

TĀTAKI AUCKLAND UNLIMITED REPORT

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# Papakura Local Economic Overview 2022



## TĀTAKI AUCKLAND UNLIMITED REPORT

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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

Papakura is one of Auckland's least populous local board areas with a population of 69,300 that is forecast to increase to 95,000 by 2048. Papakura was Auckland's fastest growing local board area between 2016 and 2021.

The NZ Statistics Educational Counts 2022 data showed Papakura school leavers have low educational attainment. The area has a diverse industrial mix, but jobs tend to require low to medium skills. This limits household income levels. The area also has a low ratio of jobs to residents, meaning most people have to commute elsewhere for employment.

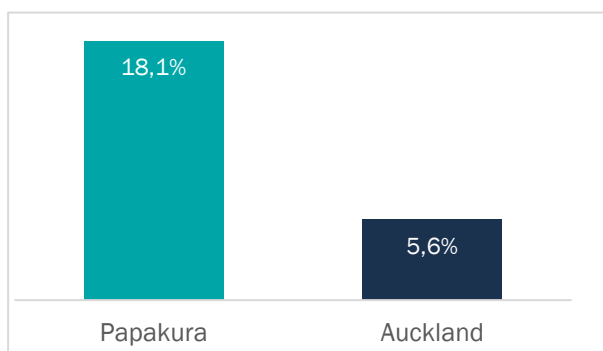
### POPULATION SUMMARY

	Papakura	Auckland/Share
Population (2021)	69,300	4.0%
Population growth (2016-2021)	18.1%	5.6%
Median Age (2021)	32.1	34.8
Labour force (2022)	34,900	983,800
Labour force participation (2022)	68%	72%
Home ownership (2018)	45%	45%

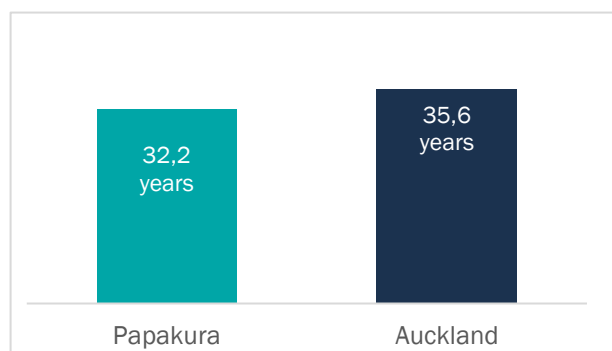
### Population

The Papakura Local Board area has experienced rapid population growth in recent years with new housing developments driving population growth. Between 2016 and 2021, population growth was at 18.1 per cent compared to 5.6 per cent regionally. (Infometrics 2021)<sup>1</sup>.

#### POPULATION GROWTH (INFOMETRICS 2016-2021)



#### MEDIAN AGE (INFOMETRICS 2021)

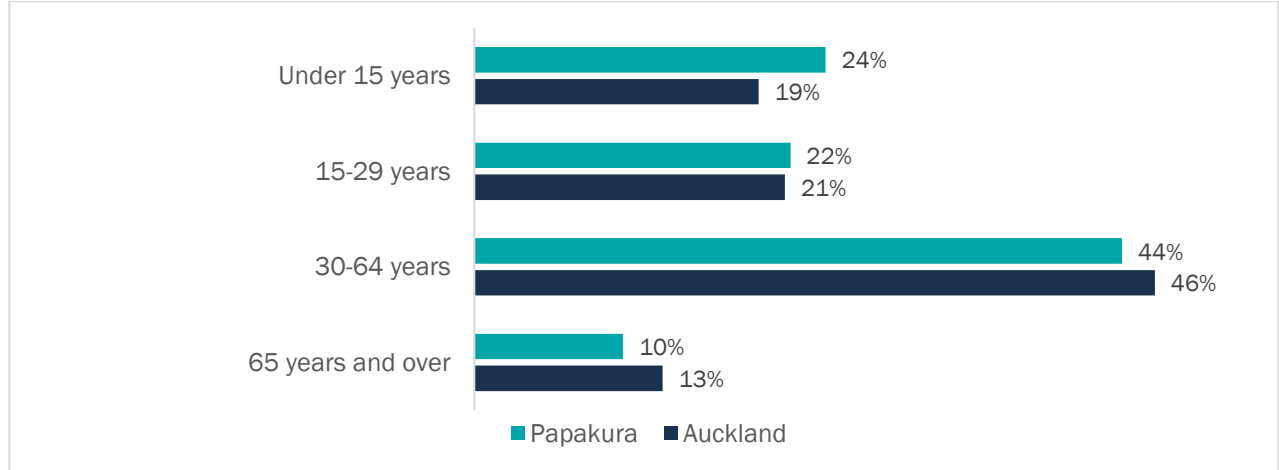


Medium population projections suggest that Papakura could be home to 95,000 residents by 2048, an increase of 25,700 residents. This is equivalent to a 1.4 per cent per annum increase or an additional 952 people per year (NZ Statistics).

<sup>1</sup> Infometrics population estimates

Papakura has a lower median age than the region, and its working age population is slightly below the regional average. There are proportionately more young people and fewer retirement age people in Papakura, compared to the region.

### AGE STRUCTURE (INFOMETRICS 2021)

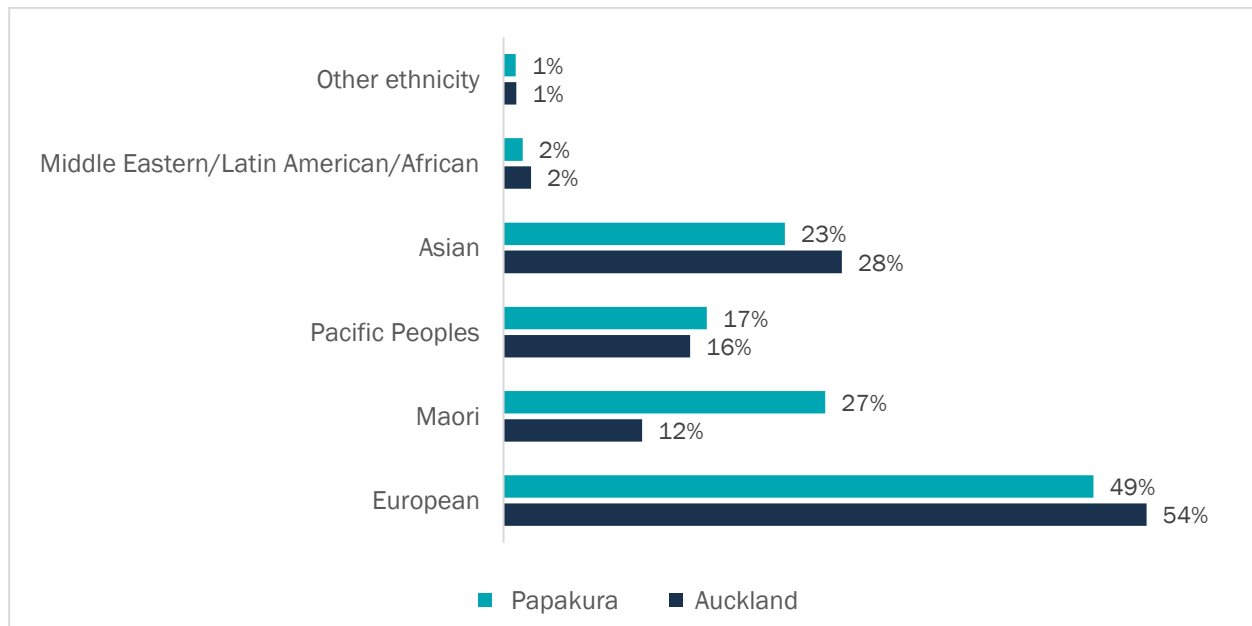


### Ethnicity

Papakura's population is predominantly of European ethnicity (49 per cent). Māori make up 27 per cent of the population, which is more than double the proportion across the region. There are also significant Indian and Samoan populations.

Papakura's proportion of residents born overseas (31 per cent) is lower than the regional average (42 per cent). Of people born overseas, 20 per cent had been in New Zealand for less than five years, less than the region (24 per cent).

### ETHNIC MAKE-UP (CENSUS 2018)



## Languages

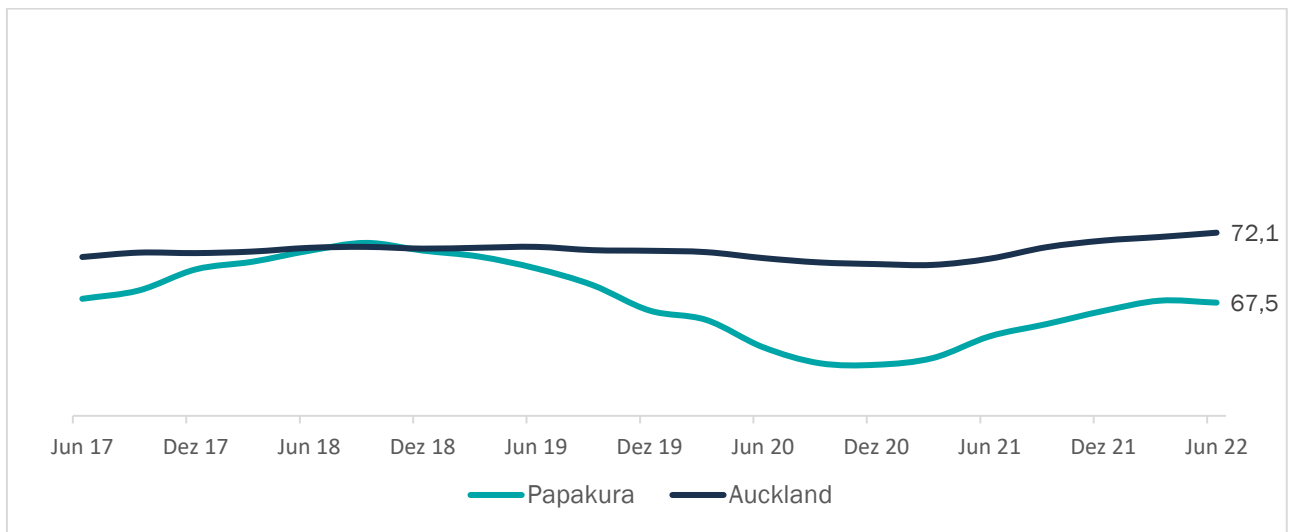
With a diverse population, there are a wide range of languages in use in Papakura. Ninety-three 93 per cent of residents are able to speak English, which is the same percentage as in Auckland as a whole.

## 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.

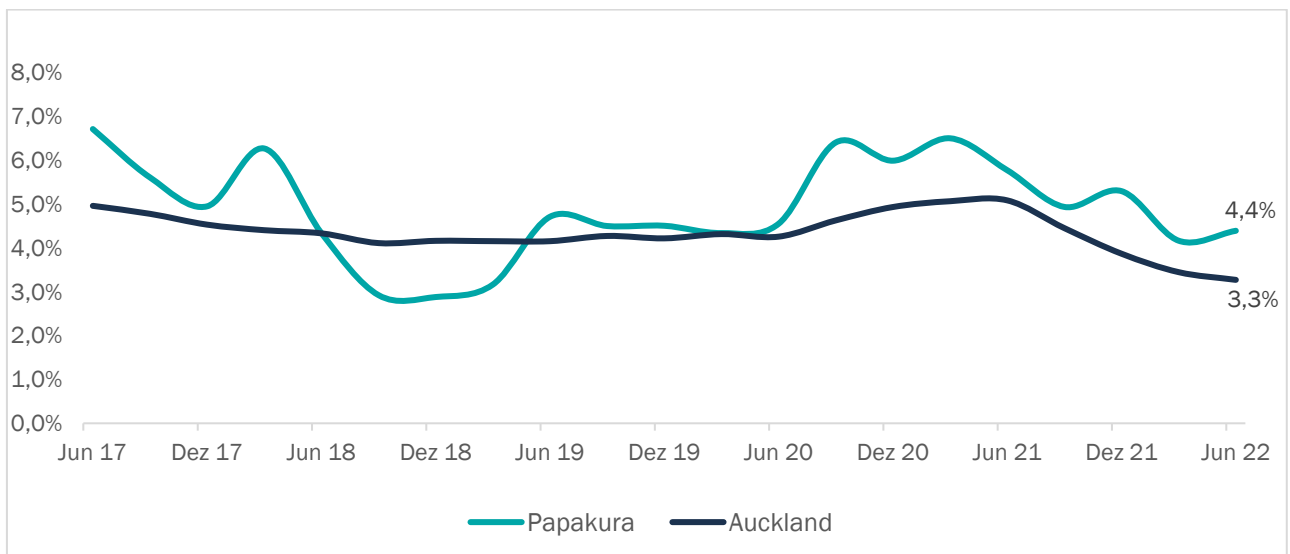
The labour force participation rate in Papakura is 68 per cent, below the Auckland regional rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Papakura, has remained above the Auckland average since June 2020.

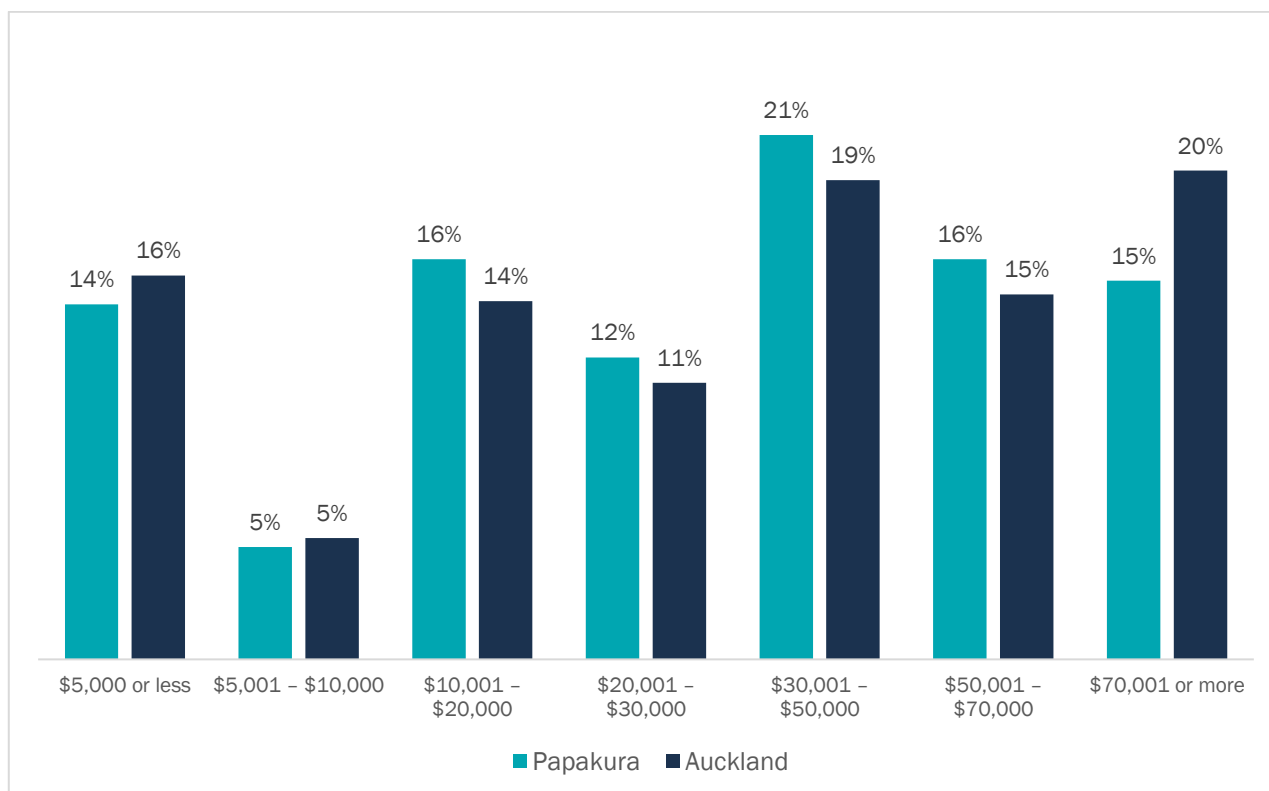
### UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



## Income

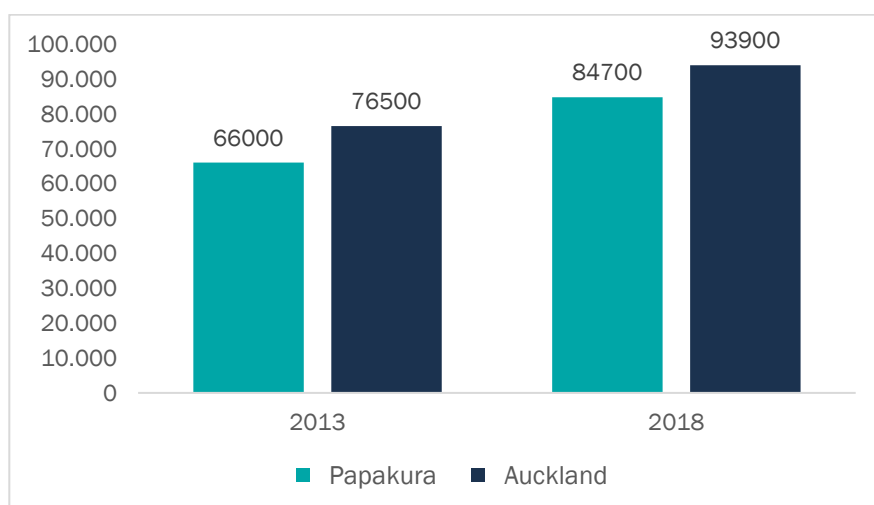
Analysis of individual income levels in 2018 shows that there was a lower proportion (15 per cent) of persons earning a high income (over \$70,000 per year) in Papakura compared to the region (20 per cent).

### INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income in Papakura was \$84,700, lower than the Auckland median of \$93,900.

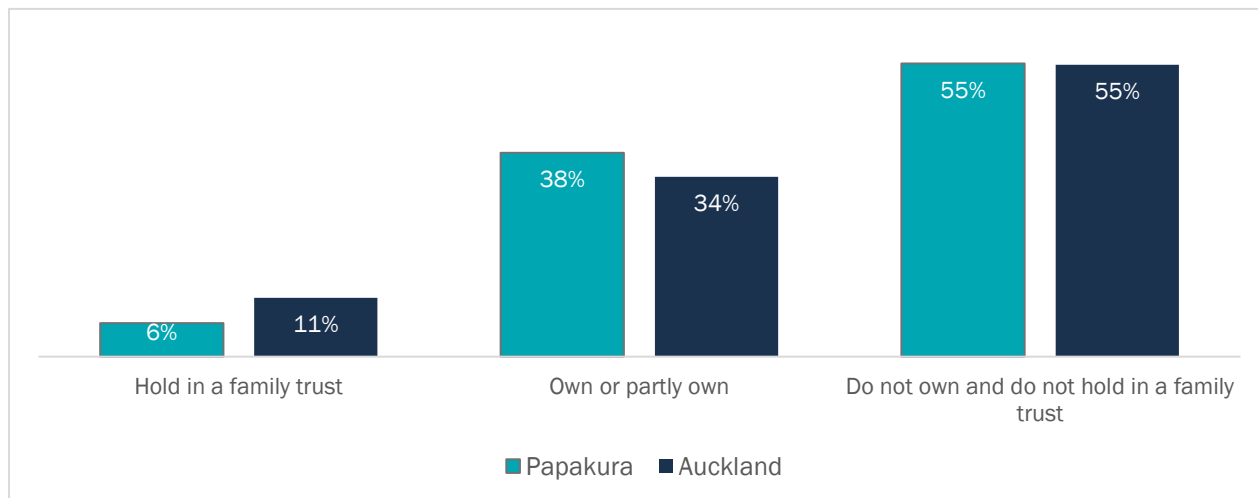
### MEDIAN HOUSEHOLD INCOMES (CENSUS 2018)



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

Home ownership in Papakura is slightly lower than the regional average; in 2018, 44 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

### HOME OWNERSHIP (CENSUS 2018)



### Household Prosperity

Papakura is one of many local board areas with lower household incomes and higher levels of unemployment that feature as less prosperous areas within the *Auckland Prosperity Index (2018 and 2020)*<sup>2</sup>.

These areas are a focus of attention from Auckland Council and other agencies, looking to improve economic well-being. Predominantly located in South and West Auckland, there are some geographically targeted initiatives, seeking to tackle the uneven distribution of economic prosperity across the region. In addition, some regional initiatives, focused on supporting particular communities see the focus of their delivery in parts of South and West Auckland, where those communities live.

Tātaki Auckland Unlimited is delivering Project Ikuna, an initiative connecting eligible employers and education providers to upskill Auckland's Pacific workforce in sectors and jobs likely to be affected by automation and other technological change.

Community and Social Innovation (CSI) hosts a number of interventions with economic development outcomes with the aim of reducing the wealth gap between communities. Key projects are:

- **AMOTAI** - a supplier diversity initiative, supporting Māori and Pasifika enterprises to overcome barriers to government contracts, so that economic equity is accelerated for minority and indigenous businesses.
- **Māori & Pasifika Trades Training** – a training initiative that aims to create quality employment opportunities for Māori and Pasifika through training in trades that are in high demand in the region.
- **UpTempo** – a workforce innovation initiative that aims to improve Pasifika access to higher paid jobs through a whole of family approach to workforce development.
- **Youth Economy** – a team within CSI supporting enhanced economic wellbeing and prosperity for youth in South and West Auckland by increasing access to high-quality careers and pathways.

<sup>2</sup> <https://www.aucklandnz.com/business/economy-and-sectors/market-news-and-trends/aucklands-prosperity-index-reports>



## 3: Skills

Papakura has a less well qualified labour force with a lower proportion of residents educated to degree level or higher. Fewer school leavers from Papakura leave with NCEA Level 2 or NCEA Level 3 and fewer tend to progress from school in to tertiary education.

### 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.

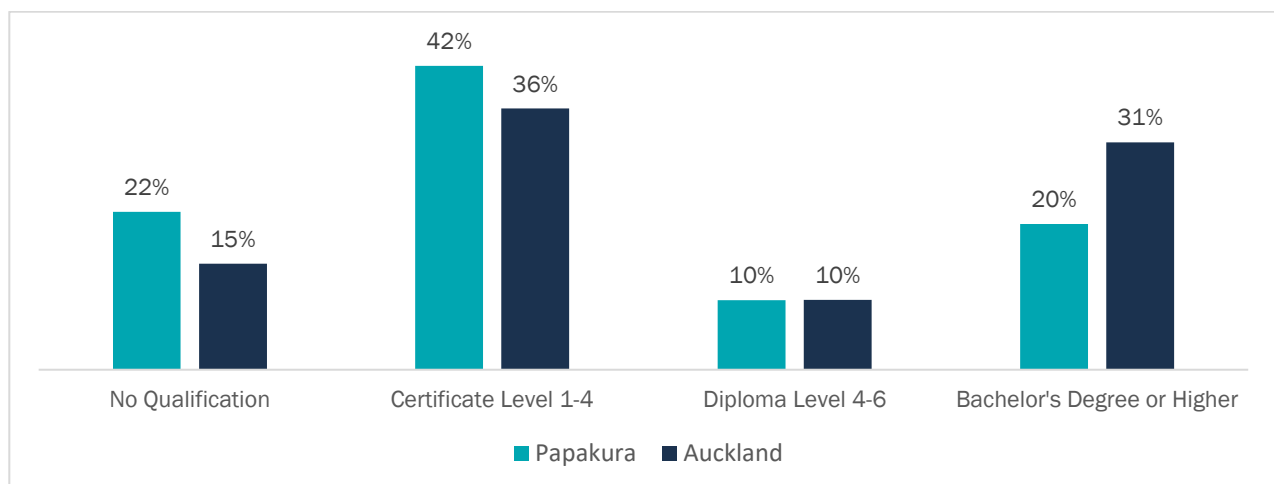
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as 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, 20 per cent of adult residents in Papakura had gained a bachelor's degree or higher, a lower proportion than the Auckland region (31 per cent). Twenty-two per cent of residents had no educational qualifications compared with 15 per cent across the region<sup>3</sup>.

<sup>3</sup> Highest qualification is derived for people aged 15 years and over

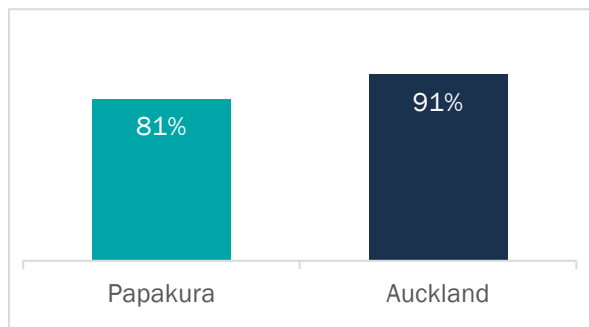
## Educational attainment

NCEA is the national school leavers qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2021, 19 per cent of school leavers in Papakura did not achieve the standard for NCEA Level 1 compared to nine per cent regionally.

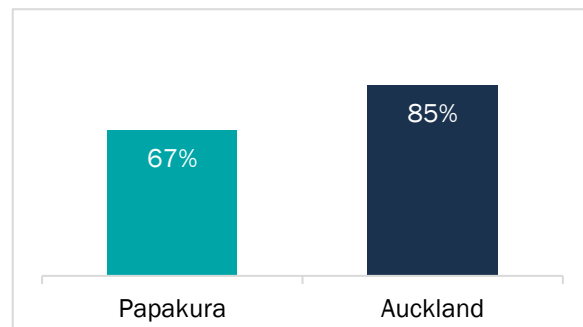
In 2021, 27 percent of school leavers in Papakura achieved NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland Average of 85 percent of school leavers achieving NCEA Level 2 or higher.

### NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

#### LEVEL 1



#### LEVEL 2

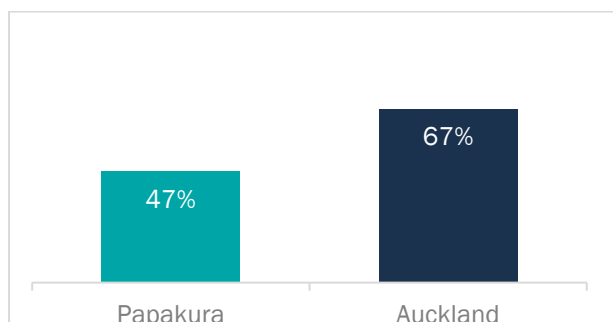


### NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	87.6%	74.9%
Māori	67.7%	48.1%
Pacific	73.5%	52.9%
Asian	93.8%	89.4%
Middle East, Latin American, African	0.0%	0.0%
Other	0.0%	0.0%
<b>Total Local Board</b>	<b>80.5%</b>	<b>67.1%</b>
<b>Total Auckland</b>	<b>91.2%</b>	<b>84.9%</b>

NCEA Level 3 is regarded as the minimum level required for university entry. Forty-seven per cent of Papakura school leavers achieved this, fewer 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)

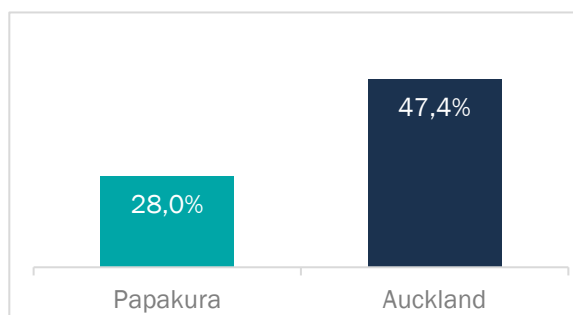
Percentage achieving NCEA 3	Papakura %	AKL region %
Māori	25.2%	43.5%
Pacific	33.5%	54.2%
Asian	81.4%	83.3%
Middle East, Latin American, African	-	68.8%
Other	-	73.7%
European	51.1%	69.8%
<b>Total</b>	<b>46.6%</b>	<b>67.2%</b>

Fewer school leavers moved on to degree level study within a year of leaving school. Twenty-eight per cent of Papakura school leavers did this, much fewer than the Auckland average of 47 per cent. A higher proportion moved into certificate and diploma level study, but overall, more (58.7 per cent) enrolled in some form of tertiary education below the regional average (69 per cent).

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

Local Boards	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Papakura	28.0%	25.0%	5.7%	41.3%	560
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



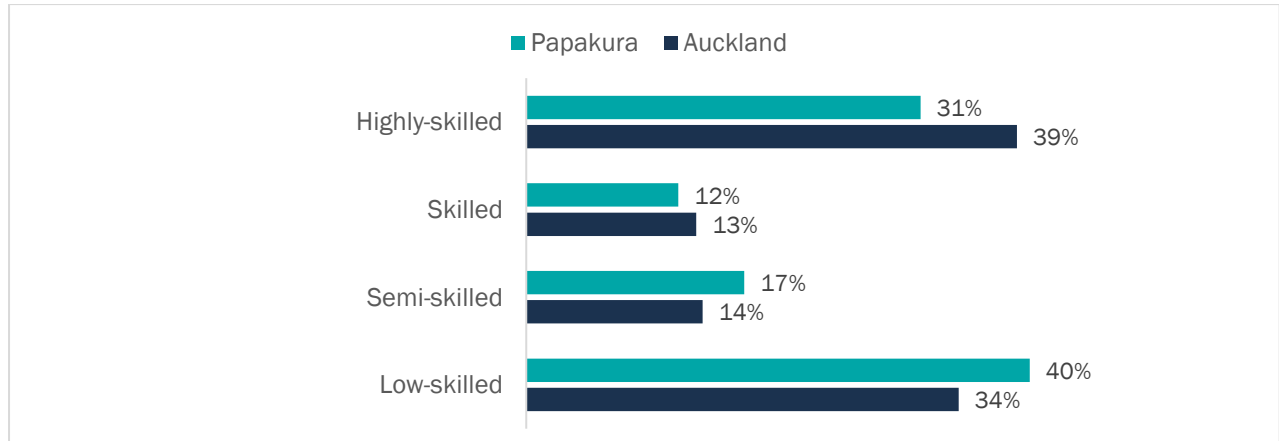
### DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	8.3%	19.4%	10.0%	62.2%	180
Pacific	10.0%	24.2%	7.5%	58.3%	120
Asian	50.6%	29.9%	1.1%	18.4%	87
MELAA	-	-	-	-	-
Other	-	-	-	-	-
NZ European	33.4%	28.3%	5.2%	33.1%	290

## Occupations

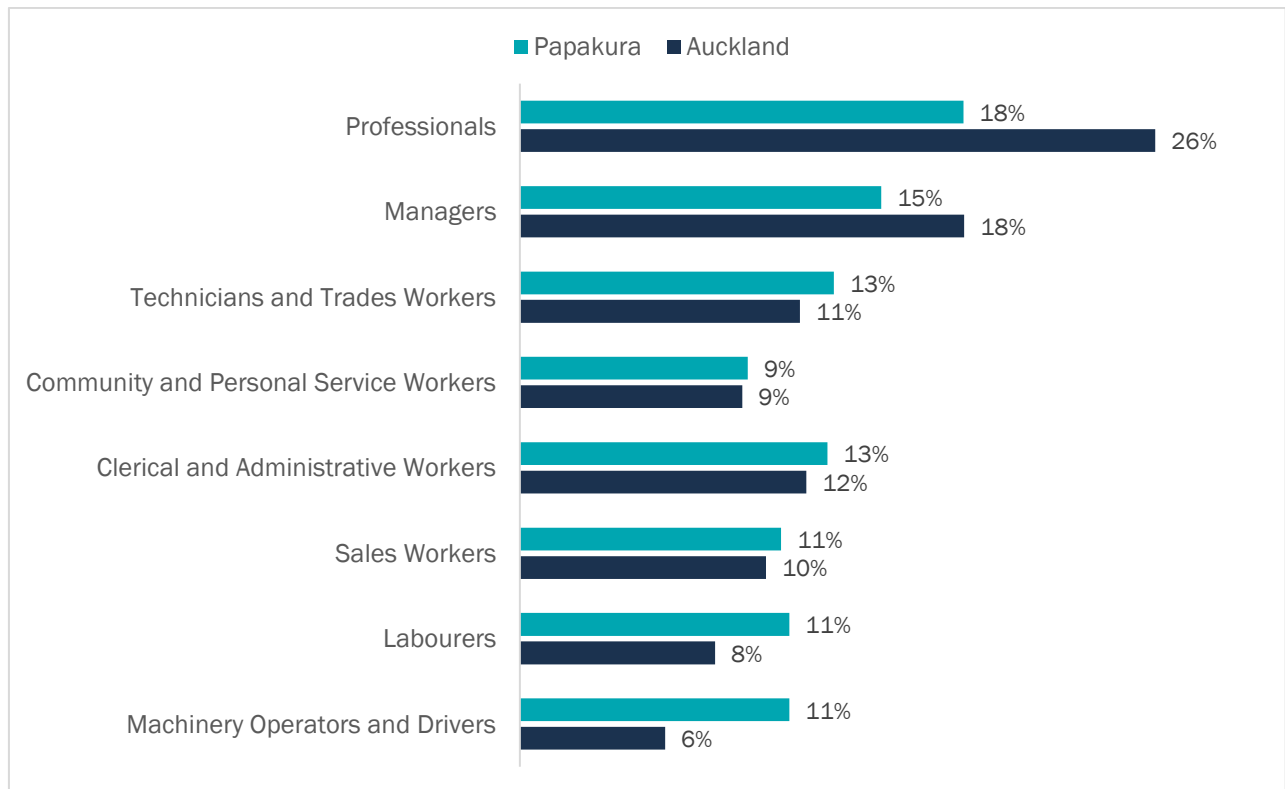
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

### EMPLOYMENT BY SKILL LEVEL IN PAPAURA (INFOMETRICS 2021)



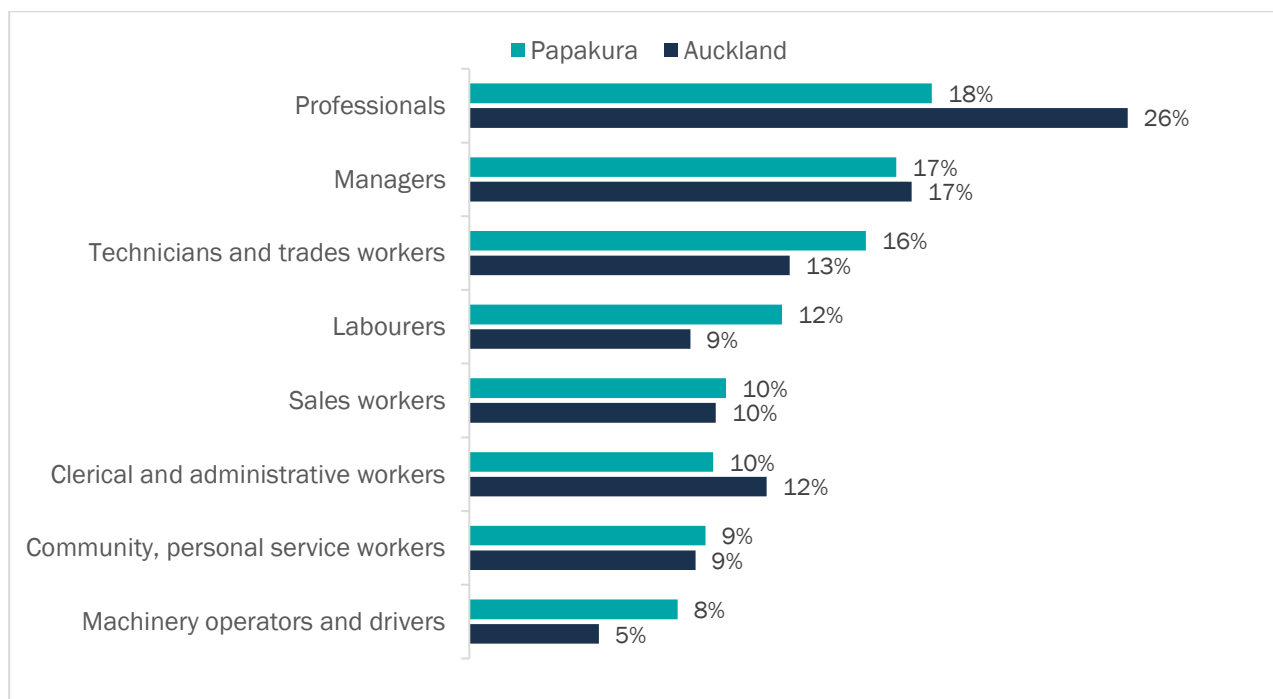
The Papakura Local Board area had a lower proportion of employment in the skilled and higher-skilled levels (43 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (57 per cent) compared to the wider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

### OCCUPATIONS OF RESIDENTS LIVING IN PAPAURA (CENSUS 2018)



Professionals and managers were the most popular occupational categories for Papakura residents in 2018 (33 per cent), significantly below the wider Auckland regional average (44 per cent). Labourers and machinery operators and driver’s resident in the area (22 per cent) were significantly above the regional average (14 per cent).

### OCCUPATIONS IN PAPAOKURA BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Papakura Local Board area, professionals were the largest occupational group (18 per cent), below the wider Auckland regional average (26 per cent). Labourers and machinery operators and drivers jobs located in the area (20 per cent) were above the regional average (14 per cent).

Specialist managers<sup>4</sup> were the largest occupational group with 8.9 per cent of the total jobs in Papakura, followed by education professionals and sales assistants and salesperson.

### TOP 10 OCCUPATIONS LOCATED IN PAPAOKURA (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	Share of Papakura Total
1	Specialist Managers	1,935	8.9%
2	Education Professionals	1,282	5.9%
3	Sales Assistants & Salespersons	1,257	5.8%
4	Automotive & Engineering Trades Workers	927	4.2%
5	Other Labourers	822	3.8%
6	Business, HR & Marketing Professionals	798	3.7%
7	Chief Execs, General Managers, Legislators	795	3.6%
8	Construction Trades Workers	791	3.6%
9	Carers & Aides	791	3.6%
10	Road & Rail Drivers	788	3.6%
	<b>Sub-total of top 10 occupations</b>	<b>10,186</b>	<b>46.7%</b>
	<b>Total jobs</b>	<b>21,815</b>	<b>100%</b>

<sup>4</sup> Specialist managers include managers in advertising, construction, ICT, business administration and education.

Specialist managers, the largest occupational group, were also the fastest growing group in terms of jobs between 2016-2021.

**FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)**

Sector	New Jobs
Specialist Managers	274
Carers & Aides	221
Cleaners & Laundry Workers	194
Automotive & Engineering Trades Workers	191
Business, HR & Marketing Professionals	159

## 4: Local Economy

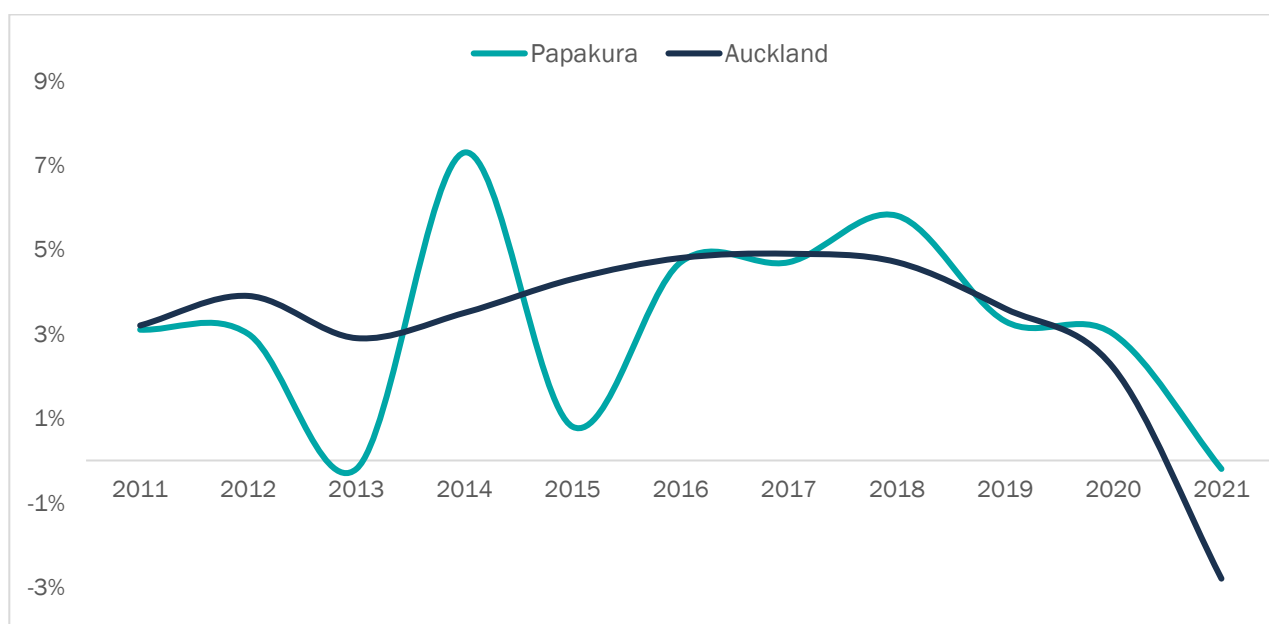
Papakura has a strong local economy driven by the GDP and employment creation of the manufacturing sector. The GDP contribution of manufacturing is almost double that of the construction sector, the second largest contributor. The manufacturing, construction and retail trade sectors are the major providers of employment in the local economy. The fastest growing sector by GDP is the administration and support services sector and this sector has also added the greatest number of new jobs between 2016-2021. Jobs in the knowledge intensive industries are very low, fifty per cent less than the Auckland regional average.

### Growth and employment trends

Between 2020-2021, Papakura experienced a small decline in GDP of -0.2 per cent, compared to the negative growth rate in the Auckland region of -2.8 per cent. In the five years to 2021, the Papakura economy grew at an average annual rate of 3.3 per cent, faster than the 2.5 per cent in the Auckland region.

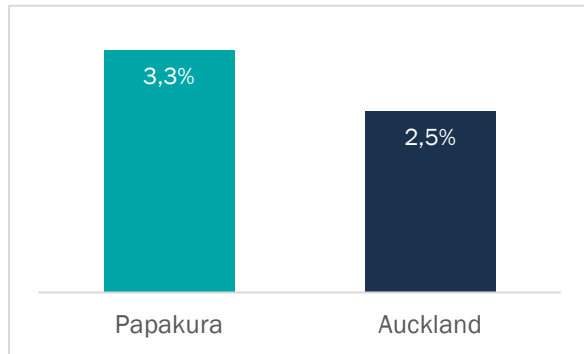
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year, lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

### GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

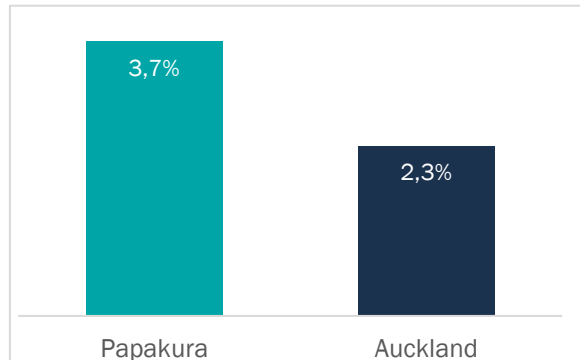


Employment in Papakura increased by an average of 3.7 per cent per annum in the five years from 2016-2021, higher than the Auckland regional rate of 2.3 per cent. Over the last five years, Papakura job numbers increased the most in administrative and support services (+661 jobs), accommodation and food services (+403), and healthcare and social assistance (+390).

#### AVERAGE ANNUAL GDP GROWTH (INFOMETRICS 2016-2021)



#### AVERAGE ANNUAL EMPLOYMENT GROWTH (INFOMETRIC 2016-2021)



The fastest growing sector by GDP percentage change between 2016-2021 was administrative and support services, which grew on average 21 per cent. 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)

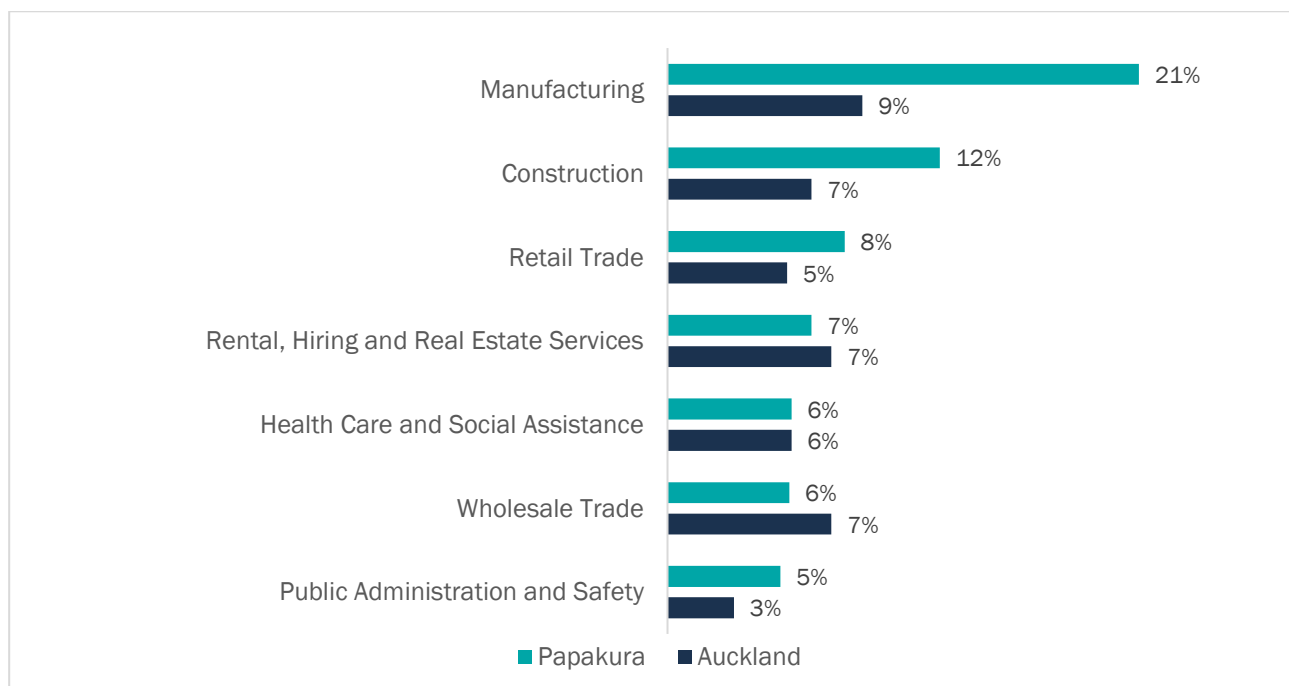
Industry	Average p.a. change (2016-2021)
Administrative & Support Services	21.4%
Agriculture, Forestry & Fishing	7.9%
Accommodation & Food Services	7.3%
Public Administration & Safety	6.9%
Healthcare & Social Assistance	6.4%
Retail Trade	5.7%

#### Industry mix

Papakura'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 Papakura economy were manufacturing, construction, and retail trade.

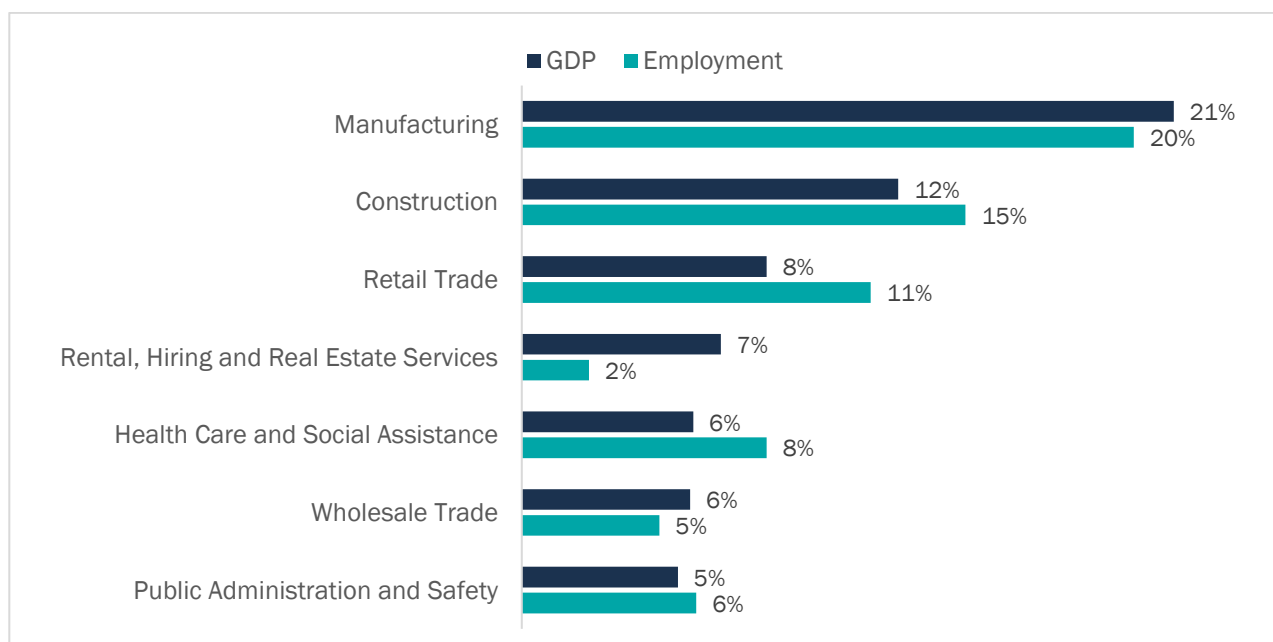


### BROAD INDUSTRY MIX BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2021)



- **Manufacturing** contributed 21 per cent of Papakura's GDP and provided 20 per cent of the area's employment.
- **Construction** contributed 12 per cent of Papakura's GDP and provided 15 per cent of the area's employment.
- **Retail trade** contributed eight per cent of Papakura's GDP but provided 11 per cent of the area's employment.
- **Rental, hiring and real estate services** contributed seven per cent of Papakura's GDP but provided only two per cent of the area's employment.

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



Manufacturing, construction, and retail trade were the key employment sectors in Papakura.

Looking at more detailed sub-sectors, we see that construction services, educational and training, and accommodation and food services were also key sectors.

**TOP 10 INDUSTRIES BY EMPLOYMENT – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)**

Rank	Industry	Jobs (2021)	Share of Papakura Total
1	Healthcare & Social Assistance	1,739	8.0%
2	Construction Services	1,600	7.3%
3	Education & Training	1,553	7.1%
4	Accommodation & Food Services	1,286	5.9%
5	Other Store & Non-Store Retailing	1,199	5.5%
6	Central Gov Admin, Defence & Safety	1,077	4.9%
7	Professional, Scientific & Tech Services	1,007	4.6%
8	Supermarket & Specialised Food Retailing	1,007	4.6%
9	Administrative & Support Services	987	4.5%
10	Wholesale Trade	976	4.5%
	<b>Total top 10 industries</b>	<b>12,431</b>	<b>56.9%</b>
	<b>All other industries</b>	<b>9,384</b>	<b>43.1%</b>
	<b>Total employment</b>	<b>21,815</b>	<b>100%</b>

The administrative and support services, accommodation and food services, and healthcare sectors experienced the greatest growth between 2016-2021, all adding a significant number of new jobs.

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

Sector	New Jobs
Administrative & Support Services	661
Accommodation & Food Services	403
Healthcare & Social Assistance	390
Central Gov Admin, Defence & Safety	345
Heavy & Civil Engineering Construction	274
Construction Services	258
Fabricated Metal Product Manufacturing	201

Several sectors experienced a decline in jobs between 2016-2021, but the numbers were relatively small.

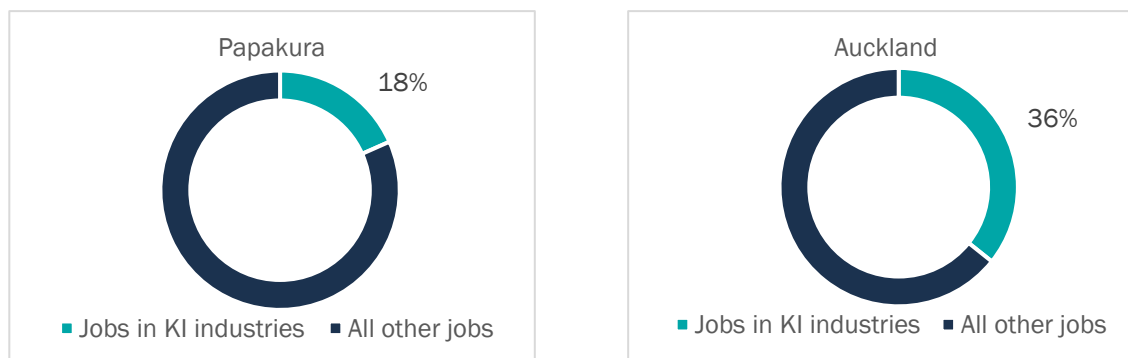
**SECTORS WITH DECLINING JOBS – 54 SECTOR CLASSIFICATION (INFOMETRICS 2016-2021)**

Sector	Jobs Lost
Wholesale Trade	-91
Dairy Product Manufacturing	-73
Finance	-45
Polymer Product & Rubber Product Manufacturing	-44

## Knowledge intensive employment

Knowledge intensive industries<sup>5</sup> represent an increasing share of the New Zealand economy's output and employment and may be a source of future productivity growth. Eighteen per cent of jobs in Papakura were in knowledge intensive industries, which was much less than the Auckland regional average of 36 per cent.

### JOBS IN KNOWLEDGE INTENSIVE INDUSTRIES (INFOMETRICS 2021)



## Sector strengths

This section uses location quotients to identify what industries in 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 Papakura than they are in the region as a whole. Many of these are manufacturing sectors such as beverages, food, mineral products, wood, and metal manufacturing.

### INDUSTRIES CONCENTRATED IN PAPAURA (INFOMETRICS 2016-2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Beverage & Tobacco Product Manufacturing	5.4	113.7 (4.4%)	344
2	Non-Metallic Mineral Product Manufacturing	3.7	40.9 (1.6%)	239
3	Fabricated Metal Product Manufacturing	3.7	75.1(2.9%)	732
4	Wood Product Manufacturing	3.6	51.1(2.0%)	471
5	Heavy & Civil Engineering Construction	3.3	153.4(5.9%)	971
6	Fruit, Cereal & Other Food Product Manufacturing	3.2	67.3 (2.6%)	724
7	Road Transport	2.4	89.9 (3.5%)	964

The spirit manufacturing sector is dominated by Asahi Beverage NZ Ltd (formerly Independent Liquor). The biscuit manufacturing sector is dominated by Griffins Food Company, both based in the Papakura industrial area.

<sup>5</sup> Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific & technical occupations.

**LOCAL SPECIALISMS (INFOMETRICS 2021)**

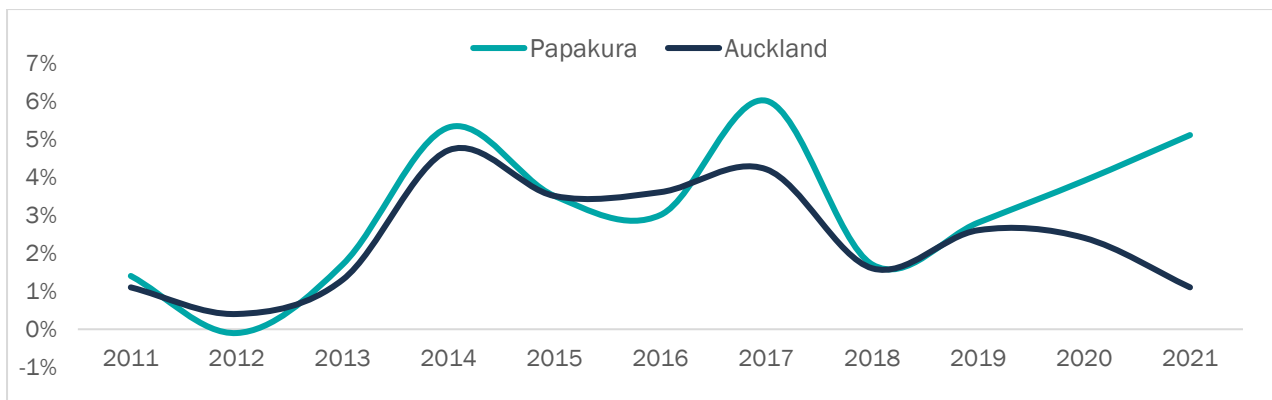
Rank	Industry	LQ	GDP (\$M)	GDP share
1	Spirit Manufacturing	79.5	114.2	4.4%
2	Biscuit Manufacturing (Factory-based)	71.9	54.5	2.1%
3	Other Specialised Machinery & Equipment Manufacturing	23.2	31.1	1.2%
4	Concrete Product Manufacturing	11.5	36.3	1.4%
5	Motor Vehicle Body & Trailer Manufacturing	9.7	26.0	1.0%

**Businesses**

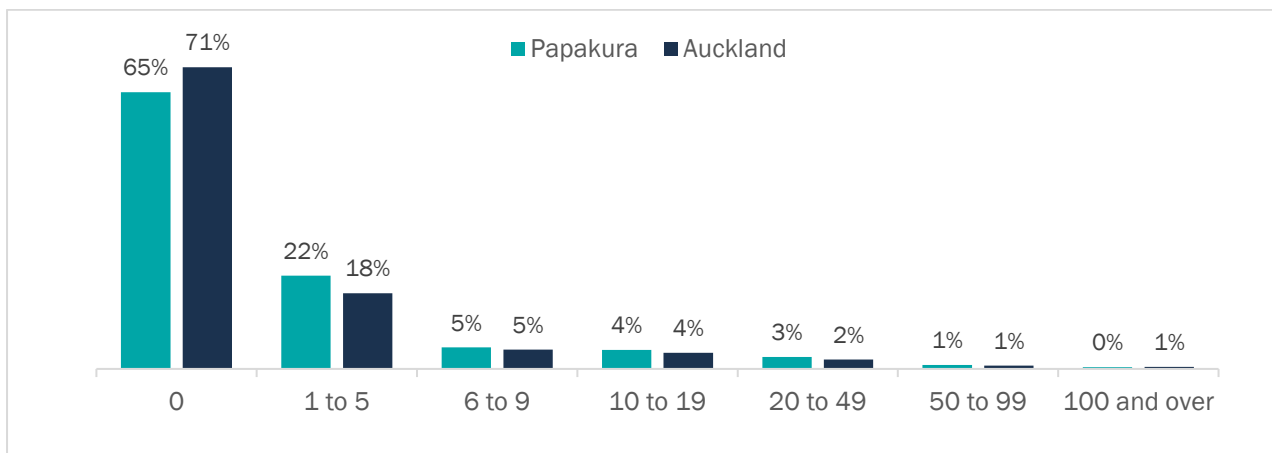
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed 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 Papakura increased during the lockdown period which was counter to the regional average which trended lower.

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

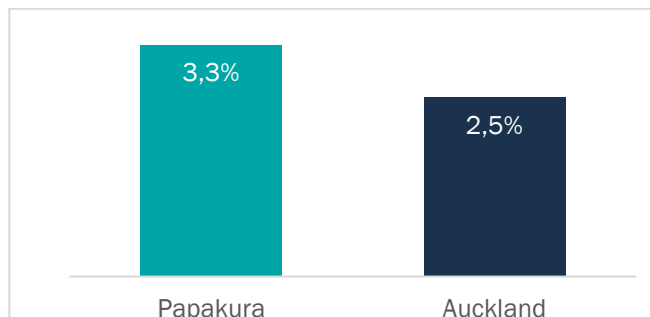


**BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)**



In 2021, there were 4,917 businesses in Papakura, employing an average of 4.4 employees each. This is the same as the Auckland regional average of 4.4 employees. The vast majority (87 per cent) of businesses in Papakura have five employees or less, highlighting the importance of small enterprises in the local economy. The size of business units is considered to be an indicator of innovation with larger firms having the capacity and structures to support innovation.

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



The number of businesses grew by 3.3 per cent a year on average over the last decade, faster 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 Papakura is concentrated in a small number of town centres such as Papakura Town Centre, which is home to retail and hospitality businesses alongside professional services as well as large format retail in Takanini. Small but locally significant industrial areas also exist at Papakura and Takanini.

Papakura is a mix of labour importing commercial and industrial areas and labour exporting suburban areas. There are 69,300 residents of Papakura, which has a labour force of 34,900. The local board area has a total of 21,815 jobs located within it. As a result, the area is a net exporter of labour to other parts of the city, primarily Maungakiekie-Tāmaki and Ōtara-Papatoetoe.

### Employment zones

Employment in Papakura is concentrated in a number of town centres and heavy and light industrial zones.

The main employment zone in Papakura is Papakura Industrial and Takanini Industrial. The town centres in Papakura and Takanini also provide a number of employment opportunities.

#### EMPLOYMENT IN PAPAURA CENTRAL AREA\* (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	670
Public Administration & Safety	290
Accommodation & Food Services	270
Manufacturing	250
Professional, Scientific & Technical Services	240
<b>Total All Sectors</b>	<b>2,960</b>
* Based on business demographics for the SA2 area	

#### EMPLOYMENT IN PAPAURA INDUSTRIAL AREA\* (NZ STATISTICS 2021)

Sector	Jobs
Manufacturing	1,450
Administrative & Support Services	360
Construction	310
Transport, Postal & Warehousing	260
Wholesale Trade	140
<b>Total All Sectors</b>	<b>2,847</b>
* Based on business demographics for the SA2 area	

**EMPLOYMENT IN TAKANINI CENTRAL AREA\* (NZ STATISTICS 2021)**

Sector	Jobs
Retail Trade	960
Manufacturing	720
Construction	220
Accommodation & Food Services	220
<b>Total All Sectors</b>	<b>2,670</b>
* Based on business demographics for the SA2 area	

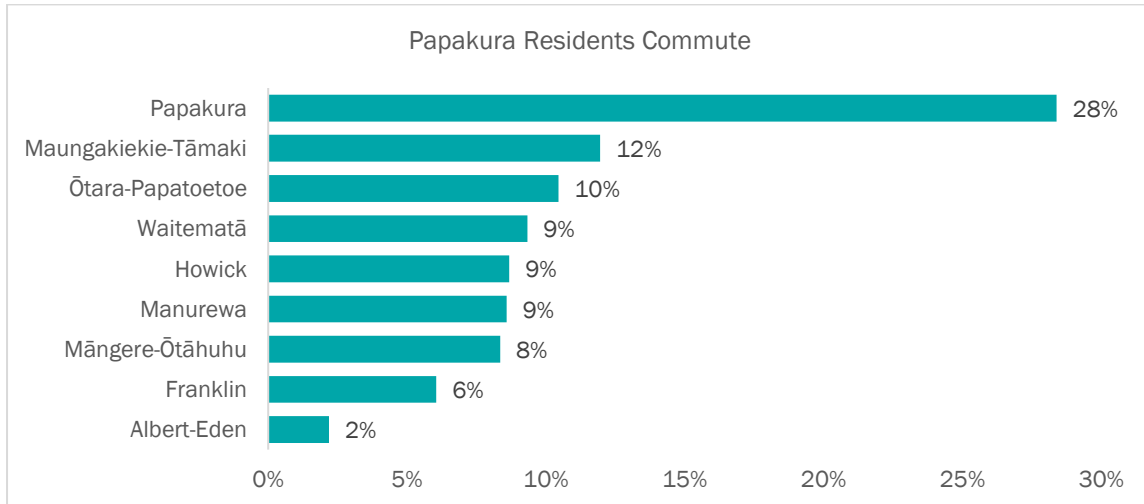
**EMPLOYMENT IN TAKANINI INDUSTRIAL AREA\* (NZ STATISTICS 2021)**

Sector	Jobs
Manufacturing	590
Wholesale Trade	390
Transport, Postal & Warehousing	360
Construction	320
Professional, Scientific & Technical Services	140
<b>Total All Sectors</b>	<b>2,177</b>
* Based on business demographics for the SA2 area	

## Commuting

In 2018, a significant proportion (28 per cent) of Papakura residents worked within the Papakura area. The most popular areas travelled to for work outside of Papakura were Maungakiekie-Tāmaki (12 per cent) and Ōtara-Papatoetoe (10 per cent). The car was the major form of transport to work (81 per cent), followed by work from home (eight per cent) and the train (seven per cent).

### TRAVEL TO WORK PATTERNS – PERCENTAGE OF TOTAL TRIPS FROM PAPAURA (CENSUS 2018)<sup>6</sup>



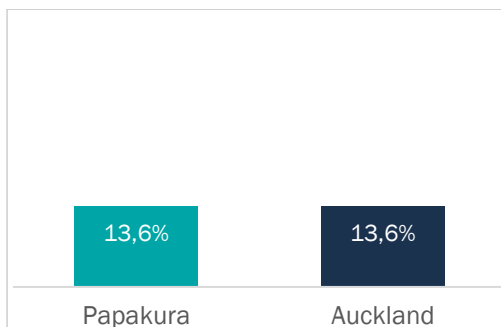
## Town Centres

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 the Papakura Local Board area are Papakura town centre and Takanini.

Spending in Papakura between 2017-2022 increased by 13.6 per cent, similar to the growth of 13.6 per cent regionally. The average transaction value in Papakura was \$48.86, just below the Auckland average of \$49.74 (Marketview 2022).

### PAPAURA BID SPENDING GROWTH (2017-2022)

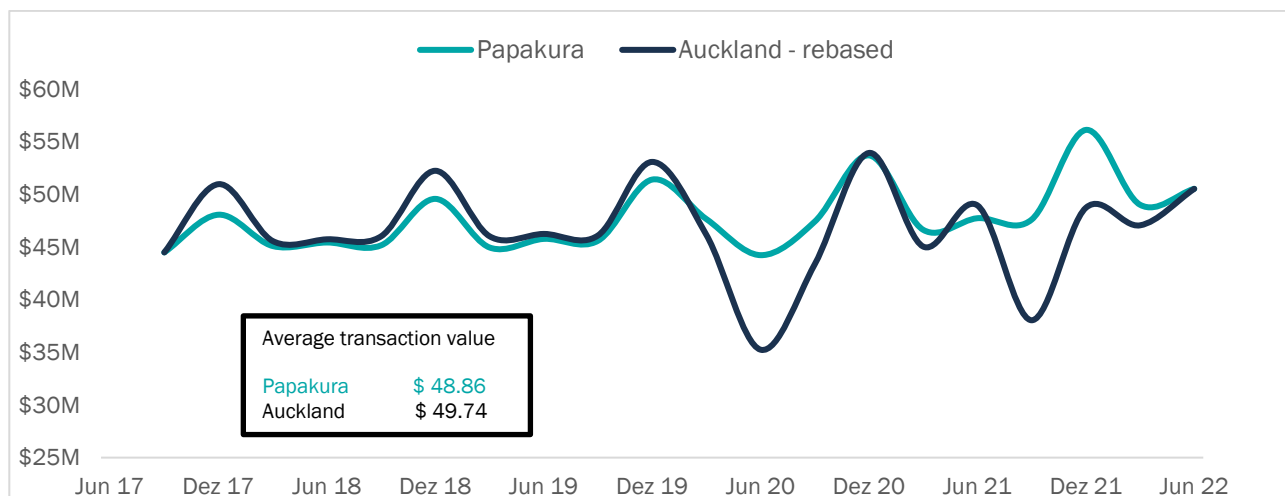


<sup>6</sup> Richard Paling Consulting 2018



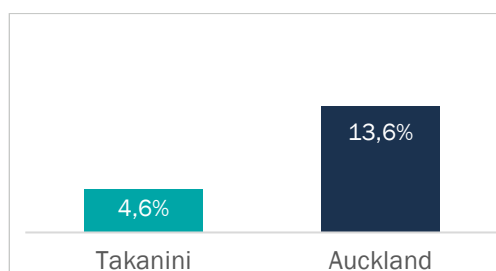
Spending in Papakura has been at a similar rate as that of the region but did not decline as significantly during the COVID-19 lockdown periods of Mar 2020 – May 2020 and Aug 2021 – Oct 2021.

#### PAPAKURA BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



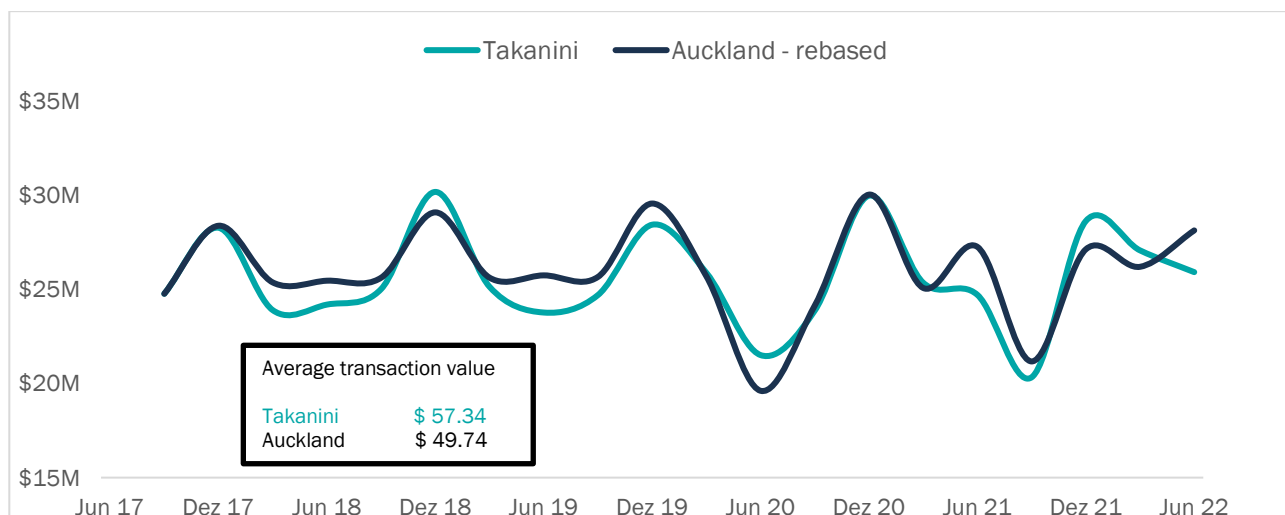
Spending in Takanini between 2017-2022 increased by 4.6 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Takanini was \$57.34, above the Auckland average of \$49.74. (Marketview 2022)

#### TAKANINI SPENDING GROWTH (2017-2022)



Spending in Takanini has grown at a slower rate as that of the region with declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

#### TAKANINI SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



## Glossary

<b>Australian and New Zealand Standard Industry Classification 2006 (ANZSIC 2006)</b>	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.
<b>Business areas</b>	Business areas reported are those Statistical Areas in the Annual Business Demographics data with the largest numbers of employees working in the area. In some cases, the business areas cross local board boundaries.
<b>Employment</b>	The head count of salary and wage earners is sourced from taxation data. Unless stated, this does not include those who are self-employed.
<b>GDP</b>	Gross domestic product is the total market value of goods and services produced in the local board area, minus the cost of goods and services used in the production process. GDP for each local board was estimated by Infometrics Ltd using 2010 prices.
<b>Labour force participation</b>	The labour force is defined as all persons aged 15 years and over who are looking for work, or are employed, either full time, part time or casually.
<b>Population</b>	The population for the local board area is the usual resident population count from the 2018 Census of Population and Dwellings. This figure may be lower than the previously published estimated 2018 population figures from Statistics New Zealand.
<b>Productivity</b>	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> '.
<b>Unemployment rate</b>	The unemployment rate is the number of people aged 15 years and over who did not have a paid job, were available for work, and were actively seeking work, as a percentage of the labour force.

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