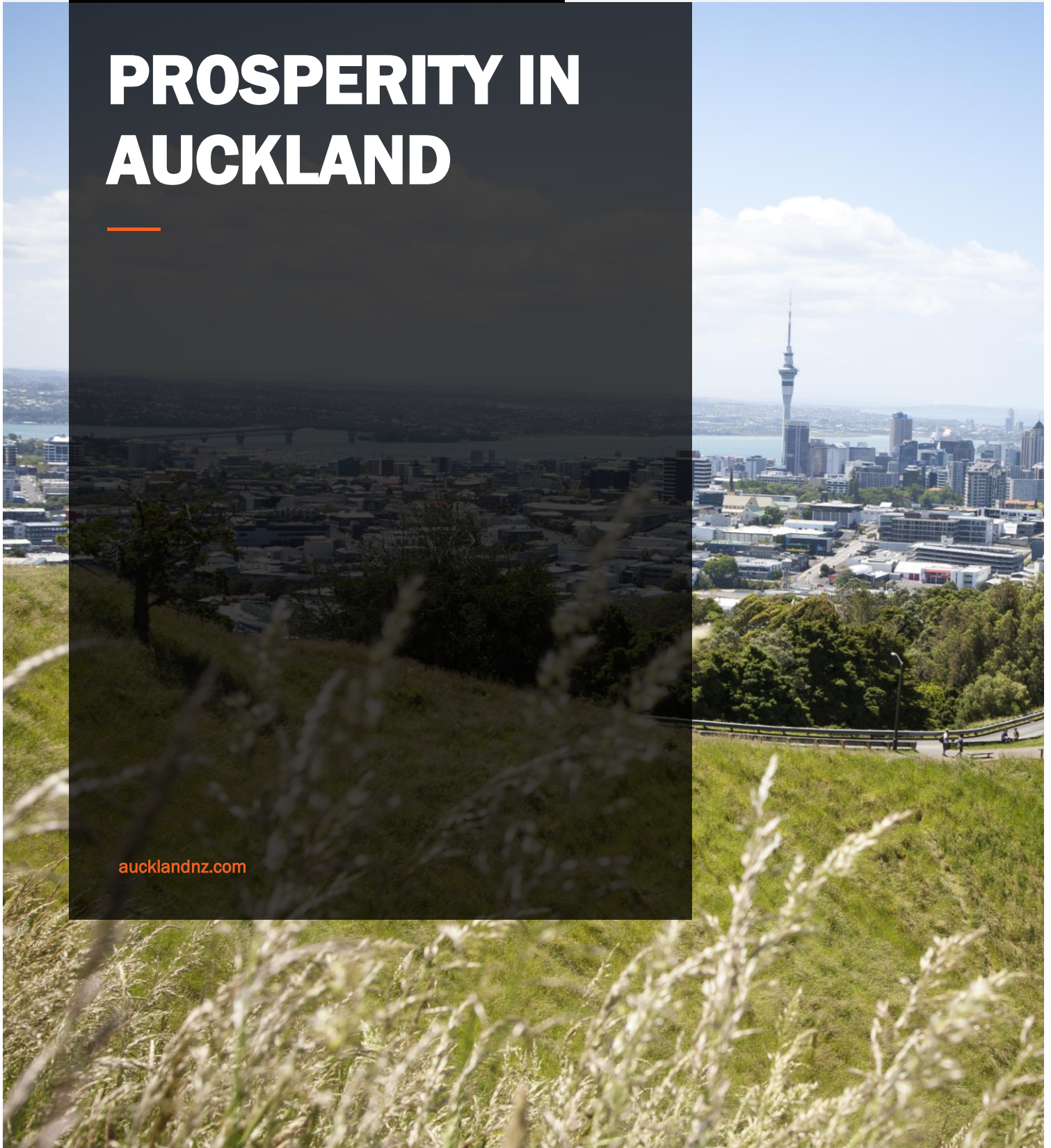


May 2018

# PROSPERITY IN AUCKLAND

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# Introduction

In partnership with the remainder of the Auckland Council family, ATEED has an interest in promoting increased levels of prosperity within the region by supporting activities that increase residents' access to employment opportunities.

This can be done by supporting the growth of existing businesses, attracting new businesses in competitive sectors, and improving the access for residents to existing employment opportunities. This may also involve acquiring additional skills or advocating transport improvements that provide access to employment in other parts of the city.

While Auckland has benefited from economic growth, the distribution of those benefits has not been shared equally across the region. There is a need to focus on areas of lower prosperity, notably southern and western Auckland. To make best use of resources, the actions of the council family should focus on those areas where interventions have most scope for improvement, by either addressing a weakness an area has or exploiting a strength.

This report identifies areas where the region experiences lower levels of prosperity, and the relative strengths and weaknesses of those areas. Analysis is provided at the local board level - the lowest level for which reliable data is available across a range of social and economic indicators. For reasons of data availability, the Great Barrier Local Board area is not reported across all domains and indicators.

The report provides evidence to help inform effective interventions by policy and decision makers in the region. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights in to the local board areas.

## Method

Prosperity is measured across indicators grouped in to six domains and each area receives a score between zero and 10 that is compared with the Auckland average. This provides an indication of the particular strengths or weaknesses of each area relative to the rest of the city.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new job and businesses.

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Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

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### **Using the report**

While levels of prosperity may vary across the region, this report provides an indication of the main issues local board areas face in terms of lifting economic prosperity.

Of itself, the report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the areas, this provides the ability to focus activity on those issues likely to have greatest impact.

Individual local board level reports are also available.



## Summary

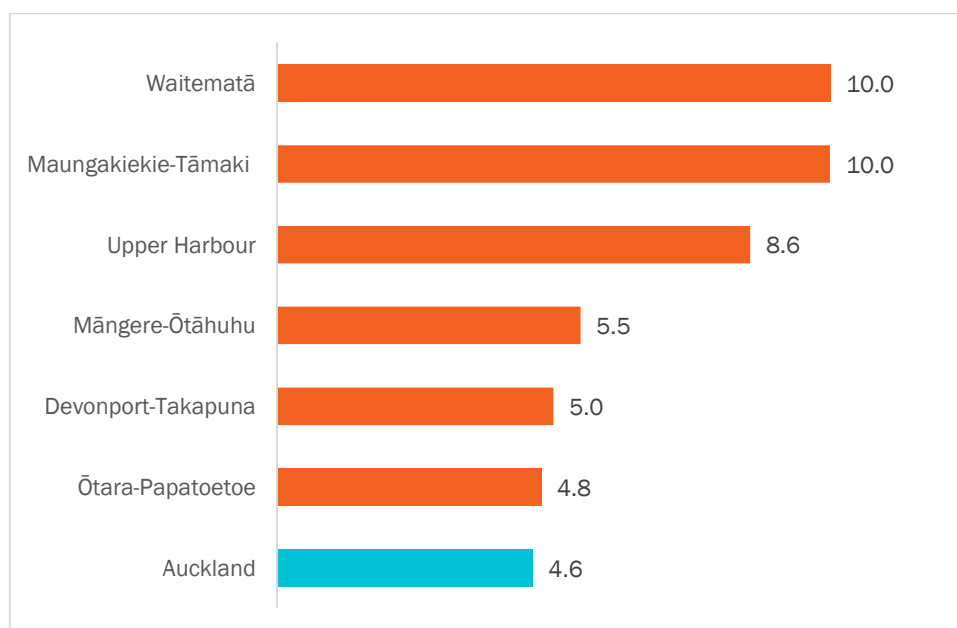
The Prosperity Index highlights some interesting geographic patterns to prosperity in Auckland. In terms of overall household prosperity, southern Auckland performs poorly compared with the rest of the region - and this result is strongly correlated with the level of skills. This is despite these areas being home to a significant share of Auckland's employment.

The same five local boards feature in the bottom six of both the skills and labour force and household prosperity domains. The presence of Great Barrier Island as a poor performer in terms of household prosperity is a product of very different economic drivers than those on the mainland.

With the exception of Maungakiekie-Tāmaki, these areas are supported through the Southern Initiative (TSI). Maungakiekie-Tāmaki is supported to an extent through the Tāmaki Regeneration Company. All of these areas have lower than average levels of access to the internet at home which can impact on school performance, skills acquisition and the ability to find employment.

Other areas that are less prosperous include Whau and Henderson-Massey in western Auckland. While labour force and skills issues exist here, they are not quite as significant as in southern Auckland. However, a lack of quality local employment opportunities combined with skills issues has an impact on prosperity. Transport improvements presently under way may well make it easier to access employment opportunities. But the underlying skills base of the area is something that could be addressed to enable residents in these areas to take advantage of employment opportunities that arise.

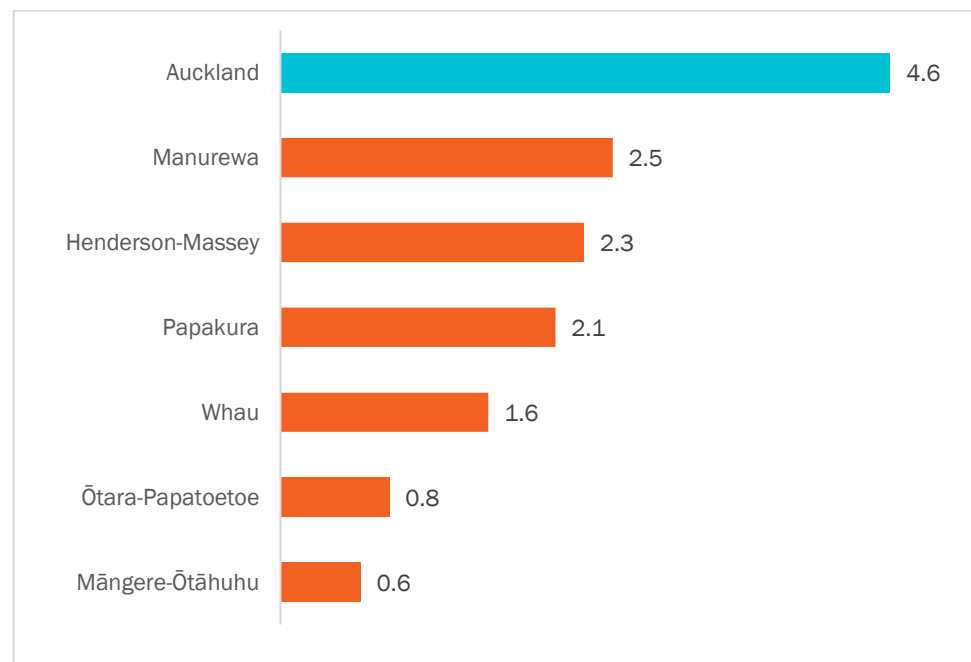
### Jobs per 100 residents (scored 0 to 10)



Central and northern local board areas perform well across many of the domains. Being within easy access of the CBD, these areas are close to skilled employment and educational opportunities. The workforce in these areas are generally highly skilled and in employment. Kaipātiki, within this group, has a low score for economic quality. Kaipātiki has a lack of highly skilled jobs in knowledge-intensive industries and a relatively high proportion of employment in declining industries. The area, however, is sufficiently close and well connected to employment zones in the CBD and Upper Harbour areas, providing good access to well-paid employment.

The outlying local board areas are somewhat different in that lifestyle choices have driven the decision to be away from the central city and to enjoy Auckland's more rural or remote beach communities. For many this is a choice made either while working or in retirement. There are impacts on skills acquisition of young people in those areas that are more distant from tertiary education provision. Indeed, the same boards that have the longest commute times to tertiary education also have lower than average levels of enrolment in tertiary within a year of leaving school. Even relatively affluent areas like Hibiscus and Bays, Rodney and Franklin have low tertiary enrolment rates.

#### Median household income (scored 0 to 10)



# Spatial patterns of prosperity in Auckland

This report examines prosperity in Auckland's local boards measured across indicators that are grouped into six domains. Each area receives a score between zero and 10 that is compared with the Auckland average. This provides an indication of the particular strengths or weaknesses of each area relative to the rest of the city.

The domains are:

- Skills and labour force
- Connectedness
- Demography
- Business activity
- Economic quality
- Household prosperity

In broad terms the region can be categorised into five groups of differing levels of prosperity.

## High prosperity



The workforce is highly-skilled and the areas have good access to skilled employment opportunities. High levels of connectedness are also a key attribute of these boards, which is reflected in their relatively central locations. This grouping includes Upper Harbour, Devonport-Takapuna, Waitemata, Albert-Eden, and Orakei.

## Good prosperity



These boards perform well in the skills and labour force domain, with each board faring less well in one or two other domains depending on the specific characteristics of the board. This grouping includes Hibiscus and Bays, Kaipatiki, Puketapapa, and Howick.

### Moderate prosperity



Below average results in the skills and labour force domain are also reflected in the household prosperity domain, while the areas also have longer than average commute times to work. This grouping includes Henderson-Massey and Whau, although Waitākere Ranges shares several of the same characteristics of these boards.

### Low prosperity



The two lowest-scoring domains are skills and labour force along with household prosperity. All local boards within this grouping except Papakura score well in either the business activity or economic quality domains, reflecting that job opportunities are available in the area if people have sufficient skills. This grouping includes Maungakiekie-Tāmaki, Māngere-Ōtāhuhu, Ōtara-Papatoetoe, Manurewa, and Papakura.

### Outlying boards



The most common weaknesses are economic quality and connectedness. It must be recognised that many of the people living in these boards have chosen to do so, placing more importance on the lifestyle offered by less urbanised areas and being less concerned about having to travel further for work or other amenities. This grouping includes Rodney, Waitākere Ranges, Great Barrier, Waiheke, and Franklin.

## Skills and labour force

Gaining knowledge and skills enhances a person's ability to meet their basic needs, achieve meaningful employment, and widens the range of options in every sphere of life.

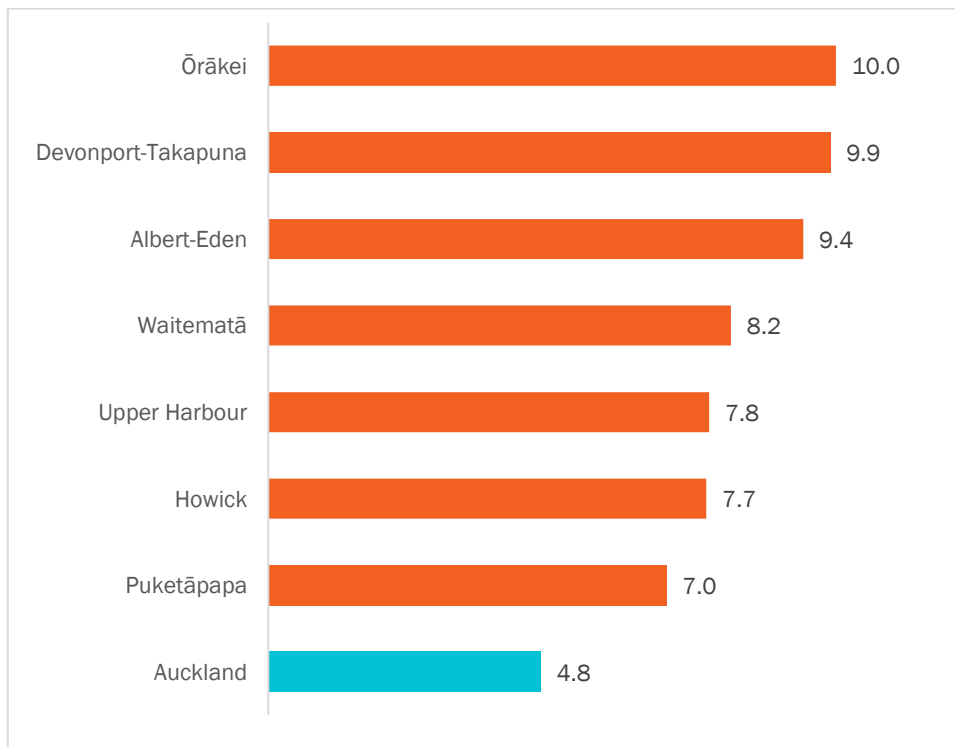
The skills and labour force domain is made of up the following indicators.

- Percentage of people starting school who have attended early childhood education
- Percentage of school leavers enrolled in tertiary within one year of leaving
- Percentage of school leavers who have NCEA level 2 or above
- Percentage of working-age population with a level 3 qualification

There is wide variation in the skills and labour force domain across Auckland.

Many of the best performing local boards in this domain are found in central Auckland, although Devonport-Takapuna, Upper Harbour, and Howick also score highly for skills and labour force.

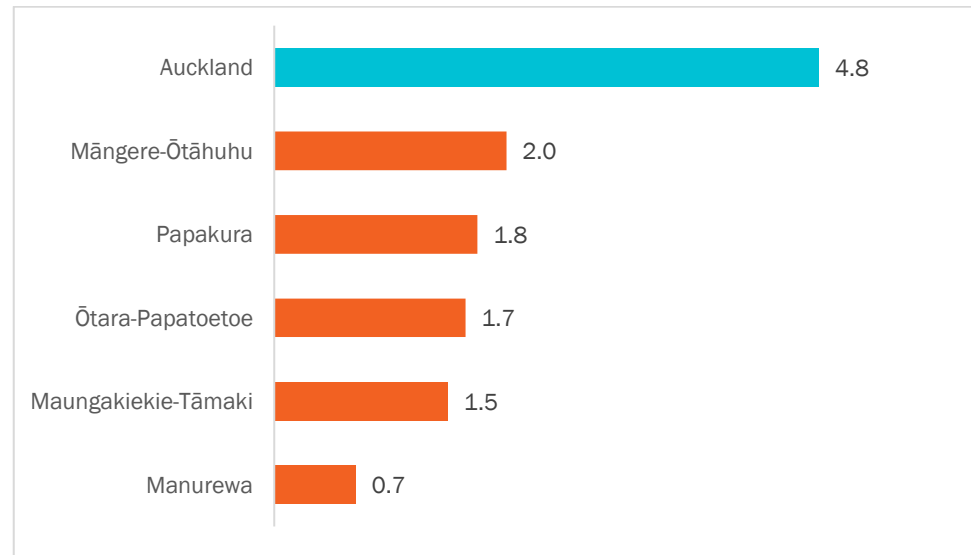
### Skills and labour force (scored 0 to 10 – highest)





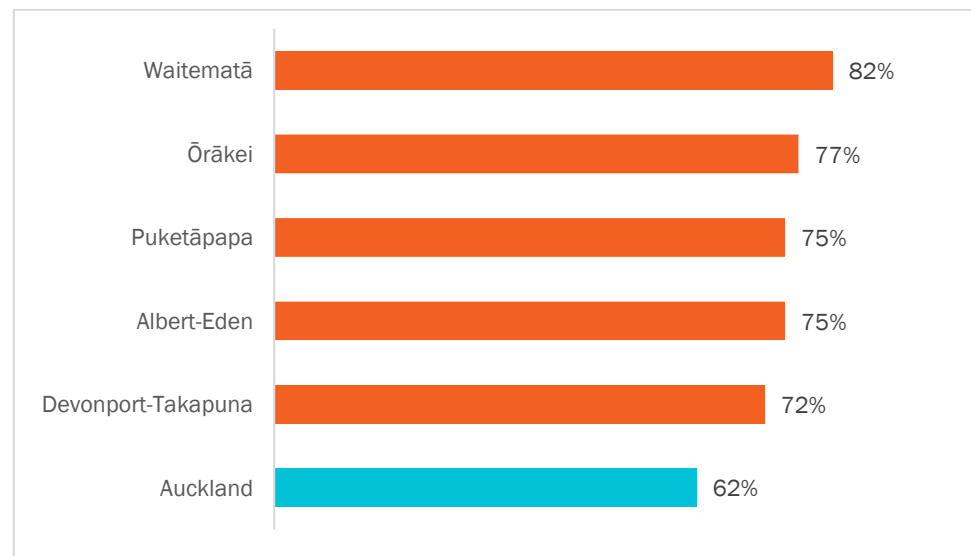
Six of the poorer performing local boards are found in southern Auckland between Maungakiekie-Tāmaki and Papakura, indicating lower skills levels and the probability of inferior employment outcomes for people living in this part of the city.

**Skills and labour force (scored 0 to 10 – lowest)**



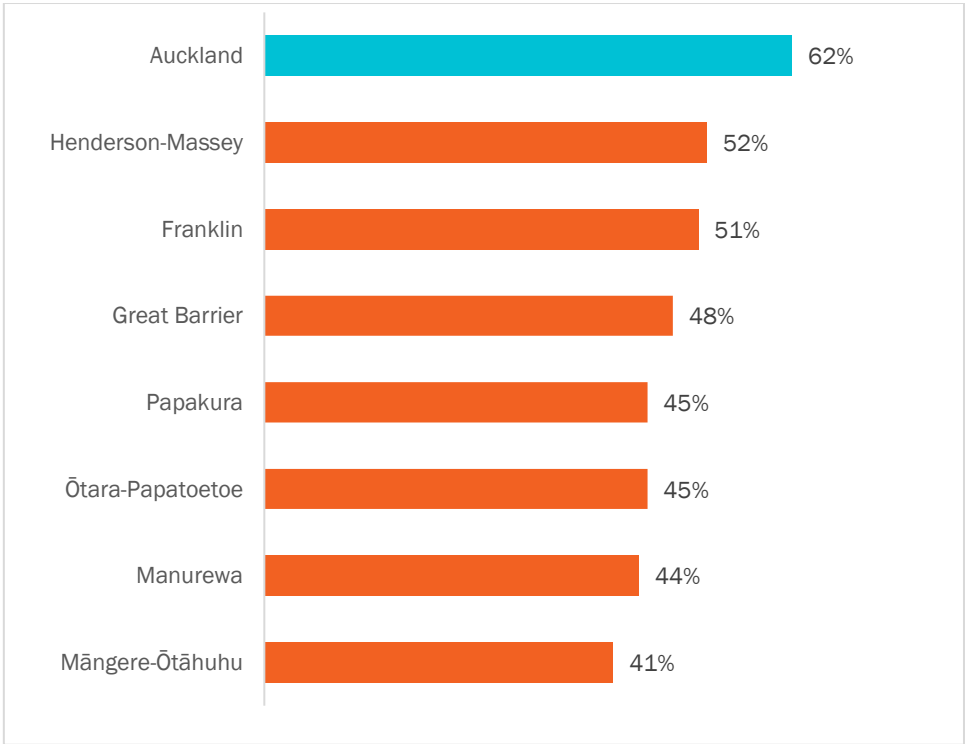
Unsurprisingly, there is a high degree of correlation between the percentage of school leavers who have NCEA level 2 or above, school leavers enrolled in tertiary within one year of leaving, and the working-age population with a level 3 qualification.

**Working age population with a level 3 qualification – highest**

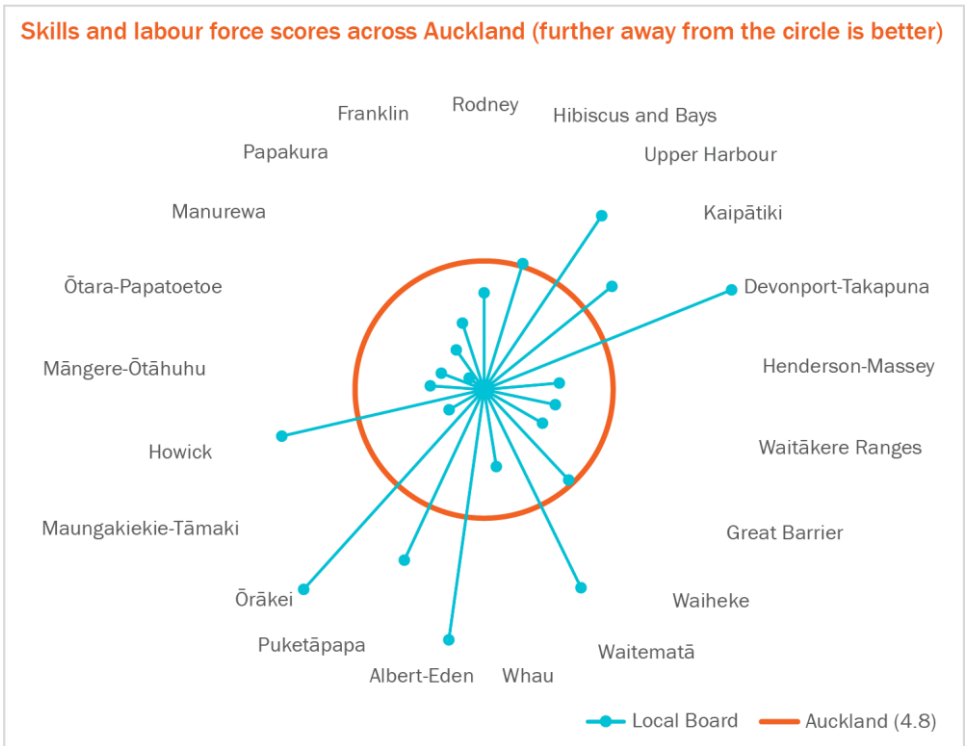


All of southern Auckland except Howick fares poorly in these indicators. None of The Southern Initiative (TSI) boards have more than 45% of working age residents with a level 3 qualification while Franklin has just 51%. The Auckland average is 62%, Henderson-Massey (52%) and Rodney (53%) are also underperforming on this measure.

**Working age population with a level 3 qualification – lowest**



**Skills and labour force scores across Auckland (further away from the circle is better)**



## Connectedness

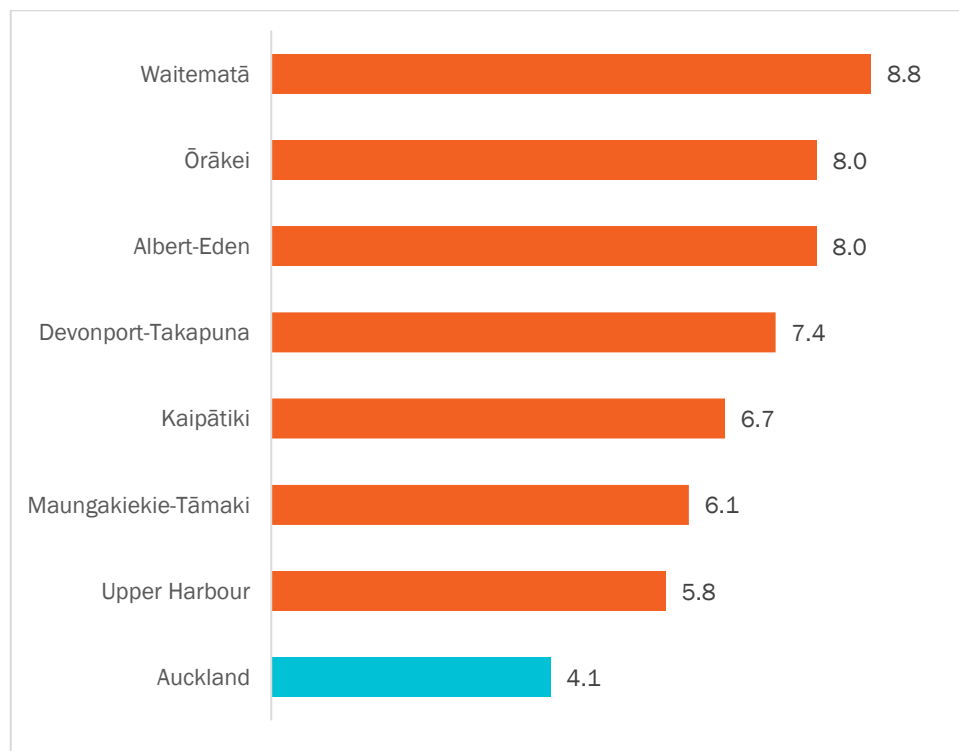
The degree to which individuals access work opportunities and engage with broader social networks can have a significant effect on their economic and social wellbeing. This domain measures the ability of residents to access employment, education, and business opportunities that will help drive their prosperity.

The connectedness domain is made of up the following indicators.

- Average commute time to tertiary institutions
- Average commute time to closest metropolitan centre
- Average commute time to work
- Proportion of people with access to the internet at home

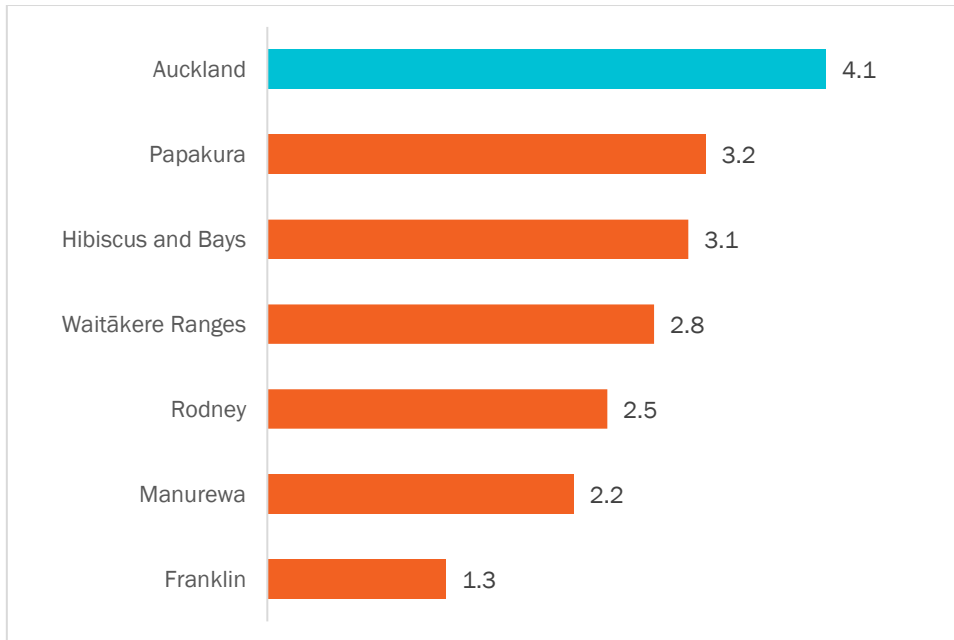
There is significant variation in the level of connectedness across the Auckland local boards. The boards that receive the highest scores for connectedness are typically those that are closer to central Auckland - Waitemata, Ōrākei, and Albert-Eden.

### Connectedness (scored 0 to 10 – highest)



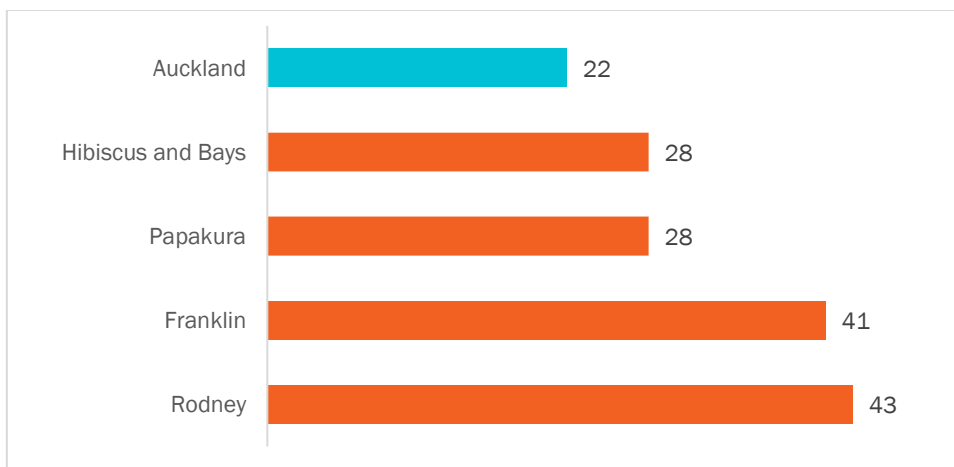
Outlying areas, including Hibiscus and Bays, Waitākere Ranges, Rodney, Franklin, Waiheke, and Great Barrier, score poorly for connectedness. However, in many cases, people will have made a deliberate choice to live further away from the centre of Auckland to take advantage of the lifestyle offered in a less urban environment.

#### Connectedness (scored 0 to 10 – lowest)



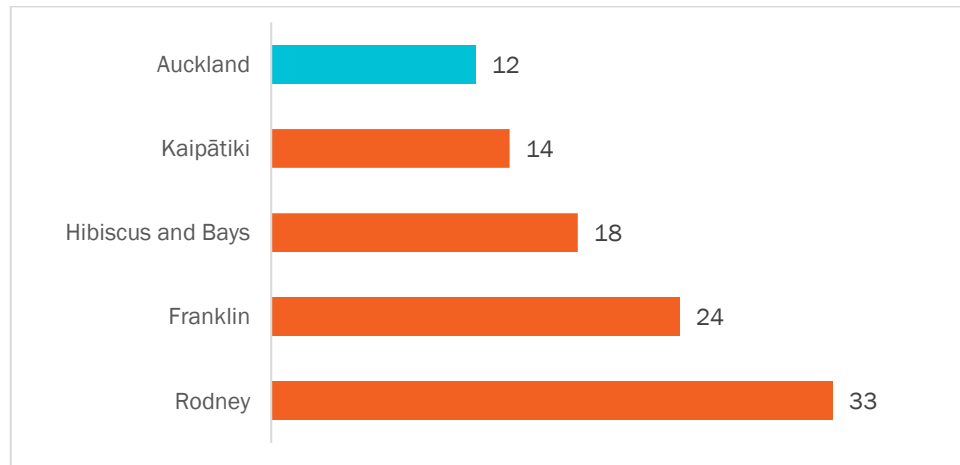
Even though there is a range of employment and tertiary study locations across Auckland, analysis shows there is still a degree of centralisation to these organisations that benefits more centrally located areas. Tertiary enrolments from relatively affluent areas that are distant from the CBD are low, reflecting longer average travel times to tertiary providers than the Auckland average (28 minutes). Rodney (43 minutes) and Franklin (41) are examples.

#### Average commute time to closest tertiary institution (minutes)



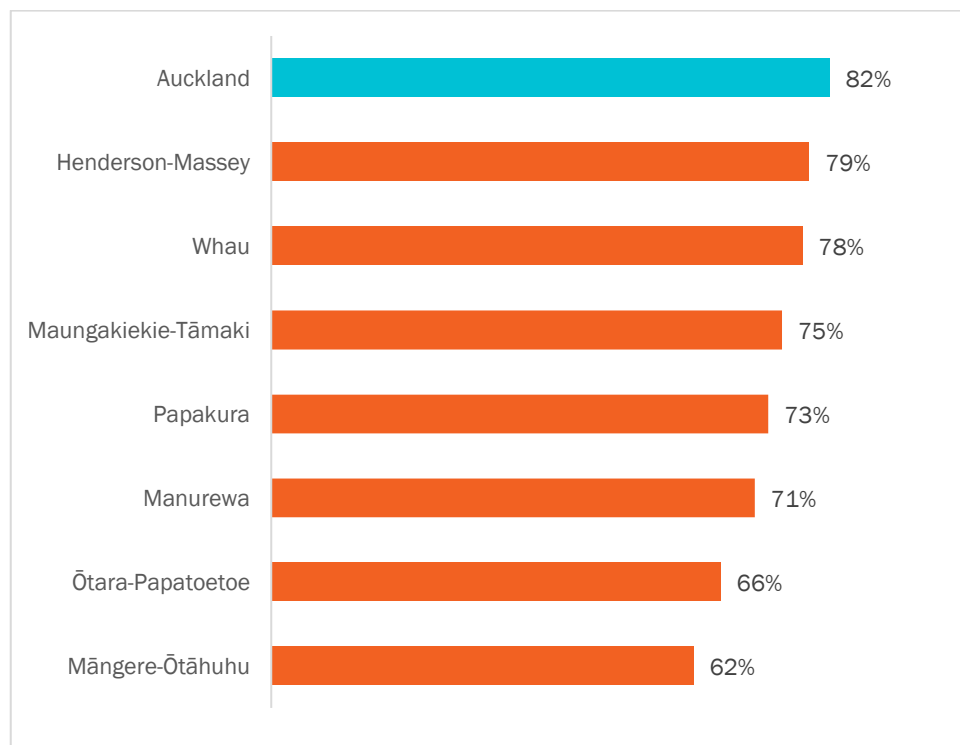
Access to metropolitan centres is more evenly spread across the Auckland urban area, although northern Auckland tends to be less well serviced in this regard.

**Average commute time to closest metropolitan centre (minutes)**



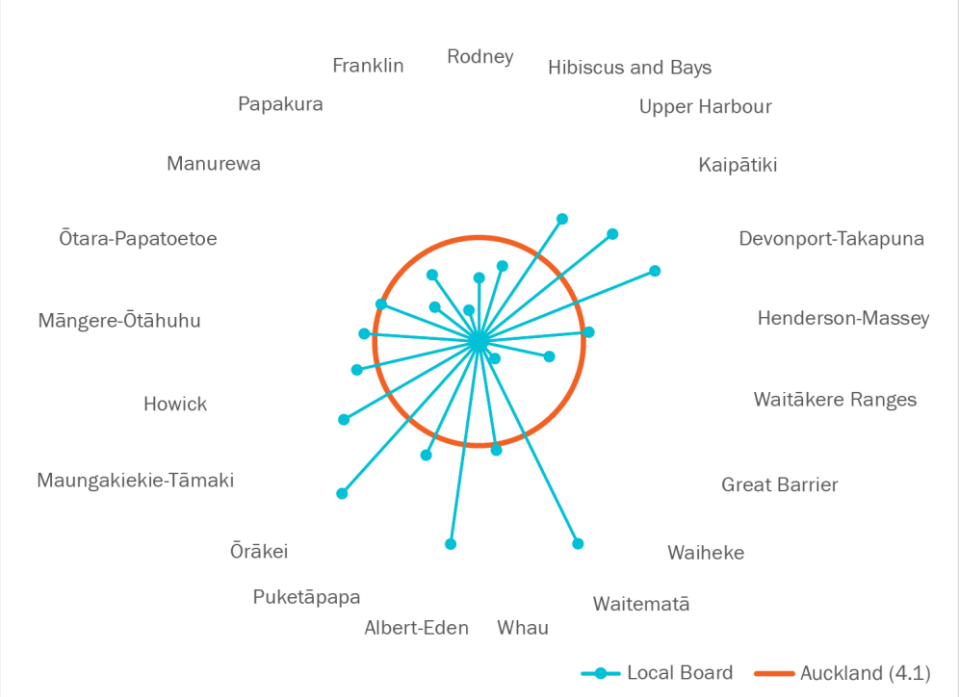
Access to the internet at home represents a less physical form of connectedness that enables people to access work opportunities, facilitates study, and broaden their social networks. This indicator significantly boosts the overall outcomes for some higher-income areas such as Howick (88%) and Upper Harbour (90%) that are above the Auckland average (82%). In contrast, Māngere-Ōtāhuhu (62%), Ōtara-Papatoetoe (66%), Manurewa (71%), Papakura (73%), Maungakiekie-Tāmaki (75%), Whau (78%) and Henderson-Massey (79%) are all below average.

**Access to the internet at home**





Connectedness scores across Auckland (further away from the circle is better)



## Demography

Population growth contributes to economic prosperity when it is at a level that ensures the working-age population can support non-working-age residents.

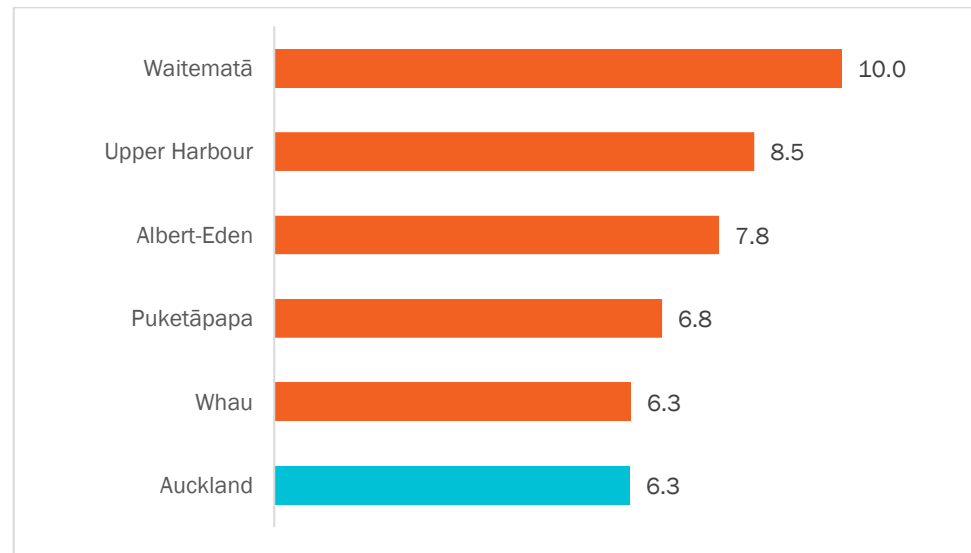
The demography domain is made up of the following indicators.

- Population growth 2016
- Dependency ratio 2016
- Dependency ratio 2026

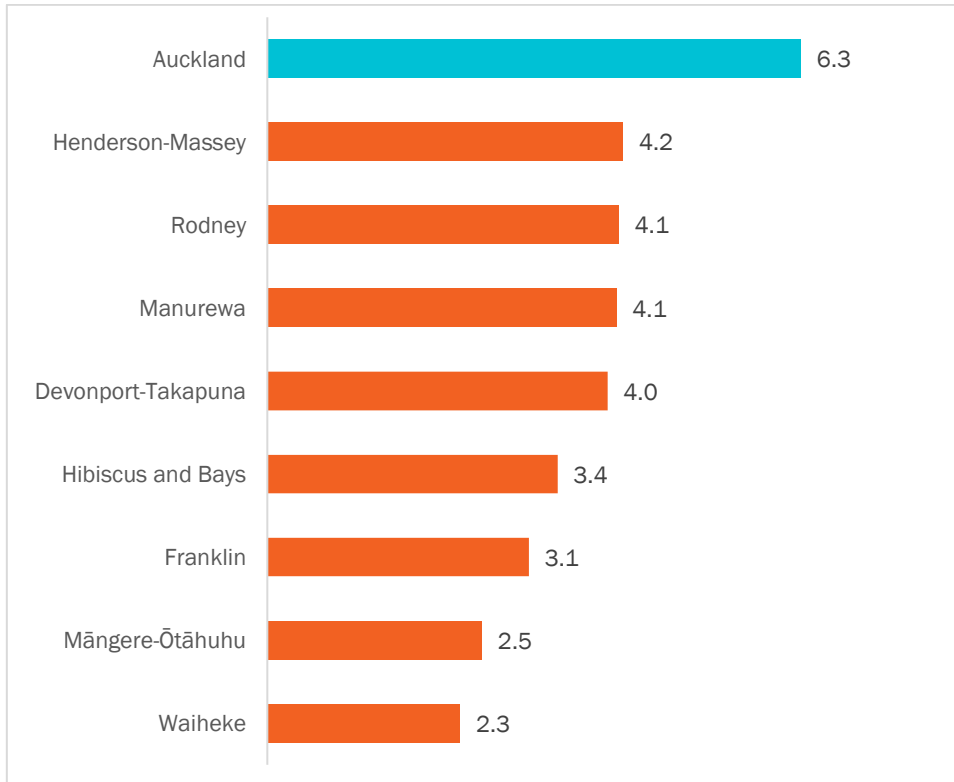
Local boards with a faster growing population that is more heavily weighted towards young people fare best in this domain.

Central city boards tend to have lower proportions of children and retirees. The Waitemata area is a good example with residential intensification also leading to rapid growth in the number of people living in central city apartments. Waitemata outscores all other local boards in terms of demography. Other boards close to the centre of Auckland to score well include Albert-Eden, Puketapapa, Whau, and Maungakiekie-Tamaki. Upper Harbour also scores highly, having the region's fastest population growth and a relatively low dependency ratio.

### Demography (scored 0 to 10 – highest)

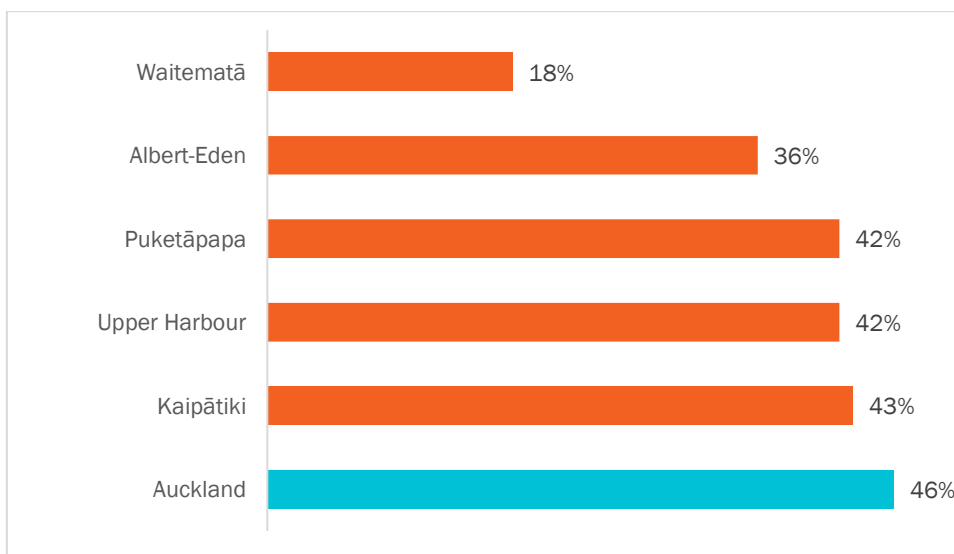


### Demography (scored 0 to 10 – lowest)



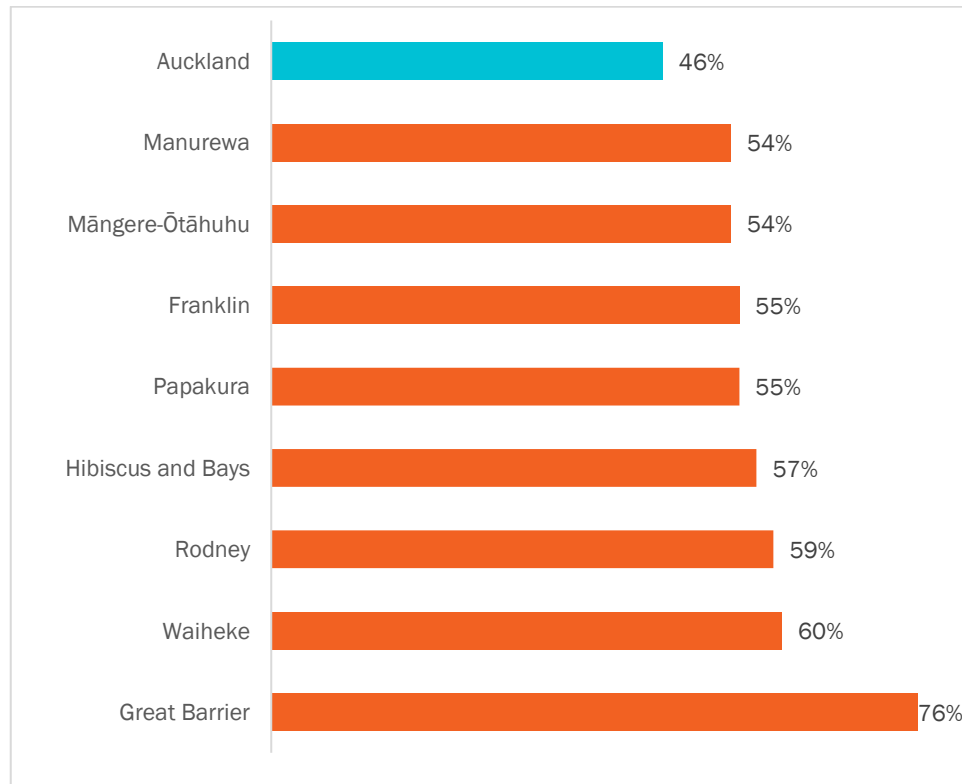
There is no clear geographic pattern to those local boards that achieve a relatively low score in this domain. Some boards, such as Great Barrier, Waiheke, Hibiscus and Bays, and Rodney, score poorly due to a high proportion of retirees, which pushes up the dependency ratio. Other boards, including Papakura (55%), Manurewa (54%), and Māngere-Ōtāhuhu (54%), are marked down because young dependents make up a high proportion of the population compared with the Auckland average (46%).

### Dependency ratio 2016 – lowest

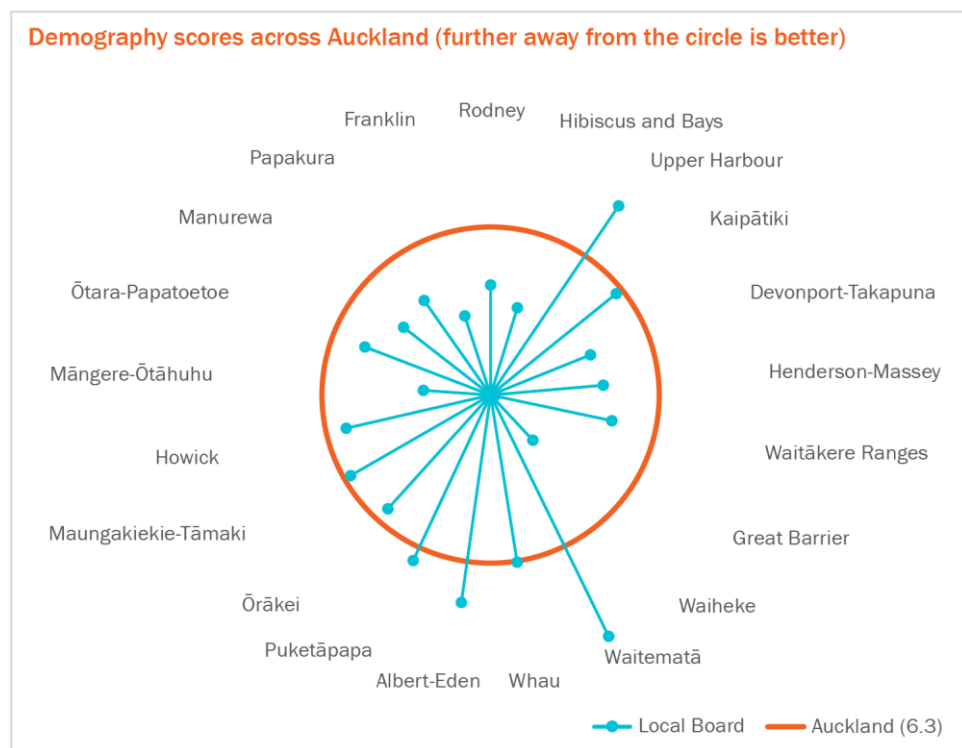


Although high birth rates in parts of southern Auckland tend to result in higher dependency ratios, they also help boost population growth – which potentially contributes to a more dynamic and growing economy.

**Dependency ratio 2016 – highest**



**Demography scores across Auckland (further away from the circle is better)**



## Business activity

Growth in the number of businesses and overall business activities is an important contributor to the overall economic performance of a local board. Successful economies tend to be innovative and have a dynamic business and entrepreneurial environment.

The business activity domain is made of up the following indicators.

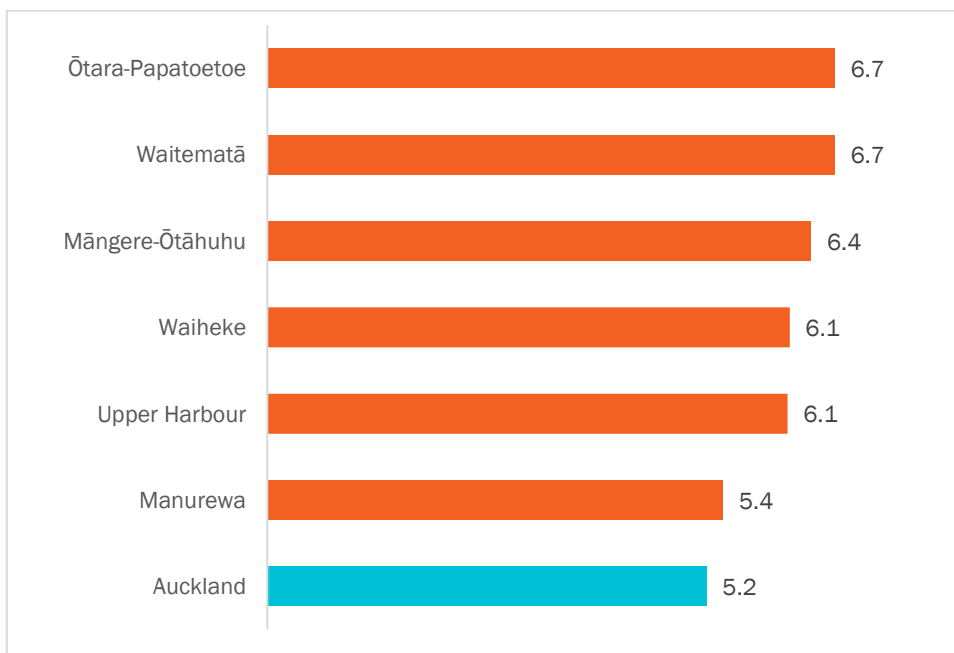
- Average business size
- Net growth in business units
- Self-employment rate

There is a relatively narrow spread of scores across Auckland in the business activity domain and no geographic pattern to the highest scoring areas.

The self-employment rate is an important indicator of entrepreneurship and shows an ability among people to identify business and earnings opportunities and pursue them. However, in some respects, small businesses can be less resilient to changing economic conditions, making the jobs associated with these firms more vulnerable to a downturn.

As an indicator, average business size rewards local board areas where larger firms are located on the basis that these firms will be better able to withstand an economic downturn. In some situations, the presence of one or two large employers in an area can make that community susceptible to the fortunes of a single company, with extensive job losses possible if a larger company relocates or shuts down. However, this issue is largely captured in the economic diversity indicator in the economic quality domain.

### Business activity (scored 0 to 10)

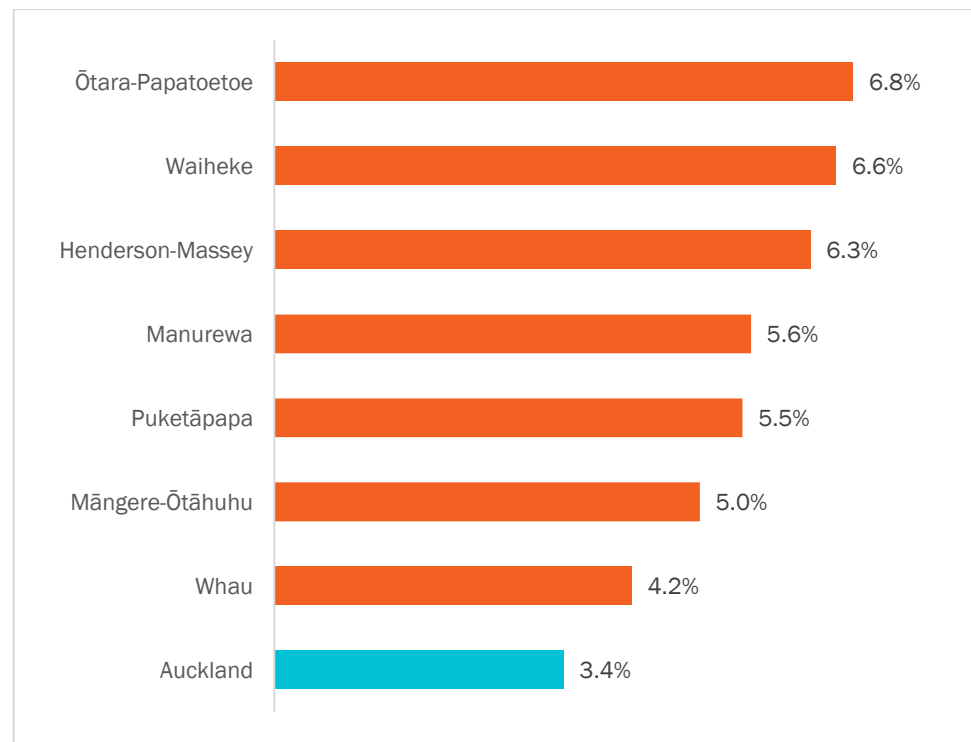




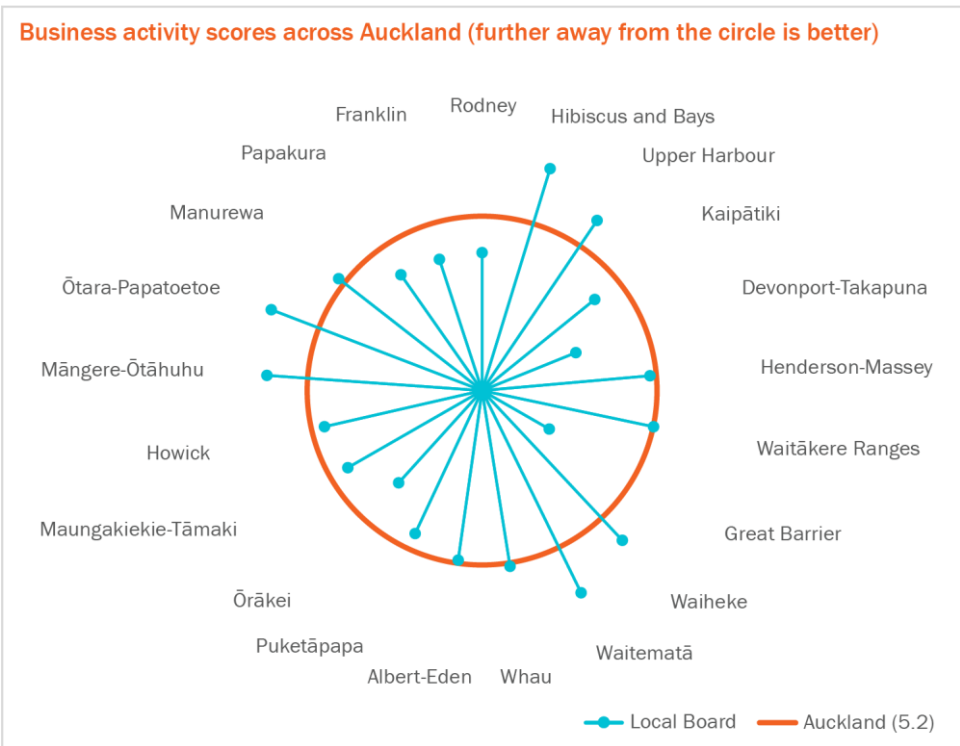
In 2016 the number of business units in Auckland grew 3.4%. Business activity is the strongest domain for southern Auckland, with Ōtara-Papatoetoe (6.8%), Manurewa (5.6%) and Māngere-Ōtāhuhu (5.0%) all featuring in the top third of the local boards as a result in the growth of the number of business units. Despite the relatively high level of business activity, these areas are home to many of the region's least prosperous households.

Waiheke also scores highly in this domain, with a high self-employment rate (22% compared with 18% regionally) and a strong growth in business units over the last year (6.6%).

#### Net growth in business units



Business activity scores across Auckland (further away from the circle is better)



## Economic quality

Economic quality looks at an area's ability to offer local jobs, especially highly skilled and knowledge-intensive jobs. It also captures future job prospects and the diversity of the economy as a safeguard for the future.

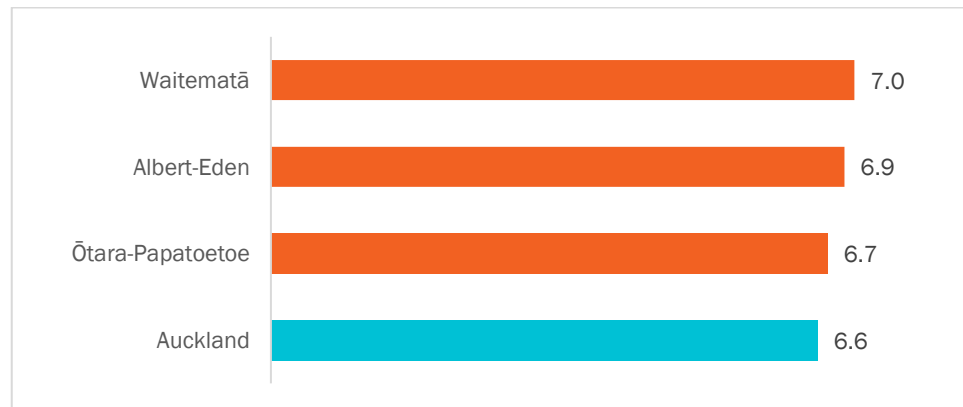
The economic quality domain is made up of the following indicators.

- Economic diversity (HHI index)<sup>1</sup>
- Jobs per 100 residents
- Percentage of jobs that are highly skilled
- Percentage employed in knowledge-intensive industries
- Percentage employed in declining industries

Paid work has an important role in economic and social wellbeing in an area. It provides people with incomes to meet their basic needs and to contribute to their material comfort, and it gives them options for how they live their lives.

Although the Auckland region scores well across most indicators in this domain, only three local boards within the region score above the Auckland average in terms of overall economic quality.

### Economic quality (scored 0 to 10 – highest)

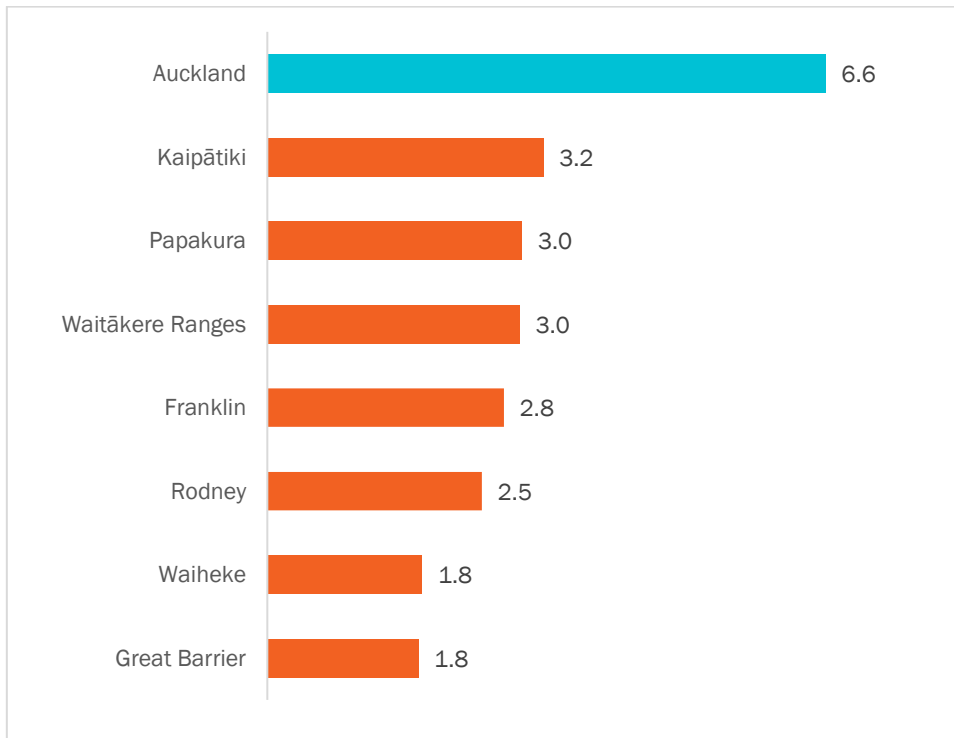


<sup>1</sup> The Herfindahl-Hirschman Index (HHI) index is a commonly accepted measure of concentration of industries in an area.

Outlying areas tend to perform poorly in terms of economic quality, with the lowest scores recorded by Papakura, Waitākere Ranges, Franklin, Rodney, Waiheke, and Great Barrier.

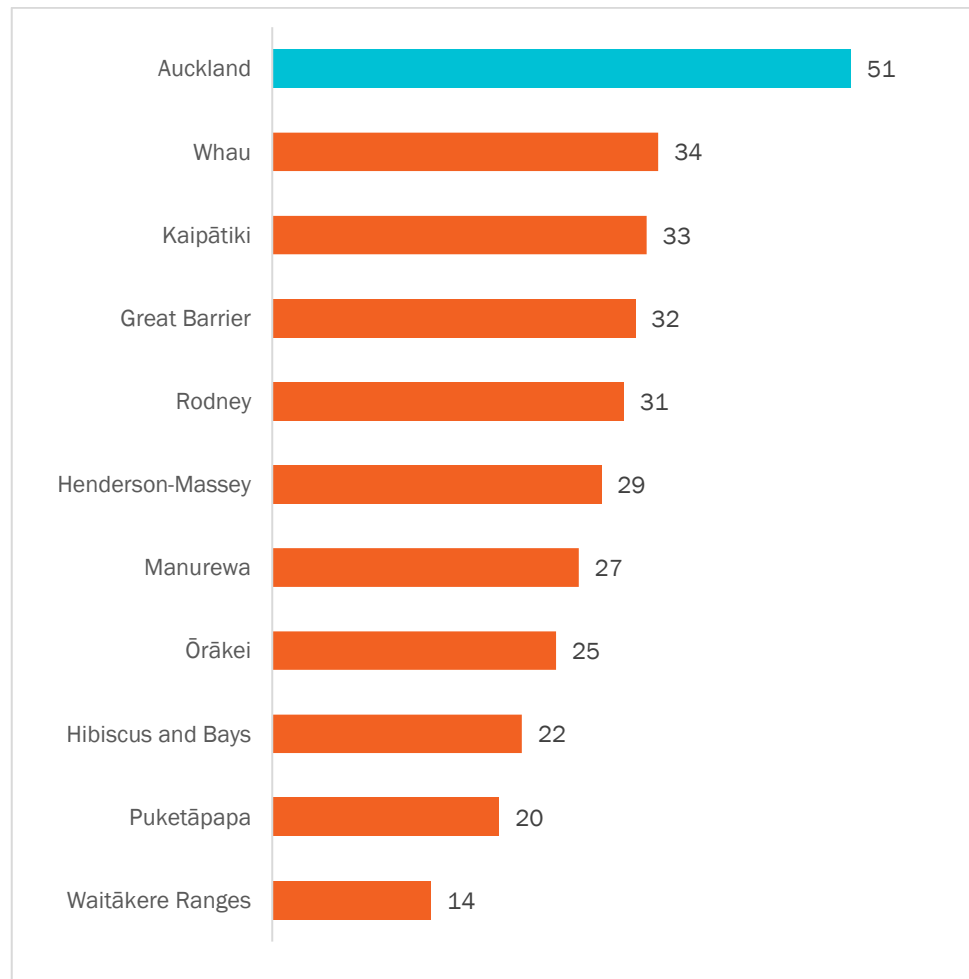
Areas scoring poorly tend to have a low number of skilled jobs in industries that are not knowledge intensive and often have a low number of jobs per resident. Despite this, some of the areas are relatively affluent as residents travel elsewhere to undertake skilled employment.

#### Economic quality (scored 0 to 10 – lowest)



In addition to the rural and island local board areas, several areas score poorly in terms of the number of jobs per resident. This means these areas have a high level of commuting elsewhere for work. For some boards this is not a problem as adjacent areas have plenty of employment opportunities, but for others such as areas in western Auckland, this leads to higher average commute times. Henderson-Massey, Whau and Waitākere Ranges are well below the Auckland average.

## Jobs per 100 residents

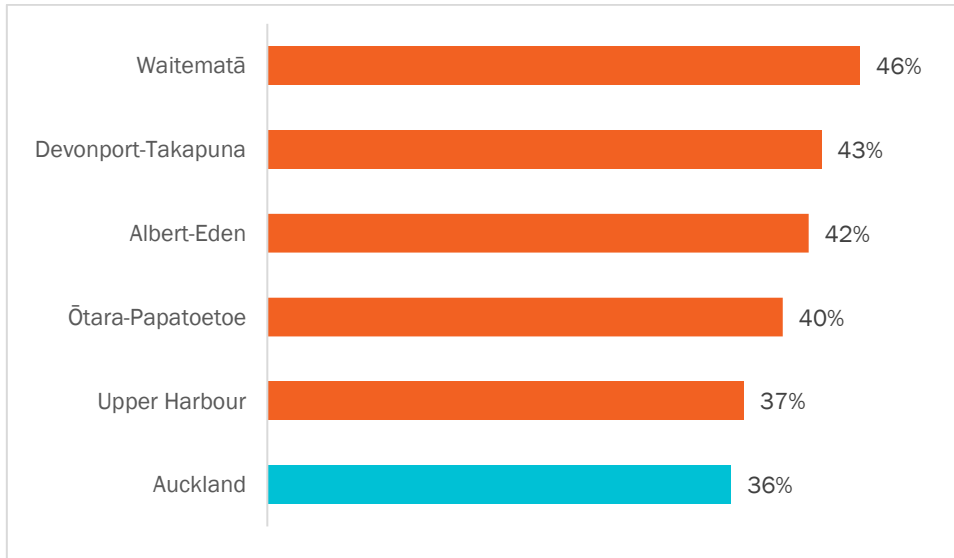


Waitematā, Albert-Eden, and Ōtara-Papatoetoe are the three local boards that record a score for this domain above the Auckland average. While Ōtara-Papatoetoe scores well due to the presence of significant employment in tertiary education and local government, there is also a high level of employment in declining industries. These boards, along with Devonport-Takapuna, all score highly for both the percentage of jobs that are highly skilled and the percentage of employment in the areas in knowledge-intensive industries.

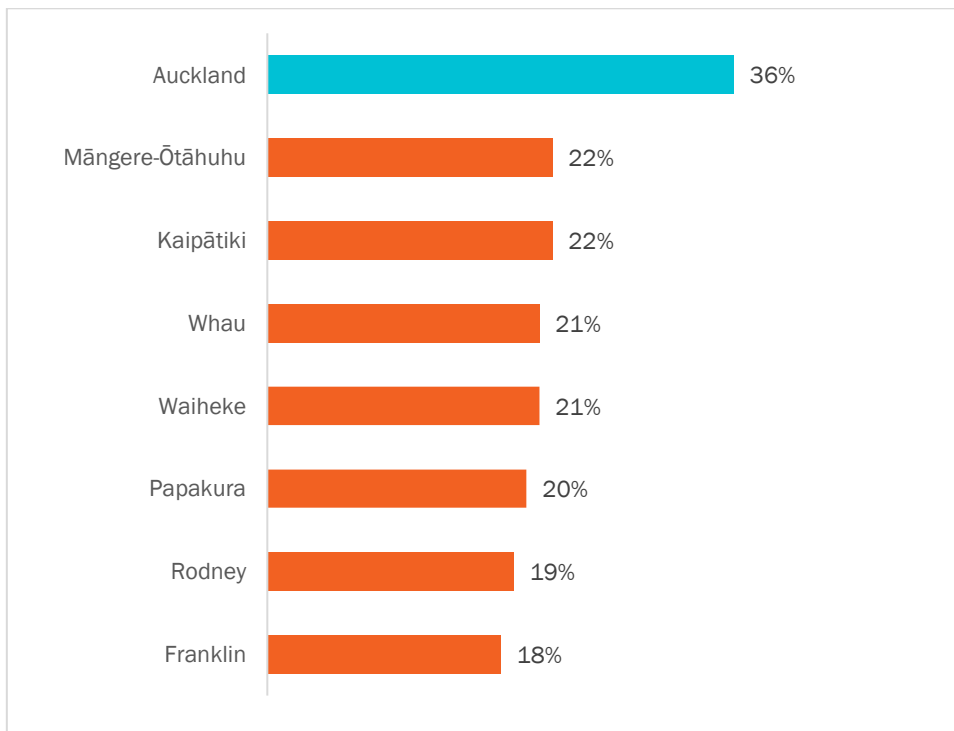
Maungakiekie-Tāmaki also scores well in this domain, with a low percentage of its workforce employed in declining industries (1.7% compared to 3.0% regionally), as well as a high number of jobs per hundred residents (127).



### Percentage of highly skilled jobs

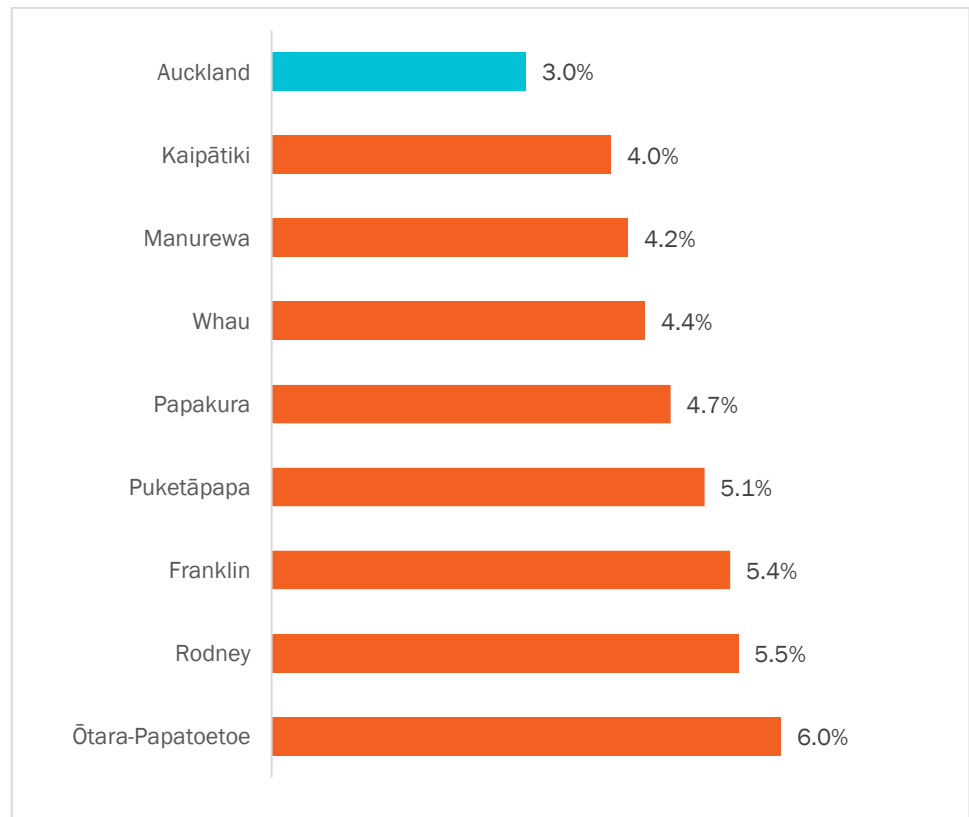


### Percentage employed in knowledge intensive industries

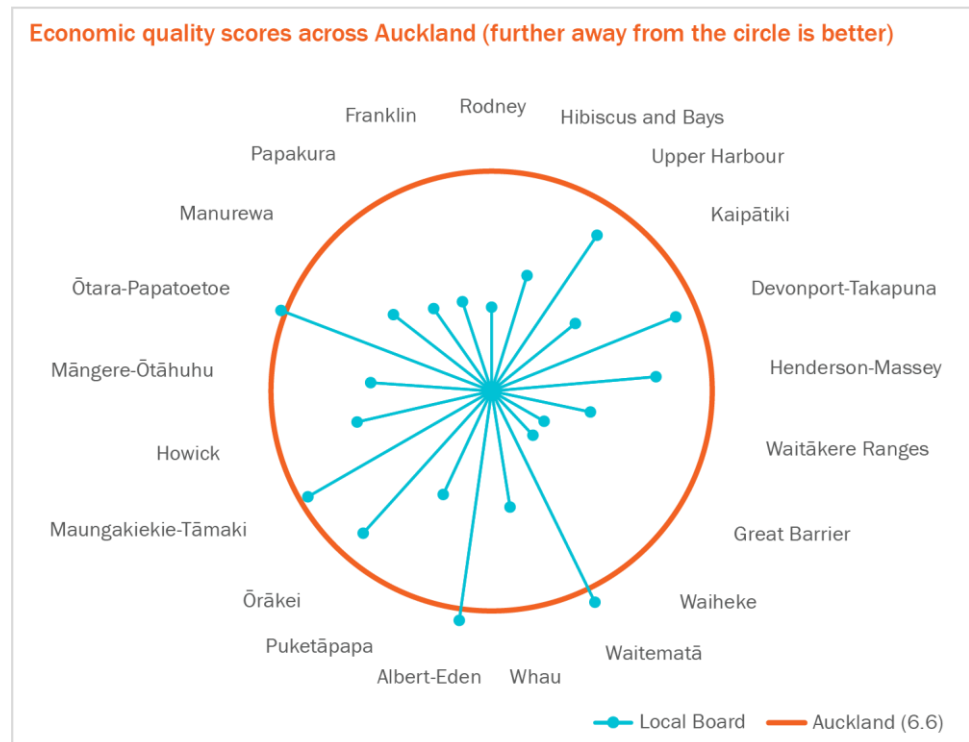


Kaipātiki also has a weak result in this domain. Kaipātiki has a lack of jobs in knowledge-intensive industries and a lower proportion of jobs that are highly skilled, as well as a relatively high proportion of employment in declining industries. This is mitigated by the area's proximity to the CBD and Upper Harbour employment areas.

Percentage employed in declining industries



Economic quality scores across Auckland (further away from the circle is better)



# Household prosperity

Areas that score well in the other domains will tend to have prosperous households. Prosperous households enjoy high incomes, its members are engaged in employment, have more disposable income to spend in their local area, are not on benefits, and are more likely to be able to buy their own home.

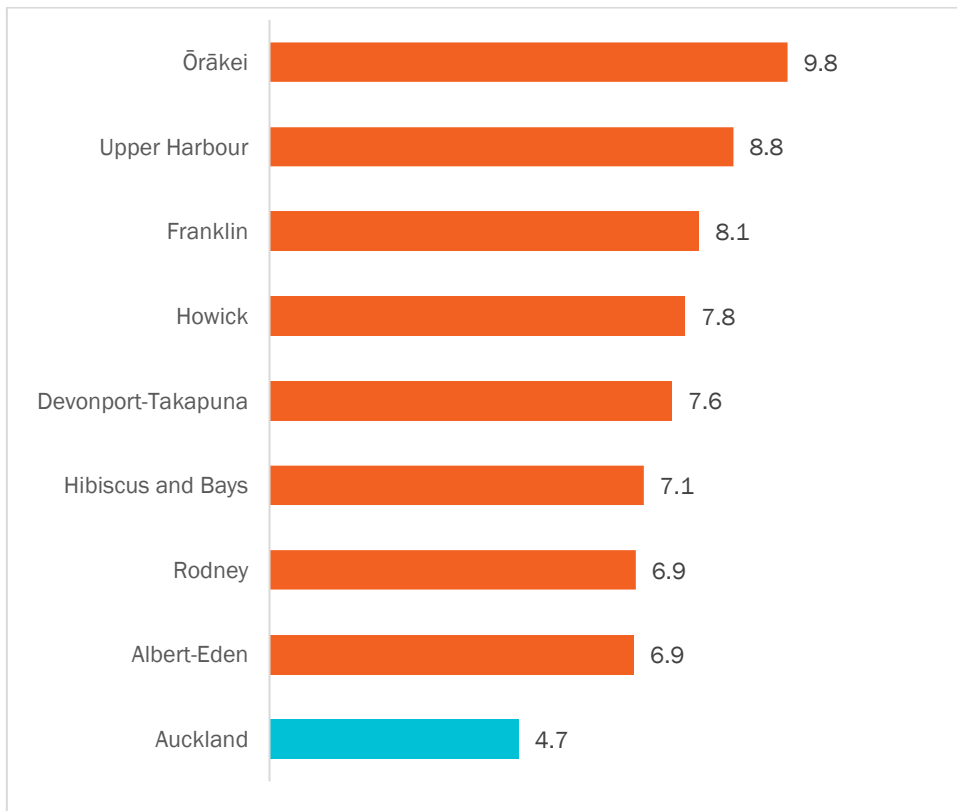
The household prosperity domain is made of up the following indicators.

- Annual household income
- Home ownership rate
- Percentage of 15 to 64-year-olds who are on benefits
- Rental affordability
- Unemployment rate

There is wide variation in household prosperity across Auckland.

Many of the best-performing local boards in this domain are located north of the Auckland Harbour Bridge, although Ōrākei, Howick, Franklin and Albert-Eden also score highly for household prosperity.

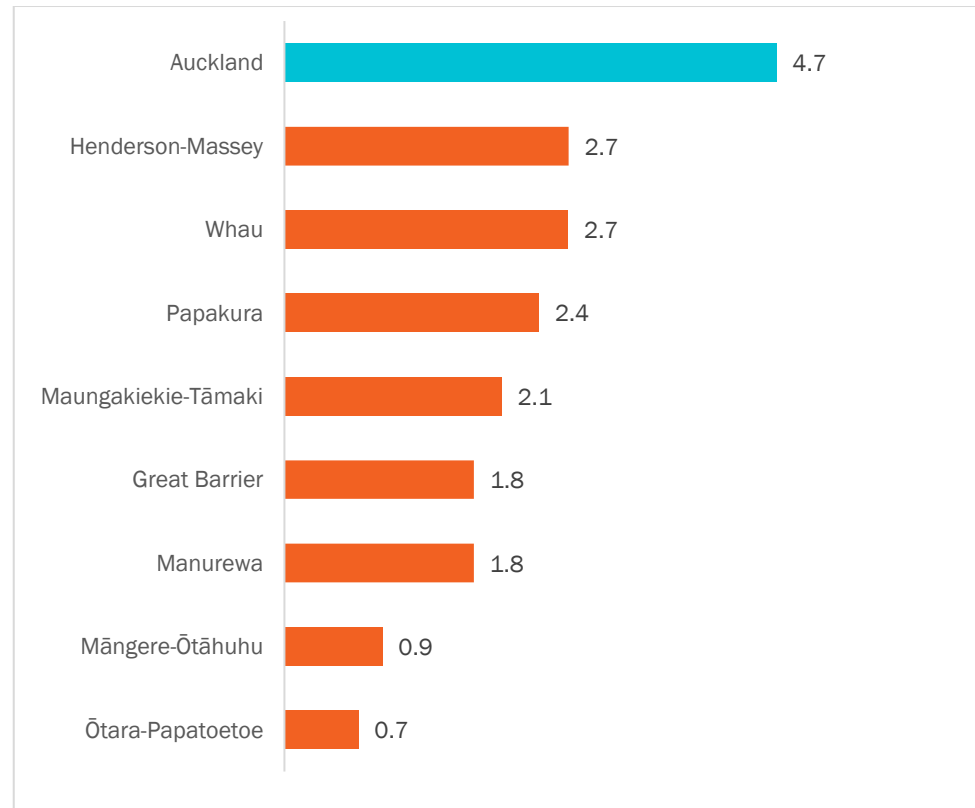
## Household prosperity (scored 0 to 10 – highest)



Five of the least prosperous local-boards are found in southern Auckland between Maungakiekie-Tāmaki and Papakura, indicating a clustering of less prosperous households in the southern part of the city.

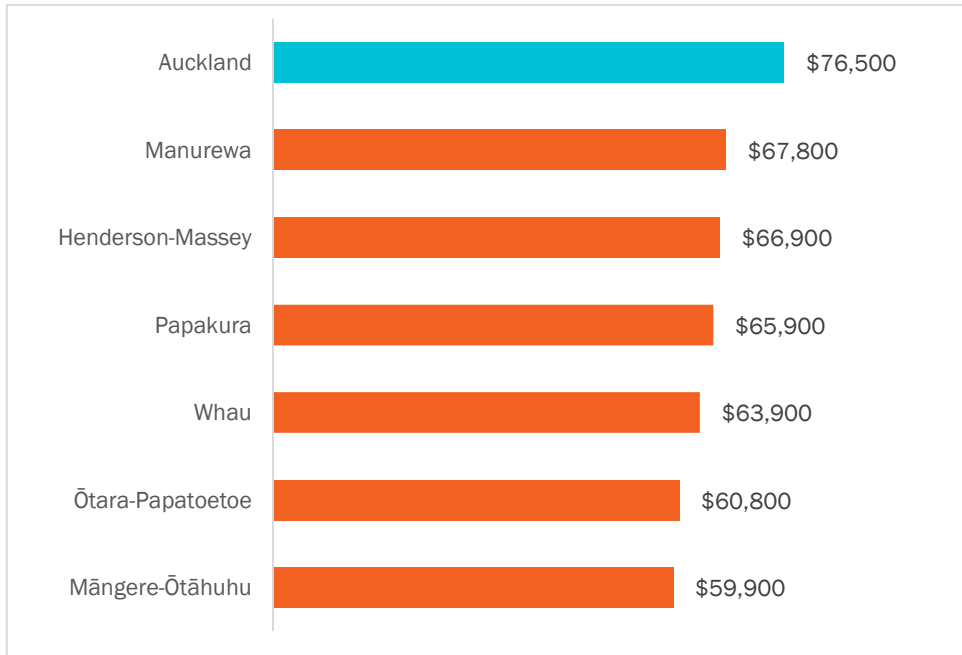
Henderson-Massey and Whau are also well below the Auckland average.

**Household prosperity (scored 0 to 10 – lowest)**



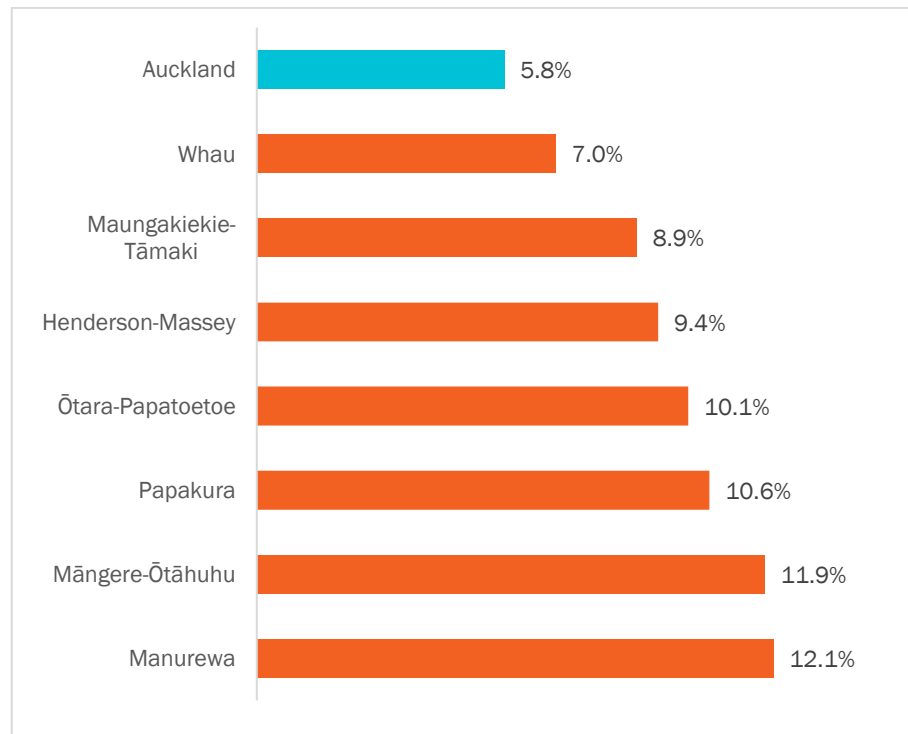
These areas have significantly lower levels of household income. Waiheke (\$51,400) and Great Barrier (\$30,300) also have lower median household incomes.

### Median household income

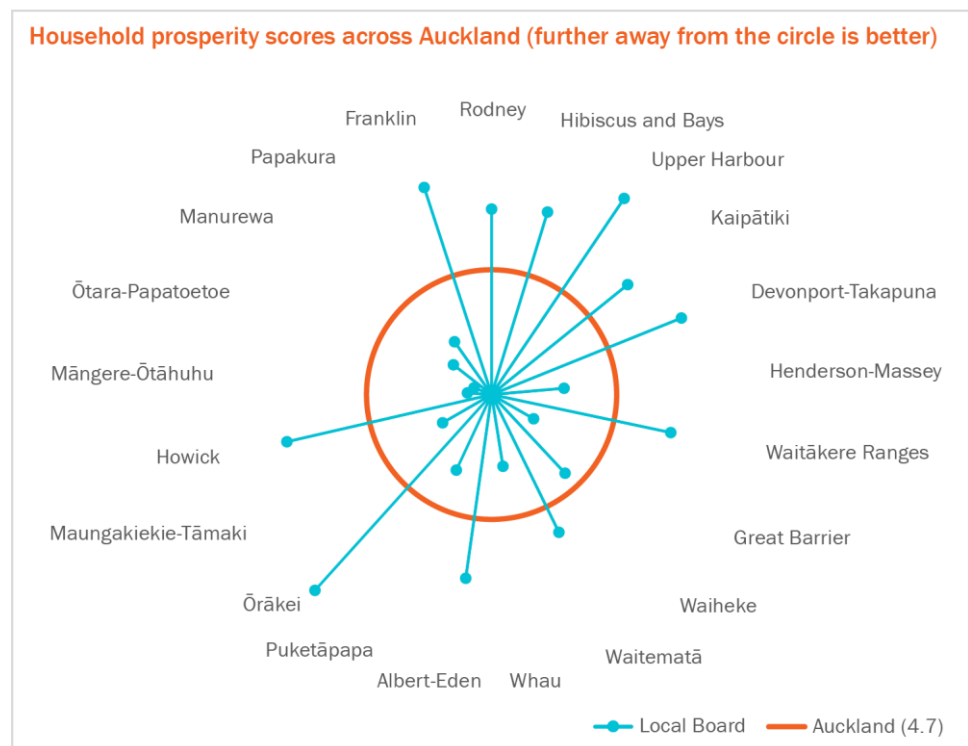


The low scores in southern Auckland reflect higher proportions of the population that are beneficiaries, higher unemployment rates, lower skill levels and lower household incomes – indicators that are generally linked together. This contrasts with the fact that these local boards actually perform well in terms of ‘economic quality’ and ‘business activity’, highlighting the fact that employment opportunities exist but the resident population face barriers in accessing those opportunities.

Proportion of 15-64 year olds on a benefit



Household prosperity scores across Auckland (further away from the circle is better)



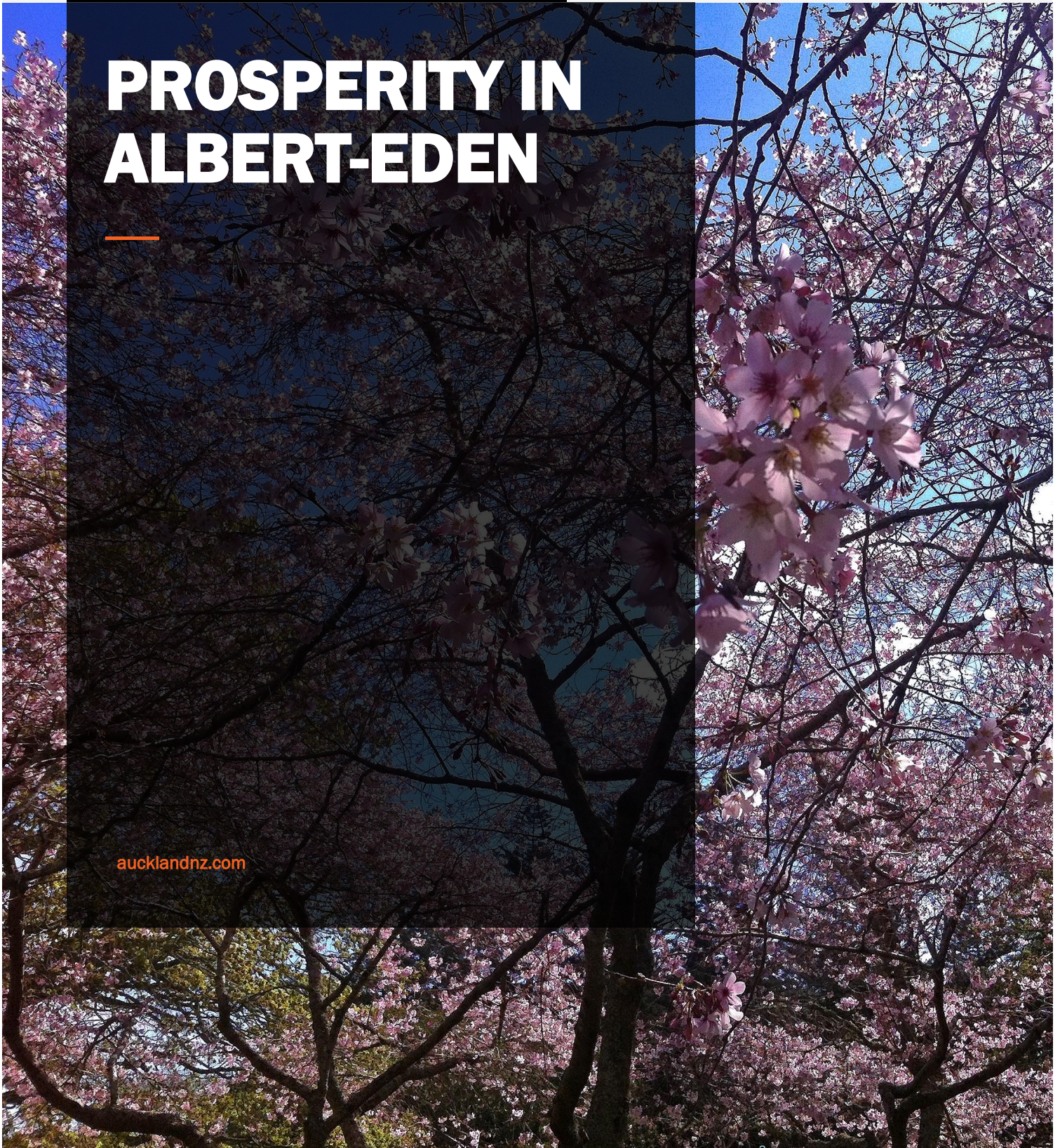


May 2018

# PROSPERITY IN ALBERT-EDEN

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[aucklandnz.com](http://aucklandnz.com)





Auckland Council has an interest in promoting increased levels of prosperity across all our communities by supporting activities that increase residents' access to employment opportunities.

This can be done through supporting the growth of existing businesses, attracting new businesses, improving residents' access to existing employment opportunities by supporting relevant skills acquisition, and advocating for transport improvements that provide for access to employment across the region.

To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

This report helps identify relative strengths and weaknesses the local board area has in terms of economic prosperity. It provides evidence to help form effective interventions in each local board area. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights into the local board area.

## Method

Prosperity is measured across indicators grouped in to six domains and each area receives a score that is compared to the Auckland average. This provides an indication of where the area has particular strengths or weaknesses relative to the rest of the city.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.



## Prosperity in Albert-Eden

Albert-Eden is home to highly-skilled residents and has a younger age profile than most other local board areas. With knowledge-intensive industries in the area and ease of access to the city centre and fringe, the workforce has good employment opportunities.

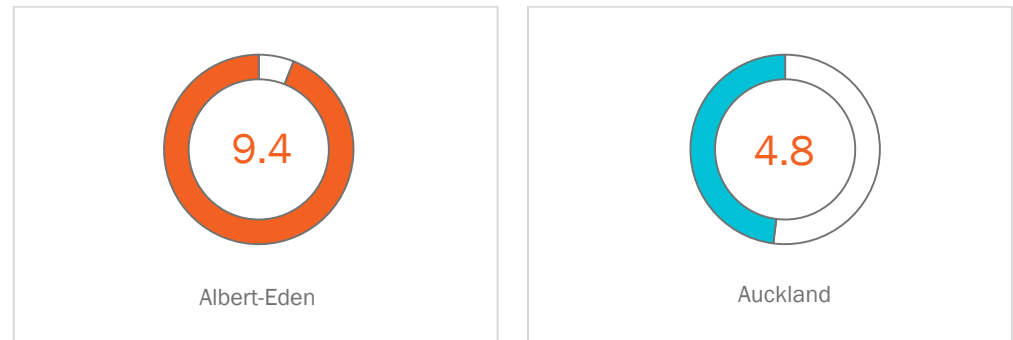
Albert-Eden is particularly strong in the skills and labour force, connectedness and household prosperity domains. It is also above the regional average in the demography domain. It has a similar score to the Auckland average for the economic quality and business activity domains.

**Economic prosperity: score by domain (closer to edge is better)**



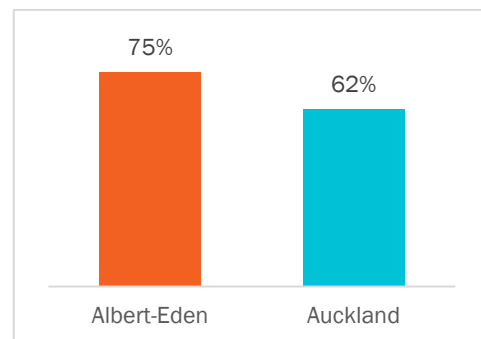
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Albert-Eden has a very high skills base.

**Overall score out of ten for skills and labour force**

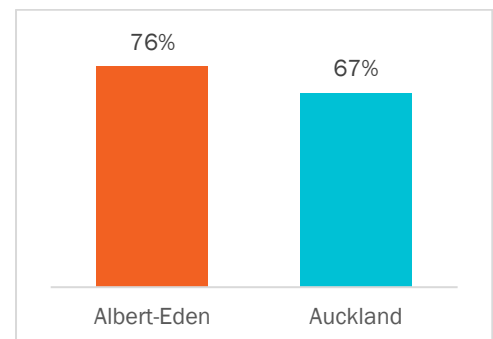


Three-quarters (75%) of Albert-Eden’s 15-64 year olds have at least a NCEA level 3 qualification. This is 13 percentage points higher than the Auckland average. Albert-Eden’s population has a high rate of participation in tertiary education, with 76% of school leavers enrolling in tertiary education within a year. Albert-Eden’s performance in this indicator is strongly influenced by the high proportion of school leavers with NCEA level 2. The attainment of a tertiary qualification increases the ability of Albert-Eden’s labour market entrants to access highly skilled and well-paid jobs.

**Level 3 qualification**



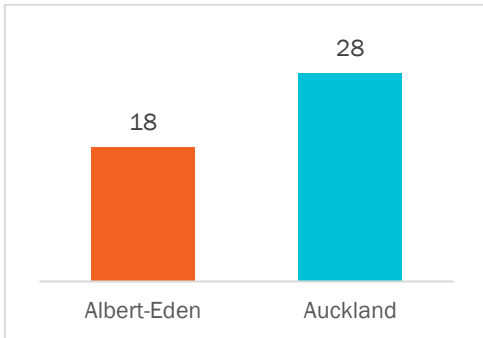
**School leavers enrolled in tertiary**



Albert-Eden scores highly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

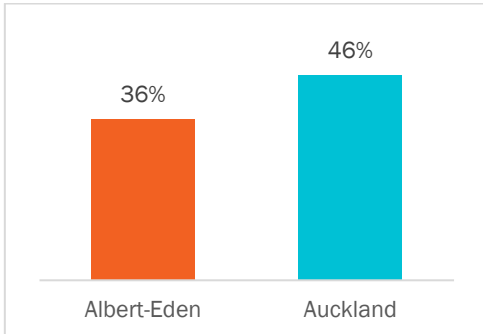
Being close to the Auckland city centre and other business areas means that Albert-Eden residents have an average commute to work of 18 minutes, 10 minutes faster than the Auckland average.

#### Commute to work (minutes)



The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Albert-Eden's low dependency ratio of 36% is 10 percentage points below the Auckland average. Albert-Eden's low dependency ratio is largely due to the high proportion of young adults living in the area. A low dependency ratio indicates that an economy is robust, as a high proportion of the population are likely to be earning incomes and contributing directly to the economy.

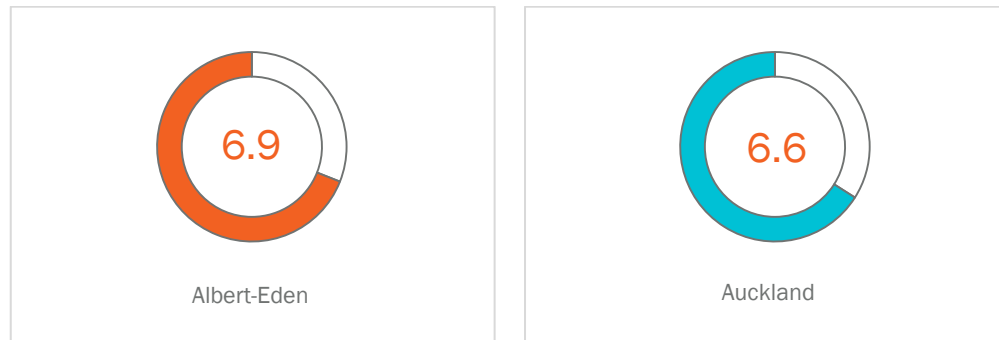
#### Dependency ratio (2016)



At 19%, Albert-Eden has a relatively high self-employment rate. Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks.

The economic quality domain measures the local economy in terms of its ability to offer skilled and well paid jobs. Albert-Eden scores just above the regional average for the economic quality domain.

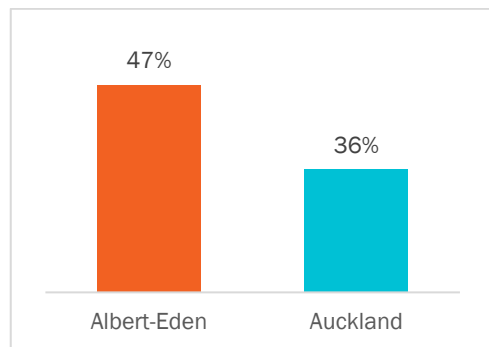
**Overall score out of 10 for economic quality**



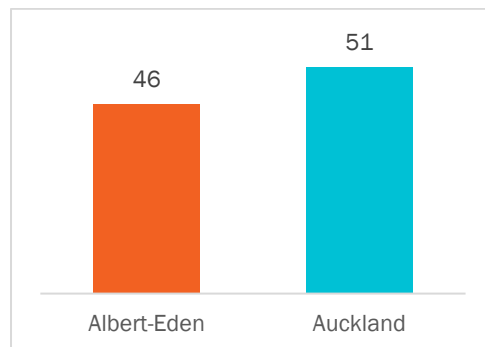
The economy in Albert-Eden is dominated by healthcare and social assistance, professional, technical and scientific services, and education and training industries. Collectively, these industries account for nearly half of employment in the local board. These are knowledge-intensive industries which employ a sizeable proportion of highly skilled staff and are all expected to grow over the next five years.

Albert-Eden has 46 jobs per 100 residents, which is five less than the Auckland average. However, residents have easy access to employment areas in the neighbouring local board areas, including the city centre.

**Local jobs in knowledge industries**

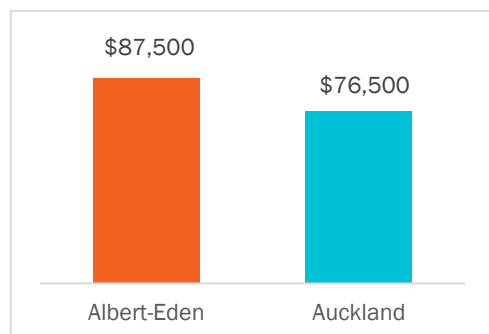


**Local jobs per 100 residents**



At \$87,500, the average household income is more than \$10,000 higher than the Auckland average. High skill and qualification levels held by Albert-Eden residents enables them to earn good incomes.

**Median household income**



## Broader context

- Business Improvement Districts provide local business leadership in Mt Eden, Dominion Road, Kingsland and Uptown. There are also business groups in Mt Albert, Sandringham, Pt Chevalier, Greenwoods Corner and Balmoral.
- Maungawhau/Mt Eden, ASB Showgrounds and Eden Park Stadium are major assets that attract visitors to the area.
- Major transport projects will have significant economic impacts for the Albert-Eden area. The completion of the City Rail Link will bring substantial benefits to the area. Planning for light rail down Dominion Road to the airport continues.

## Potential actions

The local board has a major role in supporting the development of town centres as the heart of their community and vibrant business and retail hubs.

Albert-Eden Local Board has indicated its support for growing opportunities for local businesses from the major visitor assets in the area.

The local board could continue to support the growth of new business opportunities.

Building on the existing strengths of the local economy, the local board could support the attraction of new high skilled jobs and knowledge-intensive industries.



May 2018

# PROSPERITY IN DEVONPORT- TAKAPUNA

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[aucklandnz.com](http://aucklandnz.com)

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To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

This report helps to identify relative strengths and weaknesses the local board area has in terms of economic prosperity. It provides evidence to help form effective interventions in each local board area. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights into the local board area.

## Method

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Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
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Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

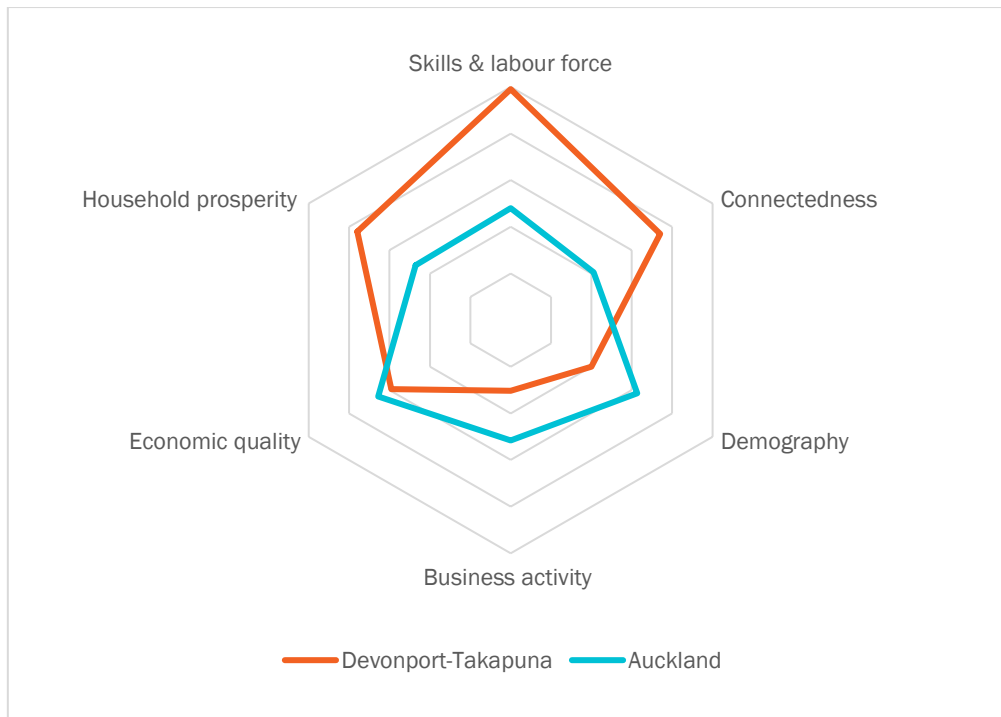


## Prosperity in Devonport-Takapuna

Devonport-Takapuna residents are highly qualified and are able to access a range of highly-skilled jobs in the near vicinity. The number of businesses has grown more slowly in Devonport-Takapuna than the Auckland average.

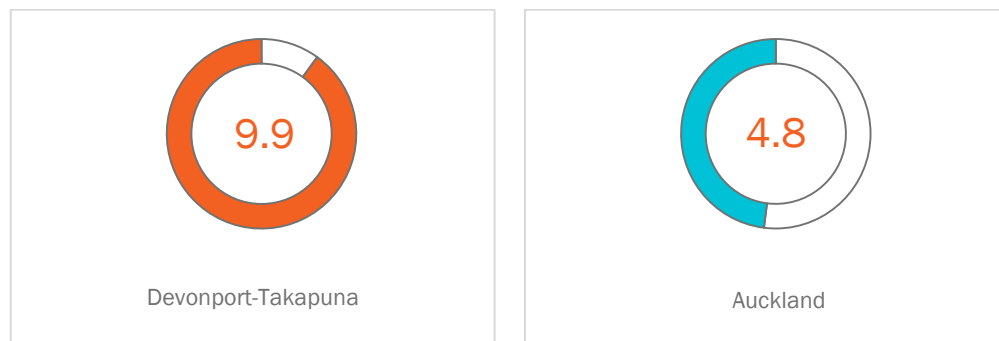
Devonport-Takapuna performs strongly in the skills and labour force, connectedness and household prosperity domains. It scores under the regional average in the demography, business activity and economic quality domains.

**Economic prosperity: score by domain (closer to edge is better)**



Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Devonport-Takapuna has a very high skills base.

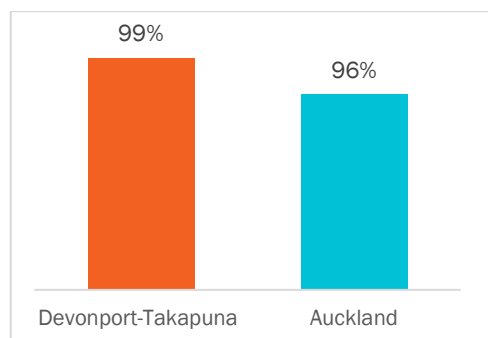
**Overall score out of ten for skills and labour force**



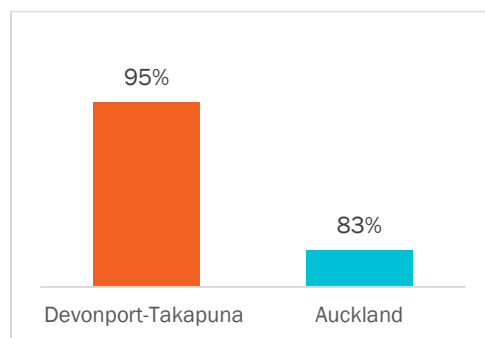
Nearly all children (99%) start school in Devonport-Takapuna having attended early childhood education (ECE). ECE helps children learn important skills that support them to reach their full potential in later life.

This good start with education is sustained, with a high proportion of school leavers in Devonport-Takapuna attaining at least a NCEA level 2 qualification, providing them with a good base to access work, training and further education.

**Early childhood education attendance**

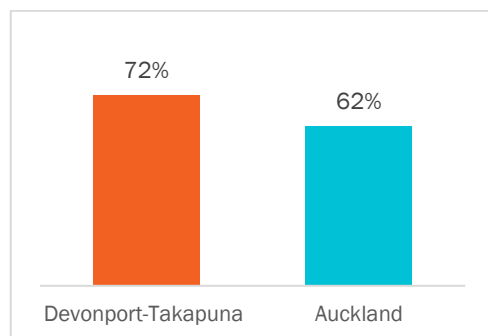


**School leavers with Level 2 NCEA or above**

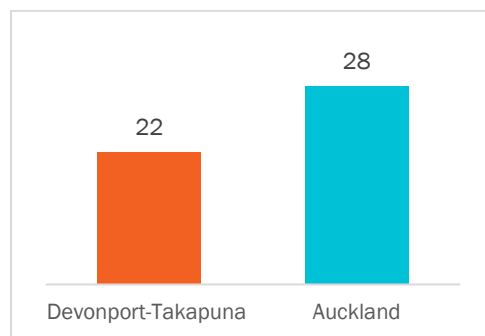


At 72%, a high proportion of working-age residents in Devonport-Takapuna have at least an NCEA level 3 qualification. With the proximity to the city centre and Takapuna business locations, Devonport-Takapuna residents also have good access to employment opportunities.

**Level 3 qualification**

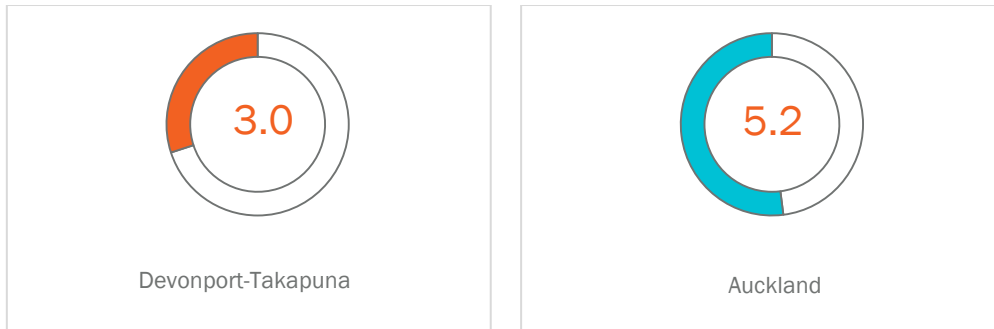


**Commute to work (minutes)**



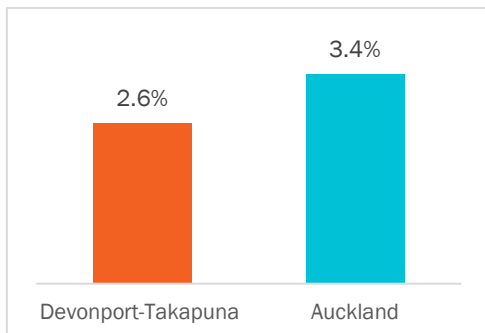
Growth in the number of businesses and overall business activities reflects that people are willing to take on the risks as an entrepreneur. It is an important part of the overall economic performance of a local economy. Devonport-Takapuna has a low score for the business activity domain.

#### Overall score out of ten for business activity

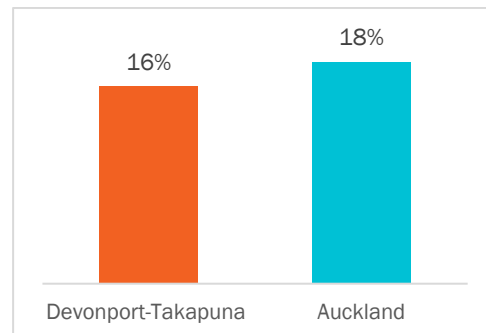


Business growth in Devonport-Takapuna has been slower than elsewhere in Auckland in recent years. Business unit growth in Devonport-Takapuna from 2015 to 2016 was 2.6%, lower than the Auckland average of 3.4%. The self-employment rate in Devonport-Takapuna, at 16%, is also below the Auckland average.

#### Net growth in businesses

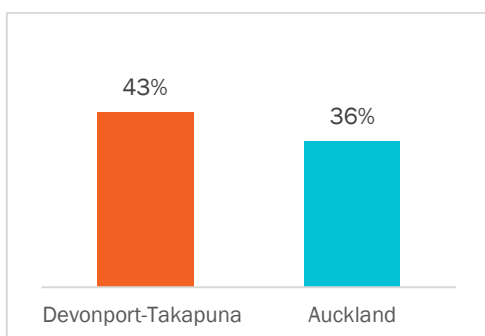


#### Self-employment rate

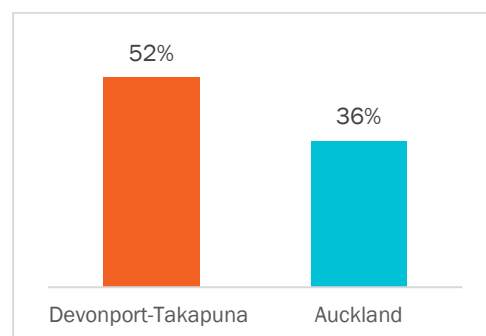


At 43%, Devonport-Takapuna has a very high proportion of highly skilled jobs. The proportion of people employed in knowledge-intensive industries is also high (52%). This reflects the area's high proportion of employment in the health care and social assistance, public safety and administration, and professional, scientific and technical services industries.

#### Highly skilled jobs



#### Local jobs in knowledge industries



Devonport-Takapuna residents are less likely to receive a benefit or be unemployed than the Auckland average. The high skills and qualifications held by Devonport-Takapuna residents enable them to earn good incomes and the median household income is \$85,800, significantly above the Auckland average (\$76,500).

### **Broader context**

- Panuku Development Auckland has designated Takapuna town centre as one of its areas to 'Unlock' through the redevelopment of key sites.
- Business leadership is provided by the Business Improvement District partnership programmes in Takapuna and Devonport.
- There is strong association in the Takapuna area with the knowledge-based economy.
- Takapuna is a metropolitan centre in the current Auckland Plan (2012), although it has not been identified as a vital regional node for Auckland's future growth in the draft refreshed Auckland Plan. It is proposed that Albany is this node in the north.

### **Potential actions**

The local board has a major role in the urban regeneration of Takapuna, working with Panuku Development Auckland and other stakeholders to support the centre's future development.

Access to advice and support for successful entrepreneurship could be valuable to encourage more business starts in the area. Further, it would be useful to understand the underlying factors causing the low rate of business growth when the building blocks are present in the area for a dynamic local economy.

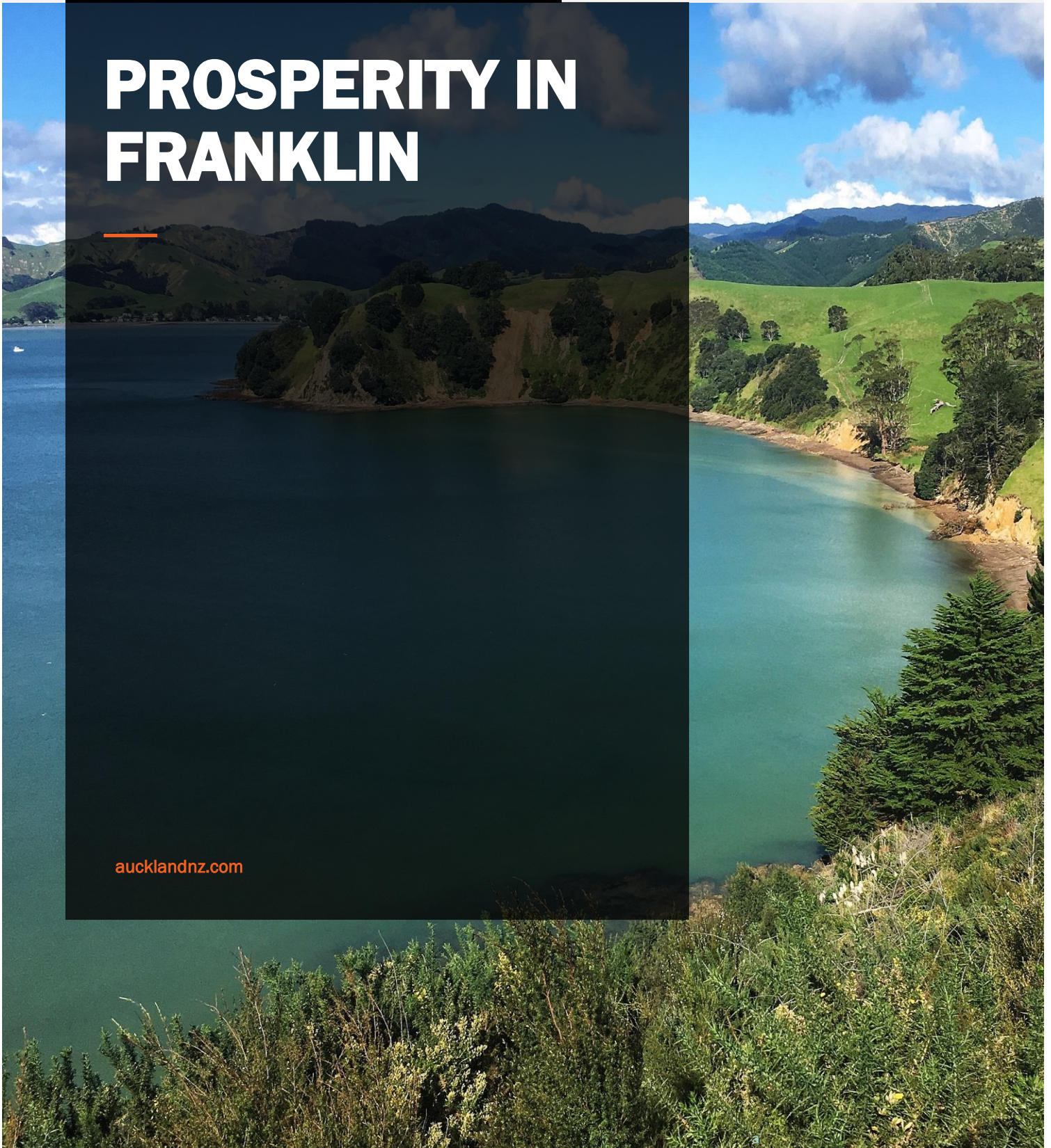
Another intervention by the local board could be to work with local stakeholders including business associations to identify opportunities to support the growth of the knowledge-intensive industries and highly-skilled jobs located in the area.



May 2018

# PROSPERITY IN FRANKLIN

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## Using the report

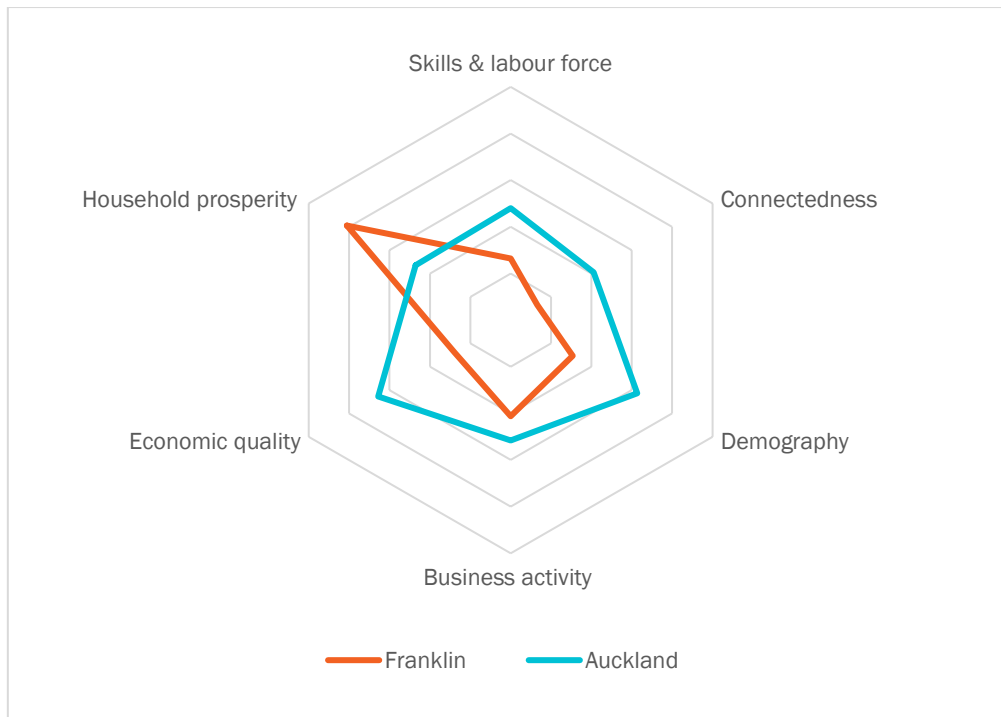
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## Prosperity in Franklin

The Franklin economy is diverse. However, the skills base of the workforce is relatively low and the area lacks jobs in knowledge-intensive industries. Despite this, household prosperity is above the Auckland average.

Franklin has relatively high household prosperity. Yet the area scores below the Auckland average on the economic quality, demography, connectedness, skills and labour force and business activity domains.

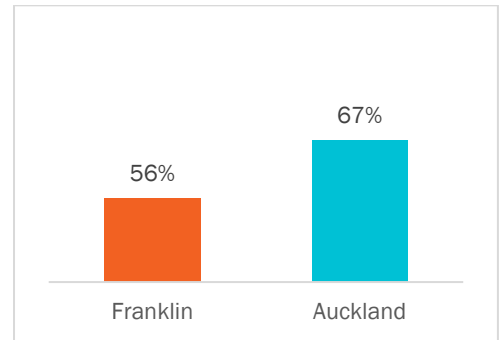
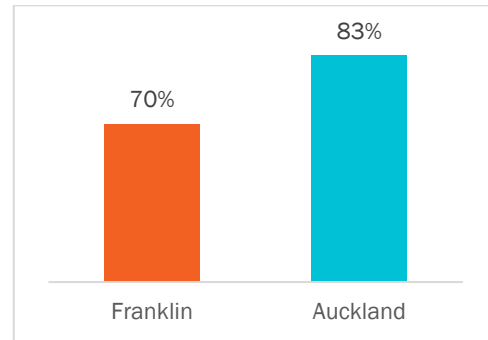
**Economic prosperity: score by domain (closer to edge is better)**



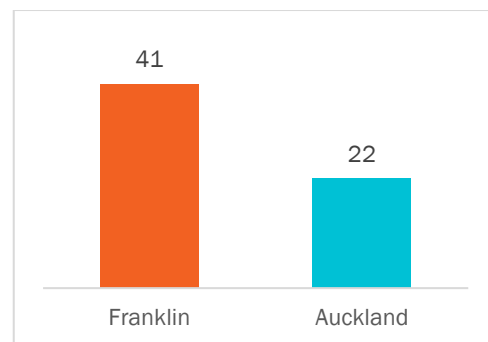


Franklin school leavers are less likely to attain a NCEA level 2 qualification or above than the Auckland average. This has a flow-on affect to skill attainment at higher levels. A lower proportion of school leavers transition into tertiary education one year after leaving school than the Auckland average. The long commute to tertiary institutions from the area is likely to be a contributing factor.

**School leavers with Level 2 NCEA or above      School leavers enrolled in tertiary**

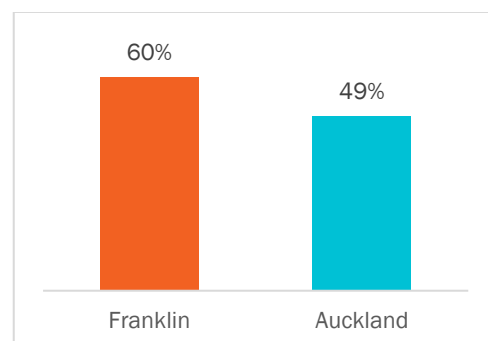


**Average commute to tertiary institutions (minutes)**



Over the next 10 years, Franklin’s dependency ratio is expected to rise to 60%. This means a smaller base of working age people will be supporting the non-working age population. This is likely to put further pressure on those in the workforce to support dependents and potentially compromise economic growth.

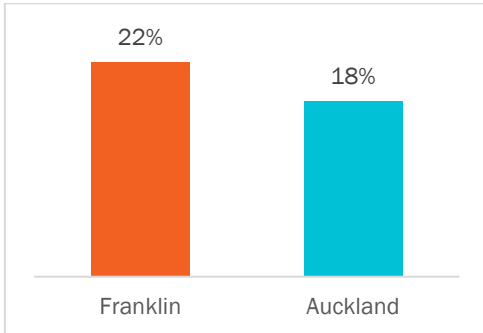
**Forecast dependency ratio (2026)**



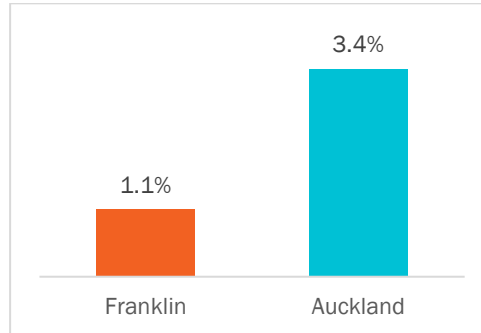


Franklin's high self-employment rate of 22% reflects the higher proportion of agriculture jobs, in which self-employment is prevalent. At 1.1%, business unit growth in Franklin in 2016 was much slower than the Auckland average of 3.4%. Low business unit growth in Franklin mirrors relatively slower population growth in the area. The low growth in business numbers indicates a lack of confidence by entrepreneurs to start new ventures.

#### Self-employment rate

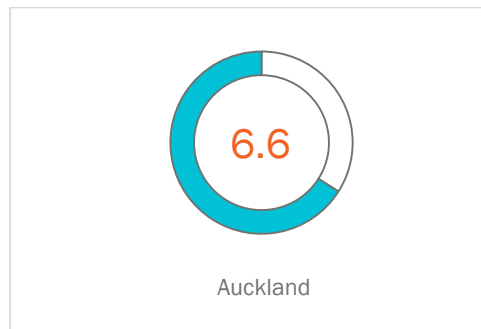
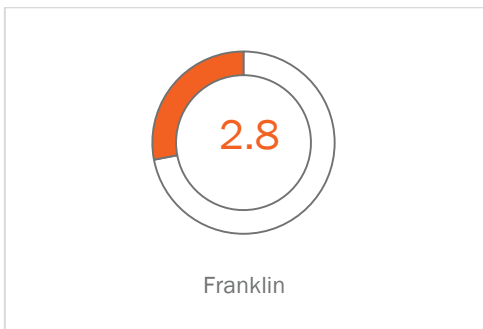


#### Net growth in businesses



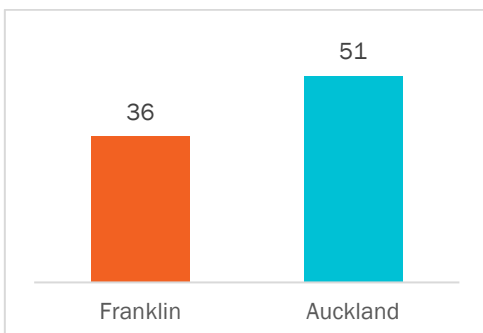
The economic quality domain measures the local economy in terms of its ability to offer skilled and well paid jobs. Franklin scores below the Auckland average for economic quality.

#### Overall score out of 10 for economic quality

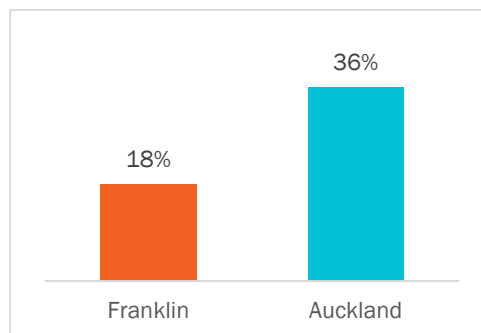


Franklin has 36 jobs per 100 working-aged residents, significantly less than the Auckland average (51). With relatively low unemployment, this highlights that many commute out of the area for work. A significantly lower proportion of Franklin workers are in highly-skilled or knowledge-intensive jobs than the Auckland average. This reflects the higher concentration of employment in lower skilled agriculture-related industries along with the lower level of qualifications held by Franklin residents.

#### Local jobs per 100 residents

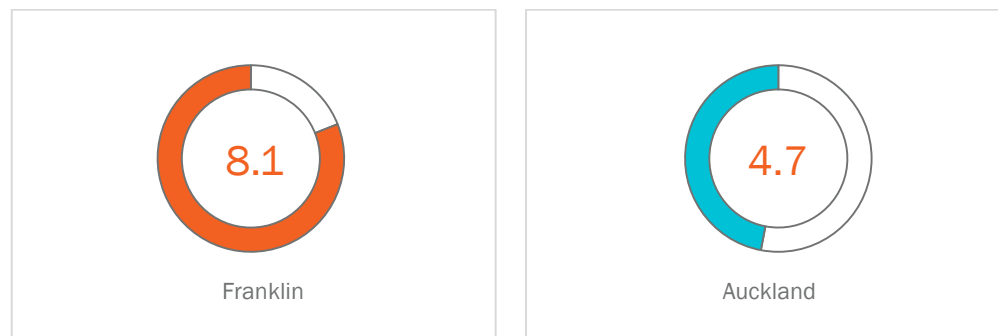


#### Local jobs in knowledge industries

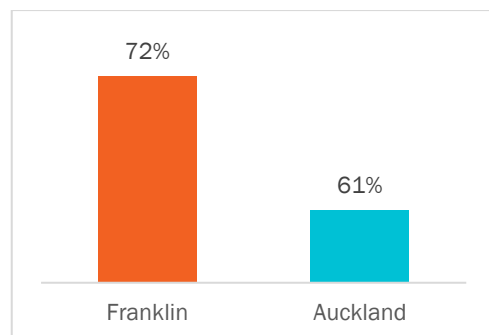


Despite a lower skills base than the Auckland average, the older population profile and high levels of home ownership and median household income contribute to the strength of Franklin in the household prosperity domain.

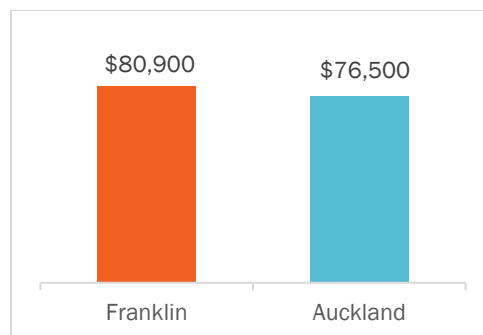
#### Overall score out of 10 for household prosperity



#### Home ownership



#### Median household income



### Broader context

- With a low level of local jobs and high future residential growth, more jobs will be needed in Franklin. Planning for future urban areas around Drury, Pukekohe and Paerata provides opportunities for new businesses as the local market expands.
- There is potential to grow the tourism industry and increase visitor spend in Franklin.

### Potential actions

To raise the skills base, the Franklin Local Board could assist with access to the system that supports young people in their skills acquisition and transition into tertiary education and employment.

The local board could work to ensure there is easy access to advice and support for successful entrepreneurship for the many self-employed in the area.

Advocacy for ultra-fast broadband in rural areas has been identified as a priority by the local board. It is important that residents and businesses have access to fast and reliable digital connections.

The local board could work with local tourism operators and mana whenua to identify opportunities to grow the visitor economy.

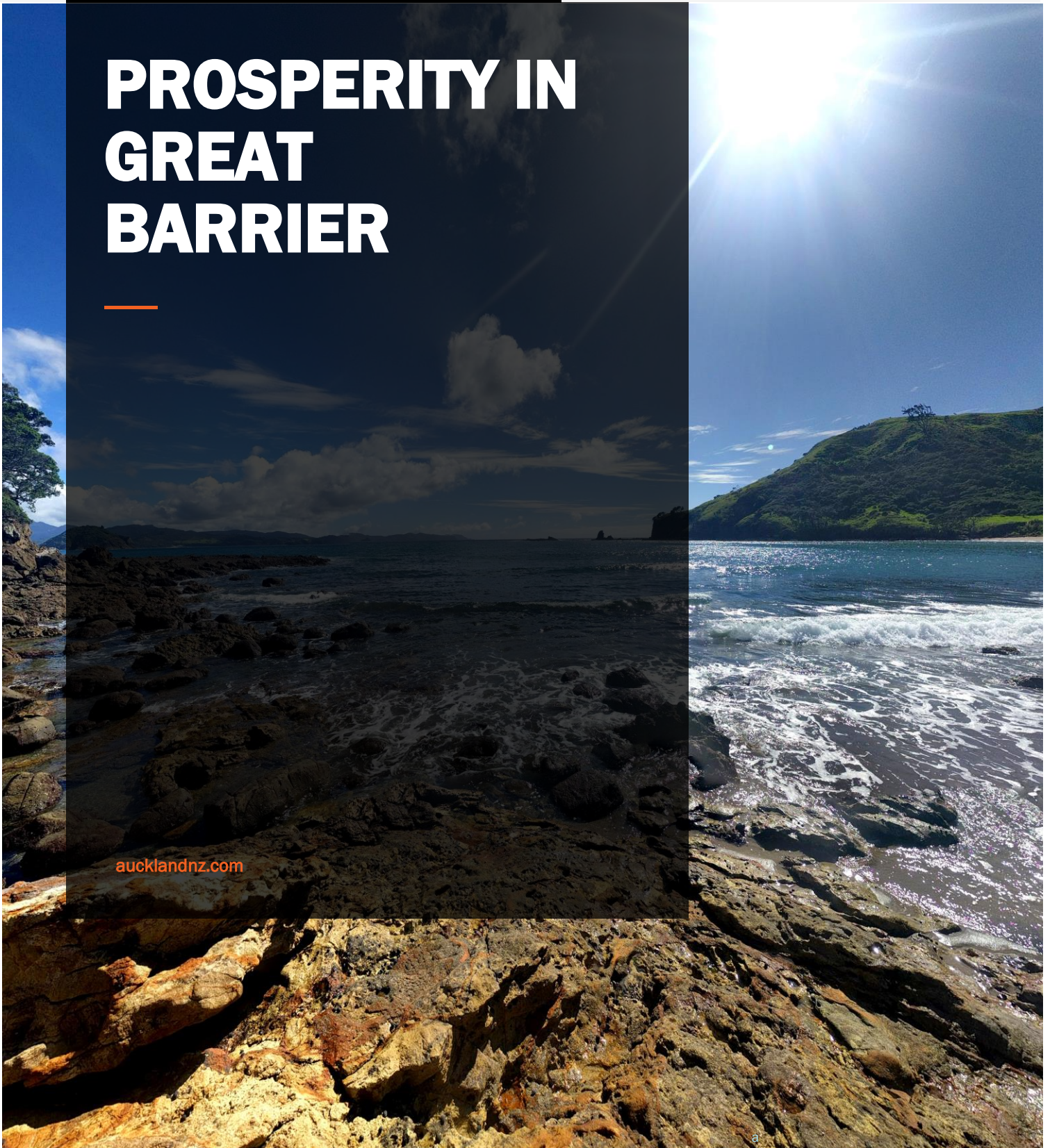
The local board can play a role in attracting higher skilled jobs and knowledge-intensive industries through targeted investment attraction. There will be a range of opportunities associated with new business areas as Franklin grows.

May 2018

# PROSPERITY IN GREAT BARRIER

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## Method

Data for many of the indicators used in the broader study of economic prosperity across local board areas are not available for Great Barrier. Data for Great Barrier are available for 16 of the 24 indicators in five of the six domains. The area receives a score for each indicator and domain that is compared to the Auckland average, which provides an indication of where the area has particular strengths or weaknesses relative to the rest of Auckland.

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Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

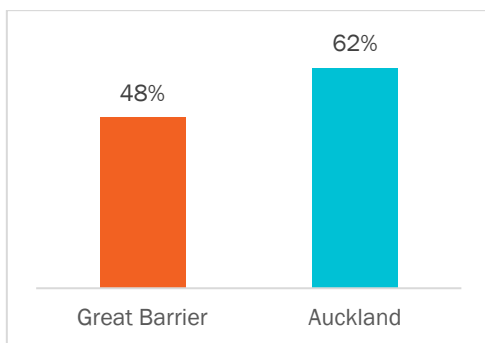
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

## Prosperity in Great Barrier

As an island with 1000 residents, Great Barrier has a unique prosperity profile. Its residents have an older age profile that is reflected in the workforce's lower qualifications and the island's high home ownership. A high self-employment rate provides opportunity to grow economic activity but low population growth is major constraint.

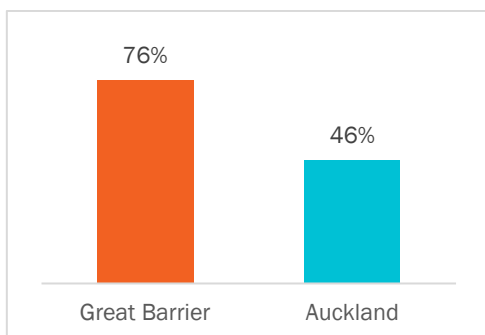
Only 48% of Great Barrier's working-age population have a level 3 qualification or higher, which is 14 percentage points lower than the Auckland average.

### Level 3 qualification

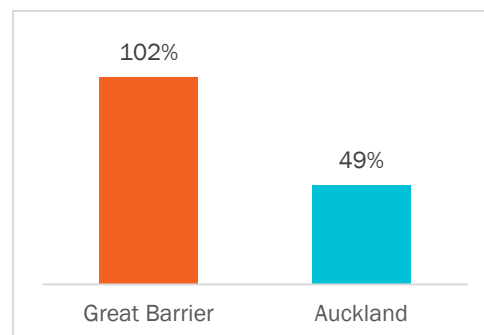


Great Barrier has by far the highest dependency ratio among the 21 local board areas. This is the ratio of the non-working-age population (0-14 years; 65 years and older) to the working-age population (15-64 years). At 76% it is 30 percentage points higher than the Auckland average. By 2026 it is expected there will be more residents outside of the working-age than of working-age. A high dependency ratio imposes stress on a local economy as a low proportion of its population are contributing directly to the economy and earning income.

### Dependency ratio (2016)



### Forecast dependency ratio (2026)



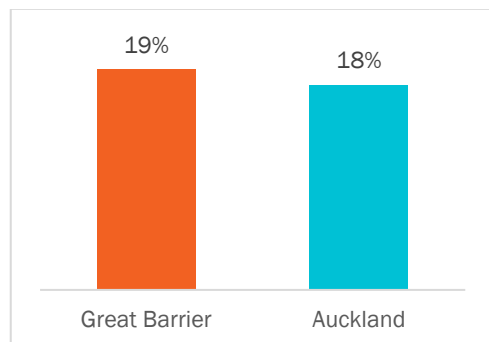
Great Barrier’s population grew by 1% in the year to June 2016 which was the lowest among the 21 local board areas. The Auckland average was 2.8%. Strong population growth is often correlated with increased economic activity.

The economy in Great Barrier is small. With slightly more than 300 jobs it is the least diverse economy among all the local board areas. The four largest industries of accommodation and food services, health care and social assistance, construction, and other services account for nearly half of all jobs. This concentration of economic activity in a few industries increases vulnerability to a downturn in economic conditions. This is further heightened by the large proportion (12%) of the workforce employed in declining industries. By comparison Auckland has 3% of its workforce employed in declining industries.

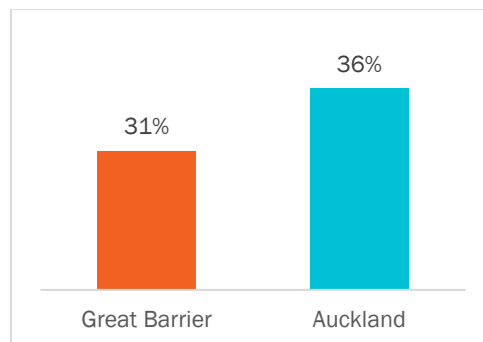
Great Barrier has a self-employment rate of 19% which is one percentage point higher than the Auckland average. Self-employment can provide people with greater flexibility and independence.

Thirty-one percent of jobs on Great Barrier are highly skilled, which is five percentage points lower than the Auckland average. The proportion of jobs in knowledge-intensive industries is also five percentage points lower than the Auckland average.

**Self-employment rate**



**Local jobs in knowledge industries**



The median household income in Great Barrier is \$30,500, which is less than half the Auckland average (\$76,500). This is a consequence of the higher proportion of people over 65 years of age, lower skill levels, poorer quality jobs and lower labour market participation. Indeed, the unemployment rate of 9.6% is more than four percentage points higher than the Auckland average (5.3%). Nearly 14% of Great Barrier’s working-age population are on a benefit. This rate is more than double the Auckland average rate of 5.8%.

Home ownership of 70% reflects the older age profile of residents on Great Barrier.

## Broader context

- The visitor economy is a significant opportunity for Great Barrier. The island has gain recognition as a Dark Sky Sanctuary.
- The island's environment offers sustainable growth prospects.

## Potential actions

Improving the skills base is important for future prosperity. The board could play a role in strengthening the system that supports young people in their education and training pathways. It is also crucial to support lifelong skills acquisition for adults on the island.

The population structure will need to be addressed for future prosperity. The Great Barrier Local Board has indicated its support for Great Barrier growing its population. A targeted campaign to attract new residents to the island could be part of this approach.

The local board is seeking to develop a visitor strategy for the island with the community, Ngāti Rehua-Ngātiwai ki Aotea, Department of Conservation and island-based service providers.

The board could continue to support the growth of new business opportunities and entrepreneurship. Access to advice and support for successful entrepreneurship would be valuable to the many self-employed on the island. While the visitor economy will remain important, there is also an opportunity to encourage new business opportunities that diversify the economic activity on the island, including around environmental sustainability.



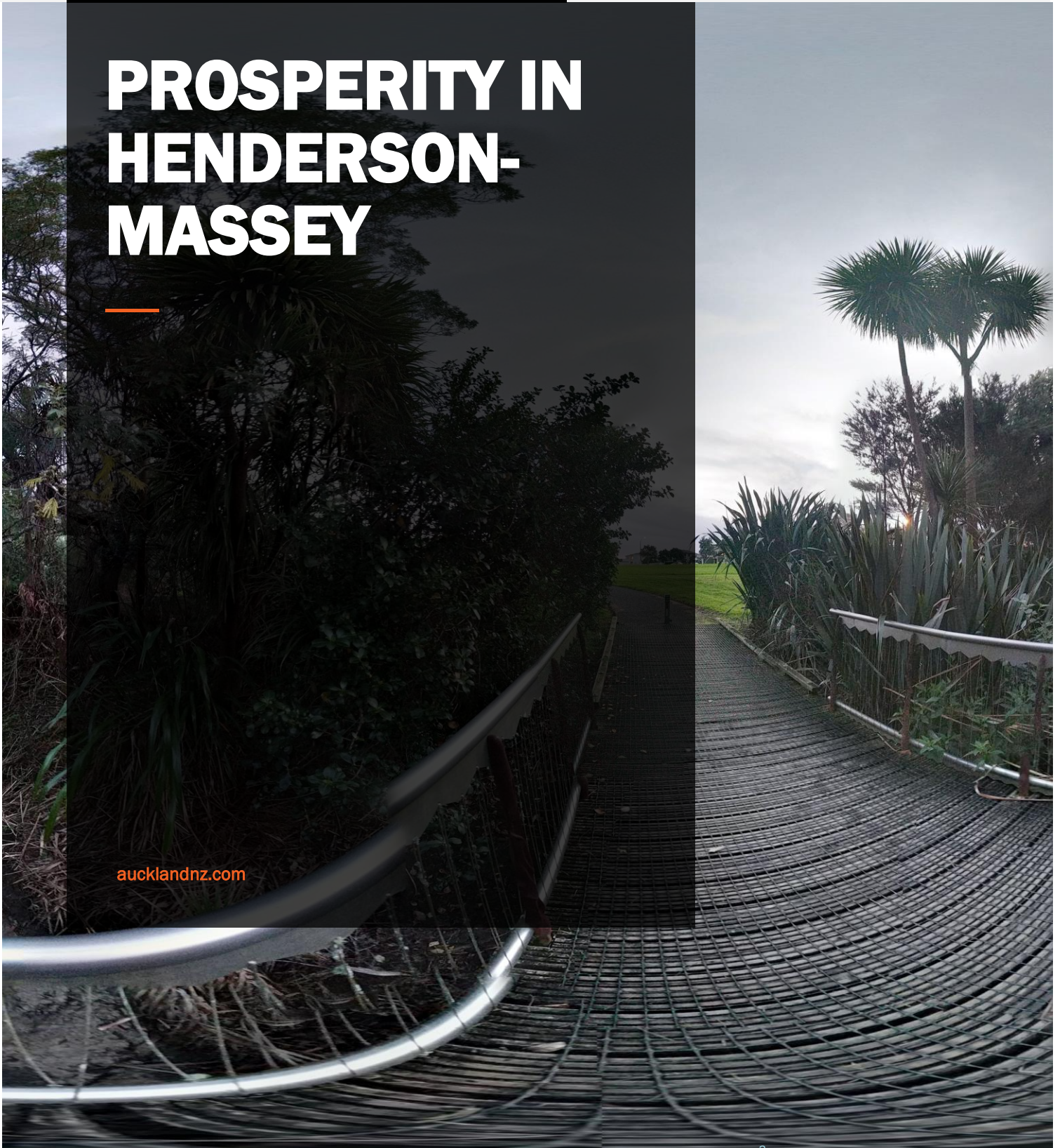


May 2018

# PROSPERITY IN HENDERSON- MASSEY

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[aucklandnz.com](http://aucklandnz.com)



Auckland Council has an interest in promoting increased levels of prosperity across all our communities by supporting activities that increase residents' access to employment opportunities.

This can be done supporting the growth of existing businesses, attracting new businesses, improving residents' access to existing employment opportunities by supporting relevant skills acquisition, and advocating for transport improvements that provide for access to employment across the region.

To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

This report helps identify relative strengths and weaknesses of the local board area in terms of economic prosperity. It provides evidence to help inform effective interventions in each local board area. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights into the local board area.

## Method

Prosperity is measured across indicators grouped in to six domains and each area receives a score that is compared to the Auckland average. This provides an indication of the area's strengths or weaknesses relative to the rest of the city.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
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## Using the report

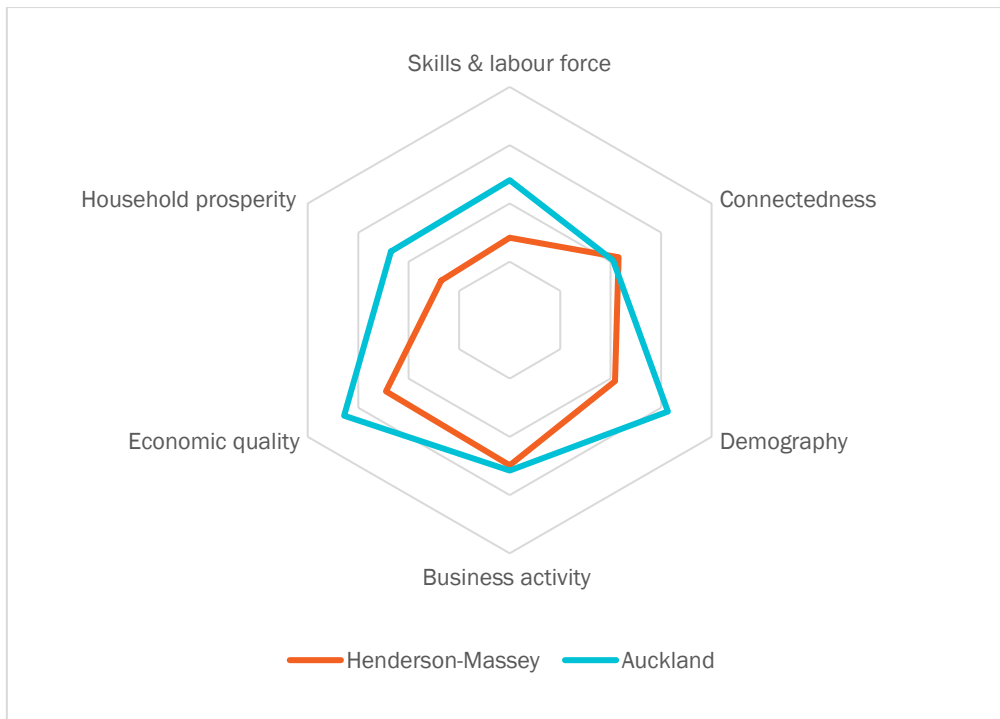
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## Prosperity in Henderson-Massey

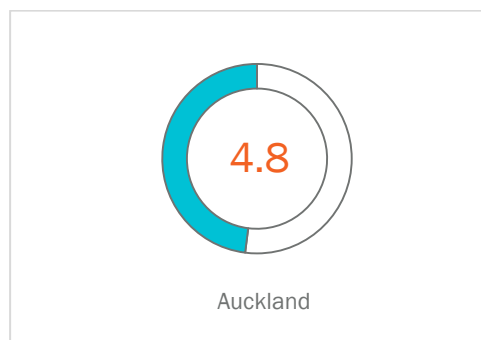
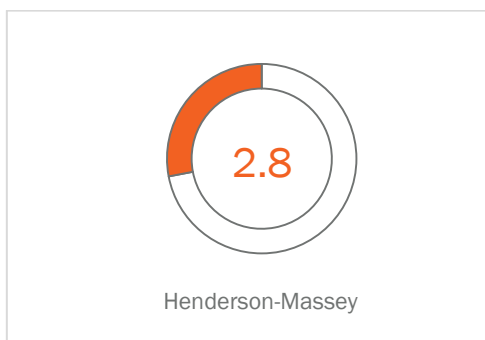
The Henderson-Massey economy is diverse but the level of skills held by the workforce and proportion of jobs that are highly skilled or in knowledge-intensive industries is low. Combined, these have an impact on household incomes.

While Henderson-Massey is well connected, household prosperity and skills and labour force are the domains in which the local board area performs most poorly. The area also scores below average for economic quality and demography.

**Economic prosperity: score by domain (closer to edge is better)**

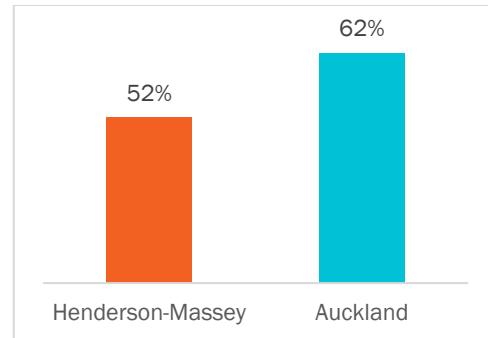


**Overall score out of ten for skills and labour force**

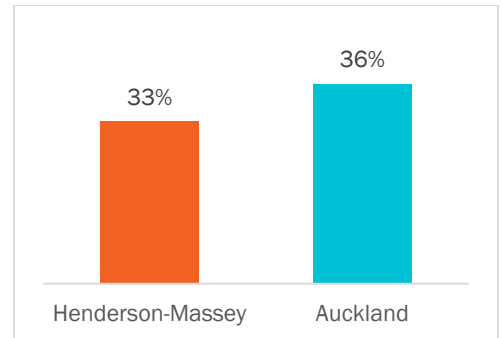


The biggest weakness Henderson-Massey has is the level of skills held by the workforce (just 52% have a level 3 qualification compared to 62% regionally), while the proportion of local jobs that are highly skilled or in knowledge intensive industries is also low (33% compared to 36% regionally).

**Level 3 qualification**

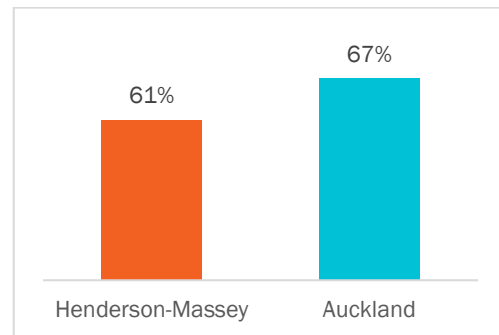


**Local jobs that are highly skilled**



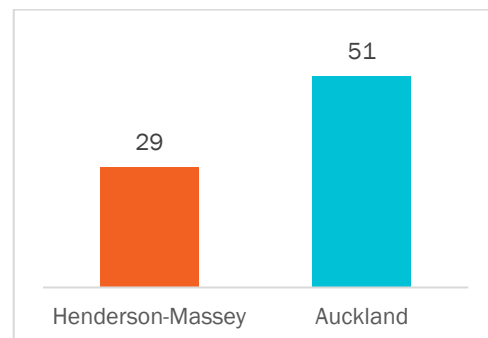
The proportion of school leavers in Henderson-Massey enrolling in tertiary education within one year of leaving school is 61%, six percentage points below the Auckland average.

**School leavers enrolled in tertiary**

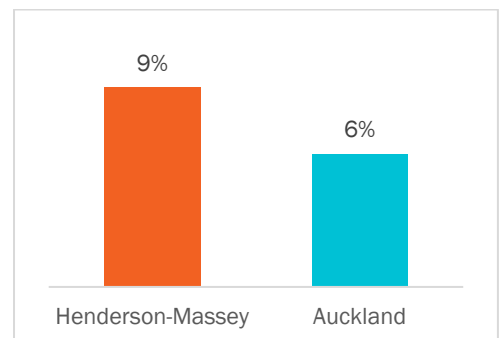


The Henderson-Massey economy is diverse, providing some level of security in times of economic downturn. However, the area has a very low number of jobs per 100 residents (29 compared to 51 regionally), meaning many have to commute elsewhere for work. Unemployment, particularly among younger people (9.4% as of March 2017), is above the Auckland average (5.8%).

**Local jobs per 100 residents**

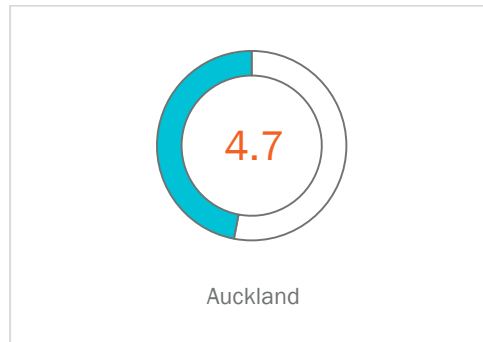
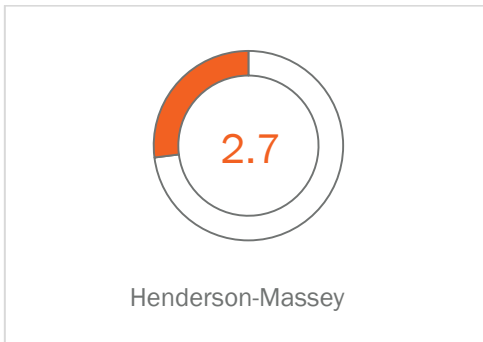


**15-64 year olds who are beneficiaries**

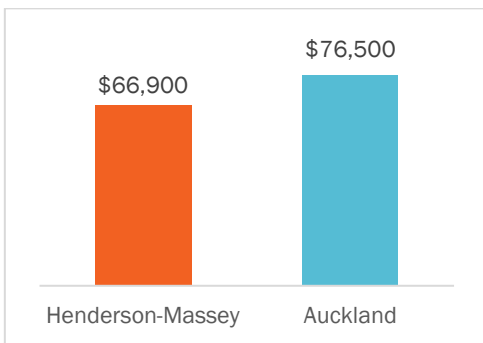


Combined, these have an impact on household incomes. The median household income is \$10,000 lower than the Auckland average. The dependency ratio is also high and is forecast to increase, meaning a smaller base of working age people will be supporting the non-working age population.

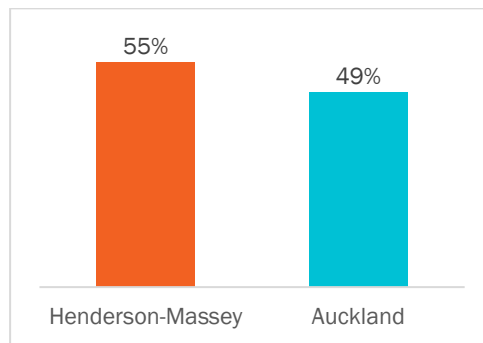
### Overall score out of 10 for household prosperity



### Median household income



### Forecast dependency ratio (2026)



### **Broader context**

- Parts of the local board area could see significant development as the City Rail Link brings faster rail connections to central and southern areas of Auckland.
- Auckland Council also holds several parcels of land in Henderson town centre which Panuku Development Auckland has designated as one of its areas to 'Unlock'. This is supported by work to develop Henderson as an Urban Eco Centre where family living is promoted. This could help address the growing dependency ratio in the area where a high non-working population are supported by a small resident working population.
- Availability of employment is an issue with a low level of jobs per resident. An increase in the availability of employment opportunities would benefit the area.
- Although new land for employment is scarce, there are areas in neighbouring Upper Harbour to the north where employment land may be developed. Ensuring access to these opportunities will be important. This includes access through skills acquisition as well as physical access from transport improvements.

### **Potential actions**

The local board can play a role in attracting higher skilled jobs through the development of an investment attraction plan. It can also support the services and the education system for young people to acquire skills and move in to employment.

Supporting enterprise growth is another area. The local board could look to grow local business - with Māori enterprise, sustainable enterprises, youth enterprise, and food and beverage (The Kitchen Project) strong candidates for support.

In addition to growing local employment, the local board can advocate for transport improvement to ensure improved connections to areas of employment.

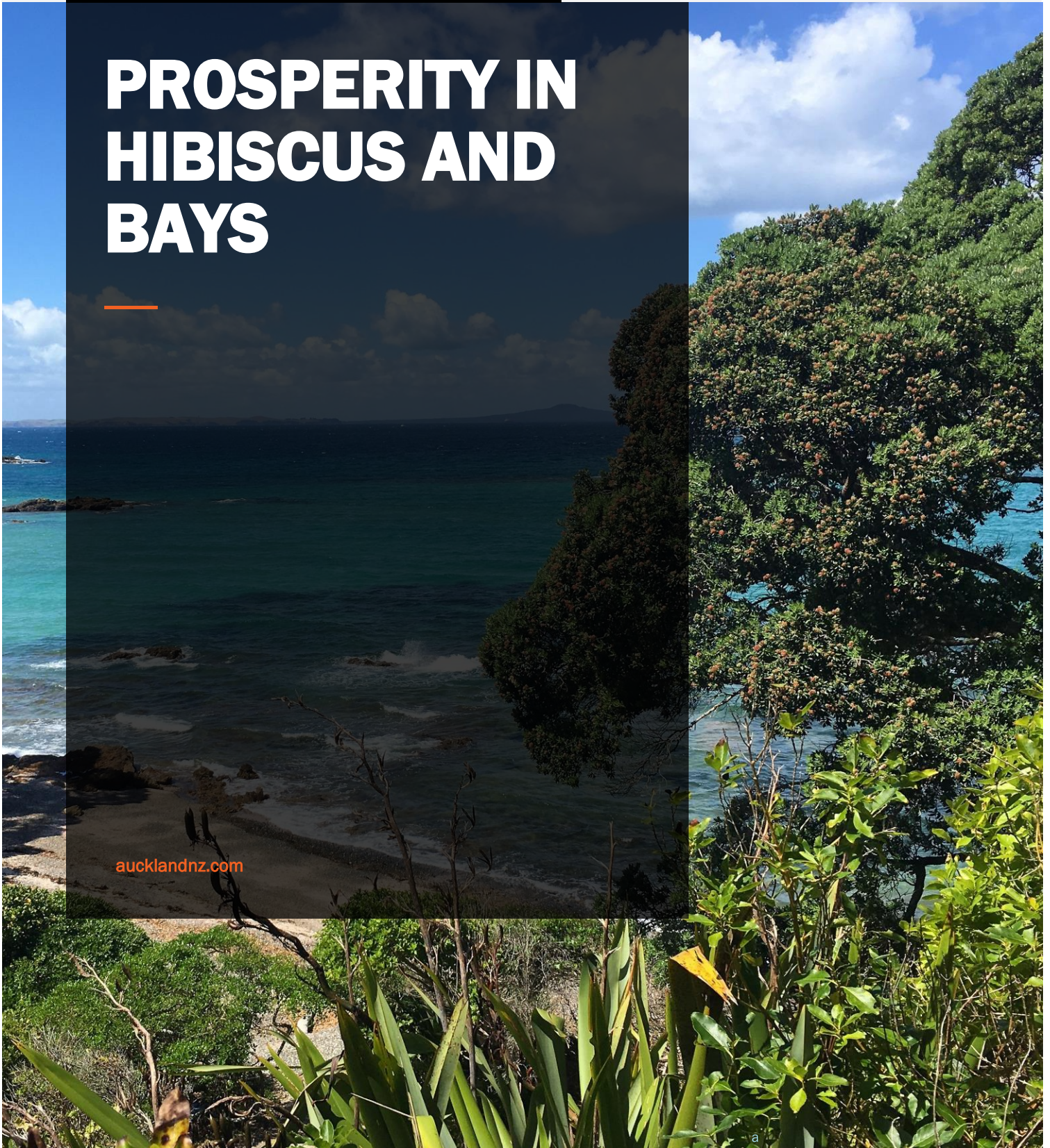
The board's support for the Unlock Henderson project is another intervention as this can help revitalise Henderson town centre. A focus on bringing young families or people commuting to central Auckland on the improved rail link in to the area can help reduce the area's high dependency ratio.



May 2018

# PROSPERITY IN HIBISCUS AND BAYS

[aucklandnz.com](http://aucklandnz.com)



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## Using the report

While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.



## Prosperity in Hibiscus and Bays

While Hibiscus and Bays has a low number of jobs, it has a high rate of self-employment and a growing business base. A high home ownership rate supports high household prosperity.

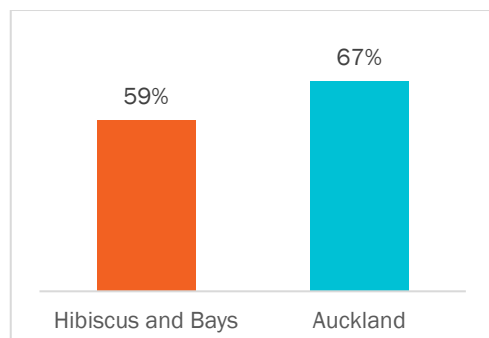
Hibiscus and Bays performs strongly in the household prosperity domain and scores at the regional average for skills and labour force and business activity. Economic quality, demography and connectedness are the domains in which the local board area is weakest.

**Economic prosperity: score by domain (closer to edge is better)**



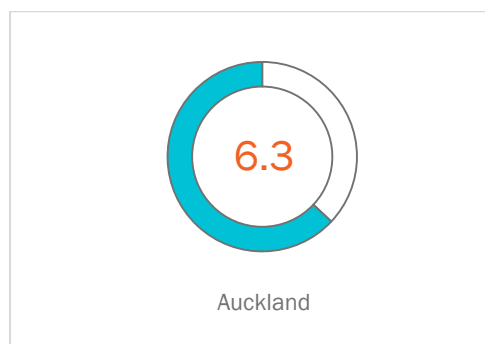
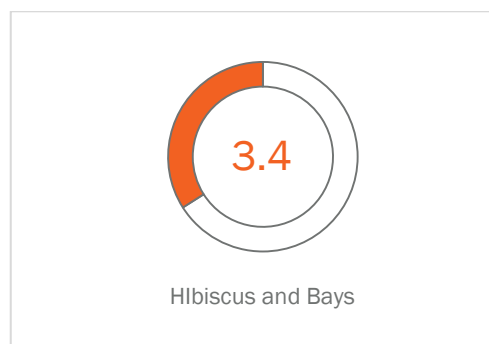
Hibiscus and Bays has a low proportion of school leavers enrolling in tertiary education within one year of leaving school. At 59%, this figure is well below the Auckland average of 67% which could partially be explained by the relatively long commute to tertiary institutions from the area.

**School leavers enrolled in tertiary**



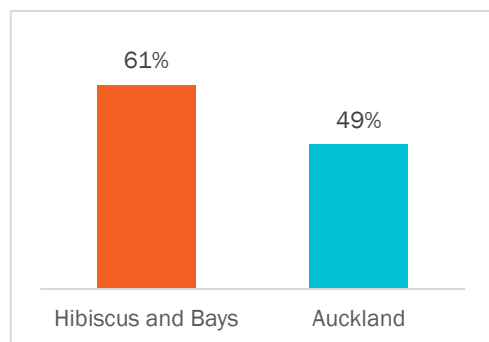
The demography domain includes population growth and the dependency of the non-working-age population (0-14 years; 65 years and older) on the working-age population (15-64 years).

**Overall score out of ten for demography**



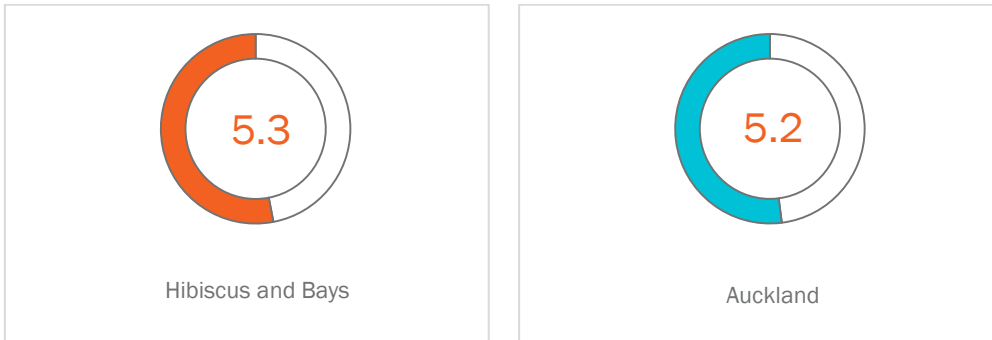
Due to an ageing population, the dependency ratio for Hibiscus and Bays is projected to rise by four percentage points to 61% by 2026. A high proportion of the working-age population supporting older and younger dependents can constrain economic growth.

**Forecast dependency ratio (2026)**



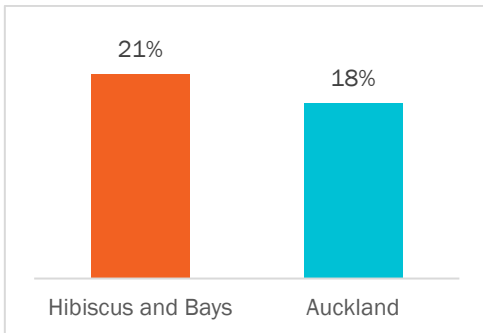
Growth in the number of businesses and overall business activities reflects people taking on risks as an entrepreneur. It is an important part of the overall economic performance of a local economy. Hibiscus and Bays has an average score for business activity.

#### Overall score out of ten for business activity

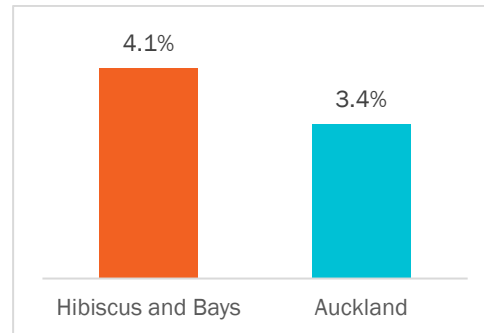


Hibiscus and Bays has a relatively high self-employment rate of 21%, in part because of the large number of residents working in the construction industry where self-employment is prevalent. Between 2015 and 2016, the number of businesses in Hibiscus and Bays rose by 4.1%, faster than the Auckland average of 3.4%. The average business size in the area is 2.0 staff, lower than the regional average.

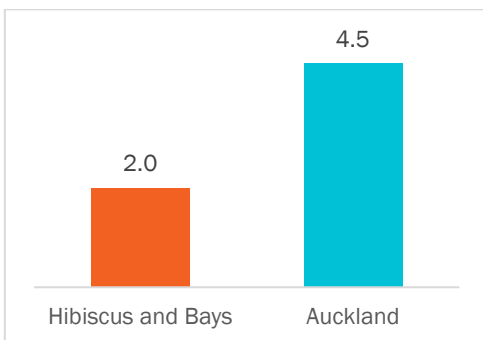
#### Self-employment rate



#### Net growth in businesses

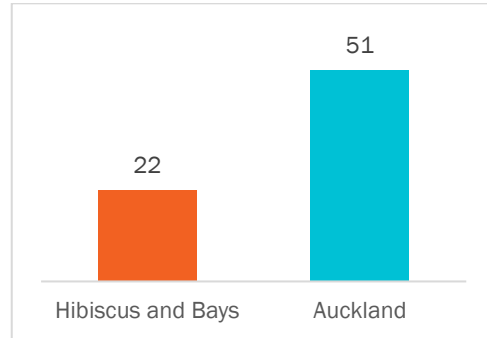


#### Average business size



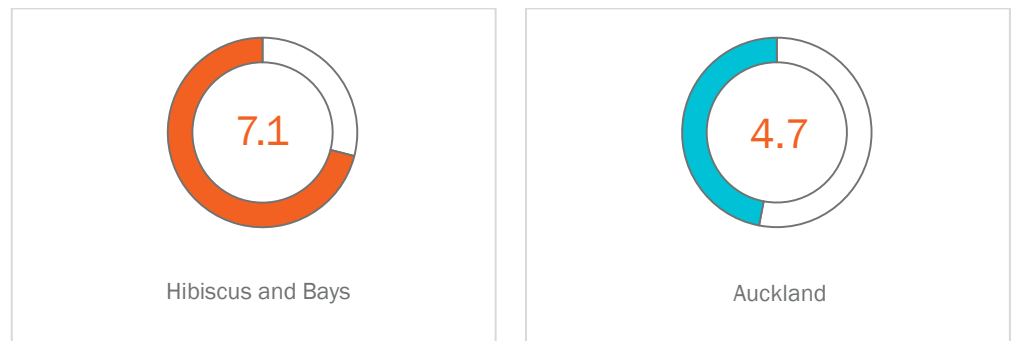
Despite a growing business base, Hibiscus and Bays only has 22 jobs per 100 residents, significantly lower than the Auckland average. This means that a high proportion of residents commute out of the area for work. Employment in Hibiscus and Bays is concentrated in fewer industries than elsewhere in Auckland. These include construction, health care and social assistance, and retail trade.

**Local jobs per 100 residents**



The household prosperity domain captures incomes and home ownership.

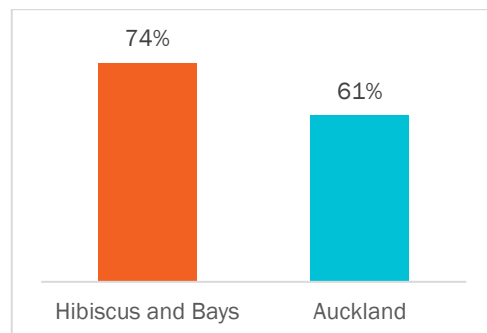
**Overall score out of 10 for household prosperity**



Around 74% of Hibiscus and Bays residents own their own home. This is the highest level of home ownership across all local board areas, 13 percentage points higher than the Auckland average.

The high level of home ownership reflects the area’s older age profile which is associated with accumulated wealth. Numerous benefits stem from home ownership, including a degree of financial security and a reduced risk of disruption from frequent changes of residence.

**Home ownership**



## Broader context

- Availability of employment is an issue with a low level of jobs per resident. An increase in the availability of employment opportunities would benefit the area and reduce the need for workers to commute.
- Access to tertiary education is an issue that needs to be addressed in order to prevent young people leaving the local board area to gain a tertiary level qualification.

## Potential actions

The board could assist access to the system that supports young people in their skills acquisition and transition into employment or tertiary education.

Ensuring ease of access to advice and support for successful entrepreneurship could be valuable to the many self-employed in the area.

The low proportion of high skilled jobs in the area means that residents in Hibiscus and Bays have fewer opportunities to be employed locally in higher earning jobs. The local board could play a role in working with the local Business Associations to advocate for and seek to attract higher skilled jobs. An additional benefit from this approach would be diversification of the local economy. Currently, employment in Hibiscus and Bays is concentrated in fewer industries than is the case across Auckland. This indicates that the area could be harder hit by future economic downturns than Auckland generally.

The local board could identify the best way it can support the growth of the visitor economy. It has acknowledged the significant opportunities for local business provided by the area's coastal environment.

In addition to growing local employment, the local board can advocate for improved transport connections to other areas of employment.



May 2018

# PROSPERITY IN HOWICK

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[aucklandnz.com](http://aucklandnz.com)

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## Prosperity in Howick

Howick residents have high skills and incomes, resulting in prosperous households. Conversely, jobs in Howick are typically low skilled and low wage, meaning most residents work outside the area.

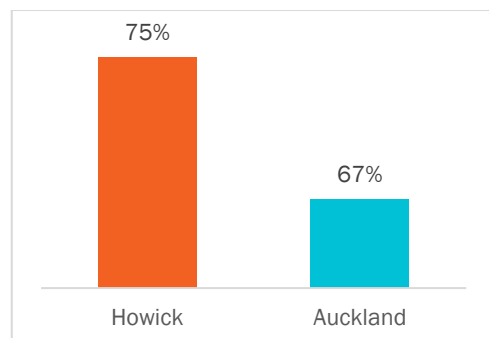
Howick performs very strongly in the household prosperity and skills and labour force domains. Connectedness is above the regional average and business activity and demography just below regional levels. The area is weakest in the economic quality domain.

**Economic prosperity: score by domain (closer to edge is better)**

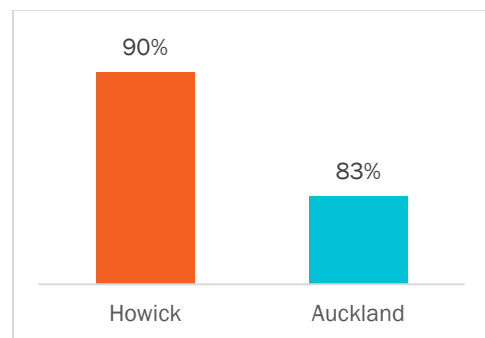


At 75%, Howick has a high proportion of school leavers who enrol in tertiary education within a year of leaving school. This is despite the relatively long commute time to the nearest tertiary institution but is supported by the high proportion of school leavers in Howick with NCEA level 2 or above (90%).

#### School leavers enrolled in tertiary

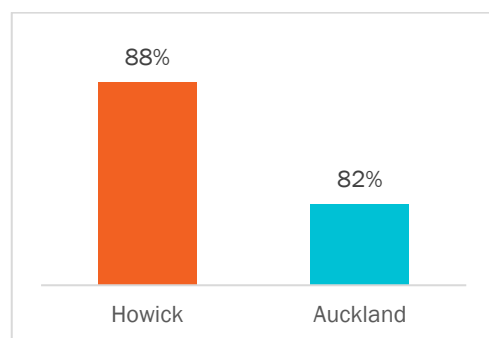


#### School leavers with Level 2 NCEA or above



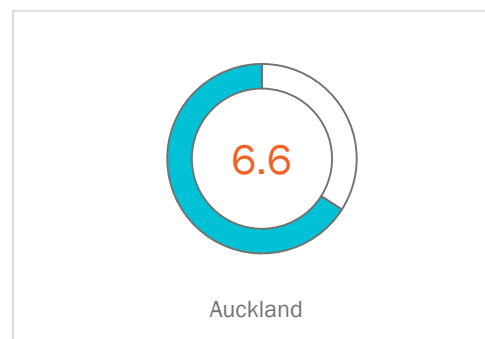
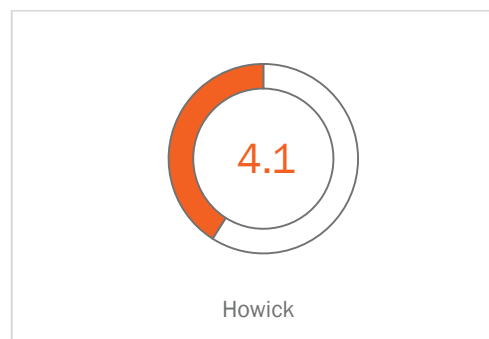
Howick residents have a high access rate to the internet at home, significantly higher than the Auckland average. Having access to the internet means people are less likely to run the risk of being excluded from social, educational, cultural and economic activities.

#### Access to internet at home



Howick has a low score for the economic quality domain, which measures the local economy in terms of its ability to offer skilled and well paid jobs.

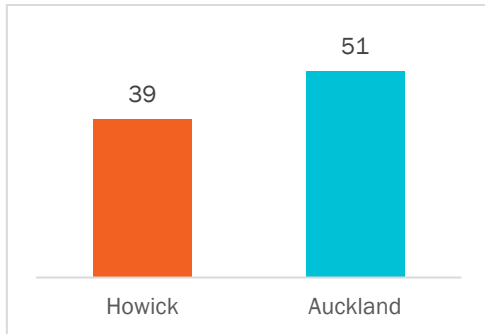
#### Overall score out of 10 for economic quality



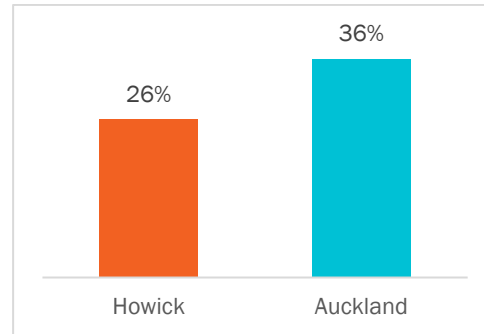
Howick has 39 jobs per 100 residents, 12 fewer than the Auckland average. However, many residents work in nearby local board areas and the city centre. This is reflected in Howick's low unemployment rate and proportion of adults receiving benefits.

Howick's performance in creating jobs in highly skilled and knowledge-intensive industries is weak. This reflects the high concentration of current employment in the manufacturing, retail and wholesale trade industries. This means that residents have fewer opportunities to be employed locally in higher earning jobs.

#### Local jobs per 100 residents

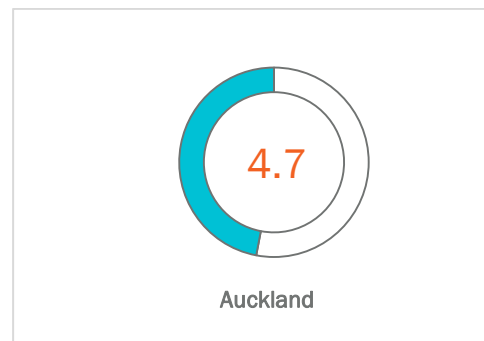
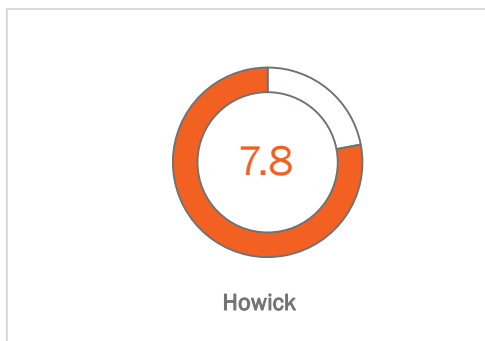


#### Local jobs in knowledge industries



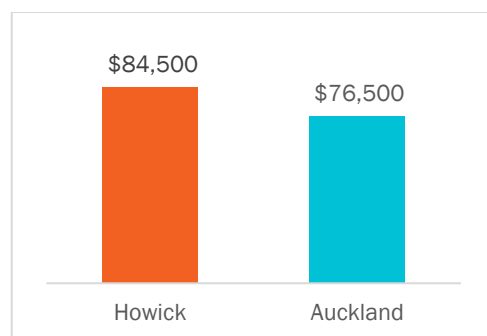
The household prosperity domain captures incomes and home ownership. Howick scores highly in this domain.

#### Overall score out of 10 for household prosperity

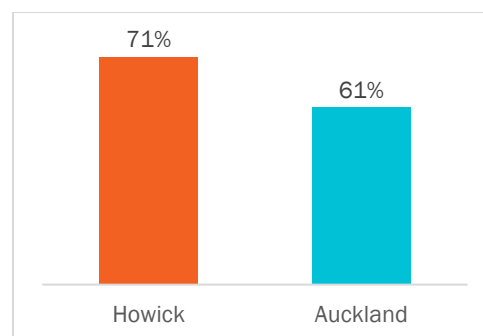


Howick's median household income of \$84,500 is higher than the Auckland average. There is also high home ownership in the area, with 71% of households owning their home. Numerous benefits accompany dwelling ownership, including financial security and a reduced risk of disruption from frequent changes of residence.

#### Median household income



#### Home ownership



### Broader context

- Greater East Tāmaki and Howick Village business associations provide business leadership in the area.
- The Howick Ward Tourism Plan has been developed to promote Howick as a visitor and tourist destination.
- The Ormiston town centre in Flatbush is one of Panuku Development Auckland's areas to 'Unlock'.

### Potential actions

Attainment levels by school leavers are high and there is successful transition to further education. The local board should continue the support it provides the system so that young people have ongoing success in their skills acquisition and transition into employment and training.

The board could work with the Greater East Tamaki business association to attract more knowledge-intensive industry into the area. This would boost the value of economic output and provide more local employment opportunities for the highly-skilled Howick residents currently commuting out of the area for work.

The local board has a major role in supporting the development at Flatbush and the Ormiston town centre.

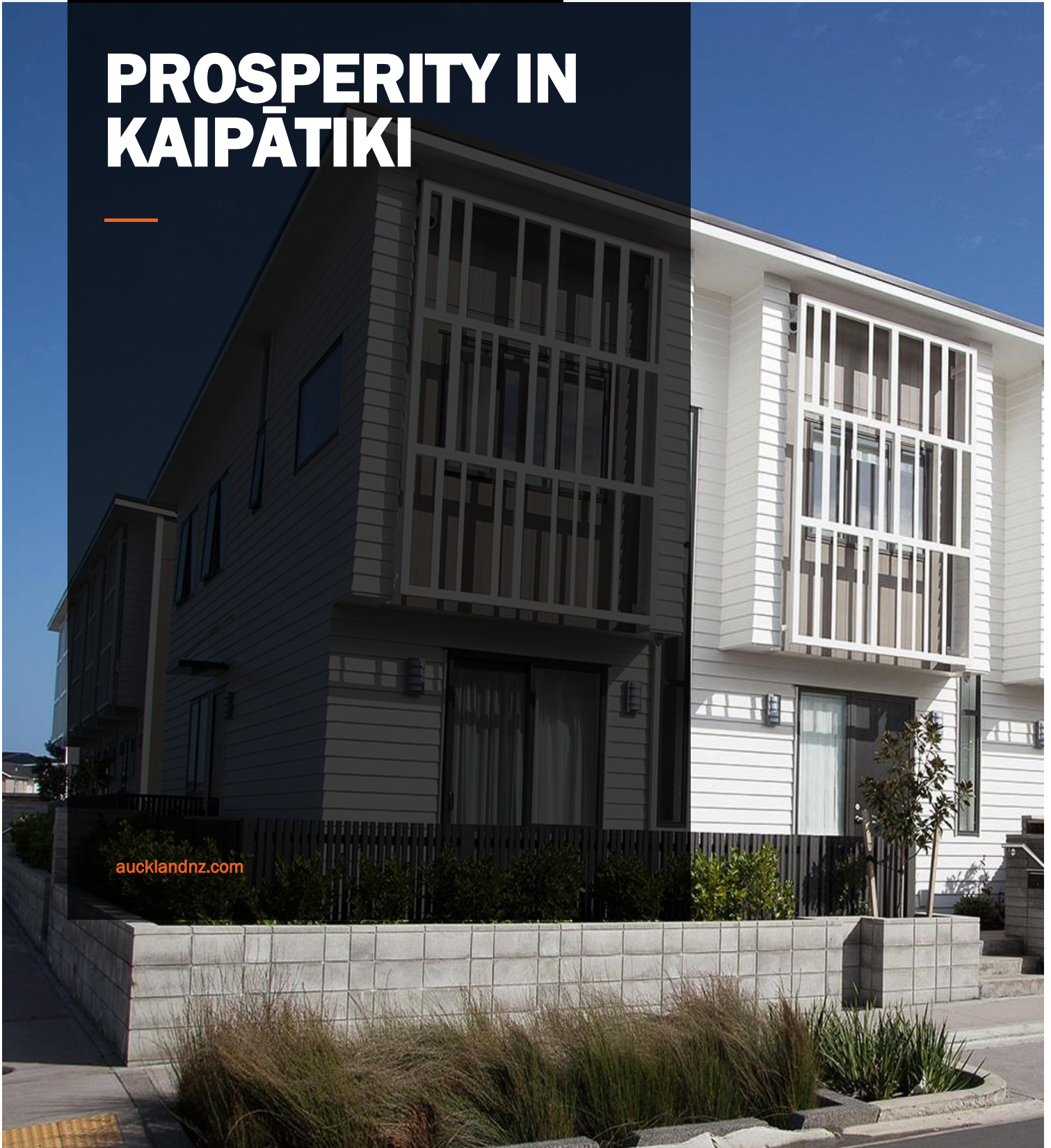
The local board, along with other stakeholders, has aspirations for the growth of the visitor economy in Howick. Growth in the tourism sector would provide the additional benefit of diversifying the local economy, which is currently dominated by manufacturing, construction and wholesale trade.

May 2018

# PROSPERITY IN KAIPĀTIKI

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This can be done through supporting the growth of existing businesses, attracting new businesses, improving residents' access to existing employment opportunities by supporting relevant skills acquisition, and advocating for transport improvements that provide for access to employment across the region.

To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

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## Method

Prosperity is measured across indicators grouped in to six domains and each area receives a score that is compared to the Auckland average. This provides an indication of where the area has particular strengths or weaknesses relative to the rest of the city.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

## Prosperity in Kaipātiki

Kaipātiki has a limited jobs and business base. However, skilled residents have easy access to employment opportunities in neighbouring areas.

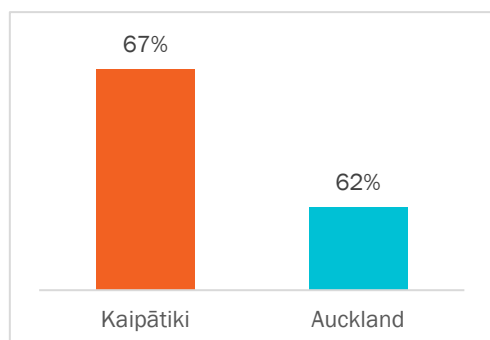
Kaipātiki is well connected, has high household prosperity and its residents have a high skills base. Economic quality, business activity and demography are the domains in which the local board area performs most poorly.

### Economic prosperity: score by domain (closer to edge is better)



At 67%, Kaipātiki has a higher proportion of 15-64 year olds with a level 3 qualification or above than the Auckland average (62%). This suggests that Kaipātiki residents are more able to take advantage of employment opportunities and to be in higher paying jobs than residents in other Auckland local board areas.

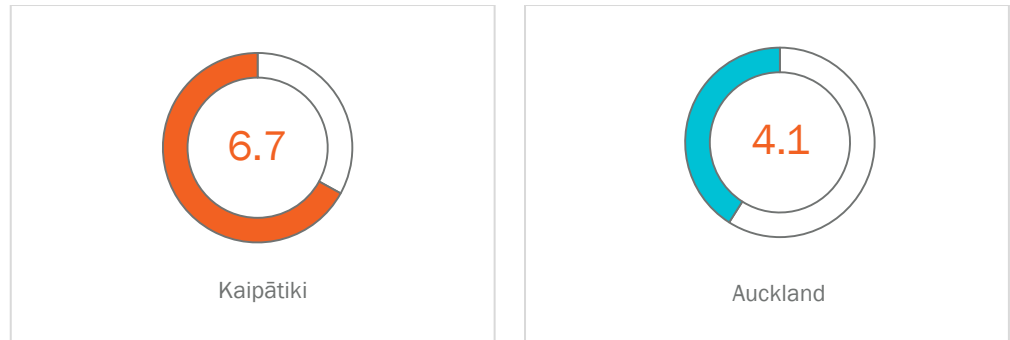
### Level 3 qualification





Kaipātiki scores highly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

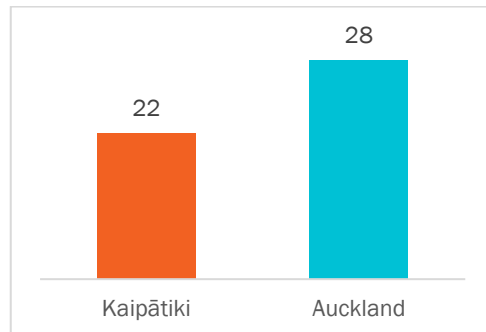
**Overall score out of 10 for connectedness**



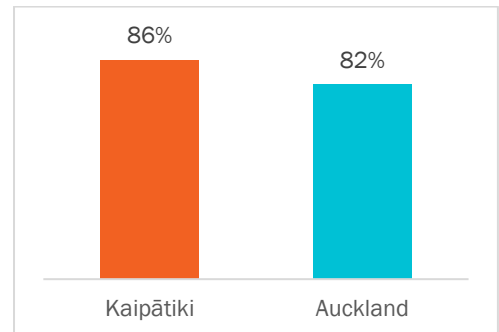
Kaipātiki’s residents are within close proximity to Albany and Takapuna and have easy access to the Harbour Bridge for getting to the city centre. At 22 minutes, the average commute to work for Kaipātiki residents is less than the Auckland average (28 minutes).

At 86%, Kaipātiki residents benefit from high levels of internet access at home. Having access to the internet means people are less likely to run the risk of being excluded from social, educational, cultural and economic activities.

**Commute to work (minutes)**



**Access to internet at home**



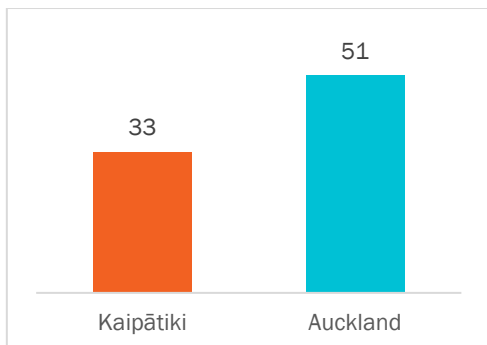
The economic quality domain measures the local economy in terms of its ability to offer skilled and well paid jobs. Kaipātiki performs poorly in this domain, suggesting that skilled residents are accessing job opportunities outside the area.

**Overall score out of 10 for economic quality**

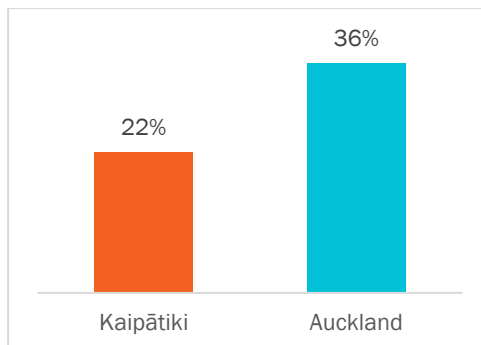


Kaipātiki has 33 jobs per 100 residents which is 19 jobs fewer than the Auckland average. However, residents have easy access to employment outside the area. The proportion of jobs in Kaipātiki in knowledge-intensive industries is low (22% compared with 36% across Auckland).

#### Local jobs per 100 residents

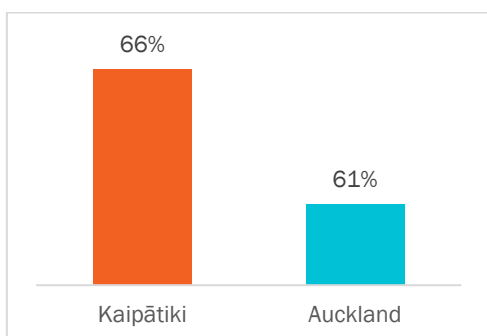


#### Local jobs in knowledge industries

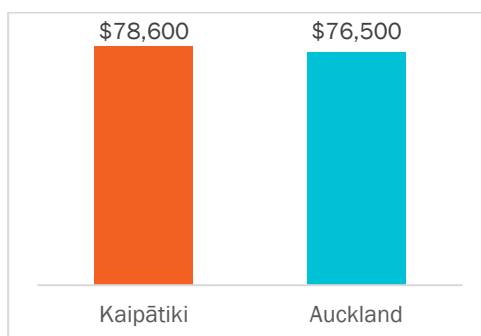


Two-thirds of Kaipātiki residents own their own home, five percentage points higher than the Auckland average. Numerous benefits accompany dwelling ownership, including a degree of financial security and a reduced risk of disruption from frequent changes of residence. Kaipātiki's median household income of \$78,600 exceeds the Auckland median by almost \$2,000, reflecting the high skill level of residents.

#### Home ownership



#### Median household income



### **Broader context**

- Panuku Development Auckland has designated Northcote town centre as one of its areas to 'Unlock'. This will occur as part of wider transformation activities in the area, with HLC leading housing development.
- There is a Business Improvement District (BID) partnership programme in Northcote as well as Birkenhead centre. Birkenhead town centre is growing rapidly. The Kaipātiki Local Board is committed to supporting town and local centres as places that meet the needs of locals and visitors.
- There is no plan for the development of Wairau valley, which is the main employment area in Kaipātiki.

### **Potential actions**

The Kaipātiki local board can play a role in attracting higher skilled jobs through facilitating the development of an investment attraction plan for Wairau valley. This would create more opportunities for Kaipātiki residents to work locally.

The local board can also assist access to the services and the education system supporting young people in their skills acquisition and transition into employment.

The local board is a partner in the Northcote transformation, working with the range of stakeholders involved. There will be opportunities to create a strong retail mix in the town centre.

Supporting people who are wanting to start their own business would help increase the number of local businesses and local jobs.

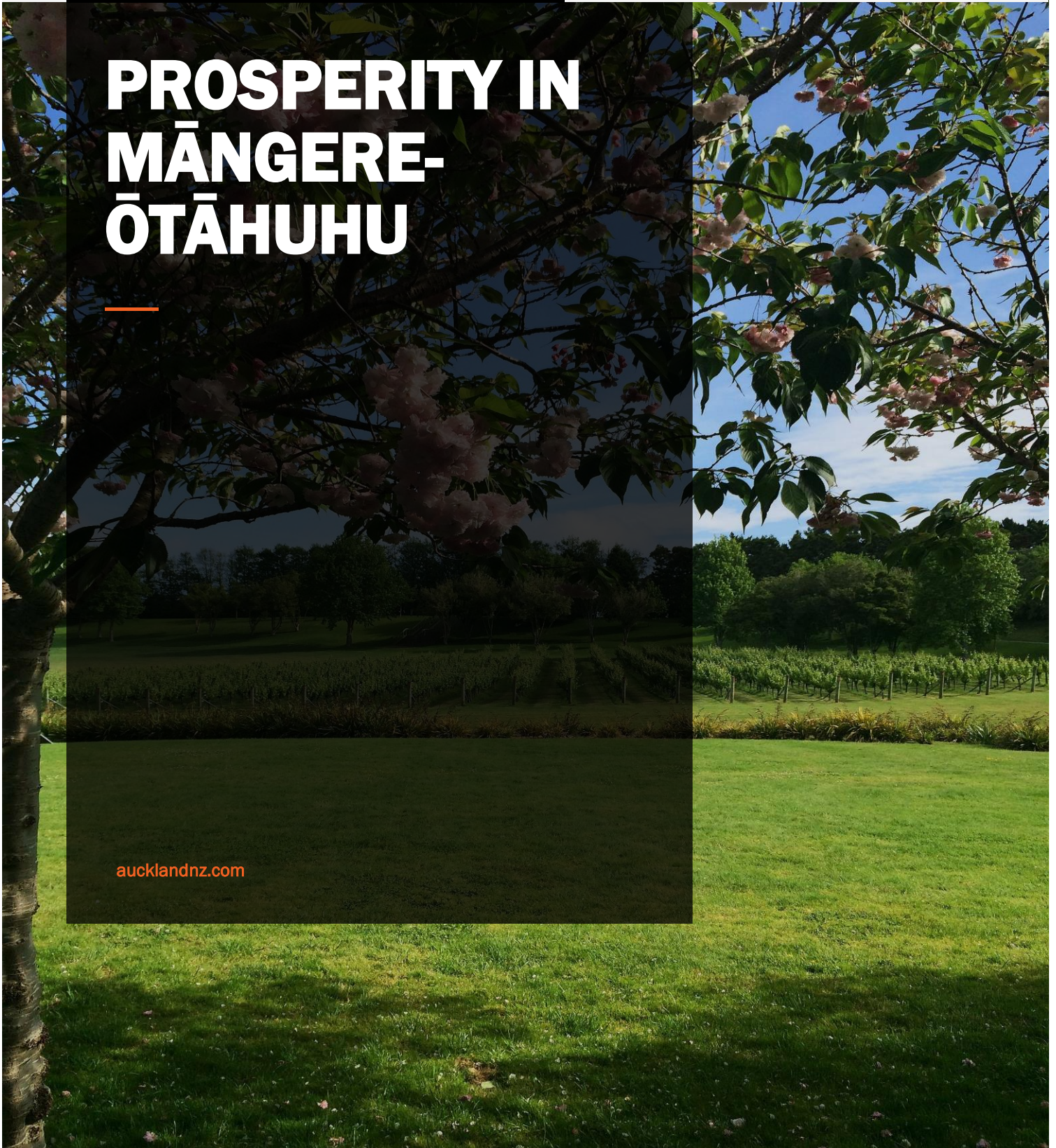


May 2018

# PROSPERITY IN MĀNGERE- ŌTĀHUHU

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To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

This report helps to identify relative strengths and weaknesses the local board area has in terms of economic prosperity. It provides evidence to help form effective interventions in each local board area. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights into the local board area.

## Method

Prosperity is measured across indicators grouped in to six domains and each area receives a score that is compared to the Auckland average. This provides an indication of where the area has particular strengths or weaknesses relative to the rest of the city.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

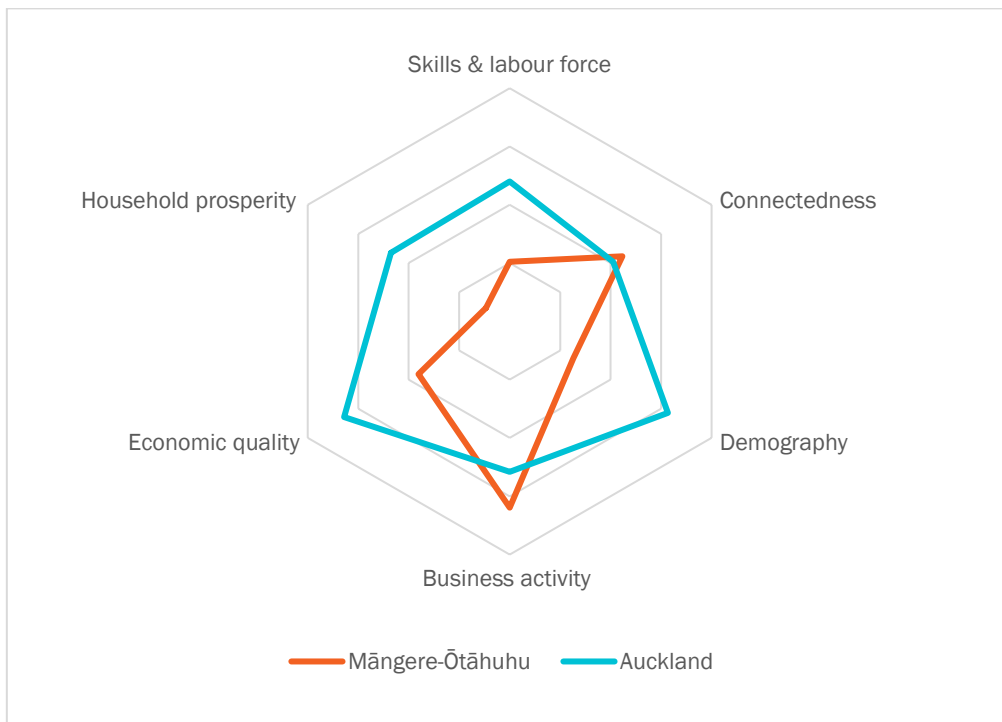
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

# Prosperity in Māngere-Ōtāhuhu

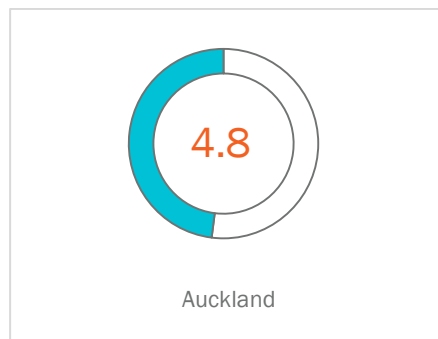
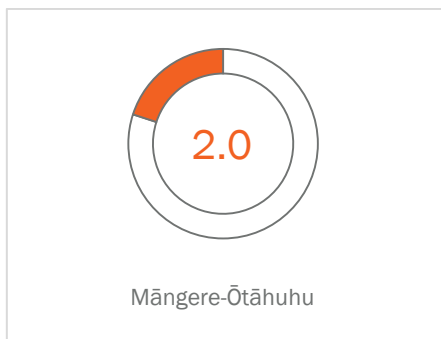
There has been strong growth in the number of businesses in Māngere-Ōtāhuhu. The area’s low skill base is reflected in the lack of highly-skilled jobs in the area.

Māngere-Ōtāhuhu performs strongly in the business activity and connectedness domains. Household prosperity, demography, economic quality, and skills and labour force are the domains in which the local board area performs most poorly.

**Economic prosperity: score by domain (closer to edge is better)**

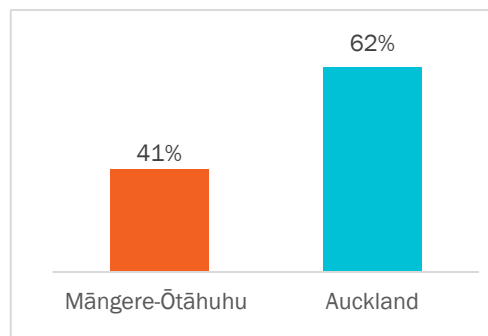


**Overall score out of ten for skills and labour force**

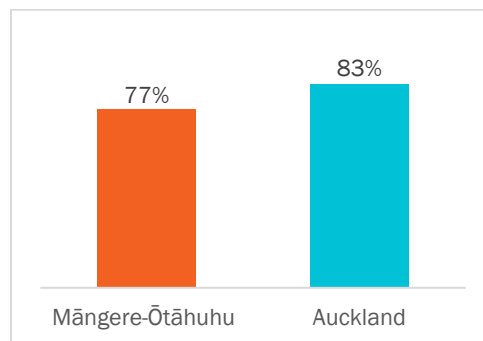


At 41%, the percentage of 15-64 year olds with a level 3 qualification or above in Māngere-Ōtāhuhu is significantly lower than the Auckland average (62%). The proportion of school leavers with at least an NCEA level 2 qualification is also below the regional rate.

#### Level 3 qualification



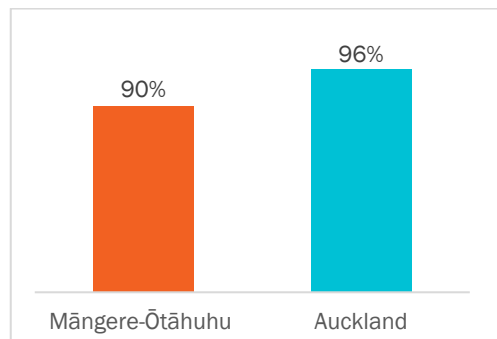
#### School leavers with Level 2 NCEA or above



Similar to neighbouring Ōtara-Papatoetoe, there is a relatively high proportion of school leavers (63%) enrolling in tertiary education within a year of leaving school; only just below the regional average (67%). This could be due to the success of secondary to tertiary transition programmes running in the area.

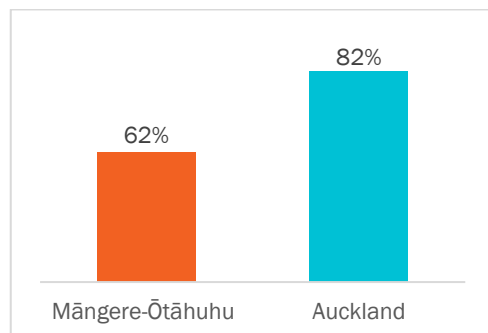
At 90%, the percentage of children starting school who attended early childhood education (ECE) is significantly below the Auckland average of 96%. ECE helps children learn important skills that support them to reach their full potential in later life.

#### Early childhood education attendance



People with access to the internet are less likely to run the risk of being excluded from social, educational, cultural and economic activities. The proportion of people with access to the internet at home (62%) in Māngere-Ōtāhuhu is significantly lower than the Auckland average (82%).

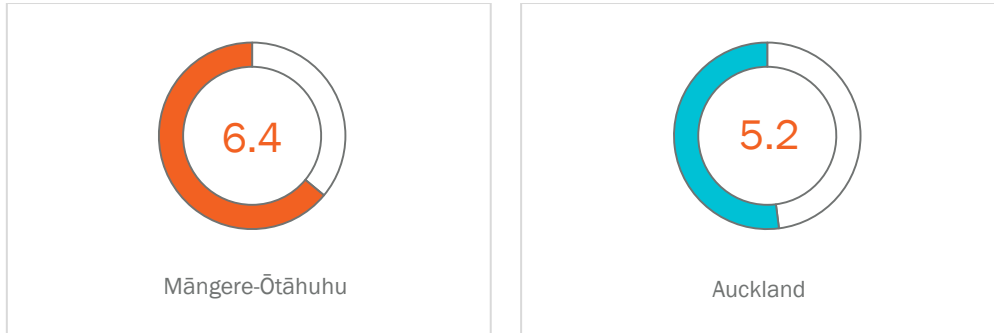
#### Access to internet at home





Growth in the number of businesses and overall business activities reflects that people are willing to take on the risks as an entrepreneur. It is an important part of the overall economic performance of a local economy. Māngere-Ōtāhuhu's score for the business activity domain is the third highest of the 21 local board areas.

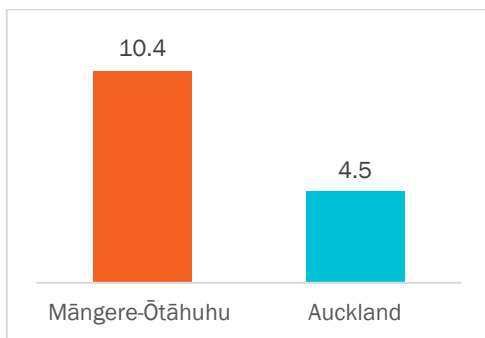
#### Overall score out of ten for business activity



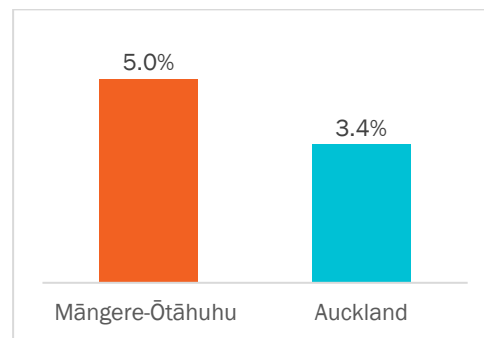
At 10.4 staff per business, Māngere-Ōtāhuhu has the highest staff to business ratio in Auckland. This reflects the presence of the Auckland airport and high proportion of employment in the transport, postal and warehousing, manufacturing, and wholesale trade industries in the area. Businesses in these industries typically have a high number of staff. An advantage of working in larger businesses is that they are more likely to offer career progression pathways for employees.

Māngere-Ōtāhuhu had strong business unit growth of 5.0% between 2015 and 2016, much higher than average Auckland growth of 3.4%. Strong growth in the number of businesses in Māngere-Ōtāhuhu reflects the expansion of the airport precinct and associated industries.

#### Average business size

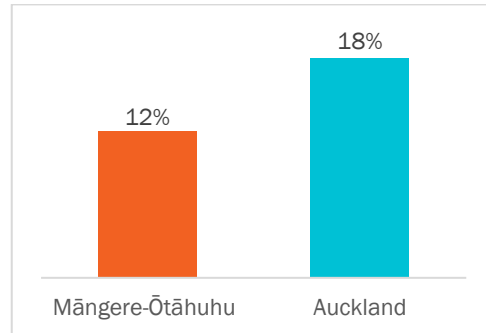


#### Net growth in businesses



At 12%, self-employment in Māngere-Ōtāhuhu is much lower than the Auckland average of 18%.

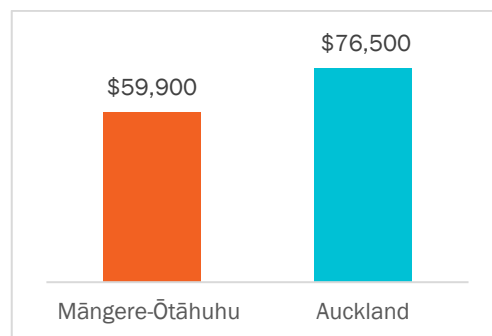
#### Self-employment rate



Māngere-Ōtāhuhu has a lower percentage of employment in knowledge intensive industries and high skilled jobs than the Auckland average. This reflects the industry mix in the area, which is characterised by its requirements for lower and medium skilled workers.

Annual median household incomes in Māngere-Ōtāhuhu of \$59,900 are more than \$16,000 below Auckland's median. This is influenced by a high proportion of people in the area receiving a benefit or holding lower skilled jobs.

#### Median household income



## Broader context

- Māngere-Ōtāhuhu is part of The Southern Initiative (TSI) area. With a particular focus on social innovation and entrepreneurship. TSI tackles complex socio-economic challenges and creates opportunities to benefit the people of southern Auckland.
- Business leadership is provided by the business improvement districts (BID) in town centres and the South Harbour industrial area.
- The Māngere-Ōtāhuhu Local Board is ambitious for the area's developing tourism offer, leveraging the employment, retail and tourism opportunities stemming from Auckland International Airport and many businesses located in the airport surrounds.
- Ara, the airport's southern Auckland jobs and skills hub, has been established to connect local people with training and employers based around the airport.

## Potential actions

TSI provides an ongoing platform for encouraging social enterprise, entrepreneurship and innovation across the local board area. The Māngere-Ōtāhuhu Local Board has the objective to encourage social enterprise in the fields of art, culture, sport and environment. This will broaden the culture of innovation and entrepreneurship within the area. It will also potentially boost the rate of self-employment amongst Māngere-Ōtāhuhu residents.

The Māngere-Ōtāhuhu Local Board seeks to explore opportunities to support Māori economic development outcomes.

To build the tourism industry, the local board is committed to leveraging opportunities with Auckland International Airport, tourism groups and iwi organisations.

Māngere-Ōtāhuhu households have lower rates of internet access. The local board could work with others to spread programmes to increase participation in the digital world for people who are not digitally connected.

The local board has led or participated in initiatives that deliver pathways to youth skills, training and employment, especially for Māori and Pacific youth.

There has been much progress made to increase participation in early childhood education in southern Auckland, particularly among Māori and Pacific people and low socio-economic groups. Ongoing effort is required to understand and address barriers as ECE participation remains low in Māngere-Ōtāhuhu.

There are opportunities for the local board to strengthen relationships with the large employers in the area to facilitate opportunities for local residents as part of the expansion and large growth at the Auckland airport and associated industries. There are also a range of initiatives, such as Ara, to improve skills training, and increase employment opportunities for the local workforce. Improving workforce skills will open up access to more skilled jobs and raise incomes.

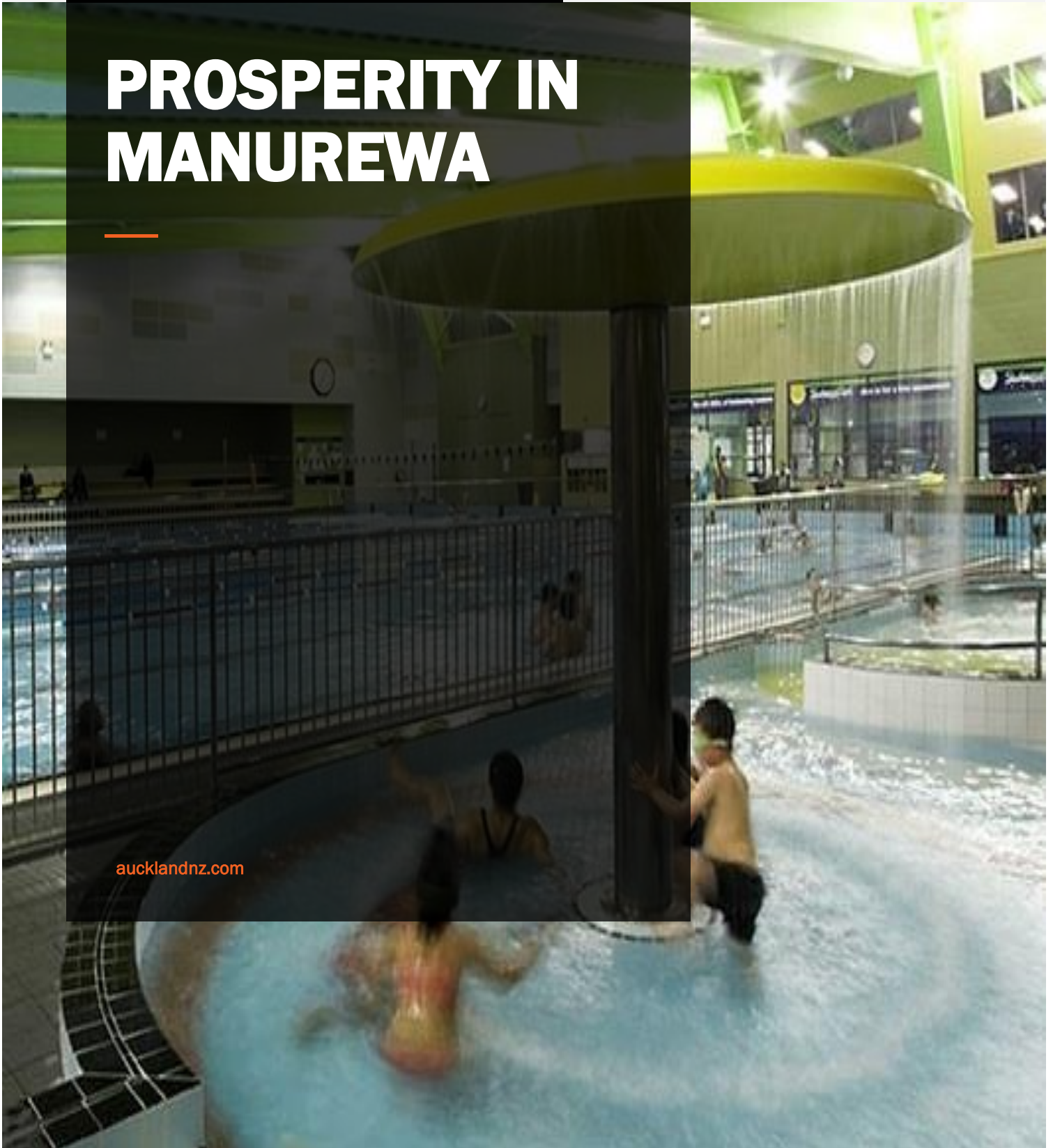


May 2018

# PROSPERITY IN MANUREWA

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# Prosperity in Manurewa

Manurewa has a small but growing business base. The area is vulnerable to future job losses in manufacturing. There is a significant opportunity to grow the area’s low skills base.

Manurewa performs most strongly in the business activity domain. It scores under the regional average in the skills and labour force, household prosperity, economic quality, demography and connectedness domains.

**Economic prosperity: score by domain (closer to edge is better)**



Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Manurewa has a very low skills base.

**Overall score out of ten for skills and labour force**

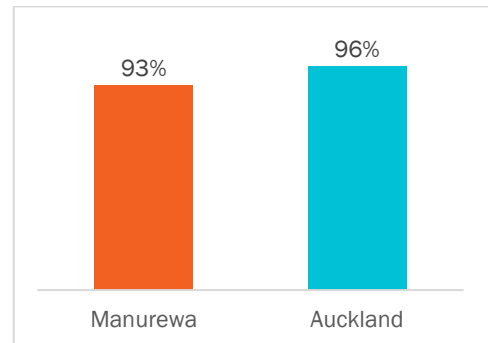




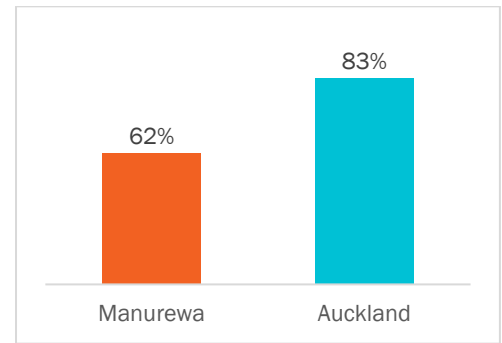
At 93%, the percentage of children starting school who attended early childhood education (ECE) is significantly below the Auckland average of 96%. ECE helps children learn important skills that support them to reach their full potential in later life.

A low proportion of school leavers in Manurewa attain at least a NCEA level 2 qualification, which can limit access to work, training and further education opportunities.

**Early childhood education attendance**

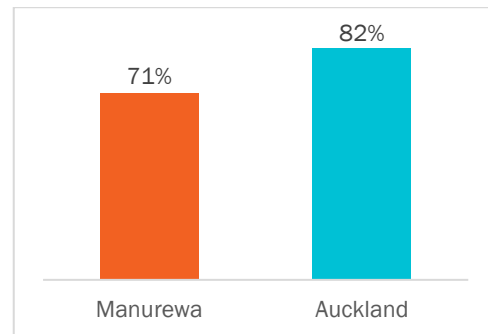


**School leavers with Level 2 NCEA or above**



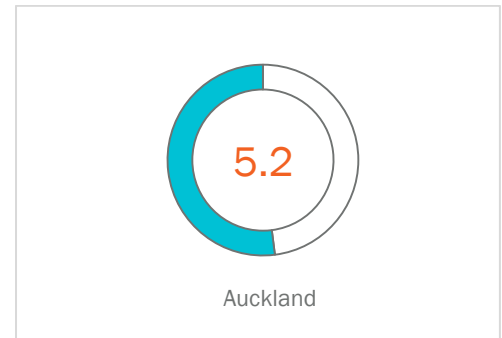
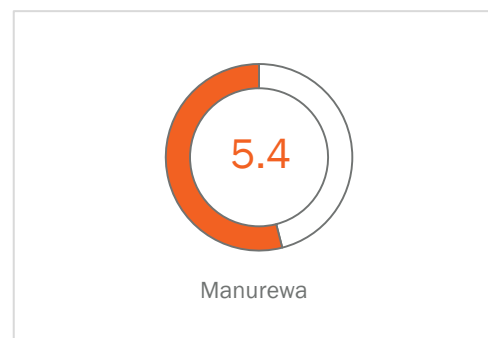
People with access to the internet are less likely to run the risk of being excluded from social, educational, cultural, and economic activities. At 71%, the proportion of people with access to the internet at home in Manurewa has been increasing but remains below the regional average.

**Access to internet at home**



Growth in the number of businesses, and overall business activities reflects that people are willing to take on the risks as an entrepreneur. It is an important part of the overall economic performance of a local economy. Manurewa has a relatively high score for this business activity domain.

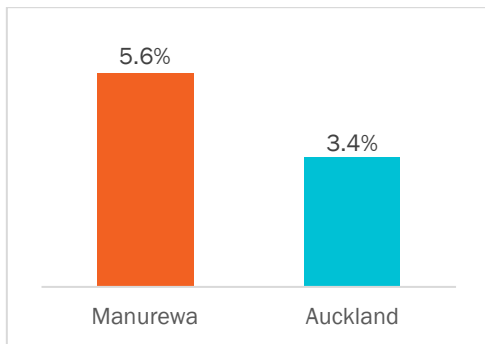
**Overall score out of ten for business activity**



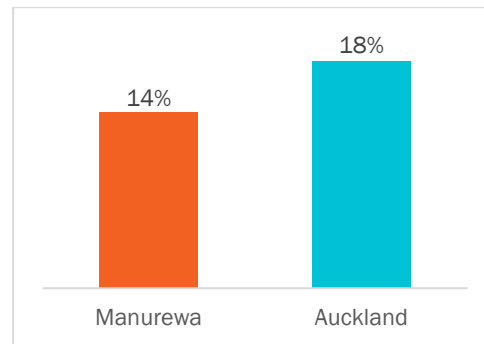
Manurewa had business unit growth of 5.6% in 2016, much stronger than overall business growth in Auckland of 3.4%. Growth in the number of businesses demonstrates a commitment by entrepreneurs to start new ventures. At 5.3, Manurewa has a higher number of staff per business than the Auckland average of 4.5. This reflects the high proportion of employment in the area in the manufacturing, education and training industries. Businesses in these industries typically have higher numbers of staff.

While there are larger businesses in Manurewa, the self-employment rate, at 14%, is below the Auckland average.

#### Net growth in businesses

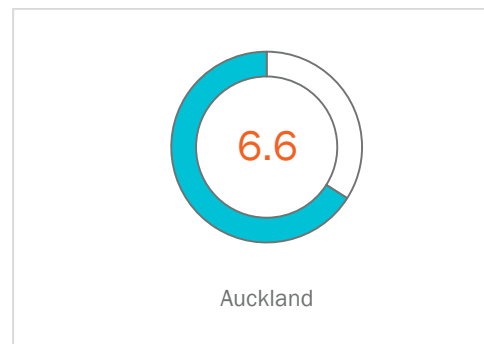
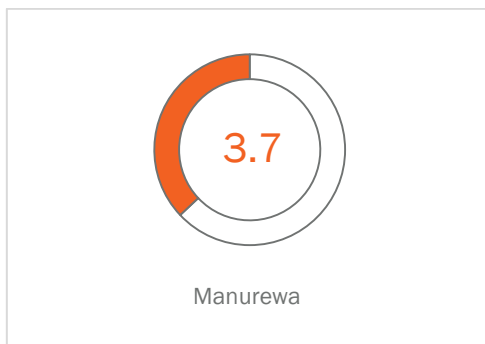


#### Self-employment rate



While Manurewa has a growing business base, it has a low score for the economic quality domain, which measures the local economy in terms of its ability to offer skilled and well-paid jobs.

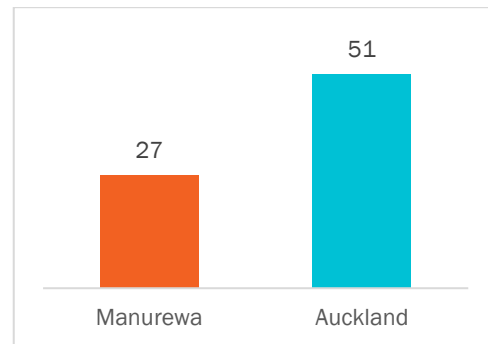
#### Overall score out of 10 for economic quality



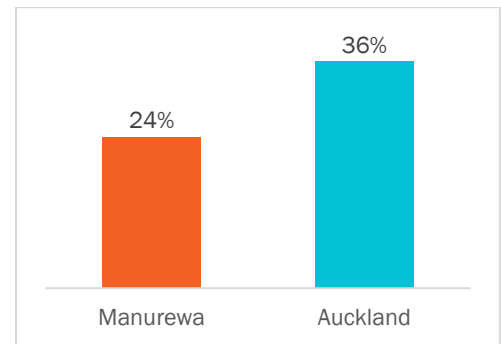
Manurewa has 27 jobs per 100 residents, nearly half the Auckland average. This highlights that there are limited opportunities for residents looking for employment in the local board area. However, there are plenty of jobs in neighbouring areas.

The proportion of people employed in knowledge intensive industries is low (24%). A large share of jobs in Manurewa are low skilled, or are in industries that are set to decline over the next five years compared with the Auckland average. For example, over 20% of employment is in the low skilled manufacturing sector, which is an industry which is expected to lose low skilled jobs due to ongoing automation.

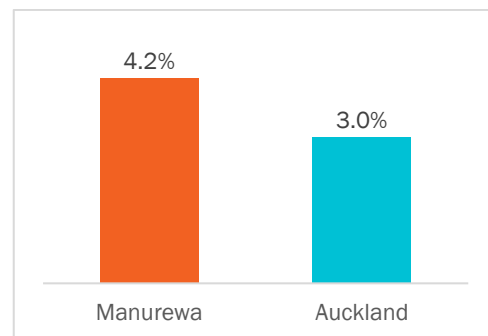
#### Local jobs per 100 residents



#### Local jobs in knowledge industries



#### Employment in declining industries



The annual median household income in Manurewa of \$67,800 is around \$9,000 lower than the Auckland median. Lower incomes reflect the low skill levels of residents, fewer highly skilled jobs available in the area, and low participation in the labour market.

## Broader context

- Manurewa is part of The Southern Initiative (TSI) area. With a particular focus on social innovation and entrepreneurship, TSI tackles complex socio-economic challenges and creates opportunities to benefit the people of southern Auckland.
- There is work underway to revitalise Manurewa and Clendon town centres. Which the Local Board is taking a strong leadership role within.
- An Integrated Area Plan for Manurewa, Takanini and Papakura (2017) sets out a 30 year spatial vision for the corridor and three town centres.
- Business leadership is provided by the business improvement districts (BIDs) in Manurewa town centre and Wiri industrial area.
- Auckland Botanic Gardens, Nathan Homestead, Vodafone Events Centre and Wero are regional destinations, yet there is limited spill over of visitor benefits to the surrounding areas.

## Potential actions

Making further improvements to the skills of residents will have the biggest impact on prosperity in Manurewa. The Manurewa Local Board is committed to playing its part, with others, in supporting the transition of young people from school to further education, training and employment. In addition to focusing on young people, it is important that adults also have good access to training so they can acquire new skills.

The local board is supportive of community-led and social enterprises. There may be particular opportunities for these groups to support successful transitions and access to skills training for Māori and Pacific people.

There has been a huge effort and much progress made to increase participation in early childhood education, particularly among Māori and Pacific people and low socio-economic groups. It's crucial that this effort continues, and that agencies and communities partner to understand gaps in ECE provision, including why tamariki may not be taking part in ECE and work to get higher participation in Manurewa.

With low rates of internet access at home in the area, efforts to improve digital inclusion should continue.

A high proportion (45%) of Manurewa residents commute to work in neighbouring local board employment areas. The Manurewa Local Board could advocate to ensure that residents are able to travel to work easily to these areas.

The local board could support work to identify and leverage opportunities to grow benefits from regional visitor assets in the area.

With a large amount of business land in Wiri there is an opportunity for the local board to work with the Wiri BID to plan for future employment growth. This work could look at the current industrial mix and seek to attract more businesses in knowledge intensive industries. This would provide much needed diversity to the local economy.

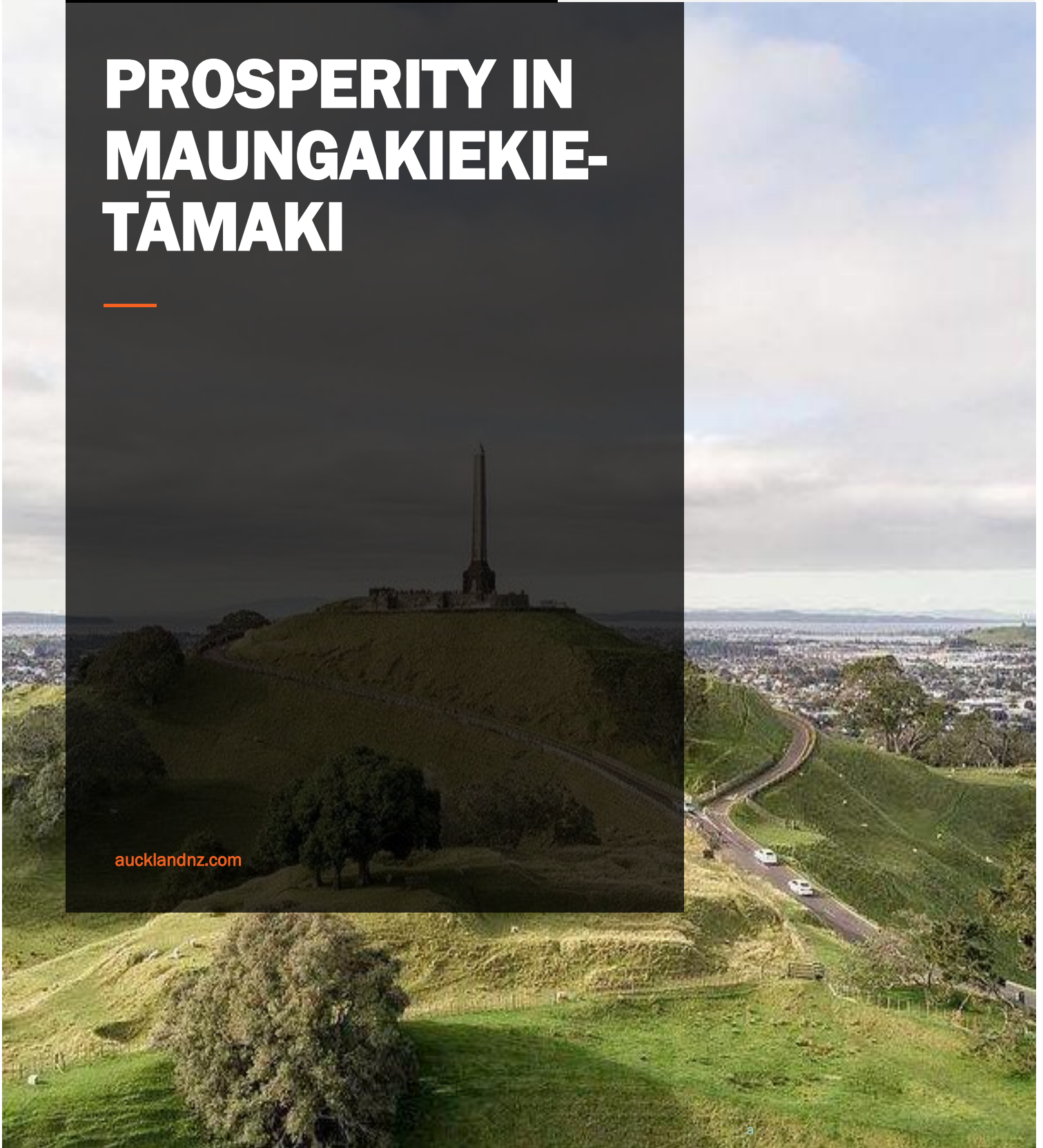


May 2018

# PROSPERITY IN MAUNGAKIEKIE- TĀMAKI

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[aucklandnz.com](http://aucklandnz.com)



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To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

This report helps to identify relative strengths and weaknesses the local board area has in terms of economic prosperity. It provides evidence to help form effective interventions in each local board area. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights into the local board area.

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Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
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Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

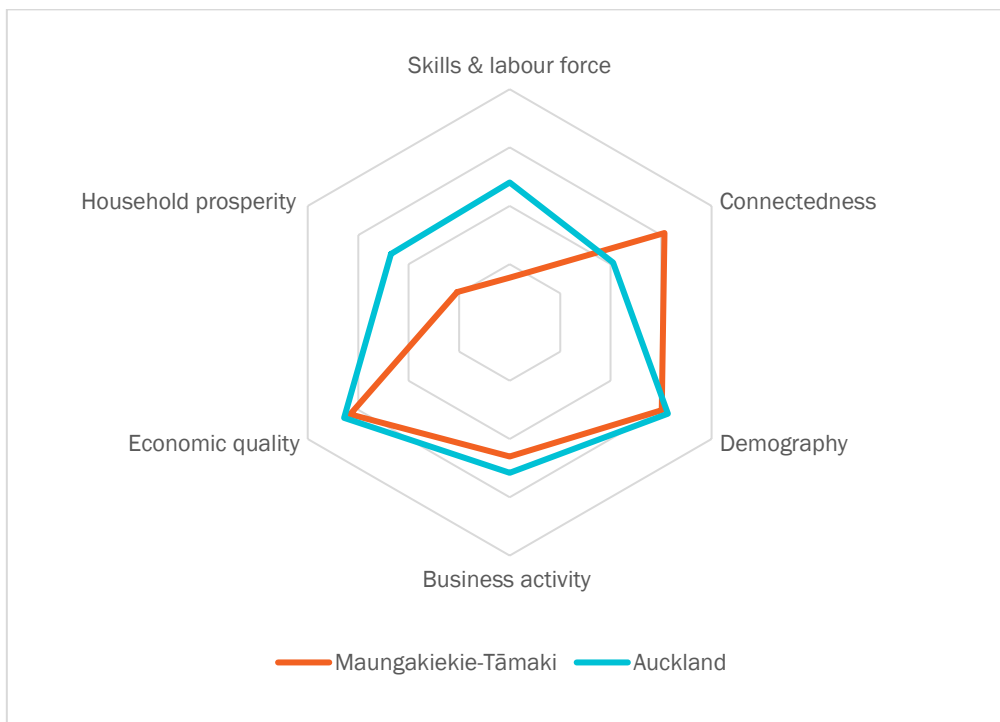


## Prosperity in Maungakiekie-Tāmaki

There is a large business base in Maungakiekie-Tāmaki but the area has been growing more slowly than elsewhere. There are plentiful jobs in the area however relatively few are in knowledge-intensive industries.

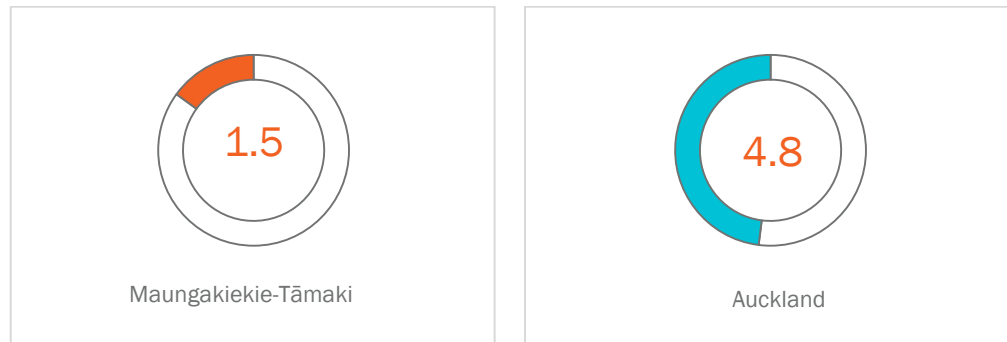
Maungakiekie-Tāmaki scores highly in the connectedness domain. The area's demography and economic quality is similar to the regional average. The skills and labour force, household prosperity and business activity domains are the domains in which the local board area is weakest.

**Economic prosperity: score by domain (closer to edge is better)**



Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Maungakiekie-Tāmaki has a low skills base.

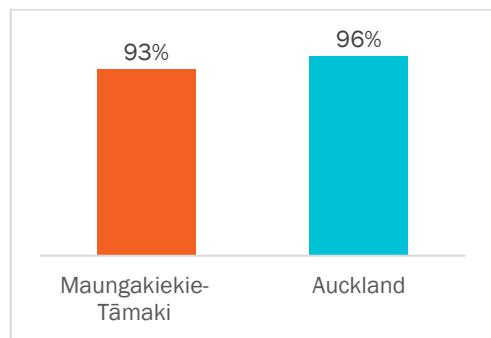
**Overall score out of ten for skills and labour force**



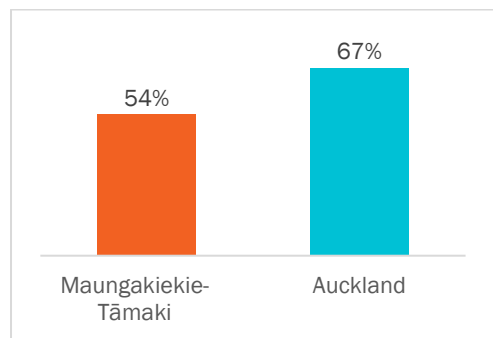
A significantly lower proportion start school having attended early childhood education (ECE) in Maungakiekie-Tāmaki (93%) compared to the Auckland average (96%). Through ECE children learn important skills that help them reach their full potential in later life.

At 54%, a lower proportion of school leavers in Maungakiekie-Tāmaki enrol in tertiary studies within a year of leaving school than the Auckland average (67%). Low NCEA attainment contributes to low tertiary involvement with only 69% of school leavers in Maungakiekie-Tāmaki having at least a level 2 qualification compared to the Auckland average of 83%.

**Early childhood education attendance**

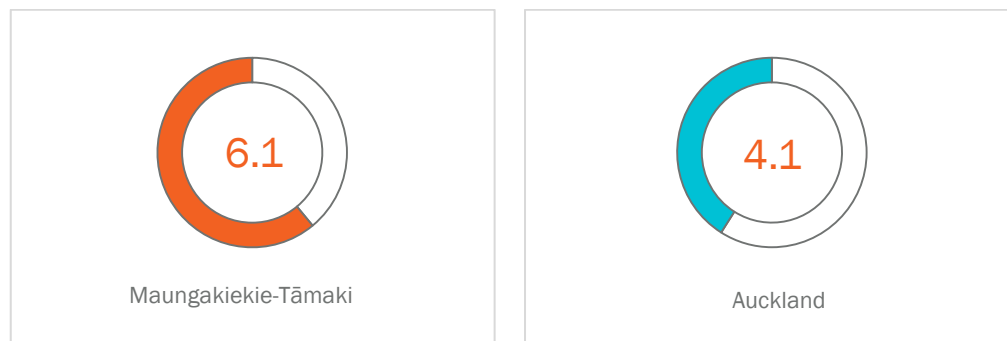


**School leavers enrolled in tertiary**



Maungakiekie-Tāmaki has a high score in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

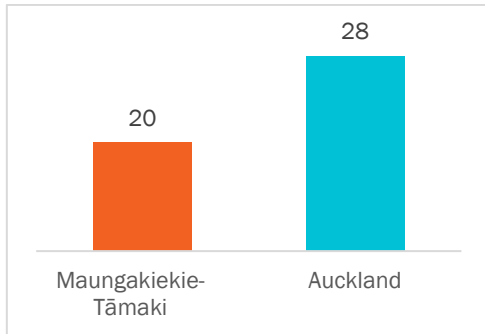
**Overall score out of ten for connectedness**



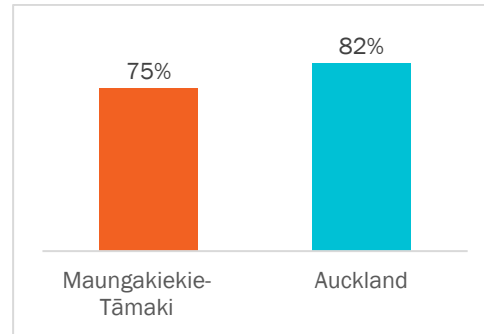
Residents in Maungakiekie-Tāmaki enjoy shorter commutes than the Auckland average. On average, it takes 20 minutes for Maungakiekie-Tāmaki residents to get to work, eight minutes faster than the Auckland average.

Internet connectivity in Maungakiekie-Tāmaki is lower than the Auckland average. Only 75% of residents in the area are able to access the internet at home compared to the Auckland average of 82%. Low internet connectivity makes it more difficult for residents to remain linked with social and economic opportunities.

#### Commute to work (minutes)



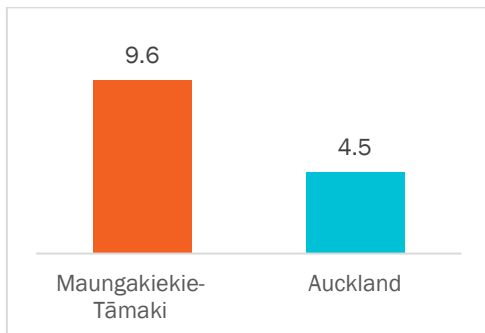
#### Access to internet at home



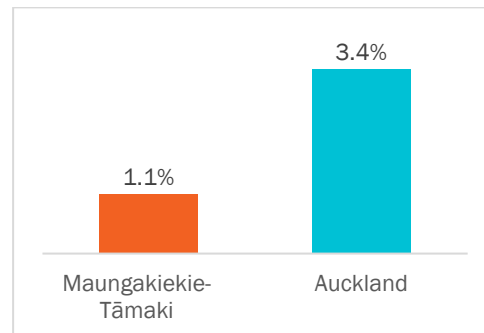
Businesses in Maungakiekie-Tāmaki are larger than the Auckland average. The average number of employees per business in the local board is 9.6, more than double the Auckland average of 4.5. This is largely due to a high proportion of workers in the area employed in the manufacturing and wholesale industries, in which businesses are larger.

While it has a large business base, Maungakiekie-Tāmaki has had lower business growth than the Auckland average over the past few years. In 2016, the number of businesses in Maungakiekie-Tāmaki grew by 1.1%, below the Auckland average of 3.4%.

#### Average business size

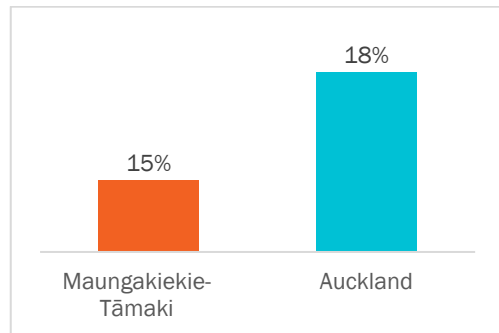


#### Net growth in businesses



Self-employment can provide people with greater freedom and flexibility and shows the ability of the local board’s population to take risks. At 15%, the self-employment rate in Maungakiekie-Tāmaki is lower than the Auckland average of 18%.

**Self-employment rate**

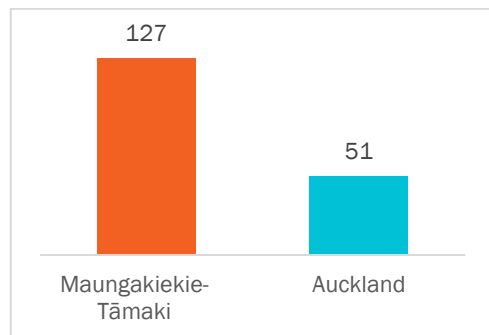


Maungakiekie-Tāmaki has 127 jobs per 100 residents. The high number of jobs in the area means that Maungakiekie-Tāmaki provides not only jobs for residents, but also for people from surrounding local board areas.

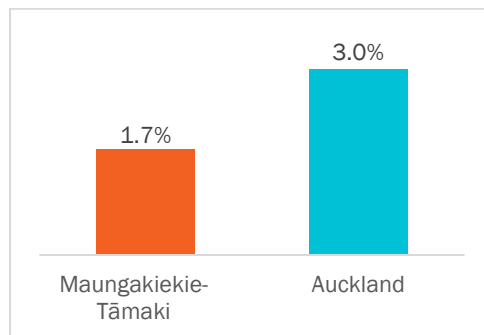
Only a small share of employment in Maungakiekie-Tāmaki is in industries that are forecast to decline over the next five years. This indicates that workers in the area are more likely to experience higher levels of job security than the Auckland average.

Maungakiekie-Tāmaki has a number of large businesses in the wholesale trade, manufacturing and construction industries. These industries are not knowledge intensive and typically employ low to medium skilled workers .

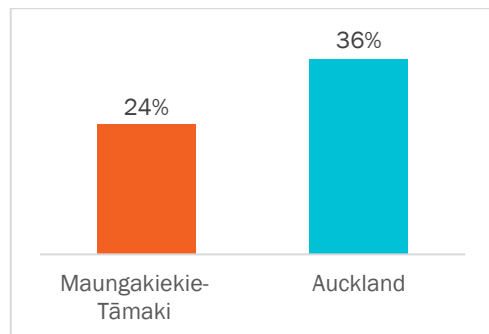
**Local jobs per 100 residents**



**Employment in declining industries**



**Local jobs in knowledge industries**



## Broader context

- Panuku Development Auckland has identified Onehunga as a ‘transform’ location and change will be created through urban regeneration.
- Tāmaki is one of the largest regeneration projects in New Zealand with Panuku Development Auckland representing Auckland Council in the Tāmaki Regeneration Company.
- Business Improvement District (BID) partnership programmes provide business leadership to improve business retention and attract new businesses and investors to Glen Innes, Onehunga and Panmure.

## Potential actions

The local board has an important role in partnering with Panuku Development Auckland, local communities and others to guide the transformation of Tāmaki and Onehunga.

To increase growth in the area, the local board has identified the need to actively promote and market Maungakiekie-Tāmaki to attract key players who will add value to town centres and business areas.

In recent years much progress has been made to increase participation in early childhood education, particularly among Māori, Pacific people and low socio-economic groups. The local board could support the ongoing effort to understand and address barriers as ECE participation remains low in Maungakiekie-Tāmaki.

The local board could help spread programmes to improve internet access and address the low internet connectivity of Maungakiekie-Tāmaki households. Improving digital connectivity reduces the likelihood of people experiencing social and economic exclusion.

Supporting the successful transition of young people from school to further education, training and employment will make a significant impact on future prosperity in the area.

Self-employment in Maungakiekie-Tāmaki is relatively low. Programmes that encourage people to set up businesses and social enterprises will improve innovation and entrepreneurship. The transformation projects in the local board area are likely to provide opportunities for this approach.

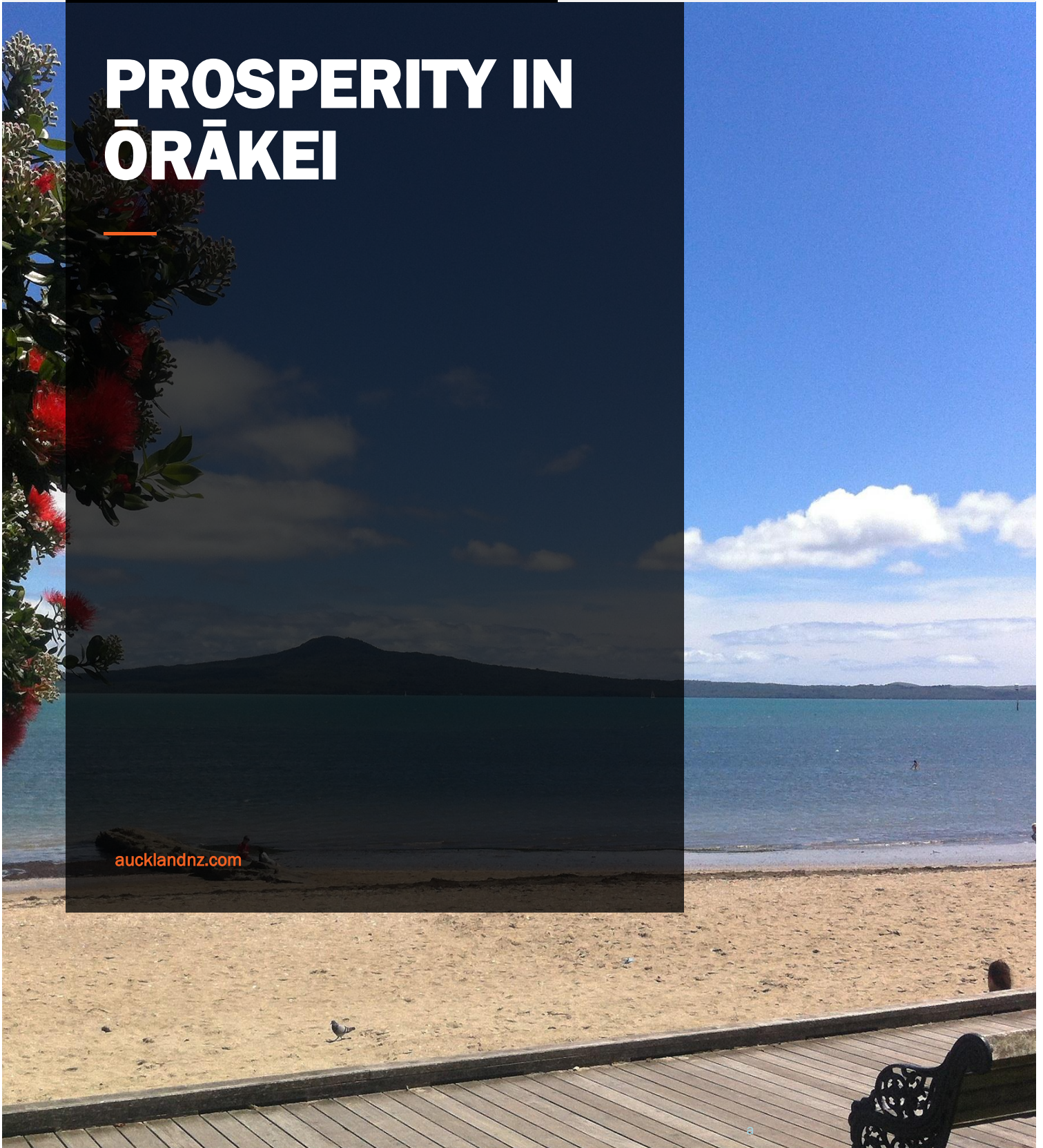




May 2018

# PROSPERITY IN ŌRĀKEI

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## Using the report

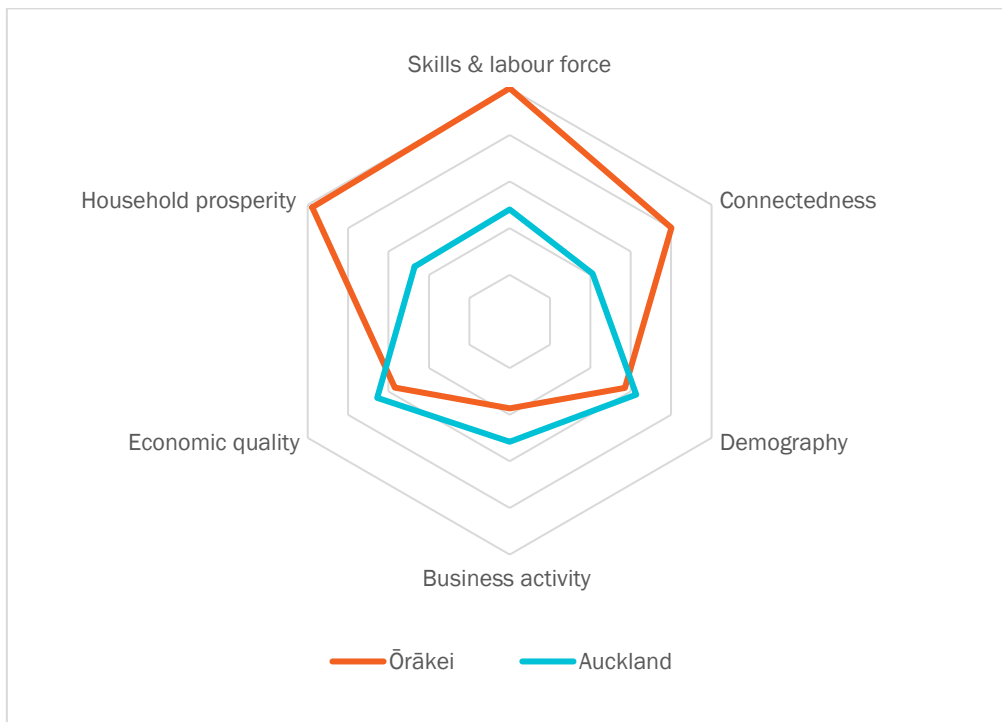
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# Prosperity in Ōrākei

Ōrākei’s workforce is highly skilled which supports high household prosperity. However, local business activity and growth has been low compared to the rest of the Auckland region.

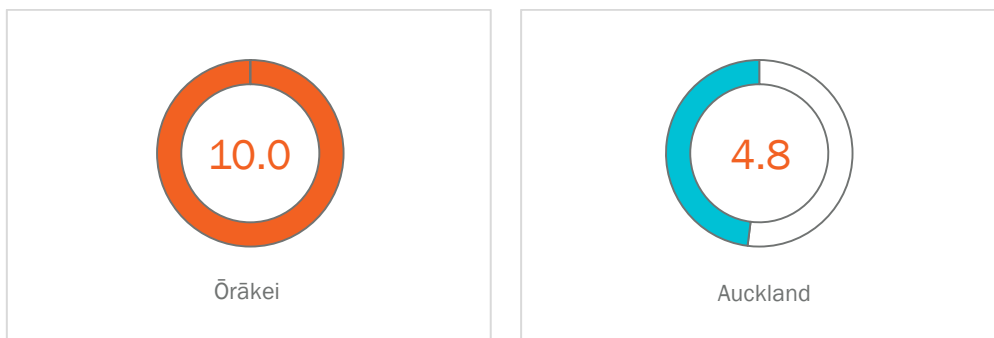
Ōrākei has very high scores in the skills and labour force, household prosperity and connectedness domains. The area performs weakest in the business activity, economic quality and demography domains.

**Economic prosperity: score by domain (closer to edge is better)**



Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Ōrākei has a very high skills base.

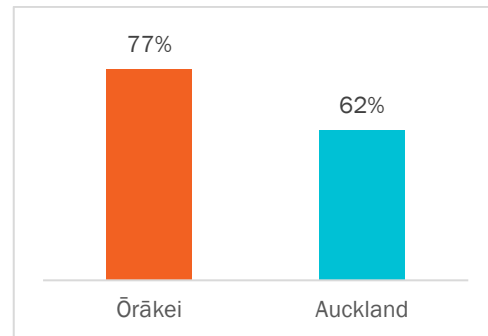
**Overall score out of ten for skills and labour force**



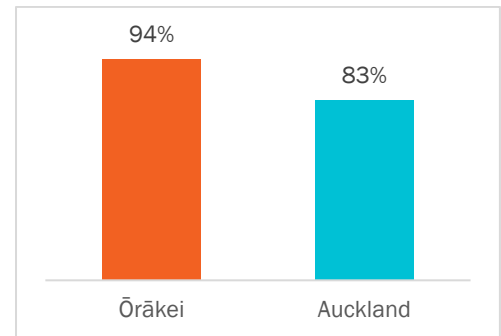
The proportion of Ōrākei’s working-age population (15-64 year olds) with a level 3 qualification, or above, is 77%. This results in Ōrākei residents being able to take advantage of higher skilled employment opportunities and well-paying jobs.

Ōrākei school leavers have strong educational attainment, with 94% leaving school with at least a NCEA level 2 qualification. This is 11 percentage points higher than the Auckland average. Based on this attainment, a high proportion of school leavers in Ōrākei enrol in tertiary education within one year of leaving school.

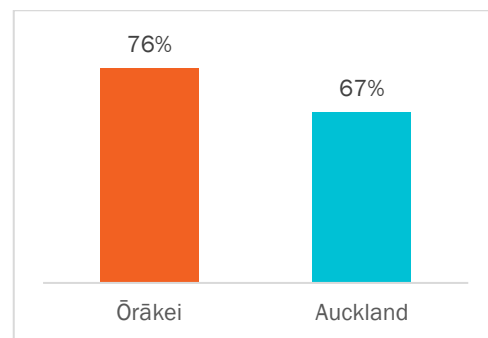
**Level 3 qualification**



**School leavers with Level 2 NCEA or above**

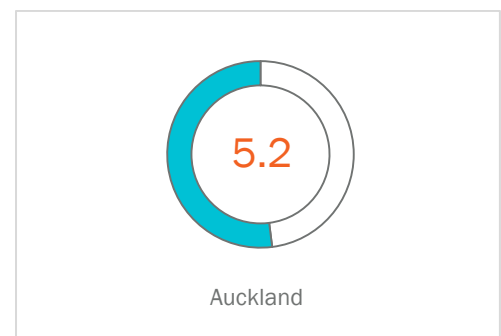


**School leavers enrolled in tertiary**



Growth in the number of businesses and overall business activities reflects that people are willing to take on the risks as an entrepreneur. It is an important part of the overall economic performance of a local economy. Ōrākei has a low score for the business activity domain.

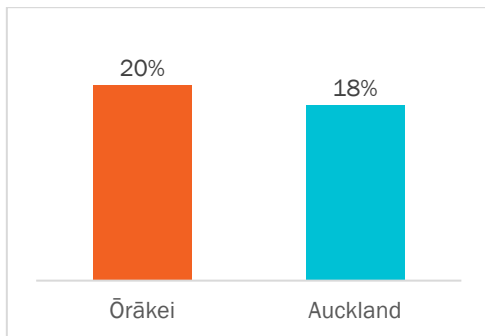
**Overall score out of ten for business activity**



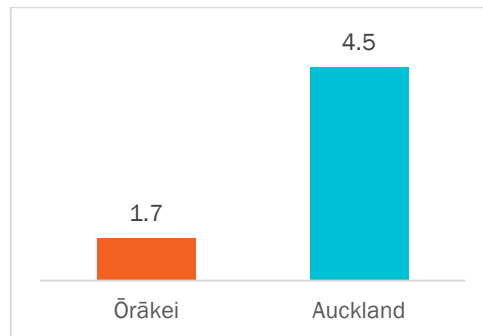
Ōrākei's self-employment rate of 20% is well above the Auckland average of 18%. Self-employment can be an indicator of innovation, which can enhance future growth prospects.

The average business size in Ōrākei is 1.7 staff per business, significantly below the Auckland average of 4.5. This is the lowest average business size across Auckland's 21 local boards. Although small businesses can play an important role as a means of entry for new entrepreneurial talent, they are more vulnerable than large firms to a downturn in economic conditions.

#### Self-employment rate

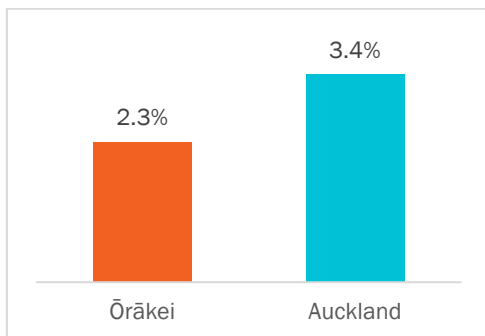


#### Average business size



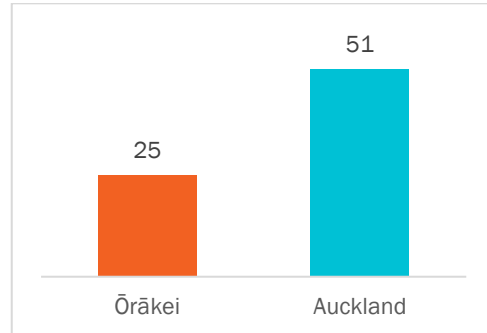
Business unit growth in Ōrākei was 2.3% in 2016, lower than the Auckland average of 3.4%. Lower business unit growth in Ōrākei indicates a lack of confidence by entrepreneurs to start new ventures in the area, with neighbouring areas including the central city being more attractive.

#### Net growth in businesses



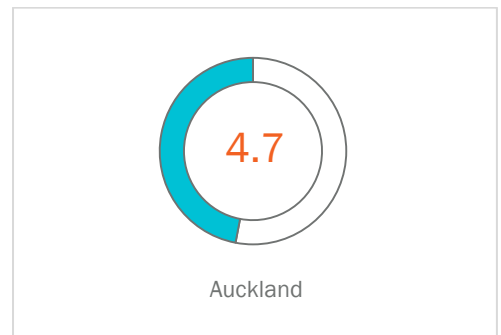
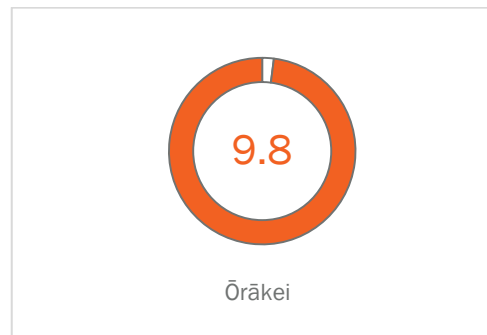
Despite a highly skilled population, Ōrākei only has 25 jobs per 100 residents, under half the Auckland average. Given the proximity of the area to large business areas, including the city centre, the low number of local jobs is not of huge concern as many residents in Ōrākei commute to the neighbouring areas to take advantage of the high skilled and high paying jobs on offer.

**Local jobs per 100 residents**



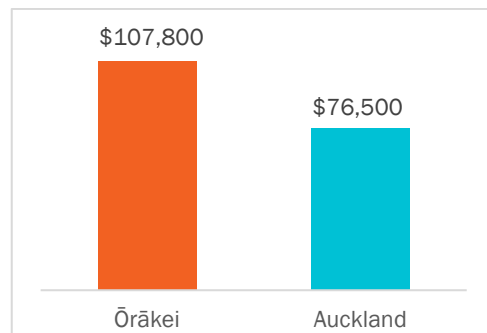
With a high skills base, high levels of home ownership, low numbers of unemployed and 15-64 year olds that are beneficiaries, Ōrākei has a very high score in the household prosperity domain.

**Overall score out of 10 for household prosperity**



At \$107,800, the average household income is more than \$30,000 higher than the Auckland average. High skill and qualification levels held by residents enables them to earn good incomes.

**Median household income**



## Broader context

- The local board intends to support the development of its town centres.
- Supporting the visitor economy is an opportunity for Ōrākei.

## Potential actions

With one in five people self-employed, expanding the access to advice and support for successful entrepreneurship is an intervention that could be explored. It would assist businesses to plan a growth pathway and potentially move from an owner operator to employing a workforce. This would grow the size of businesses in the area.

Ōrākei is a popular destination for visitors. The local board can work with the Business Associations in the area to identify and grow opportunities to benefit the local economy from the visitor market.

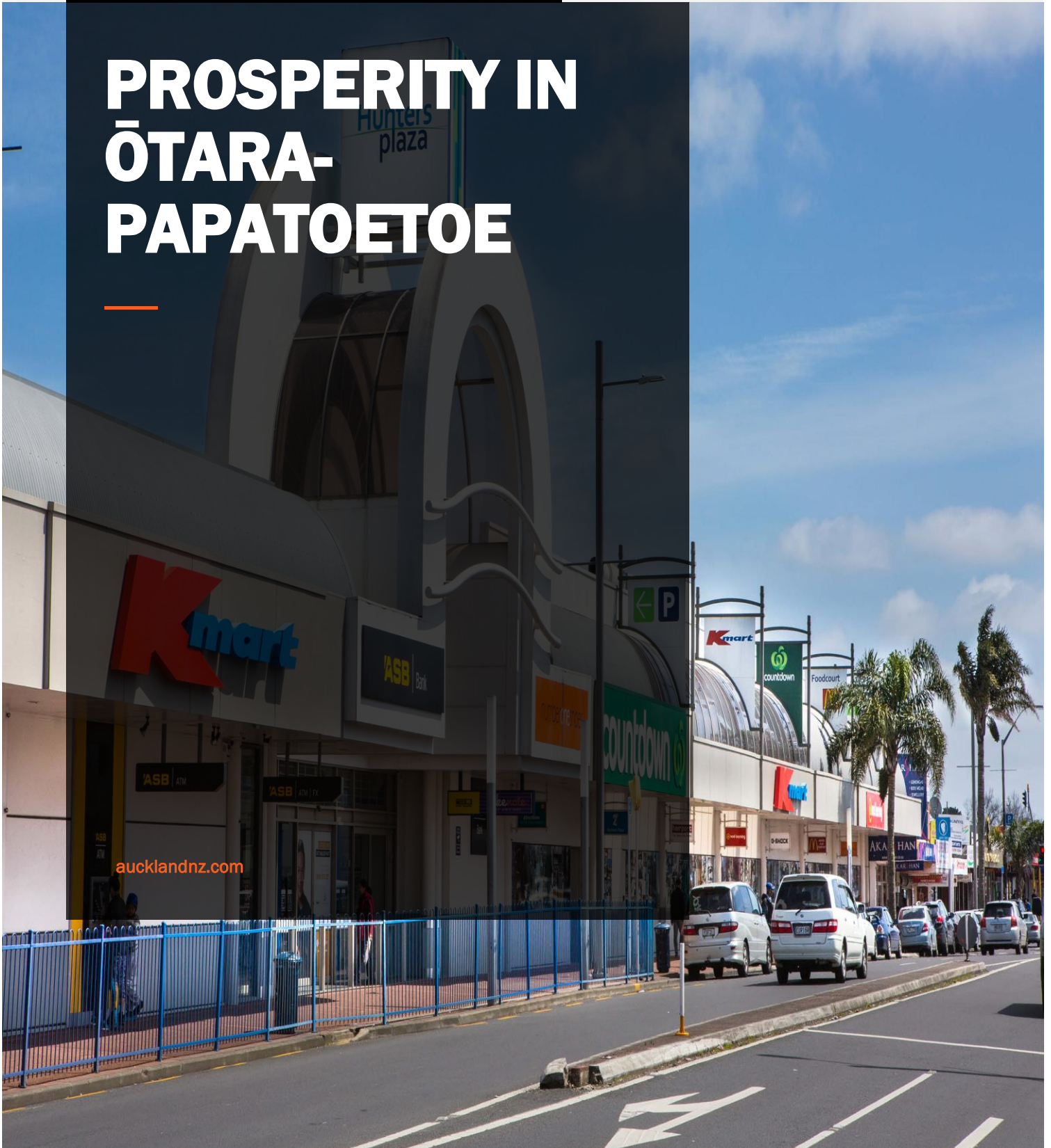




May 2018

# PROSPERITY IN ŌTARA- PAPATOETOE

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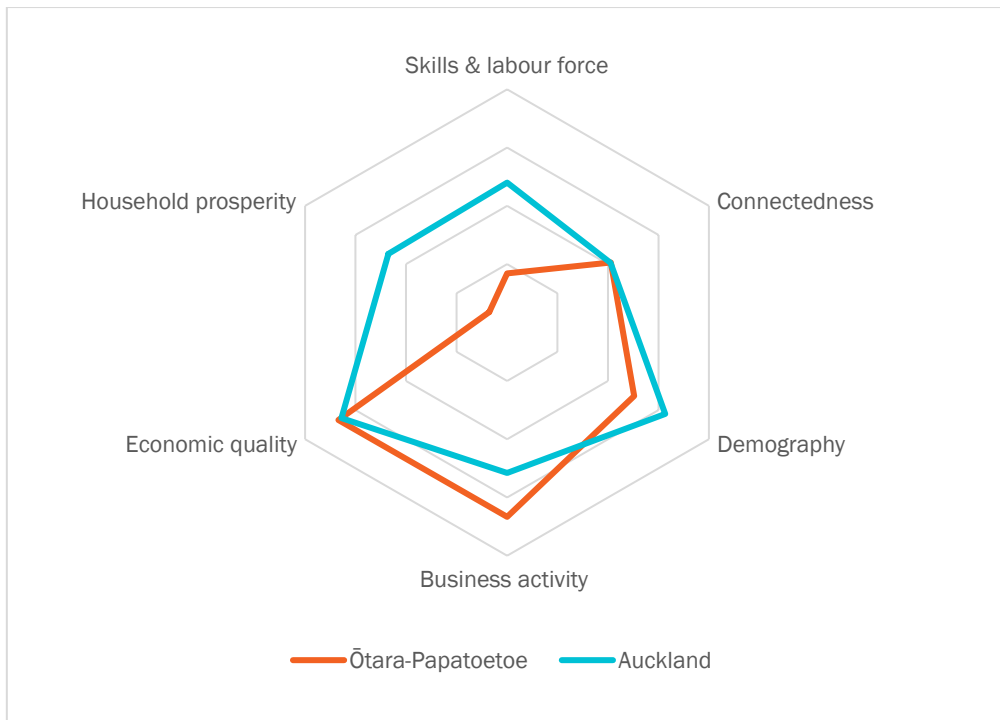
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## Prosperity in Ōtara-Papatoetoe

Ōtara-Papatoetoe has stand out business growth and highly skilled employment opportunities. However, manufacturing in the area is likely to decline over time. The low skills of residents limits the ability to take advantage of well paid jobs locally and constrains household incomes.

Ōtara-Papatoetoe performs most strongly in the business activity and economic quality domains and is at the regional average for connectedness. Household prosperity, skills and labour force, and demography are the domains in which the local board area performs most poorly.

**Economic prosperity: score by domain (closer to edge is better)**



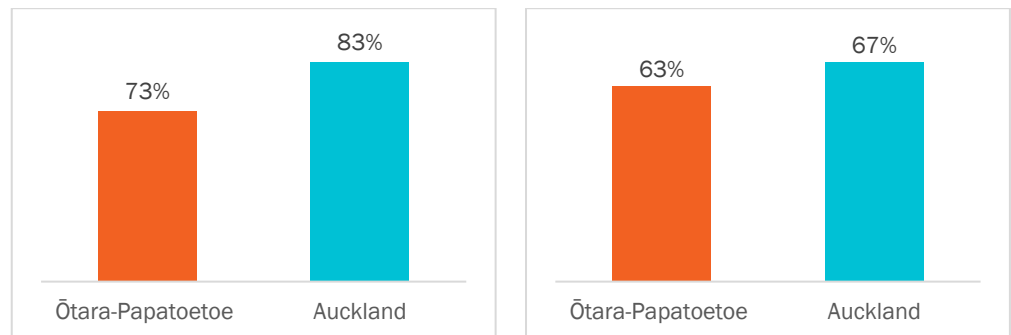
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Ōtara-Papatoetoe has a very low skills base.

**Overall score out of ten for skills and labour force**



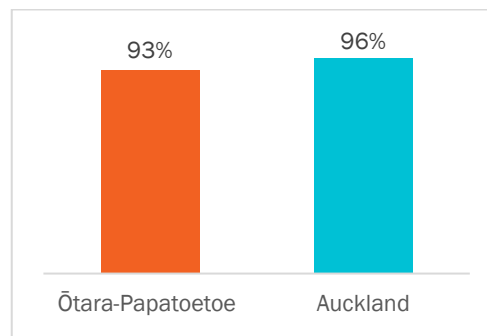
At 73%, a lower proportion of Ōtara-Papatoetoe school leavers have NCEA Level 2 or above compared to the Auckland average of 83%. NCEA level 2 is considered the minimum qualification young people require to access work, training, and further education. However, in comparison there is a relatively high proportion of school leavers enrolling in tertiary education within a year of leaving school, only just below the regional average. This could be due to the ease of access to Manukau Institute of Technology and the success of secondary to tertiary transition programmes running in the area.

**School leavers with Level 2 NCEA or above      School leavers enrolled in tertiary**



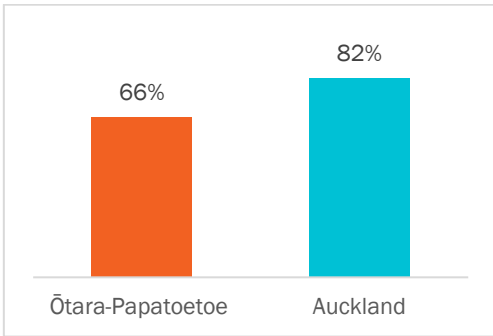
At 93%, the percentage of children starting school who attended early childhood education (ECE) is significantly below the Auckland average of 96%. ECE helps children learn important skills that support them to reach their full potential in later life.

**Early childhood education attendance**



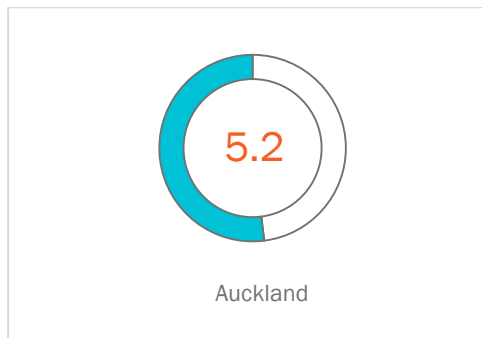
People with access to the internet are less likely to run the risk of being excluded from social, educational, cultural and economic activities. The proportion of people with access to the internet at home (66%) is significantly lower than the Auckland average (82%).

**Access to internet at home**



Growth in the number of businesses and overall business activities reflects that people are willing to take on the risks as an entrepreneur. It is an important part of the overall economic performance of a local economy. Ōtara-Papatoetoe has the equal highest score along with Waitemata amongst the 21 local board areas for the business activity domain.

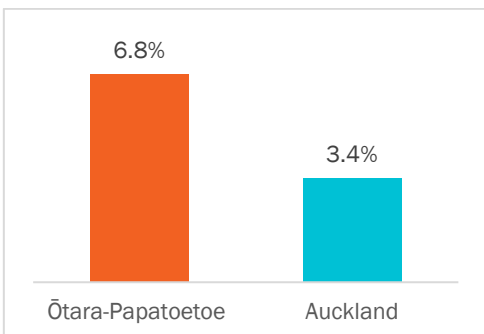
**Overall score out of ten for business activity**



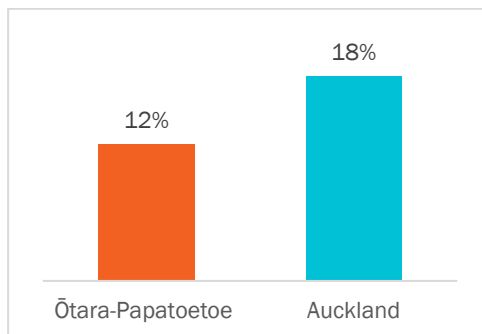
Ōtara-Papatoetoe has had strong business unit growth over the past five years. Business unit growth in the local board of 6.8% in 2016 was double the Auckland average (3.4%). Wholesale trade and construction services were big contributors to Ōtara-Papatoetoe’s growth. Growth in business numbers shows a commitment by entrepreneurs to start new ventures in the area.

Ōtara-Papatoetoe’s self-employment rate of 12% is much lower than the Auckland average of 18%.

**Net growth in businesses**

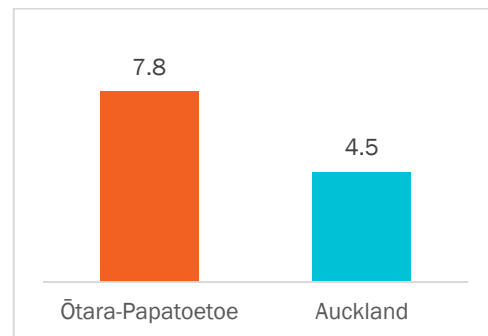


**Self-employment rate**



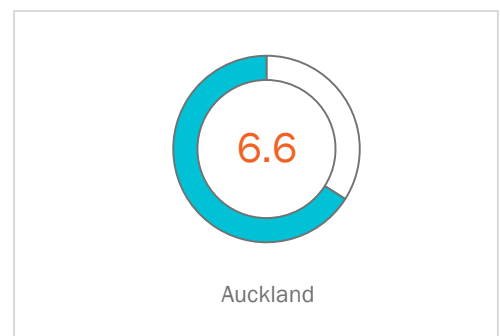
At 7.8 staff per business, Ōtara-Papatoetoe has one of the highest staff to business ratios in Auckland. Ōtara-Papatoetoe has a high proportion of people working in the healthcare and social assistance, education and training and wholesale trades industries, all of which have businesses employing large numbers of employees. This indicates that there are opportunities within the local board area for people to work in larger businesses without having to travel outside of the local board for work.

**Average business size**



Ōtara-Papatoetoe has a high proportion of jobs in knowledge intensive industries. This contributes to its high score in the economic quality domain, which measures the local economy in terms of its ability to offer skilled and well paid jobs.

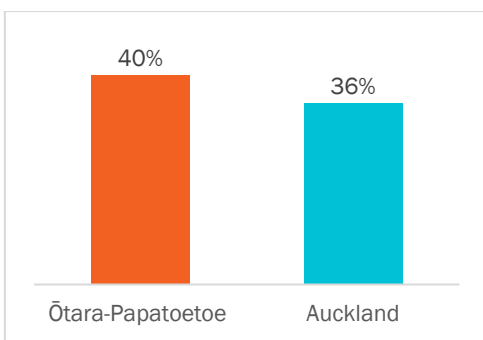
**Overall score out of 10 for economic quality**



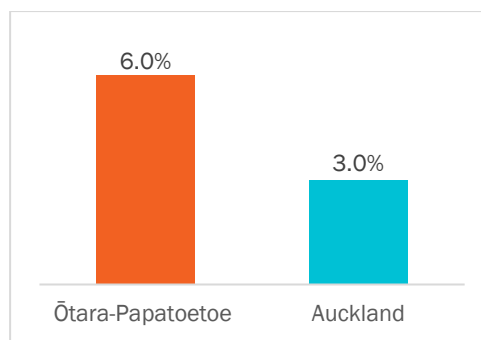
People working in Ōtara-Papatoetoe are much more likely to be employed in high-skilled jobs and in knowledge intensive industries than the Auckland average. This largely reflects the high proportion of employment in the area in healthcare and social assistance (Middlemore Hospital) and education and training (including Manukau Institute of Technology and AUT). These industries pay relatively high wages and are forecast to grow over the next few years.

However, Ōtara-Papatoetoe also has a high proportion of employment in industries that are forecast to decline in the future. For example, 11% of employment in the area is in the manufacturing industry, where employment is forecast to shrink over the coming years. This suggests that future employment in some low to medium skilled industries in the area may decrease in the future.

### Highly skilled jobs

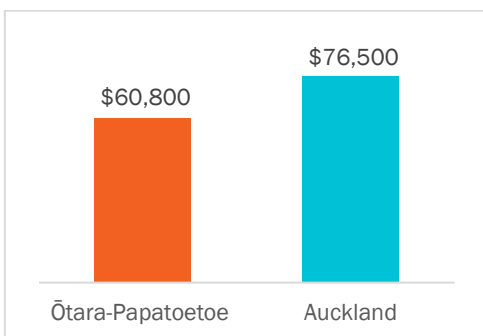


### Employment in declining industries



Median household incomes in Ōtara-Papatoetoe are more than \$15,000 lower than the Auckland average. The lower skills held by residents and high numbers receiving benefits means fewer people are able to gain well paid jobs and this contributes to lower household incomes.

### Median household income



## Broader context

- Ōtara-Papatoetoe is part of The Southern Initiative (TSI) area. With a particular focus on social innovation and entrepreneurship, TSI tackles complex socio-economic challenges and creates opportunities to benefit the people of southern Auckland.
- Business leadership is provided by the Business Improvement Districts (BID) in Manukau and Ōtara, Old Papatoetoe and Hunters Corner town centres and Greater East Tāmaki Business Association.
- Panuku Development Auckland is leading the renewal of the Old Papatoetoe mall as one of its 'unlock' projects. This is an opportunity to cater for future growth in



the area by using council land and improving the town centre economy. The local board also supports the revitalisation of Ōtara and Hunters Corner town centres to boost economic activity and strengthen their roles as community hubs.

- The area around Manukau is identified as a vital node critical to growth in southern Auckland and across the region in the draft refreshed Auckland Plan (2018). Manukau's civic, academic, business and retail strengths, transport connections, surrounding industrial area and proximity to Auckland Airport are the foundations for its future as a sub-regional node.
- Aligned to the centre's future growth potential, Panuku Development Auckland has identified Manukau as a location in its transformation programme. The aim is to create a thriving heart for Manukau, as a visitor destination, business centre, and residential community.

### Potential actions

The local board has a major role as a partner in the transformation of Manukau. Council-owned sites will be redeveloped and there will be significant government and private sector investment in the centre. The local board wants to see Manukau become a centre for education and business innovation and a plan will need to be developed with the Manukau Central Business Association, AUT, MIT, Panuku Development Auckland, and others in order to achieve this vision.

TSI provides an ongoing platform for encouraging social enterprise, entrepreneurship and innovation across the local board area, and will have a specific role to play in the transformation of Manukau.

Self-employment in Ōtara-Papatoetoe is much lower than the rest of the region and encouraging people to set up businesses and social enterprises will develop a more entrepreneurial culture in the area. TSI is leading programmes to encourage entrepreneurship. The local board has also identified the need for increased business support for new arrivals to New Zealand, which could be a targeted approach within the general advice offered for new businesses.

There are lower rates of internet access in Ōtara-Papatoetoe and it will be important to continue efforts to lift access and raise digital inclusion.

It remains a priority to improve youth transitions to further training and employment. NCEA attainment for school leavers should be boosted and there is still room to build on the work to date to get school leavers into tertiary education.

The adult workforce is currently low skilled and there is an opportunity to lift skill levels. It will be important to work with agencies, providers and employers to facilitate access for ongoing skills development and training.

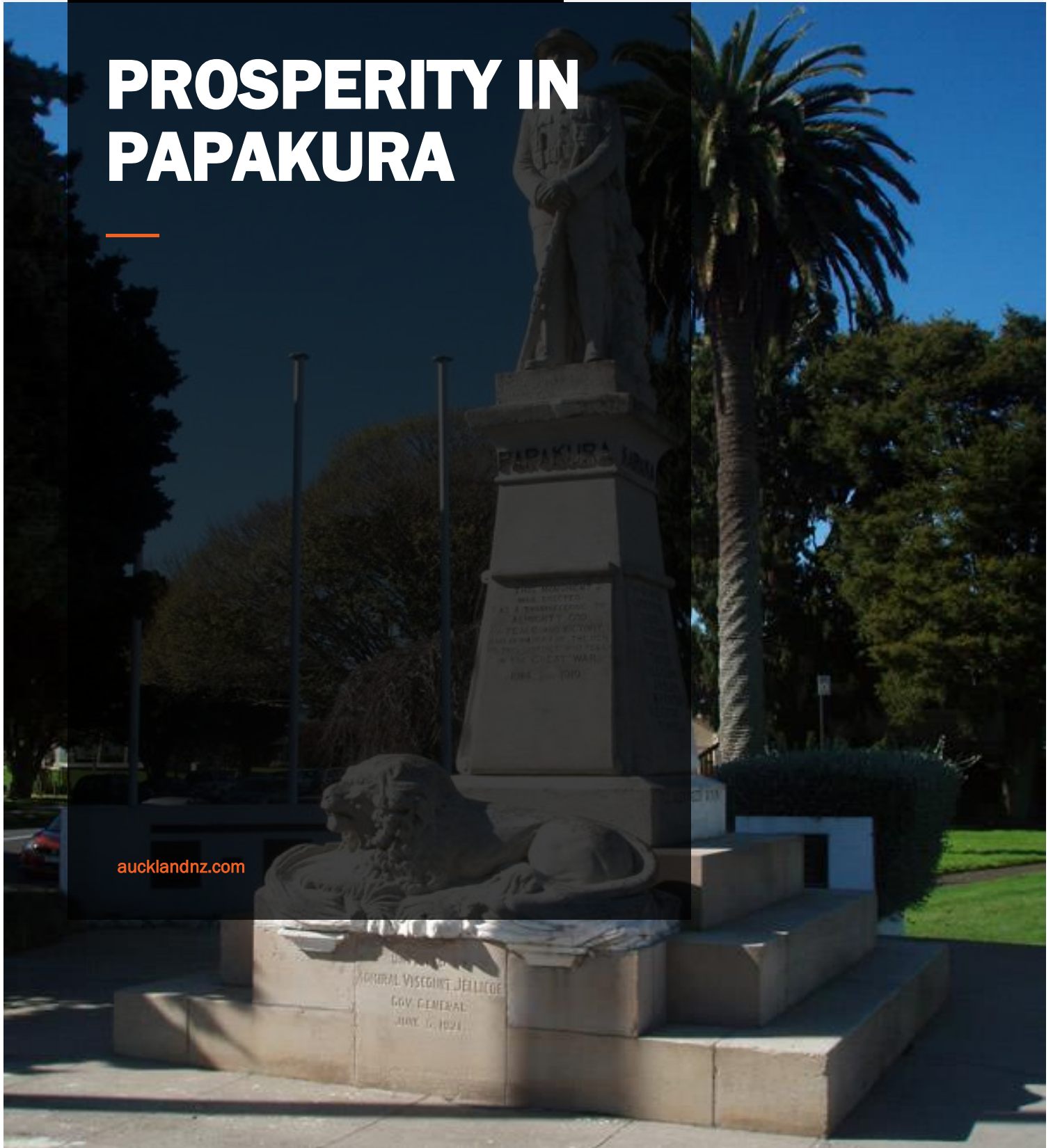
There has been much progress made to increase participation in early childhood education, particularly among Māori, Pacific people and low socio-economic groups. It is crucial that this effort continues, as ECE participation remains lower than the regional rate in Ōtara-Papatoetoe.

Large businesses are prevalent in the area. Working with them and business associations to understand their needs and future plans will be important for the economic quality and business activity domains.

May 2018

# PROSPERITY IN PAPAKURA

[aucklandnz.com](http://aucklandnz.com)



Auckland Council has an interest in promoting increased levels of prosperity across all our communities by supporting activities that increase residents' access to employment opportunities.

This can be done through supporting the growth of existing businesses, attracting new businesses, improving residents' access to existing employment opportunities by supporting relevant skills acquisition, and advocating for transport improvements that provide for access to employment across the region.

To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

This report helps to identify relative strengths and weaknesses the local board area has in terms of economic prosperity. It provides evidence to help form effective interventions in each local board area. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights into the local board area.

## Method

Prosperity is measured across indicators grouped in to six domains and each area receives a score that is compared to the Auckland average. This provides an indication of where the area has particular strengths or weaknesses relative to the rest of the city.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

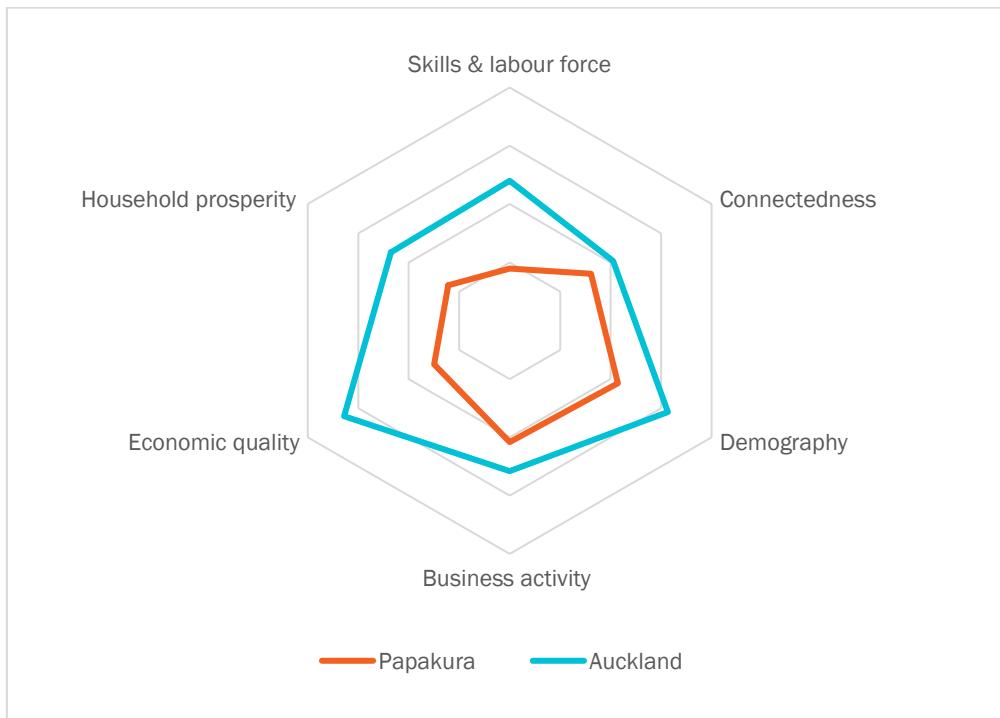
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

## Prosperity in Papakura

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.

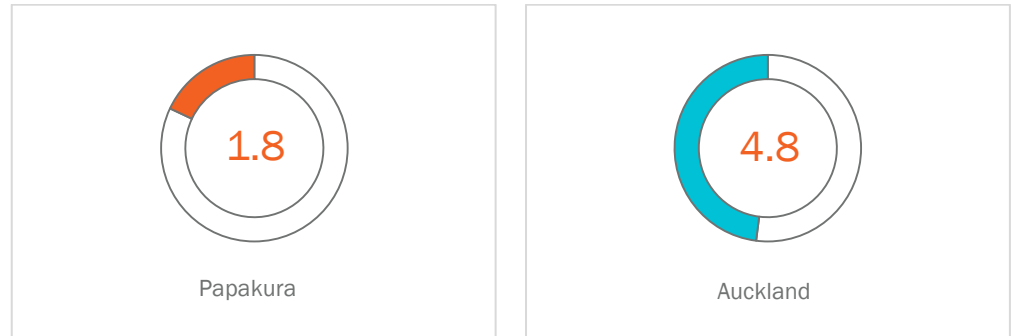
Papakura scores under the regional average in all six prosperity domains. The area performs most strongly in the connectedness and business activity domains. Economic quality, skills and labour force, household prosperity and demography are the domains in which the local board area performs most poorly.

**Economic prosperity: score by domain (closer to edge is better)**



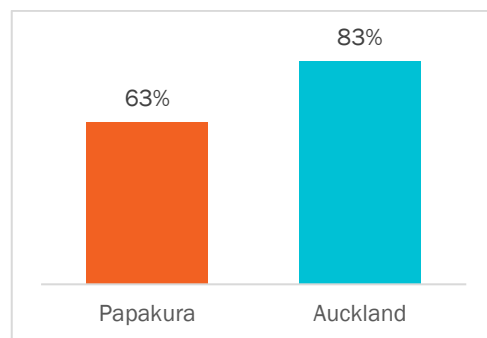
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Papakura has a very low skills base.

**Overall score out of ten for skills and labour force**

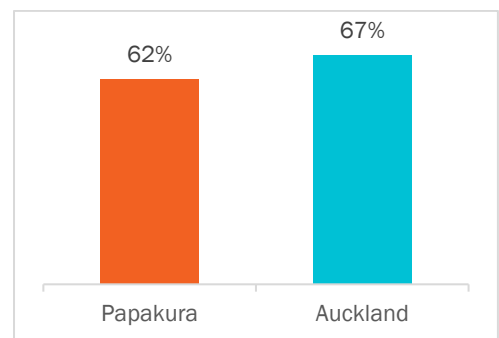


At 63%, a substantially lower proportion of Papakura school leavers have NCEA Level 2 or above compared to the Auckland average of 83%. NCEA level 2 is considered the minimum qualification young people require to access work, training, and further education. Papakura also has a lower proportion of school leavers enrolling in tertiary education within a year of leaving school, which constrains opportunities to increase the skills level in the area.

**School leavers with Level 2 NCEA or above**

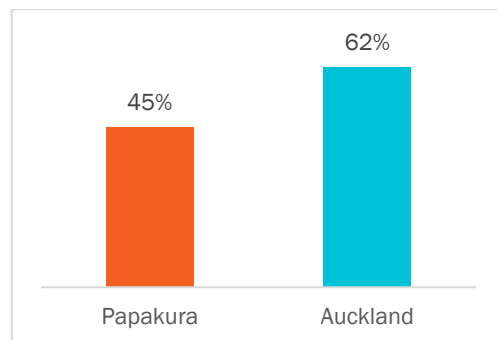


**School leavers enrolled in tertiary**



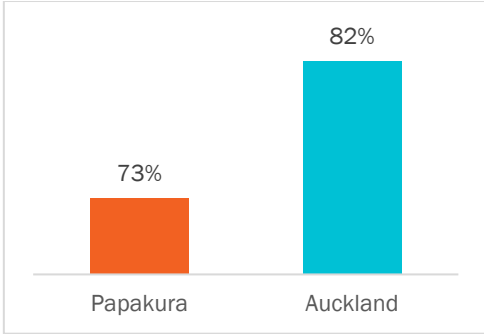
Less than half of residents aged 15-64 years (45%) have a level 3 qualification or above, significantly lower than the Auckland average of 62%. Qualifications at level 3 and above provide people with greater opportunities to access high-skilled and well-paid jobs.

**Level 3 qualification**



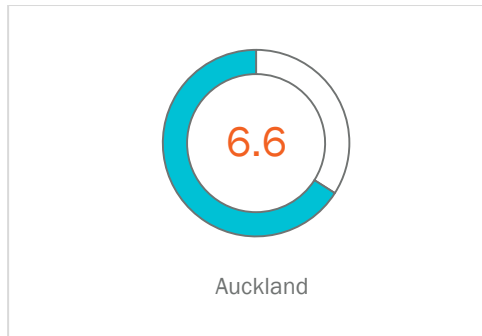
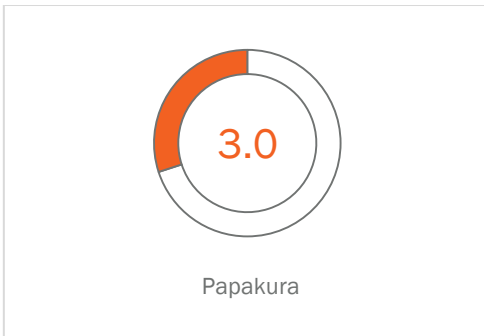
People with access to the internet are less likely to run the risk of being excluded from social, educational, cultural and economic activities. Internet connectivity in Papakura is lower than the Auckland average, with 73% of residents having home internet access compared to 82% for Auckland.

**Access to internet at home**



Papakura has a low score for the economic quality domain, which measures the local economy in terms of its ability to offer skilled and well-paid jobs.

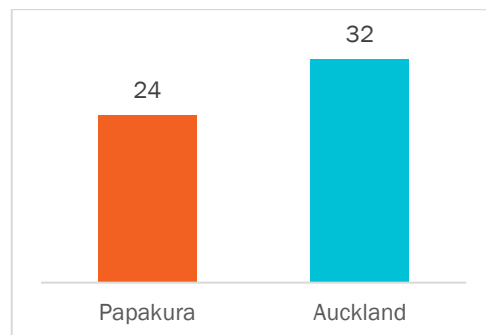
**Overall score out of 10 for economic quality**



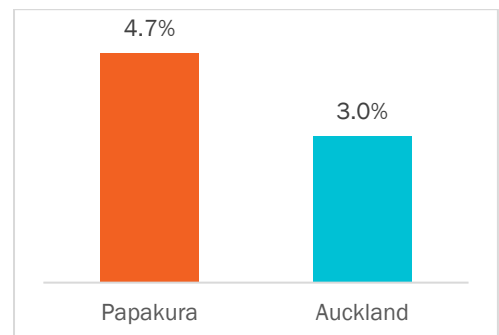
Papakura's economy is significantly more diverse than the Auckland average. Employment in the area is spread across a wider range of industries. This indicates the local economy is likely to be more insulated from future economic downturns than other areas in Auckland.

Papakura also has a higher proportion of workers employed in declining industries (4.7%) like manufacturing, compared to the Auckland average (3.0%). This suggests that workers in the area, who have lower skill levels than the Auckland average, are more likely to be in jobs that may not exist in the future.

#### Economic diversity index (lower is better)

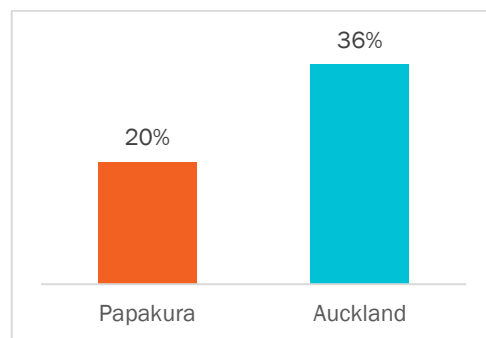


#### Employment in declining industries



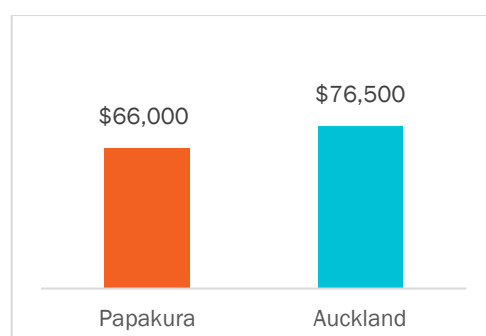
A high proportion of jobs in Papakura require low to medium skilled workers. This reflects the lower proportion of businesses in the professional, scientific and technical services, education and training, and financial services industries in Papakura than the Auckland average. These knowledge intensive industries typically hire highly skilled workers.

#### Local jobs in knowledge industries



Median household incomes in Papakura are more than \$10,000 lower than the Auckland average. The high proportion of employment in low to medium skilled jobs and the high unemployment rate are key contributors to Papakura's lower household incomes.

#### Median household income





## Broader context

- Papakura is part of The Southern Initiative (TSI) area. With a particular focus on social innovation and entrepreneurship TSI tackles complex socio-economic challenges and creates opportunities to benefit the people of southern Auckland.
- An Integrated Area Plan for Manurewa, Takanini and Papakura (2017) sets out a 30 year spatial vision for the corridor and three town centres.
- Business leadership is provided by the Business Improvement District (BID) in Papakura town centre.
- Papakura is a metropolitan centre in the current Auckland Plan. In southern Auckland the vital regional node for Auckland's future growth is proposed at Manukau in the draft refreshed Auckland Plan.

## Potential actions

As in the wider TSI area, it is a priority to upskill Papakura residents so that they have improved opportunities to take advantage of higher-skilled and well-paying jobs. The local board has a significant role in facilitating and collaborating with local schools, training providers and employers to ensure young people are ready for work and developing the skills needed now and in the future. With a lower skill level of the adult workforce, programmes are also needed to upskill the workforce.

The local board is committed to the Papakura Commercial Project Group, which was established to plan and support the continued development of the town centre and immediate surrounds. Mana whenua, local businesses, Auckland Transport, Panuku Development Auckland, central government agencies, non-government organisations, residents and other external partners will all be involved in developing and delivering a shared vision.

The local board wants to work with mana whenua and mataawaka to build Papakura's reputation as a visitor destination and share the area's Māori heritage.

With low rates of internet access at home in Papakura, it is important to continue efforts to improve digital inclusion.

TSI provides an ongoing platform in Papakura for encouraging social enterprise, entrepreneurship and innovation.

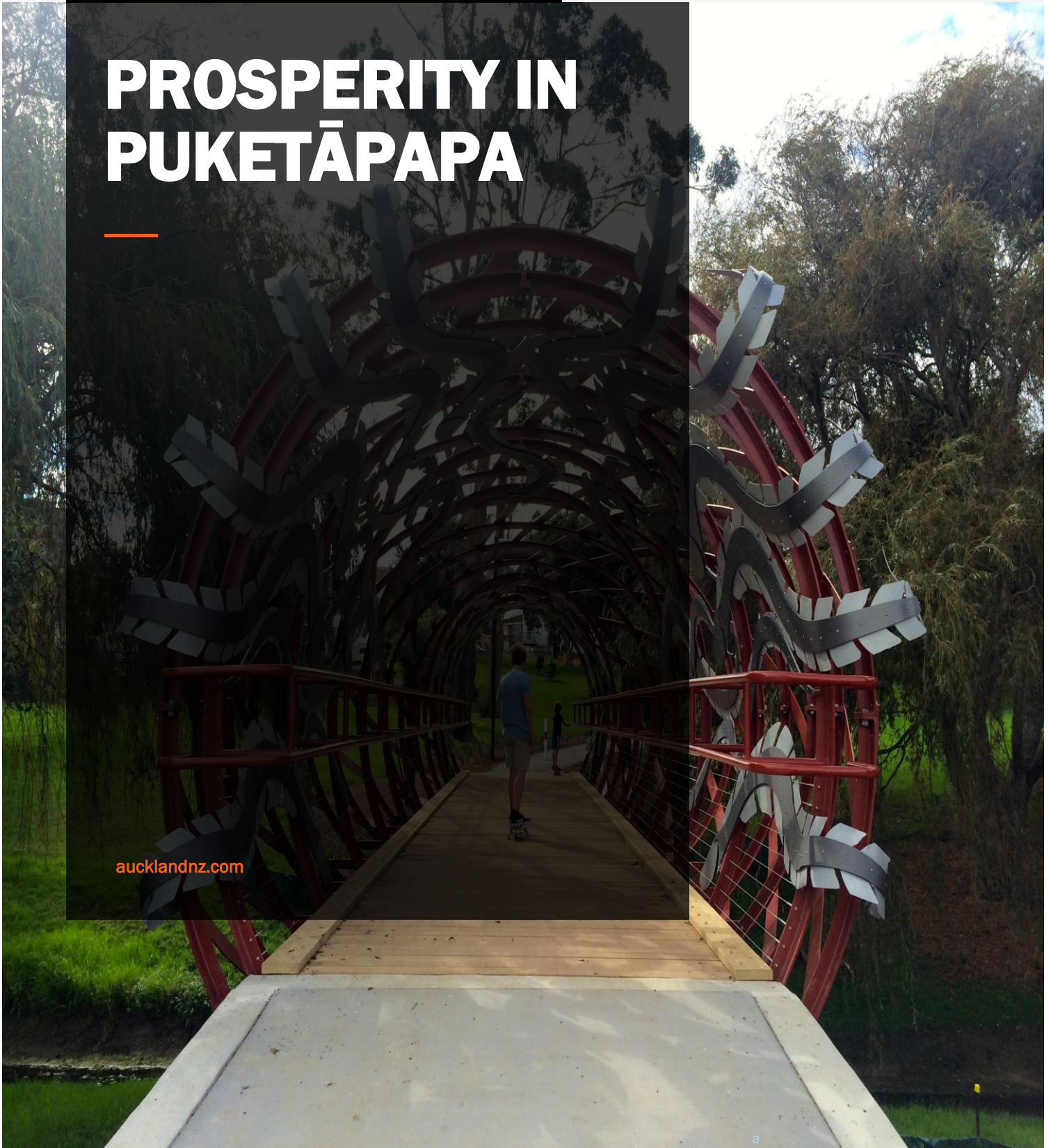
Business land at Takanini and Papakura provide opportunities to review the current opportunities and develop a plan to support business growth in the area. As well as businesses to service a growing residential population, the plan should target growth in more knowledge intensive businesses. Growth in these industries would provide local employment for higher skilled residents.



May 2018

# PROSPERITY IN PUKETĀPAPA

[aucklandnz.com](http://aucklandnz.com)



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## Using the report

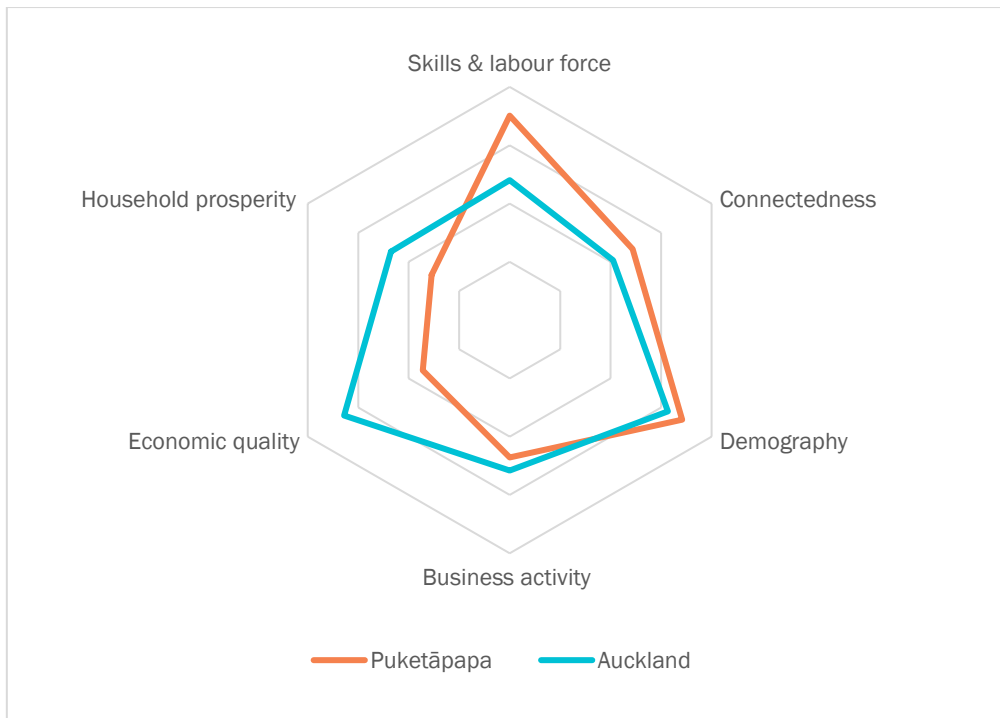
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## Prosperity in Puketāpapa

Puketāpapa residents place a strong emphasis on education and training. The area is well connected to work and study opportunities. The local economy is based on providing services for the local population and has been growing more slowly than other areas in Auckland.

Puketāpapa performs strongly in the skills and labour force domain. It sits around the Auckland regional average for the connectedness, demography and business activity domains. Economic quality and household prosperity are the domains in which the local board area performs most poorly.

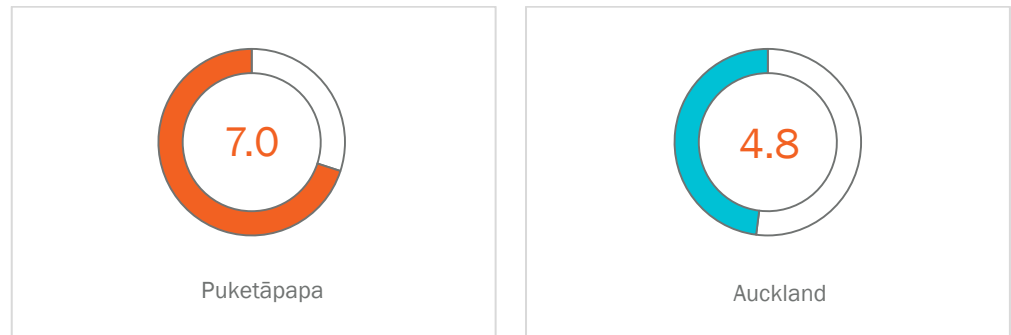
**Economic prosperity: score by domain (closer to edge is better)**





Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Puketāpapa has a high skills base.

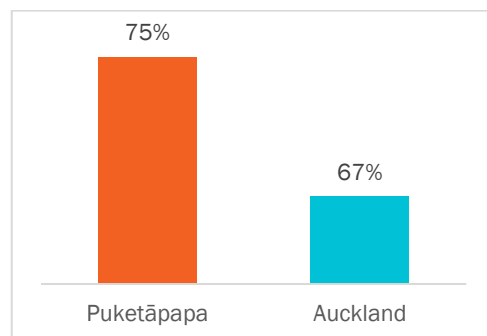
**Overall score out of ten for skills and labour force**



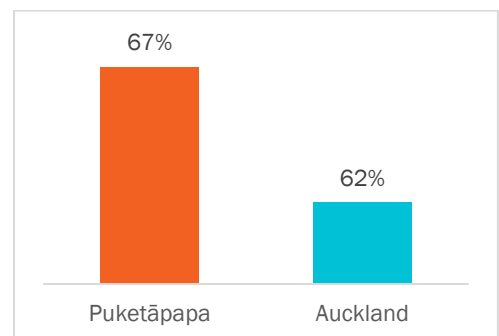
Puketāpapa’s population has very high participation in tertiary education, with 75% of school leavers enrolling in tertiary education within a year. This is eight percentage points higher than the Auckland average.

Two-thirds (67%) of Puketāpapa’s 15-64 year olds have at least a level 3 qualification, which is a good basis for finding employment.

**School leavers enrolled in tertiary**

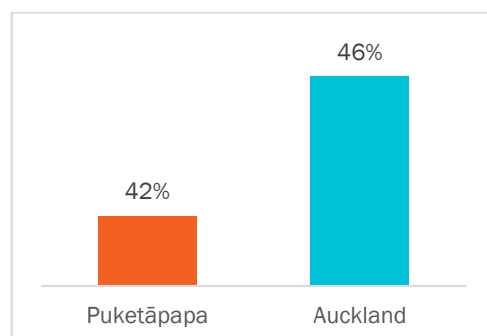


**Level 3 qualification**



The demography ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Puketāpapa’s low dependency ratio of 42% is below the Auckland average. A low dependency ratio increases economic resilience, as a high proportion of the population are earning an income and contributing directly to the economy.

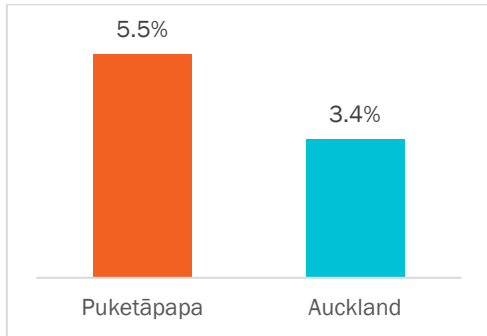
**Dependency ratio (2016)**



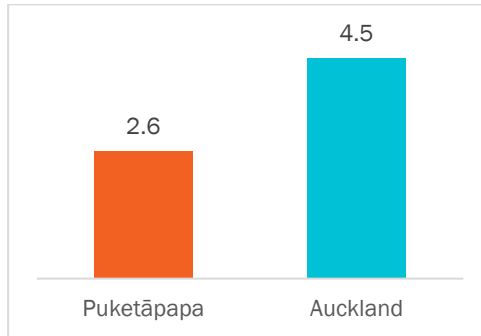
Puketāpapa experienced very strong growth in the number of businesses in 2016 which demonstrates commitment by entrepreneurs to start new ventures. The area’s growth of 5.5% in 2016 was more than two percentage points higher than the Auckland average of 3.4%.

Businesses are typically small in Puketāpapa. At 2.6 employees per business, the average size is almost half the Auckland average.

**Net growth in businesses**

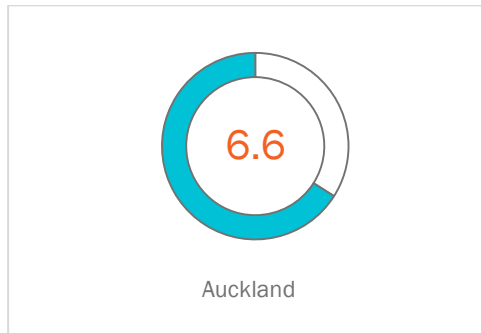


**Average business size**



Puketāpapa has a low score for the economic quality domain, which measures the local economy in terms of its ability to offer skilled and well paid jobs.

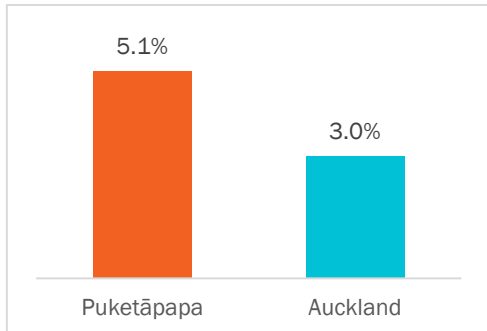
**Overall score out of 10 for economic quality**



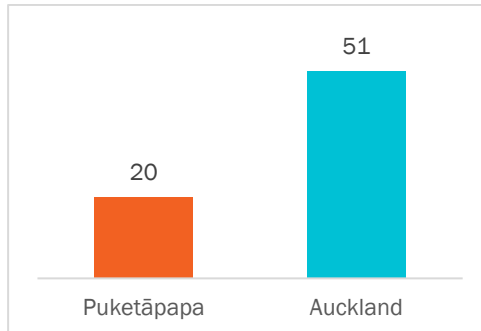
More jobs in Puketāpapa are in declining industries than the Auckland average.

Puketāpapa has only 20 jobs per 100 residents. However, the area is relatively close to large employment areas. More than a quarter of Puketāpapa’s workers commute to Waitemātā.

**Employment in declining industries**



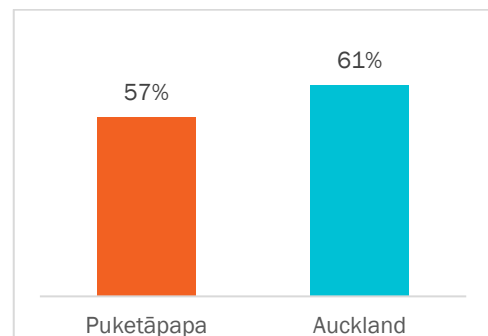
**Local jobs per 100 residents**





At \$72,700, the median income of households in Puketāpapa is nearly \$4,000 lower than the Auckland average. Only 57% of Puketāpapa's residents own their own homes which is four percentage points lower than the Auckland average.

### Home ownership



### Broader context

- There are no business associations in Puketāpapa.
- The area is home to a growing network of social enterprises.
- Availability of employment is an issue with a low level of jobs per resident. An increase in the availability of employment opportunities would benefit the area.

### Potential actions

The local board can play a role in attracting higher-skilled jobs and more knowledge-intensive industries. This could be achieved by looking at the availability of business land and premises and then developing a targeted investment attraction plan.

The local board is committed to helping in the establishment of a business association in Puketāpapa. A business association would help strengthen economic infrastructure in the area and could be a strong partner in attracting new businesses.

Growth in the existing business base is also important for the area's future and the local board could look to support advice to grow local business.

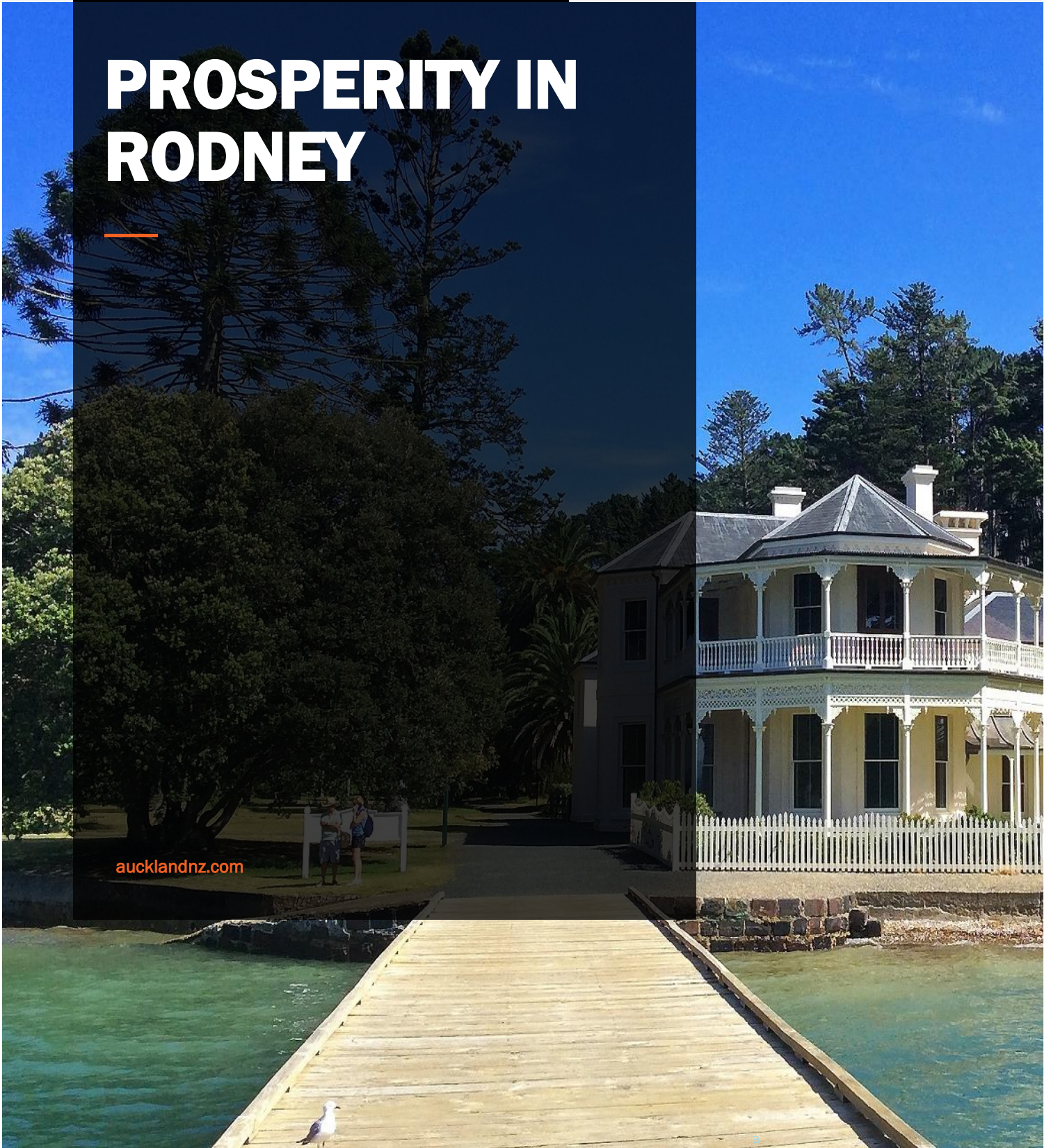
The Puketāpapa Local Board is committed to supporting young people's education journeys by assisting the system that supports young people in their skills acquisition and transition into employment.

As many residents work outside the area, in addition to looking to grow local employment, the local board can advocate to ensure improved connections to areas of employment by supporting transport improvements to ensure that there is no future decline in accessibility.

May 2018

# PROSPERITY IN RODNEY

[aucklandnz.com](http://aucklandnz.com)



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Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.



## Prosperity in Rodney

Rodney has the highest self-employment rate in Auckland. School leavers are less likely to enrol in tertiary study than elsewhere in Auckland. The home ownership rate is high.

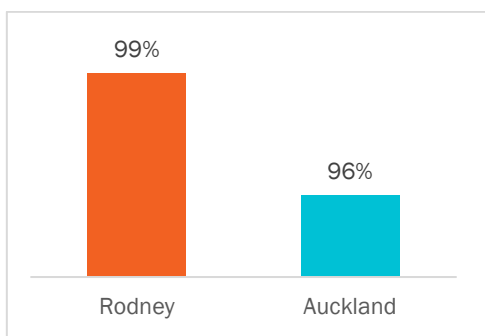
Rodney has relatively high household prosperity. Economic quality, demography, connectedness, skills and labour force and business activity are the domains in which the local board area is the weakest.

**Economic prosperity: score by domain (closer to edge is better)**



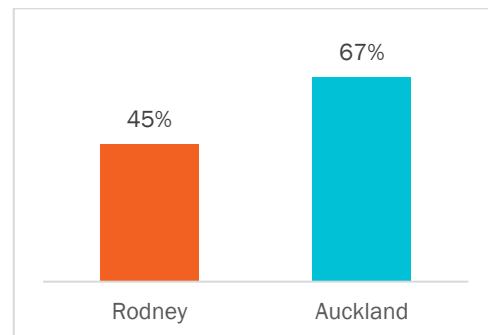
Nearly all children (99%) start school in Rodney having attended early childhood education (ECE). ECE helps children learn important skills that support them to reach their full potential in later life.

**Early childhood education attendance**

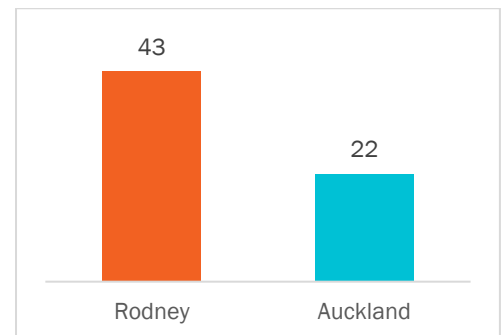


Less than half of school leavers in Rodney enrol in tertiary education within one year of leaving school, significantly below the Auckland average of 67%. In part this could be due to the low proportion of school leavers with NCEA level 2 or above. The long commute to tertiary institutions from the area is also likely to be a contributing factor.

#### School leavers enrolled in tertiary

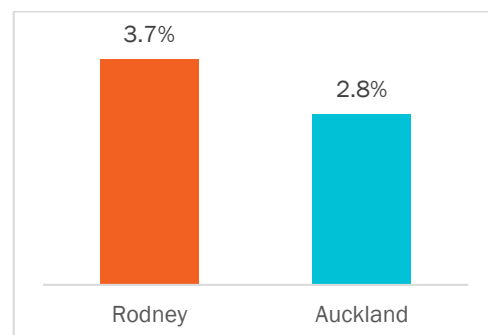


#### Average commute to tertiary institutions (minutes)

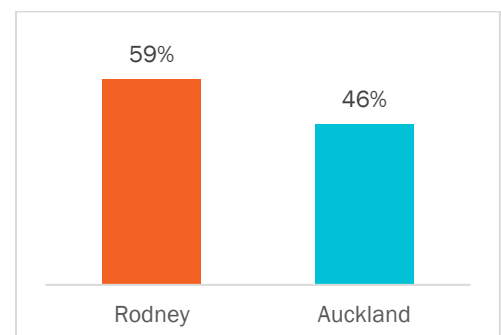


With an older age profile, the dependency ratio is also higher than the Auckland average meaning that the working-age population in Rodney face a greater burden in supporting younger and older dependents. At 3.7%, Rodney's population growth in 2016 was faster than the Auckland average of 2.8%. The gap in the dependency ratio between Rodney and Auckland is projected to close over the next decade due to continued strong growth in Rodney's working age population.

#### Dependency ratio (2016)

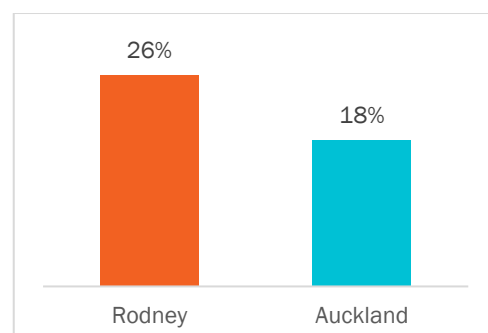


#### Population growth (2016)

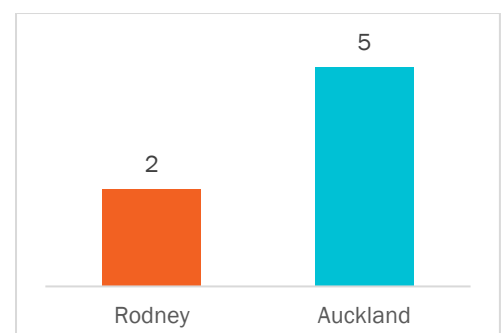


At 26%, Rodney along with Waitākere Ranges has the joint highest self-employment rate in Auckland. This reflects the high proportion of self-employed construction workers and farmers in the area. As a consequence, the average business size in the area is low, at 2.0 staff per business.

#### Self-employment rate



#### Average business size



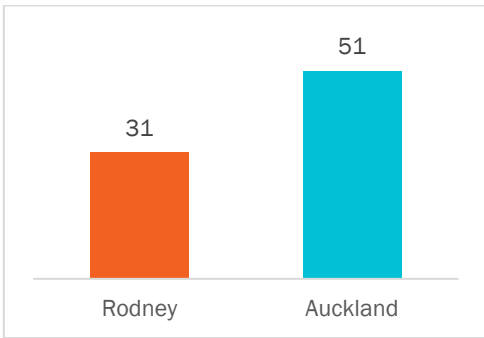
The economic quality domain measures the local economy in terms of its ability to offer skilled and well paid jobs.

**Overall score out of 10 for economic quality**

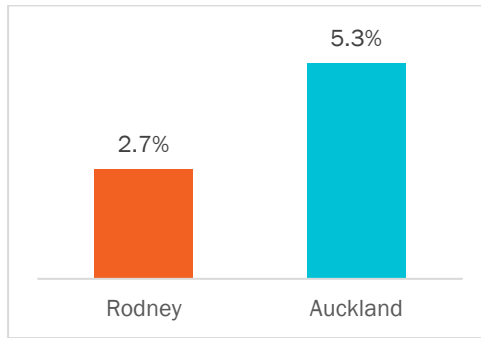


Rodney has 31 jobs per 100 working-aged residents, 20 less than the Auckland average. With relatively low unemployment, many are commuting out of the area for work.

**Local jobs per 100 residents**



**Unemployment rate**



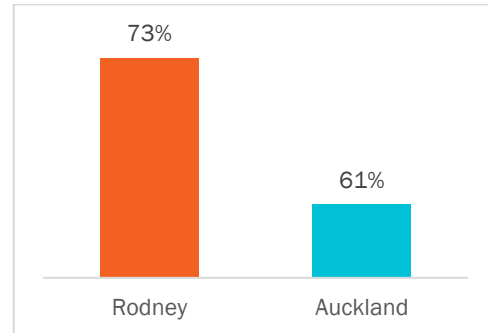
Despite a lower skills base than the Auckland average, Rodney performs well in the household prosperity domain.

**Overall score out of 10 for household prosperity**



This is due to high levels of home ownership and relatively low numbers of unemployed and 15-64 year olds who are beneficiaries.

### Home ownership



### Broader context

- Planning for future urban areas, including Warkworth, Kumeu-Huapai and Dairy Flat, to provide for businesses.
- Roothing projects will improve transport links from Rodney to Northland and support future growth areas.
- The North West Business Improvement District (BID) programme provides business leadership in western Rodney.
- With a low level of local jobs and high future residential growth, more jobs will be needed in Rodney.

### Potential actions

To improve the skills base, the Rodney Local Board could assist access to the system that supports young people in their skills acquisition and transition into employment.

Access to advice and support for successful entrepreneurship could be valuable to the many self-employed in the area. It would assist businesses to plan a growth pathway and potentially move from being an owner operator to employing a workforce.

The local board can play a role in attracting higher skilled jobs and knowledge-intensive industries. A benefit from growing these industries is that Rodney residents looking for high skilled, well-paying jobs would have more opportunities locally, rather than having to look outside the local board area.

The local board could work with the visitor industry to identify opportunities to grow the visitor economy in Rodney. The area has substantial natural assets and offerings, making it a significant drawcard for visitors.



May 2018

# PROSPERITY IN UPPER HARBOUR

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[aucklandnz.com](http://aucklandnz.com)

Auckland Council has an interest in promoting increased levels of prosperity across all our communities by supporting activities that increase residents' access to employment opportunities.

This can be done through supporting the growth of existing businesses, attracting new businesses, improving residents' access to existing employment opportunities by supporting relevant skills acquisition, and advocating for transport improvements that provide for access to employment across the region.

To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

This report helps to identify relative strengths and weaknesses the local board area has in terms of economic prosperity. It provides evidence to help form effective interventions in each local board area. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights into the local board area.

## Method

Prosperity is measured across indicators grouped in to six domains and each area receives a score that is compared to the Auckland average. This provides an indication of where the area has particular strengths or weaknesses relative to the rest of the city.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

## Prosperity in Upper Harbour

Upper Harbour has high scores across five of the six prosperity domains. Residents have a high skills base and the area offers plentiful jobs. However the local economy is less diversified than in other areas.

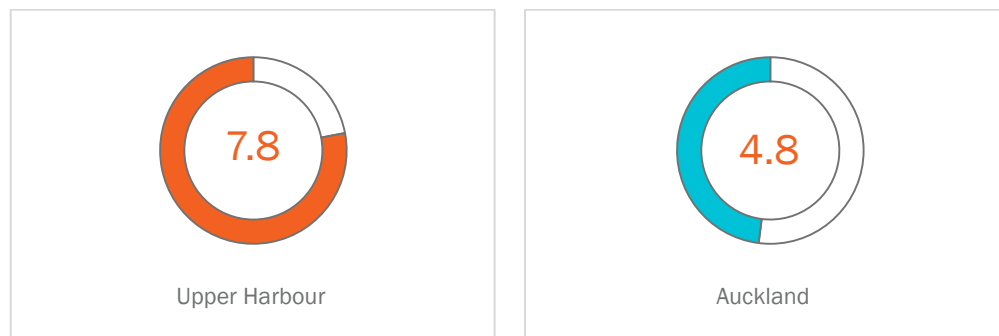
Upper Harbour performs strongly in the household prosperity, skills and labour force, demography, connectedness and business activity domains. It scores below the regional average in the economic quality domain.

**Economic prosperity: score by domain (closer to edge is better)**



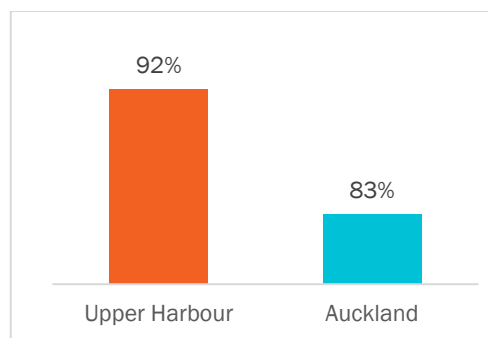
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Upper Harbour has a relatively high skills base.

**Overall score out of ten for skills and labour force**



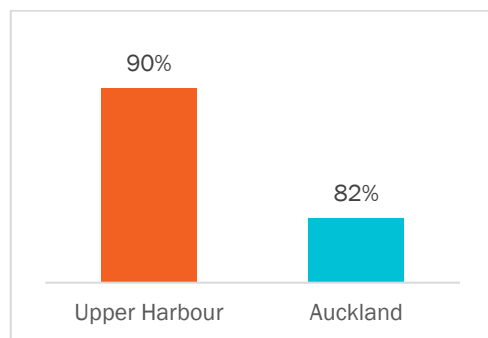
A high proportion of school leavers in Upper Harbour attain at least a NCEA level 2 qualification, providing them with a good base to access work, training and further education.

**School leavers with Level 2 NCEA or above**



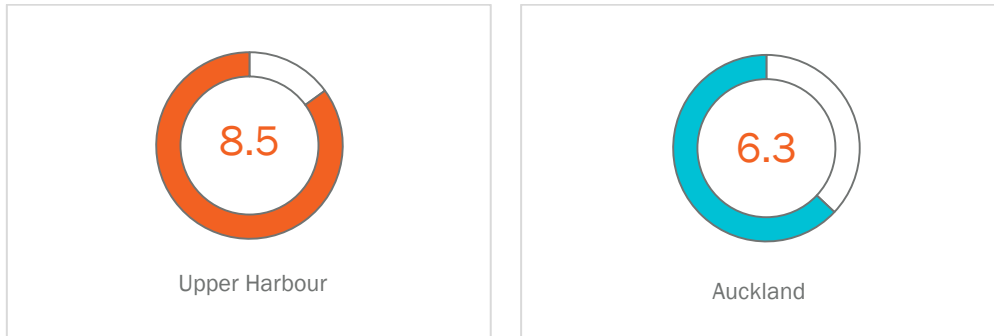
At 90%, the percentage of Upper Harbour residents with access to the internet is the highest across Auckland's 21 local boards and eight percentage points above the Auckland average. Having access to the internet means people are less likely to run the risk of being excluded from social, educational, cultural and economic activities.

**Access to internet at home**



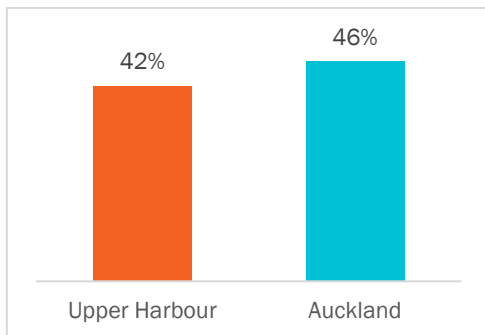
The demography domain includes population growth and the dependency of the non-working-age population (0-14 years; 65 years and older) on the working-age population (15-64 years). Upper Harbour has a high score in the demography domain.

#### Overall score out of ten for demography

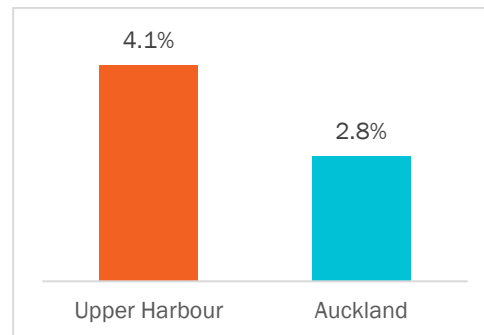


Upper Harbour's working-age population faces a smaller burden in supporting older and younger dependents than the Auckland average. Upper Harbour has had very strong population growth over the past decade. Upper Harbour's population grew by 4.1% in 2016, well above population growth in Auckland as a whole of 2.8%. Strong population growth is associated with economic growth as more people demand goods and services in the area.

#### Dependency ratio (2016)



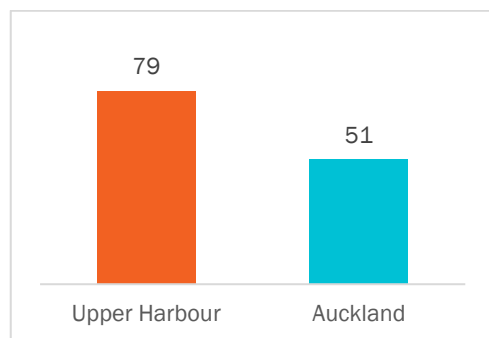
#### Population growth (2016)



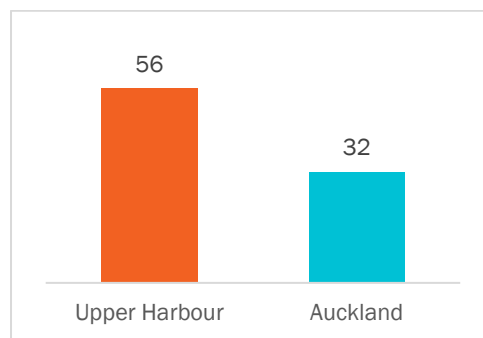
Upper Harbour has 79 jobs per 100 residents, over 25 more than the Auckland average. This highlights that there are opportunities for residents to find jobs within the local board area. With a relatively high proportion of skilled jobs, Upper Harbour is also attractive to residents in surrounding areas where the ratio of jobs to residents is low and there is a lower proportion of highly skilled jobs on offer.

Employment in Upper Harbour is concentrated in fewer industries than the Auckland average, suggesting the local economy could be more vulnerable to economic downturns than other areas in Auckland that have a more diversified economic base. Jobs are mainly in wholesale trade, professional, scientific and technical services, education and training, retail and construction.

**Local jobs per 100 residents**

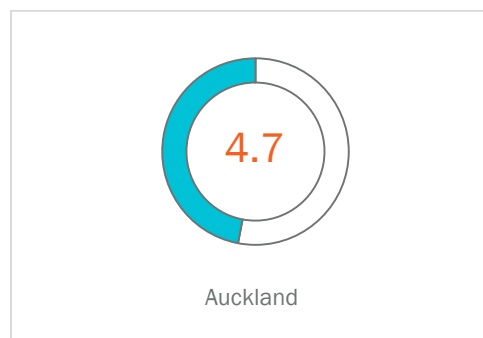
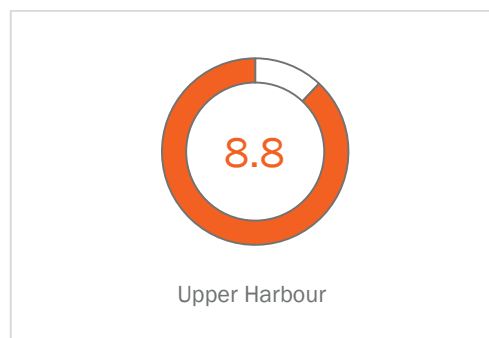


**Economic diversity (low index is better)**



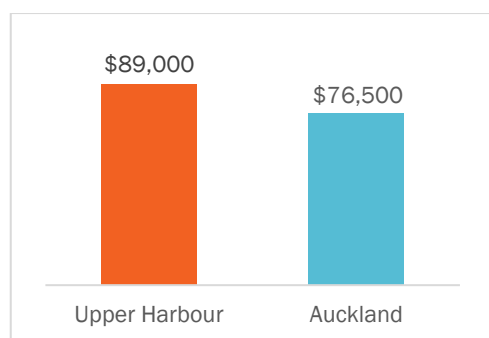
The household prosperity domain captures incomes and home ownership. As Upper Harbour scores well in the other domains, it results in prosperous households.

**Overall score out of 10 for household prosperity**



At \$89,000, the annual median household income in Upper Harbour is \$13,000 higher than the Auckland median. Higher household incomes in Upper Harbour reflect the higher skill level of residents and the higher number of jobs per 100 residents in the area.

**Median household income**



## Broader context

- The economy in Upper Harbour has been growing strongly over the past decade.
- The strong Business North Harbour Business Improvement District (BID) partnership programme and Albany Village Business Association provide business leadership.
- There are business areas planned to support future growth at Whenuapai.
- Panuku Development Auckland has designated Hobsonville as one of its areas to 'Unlock' and is leading housing and mixed used development.
- There are outstanding sports and education assets in the local board area, including QBE Stadium, Millennium Institute and Massey University.
- Albany has been identified as a vital node for Auckland's future growth in the draft refreshed Auckland Plan. To achieve this it needs to be an attractive place to live, work and visit, with vibrant commercial, entertainment and retail areas.

## Potential actions

Most young people in Upper Harbour are making successful transitions to further education and employment. The local board wants to build on this success and will support youth employment initiatives and investigations into the barriers faced by young people in their transition.

The Upper Harbour Local Board wants to foster relationships with mana whenua to progress Māori economic development initiatives in Upper Harbour.

Another potential intervention by the local board is to support the growth of business opportunities based around the area's major sporting assets and the encouragement of the northern 'innovation corridor' that runs from Massey University through to Takapuna.

The local board has a major role in supporting the development at Whenuapai, including through place making, facilitation of key partners, targeted investment attraction, advocacy for improvements to transport linkages and development of community assets. The structure plan identifies Whenuapai as a prime location to accommodate a significant proportion of future industrial growth in the northwest. The area will also see additional retail and other services alongside residential growth.

The local board could support the ongoing development of Albany as a vital node in the region's growth. Albany is important for growth in the north and needs to offer a wide choice of housing types and become a significant hub of business and employment activity and civic services. Upper Harbour Local Board could assist the development of a strong business group alongside Albany's growth to ensure Albany meets its potential.



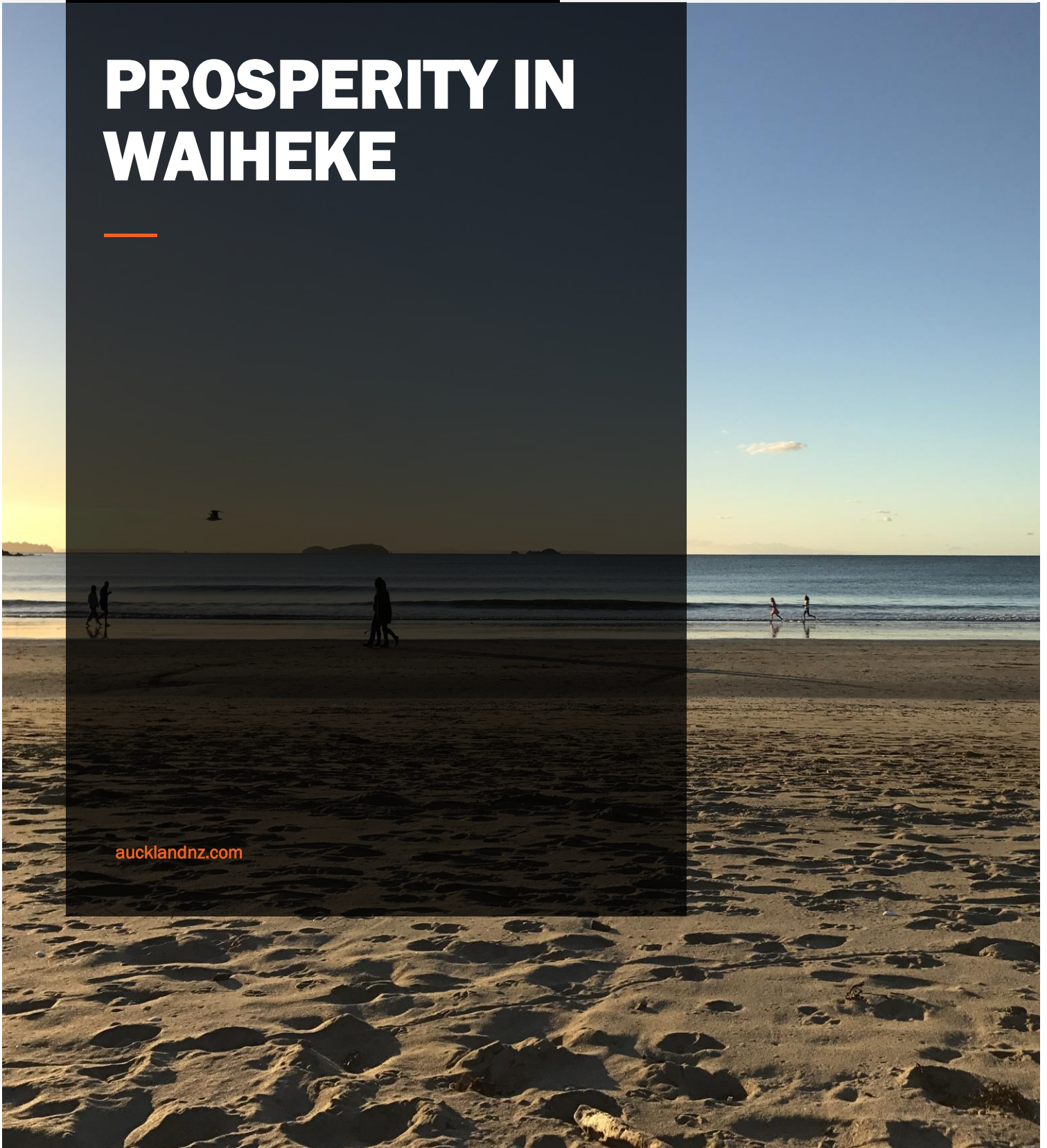


May 2018

# PROSPERITY IN WAIHEKE

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To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

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## Method

Prosperity is measured across indicators grouped into six domains and each area receives a score that is compared to the Auckland average. This provides an indication of where the area has particular strengths or weaknesses relative to the rest of the city. Data for Waiheke are available for 21 of the 24 indicators in five of the six domains. There is no domain score for connectedness.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
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## Using the report

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## Prosperity in Waiheke

There is high level of business growth on Waiheke and many residents are self-employed. However, the number of jobs on the island remains low and are more likely to be lower skilled. This is a constraint on income levels.

Waiheke has relatively high business activity. It performs similarly to the region in the skills and labour force, and household prosperity domains. Economic quality and demography, are the domains in which the local board area is the weakest.

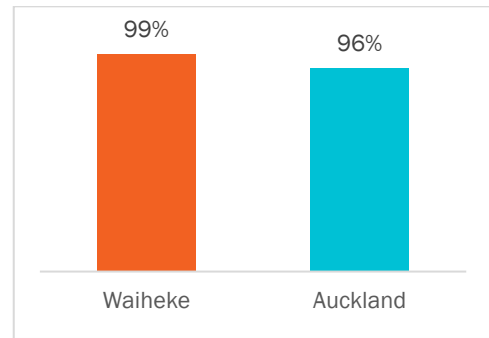
**Economic prosperity: score by domain (closer to edge is better)**



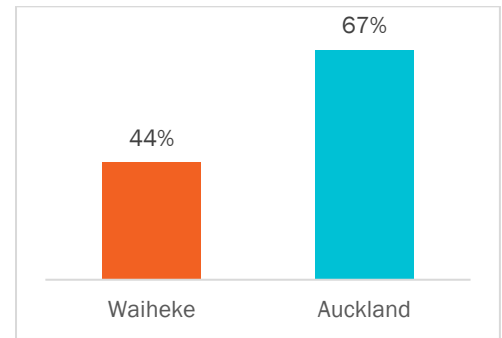
Almost all (99%) of children on Waiheke start school having attended early childhood education (ECE). Through ECE children learn important skills that can help them become strong, happy and successful in later life.

In contrast, Waiheke’s population has low participation in tertiary education. Only 44% of school leavers enrolled in tertiary education within a year.

**Early childhood education attendance**

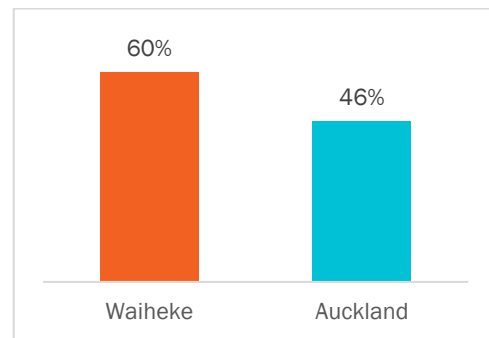


**School leavers enrolled in tertiary**



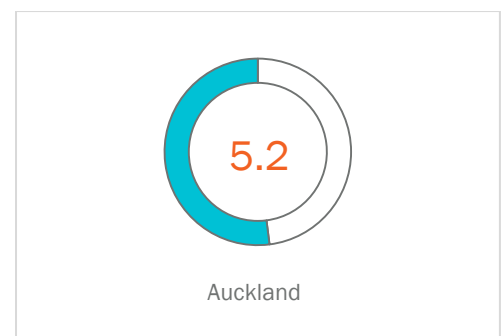
Waiheke has the second highest dependency ratio among the 21 local boards. This is the ratio of the non-working-age population (0-14 years; 65 years and older) to the working-age population (15-64 years). It is high on Waiheke due to the large number of retirees on the island. At 60% it is 14 percentage points higher than the Auckland average. A high dependency ratio indicates an economic weakness as a low proportion of the population are contributing directly to the economy and earning income.

**Dependency ratio (2016)**



Growth in the number of businesses and overall business activity reflects that people are willing to take on the risks as an entrepreneur. It is an important part of the overall economic performance of a local economy. Waiheke has a high score for the business activity domain.

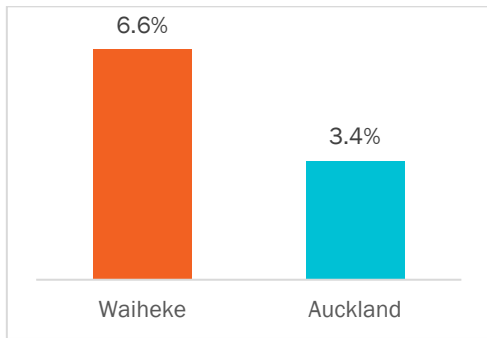
**Overall score out of ten for business activity**



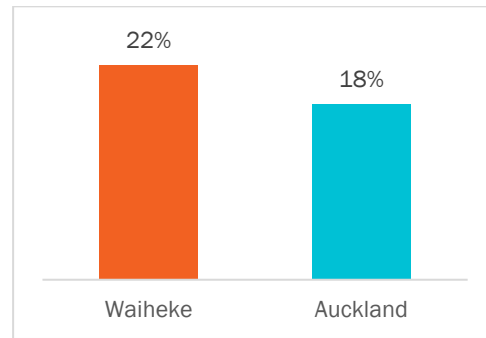
Waiheke experienced strong growth (6.6%) in the number of businesses in 2016. The growth on Waiheke was nearly double the growth measured in Auckland as a whole.

Waiheke has a self-employment rate of 22% which is four percentage points higher than the Auckland average. A high self-employment rate also demonstrates a high level of entrepreneurship and risk taking.

**Net growth in businesses**

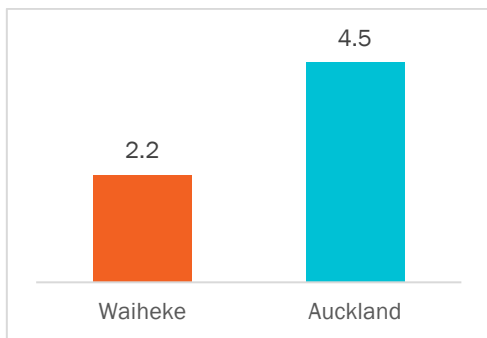


**Self-employment rate**



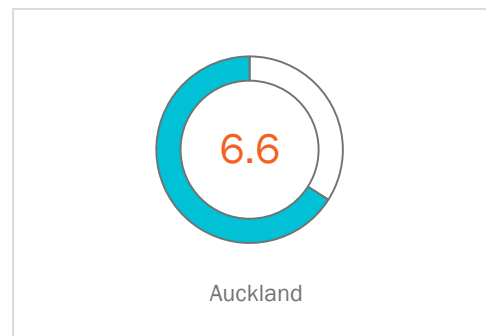
As would be expected with the size of the local population, businesses on Waiheke tend to be small with the average size of 2.2 employees per business. Small businesses play an important role in an area’s economy and can provide a means of entry into business for new entrepreneurial talent and a career for those who value economic independence.

**Average business size**



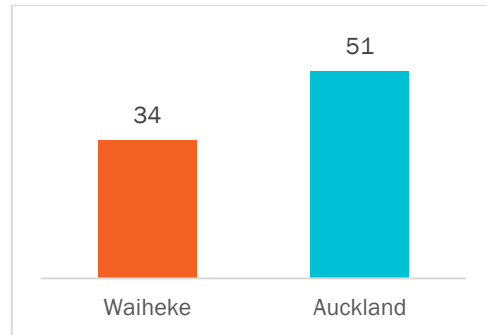
Although Waiheke has a vibrant, growing economy it has a number of structural characteristics which result in a very low score in the economic quality domain.

**Overall score out of 10 for economic quality**

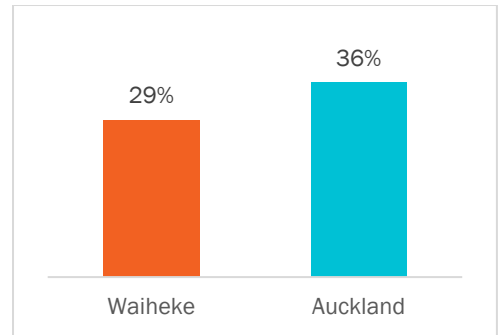


Waiheke has fewer jobs relative to the size of its population and they are of poorer quality than the Auckland average. The local board has 34 jobs per 100 residents. This means that many residents need to look to the mainland to find employment. Only 29% of jobs on Waiheke are highly skilled compared with 36% across Auckland as a whole.

**Local jobs per 100 residents**

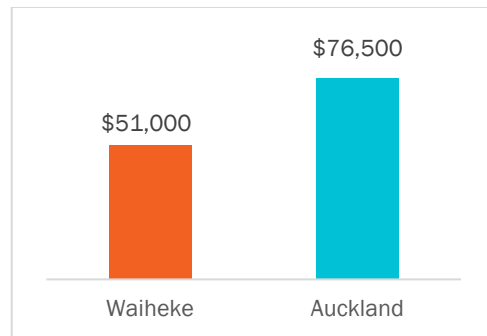


**Highly skilled jobs**



The lack of highly skilled jobs on Waiheke, as well as the older age profile of the population, contribute to Waiheke's lower median household income.

**Median household income**





## Broader context

- Waiheke has many popular tourist destinations offering a range of experiences and a well-regarded wine industry.
- Infrastructure on Waiheke can struggle under peak visitor numbers.
- Much of the work on the island linked to the visitor and viticulture industries is seasonal.

## Potential actions

The Waiheke Local Board supports the development of a Sustainable Tourism Strategy and a strategy to recognise the role of the arts in the island's visitor experience. An objective could be to grow the event programme over the calendar year to reduce seasonality. The tourism strategy will need to consider the infrastructure requirements to support the sector and the local board could be involved in advocacy to delivery these requirements.

The local board could support the system that helps young people transition from school to training and employment as currently there is low participation in tertiary education.

With a low number of jobs on Waiheke, supporting the development of businesses in more knowledge intensive industries will be important to increase the number of highly-skilled jobs available. This could also attract younger residents and help reduce the island's high dependency ratio.

Over one in five workers is self-employed and there is a high number of business start-ups. Ensuring ease of access to advice and support for successful entrepreneurship could be valuable to creating sustainable and growing Waiheke enterprises.

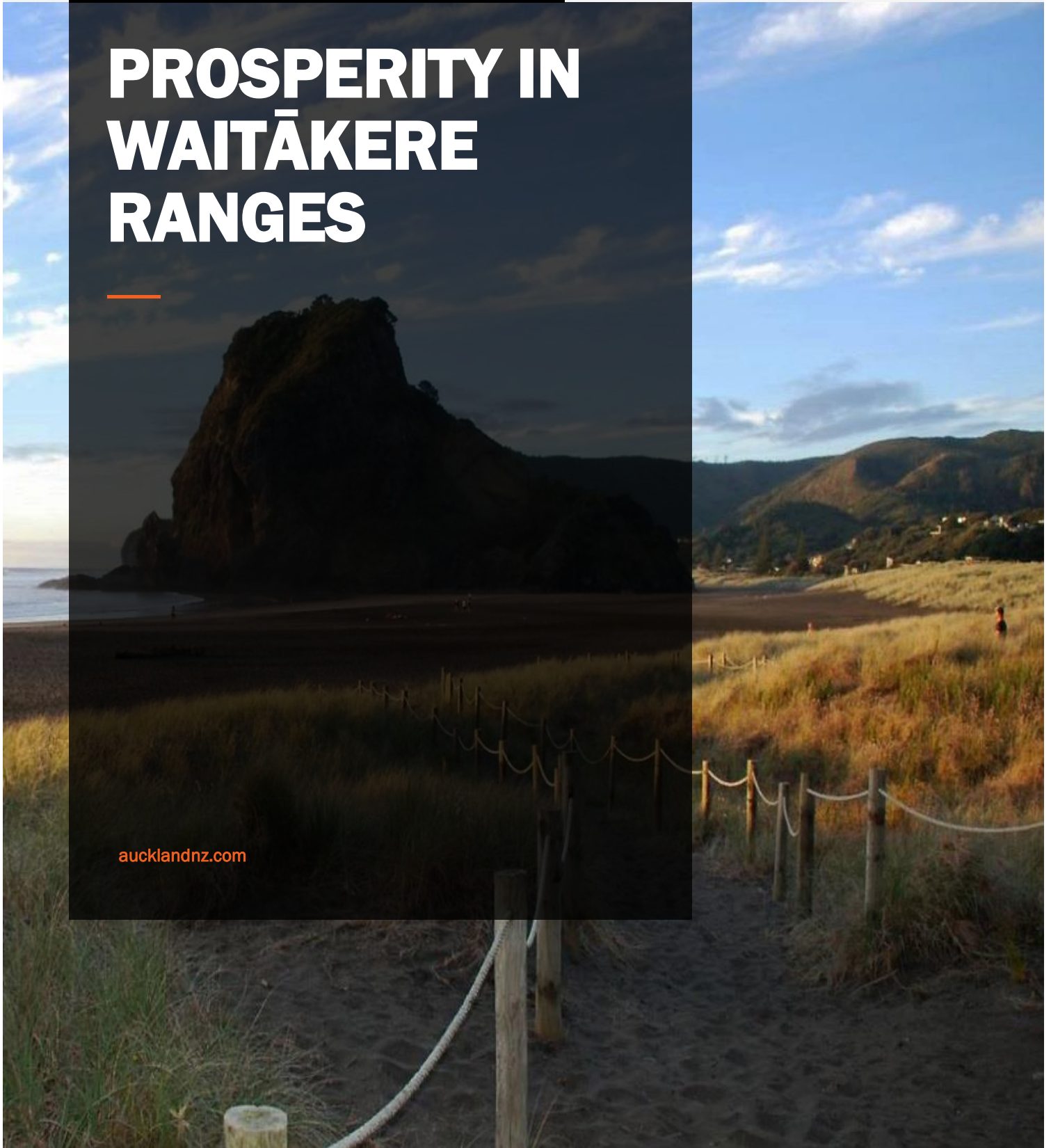


May 2018

# PROSPERITY IN WAITĀKERE RANGES

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## Method

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Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
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## Using the report

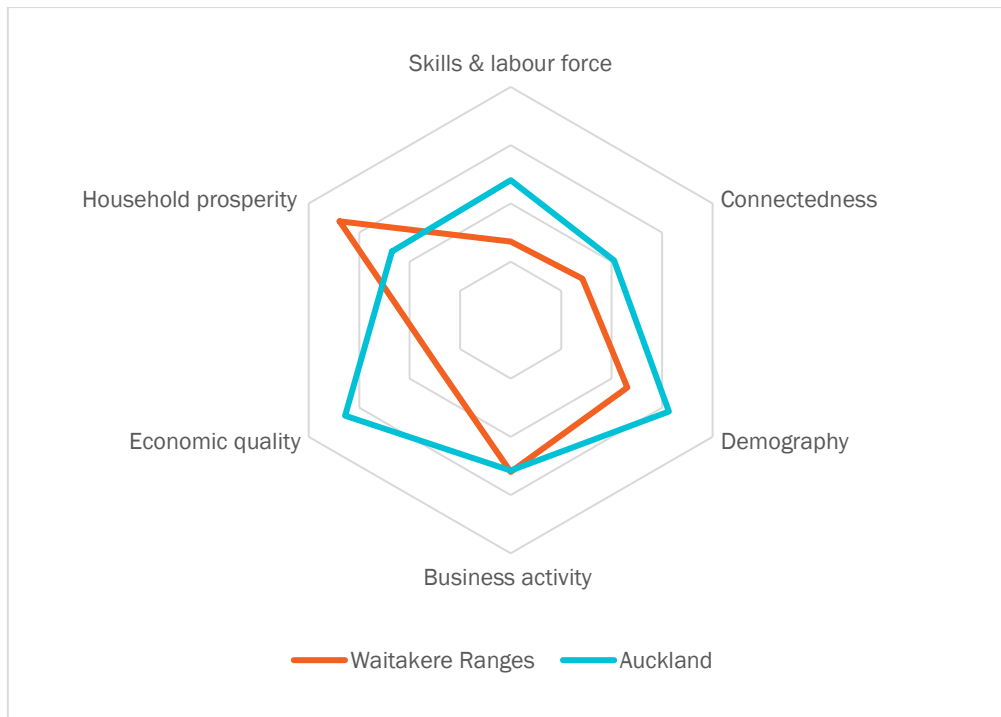
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## Prosperity in Waitākere Ranges

Waitākere Ranges has the highest self employment rate in Auckland. It also has the lowest ratio of jobs to residents. The area has high levels of home ownership, relatively affordable rentals and low unemployment.

Waitākere Ranges has relatively high household prosperity and average business activity. Economic quality, skills and labour force, demography and connectedness are the domains in which the local board area is the weakest.

**Economic prosperity: score by domain (closer to edge is better)**



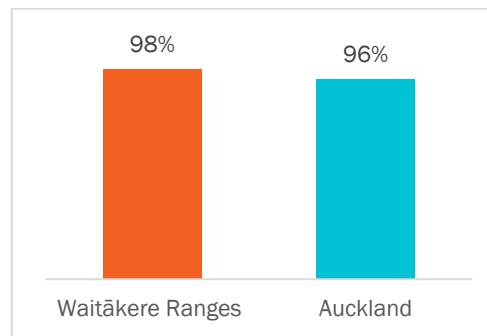
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life.

**Overall score out of ten for skills and labour force**



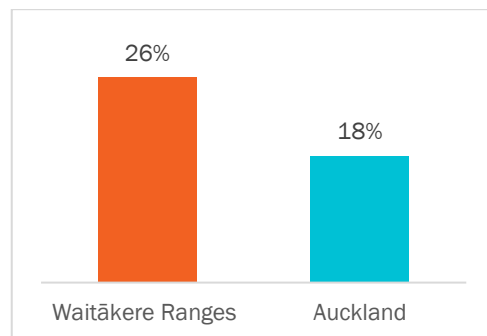
Nearly all children (98%) start school in Waitākere Ranges having attended early childhood education (ECE). ECE helps children learn important skills that support them to reach their full potential in later life.

**Early childhood education attendance**



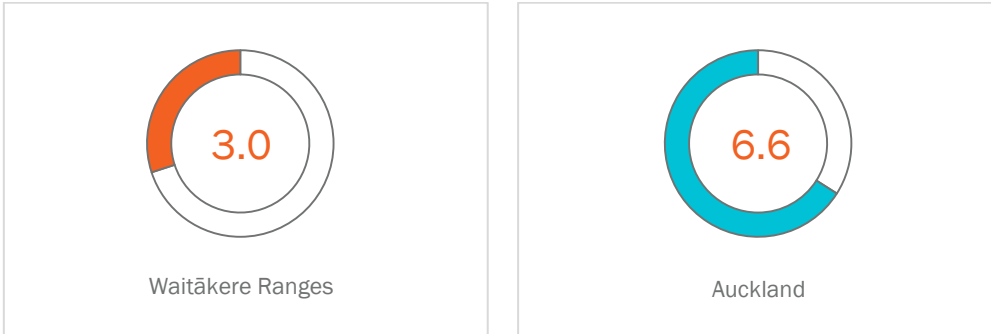
Successful economies tend to be innovative and have a dynamic business and entrepreneurial environment. At 26%, Waitākere Ranges has the joint highest self-employment rate in Auckland along with Rodney. This is due to the relatively high proportion of residents in the creative and construction industries, where self-employment is common. As a consequence, the average business size in the area is low, at 1.7 staff per business. There has, however, been an increase in the past decade in the number of large businesses in the area that employ over 50 staff.

**Self-employment rate**



There is a concentration of business activity in a few sectors. The Waitākere Ranges economy lacks diversity, meaning that that the area is at risk during times of economic downturn for construction, creative sectors and tourism.

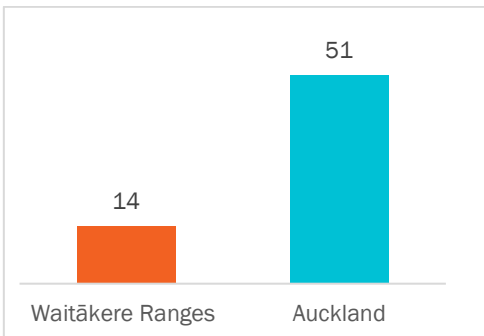
**Overall score out of 10 for economic quality**



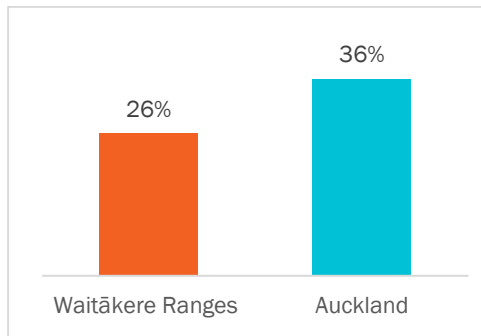
With 14 jobs per 100 residents, the Waitākere Ranges has the lowest ratio of jobs to residents in Auckland. Coupled with relatively low unemployment it means that many have to commute elsewhere for work.

The proportion of jobs in Waitākere Ranges in knowledge-intensive industries is low (26% compared 36% across Auckland).

**Local jobs per 100 residents**

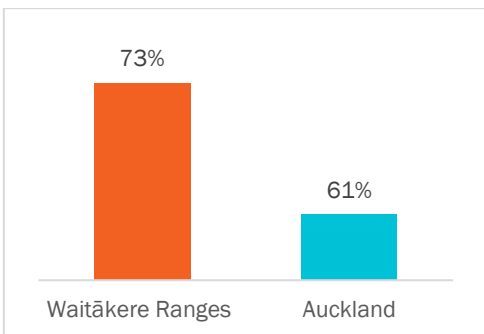


**Local jobs in knowledge industries**

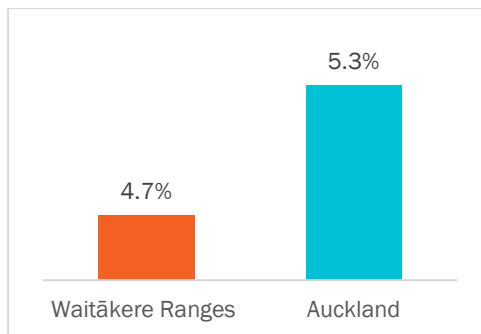


Despite a relatively low skills base, high levels of home ownership, low unemployment and more affordable rentals contribute to the strength of the Waitākere Ranges in the household prosperity domain.

**Home ownership rate**



**Unemployment rate**





### **Broader context**

- Glen Eden town centre and Titirangi village have been growing more slowly than comparable centres but provide niche growth and development opportunities.
- There are new housing developments being built in Swanson.
- Availability of employment is an issue with a low level of jobs per resident. An increase in the availability of employment opportunities would benefit the area.
- There are limited opportunities due to restrictions in the Waitākere Ranges Heritage Area.
- Measures to fight kauri dieback will have an impact on visitor numbers and related business ventures in the Waitākere Ranges.
- The completion of the City Rail Link will make rail connections much faster to central and southern Auckland.

### **Potential actions**

The Waitākere Ranges Local Board could assist access to the system that supports young people in their skills acquisition and transition into employment.

Ensuring ease of access to advice and support for successful entrepreneurship could be valuable to the many self-employed in the area.

With a low level of local jobs the local board can advocate to ensure improved transport connections to areas of employment and that there is no future decline in employment accessibility from the Waitākere Ranges.

The local board is continuing to advocate and initiate improvements to Glen Eden town centre and support the business association improvement projects. Stakeholders could scope a retail and investment attraction strategy that attracts new businesses and increases the diversity of products and services available.

May 2018

# PROSPERITY IN WAITEMATĀ

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[aucklandnz.com](http://aucklandnz.com)

Auckland Council has an interest in promoting increased levels of prosperity across all our communities by supporting activities that increase residents' access to employment opportunities.

This can be done through supporting the growth of existing businesses, attracting new businesses, improving residents' access to existing employment opportunities by supporting relevant skills acquisition, and advocating for transport improvements that provide for access to employment across the region.

To enable the best use of resources, the actions of the local board should focus on those areas where the board has most scope for improvement by either addressing a weakness of the area or exploiting a strength.

This report helps to identify relative strengths and weaknesses the local board area has in terms of economic prosperity. It provides evidence to help form effective interventions in each local board area. It is based on a Prosperity Index report produced by Infometrics for ATEED, as well as other insights into the local board area.

## Method

Prosperity is measured across indicators grouped in to six domains and each area receives a score that is compared to the Auckland average. This provides an indication of where the area has particular strengths or weaknesses relative to the rest of the city.

Skills and labour force	People have or are acquiring the qualifications and skills to take advantage of high skilled job opportunities.
Connectedness	Good infrastructure for people to access education, employment and business opportunities across the Auckland region.
Demography	The area has a sustainably growing population and the working age population can support the non-working age population.
Business activity	The economy is dynamic, is undergoing renewal and has a level of entrepreneurship to drive new jobs and businesses.
Economic quality	The economy offers plentiful jobs which are highly skilled and in knowledge intensive industries. The economy is diverse and prospects for future job growth are good.
Household prosperity	Households earn good incomes, housing is affordable and there is a high rate of home ownership. Unemployment is low and a small proportion of the population are receiving benefits.

## Using the report

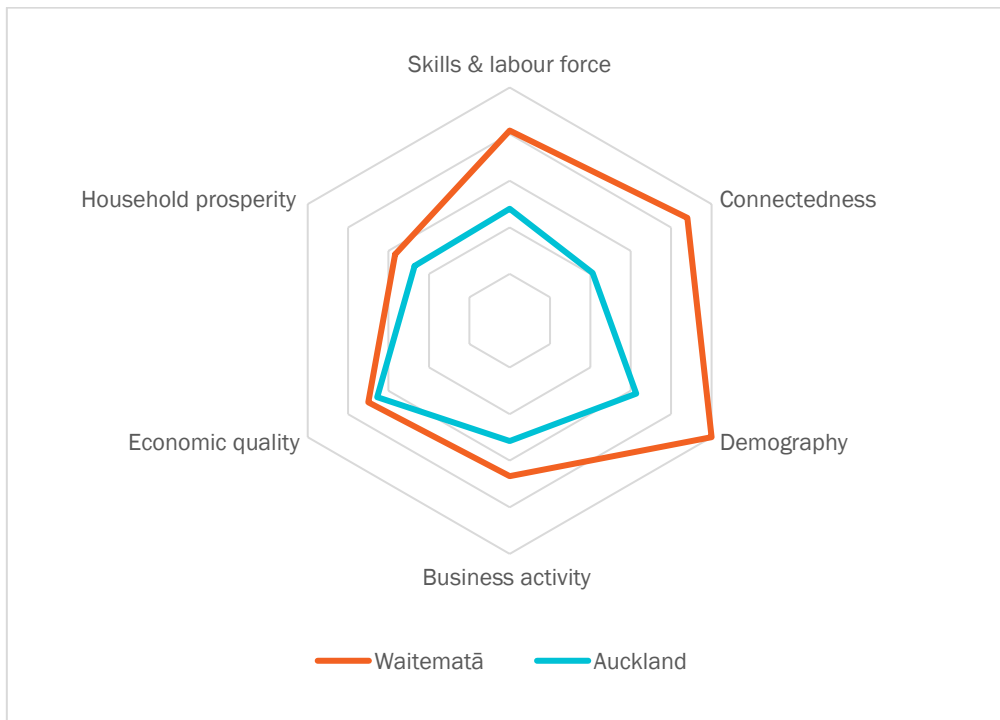
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

## Prosperity in Waitematā

Waitematā has a strongly growing population and is home to a large and skilled workforce. There are significant local opportunities for residents and other Aucklanders from the large business base and skilled jobs on offer in the local board area.

Waitematā performs above the Auckland average in all six domains. It is particularly strong in the connectedness, demography, skills and labour force, and business activity domains. While not as strong in the economic quality domain as in the other domains, its score is the highest out of all local boards. Household prosperity is just above the Auckland regional average.

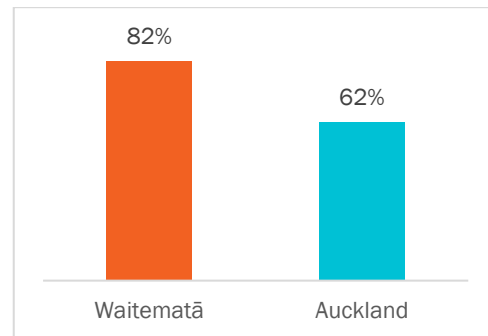
**Economic prosperity: score by domain (closer to edge is better)**



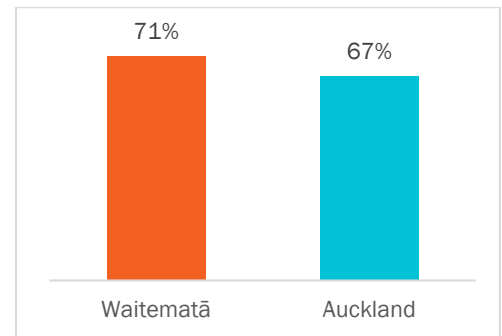
At 82%, Waitematā has a high proportion of the working age population with at least a level 3 qualification. This is significantly above the Auckland average of 62%. It highlights that Waitematā residents are more able to take advantage of employment opportunities and to be in higher paying jobs than residents in other Auckland local board areas. It also partly reflects the high number of tertiary students living in Waitematā.

At 71%, a high proportion of school leavers in Waitematā go on to enrol in tertiary education within one year of leaving school. This is strongly influenced by the high proportion of school leavers in Waitematā with NCEA level 2.

**Level 3 qualification**

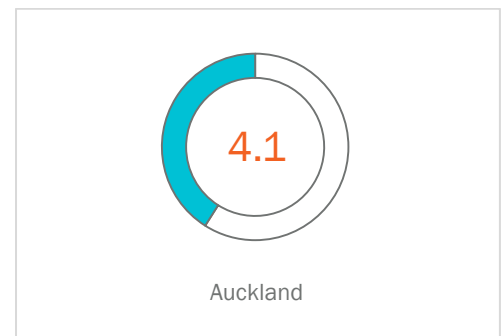
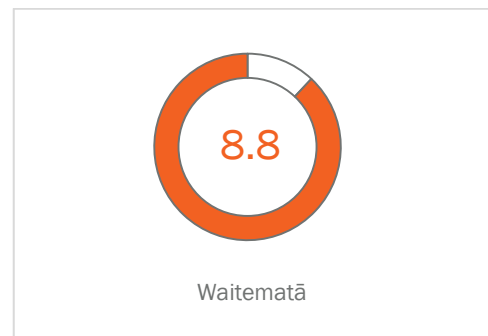


**School leavers enrolled in tertiary**



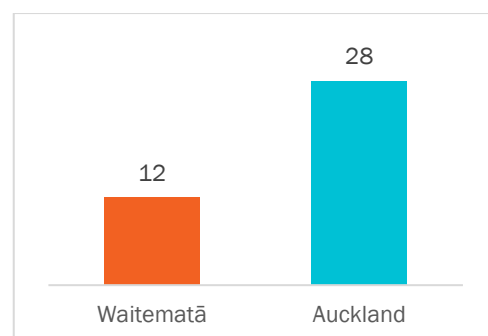
Waitematā scores highly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

**Overall score out of 10 for connectedness**



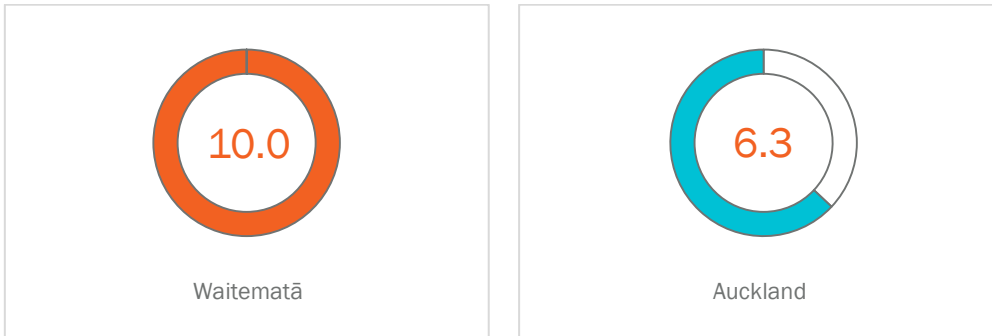
With the CBD located within the local board area, Waitematā residents benefit from short commute times to work. At 12 minutes, the average work commute time in Waitematā is the shortest of all local boards in Auckland.

**Commute to work (minutes)**



The demography domain includes population growth and the dependency of the non-working-age population (0-14 years; 65 years and older) on the working-age population (15-64 years). Waitemata has the highest score in the demography domain.

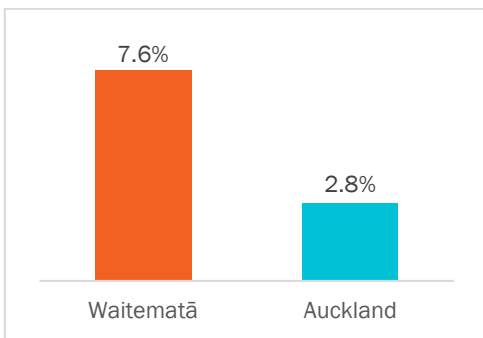
#### Overall score out of ten for demography



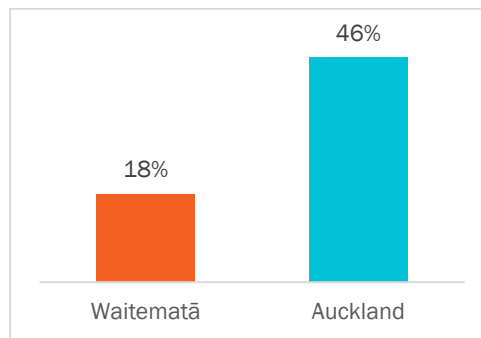
Waitemata has had very strong population growth over the past decade. At 7.6%, Waitemata had the fastest growing population in Auckland in 2016, much faster than the population growth in Auckland as a whole of 2.8%. Strong population growth is typically strongly correlated with increased economic activity.

Waitemata's working-age population is large. Auckland's city centre attracts a number of students and working-age people to live in the area. This means that there is a much lower proportion of children (0-14 years) and older people (65 years and over) residing in the local board area than the Auckland average. This contributes to the area's low dependency ratio of 18%.

#### Population growth (2016)

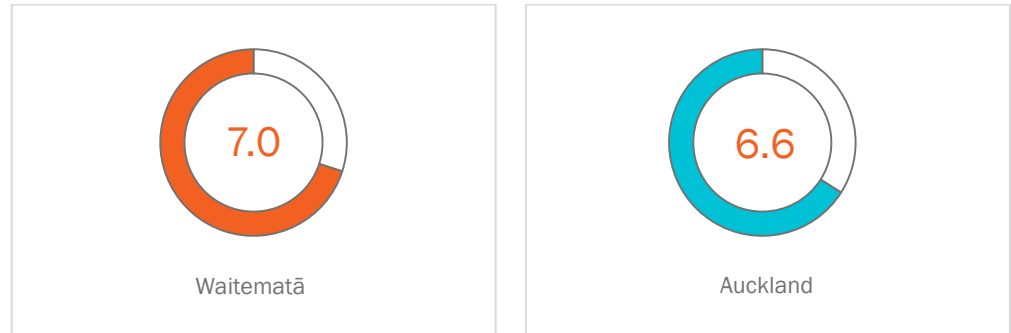


#### Dependency ratio (2016)



Waitematā has the highest economic quality domain score of local board areas, which measures the local economy in terms of its ability to offer skilled and well paid jobs.

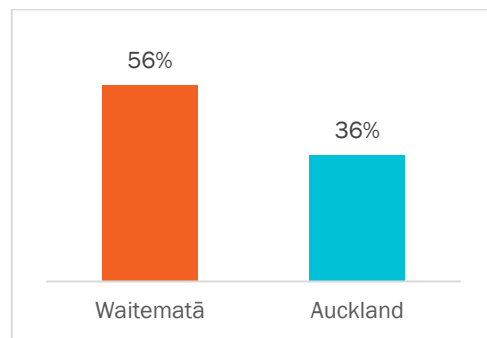
**Overall score out of 10 for economic quality**



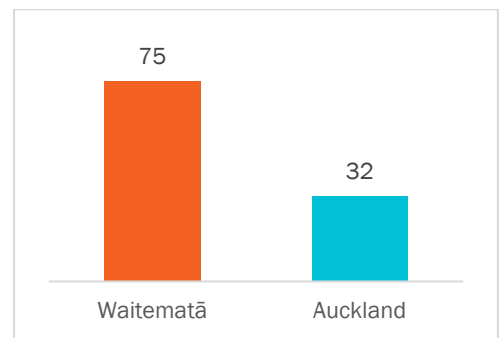
With 193 jobs per 100 residents, Waitematā has the highest ratio of jobs to residents in Auckland, well above the Auckland average of 57 jobs per 100 residents. This is unsurprising, given Auckland’s city centre and fringe draws in a number of workers from other local boards, but it also means that local residents have access to a large number of highly skilled job opportunities.

Waitematā has a high proportion of employment in knowledge intensive industries which typically offer a large number of highly skilled jobs. It also means that employment in the area is concentrated in a few industries. Half of all economic output is created by just three industries (financial and insurance services, professional, scientific and technical services, and information, media and telecommunications). This makes the Waitematā economy less diversified than other areas and potentially more vulnerable to economic downturn in its key sectors.

**Local jobs in knowledge industries**



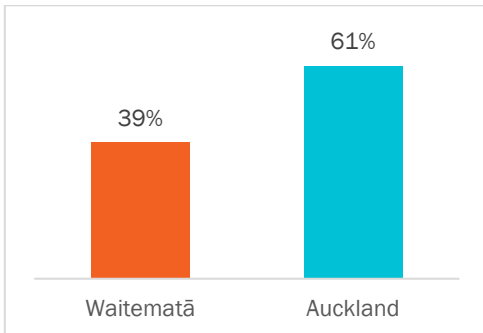
**Economic diversity (low index is better)**





Waitemata's low home ownership rate is likely to reflect high house prices in the area, prevalence of rented apartments and the local board's young working-age population, who generally have a preference to retain flexibility by renting their home rather than owning. At 42%, the proportion of Waitemata's population aged 15-34 years is significantly higher than the Auckland average of 24%.

### Home ownership



### Broader context

- There are seven local business associations that provide business leadership in Waitemata.
- Major projects such as the New Zealand International Convention Centre and City Rail Link will bring significant economic impact to the local board area, as well as the Auckland region.
- International students are important to many education and training institutions in the area.
- Several of Auckland's top retail districts are located in the local board area.
- There will be impacts on the waterfront resulting from long-term decisions about Ports of Auckland operations and more immediate decisions about the America's Cup.
- The important role of the city centre in Auckland's future growth is set out in the Development Strategy of the refreshed draft Auckland Plan.
- The industry-led CBD jobs and skills hub has been established to connect people with training and employers based at the city centre.
- Most of the business and investment attraction in the local board area is regionally or nationally driven rather than locally-initiated.

### **Potential actions**

Most young people in Waitematā are making successful transitions from school to tertiary education, further training or employment. The local board could assist access to the system that supports young people through this transition to help ensure this success continues.

The local board has a major role in supporting the development of the city centre, as well as the City Fringe area and the centre plans that guide the development of Ponsonby, Karangahape Rd, Newton, Newmarket and Parnell.

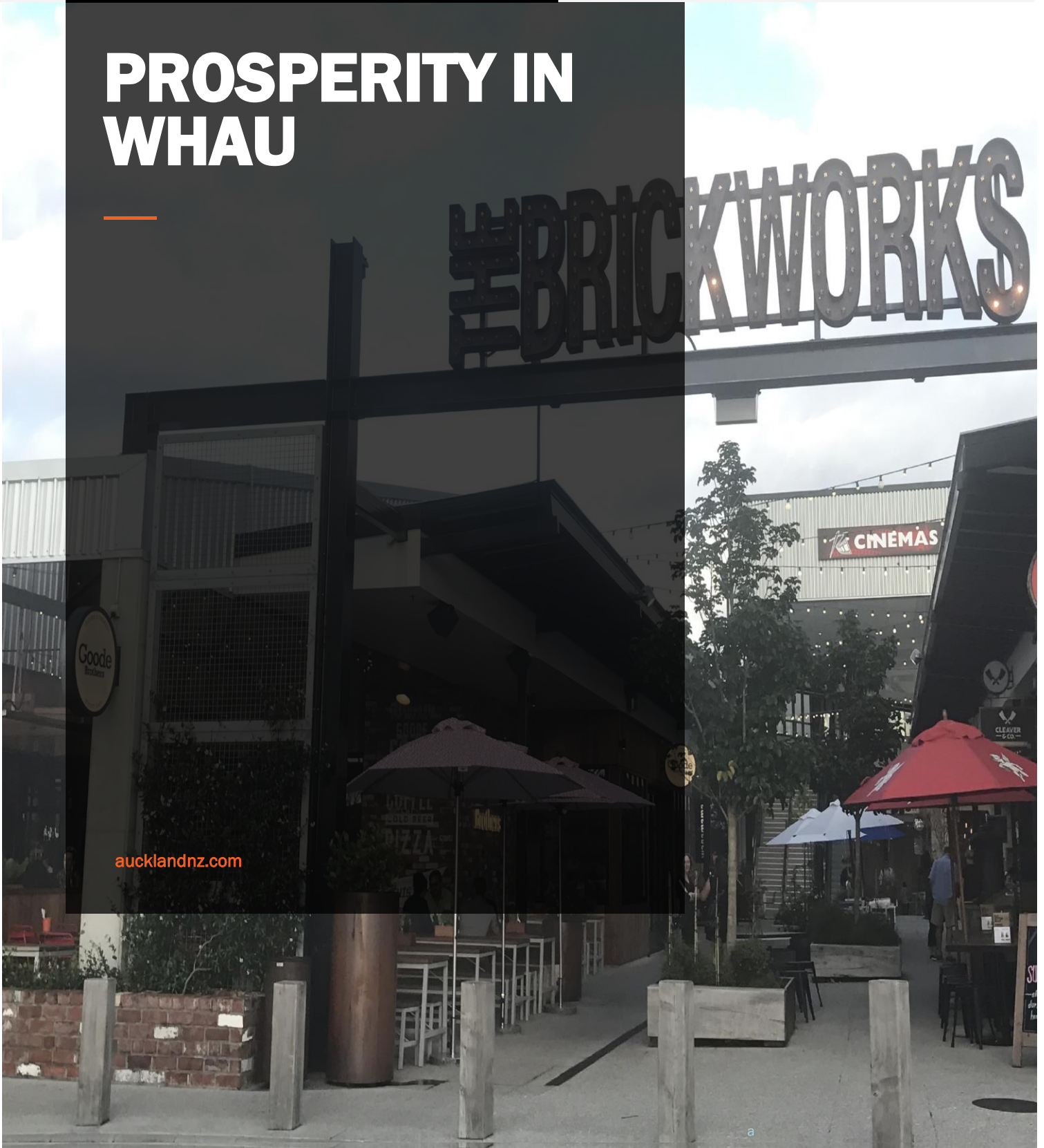
With the number of local business associations in Waitematā, the local board has identified its role as building capacity within these groups to drive innovation and economic development in their areas.

The local board facilitates the city as a safe and welcoming place for international students. The tourism sector is another important industry in the area and the local board advocates for facilities and infrastructure for visitors.

May 2018

# PROSPERITY IN WHAU

[aucklandnz.com](http://aucklandnz.com)



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This can be done through supporting the growth of existing businesses, attracting new businesses, improving residents' access to existing employment opportunities by supporting relevant skills acquisition, and advocating for transport improvements that provide for access to employment across the region.

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## Using the report

While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other intelligence on current and planned developments in and around the area, this provides the ability to focus activity on those issues likely to have greatest impact.

## Prosperity in Whau

The Whau economy has a growing number of businesses, which is a positive platform for future growth. However the skills base of the workforce is low, as is the proportion of local jobs that are highly skilled or in knowledge intensive industries. This results in very low household incomes.

Whau is well connected and has growing business activity. The skills and labour force, economic quality and household prosperity are the domains in which the local board area performs most poorly.

**Economic prosperity: score by domain (closer to edge is better)**



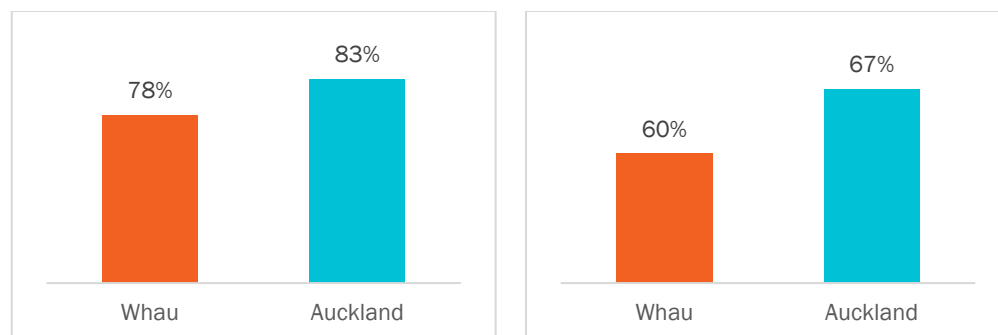
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life.

#### Overall score out of ten for skills and labour force



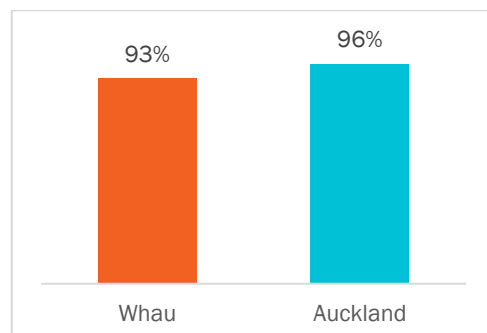
The proportion of school leavers in Whau enrolling in tertiary education within one year of leaving school is 60%, seven percentage points below the Auckland average. This could partly be because school leavers in Whau are less likely to have NCEA level 2 or above (78%) than the Auckland average (83%).

#### School leavers with Level 2 NCEA or above      School leavers enrolled in tertiary



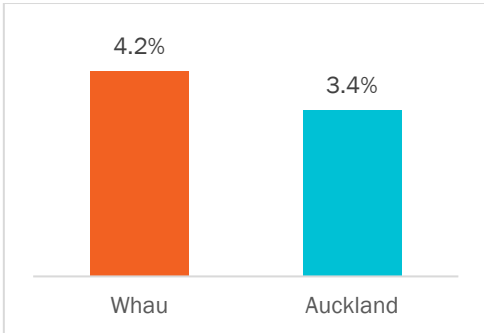
A significantly lower proportion start school having attended early childhood education (ECE) in Whau (93%) compared to the Auckland average (96%). ECE helps children learn important skills that help them reach their full potential in later life.

#### Early childhood education attendance



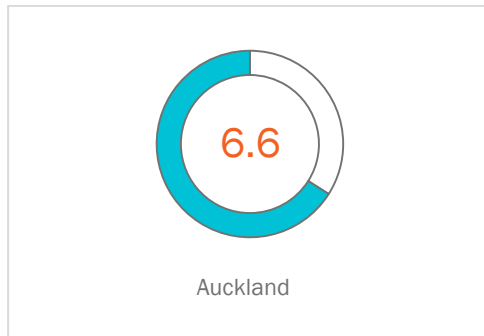
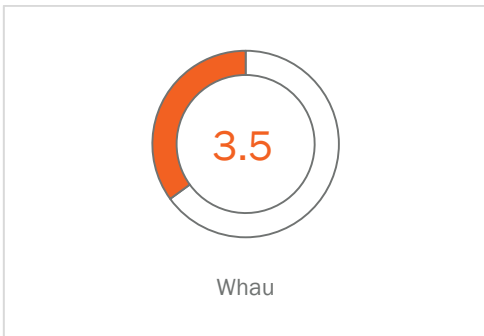
Growth in the number of businesses and overall business activities make a significant contribution to the overall economic performance of a local board area. At 4.2%, the growth in the number of businesses in Whau in 2016 was stronger than the Auckland average of 3.4%.

**Net growth in businesses**

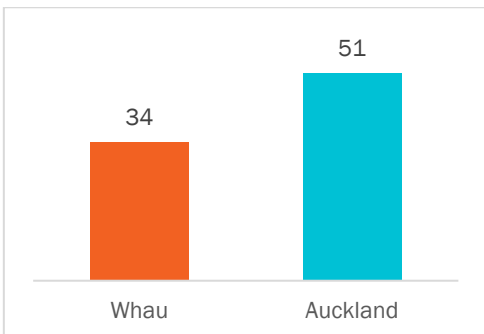


The Whau economy is diverse, providing some level of security in times of economic downturn. However the area has a low number of jobs per 100 residents (34 compared to 51 regionally) meaning many have to commute elsewhere for work. The proportion of jobs in Whau in knowledge-intensive industries is low (21% compared to 36% across Auckland).

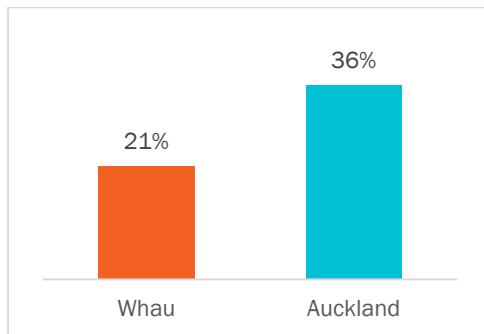
**Overall score out of 10 for economic quality**



**Local jobs per 100 residents**



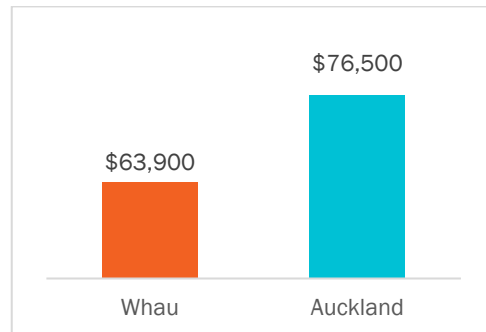
**Local jobs in knowledge industries**





Combined these have an impact on household incomes. The median household income is \$12,600 lower than the Auckland average.

### Median household income



### Broader context

- There will be significant change in Avondale and New Lynn as the centres develop and become home to increasing number of residents.
- Avondale town centre has been identified by Panuku Development Auckland as one of its areas to 'unlock' with plans to revitalise and intensify the area over the next fifteen years.
- The City Rail Link will bring faster rail connections from Whau to central Auckland and also potentially to southern Auckland.
- Availability of employment is an issue with a low level of jobs per resident. An increase in the availability of employment opportunities would benefit the area.

### Potential actions

The Whau Local Board want to see more people with higher educational achievements gaining well-paid employment and working locally.

The local board can play a role in attracting higher-skilled jobs and knowledge-intensive industries through the development of an investment attraction plan. Supporting continued enterprise growth is also important for the area's future and the local board could look to grow local business.

Understanding and addressing the barriers to participation in early childhood education will be important to help ensure the area's youngest residents get the best start. The board could also help focus efforts later in young people's education journey by assisting the system that supports young people in their skills acquisition and transition into employment.

In addition to looking to grow local employment the local board can advocate to ensure improved connections to areas of employment by supporting transport improvements to ensure that there is no future decline in accessibility.

The transformation of Avondale provides another intervention the local board can support. The local board could work with Panuku Development Auckland and the business association to implement a retail strategy that attracts new businesses and increases the diversity of products and services available.

The local board is committed to working alongside Avondale, Blockhouse Bay, New Lynn and Rosebank Business Improvement Districts (BIDs) to help them deliver on their business and community-led plans and grow the Whau economy.

For more information

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Local Economic Development

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