

TĀTAKI AUCKLAND UNLIMITED REPORT

Puketāpapa 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

Puketāpapa is one of Auckland’s least populous local board areas with a population of 61,500 that is forecast to increase to 84,600 by 2048. The area has an ethnically diverse population with residents from India, China, Samoa and Tonga amongst others.

Puketāpapa is one of Auckland’s moderately prosperous areas. The Auckland Prosperity Index report showed Puketāpapa is home to highly skilled residents and has a younger age profile than most other local board areas. With few knowledge-intensive industries in the area and limited number of jobs per resident, the local board residents are reliant on ease of access to the city centre, fringe and industrial south to access employment opportunities.

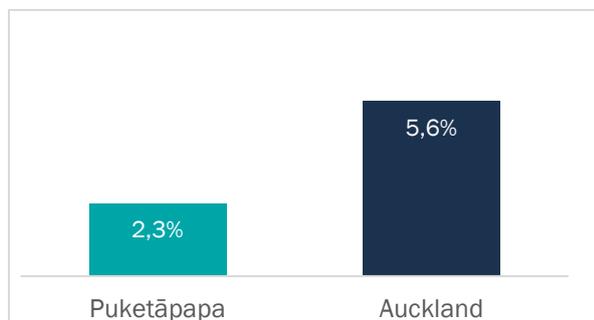
POPULATION SUMMARY

	Puketāpapa	Auckland/Share
Population (2021)	61,500	3.6%
Population growth (2016-2021)	2.3%	5.6%
Median Age (2021)	35.1	35.6
Labour force (2022)	25,100	983,800
Labour force participation (2022)	68%	72%
Home ownership (2018)	39%	45%

Population

The Puketāpapa Local Board area has experienced slower than average population growth in recent years. Between 2016 and 2021, population growth was 2.3 per cent compared to 5.6 per cent regionally (Infometrics 2021)¹.

POPULATION GROWTH (INFOMETRICS 2016- 2021)



MEDIAN AGE (INFOMETRICS 2021)

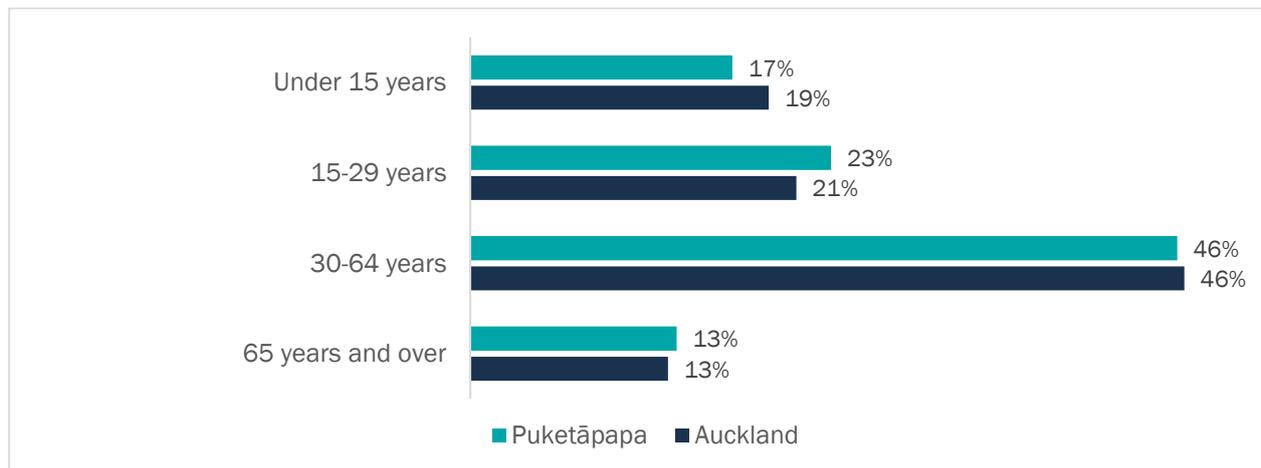


¹ Infometrics population estimates

Medium population projections suggest that Puketāpapa could be home to 84,600 residents by 2048, an increase of 23,100. This is equivalent to a 1.4 per cent per annum increase or an additional 856 people per year (NZ Statistics).

Puketāpapa has a lower median age than the region, and its share of working age population is slightly higher than the regional average. There are proportionately fewer younger people under 15 years.

AGE STRUCTURE (INFOMETRICS 2021)

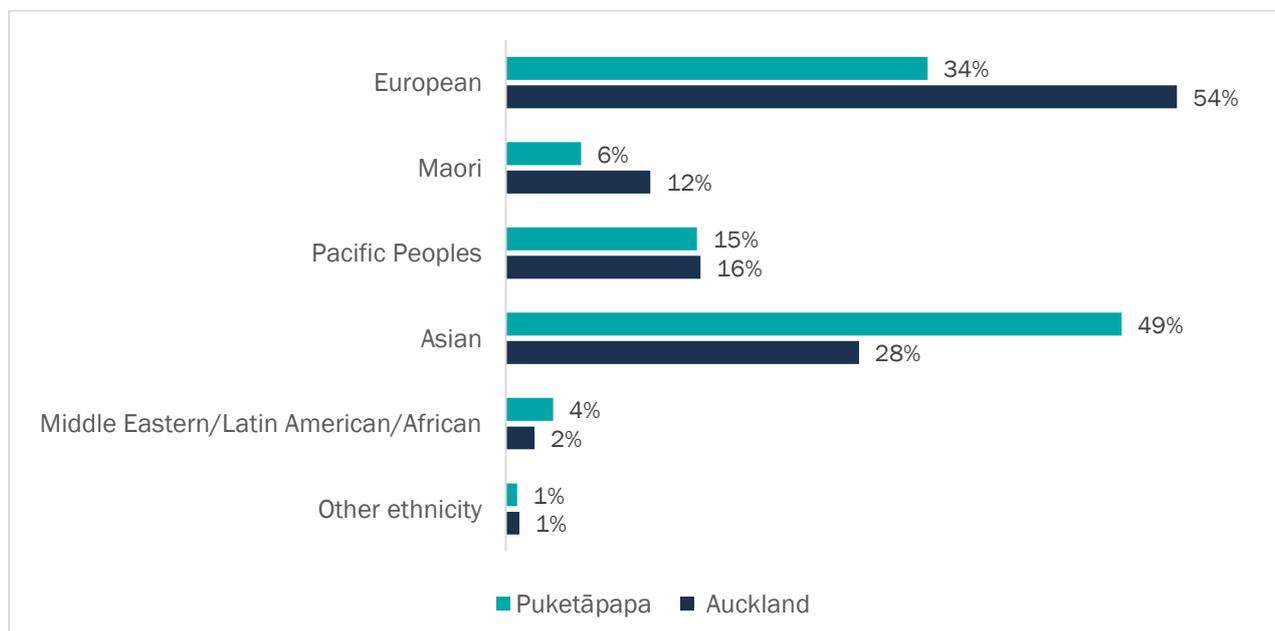


Ethnicity

Puketāpapa’s population is predominantly of Asian ethnicity (49 per cent). Māori make up six per cent of the population, which is less than the proportion across the region. There are also fewer Europeans (34 per cent) than seen regionally (54 per cent). Indians (23 per cent) and Chinese (17 per cent) are the main non-European ethnic groups in Puketāpapa.

Puketāpapa has a large proportion of residents born overseas (53 per cent) compared to the region (42 per cent). Of people born overseas, 23 per cent had been in New Zealand for less than five years, similar to the regional average of 24 per cent.

ETHNIC MAKE-UP (CENSUS 2018)



Languages

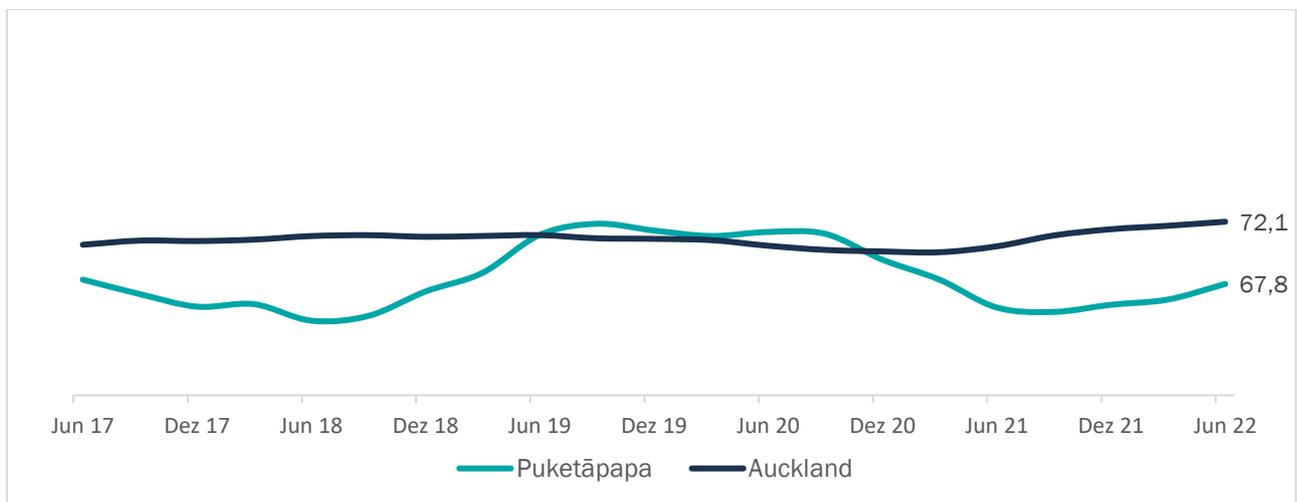
With a more diverse population than elsewhere in the region, a range of languages are spoken in the area. Ninety per cent of Puketāpapa residents are able to speak English compared to 93 per cent for the region.

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.

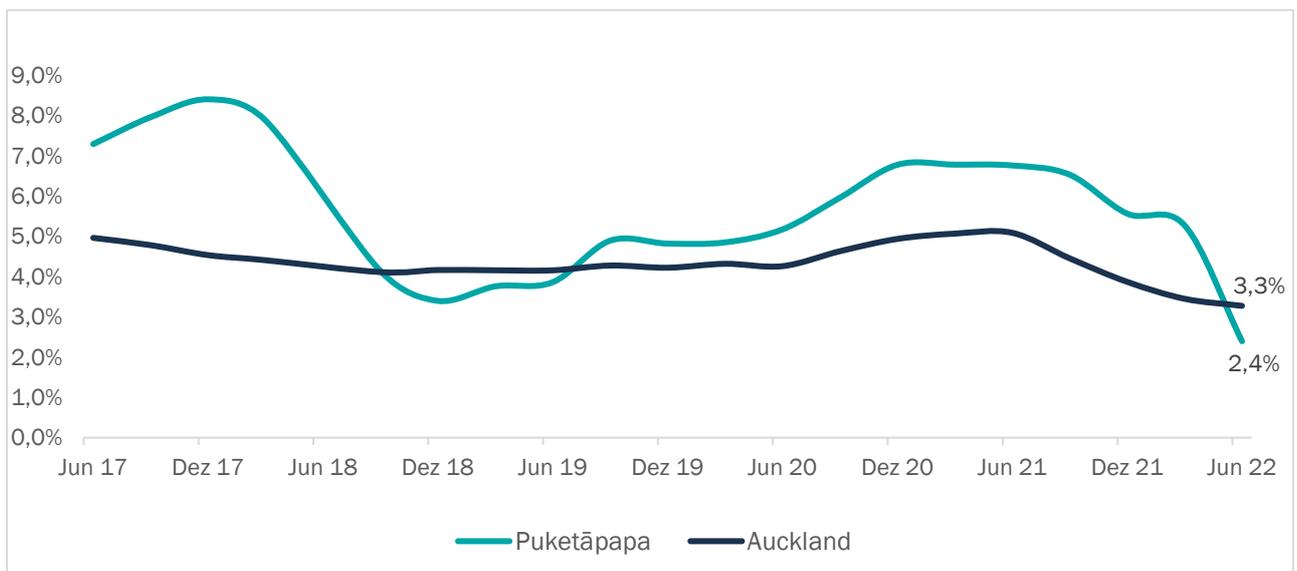
The labour force participation rate in Puketāpapa is 68 per cent, four per cent below the Auckland rate (72 per cent).

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



Unemployment, measured by the Household Labour Force Survey in Puketāpapa, has mostly been above the Auckland average over the last five years. In November 2020, it dropped below the Auckland regional rate.

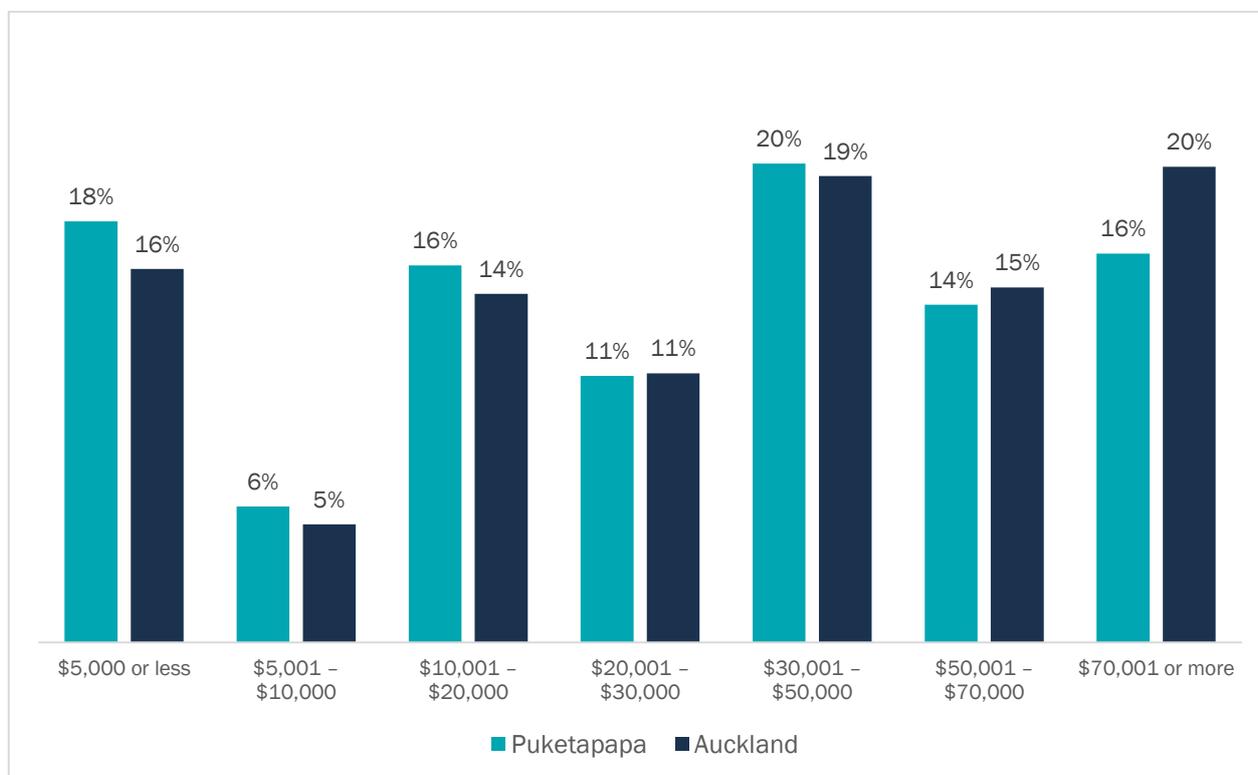
UNEMPLOYMENT RATE OVER TIME (HOUSEHOLD LABOUR FORCE SURVEY 2022)



Income

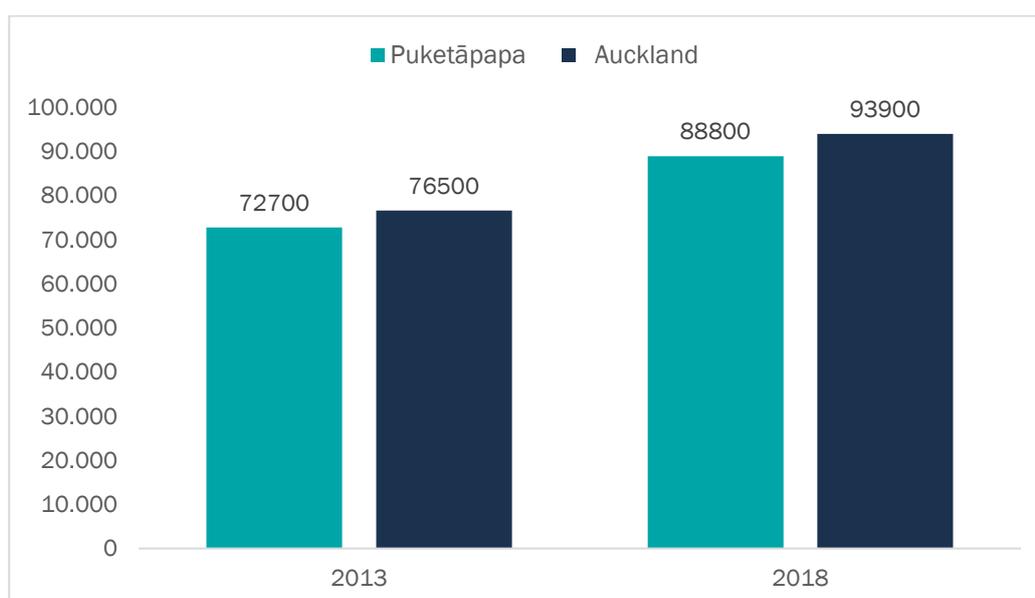
Analysis of individual income levels in 2018 shows that there was a lower proportion (16 per cent) of persons earning a high income (over \$70,000 per year) in Puketāpapa compared to the region (20 per cent).

INDIVIDUAL INCOMES (CENSUS 2018)



At the 2018 census, the median household income in Puketāpapa was \$88,800, lower than in the Auckland region \$93,900.

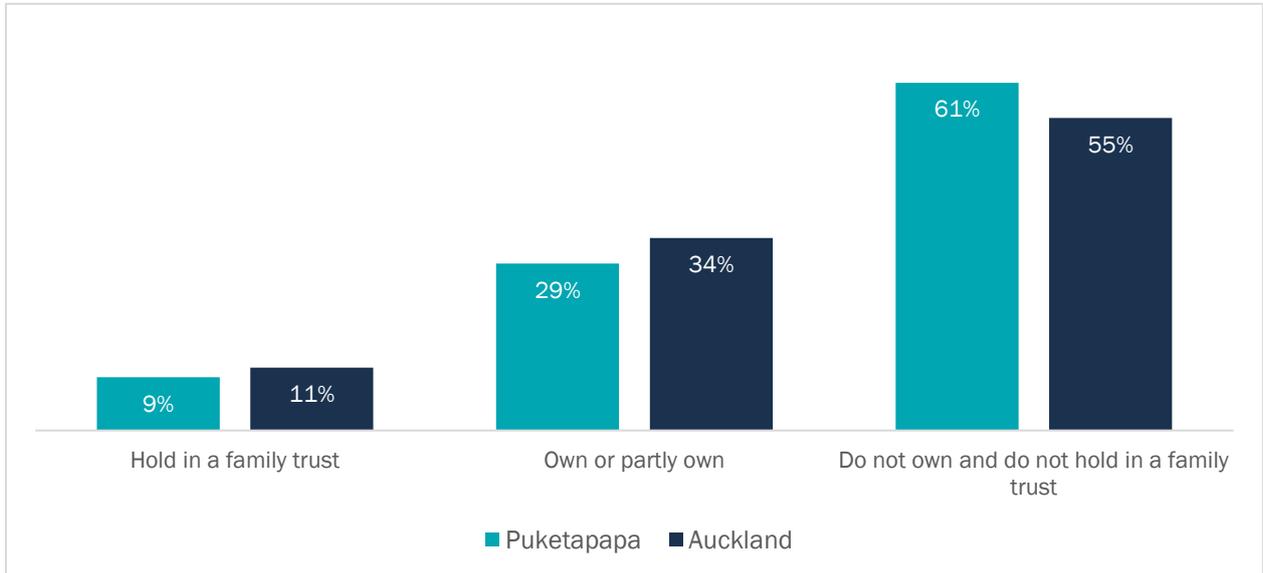
MEDIAN HOUSEHOLD INCOME (CENSUS 2018)



In 2018, 12 per cent of individuals in Puketāpapa derived self-employment or business income, below the rate across Auckland (14 per cent).

Home ownership in Puketāpapa is lower than the regional average; in 2018, 38 per cent of households owned the dwelling they lived in, compared to 45 per cent across Auckland.

HOME OWNERSHIP (CENSUS 2018)



3: Skills

Puketāpapa has a well qualified labour force with a high proportion of residents educated to degree level or higher. More school leavers from Puketāpapa leave with NCEA Level 2 or NCEA Level 3. A above average proportion go on to tertiary education on 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.

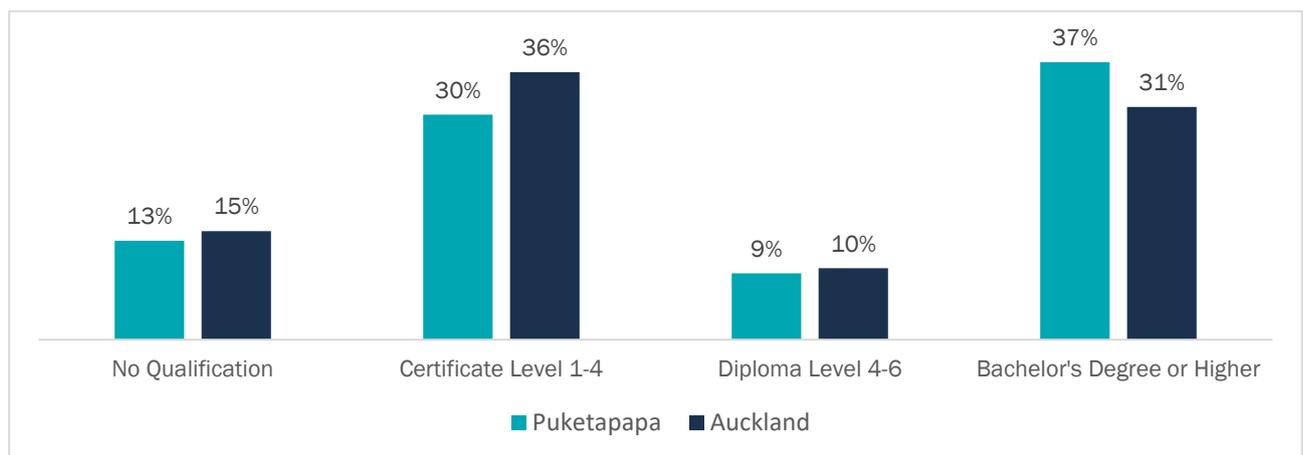
School attainment is one indicator of future skill levels, but skills acquisition is a process that continues through tertiary education and training and into employment. A wide range of programmes exist to address skills shortages, both for key sectors that struggle to find suitably skilled staff as 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, 37 per cent of adult residents in Puketāpapa had gained a bachelor's degree or higher, a higher proportion than the Auckland region (31 per cent). Thirteen 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

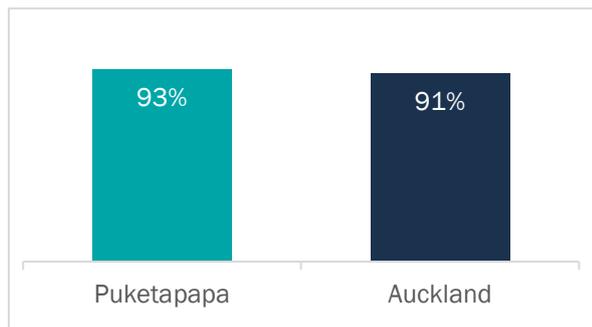
Educational attainment

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

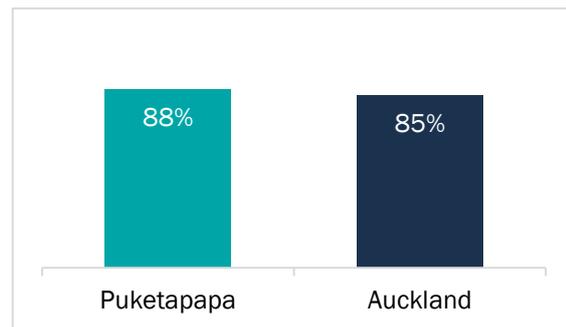
In 2021, only 12 per cent of school leavers in Puketāpapa did not achieve NCEA Level 2, which provides the foundation skills required for employment. This is below the Auckland average where 15 per cent of school leavers did not achieve NCEA Level 2 or higher.

NCEA – STUDENTS ATTAINING NCEA (MINISTRY OF EDUCATION 2021)

LEVEL 1



LEVEL 2

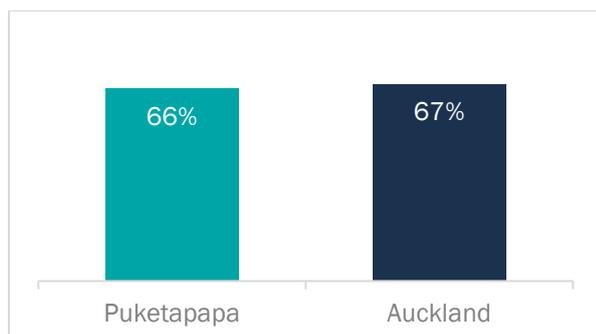


NCEA 1 & 2 ATTAINMENT BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Percentage achieving NCEA	Level 1	Level 2
European	91.5%	85.2%
Māori	81.0%	68.3%
Pacific	90.1%	81.7%
Asian	97.2%	93.3%
Middle East, Latin American, African	0.0%	0.0%
Other	0.0%	0.0%
Total Local Board	93.2%	87.5%
Total Auckland	91.2%	84.9%

NCEA Level 3 is regarded as the minimum level required for university entry. Sixty-six per cent of Puketāpapa school leavers achieved this, similar to 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)

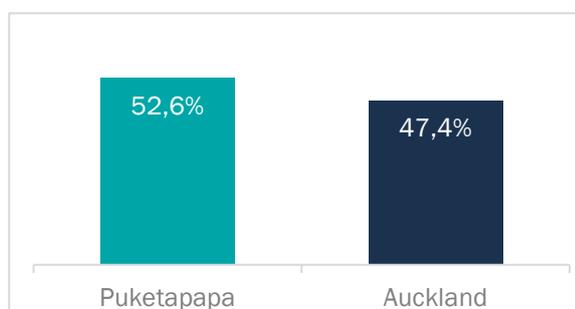
Percentage achieving NCEA 3	Puketāpapa %	AKL region %
Māori	42.9%	43.5%
Pacific	49.2%	54.2%
Asian	82.7%	83.3%
Middle East, Latin American, African	-	68.8%
Other	-	73.7%
European	62.4%	69.8%
Total	65.8%	67.2%

More school leavers moved on to degree level study within a year of leaving school. Fifty-three per cent of Puketāpapa school leavers did this, more than the Auckland average of 47 per cent. Overall, more (75 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	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Puketāpapa	52.6%	20.3%	1.8%	25.3%	759
Auckland	47.4%	19.6%	2.0%	31.0%	19,033

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



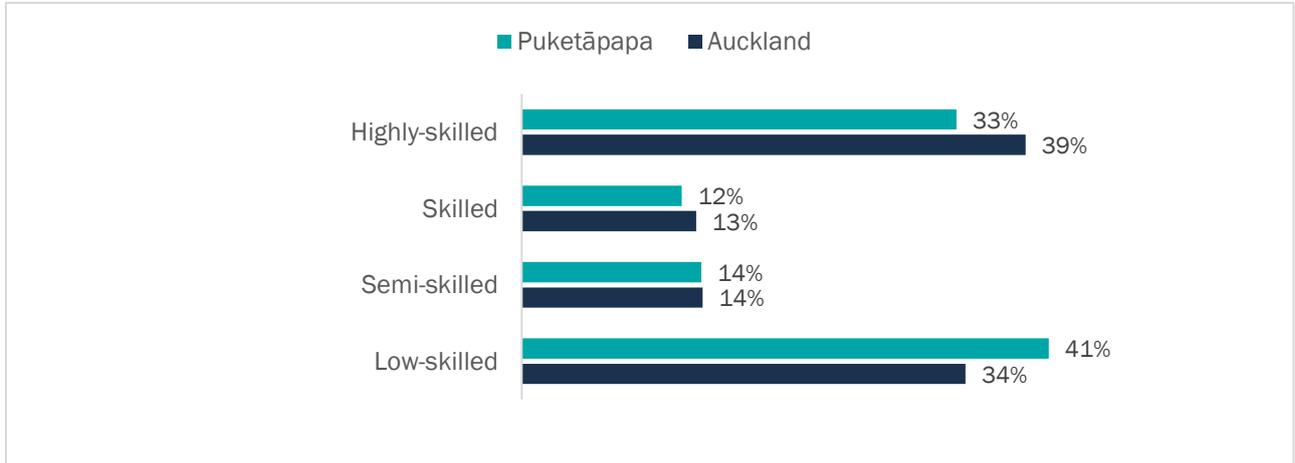
DESTINATION OF SCHOOL LEAVERS IN THEIR FIRST YEAR BY ETHNICITY (MINISTRY OF EDUCATION 2021)

Ethnicity	Bachelor's and above	Certificates & diplomas levels 3-7	Certificates Levels 1-2	Not enrolled in tertiary education	Total Leavers
Māori	25.5%	18.2%	9.1%	47.3%	55
Pacific	22.4%	27.6%	2.8%	47.2%	214
Asian	71.8%	14.9%	0.5%	12.7%	369
MELAA	-	-	-	-	-
Other	-	-	-	-	-
NZ European	51.2%	19.6%	3.6%	25.6%	168

Occupations

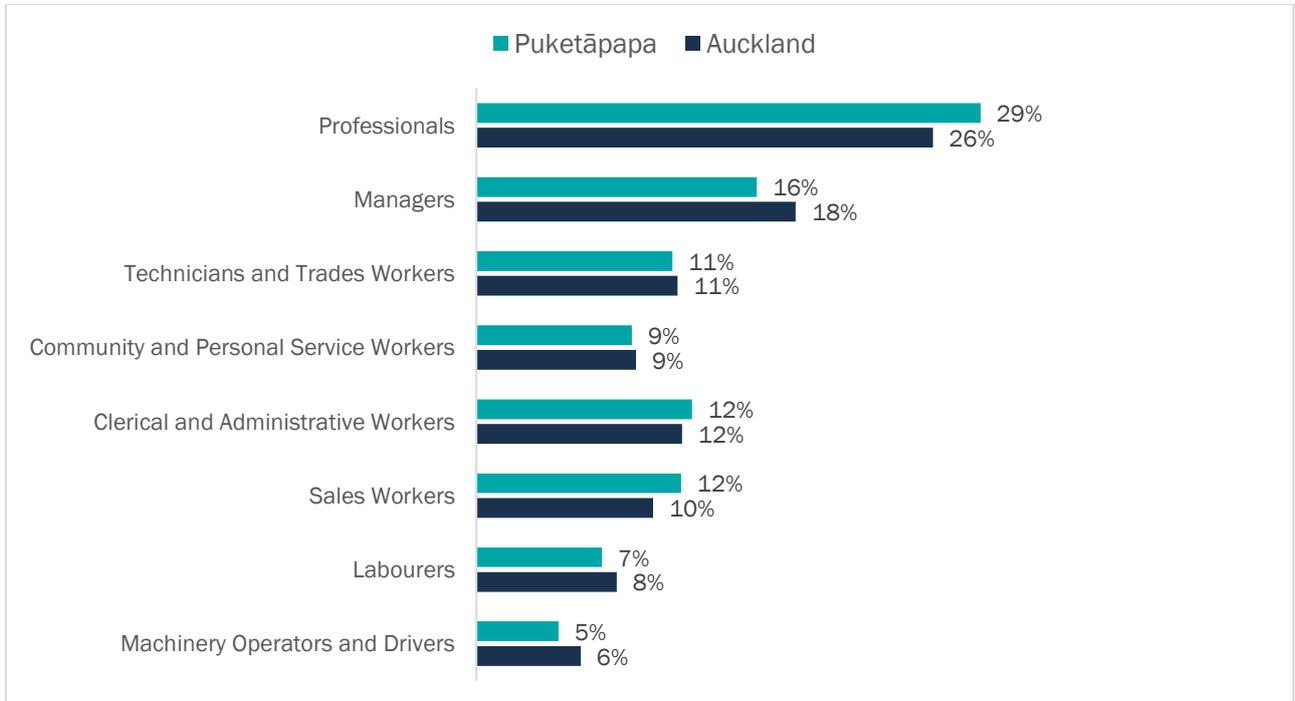
Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job.

EMPLOYMENT BY SKILL LEVEL IN PUKETĀPAPA (INFOMETRICS 2021)



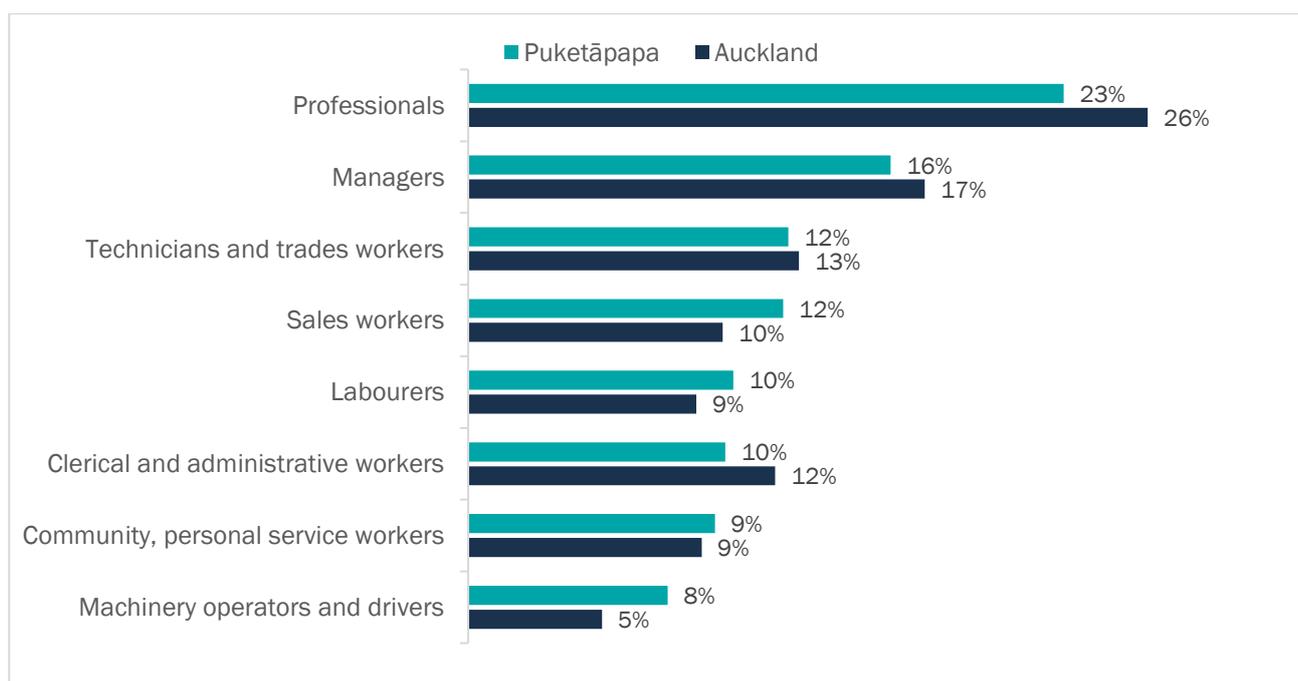
The Puketāpapa Local Board area had a lower proportion of employment in the skilled and higher-skilled levels (45 per cent) compared to the wider Auckland region (52 per cent). Conversely it had a higher proportion of employment in the semi-skilled and low-skilled levels (55 per cent) compared to the wider Auckland region (48 per cent).

OCCUPATIONS OF RESIDENTS LIVING IN PUKETĀPAPA (CENSUS 2018)



Professionals were the most popular occupational category for Puketāpapa residents in 2018 (29 per cent), above the regional average (26 per cent). The other occupational categories of residents in the local board area were broadly comparable to that of the wider Auckland region.

OCCUPATIONS IN PUKETĀPAPA BASED BUSINESSES (INFOMETRICS 2021)



Of the jobs located in the Puketāpapa local board area, professionals were the largest occupational group (23 per cent), slightly smaller than the wider Auckland regional average (26 per cent). There were more sales worker and machinery operators and drivers jobs located in the area than in the wider region.

Education professionals were the largest occupational group in Puketāpapa, followed by specialist managers³ and sales assistants and salespersons.

TOP 10 OCCUPATIONS LOCATED IN PUKETĀPAPA (INFOMETRICS 2021)

Rank	Occupation	Jobs (2021)	Share of Puketapa Total
1	Education Professionals	1,295	8.6%
2	Specialist Managers	1,139	7.5%
3	Sales Assistants & Salespersons	1,104	7.3%
4	Hospitality, Retail & Service Managers	738	4.9%
5	Business, HR & Marketing Professionals	720	4.8%
6	Cleaners & Laundry Workers	585	3.9%
7	Carers & Aides	549	3.6%
8	Road & Rail Drivers	540	3.6%
9	Chief Execs, General Managers, Legislators	508	3.4%
10	Construction Trades Workers	473	3.1%
	Sub-total of top 10 occupations	7,651	50.7%
	Total jobs	15,139	100%

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

The cleaners and laundry workers occupational group was the fastest growing in terms of new jobs added between 2016-2021.

FASTEST GROWING OCCUPATIONS (INFOMETRICS 2016-2021)

Sector	New Jobs
Cleaners & Laundry Workers	267
Road & Rail Drivers	218
Sales Assistants & Salespersons	205
Hospitality, Retail & Service Managers	200
Business, HR & Marketing Professionals	159

OCCUPATIONS WITH DECLINING JOBS (INFOMETRICS 2016-2021)

Sector	Jobs Lost
Clerical & Office Support Workers	-11
Other Technicians & Trades Workers	-5

4: Local Economy

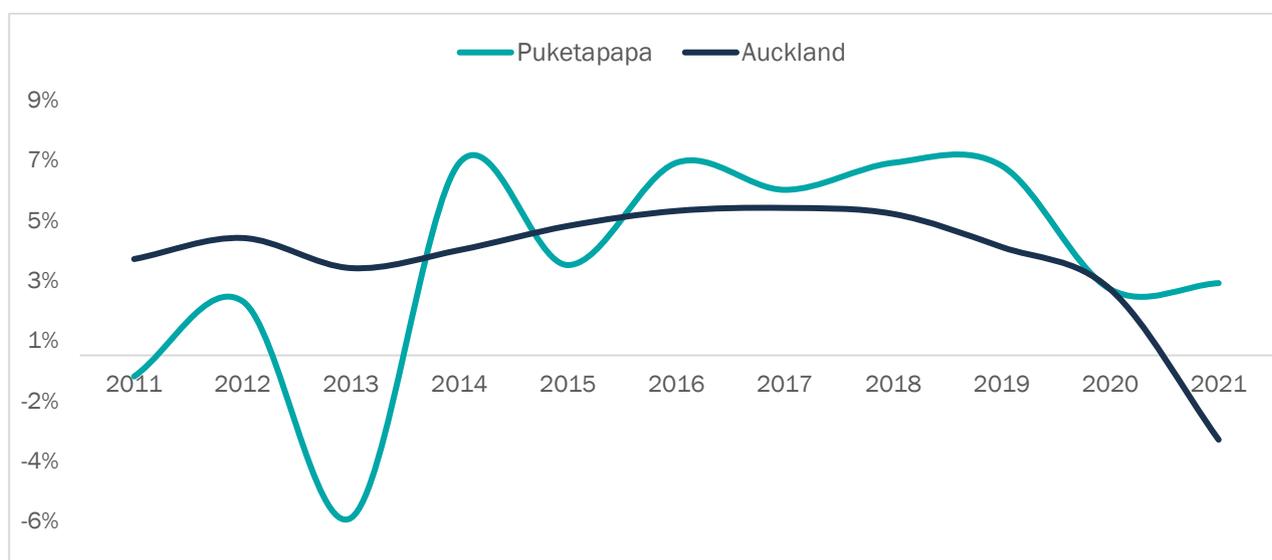
Puketāpapa has a moderately strong local economy driven by the wholesale trade and retail trade sectors. Both are the largest contributors to GDP and employment in the area. The construction and education industries also are significant providers of employment. In recent years the largest number of new jobs have been created in administration and support services and accommodation and food services. Twenty-nine per cent of jobs in Puketāpapa were in knowledge intensive industries which was below the regional average of 36 per cent.

Growth and employment trends

Between 2020-2021, Puketāpapa experienced GDP growth of 2.4 per cent, while the Auckland regional average declined by -2.8 per cent. In the five years to 2021, the Puketāpapa economy grew at an average annual rate of 4.5 per cent, faster than the 2.5 per cent in the Auckland region.

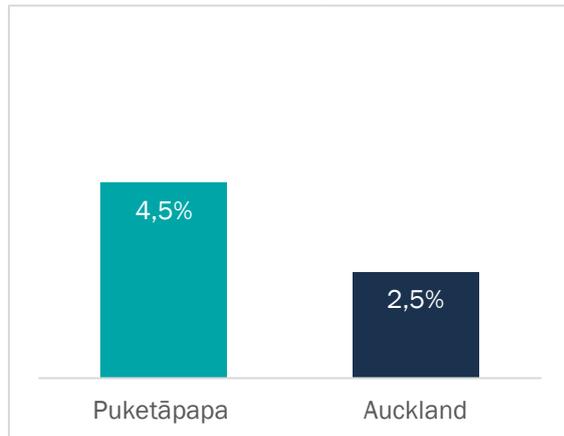
COVID-19 impacted significantly on GDP growth across the Auckland region. The first Level 4 lockdown was 25 March 2020 until 27 April 2020. For the remainder of the year, lower-level restrictions were in place until Auckland went back to Level 4 lockdown again on 17 August 2021. The graph below covers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

GDP ANNUAL PERCENTAGE CHANGE (INFOMETRICS 2011-2021)

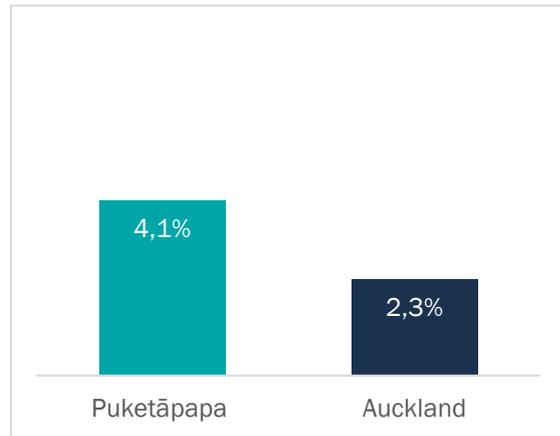


Similarly, employment in Puketāpapa increased by an average of 4.1 per cent per annum in the five years from 2016-2021, above the Auckland regional rate of 2.3 per cent. Over the last five years, Puketāpapa's job numbers increased the most in administration and support (+561) and accommodation and food services (+482).

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 financial and insurance services, which grew on average by 18 per cent. This data relates to GDP growth rates, not the overall size of the sector.

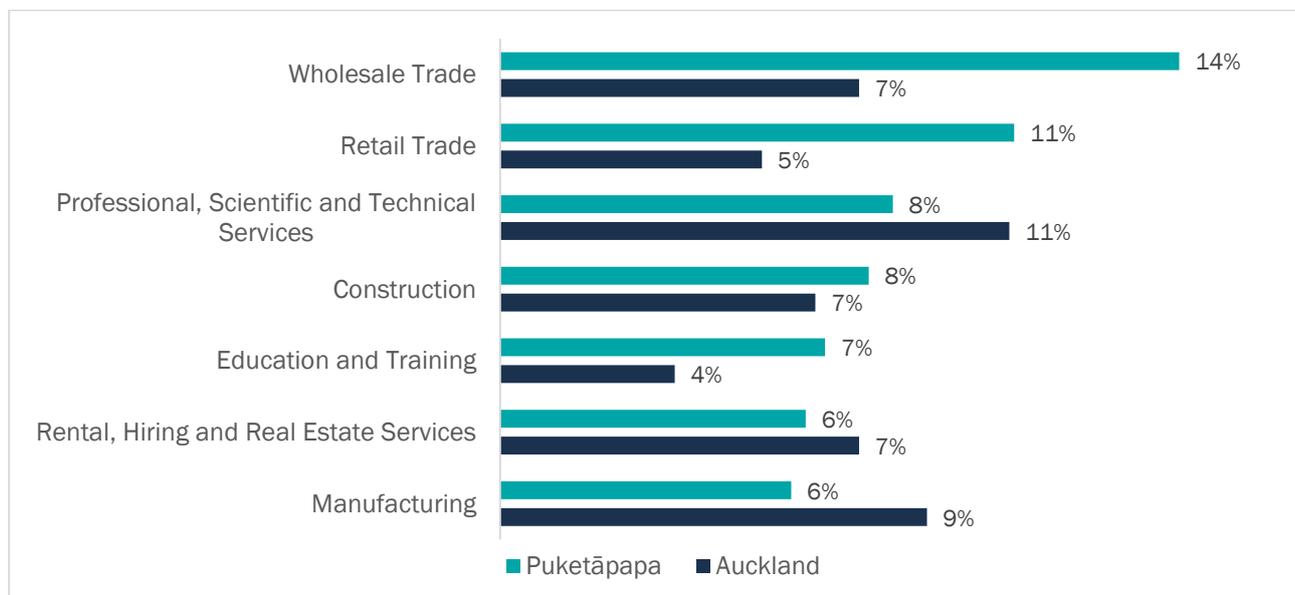
FASTEST GROWING INDUSTRIES BY GDP - ANZSIC LEVEL 1 (INFOMETRICS 2016-2021)

Industry	Average p.a. change (2016-2021)
Financial & Insurance Services	18.4%
Administrative & Support Services	14.8%
Accommodation & Food Services	10.0%
Arts and Recreation Services	9.1%
Retail Trade	8.5%
Transport, Postal & Warehousing	7.6%

Industry mix

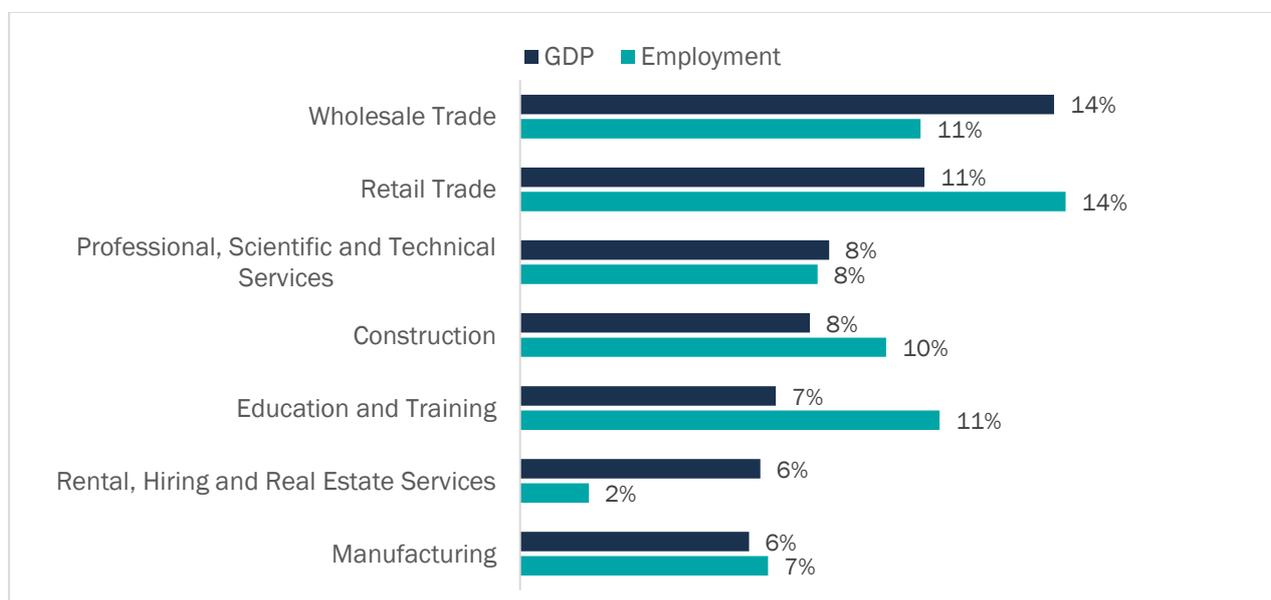
Puketāpapa's future economic performance depends on its combination of a sufficiently diversified industrial base and clusters of sectors that have the potential to achieve high rates of productivity and export growth. The main sectors generating income in the Puketāpapa economy were wholesale trade,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

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



- **Wholesale trade** contributed 14 per cent of Puketāpapa's GDP and provided 11 per cent of the area's employment.
- **Retail trade** contributed 11 per cent of Puketāpapa's GDP and provided 14 per cent of the area's employment.
- **Education and training** contributed seven per cent of Puketāpapa's GDP but provided 11 percent of the area's employment.
- **Rental, hiring and real estate services** was notable providing six per cent Puketāpapa's GDP, but only provided two per cent of the area's jobs.

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



Wholesale trade, retail trade, construction and education and training were the key employment sectors in Puketāpapa.

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

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

Rank	Industry	Jobs (2021)	% of Puketāpapa Total
1	Education & Training	1,668	11.0%
2	Wholesale Trade	1,595	10.5%
3	Accommodation & Food Services	1,220	8.1%
4	Professional, Scientific & Tech Services	1,185	7.8%
5	Other Store & Non-Store Retailing	1,164	7.7%
6	Healthcare & Social Assistance	1,046	6.9%
7	Administrative & Support Services	991	6.5%
8	Supermarket & Specialised Food Retailing	933	6.2%
9	Other Services	893	5.9%
10	Construction Services	889	5.9%
	Total top 10 industries	11,584	76.5%
	All other industries	3,555	23.5%
	Total employment	15,139	100.0%

Administrative and support services, and accommodation and food services sectors experienced the greatest job growth between 2016-2021.

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

Sector	New Jobs
Administrative & Support Services	561
Accommodation & Food Services	482
Other Store & Non-Store Retailing	280
Road Transport	279
Other Services	185
Arts & Recreation Services	171
Supermarket & Specialised Food Retailing	155

The furniture and textile manufacturing sectors lost a relatively small number of jobs between 2016-2021.

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

Sector	Jobs Lost
Furniture & Other Manufacturing	-106
Local Government Administration	-50
Textile, Leather, Clothing, Footwear Manufacturing	-27

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. Twenty-nine per cent of jobs in Puketāpapa were in knowledge intensive industries which is less 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 Puketāpapa than they are in the region as a whole. Wholesale trade is the key sector, generating the largest GDP and providing the largest number of local jobs.

INDUSTRIES CONCENTRATED IN LOCAL BOARD AREA (INFOMETRICS 2021)

Rank	Industry	LQ	GDP (\$M)	Jobs
1	Wholesale Trade	2.8	14.0% 233.5	1,595
2	Supermarket & Specialised Food Retailing	2.8	4.3% 71.8	933
3	Fruit, Cereal & Other Food Product Manufacturing	2.7	2.2% 36.3	406
4	Other Services	2.2	3.7% 62.3	893
5	Arts & Recreation Services	2.1	2.5% 41.8	412

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.

At the detailed sector level, the general line groceries wholesaling sector is a key sector. It has a strong local concentration, with a number of businesses, particularly in the Stoddard Road area. This sector contributed 170.3 million to the GDP.

LOCAL SPECIALISMS (INFOMETRICS 2021)

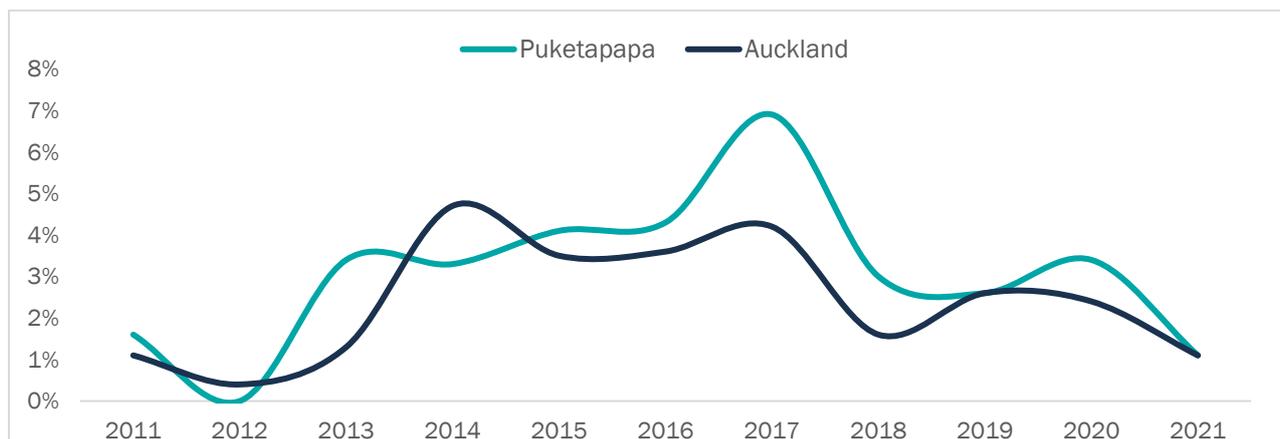
Rank	Industry	LQ	GDP (\$M)	Share
1	Cereal, Pasta and Baking Mix Manufacturing	56.1	16.7	1.0%
2	General Line Groceries Wholesaling	36.4	170.3	10.2%
3	Video and Other Electronic Media Rental	13.1	3.3	0.2%
4	Pumps and Compressors Manufacturing	10.6	1.7	0.1%
5	Taxi and Other Road Transport	10.5	28.4	1.7%

Businesses

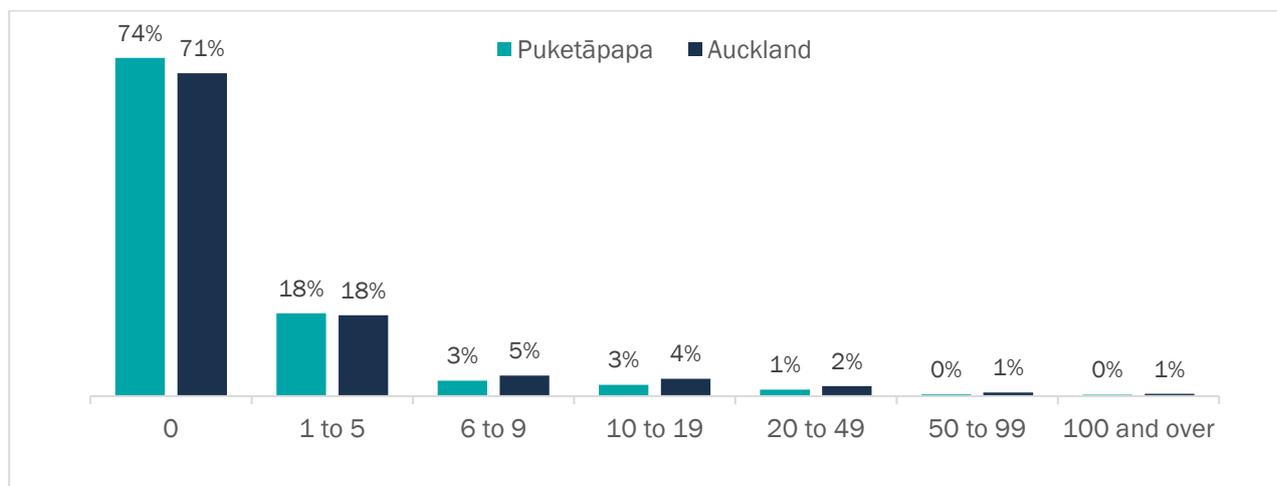
Businesses across the region in many sectors have faced challenges since the outbreak of the COVID-19 pandemic with tourism, hospitality and personal services clearly affected by border closures and the restrictions under the various alert level and traffic light settings. Other sectors will have performed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

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

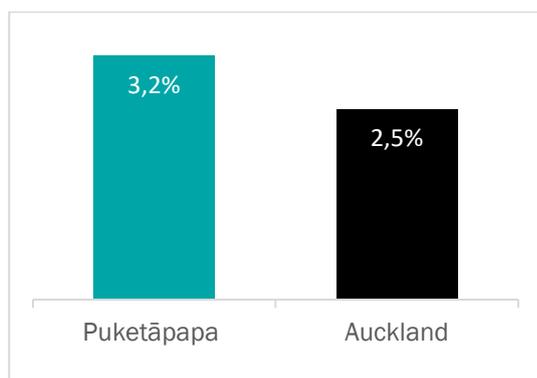


BUSINESS SIZE - NUMBER OF EMPLOYEES (INFOMETRICS 2021)



In 2021, there were 5,607 businesses in Puketāpapa, employing an average of 2.7 employees each, less than the Auckland average of 4.4 employees. The vast majority (92 per cent) of businesses in Puketāpapa 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 business units in Puketāpapa grew by 3.2 per cent a year on average over the last decade, above 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 Puketāpapa is concentrated in a number of town centres and key employment areas such as Stoddard Road, Wesley, Hillsborough, and Royal Oak. Puketāpapa is a mix of labour importing commercial areas and labour exporting suburban areas.

There are 61,500 residents of Puketāpapa, which has a labour force of 25,100. The local board area has a total of 15,159 jobs located within it. As a result, the area is a net exporter of a labour to other parts of the city.

Kainga Ora is building 11,000 new quality homes in the greater Roskill area over the next 15+ years. It is a major transformation that will include a mix of state homes, affordable homes, and general market homes.

Employment Zones

Employment in Puketāpapa is concentrated in a number of town centres and light industrial zones. The main employment zone in Puketāpapa is in Royal Oak, where a high number of retail and healthcare jobs are located. There are significant numbers of jobs in wholesale trade and retail around Wesley.

EMPLOYMENT IN ROYAL OAK AREA* (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	600
Healthcare & Social Assistance	450
Accommodation & Food Services	365
Administrative & Support Services	335
Education & Training	250
Other Services	220
Manufacturing	200
Total All Sectors	2,900
* Based on business demographics for the SA2 area	

EMPLOYMENT IN WESLEY AREA (STODDARD ROAD) * (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	545
Wholesale Trade	320
Manufacturing	233
Construction	200
Accommodation & Food Services	196
Total All Sectors	2,170
* Based on business demographics for the SA2 area	

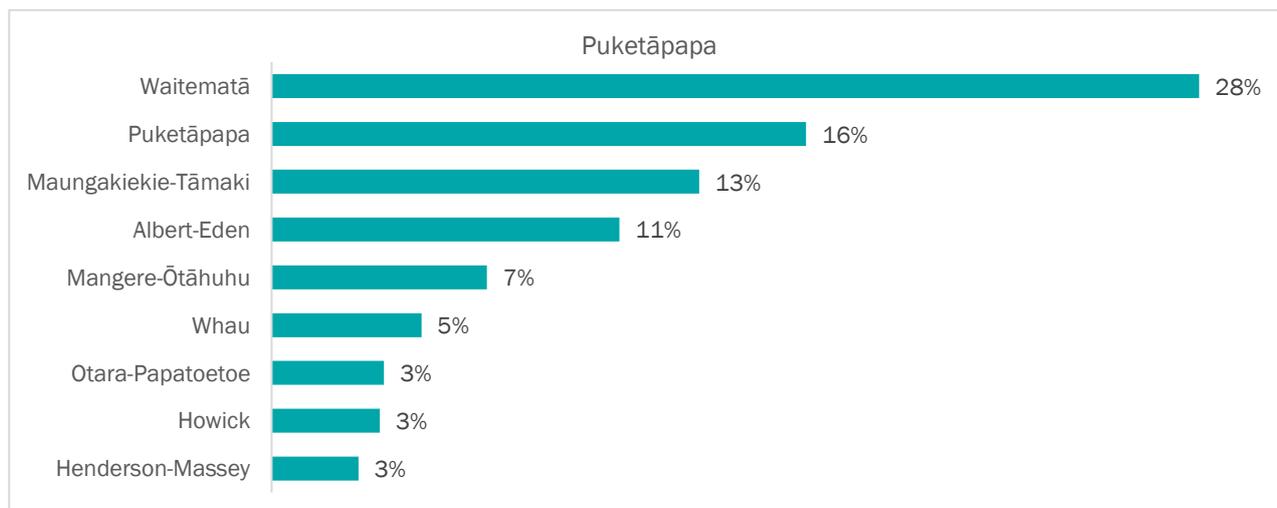
EMPLOYMENT IN HILLSBOROUGH AREA* (NZ STATISTICS 2021)

Sector	Jobs
Retail Trade	436
Healthcare & Social Assistance	401
Accommodation & Food Services	310
Education & Training	305
Construction	265
Manufacturing	231
Total All Sectors	2,760
* Based on business demographics for the SA2 area	

Commuting

In 2018, a significant proportion of Puketāpapa residents worked outside of the local board area. The most popular area travelled to was Waitemata, location of the city centre (28 per cent), followed by Maungakiekie-Tamaki (13 per cent).

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



Town Centres

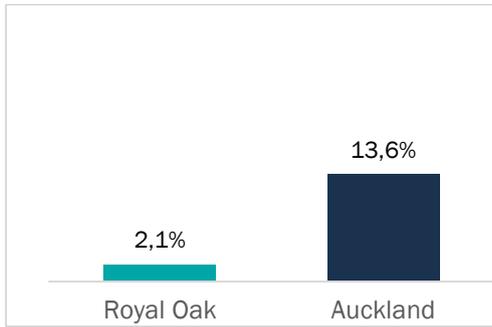
Many town centres faced challenges prior to the COVID-19 pandemic, but the impact of Auckland's lockdowns to limit the outbreaks of COVID-19 cases has posed significant challenges for retail centres across the region.

The main town centre employment zones in Puketāpapa are Royal Oak, Stoddard Road and Mount Roskill.

Spending in Royal Oak between 2017-2022 increased by 2.1 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Royal Oak was \$48.90, above the Auckland average of \$49.74. (Marketview 2022)

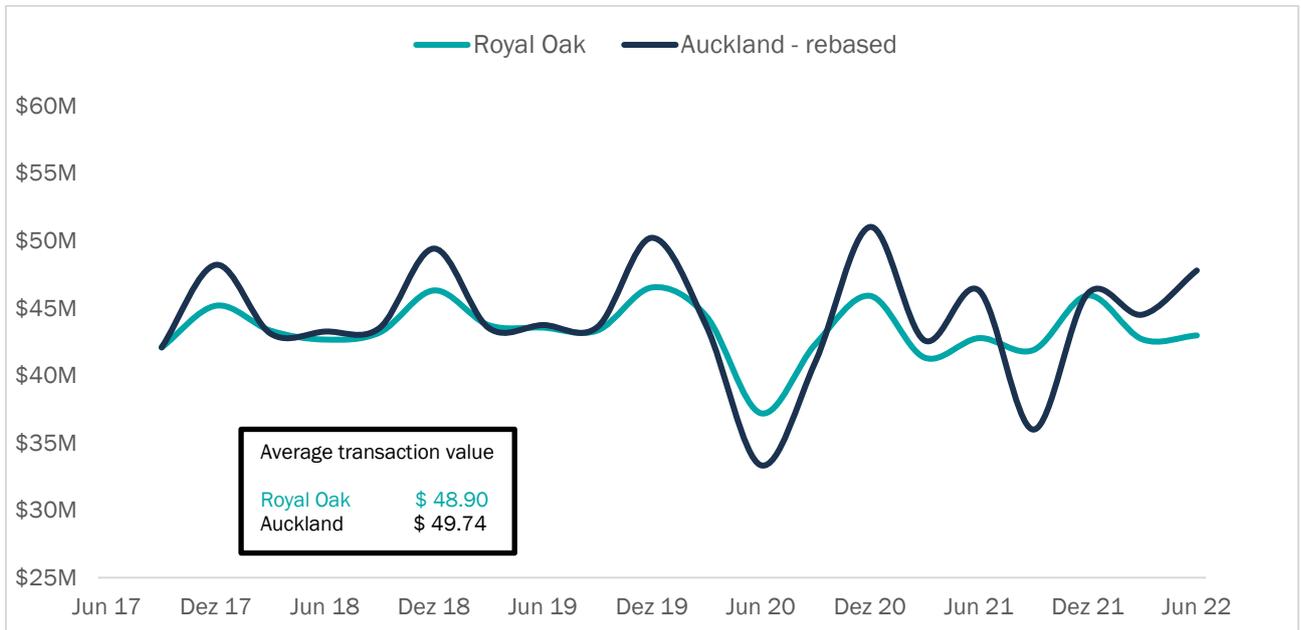
⁵ Richard Paling Consulting 2018

ROYAL OAK BID SPENDING GROWTH (2017-2022)



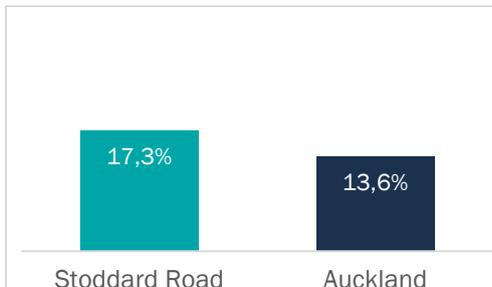
Spending in Royal Oak has been at a similar rate as that of the region, but with less significant declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

ROYAL OAK BID SPEND AND AVERAGE TRANSACTION VALUE (2017-2022)



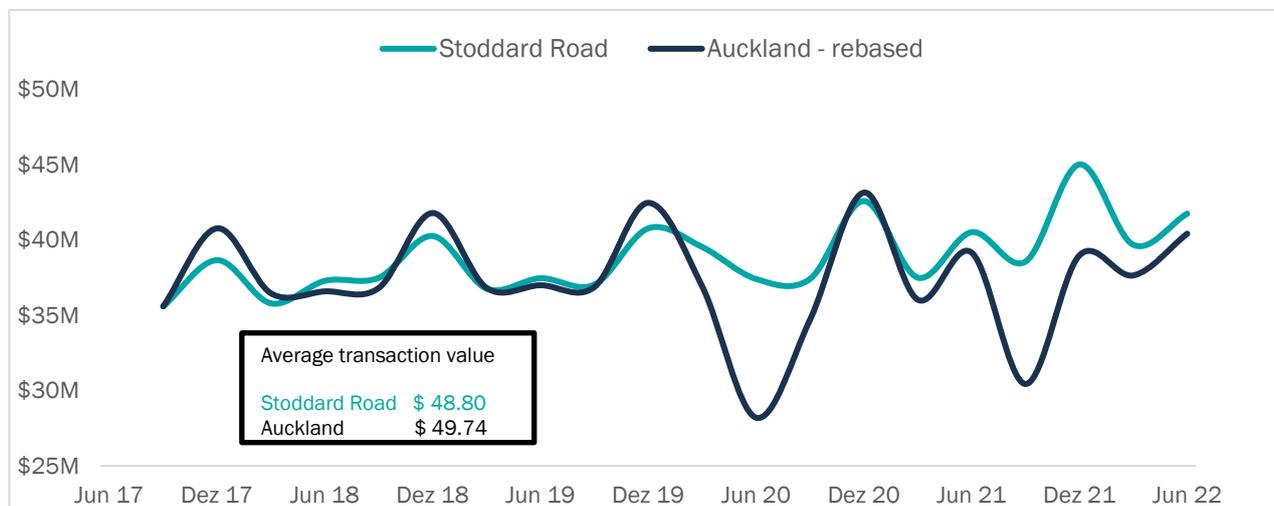
Spending in Stoddard Road between 2017-2022 increased by 17.3 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Stoddard Road was \$48.80, below the Auckland average of \$49.74. (Marketview 2022)

STODDARD ROAD BID SPENDING GROWTH (2017-2022)



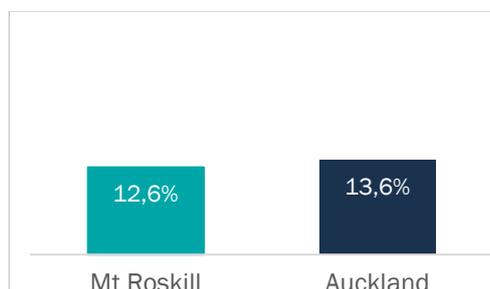
Spending in Stoddard Road has been at a similar rate as that of the region but with less significant declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

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



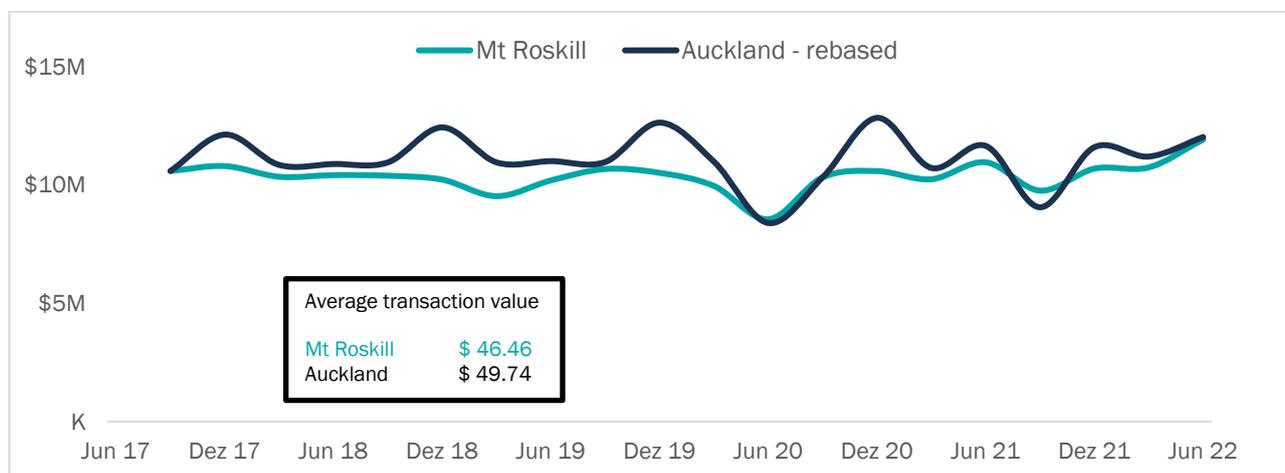
Spending in Mount Roskill between 2017-2022 increased by 12.6 per cent, compared to growth of 13.6 per cent regionally. The average transaction value in Mount Roskill was \$46.46, below the Auckland average of \$49.74. (Marketview 2022)

MOUNT ROSKILL BID SPENDING GROWTH (2017-2022)



Spending in Mount Roskill has been at a slightly lower rate than the region but with less significant declines during the COVID-19 lockdown periods of Mar 2020 - May 2020 and Aug 2021 - Oct 2021.

MOUNT ROSKILL 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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