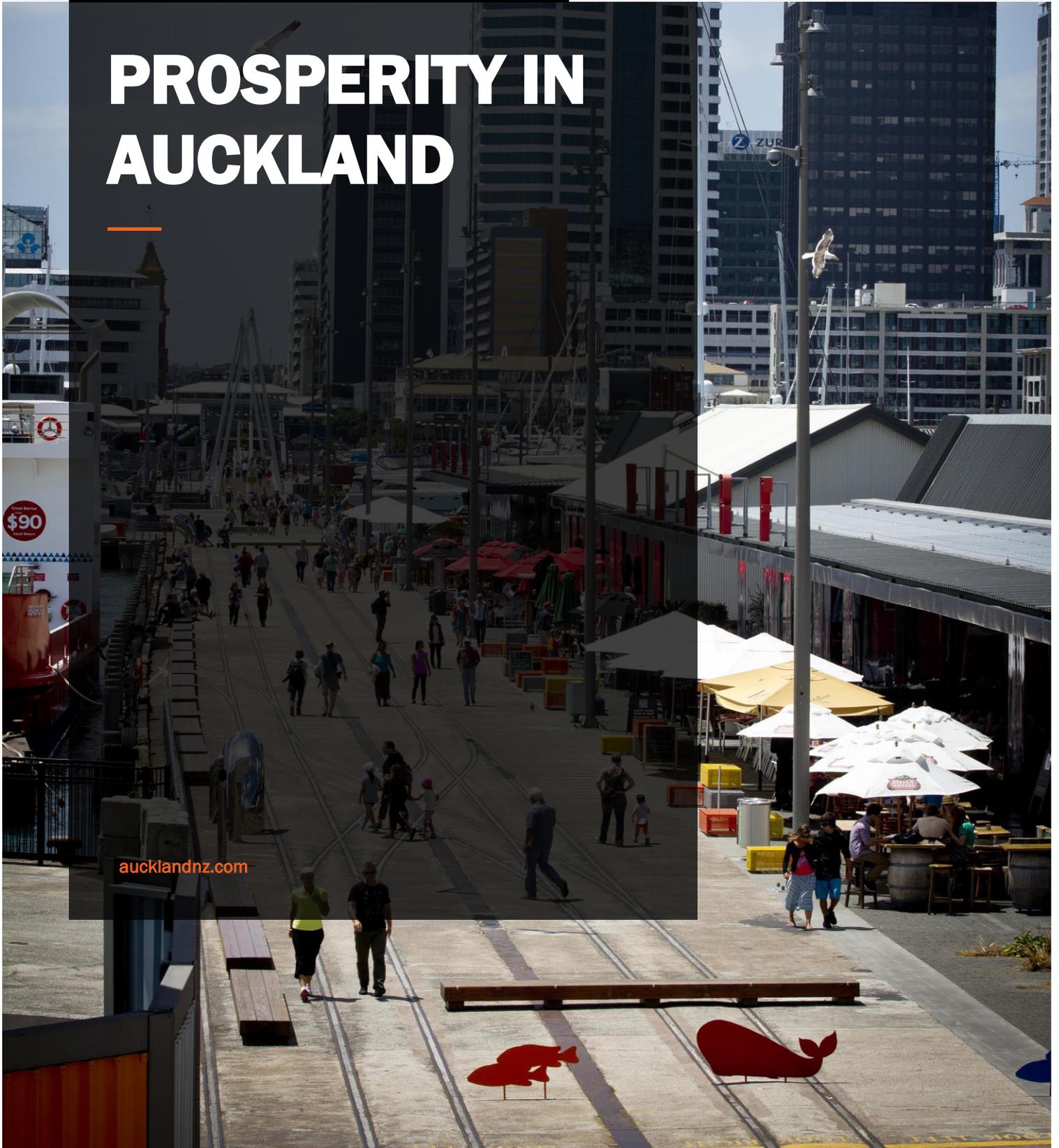


October 2020

PROSPERITY IN AUCKLAND

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Introduction

In 2018, ATEED produced the first Auckland Prosperity Index report in order to understand how, in partnership with the remainder of the Auckland Council family, we could best support increased levels of prosperity across a region that had been through a period of sustained but uneven economic growth.

The aim was to identify where we needed to support the growth of existing businesses, attract new businesses in competitive sectors, and improve the access for residents to existing employment opportunities. Another key area of activity identified was where we needed to support the acquisition of additional skills and transport improvements that provide access to employment in other parts of the city.

With the immediate and longer term impact of the COVID-19 pandemic uncertain, it is perhaps worth noting throughout this report where there are areas that may be particularly vulnerable to the negative economic impacts of the virus and where particular attention to maintaining prosperity levels are required to start rebuilding the regional economy in order to help *create prosperity for all*.

Create prosperity for all by enriching Tāmaki Makaurau Auckland as a place for investment, talent, innovation, and visitors

Driving investment into Auckland

Rebuilding the regional economy from the neighbourhood up

Showcasing a vibrant and resilient Tāmaki Makaurau Auckland

Supporting businesses to innovate and thrive

Since the last report, Auckland has continued to benefit from economic growth, but the distribution of those benefits remains unequal across the region. This has shaped our approach in focusing on areas of lower prosperity, notably southern and western Auckland.

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 indicators¹.

The report provides evidence to help inform effective interventions by policy and decision makers in the region. It is based on a Prosperity Index data produced by Infometrics for ATEED, using 2018 Census data together with Infometrics' own local economic data. This is combined with other insights from our work across the local board areas.

¹ For reasons of data availability, the Great Barrier and Waiheke Local Board areas are not reported across all domains and indicators.

In addition to updating the indicators that were used in compiling the previous report this report is able to look back at data from earlier years allowing a better view of the trends that contribute to today's pattern of prosperity across the region.

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 is done to enable indicators measured by different units to be combined to provide an overall score for each domain. The domain scores provide 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 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 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.

Summary

The 2020 Prosperity Index highlights some interesting geographic patterns to prosperity in Auckland and highlights where there has been a change in relative levels of prosperity across the region.

It is perhaps not surprising that similar patterns are seen in this report as in the report from 2018. Many of the challenges that parts of the region face are deeply ingrained and will take a sustained and focused effort to see significant and lasting improvement.

In terms of overall household prosperity, southern Auckland again performs poorly when compared with the rest of the region, despite these areas being home to a significant share of Auckland's employment. Again, Auckland's west shares many of the issues seen in the south.

Key features of both areas are the below average performance with regard to the skills acquisition of young people and the workforce as well as the limited opportunities to access skilled, well-paying employment locally. Unlike in the west, in the south there is no shortage of employment opportunities available with several regionally significant employment precincts located there. However, the local labour force is not accessing these jobs to the extent one would expect and, as a result, unemployment and benefit dependency rates are high which in turn impacts on lower levels of household prosperity.

Even where people are accessing employment opportunities, this doesn't necessarily lead to prosperity for households. A recent report into 'in work poverty' in New Zealand shows the extent to which the quality of employment is also a factor². That study found that amongst working households, the proportion of households in poverty was 7.0 per cent.

The economic impact of the COVID-19 pandemic is not fully known but we do know its impact over the medium term will be felt much harder in some sectors than others. This is likely to have a spatial element, given the concentration of some of those sectors in certain parts of the region, which in turn will impact on the prosperity of households reliant on employment in those sectors. We must be mindful of this when looking to support prosperity across the region, acknowledging that we are in a period of change and must be responsive to how the economic impact unfolds.

To that end, ATEED is organising our recovery efforts around four key drivers and themes:

- Driving investment into Auckland
- Rebuilding the regional economy from the neighbourhood up
- Showcasing a vibrant and resilient Tāmaki Makaurau Auckland
- Supporting businesses to innovate and thrive.

² In Work Poverty in New Zealand, New Zealand Work Research Institute, AUT (2019)

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

As in the previous report from 2018, the region is 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, Waitematā, Albert-Eden, and Ōrākei.

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 & Bays, Kaipātiki, Puketāpapa, 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.

Low prosperity



The two lowest-scoring domains are skills and labour force along with household prosperity. All local boards within this grouping 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.

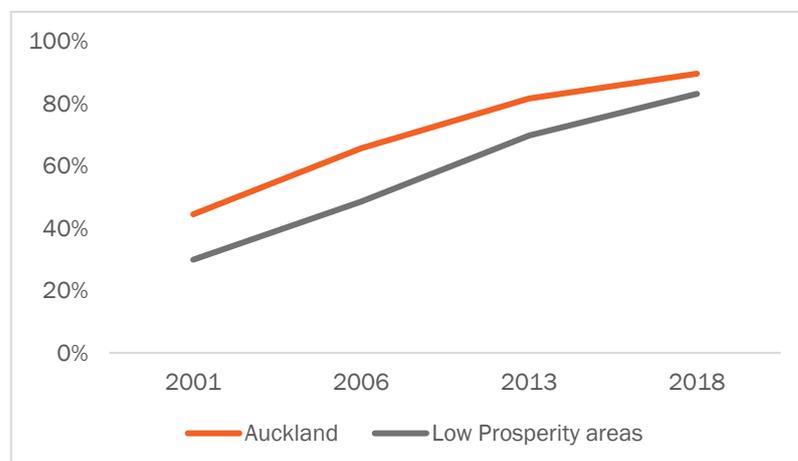
Prosperity and change across Auckland

Broadly speaking, the pattern of prosperity across the region has changed little since the Auckland Prosperity Index report was first produced in 2018. Southern Auckland again performs poorly compared with the rest of the region despite these areas being home to a significant share of Auckland's employment. Similarly, west Auckland and the two island local boards have issues that limit prosperity in those parts of the region.

While the limited degree of change is not surprising over the short timeframe since the last report, there are interesting changes in how each area performs on individual indicators and domains.

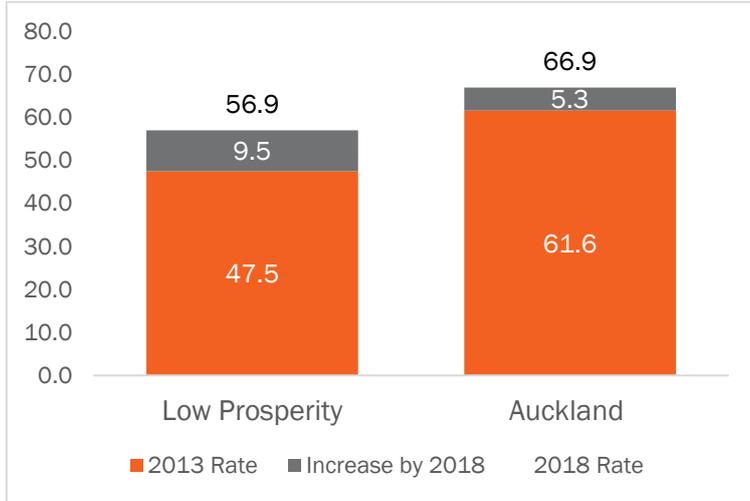
There have been some areas of improvement. While lower prosperity areas have lower than average levels of **access to the internet at home** - which can impact on school performance - the gap has narrowed. While the regional level of internet access at home is up from 82% in 2013 to 90% in 2018, the Low Prosperity local board areas have closed the gap from 12-percentage points in 2013 to 7-percentage points by 2018.

Access to the internet at home (Census)



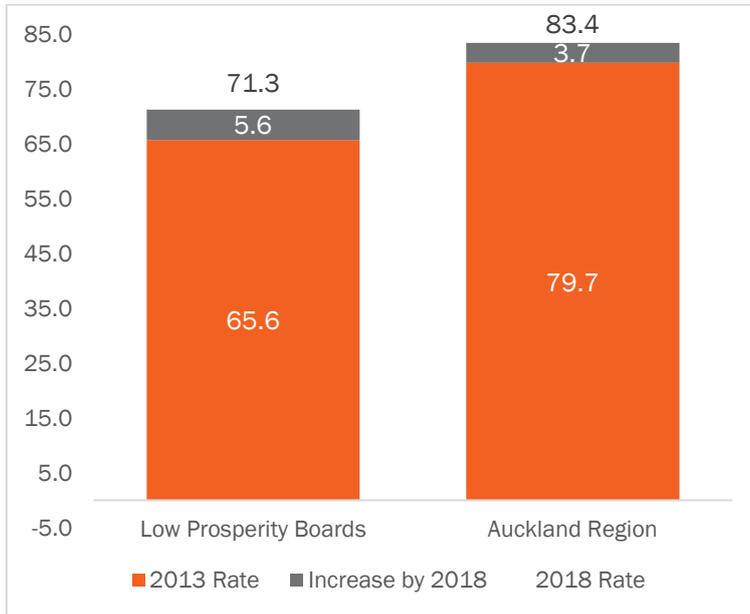
There have also been improvements in some, but not all, of the Skills and Labour Force indicators. The proportion of workers with NCEA Level 3 in The Southern Initiative boards (now known as Community and Social Innovation) has closed on the regional average and to a lesser extent those local boards have also closed the gap in NCEA Level 2 attainment. Between 2013 and 2018 Auckland saw a 5-percentage point increase in workers with a NCEA Level 3 qualification while the lower prosperity areas saw a 10-percentage point increase over the same period.

Change in proportion of workers with a Level 3 qualification (per cent)



Similarly, over the same period, Auckland saw a 4-percentage point increase in school leavers with a NCEA Level 2+ qualification while the lower prosperity areas saw a 6-percentage point increase.

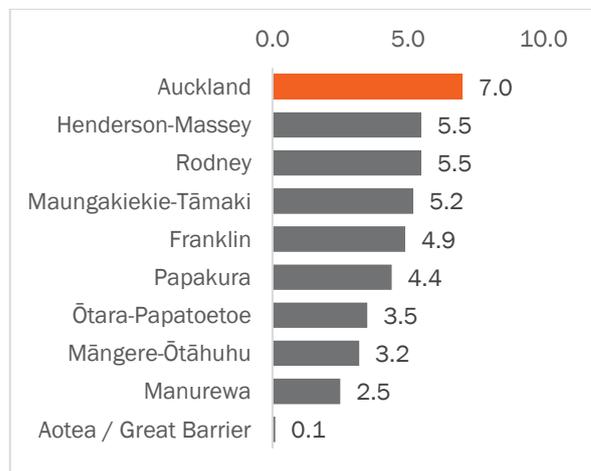
NCEA Level 2 attainment (per cent)



A significant skills challenge however remains. There has been a decline in transitions to tertiary education upon leaving school amongst lower prosperity local boards. This continues a downward trend in the proportion of school leavers enrolling in tertiary education that has been occurring nationally since 2013 and is also seen across the Auckland region more widely. The drop off in lower prosperity areas is however more marked.

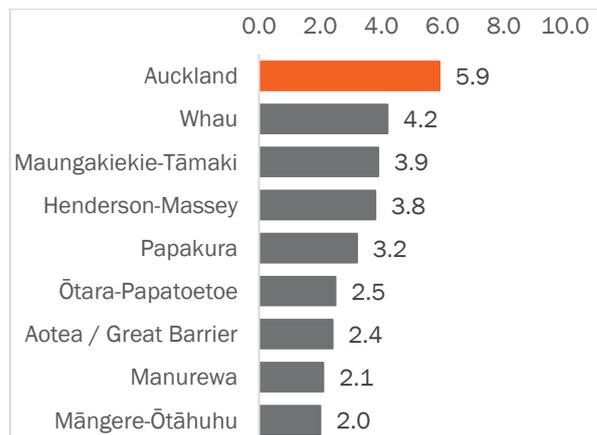
In addition, despite some closing of the gap in some of the Skills and Labour Force indicators, seven of the lowest eight areas for Household Prosperity are also in the bottom eight for the Skills and Labour Force domain with Franklin and Rodney also faring poorly, likely due to the physical distance their residents are from tertiary institutions.

Skills and Labour Force Domain (scored 0 to 10 – lowest scoring areas)



The picture for household prosperity also remains unchanged. Despite the areas of improvement noted above, the same eight local boards make up the eight lowest ranked areas for Household Prosperity, as they did in the previous report.

Household Prosperity Domain (scored 0 to 10 – lowest scoring areas)

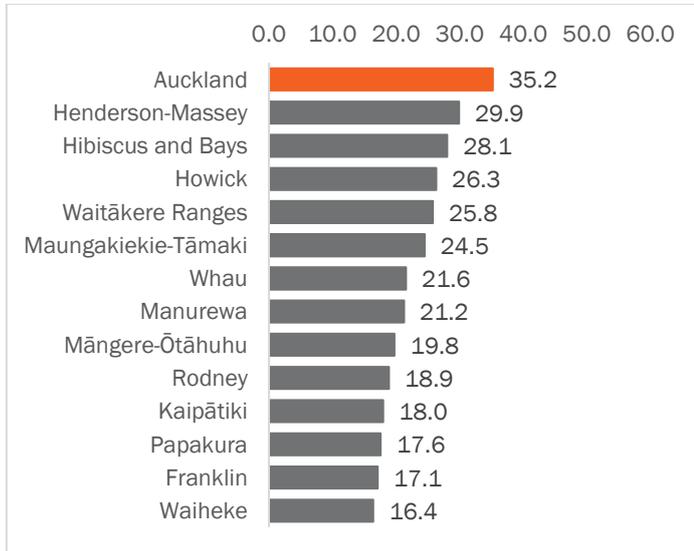


The lack of quality local employment opportunities combined with skills issues has an impact on prosperity that is reflected in levels of benefit dependency and household incomes. Except for Ōtara-Papatoetoe, local board areas in the low and moderate prosperity groupings found in southern and western Auckland tend to have lower quality employment opportunities available and a lower skilled worker rate.

Outlying local board areas also perform poorly on the indicators in the Economic Quality domain with more jobs in declining industries, fewer skilled jobs available and few knowledge-intensive industries. However, differences in the economic drivers in these

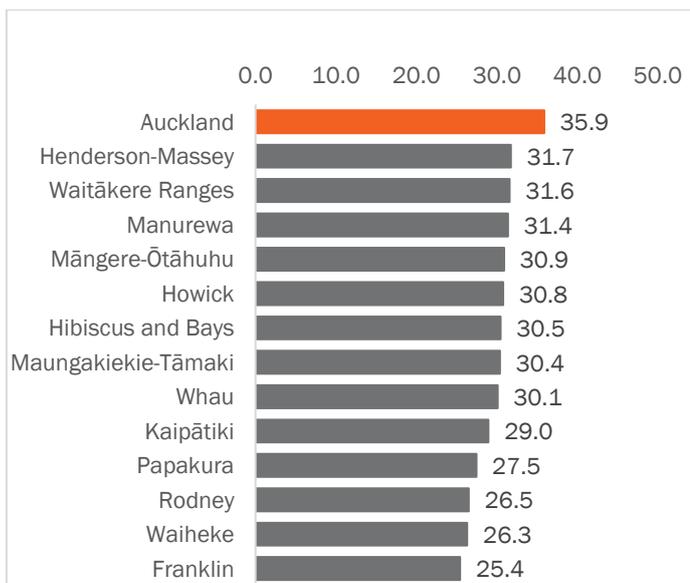
outlying areas mean some are relatively prosperous with high levels of home ownership and many people earning a good income elsewhere or having retired to the area. There are however impacts on the skills acquisition of young people in outlying areas that are more distant from tertiary education provision.

Percentage in knowledge-intensive industries



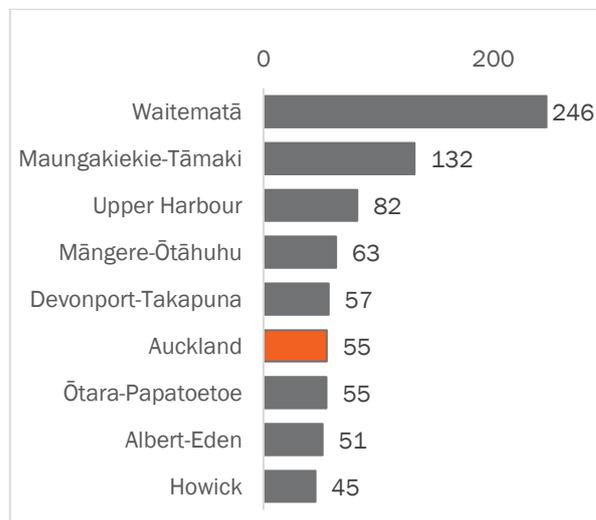
The level of self-employment in some of these outlying and more rural areas is higher than elsewhere in more urban parts of the region. However, it is noted that this is a pattern that is not peculiar to the Auckland region and that self-employment in rural areas can be a sign of limited alternative employment opportunities rather than a sign of higher levels of entrepreneurial activity.

Skilled worker rate (percentage)



While the quality of employment opportunities may be lower, southern Auckland is a significant employment area with Māngere-Ōtāhuhu, Ōtara-Papatoetoe and Maungakiekie-Tāmaki having high numbers of jobs per 100 residents located within their areas.

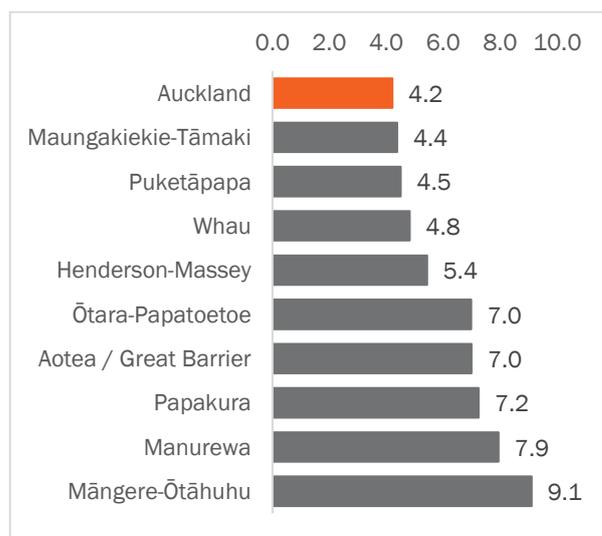
Jobs per 100 residents



The top six local boards in terms of jobs per 100 residents have shown an increase in the share of regional employment they account for with the concentration of employment in those areas increasing steadily over the last decade.

Despite the relative availability of local employment opportunities, the rate of benefit claiming and unemployment in low and moderately prosperous areas is higher than the regional average.

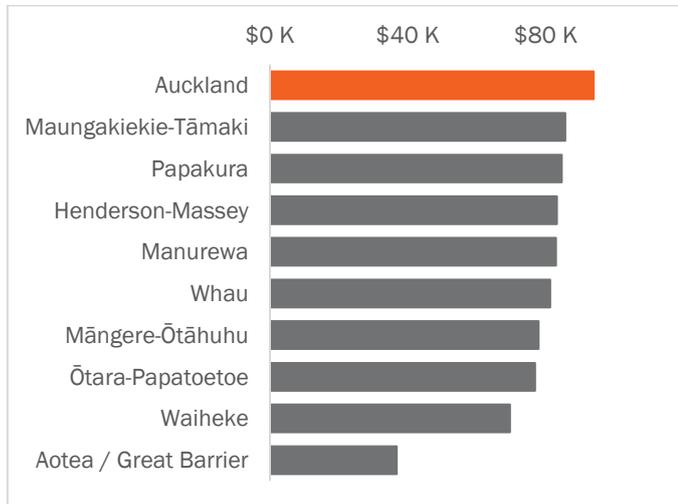
Unemployment rate



The lower level of quality job opportunities, higher benefit dependency rates and unemployment have an impact on household incomes with five of the southern boards,

two of the western boards and the two island boards having the lowest median household incomes in the region.

Median household income (2018)



With the exception of Aotea / Great Barrier, five of the areas performing most poorly for Household Prosperity are supported through central and local government economic and social regeneration programmes with four of these areas supported through The Southern Initiative (now known as Community and Social Innovation) and part of the Maungakiekie-Tāmaki local board area supported through the Tāmaki Regeneration Company. Henderson-Massey and Whau are supported through The Western Initiative (also now part of Community and Social Innovation).

In contrast to areas in the south and west of the region, central and northern local board areas perform well across many of the domains. Being within easy access of the city centre, 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 resulting from a lack of highly skilled jobs in knowledge-intensive industries and a high proportion of employment in declining industries. The area, however, is sufficiently close and well connected to employment zones in the city centre and Upper Harbour areas, providing good access to well-paid employment.

The two island local board areas have different economic drivers and challenges. They both score poorly on the demography domain with low population growth and very high dependency ratios both now and forecast in the future. However, many people move to these areas to retire and enjoy the island lifestyle. That said, economic quality is also low on both islands, with a combination of low numbers of jobs per resident and lower quality employment opportunities being available plus a larger share of jobs in declining industries. There is an anomaly in that Aotea / Great Barrier has a small but seemingly high-skilled and knowledge-intensive economy: these jobs relate primarily to management consultancy practices that are most likely registered at the owner's place of residence but whose work is in practice delivered to clients on the mainland.

Household prosperity is also low on the two islands. While home ownership is high as people are able to buy houses in their retirement or as investments and holiday rentals, the demand for accommodation is high, making rental affordability very low for people living and working on the islands in what are often low-skilled jobs.

There are challenges for both of these islands. Employment on Waiheke is predominantly linked to its tourism and wineries with 'accommodation and food' and 'horticulture and fruit growing' the top two employment sectors while Aotea / Great Barrier is physically isolated with a very small local economy and limited infrastructure. Finding a way to diversify the economies of these islands and to foster the growth of higher quality skilled employment opportunities that can thrive on these islands will be a real challenge but one to consider if a sustainable means of lifting prosperity is to be found. The impacts of COVID-19 on the visitor economy in those local board areas demonstrates the value of economic diversity.

Potential responses to the prosperity challenge

ATEED's role in bringing prosperity to Auckland 's diverse neighbourhoods is focused on attracting investment to the region and ensuring all of the many local areas are in a position to benefit from the growth of the Auckland economy.

Recognising the impact of COVID-19 and the shift in emphasis to recovery and resilience ATEED's Statement of Intent (2020), identifies the organisation's contribution to increasing prosperity around four key drivers and themes that guide the initiatives the organisation supports or delivers:

- Driving investment into Auckland
- Rebuilding the regional economy from the neighbourhood up
- Showcasing a vibrant and resilient Tāmaki Makaurau Auckland
- Supporting businesses to innovate and thrive.

However, making positive progress in these areas alone will not be enough. To overcome the challenge of lifting prosperity in some of the region's less prosperous areas will require many local and central government agencies working together alongside the private and not-for-profit sectors to ensure the quality jobs, skills and infrastructure are all in place to provide quality accessible employment opportunities that people have the skills to access.

A long-term shortage of investment in key infrastructure means access to opportunities is uneven across the region. Ensuring good transport links between areas housing the workforce and areas with employment is important in ensuring people can access job opportunities and is something that has received renewed attention in recent years.

While transport improvements under way may well make it easier to access employment opportunities there are other barriers to accessing opportunities that need addressing. The underlying skills base of many areas is something that could be addressed to enable residents in these areas to take advantage of employment opportunities that arise in growth sectors of the economy. A focus on the skills that will be valued in a future would help protect residents in those areas with a reliance on declining industries.

Skills and labour force

Gaining knowledge and skills enhances a person’s ability to secure quality employment and widens the range of options in every sphere of life.

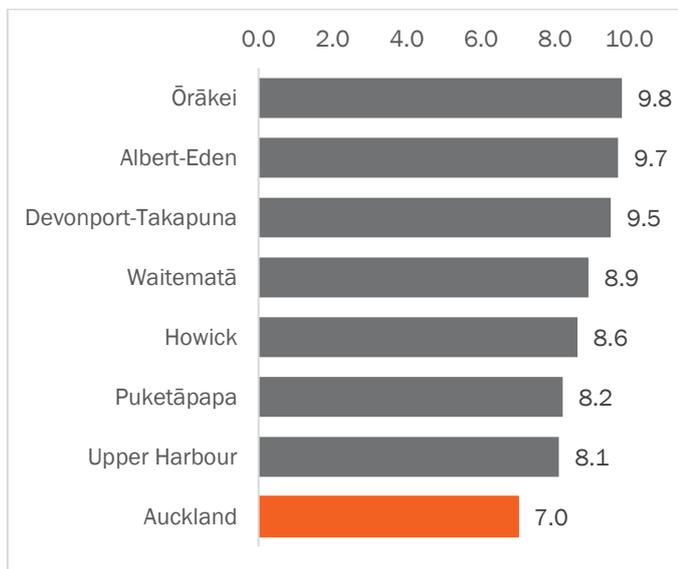
The Skills and Labour Force Domain is made of up the following indicators.

- 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 perform well in terms of overall household prosperity.

The Skills and Labour Force Domain is one where there has been some improvement in the region’s lower prosperity areas. While Maungakiekie- Tāmaki has improved slightly across all four Skills and Labour Force indicators there are also other improvements in other low prosperity local board areas. NCEA Level 2 attainment and the proportion of the workforce with a Level 3 qualification are both indicators where lower prosperity local board areas have closed the gap with the rest of the region.

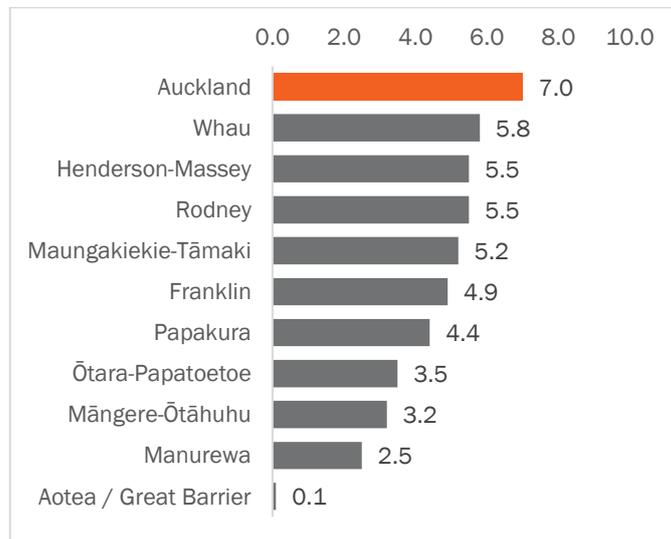
Skills and Labour Force Domain (scored 0 to 10 – highest scoring areas)



Despite that improvement, five of the poorer performing local boards are found in southern Auckland between Maungakiekie-Tāmaki and Papakura. Areas in west

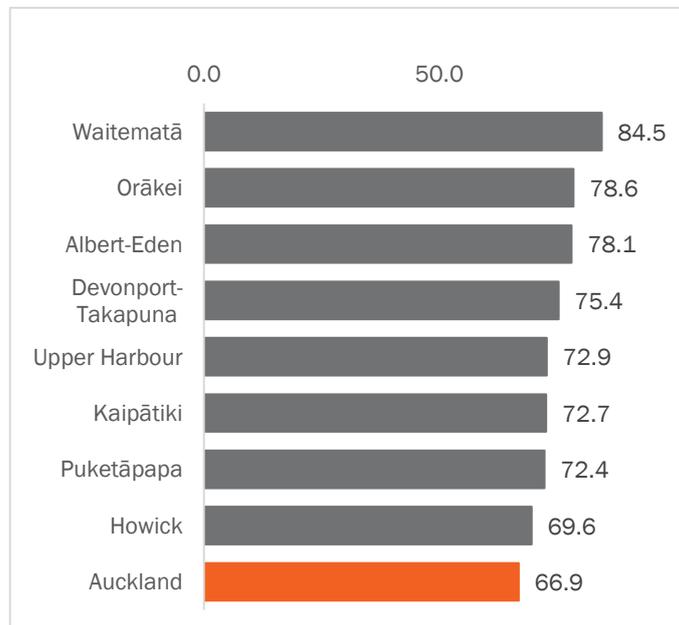
Auckland and some of the outlying local board areas also perform below the regional average.

Skills and Labour Force Domain (scored 0 to 10 – lowest scoring areas)

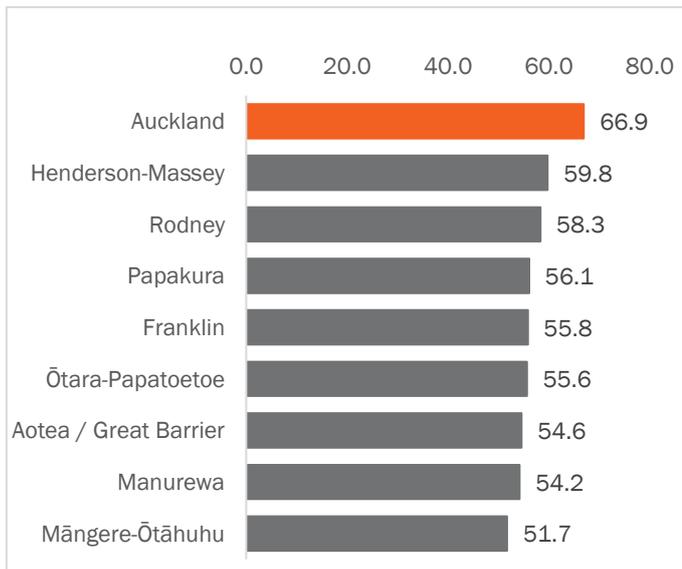


Unsurprisingly, there is a degree of correlation between the percentage of school leavers who have NCEA Level 2 or above, school leavers enrolled in tertiary education within one year of leaving school, and the working-age population with a Level 3 qualification.

Proportion of working age population with a Level 3 qualification (per cent – highest)

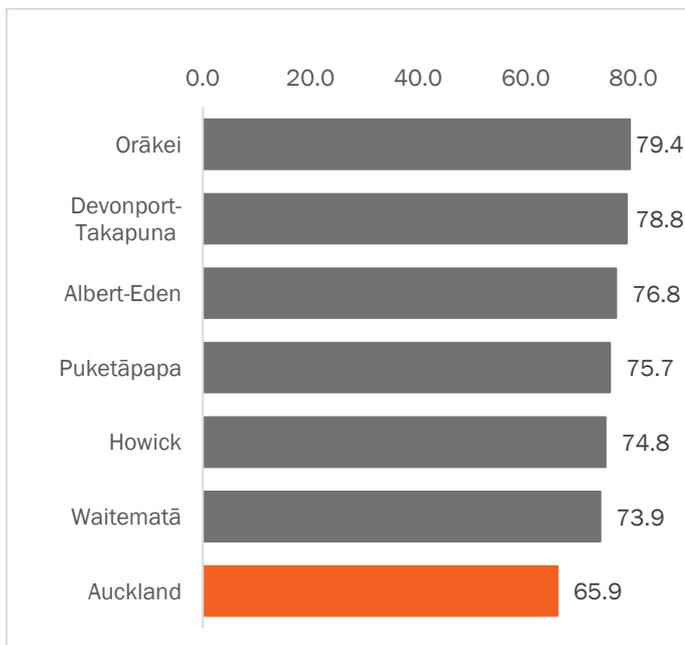


Proportion of working age population with a Level 3 qualification (per cent – lowest scoring areas)



The percentage of school leavers enrolled in tertiary education within one year of leaving is based on those enrolled only with a NZQA recognised tertiary education organisation. This is highest in the prosperous areas of Ōrākei, Devonport-Takapuna and Albert-Eden.

Secondary – tertiary transitions (per cent – highest scoring areas)

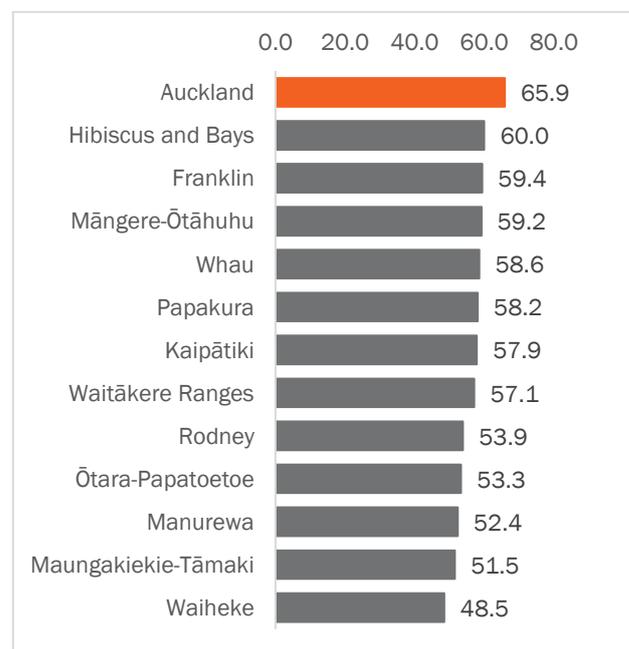


As noted above, while school attainment at NCEA Level 2 has improved in the lower prosperity local board areas this has not led to an increase in the rate of transition into tertiary education from school. This is not surprising as progression into tertiary

education has been declining regionally in recent years with falling numbers of school leavers and a buoyant labour market attracting young people in to work rather than further study. However, secondary-tertiary transitions in these lower prosperity areas have fallen at a faster rate than seen elsewhere. The rate is also typically lower for western and outlying local boards.

The Kaipātiki Local Board area also has a low rate of transitions to tertiary education which is perhaps surprising given it is relatively affluent and quite central in terms of access to tertiary education providers. The rate in Kaipātiki having fallen since the last time the Prosperity Index was compiled.

Secondary – tertiary transitions (per cent – lowest scoring areas)



Connectedness

To improve social and economic outcomes, individuals need to be able to access education and work opportunities. This domain measures the ability of residents to access employment, education and business opportunities that will help drive their prosperity. Internet access at home is also included, something that became an increasingly important factor in the ability to work when the COVID-19 outbreak required many people to work from home. The digital divide between those with access to computers and internet services may well have been emphasised by the COVID-19 outbreak.

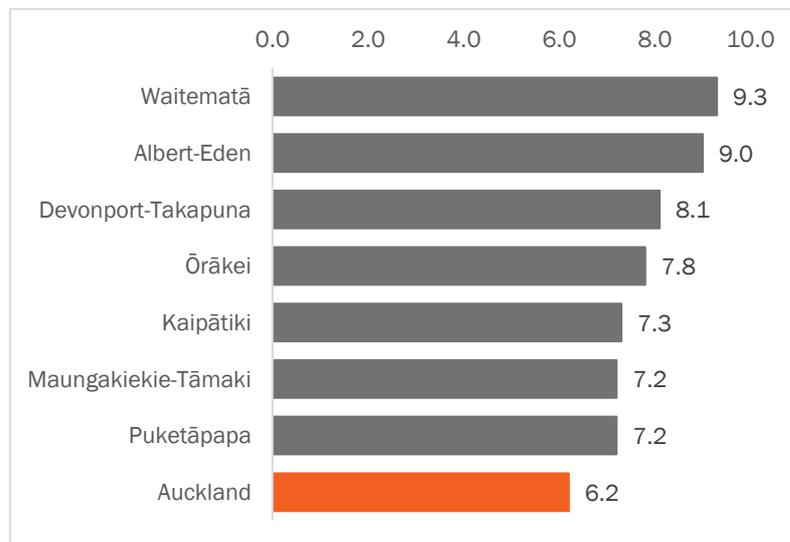
The connectedness domain is made up of the following indicators.

- 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

Auckland is a large and varied region, and this is reflected 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, Orakei, and Albert-Eden as well as Devonport-Takapuna, which is connected to central Auckland by a short ferry journey and also contains a tertiary education institution.

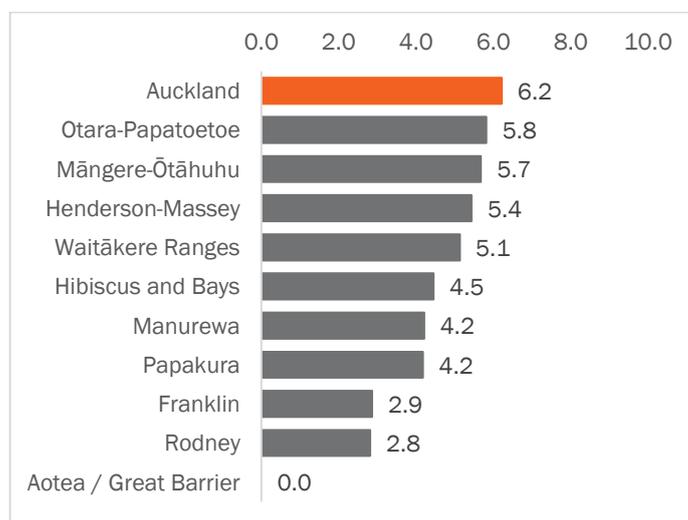
While Waiheke appears to have improved significantly since the first index was produced it should be noted that local board area level data is only available for one of the four indicators in this domain, that of access to the internet at home, which has increased notably across many local board areas that lagged the regional average at the time of the last Census in 2013.

Connectedness Domain (scored 0 to 10 – highest scoring areas)



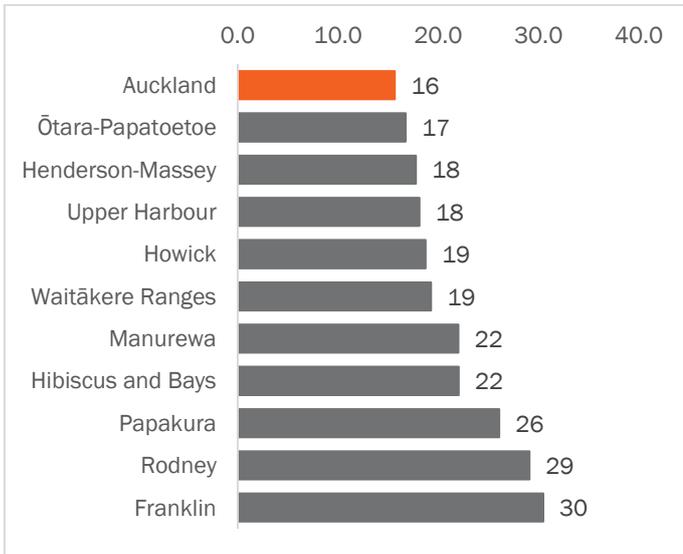
Outlying areas, including Hibiscus & Bays, Waitakere Ranges, Rodney and Franklin as well as the island local boards of Waiheke and Aotea / Great Barrier, score poorly for connectedness. These less densely populated areas are distant from tertiary education institutions and people typically travel further for work and to their nearest large town centre. For many, the decision to be distant from the Auckland city centre in a more rural setting is based on a lifestyle choice and may reflect the stage of life people are at.

Connectedness Domain (scored 0 to 10 – lowest scoring areas)



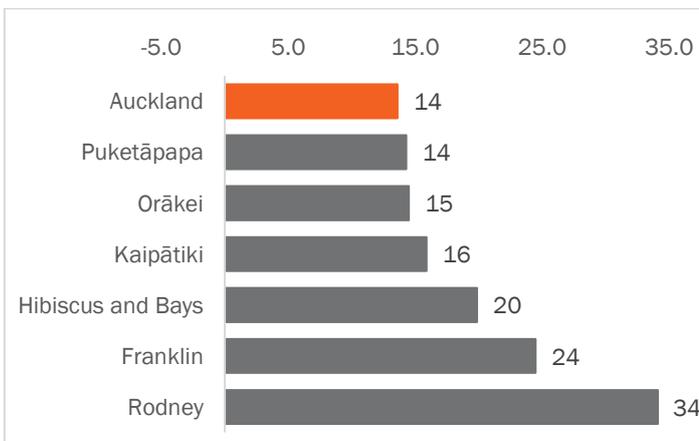
Even though there is a range of employment and tertiary study locations across Auckland, there is still a degree of centralisation to the location of these organisations and this benefits more centrally located areas. Tertiary enrolments from relatively affluent areas that are distant from the city centre are low, reflecting longer average travel times to tertiary providers than the Auckland average (16 minutes). Rodney (29 minutes) and Franklin (30) 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.

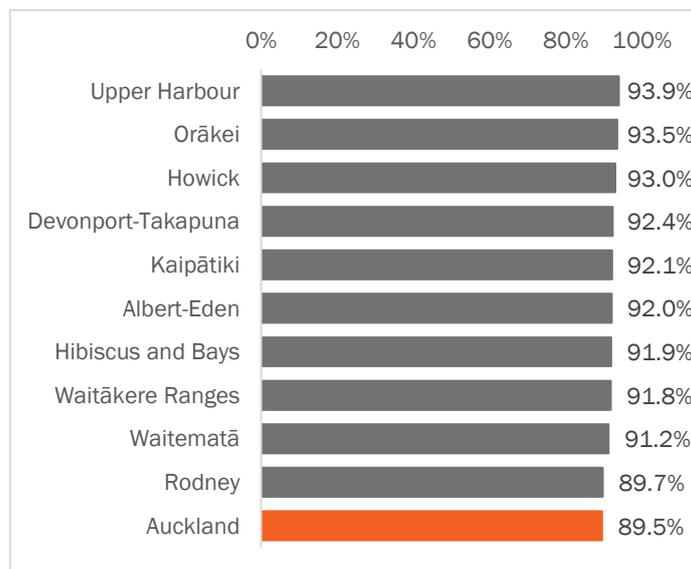
Average commute time to closest metropolitan centre (minutes)



Access to the internet at home represents another important form of connectedness that enables people to access work opportunities, facilitates study and broaden their social networks. It remains to be seen what the longer-term impact of the COVID-19 pandemic will be on how we work, and the role internet connectivity will play in that.

This internet connectivity indicator boosts the overall outcomes for some higher-income areas that are distant from central Auckland such as Upper Harbour (94%) and Howick (93%) that are above the Auckland average (90%).

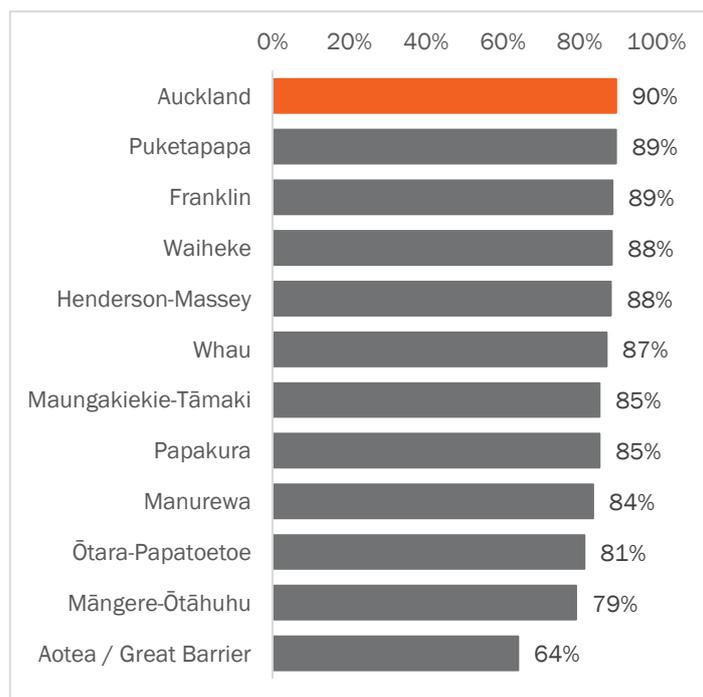
Access to the internet at home (highest scoring areas)



In contrast, Māngere-Ōtāhuhu (79%), Ōtara-Papatoetoe (81%), Manurewa (84%), Papakura (85%), Maungakiekie-Tāmaki (85%), Whau (87%) and Henderson-Massey (88%) are all below average. These areas have however closed the gap on the regional average since the last Prosperity Index was compiled, suggesting good progress has been made.

It is possible that as well as a move to increased remote working that remote, web-based learning may be a greater feature within tertiary education in the future. If so, a good home internet connection is likely to become important in improving access to education.

Access to the internet at home (lowest scoring areas)



Demography

Population growth contributes to economic prosperity when it is at a level that ensures the working-age population can support residents not of working-age. With more people in the labour market there is generally a higher level of economic activity.

The demography domain is made of up the following indicators.

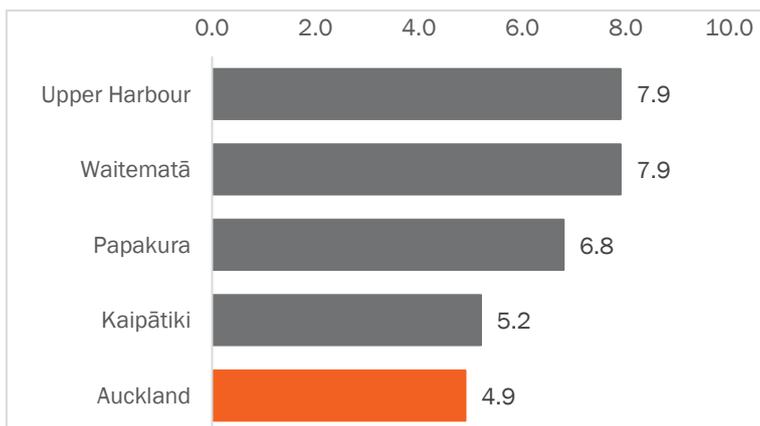
- Population growth 2018
- Dependency ratio 2019
- Dependency ratio 2029

The dependency ratio is a measure of the proportion of people of working-age compared to those not of working-age.

Local boards with a faster growing population that is more heavily weighted towards people of working-age fare best in this domain. However, some areas such as Manurewa and Māngere-Ōtāhuhu that have grown in population and have relatively young populations can perform less well than expected as many of the younger residents of the area are of school-age and not active in the labour market.

There has been quite a lot of change in this domain from the 2018 report. Albert-Eden, Ōrākei and Howick have performed less well on this domain due to lower than average population growth and a forecast deterioration in the dependency ratio through to 2029 as the population ages and a lower proportion of residents are expected to be of working-age.

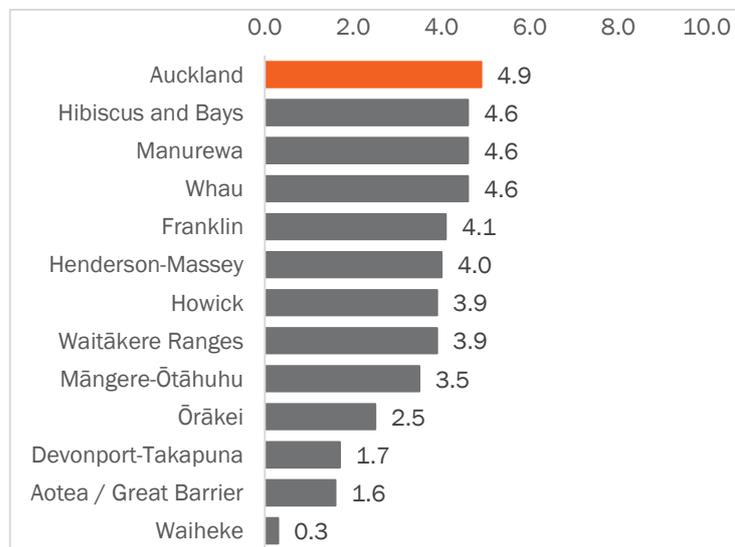
Demography Domain (scored 0 to 10 – highest scoring areas)



Papakura and Rodney improved largely because they have seen population growth well above the Auckland average following significant housing developments while their dependency ratio figures, which are higher than average, were already high at the time of the last Prosperity Index exercise.

Upper Harbour scores highly again, having one of the region’s fastest population growth rates and a relatively low dependency ratio. Waitemata also scores well again, with a large working age population combined with residential intensification also leading to population growth.

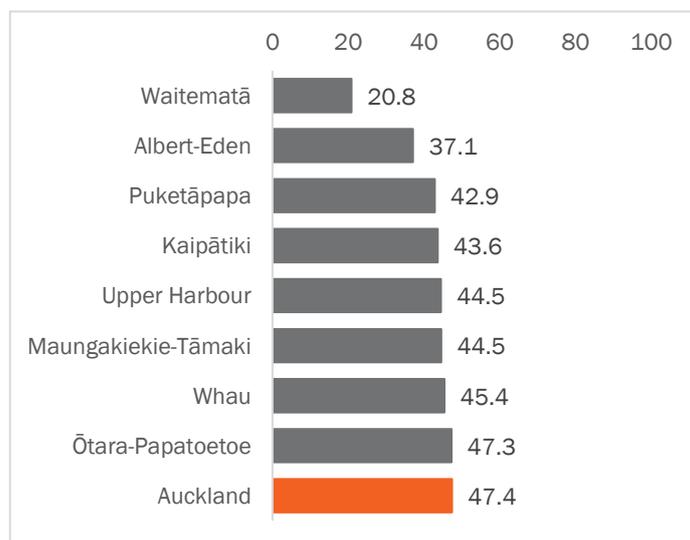
Demography Domain (scored 0 to 10 – lowest scoring areas)



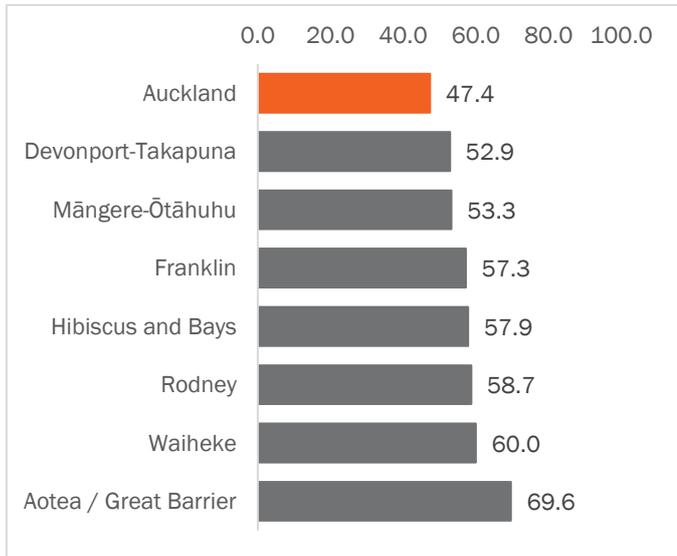
There is no clear geographic pattern to those local boards that achieve a relatively low score in this domain. Some boards, such as Aotea / Great Barrier, Waiheke, Hibiscus & Bays, and Rodney, score poorly due to a high proportion of retirees, which pushes up the dependency ratio. Other boards, including Manurewa and Māngere-Ōtāhuhu score lower because young dependents aged 15 and under make up a high proportion of the population compared with the Auckland average.

Areas with the lowest dependency ratio have a higher than average population aged between 16 and 65. At 83 per cent, Waitemata has a much higher working-age population than the Auckland average (68%)

Dependency ratio 2019 – lowest scoring areas



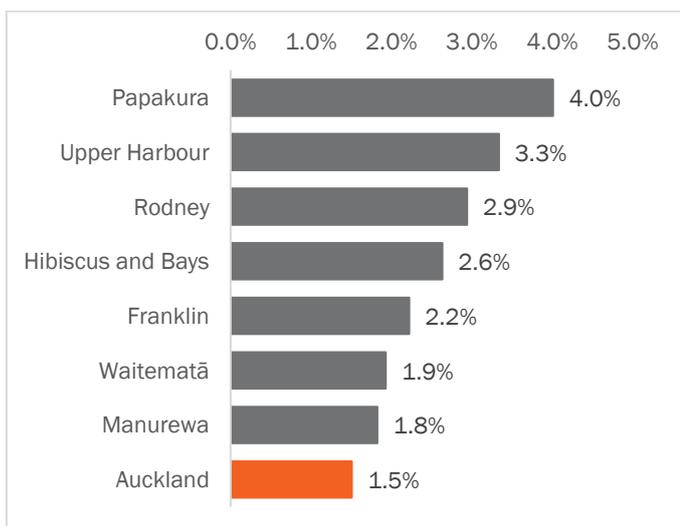
Dependency ratio 2019 – highest scoring areas



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.

Some large-scale housing developments in Auckland are also driving population growth. Many of these are in the more rural north and south of the region where there is generally more land available for development as Auckland has sought to meet the demand for housing.

Population growth (annual percentage change)



Business activity

Growth in the number of businesses and the level of entrepreneurial activity is an important contributor to the overall economic performance of a local board area. There is also some benefit in the presence of larger businesses that may potentially be able to withstand economic shocks better than smaller businesses. That said, the nature of the recent COVID-19 pandemic means that business sector, rather than size, may be a more important factor in an area's ability to withstand and recover from the impact of an economic downturn.

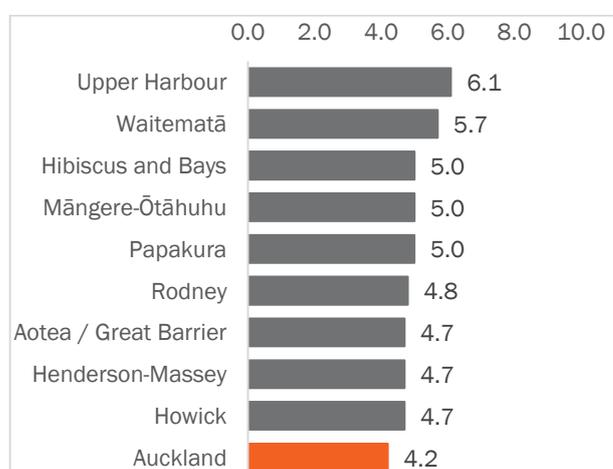
The business activity domain is made of up the following indicators.

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

There is little consistency in this domain with the 2018 Prosperity Index report with business unit growth proving the most volatile indicator. Ōrākei, Ōtara-Papatoetoe and Rodney have experienced a significant swing in this indicator. This indicator has fluctuated most between the first Prosperity Index and this one primarily because the growth in business unit numbers fluctuates up and down as a result of a number of factors such as population growth rates, size of businesses in an area and differing sectoral make-up.

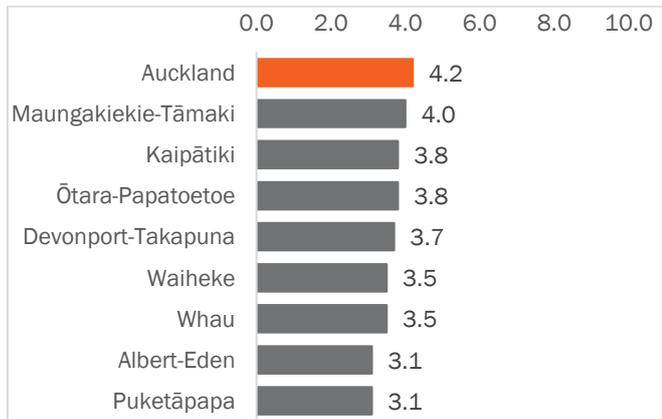
There is a relatively narrow spread of scores across Auckland in the business activity domain and no geographic pattern to the highest scoring areas. Relatively prosperous areas like Waitemata and Upper Harbour score well in this domain but so do some less prosperous areas such as Papakura and Mangere-Otahuhu. Papakura has seen its business growth rate grow higher relative to the fall seen regionally, something that may be linked to the area also seeing the highest level of population growth in the region.

Business Activity Domain (scored 0 to 10 – highest scoring areas)



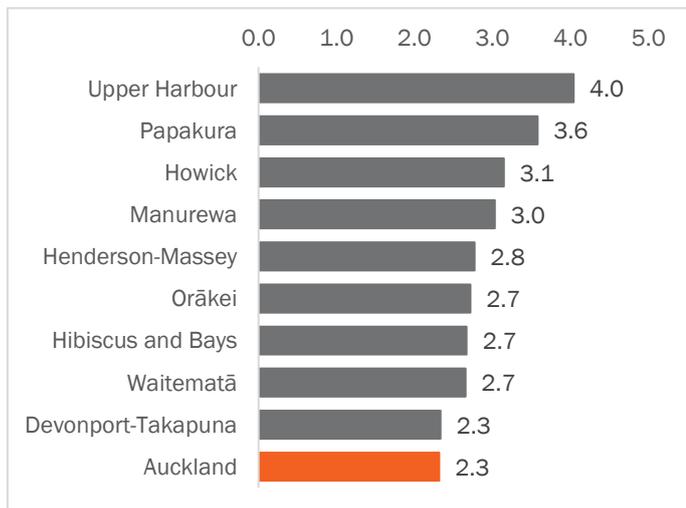
Areas that perform less well tend to have lower rates of business unit growth. But as noted above this measure fluctuates more than others over time.

Business Activity Domain (scored 0 to 10 – lowest scoring areas)



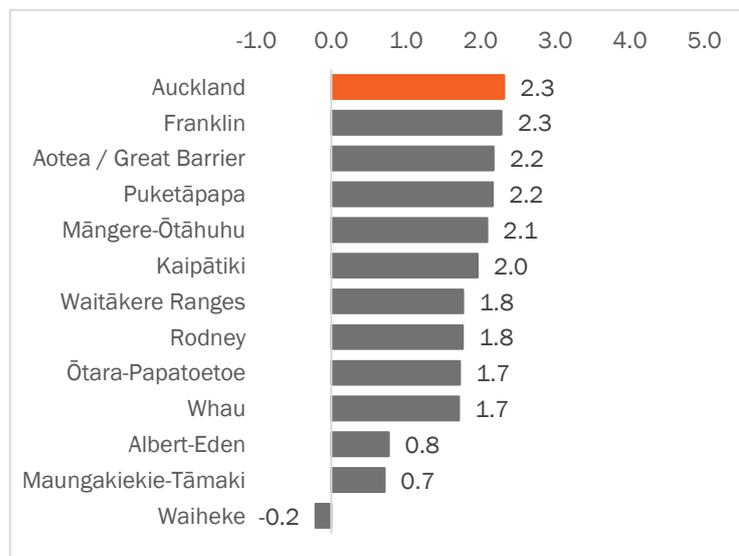
In 2019 the number of business units in Auckland grew 2.3%. Business activity remains a strong domain for southern Auckland, with Papakura (3.6%) and Manurewa (3.0%) in among the best performing local board areas as a result of the growth of the number of business units. Despite the relatively high level of business activity, these areas are home to many of the region's least prosperous households.

Net growth in business units (per cent growth over last year – highest scoring areas)



Business unit growth has been lowest in Albert-Eden, Maungakiekie- Tāmaki and Waiheke.

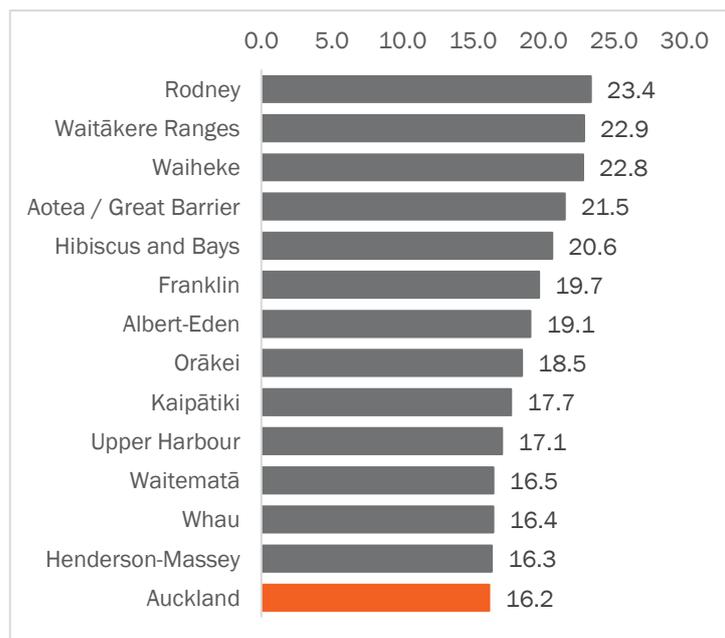
Net growth in business units (per cent growth over last year- lowest scoring areas)



Self-employment rates are notably higher in outlying local board areas, which are also areas where the number of jobs per 100 residents are typically lower. The rates are also higher in typically more prosperous local board areas. There is some evidence that this level of self-employment is borne out of necessity given a lack of local job opportunities and as such may not be a proxy for entrepreneurship in more rural areas³.

In addition, agriculture and construction are typically sectors that have high levels of self-employment. While construction is spread across the region agriculture is more common in some of the outlying local board areas.

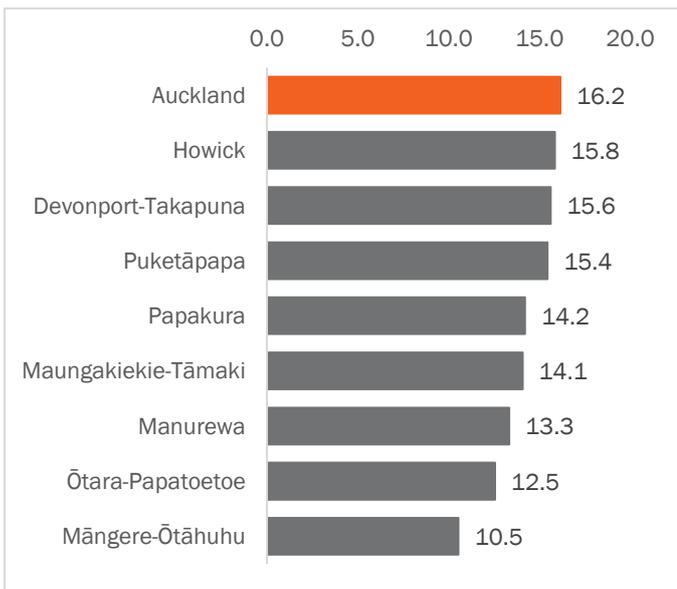
Self-employment rate – highest (percent)



³ <https://www.sciencedirect.com/science/article/pii/S0094119014000746>

The self-employment rate is typically low in less prosperous local board areas. This could be due to the sectoral make up of these areas with manufacturing and wholesale trade and education typically having lower levels of self-employment. It could also be that lower levels of prosperity present barriers to self-employment with difficulties in raising start-up capital being a factor. Age could also be a factor with self-employment tending to increase with age⁴ and the areas with low levels are typically those with younger than average populations.

Self-employment rate – lowest (percent)



⁴ http://archive.stats.govt.nz/browse_for_stats/income-and-work/employment_and_unemployment/LEED-reports/person-level-statistics/self-employment.aspx#gsc.tab=0

Economic quality

Economic quality looks at an area's ability to offer highly skilled and knowledge-intensive jobs. It also captures the diversity of the economy as a safeguard for the future. Future job prospects are included by looking at the number of jobs in an area that are in sectors forecast to decline.

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

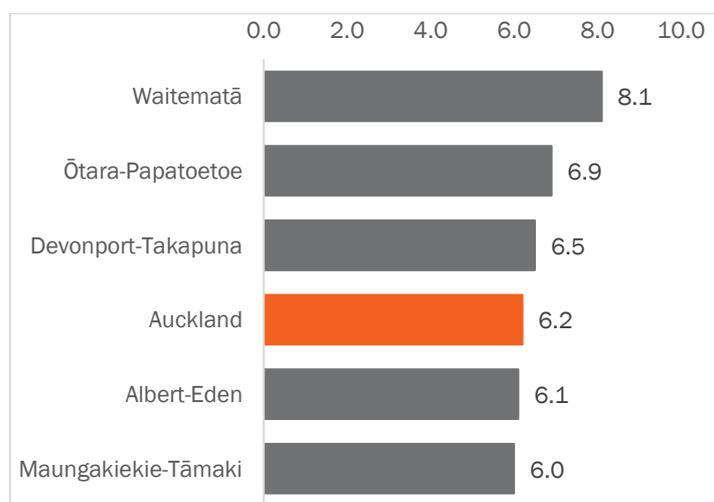
- Economic diversity (HHI index)⁵
- Jobs per 100 residents
- Percentage of jobs that are highly skilled
- Percentage employed in knowledge-intensive industries
- Percentage employed in declining industries

Paid work, particularly in skilled jobs, 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. It is also the case that some households in Auckland suffer from 'in work poverty' where the income derived from paid work is insufficient to meet the basic needs of the household.

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. One of these, Ōtara-Papatoetoe, again performs well despite performing poorly across some of the other domains.

The key change from the previous report is the decline seen in Kaipātiki where the industrial make up has seen the area's share of employment in declining industries climb markedly. Manurewa also saw the number of workers in declining industries increase.

Economic Quality Domain (scored 0 to 10 – highest scoring areas)



⁵ The Herfindahl-Hirschman Index (HHI) index is a commonly accepted measure of concentration of industries in an area.

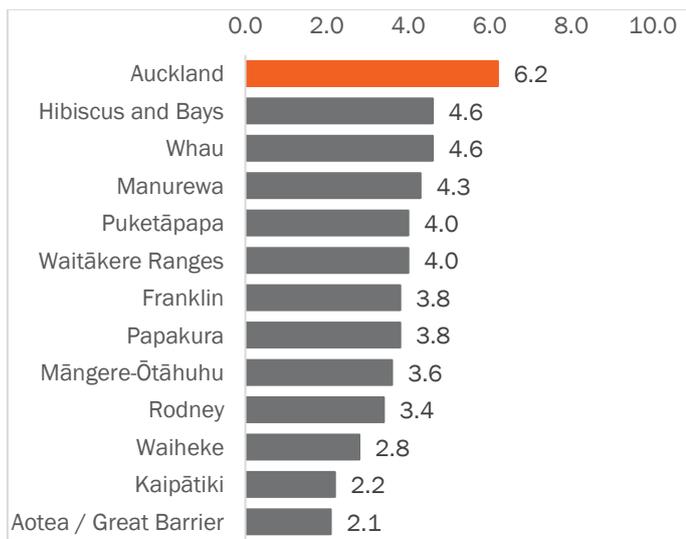
Waitematā, Albert-Eden, and Ōtara-Papatoetoe are the three local boards that record a score for this domain above the Auckland average. Waitematā and Albert-Eden are centrally located and employment in those areas is predominantly professional, skilled employment. Ōtara-Papatoetoe scores well due to the presence of significant employment in tertiary education, health and local government. 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 (8.0% compared to 9.8% regionally), as well as a high number of jobs per hundred residents (132).

Outlying areas tend to perform poorly in terms of economic quality, with some of the lowest scores recorded by Papakura, Waitākere Ranges, Franklin, Rodney, Waiheke, and Great Barrier where the number of jobs per 100 residents is lower than average. Māngere-Ōtāhuhu also performs poorly with a low level of knowledge-intensive industries.

Some of the areas that perform relatively poorly on this domain such as Ōrākei, Howick and Hibiscus & Bays are relatively affluent as residents travel elsewhere to undertake skilled employment.

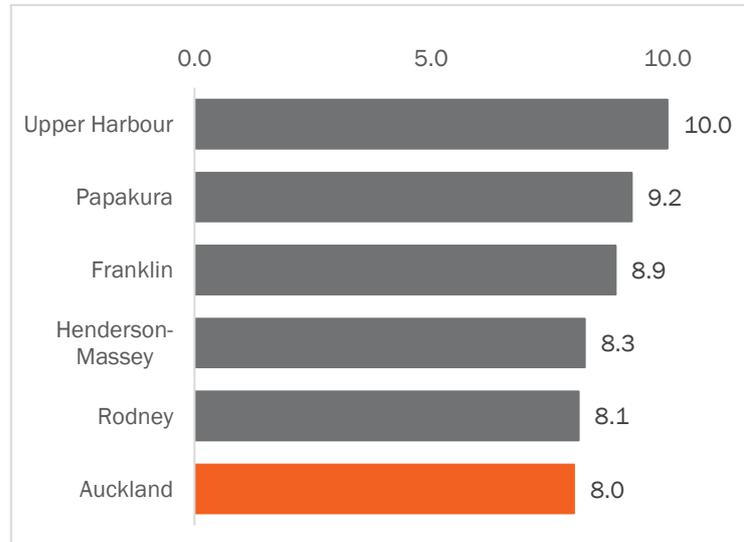
Economic Quality Domain (scored 0 to 10 – lowest scoring areas)



The importance of economic diversity has been highlighted recently by the COVID-19 global pandemic which has impacted some sectors such as tourism and hospitality particularly severely, impacting those areas reliant on overseas tourists most.

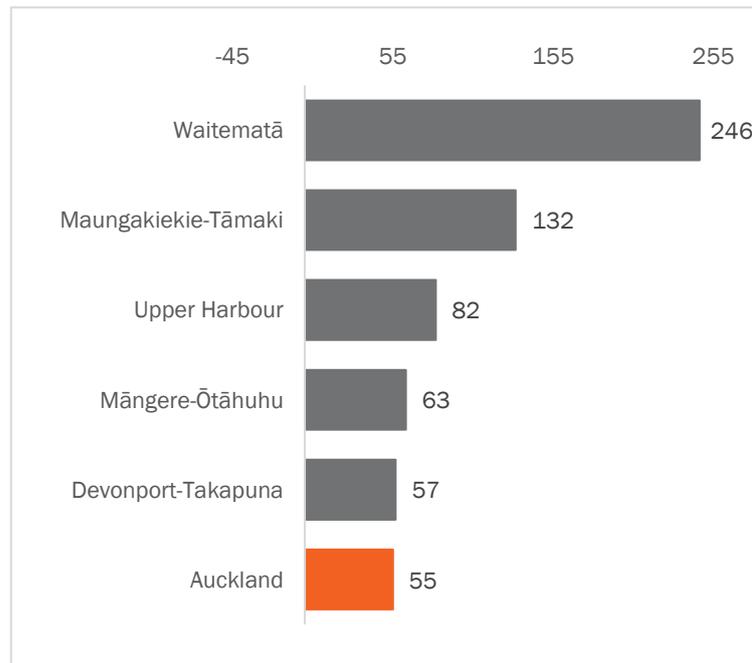
Several outlying boards have very diverse local economies, perhaps reflecting the presence of some rural sectors not found elsewhere in the region.

Economic diversity (scored 0 to 10 – highest scoring areas)



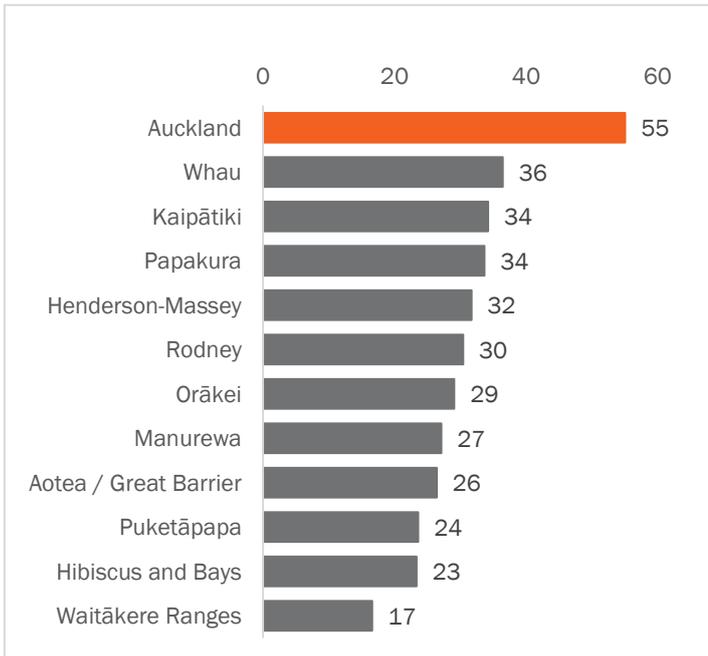
Very few boards have more jobs available in their area than there are residents, with Waitemata and Maungakiekie-Tāmaki being the exceptions

Jobs per 100 residents (highest)



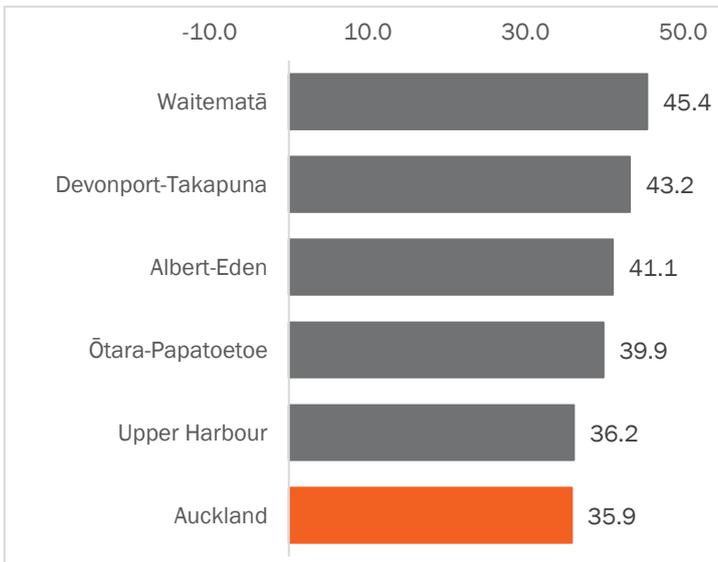
In addition to the rural and island local board areas, several areas score poorly in terms of the number of jobs per resident. This means these areas have a high level of commuting elsewhere for work. For some boards this is not a problem as adjacent areas have plenty of employment opportunities, but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

Jobs per 100 residents (lowest)



Highly skilled employment typically provides increased incomes and can be less at risk from mechanisation, providing greater levels of job security. More central and prosperous local board areas tend to perform well on this indicator although Ōtara-Papatoetoe in the performs well on this indicator largely because of a number of local and central government institutions, education institutions and Middlemore Hospital.

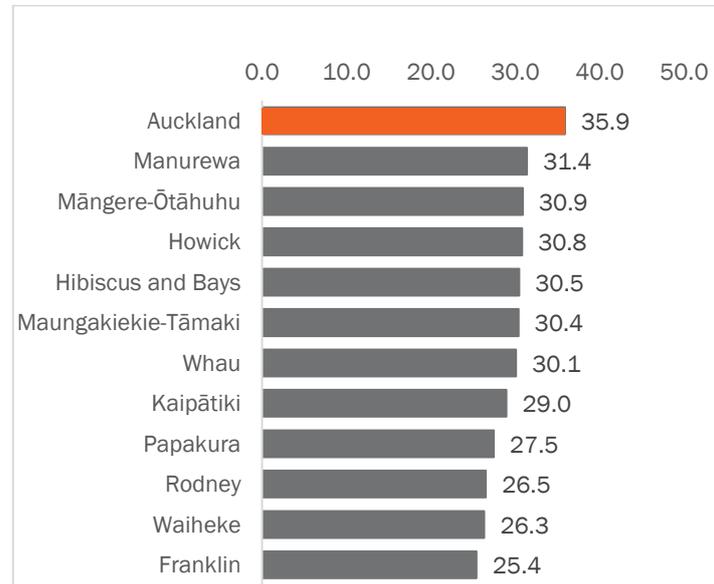
Percentage of highly skilled jobs (highest)



Outlying areas tend to perform poorly on this indicator, as do some of the less prosperous areas in Auckland's south and west. This means people in those areas have lower levels of access to skilled employment opportunities. While Kaipātiki is relatively central and

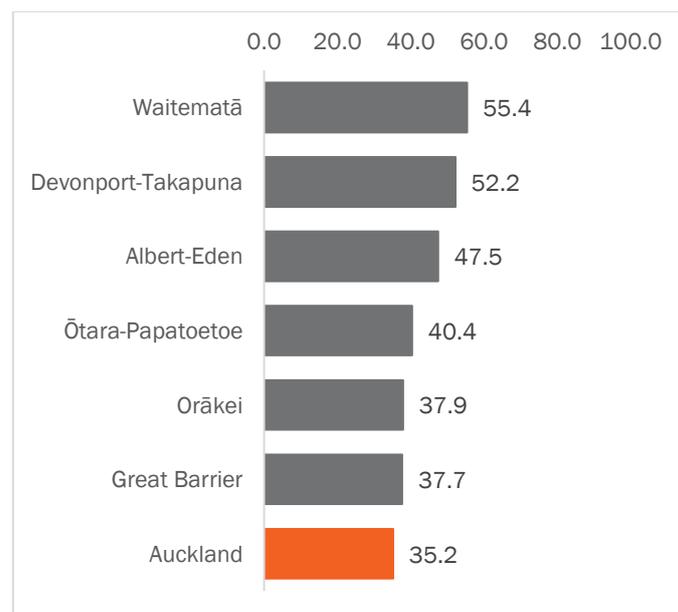
affluent it also performs poorly due to the sectoral make up of businesses located in the area. Many workers in Kaipātiki commute elsewhere for skilled employment.

Percentage of highly skilled jobs (lowest)



Similarly, the proportion of workers in knowledge-intensive industries is generally higher in more central and more prosperous local board areas and, as noted above, the economic make-up of Ōtara-Papatoetoe provides for good access to quality jobs which the local work force are not accessing at a rate to lift the area in to a higher band of prosperity.

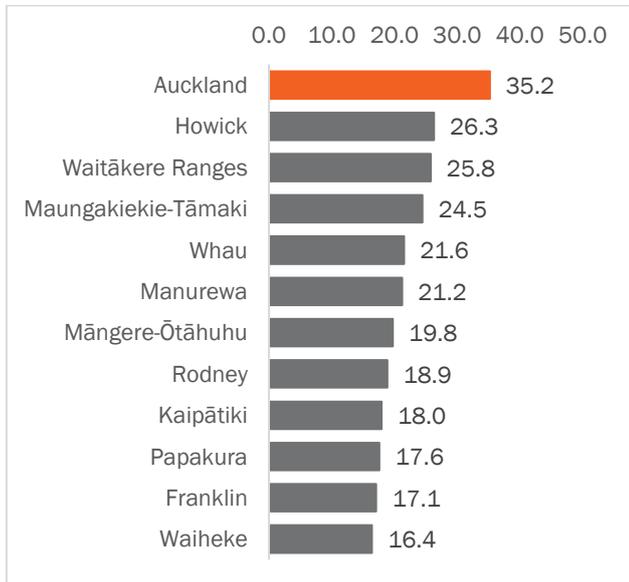
Percentage employed in knowledge-intensive industries (highest)



Again, 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

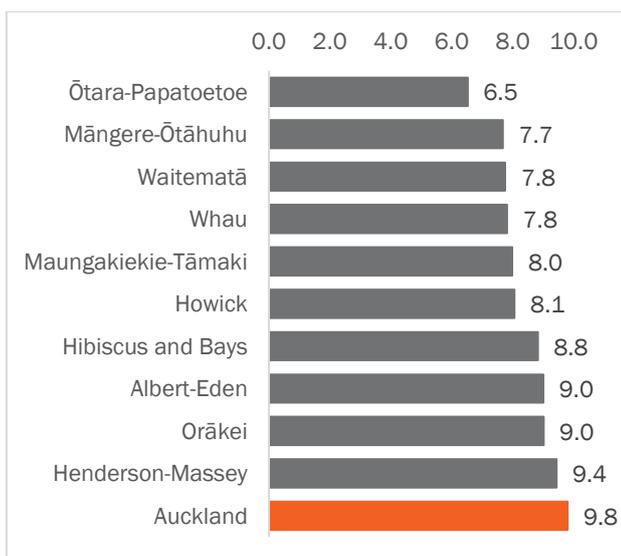
well as a relatively high proportion of employment in declining industries. This is mitigated by the area's proximity to the city centre and other employment areas to the north.

Percentage employed in knowledge-intensive industries (lowest)



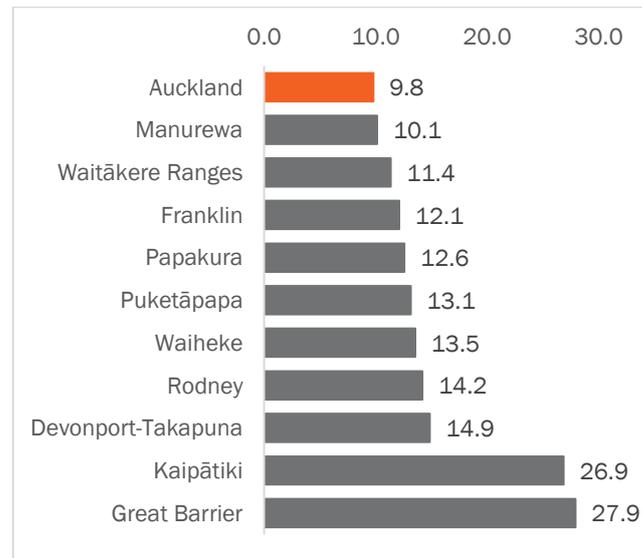
The share of employment in declining industries provides insight into potential future issues. In an area where a greater share of jobs are at risk of ceasing to exist as certain industries contract, there will be a need for new industries to locate there to provide future employment opportunities. Fortunately for much of south and west Auckland where there are lower levels of prosperity, the share of employment in declining industries is lower than the regional average.

Percentage employed in declining industries (lowest)



Of particular note is the very high rate in Kaipātiki where 27 per cent of jobs are in declining industries with sectors that are forecast to decline like department stores, various other forms of retailing, wholesaling, office cleaning and administration services making up a large share of the area’s employment.

Percentage employed in declining industries (highest)



Household prosperity

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

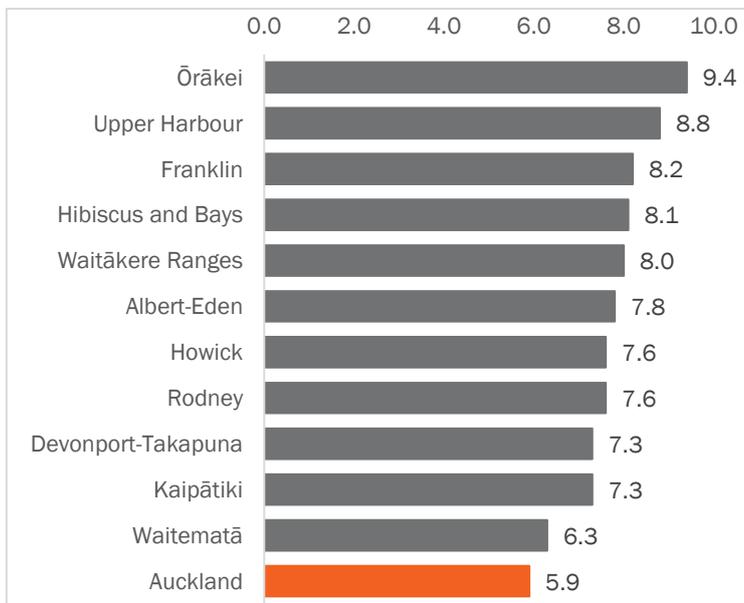
The household prosperity domain is made up of the following indicators.

- 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, Franklin, Albert-Eden and Howick also score highly for household prosperity.

Household Prosperity Domain (scored 0 to 10 – highest scoring areas)

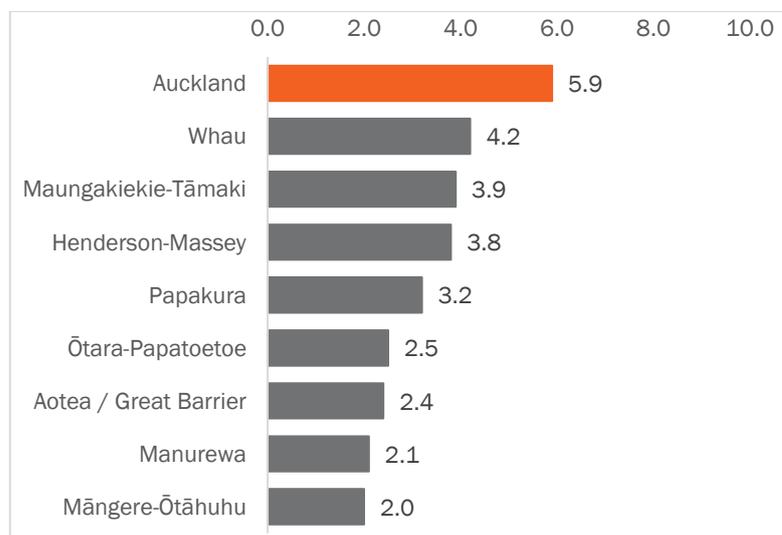


There is little change since the 2018 Prosperity Index report in how the local boards perform on household prosperity relative to each other although the Waitākere Ranges

Local Board area has improved more than other areas and Devonport-Takapuna has dropped a little. While Waitākere Ranges already performed well in terms of home ownership and rental affordability, the area has seen median household incomes rise faster than the regional average between 2013 and 2018. Devonport-Takapuna has seen its rental affordability score fall while median household incomes have grown at a slightly lower rate than seen regionally - that said the absolute median household income in the area remains high.

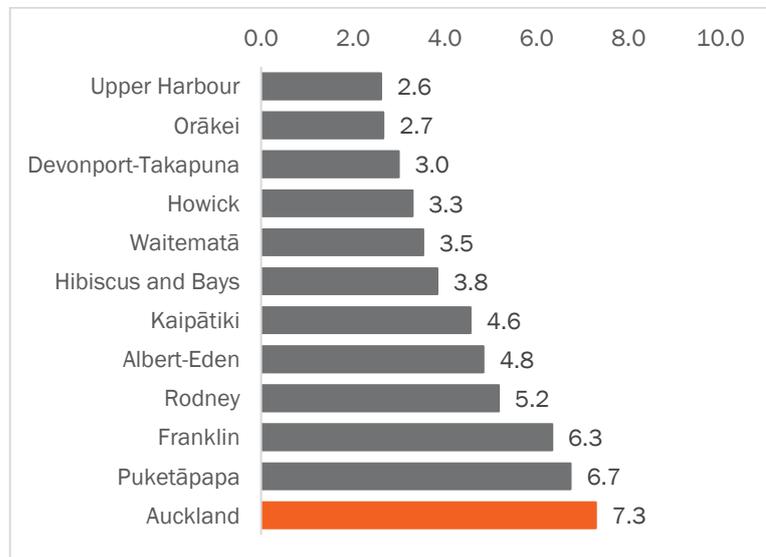
The same eight local board areas make up the eight lowest areas in terms of household prosperity as they did in the previous Auckland Prosperity Index report. These are five of the local board areas in the south of the region, two in the west plus Aotea / Great Barrier.

Household Prosperity Domain (scored 0 to 10 – lowest scoring areas)



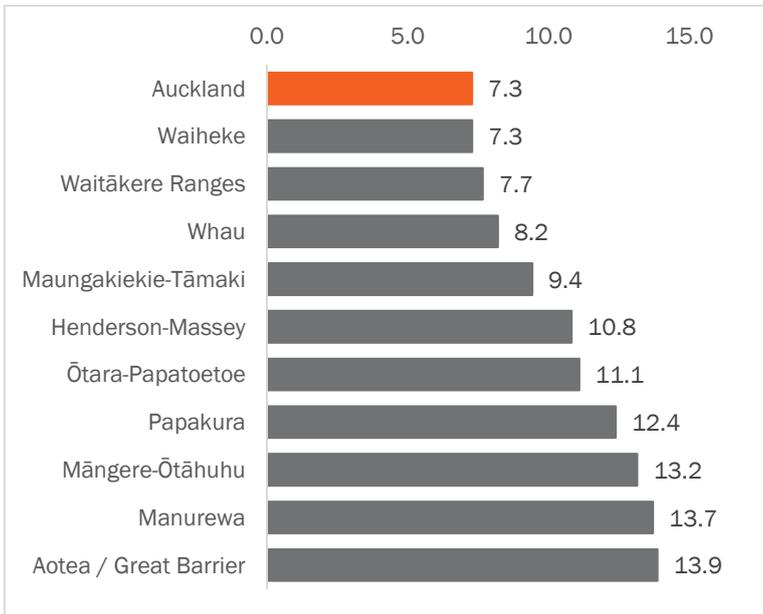
Central local board areas and the more prosperous areas in north and east Auckland tend to have a smaller proportion of their residents on some form of benefit.

Proportion of 15-64-year olds on a benefit (lowest)



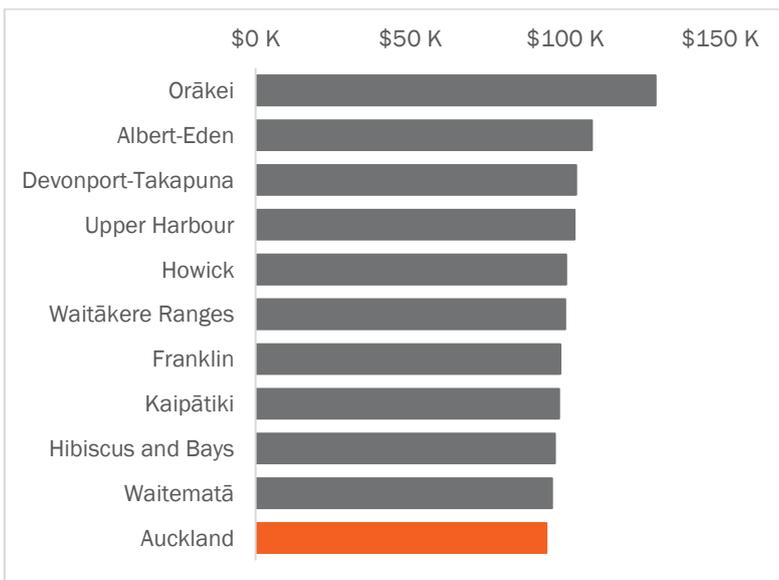
Conversely, outlying local board areas and the less prosperous areas in south and west Auckland tend to have a greater proportion of their residents on some form of benefit.

Proportion of 15-64-year olds on a benefit (highest)



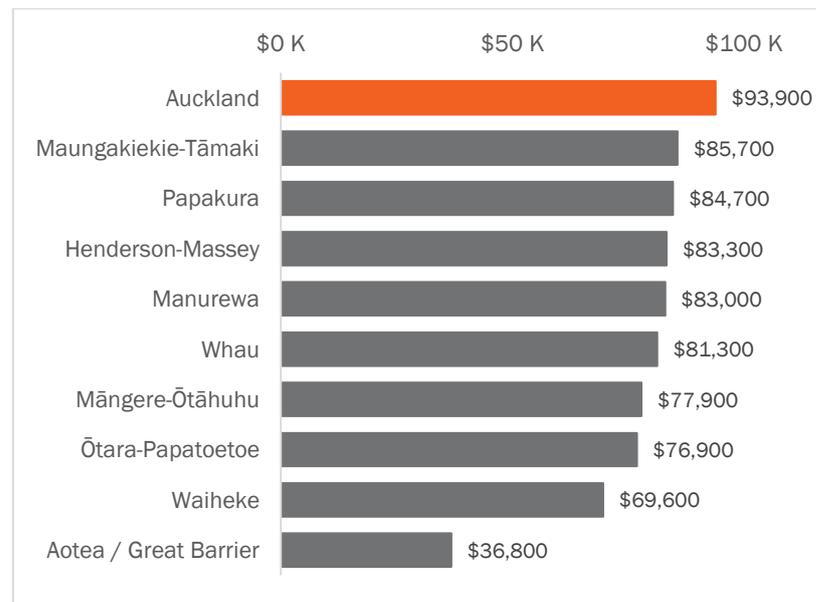
In terms of household incomes Ōrākei has a noticeably higher median household income than the rest of the region with Albert-Eden, Devonport-Takapuna and Upper Harbour also high. These areas tend to have much lower levels of benefit dependency.

Median household income (highest)



As in the last Auckland Prosperity Index report, 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.

Median household income (lowest)

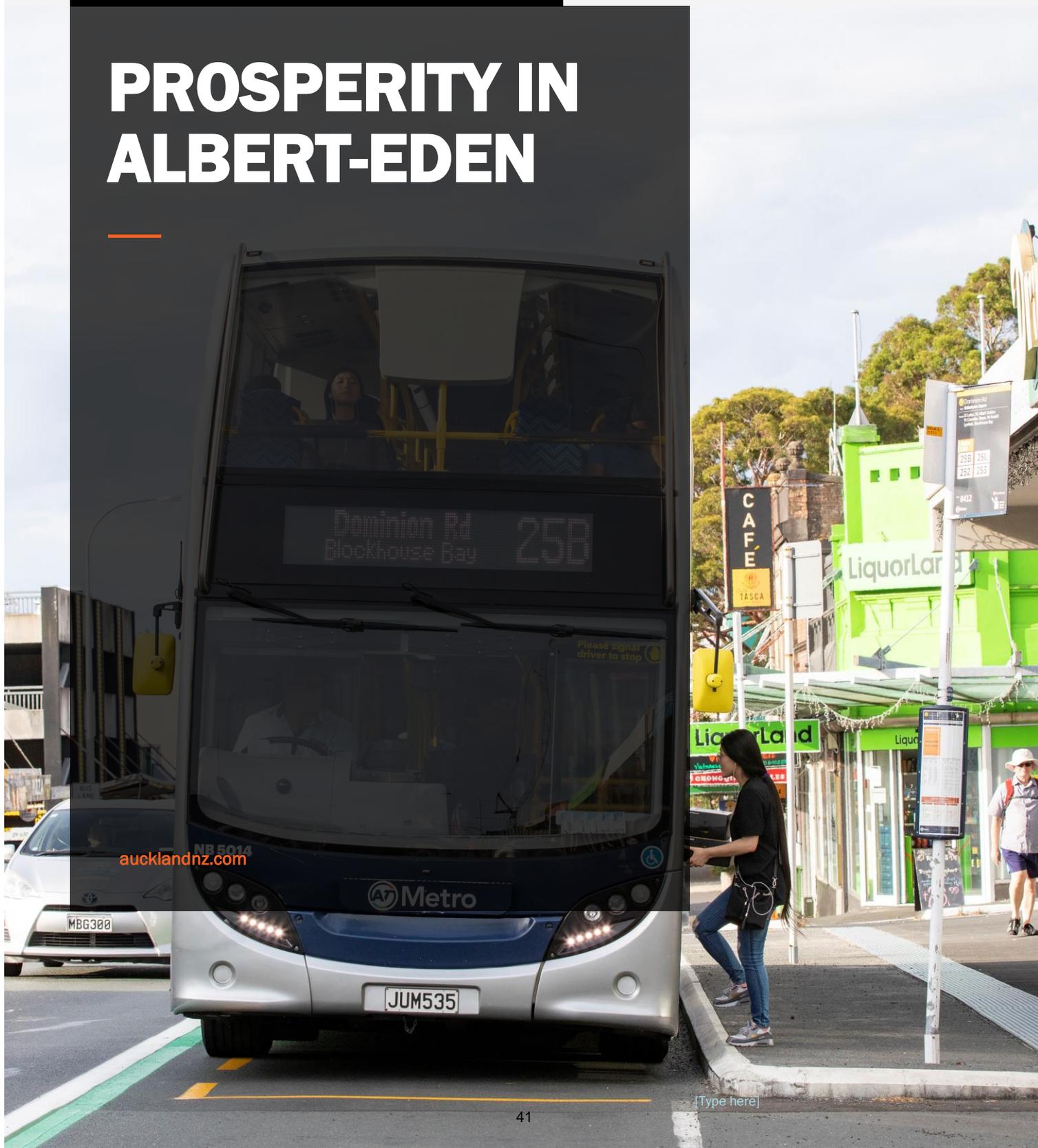


The two island local boards Waiheke (\$69,600) and Aotea / Great Barrier (\$36,800) also have lower median household incomes. Aotea / Great Barrier has a very different income profile to the rest of the region with self-employment, NZ Superannuation and Jobseeker Support much more likely to be sources of income while wages from an employer account for a much smaller share of residents’ source of income. The picture for Waiheke is similar, though not as pronounced as on Aotea / Great Barrier.

October 2020

PROSPERITY IN ALBERT-EDEN

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In partnership with the rest of Auckland Council, local boards have 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 Prosperity Index data 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.

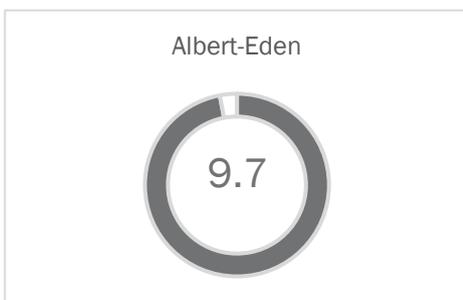
Albert-Eden is particularly strong in the skills and labour force, connectedness and household prosperity domains. It has a similar score to the Auckland average for the economic quality and demography domains. Business activity is the only domain where Albert-Eden performs below the regional average, primarily because business unit growth was lower in 2018 – this is however the indicator most prone to annual fluctuations.

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



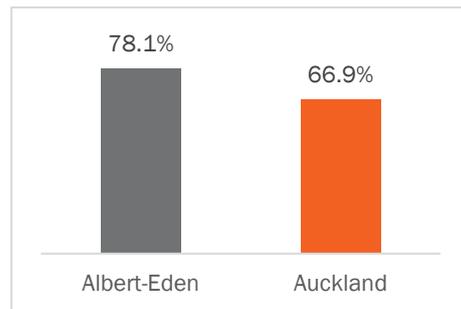
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Albert-Eden has a very high skills base.

Overall score out of 10 for skills & labour force

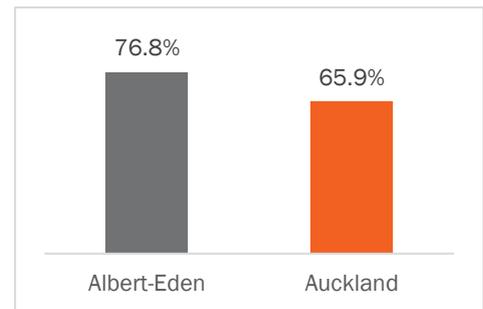


Over three-quarters (78%) of Albert-Eden's 15-64 year olds have at least a NCEA Level 3 qualification. This is 11 percentage points higher than the Auckland average. Albert-Eden's population has a high rate of participation in tertiary education, with 77% of school leavers enrolling in tertiary education 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.

Workers with a Level 3 qualification



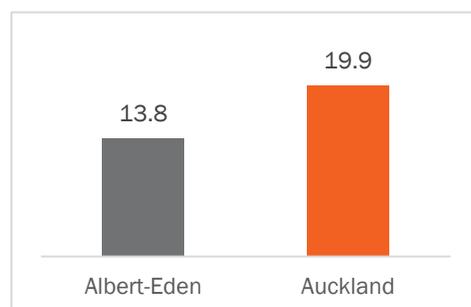
School leavers enrolled in tertiary



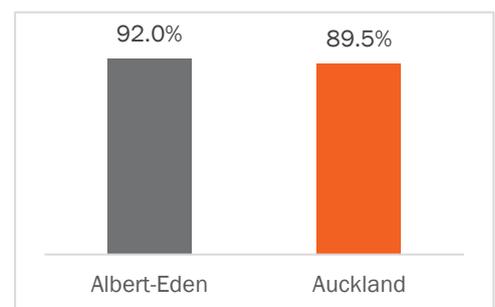
Albert-Eden scores very highly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing. It is second only to Waitemata on this domain.

Being close to the Auckland city centre and other business areas means that Albert-Eden residents have an average commute to work of 14 minutes, 6 minutes faster than the Auckland average. Commute times to tertiary education institutions are also lower than average, while access to the internet at home is higher than for the region.

Commute to work (minutes)

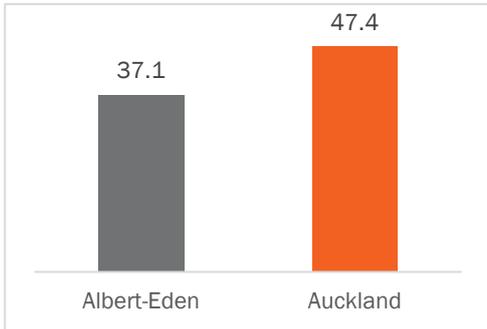


Access to the internet at home (per cent)

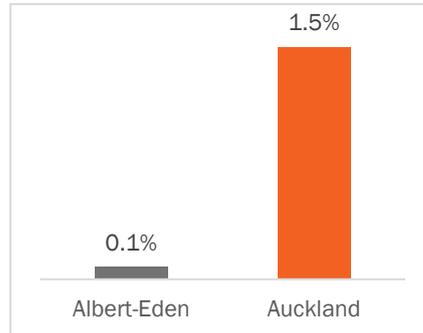


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Albert-Eden's low dependency ratio of 37% is 10 percentage points below the Auckland average. Albert-Eden's low dependency ratio is largely due to 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. This is forecast to remain lower than the regional rate through to 2029. Population growth has been much lower in Albert-Eden than the rest of the region, largely as less densely populated areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



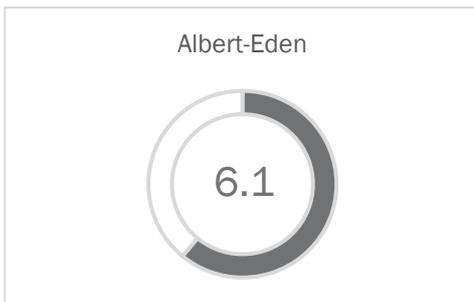
Population growth rate



At 19%, Albert-Eden has a relatively high self-employment rate compared to the region (16%). 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.

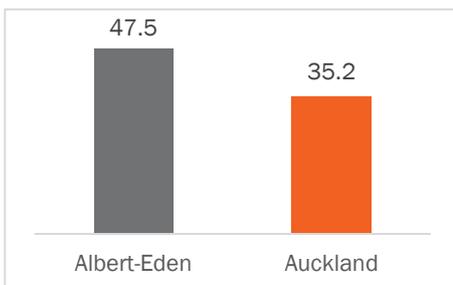
Overall score out of 10 for economic quality



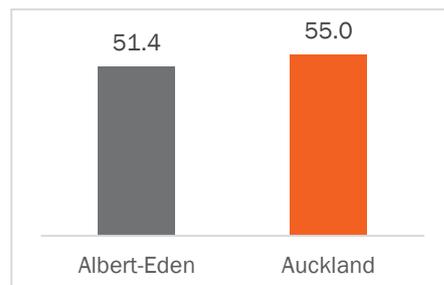
The economy in Albert-Eden is dominated by healthcare & social assistance, professional, technical & scientific services, and education & training sectors. Collectively, these industries account for over 40% of employment in the local board area. These are knowledge-intensive industries which employ a sizeable proportion of highly skilled staff and are all expected to grow over the next five years.

Albert-Eden has 51 jobs per 100 residents, which is four 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

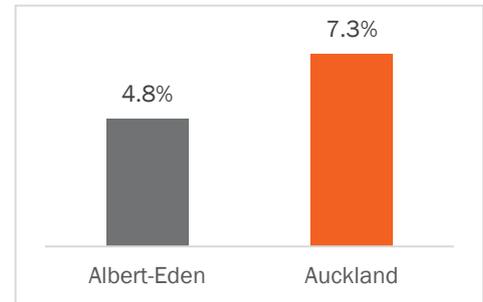


At \$108,800, the average household income is almost \$15,000 higher than the Auckland average. High skill and qualification levels held by Albert-Eden residents enables them to earn good incomes.

Median household income



Benefit dependency rate



Broader context

- The Albert-Eden labour force has good skills and access to lots of skilled employment opportunities locally and in the neighbouring central city.
- The COVID-19 pandemic has highlighted the value of strong, resilient local economies able to meet the needs of the local community. The local board recognises its role in creating vibrant local centres, in encouraging the community to shop locally and support local business.
- The area has many small businesses across its main employment zones and town centres.
- While relatively prosperous the local board area is diverse and some communities in parts of the local board area face some economic challenges.
- The completion of the city rail link between Britomart and Mount Eden train station is set to have a significant impact on the local board area.

Potential actions

Work with business associations to support development of town centres as vibrant business and retail hubs. Strengthen and organise events to bring more people in to boost turnover in local centres.

Support the growth of new businesses and migrant businesses, in the local board area. This will allow a more diverse range of people to participate in the local economy in ways that supports them and their communities.

Continue to support the attraction of new high skilled jobs and knowledge-intensive industries through advocacy for the infrastructure required to make the area attractive to high value businesses.

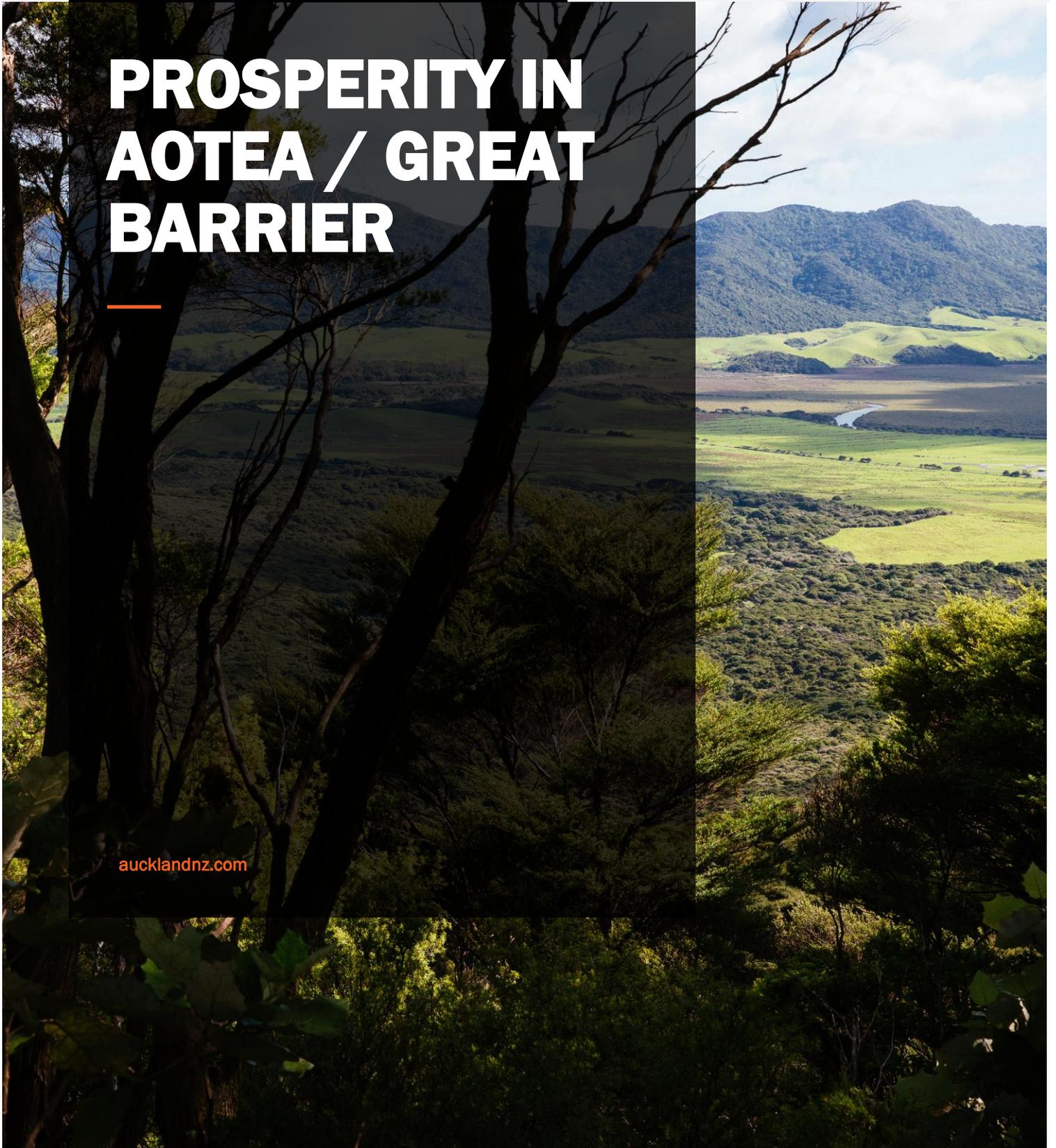
Recognise that COVID-19 will have ongoing impacts on the local economy and local jobs and be responsive to supporting areas of need and identifying opportunities as the impacts unfold. The impact of COVID-19 may also be a timely opportunity to promote business resilience and more sustainable business practices.

Support implementation and delivery of national government COVID-19 response programmes as well as Auckland Council and CCO programmes aimed at supporting economic recovery at the local level.

October 2020

PROSPERITY IN AOTEA / GREAT BARRIER

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.

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 Prosperity Index data 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

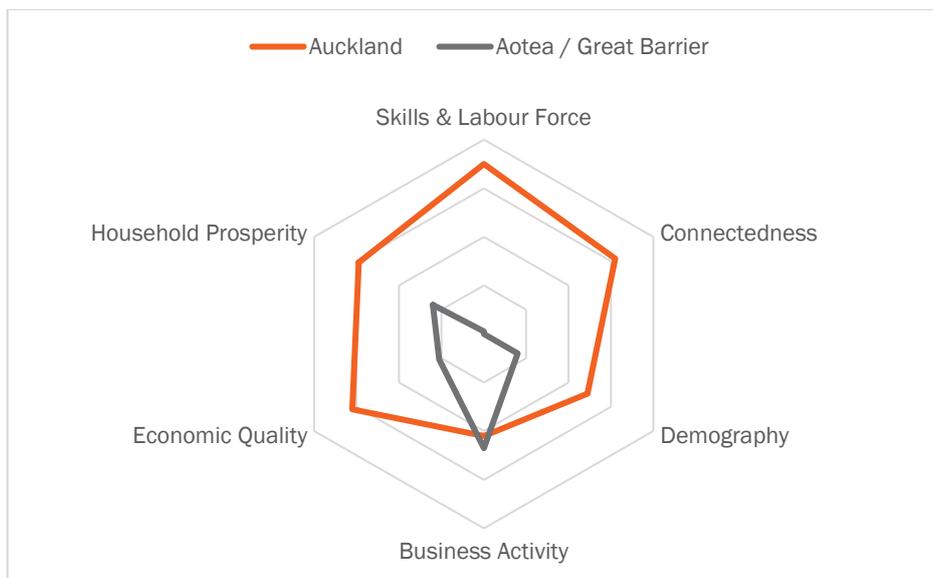
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Aotea / Great Barrier

Aotea / Great Barrier has a small local economy, reflecting its unique character as a relatively undeveloped island. Aotea / Great Barrier has a much higher age profile than the region as a whole reflecting its popularity as a place for people to retire to. However, with a low level of employment opportunities, the island's remoteness means it's impractical to access Auckland city for quality employment opportunities.

Aotea / Great Barrier's apparent strength in the business activity domain is misleading as this reflects the high level of self-employment on the island. With few other employers, available self-employment is often a necessity rather than a choice. The lags behind on the other domains. Despite this, the island nature of the area makes it an attractive place for people to live, however, while household incomes and employment opportunities are low, population retention will remain an issue.

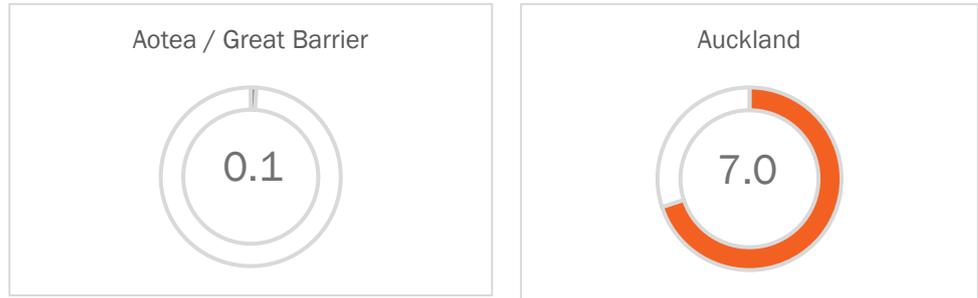
Economic prosperity: score by domain (closer to edge is better) *



- Aotea / Great Barrier data only available for one of the four Connectedness indicators

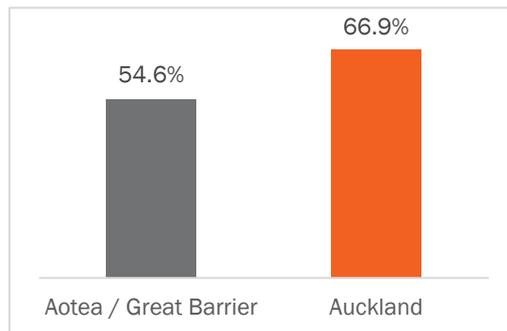
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Aotea / Great Barrier has a lower than average skills base.

Overall score out of 10 for skills & labour force



With no mainstream education provision on the island, Aotea / Great Barrier’s skills and labour force score is perhaps misleading, although clearly gaining skills or qualifications on the island is an issue. Fifty-five per cent of Aotea / Great Barrier’s 15-64 year olds have at least a NCEA level 3 qualification. This is the lower than the Auckland average. Many of the workforce will have gained their qualifications elsewhere and then moved to, or returned to, Aotea / Great Barrier. The Aotea Learning Hub could play a role in support education and skills acquisition.

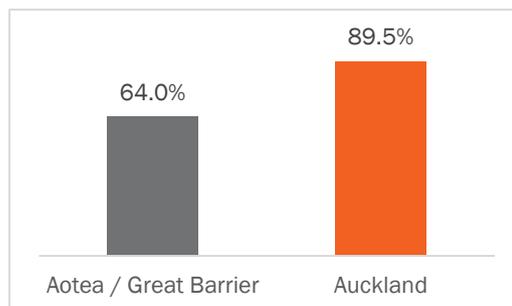
Workers with a Level 3 qualification



Aotea / Great Barrier scores zero in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. However, data availability for Aotea / Great Barrier for this domain is low and this score should be discounted.

That said, being physically separated from the Auckland city centre and other business areas means that Aotea / Great Barrier’s residents will almost certainly have challenges accessing employment and education opportunities. Access to the internet at home is also much lower than the rest of the region.

Access to the internet at home



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). Aotea / Great

Barrier's high dependency ratio of 70% is 23 percentage points above the Auckland average. Aotea / Great Barrier's high dependency ratio is largely due to the high proportion of older people living in the area due to the attractive island lifestyle Aotea / Great Barrier affords. Around a quarter of residents are aged 65 or over.

A high dependency ratio indicates that a higher proportion of the population are less likely to be earning incomes and contributing directly to the economy. This is forecast to increase more than the regional rate through to 2029 to a point where the non-working age population is forecast to be larger than the working age population. Population growth has been much lower in Aotea / Great Barrier than the rest of the region. Largely as other parts of the region have grown rapidly following recent housing developments on developable sites, something Aotea / Great Barrier is short of. Limited employment opportunities and the remote nature of the island make it a definite choice to adopt a certain lifestyle.

Dependency ratio (2019)



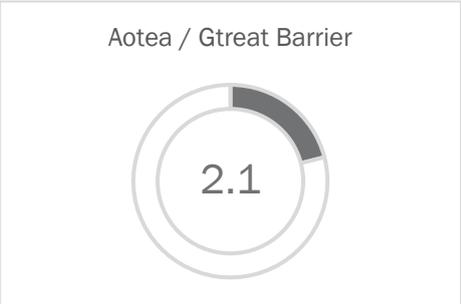
Dependency ratio (2029)



At 22%, Aotea / Great Barrier has the fourth highest self-employment rate in the region. Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks. It should be noted however that in more remote areas self-employment can be a response to a limited number of other employment opportunities being available.

The economic quality domain measures the local economy in terms of its ability to offer skilled and well-paid jobs. Aotea / Great Barrier scores below the regional average for the economic quality domain.

Overall score out of 10 for economic quality

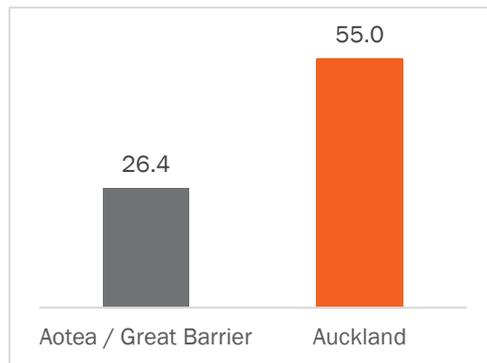


The economy in Aotea / Great Barrier is small and diverse with no real concentrations of any type of activity. Accommodation, professional and other services are the main sectors, linked to its popularity as a visitor destination but also as a number of residents operate management consultancy businesses from their residence on the island.

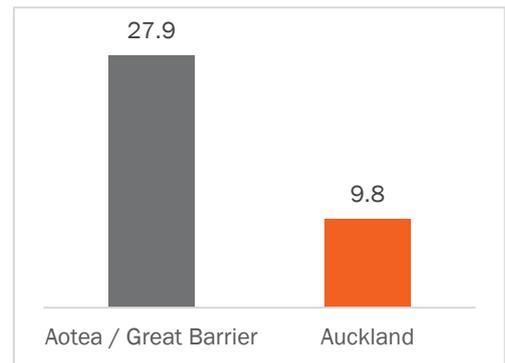
There are some anomalies here as there are seemingly high numbers of knowledge-intensive industries that tend to employ highly skilled staff, yet median household incomes on the island are the lowest in the region by a long way. In addition, many people are employed in industries forecast to decline in the coming years.

Aotea / Great Barrier has 37 jobs per 100 residents, which is fewer than the Auckland average. The area also has a higher than average share of employment in industries forecast to decline in the coming years, indicating there may be a further challenge ahead in providing local employment opportunities.

Local jobs in knowledge industries



Proportion of jobs in declining industries



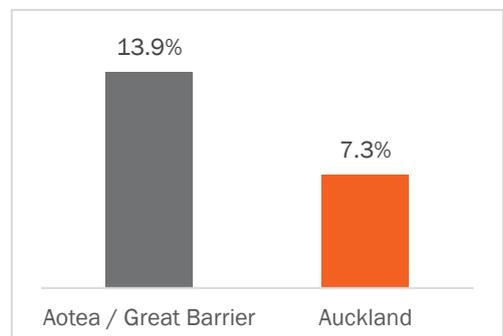
At \$36,800 the average household income is more than \$50,000 below the Auckland average though this may mask different forms of income generation. While the share of households earning between \$50,000 and \$100,000 a year is similar to the rest of the region, the proportion earning less than that is far higher on Aotea / Great Barrier while very few households earn more than \$100,000 a year. For Aotea / Great Barrier, earning wages from an employer is far less likely to be a household’s source of income than elsewhere in the region while NZ Superannuation and Jobseeker Support are far more likely to be sources of household income.

Home ownership is very high in Aotea / Great Barrier with three quarters owning their own home. The level of benefit dependency however is almost double the regional average. This may represent the mix of retirement and holiday home ownership.

Median household income



Benefit dependency rate



Broader context

- The visitor economy is a significant opportunity for Great Barrier. The impact of COVID-19 on that sector could have a significant impact on the local economy prompting a need to diversify, upskill, continuity plan and build resilience.

-
- COVID-19 has brought some challenges for the supply of essential goods.
 - The Aotea Learning Hub was established to assist secondary students and could be expanded to support further adult lifelong learning and upskilling as well as Early Childhood Education.
 - The island has gained recognition as a Dark Sky Sanctuary providing additional tourism sector opportunities.

Potential actions

Support lifelong skills acquisition for adults on the island with a focus on sustainability, resilience and skills for the future.

Investigate business sustainability solutions within the context of a remote island economy and act to improve supply chain vulnerabilities.

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 and small businesses on the island and help businesses meet the unique challenges of operating on the island.

Businesses would benefit from faster, reliable and comprehensive coverage of the island's internet connectivity.

Implement a sustainable visitor strategy for the island with the community, mana whenua Ngāti Rehua-Ngātiwai ki Aotea, Department of Conservation and island-based service providers.

While the visitor economy will remain important there is uncertainty over the future of international tourism and an opportunity to encourage new business opportunities that diversify the economic activity on the island, including around business and environmental sustainability.

October 2020

PROSPERITY IN DEVONPORT- TAKAPUNA

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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

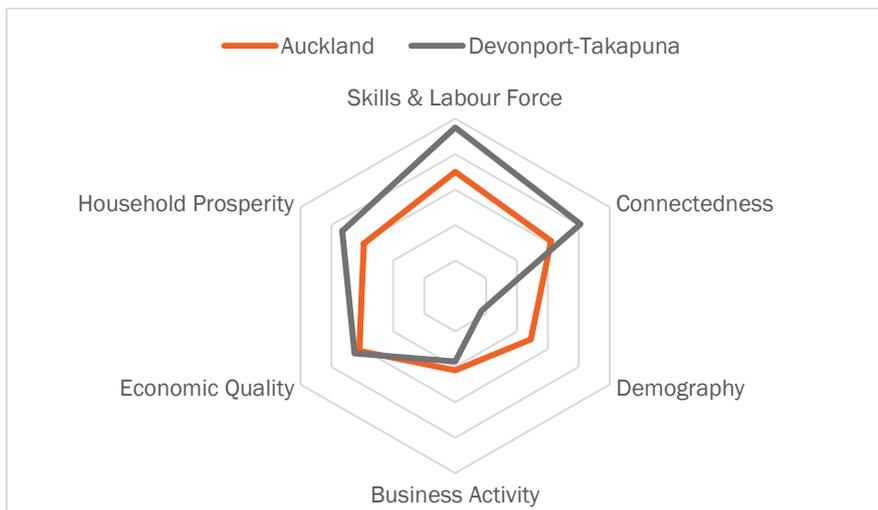
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 is home to highly-skilled residents. With a high level of knowledge-intensive industries in the area and ease of access to the city centre, the workforce has good employment opportunities.

Devonport-Takapuna is particularly strong in the skills and labour force, connectedness and household prosperity domains. It has a similar score to the Auckland average for the economic quality and business activity domains. Demography is the only domain where Devonport-Takapuna performs below the regional average, primarily because the area has an older age profile than most of the rest of the region.

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



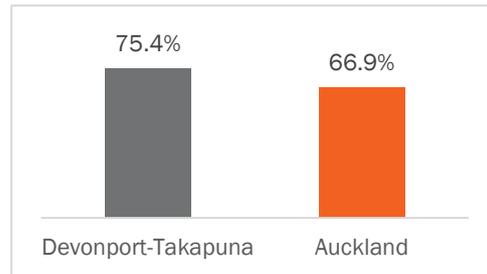
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Devonport-Takapuna has a very high skills base.

Overall score out of 10 for skills & labour force

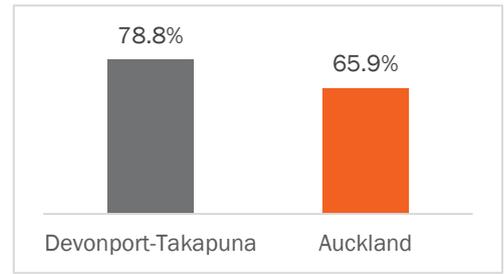


Three-quarters of Devonport-Takapuna's 15-64-year-olds have at least a NCEA Level 3 qualification. This is nine percentage points higher than the Auckland average. Devonport-Takapuna's population has a high rate of participation in tertiary education, with 79% of school leavers enrolling in tertiary education within a year. Devonport-Takapuna'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 Devonport-Takapuna's labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



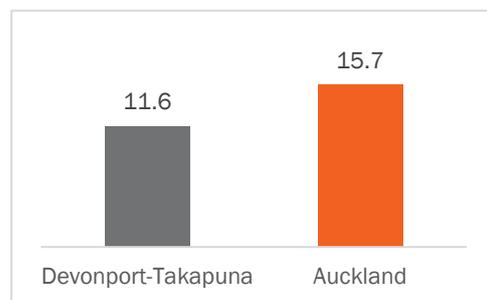
School leavers enrolled in tertiary



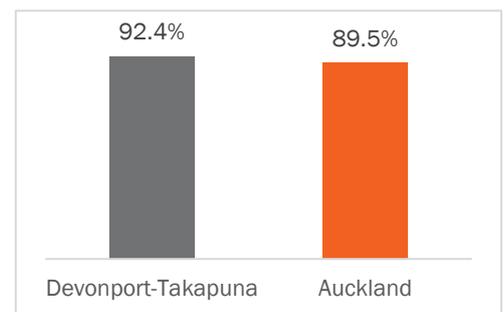
Devonport-Takapuna scores very highly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing. It is behind only Waitemata and Albert-Eden on this domain.

Being close to the Auckland city centre and other business areas means that Devonport-Takapuna's residents have an average commute to work that is slightly faster than the Auckland average. Commute times to tertiary education institutions are also lower than average due to the presence of AUT in the area plus short ferry times into the city centre. Access to the internet at home is higher than the regional average.

Commute to tertiary (minutes)

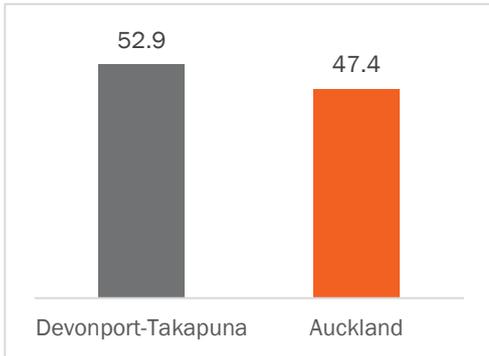


Access to the internet at home (per cent)

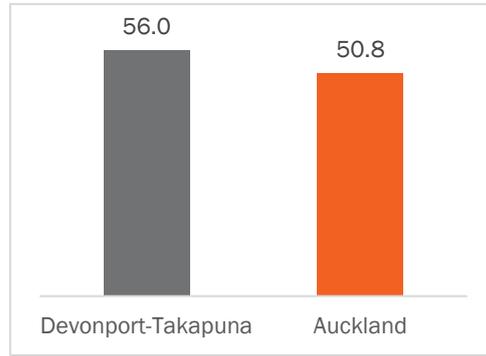


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Devonport-Takapuna's high dependency ratio of 53% is 6 percentage points above the Auckland average. Devonport-Takapuna's high dependency ratio is largely due to the high proportion of older people living in the area. A high dependency ratio indicates that a higher proportion of the population are less likely to be earning incomes and contributing directly to the economy. This is forecast to increase along with the regional rate through to 2029. Population growth has been much lower in Devonport-Takapuna than the rest of the region. Largely as less densely populated areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



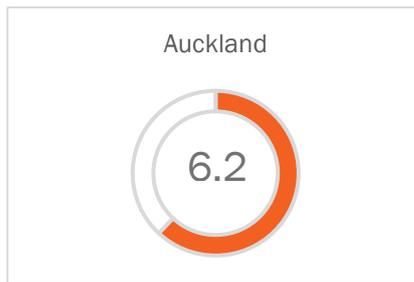
Dependency ratio (2029)



At 16%, Devonport-Takapuna has a similar self-employment rate compared to the region. 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. Devonport-Takapuna scores just above the regional average for the economic quality domain.

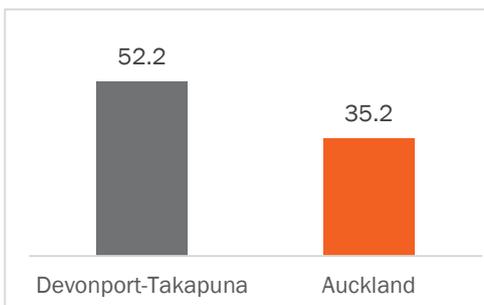
Overall score out of 10 for economic quality



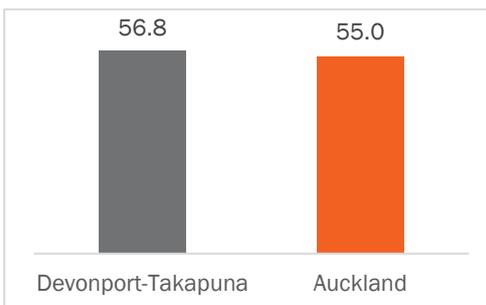
The economy in Devonport-Takapuna is dominated by healthcare & social assistance, professional, scientific & technical services, and public administration. Collectively, these industries account for over 40% of employment in the local board area. These are knowledge-intensive industries which employ a sizeable proportion of highly skilled staff and are all expected to grow over the next five years.

Devonport-Takapuna has 57 jobs per 100 residents, which is more than the Auckland average. In addition, residents have easy access by ferry or motorway (Northern Busway) to employment areas in the city centre.

Local jobs in knowledge industries

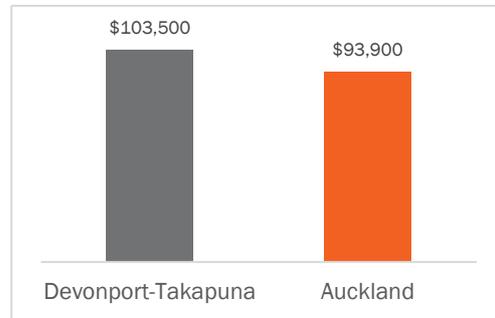


Local jobs per 100 residents

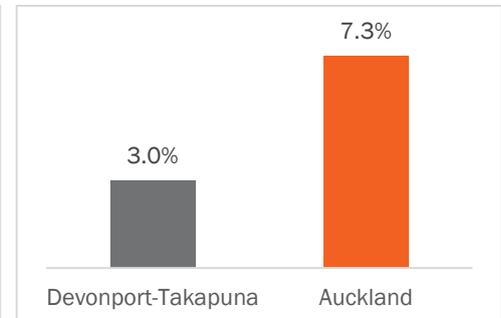


At \$103,500, the average household income is almost \$10,000 higher than the Auckland average. High skill and qualification levels held by Devonport-Takapuna residents enables them to earn good incomes. The area has much lower levels of benefit dependency than the regional average.

Median household income



Benefit dependency rate



Broader context

- The Devonport-Takapuna labour force has good skills and access to lots of skilled employment opportunities locally and in the neighbouring central city.
- The COVID-19 pandemic has highlighted the value of strong, resilient local economies. As a popular destination for overseas visitors many businesses and business associations reliant on tourism will need support as town centre spending has decreased sharply.
- The Panuku Development Auckland-led redevelopment of Takapuna will be a key attractor to new investment in the board area.
- The area has a strong knowledge-based economy and a growing employment hub at Smales Farm including a high quality, large co-working development the B-Hive.

Potential actions

Access to advice and support for successful entrepreneurship could be valuable to encourage more business start-ups in the area.

Support the growth of new businesses in the local board area and continue to support the attraction of new high skilled jobs and knowledge-intensive industries.

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.

Attracting domestic visitors to local events and destinations, at least in the short term, to fill the gap left by the international border closure.

Recognise that COVID-19 will have ongoing impacts on the local economy and local jobs and be responsive to supporting areas of need and identifying opportunities as the impacts unfold. The impact of COVID-19 may also be a timely opportunity to promote business resilience and more sustainable business practices.

October 2020

PROSPERITY IN FRANKLIN

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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 Franklin

Franklin is home to relatively high-income households. However, with a low level of knowledge-intensive industries in the area and issues of access to the city centre, the workforce has limited quality local employment opportunities.

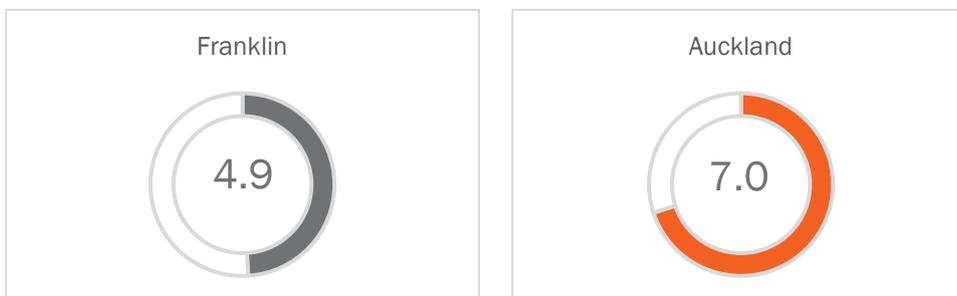
Franklin is particularly strong in the household prosperity domain. It has a similar score to the regional average for the business activity domain but performs less well than the region in the other domains. Despite this, the rural nature of the area makes it an attractive place for people to live meaning household incomes are relatively high.

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. Franklin has a lower than average skills base.

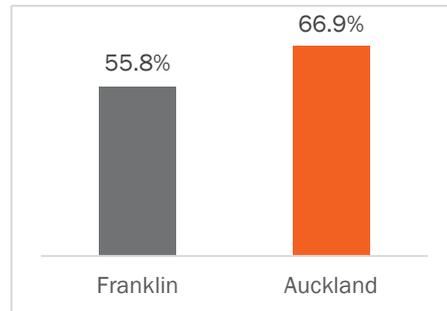
Overall score out of 10 for skills & labour force



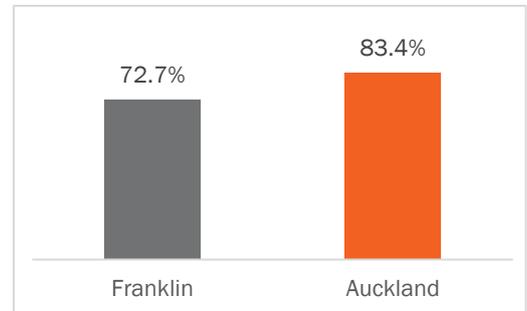
Fifty-six per cent of Franklin's 15-64 year olds have at least a NCEA Level 3 qualification. This is 11 percentage points lower than the Auckland average. Franklin's population has a low rate of participation in tertiary education, with 58% of school leavers enrolling in

tertiary education within a year. Franklin’s performance in this indicator is possibly influenced by the distance required to travel to access tertiary education. The attainment of a tertiary qualification could increase the ability of Franklin’s labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



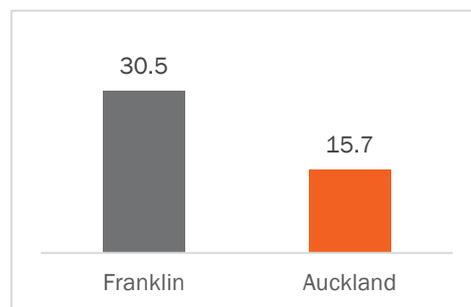
NCEA Level 2 attainment



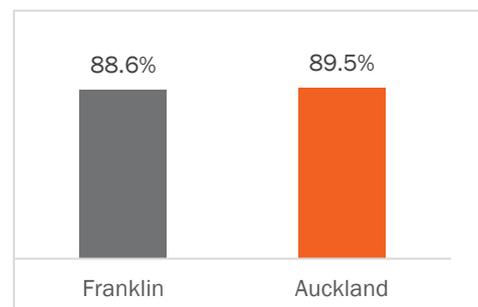
Franklin scores low in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing. It is ahead of only Rodney and Aotea / Great Barrier on this domain.

Being distant from the Auckland city centre and other business areas means that Franklin’s residents have an average commute to work that is longer than the Auckland average. Commute times to tertiary education institutions are also longer than average. Access to the internet at home is comparable to the rest of the region.

Commute to tertiary (minutes)

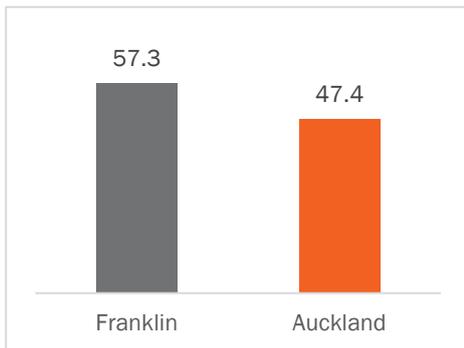


Access to the internet at home (per cent)

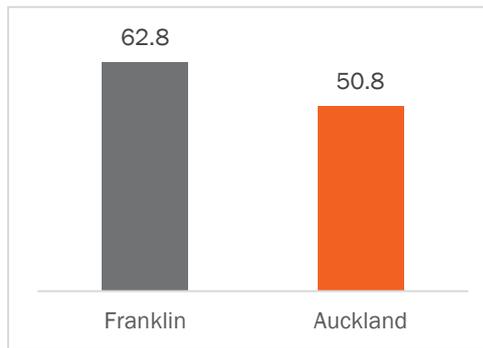


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Franklin’s high dependency ratio of 57% is 10 percentage points above the Auckland average. Franklin’s high dependency ratio is largely due to the high proportion of older people living in the area. A high dependency ratio indicates that a higher proportion of the population are less likely to be earning incomes and contributing directly to the economy. This is forecast to increase more than the regional rate through to 2029. Population growth has been much higher in Franklin than the rest of the region. Largely as areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



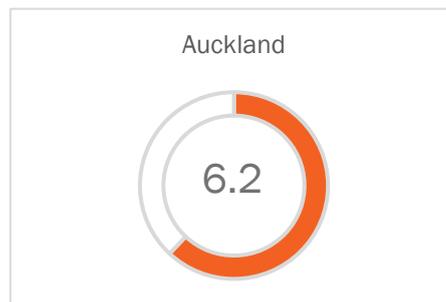
Dependency ratio (2029)



At 20%, Franklin has a high self-employment rate compared to the region. Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks. It should be noted however that in more rural areas self-employment can be a response to a limited number of other employment opportunities being available.

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

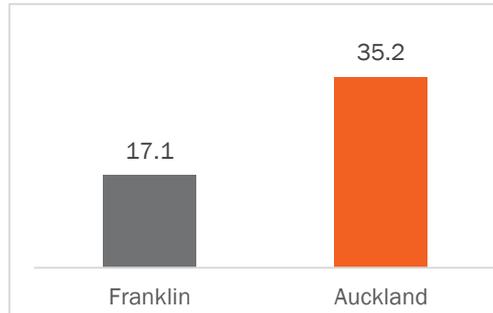
Overall score out of 10 for economic quality



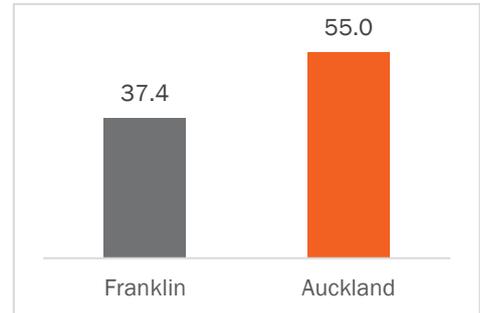
The economy in Franklin is dominated by manufacturing and construction with horticulture also a key employer. Collectively, these industries account for over a third of employment in the local board area. These are not particularly knowledge-intensive industries that tend to employ a sizeable proportion of highly skilled staff. Knowledge intensive industries account for only 17 per cent of the economy in Franklin, half the level seen across the region.

Franklin has 37 jobs per 100 residents, which is fewer than the Auckland average.

Local jobs in knowledge industries

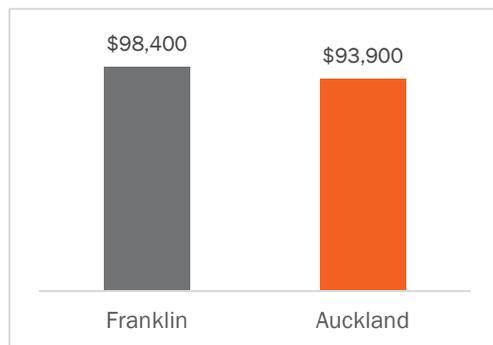


Local jobs per 100 residents

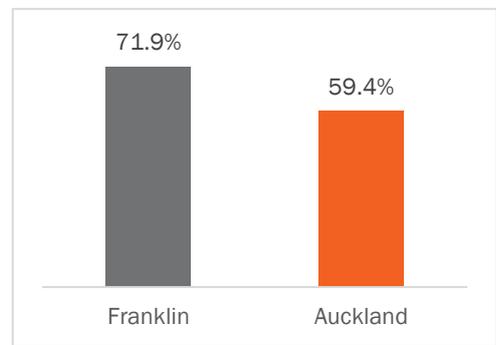


At \$98,400, the average household income is higher than the Auckland average. This may represent the stage of life that many Franklin residents are at. Home ownership is high in Franklin and the level of benefit dependency is low.

Median household income



Home ownership rate



Broader context

- With a low level of local jobs and high future residential growth, more jobs will be needed in Franklin. Attracting quality employment opportunities to the area would greatly improve local employment options and reduce the need to commute for work.
- There is significant growth taking place to the north and to the south of Pukekohe. Local connectivity across this growing part of south Auckland and north Waikato will help this part of the region grow economically.
- There is potential to grow the tourism industry and increase visitor spend in Franklin.
- An economic broker role has been created to facilitate local economic development opportunities.
- Growth to north and south of the Franklin district is occurring and ensuring connectivity across that wider area of growth is important.

Potential actions

COVID-19 has shown the importance of strong, resilient local economies and the value of connectedness. It is shown how important it is that residents and businesses have access to fast and reliable digital connections. Advocacy for ultra-fast broadband in rural areas has been identified as a priority by the local board.

Franklin Local Board could continue to support initiatives that address the lower level of skills acquisition in the area, develops enterprise and helps young people get work ready.

The local board could provide additional support to ensure there is easy access to advice and support for small businesses and for the many self-employed in the area to ensure they can take opportunities to grow their businesses locally.

Support work to attract investment into Pukekohe that attracts talent, innovation, and generates knowledge intensive jobs.

The local board could work with local tourism operators, mana whenua and neighbouring local authorities to identify opportunities to grow the visitor economy, particularly in relation to the planned opening of the Hunua Trail and work to promote tourism in that part of the district.

The economic broker can support businesses to take advantage of opportunities in the developing tourism, screen and food and beverage sectors.

October 2020

PROSPERITY IN HENDERSON- MASSEY

aucklandnz.com

In partnership with the rest of Auckland Council, local boards have 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 Prosperity Index data 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

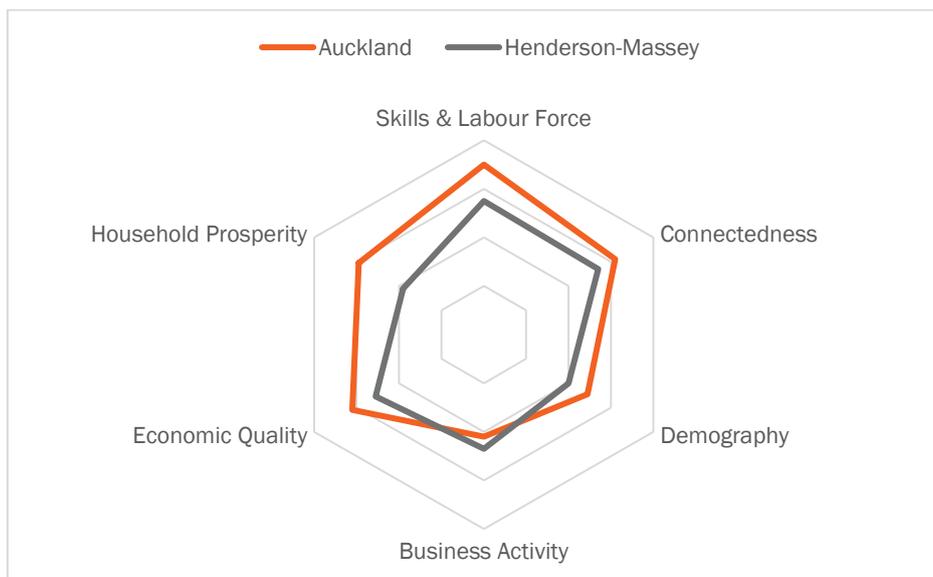
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Henderson-Massey

Henderson-Massey is just below the Auckland average on five of the six domains and slightly above the average on the business activity domain. With a low number of jobs per resident and fewer knowledge-intensive industries in the area the workforce has more limited access to quality employment opportunities.

Henderson-Massey is also weaker in the skills and labour force domain. It has a similar score to the Auckland average for Level 2 attainment in school although fewer school leavers go on to tertiary education. In addition, fewer members of the local labour force have a Level 3 qualification or higher. Business activity is the only domain where Henderson-Massey performs above the regional average, primarily because business unit growth was higher in 2018 – this is however the indicator most prone to annual fluctuations.

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



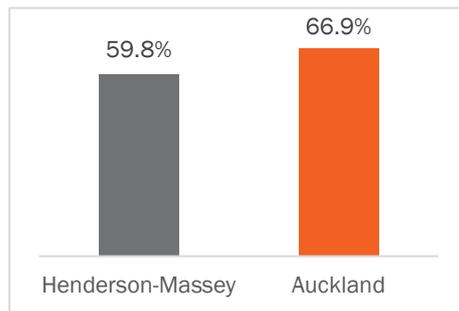
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Henderson-Massey has a lower than average skills base.

Overall score out of 10 for skills & labour force

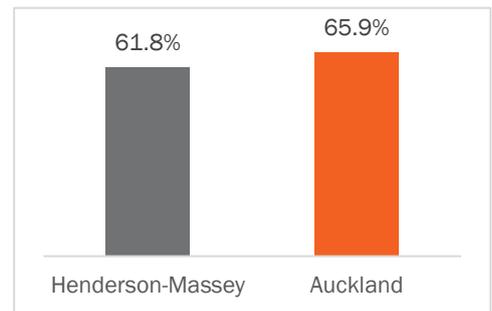


Sixty per cent of Henderson-Massey’s 15-64 year olds have at least a NCEA Level 3 qualification. This is 7 percentage points lower than the Auckland average. Henderson-Massey’s population has a lower rate of participation in tertiary education, with 62% of school leavers enrolling in tertiary education within a year of leaving school. Henderson-Massey’s performance in this indicator is low considering the high proportion of school leavers with NCEA Level 2, almost the same as the regional average. The attainment of a tertiary qualification increases the ability of Henderson-Massey’s labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



School leavers enrolled in tertiary

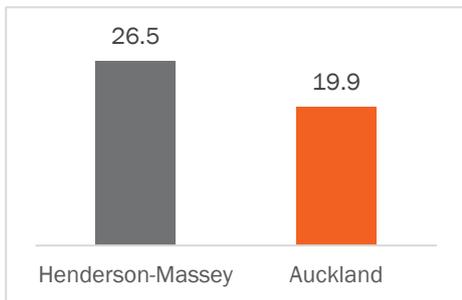


Henderson-Massey is close to the regional average in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

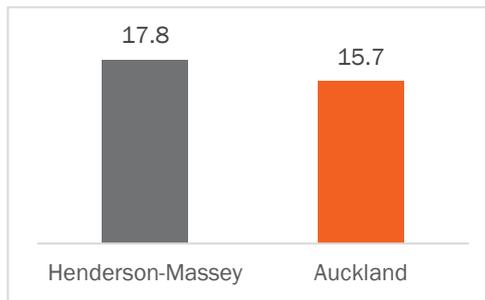
Being at a distance from the Auckland city centre and other business areas means that Henderson-Massey residents have an above average commute to work of 27 minutes, 7 minutes longer than the Auckland average. Commute times to tertiary education institutions are also higher than average while access to the internet at home is a fraction below that for the region.

Completion of the City Rail Link will greatly improve train travel times and frequencies into the city centre and improve access to work and education particularly for people near the Henderson, Sturges Road and Rānui train stations.

Commute to work (minutes)

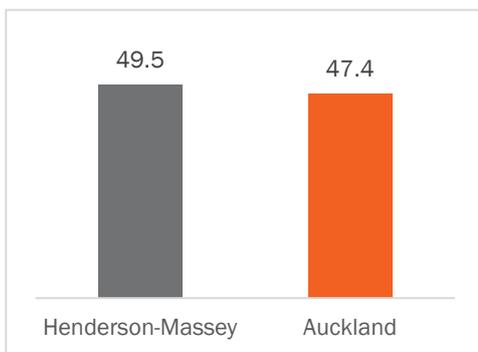


Commute to tertiary (minutes)

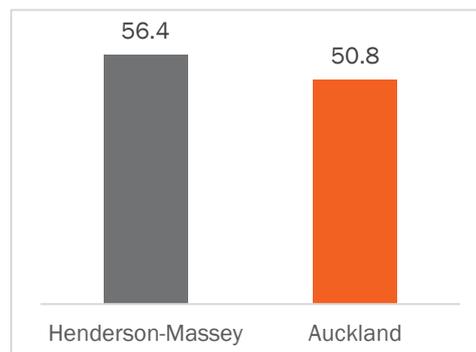


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Henderson-Massey's dependency ratio of 50% is just 3 percentage points above the Auckland average. Henderson-Massey's slightly higher dependency ratio is due to the slightly higher proportion of young people aged 15 and under living in the area. A higher dependency ratio indicates that an economy has a lower proportion of the population likely to be earning incomes and contributing directly to the economy. This is forecast to become more noticeably higher than the regional rate through to 2029. Population growth has been much lower in Henderson-Massey than the rest of the region. Largely as less densely populated areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



Dependency ratio (2029)



At 16%, Henderson-Massey has the same self-employment rate as the regional average. 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. Henderson-Massey scores below the regional average for the economic quality domain.

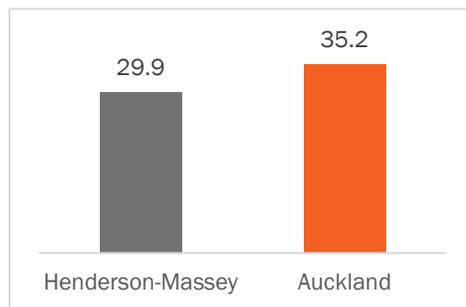
Overall score out of 10 for economic quality



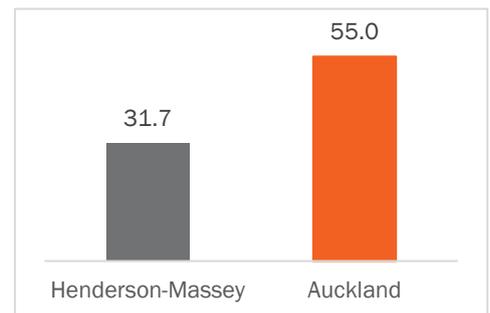
The economy in Henderson-Massey is dominated by manufacturing, healthcare & social assistance, and retail industries. Collectively, these industries account for over 40% of employment in the local board. Other than health, these are not particularly knowledge-intensive industries employing a sizeable proportion of highly skilled staff.

Henderson-Massey has 32 jobs per 100 residents, which is much 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

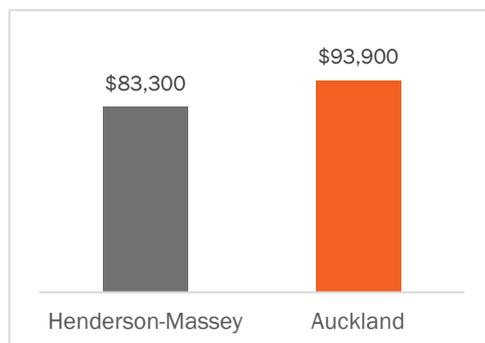


Local jobs per 100 residents

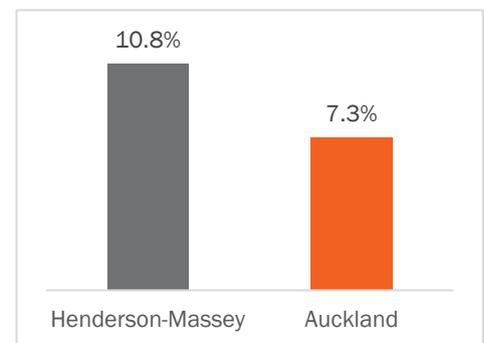


At \$83,300 the average household income is \$10,000 lower than the Auckland average. The lower skill and qualification levels held by Henderson-Massey residents, plus the higher than average dependency on benefits can be a barrier to households earning high incomes.

Median household income



Benefit dependency rate



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.
- Panuku Development Auckland along with NZTA are working to increasing residential densities in central Henderson and provide people-friendly streets.
- Availability of employment remains an issue with a low level of jobs per resident. An increase in the availability of employment opportunities would benefit the area.
- The growing Auckland screen and creative sectors, strongly represented in Henderson-Massey, could provide opportunities for employment growth.
- Ensuring good access to employment opportunities in neighbouring areas will be important.

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 youth organisations and the education system to assist young people to acquire skills and move into employment.

Supporting enterprise growth is another area. The local board could look to grow local business by working with ATEED and Community and Social Innovation (formerly The Western Initiative) to promote Māori enterprise, sustainability, youth enterprise, screen and food & beverage sectors.

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

October 2020

PROSPERITY IN HIBISCUS & BAYS

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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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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 Hibiscus & Bays

Hibiscus & Bays is home to relatively high income households. However, with a low level of knowledge-intensive industries in the area and issues of access to the city centre, the workforce has limited quality local employment opportunities.

Hibiscus & Bays is particularly strong in the household prosperity domain and also performs well in the business activity and skills domains but performs less well than the region in the economic quality and connectedness domains. Despite some weaknesses in the quality of the local economy, the attractive coastal nature of the area makes it an attractive place for people to live meaning household incomes are relatively high.

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. Hibiscus & Bays has a slightly higher than average skills base

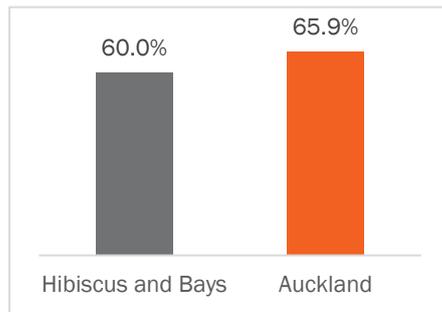
Overall score out of 10 for skills & labour force



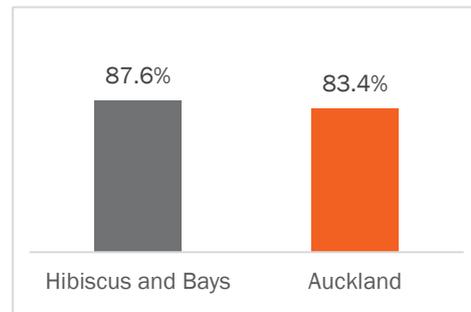
Sixty-seven per cent of Hibiscus & Bays’ 15-64-year-olds have at least a NCEA Level 3 qualification. This is the same as the Auckland average. Hibiscus & Bays’ population has

a low rate of participation in tertiary education, with 60% of school leavers enrolling in tertiary education within a year. Hibiscus & Bays' performance in this indicator is possibly influenced by the distance required to travel to access tertiary education as school leavers tend to perform well in NCEA results. The attainment of a tertiary qualification could increase the ability of Hibiscus & Bays' labour market entrants to access highly skilled and well-paid jobs.

Tertiary enrolment



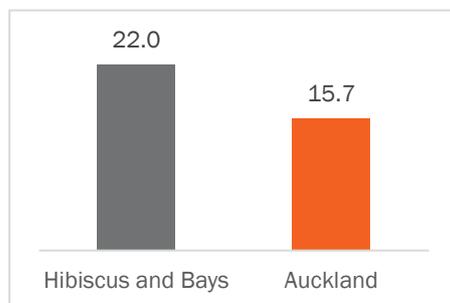
NCEA Level 2 attainment



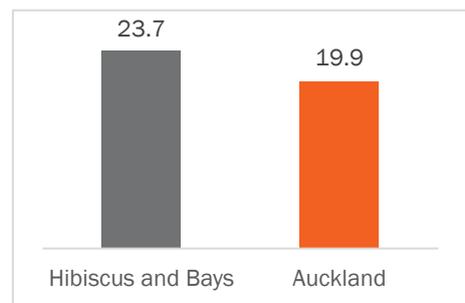
Hibiscus & Bays scores low in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Being distant from the Auckland city centre and other business areas means that Hibiscus & Bays' residents have an average commute to work that is longer than the Auckland average. Commute times to tertiary education institutions are also longer than average. Access to the internet at home is above the rate of the rest of the region as a whole.

Commute to tertiary (minutes)

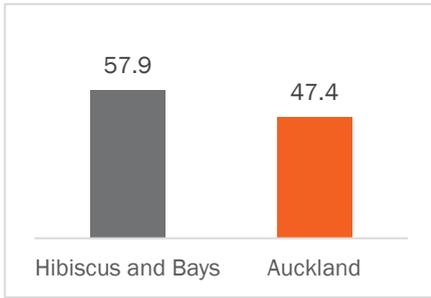


Commute to work (minutes)

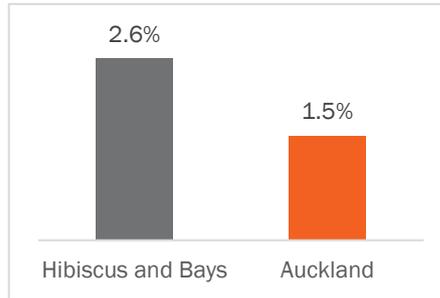


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Hibiscus & Bays' high dependency ratio of 58% is 11 percentage points above the Auckland average. Hibiscus & Bays' high dependency ratio is largely due to the high proportion of older people living in the area. A high dependency ratio indicates that a higher proportion of the population are less likely to be earning incomes and contributing directly to the economy. This is forecast to increase more than the regional rate through to 2029. Population growth has been much higher in Hibiscus & Bays than the rest of the region. Largely as areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



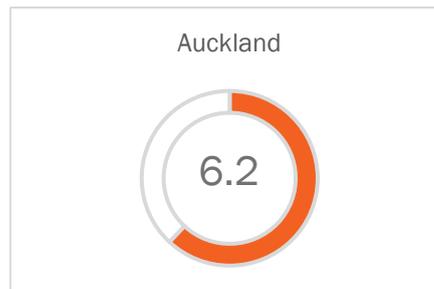
Population growth rate (2019)



At 21%, Hibiscus & Bays has a high self-employment rate compared to the region. Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks.

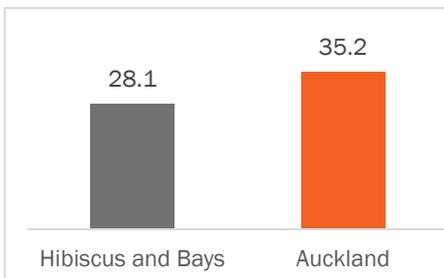
The economic quality domain measures the local economy in terms of its ability to offer skilled and well-paid jobs. Hibiscus & Bays scores below the regional average for the economic quality domain.

Overall score out of 10 for economic quality

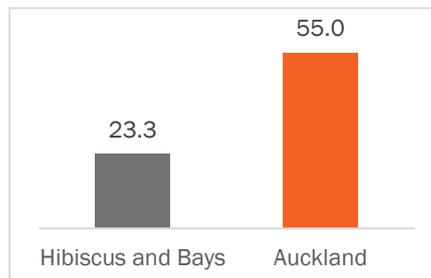


The economy in Hibiscus & Bays is dominated by construction, retail and health. Collectively, these industries account for over a 40% of employment in the local board area. There is not a concentration of knowledge-intensive industries that tend to employ a sizeable proportion of highly skilled staff. Knowledge intensive industries account for only 28% of the economy in Hibiscus & Bays, below the level seen across the region. Hibiscus & Bays has 23 jobs per 100 residents, which is fewer than the Auckland average.

Local jobs in knowledge industries

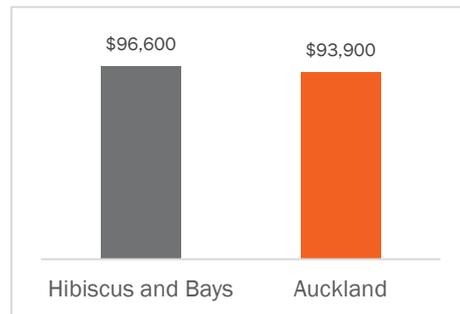


Local jobs per 100 residents

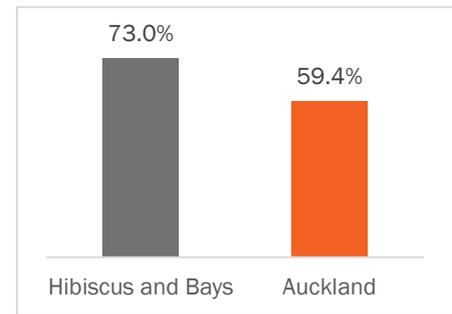


At \$96,600, the average household income is higher than the Auckland average. This may represent the stage of life that many Hibiscus & Bays residents are at. Home ownership is high in Hibiscus & Bays and the level of benefit dependency is low.

Median household income



Home ownership rate



Broader context

- The COVID-19 pandemic has highlighted the value of strong, resilient local economies able to meet the needs of the local community. The local board recognises its role in creating vibrant local centres, in encouraging the community to shop locally and support local business.
- The 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

Supporting improved access to tertiary education could help young people get the skills they need for the future.

Promote the advice and support available for the many small businesses in the area and support people to access the skills and advice they need when considering starting a business.

The low proportion of high skilled jobs in the area means that residents in Hibiscus & 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 investment to sites zoned for industrial activities to help to diversify the local economy.

Employment in Hibiscus & Bays is concentrated in a few key sector industries making it potentially vulnerable. Advocating for attraction of investment in a range of future focused growth sectors would improve local job opportunities and lessen potential risks.

The local board could identify the best way it can work with business associations point to help increase resilience in the economy. COVID-19 means that many businesses and business associations reliant on tourism will need support to attract domestic visitors to local events and destinations, at least in in the short term, to fill the gap left by the international border closure.

Advocate for improved transport connections to other areas of employment.

October 2020

PROSPERITY IN HOWICK

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 Howick

Howick is above the Auckland average on four of the six domains and just below the average on the economic quality domain. With a lower than average number of jobs per resident and fewer knowledge-intensive industries in the area the workforce has slightly more limited access to quality employment opportunities.

Howick performs slightly lower than the regional average in the demography domain with a higher than average number of people in the population not of working age, something that is forecast to increase more rapidly than regionally. The area scores well on the skills and labour force domain with higher than average Level 2 attainment in school, more school leavers going on to tertiary education and more of the workforce having a level 3 qualification.

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



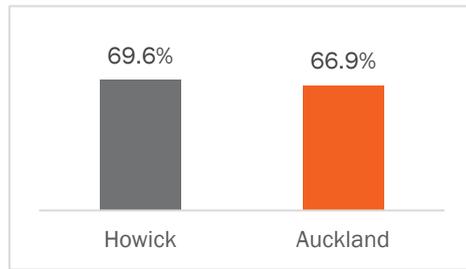
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Howick has a higher than average skills base.

Overall score out of 10 for skills & labour force

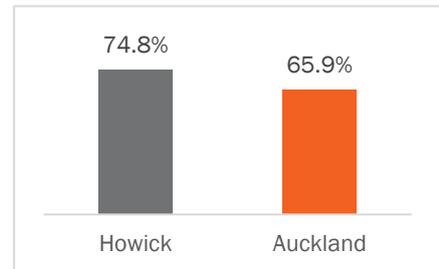


Three-quarters (75%) of Howick’s school leavers enrol in tertiary education within a year of leaving school and a higher proportion of the labour force have a level 3 qualification or above. The attainment of a tertiary qualification increases the ability of Howick’s labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



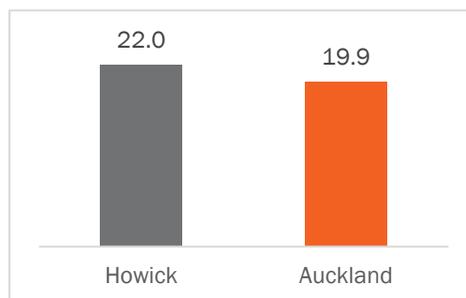
School leavers enrolled in tertiary



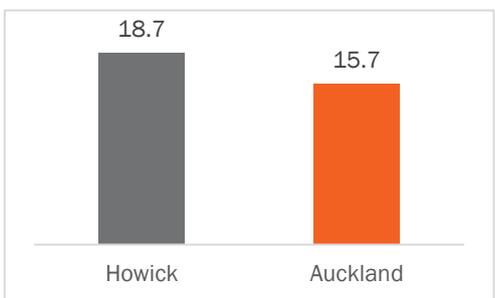
Howick is close to the regional average in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Being at a distance from the Auckland city centre and other business areas means that Howick residents have an above average commute to work of 22 minutes, 2 minutes longer than the Auckland average. Commute times to tertiary education institutions are also higher than average while access to the internet at home is a above that for the region.

Commute to work (minutes)



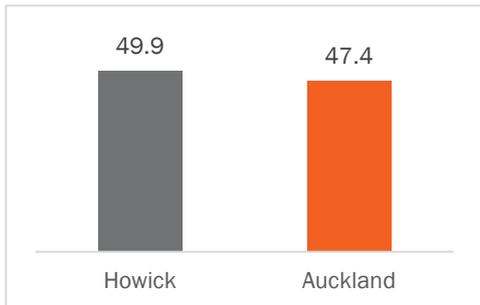
Commute to tertiary (minutes)



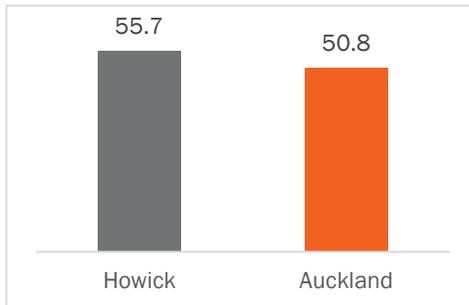
The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Howick’s dependency ratio of 50% is 3 percentage points above the Auckland average. Howick’s slightly higher dependency ratio is due to the slightly higher proportion of people aged 65 and over living in the area. A higher dependency ratio indicates that an economy has a

lower proportion of the population are likely to be earning incomes and contributing directly to the economy. This is forecast to become more noticeably higher than the regional rate through to 2029.

Dependency ratio (2019)



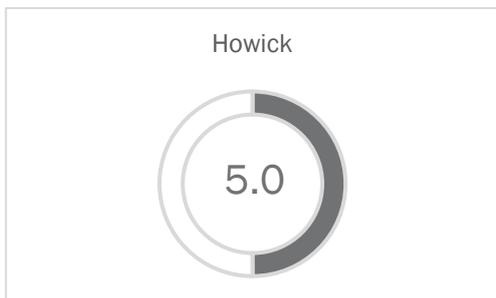
Dependency ratio (2029)



At 16%, Howick has the same self-employment rate as the region as a whole. 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. Howick scores below the regional average for the economic quality domain.

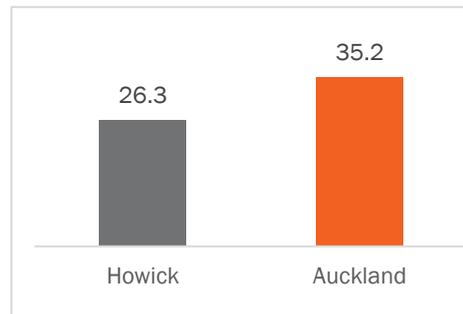
Overall score out of 10 for economic quality



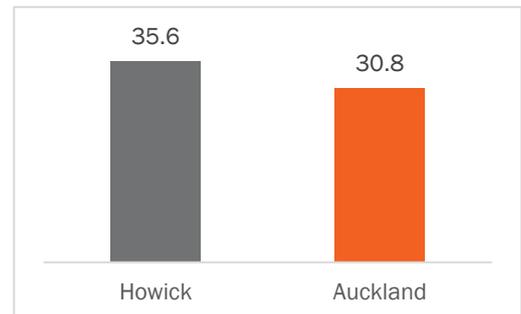
The economy in Howick is dominated by manufacturing, wholesale trade, and professional services. Collectively, these industries account over 40% of employment in the local board. Other than health, these are not particularly knowledge-intensive industries employing a sizeable proportion of highly skilled staff.

Howick has 45 jobs per 100 residents, which is slightly less than the Auckland average. However, many residents have access to employment areas in the neighbouring local board areas, including the city centre.

Local jobs in knowledge industries



Economic Diversity

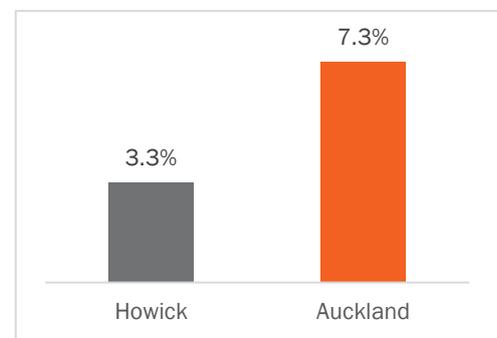


At \$100,300 the average household income is \$7,000 higher than the Auckland average. This combined with low levels of benefit dependency and high rates of home ownership contribute to the overall level of household prosperity in Howick.

Median household income



Benefit dependency rate



Broader context

- Howick is Auckland’s most populous local board area and has a diverse, youthful and growing population that generates demand for an increased number of accessible employment opportunities.
- COVID-19 will have a lasting impact on small businesses in the area. Ensuring they can access support and develop sustainable and resilient business practices will be important.
- The local board have been active supporters of the local tourism sector.
- Greater East Tāmaki and Howick Village business associations are valuable champions of the needs of the local business community.

Potential actions

Attainment levels by school leavers are high. The local board can support access to training and retraining relevant to the post COVID-19 economy.

Support resilience and capability building for new and small enterprises to help them establish and grow in order to increase local employment.

Howick has a lower than average number of skilled employment opportunities while education and skills attainment is above average meaning highly-skilled Howick residents are likely commuting out of the area for work. The board can support work to attract more knowledge-intensive industry into the area.

The local board can support projects that bring the benefits of the AMETI Eastern busway project to more of its residents to improve access to education and employment opportunities.

The local board retains aspirations for the growth of the visitor economy in Howick. There is an opportunity, in light of the current disruption to that sector, to work with neighbouring areas that are also developing their tourism product offering, to promote the wider sub-region as a destination for domestic visitors.

October 2020

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.

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 Prosperity Index data 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

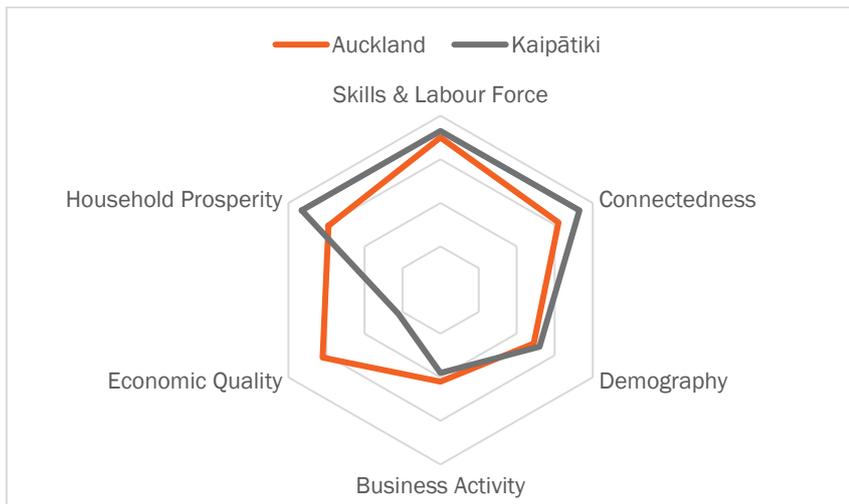
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Kaipātiki

Kaipātiki is home to relatively high income households. However, with a low level of knowledge-intensive industries in the area many people are reliant on commuting elsewhere for quality employment. The workforce has good skills to help them access employment opportunities elsewhere.

Kaipātiki is particularly strong in the household prosperity domain and also performs well in the connectedness and skills domains but performs less well than the region in the economic quality and business activity domains. Despite some weaknesses in the quality of the local economy, the well-connected nature of the area makes it an attractive place for people to live and access employment elsewhere, notably the city centre, meaning household incomes are relatively high.

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



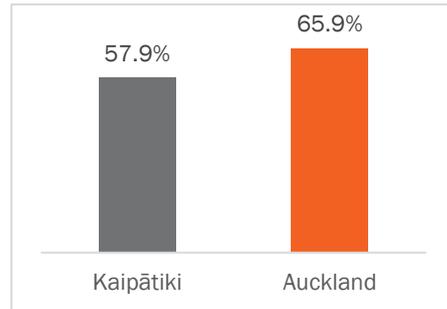
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Kaipātiki has a slightly higher than average skills base.

Overall score out of 10 for skills & labour force

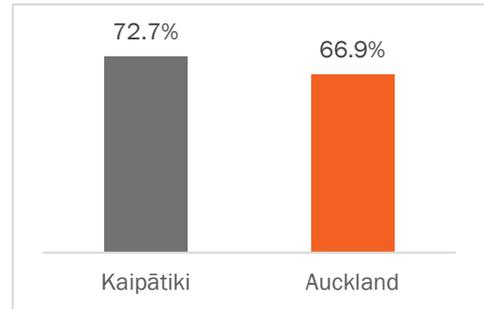


Seventy-three per cent of Kaipātiki’s 15-64 year olds have at least a NCEA Level 3 qualification. This is the same as the Auckland average. However, Kaipātiki’s population has a low rate of participation in tertiary education, with 58% of school leavers enrolling in tertiary education within a year. Kaipātiki’s performance in this indicator is a surprise as school leavers tend to perform well in NCEA results. The attainment of a tertiary qualification could increase the ability of Kaipātiki’s labour market entrants to access highly skilled and well-paid jobs.

School leavers enrolled in tertiary



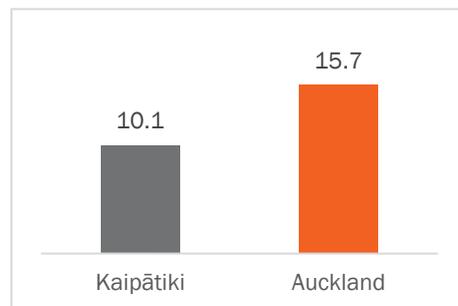
Workers with a Level 3 qualification



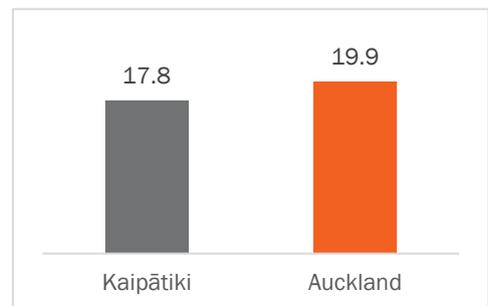
Kaipātiki scores well in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Being close to the Auckland city centre and other business areas means that Kaipātiki’s residents have an average commute to work that is shorter than the Auckland average. Commute times to tertiary education institutions are also shorter than average. Access to the internet at home is above the rate of the rest of the region as a whole.

Commute to tertiary (minutes)

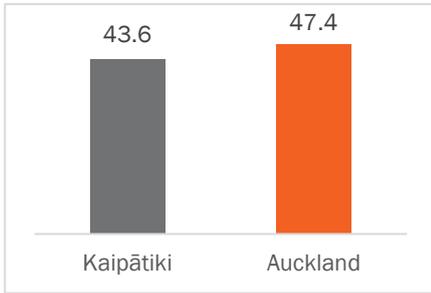


Commute to work (minutes)

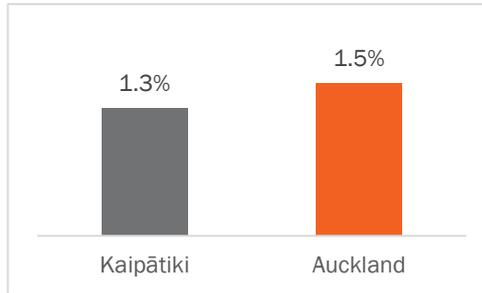


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Kaipātiki has a low dependency ratio of 44%, 4 percentage points below the Auckland average. A low dependency ratio indicates that a higher proportion of the population are likely to be earning incomes and contributing directly to the economy. Population growth has been lower in Kaipātiki than the rest of the region, largely as areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



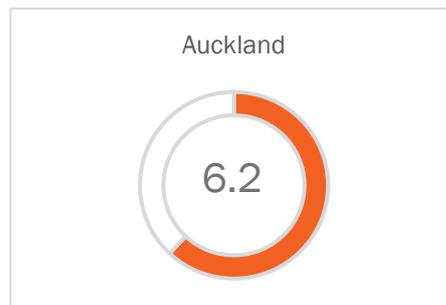
Population growth rate (2019)



At 18%, Kaipātiki has a high self-employment rate compared to the region. 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. Kaipātiki scores below the regional average for the economic quality domain.

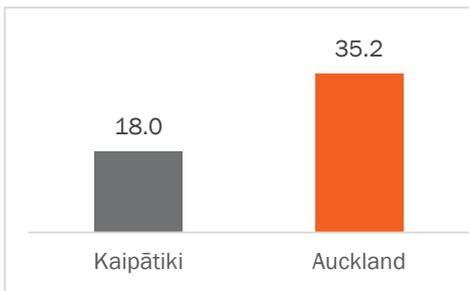
Overall score out of 10 for economic quality



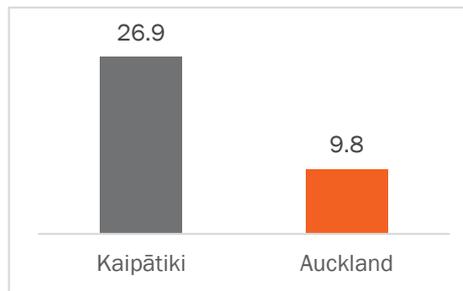
The economy in Kaipātiki is dominated by retail, manufacturing, construction and wholesale trade. Collectively, these industries account for half of employment in the local board area. There is not a concentration of knowledge-intensive industries that tend to employ a sizeable proportion of highly skilled staff. Knowledge intensive industries account for only 18 per cent of the economy in Kaipātiki which is well below the level seen across the region. Further, many more jobs in Kaipātiki are in industries forecast to decline in coming years.

Kaipātiki has 34 jobs per 100 residents, which is fewer than the Auckland average.

Local jobs in knowledge industries

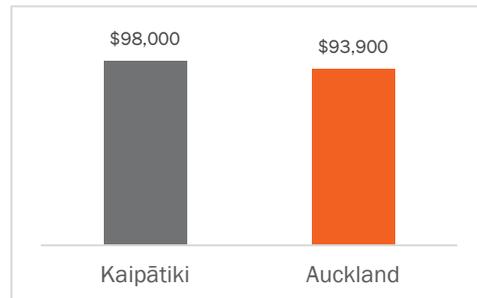


Employment in declining industries

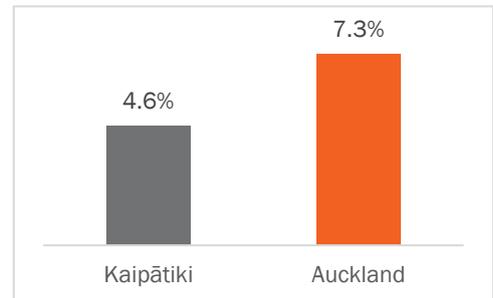


At \$98,000, the average household income is higher than the Auckland average. Home ownership is high in Kaipātiki and the level of benefit dependency is low.

Median household income



Benefit Dependency Rate



Broader context

- The high level of employment in declining industries and low level of skilled employment opportunities means the area is reliant on other employment locations to provide quality employment opportunities.
- The Northern Jobs and Skills Hub was established in 2019 to help residents in the area get into employment associated with the construction and infrastructure sector.
- The visitor economy is relatively undeveloped for an area so close to Auckland city centre and could be an opportunity particularly once the cycling and pedestrian crossing of the harbour bridge is completed.

Potential actions

Support attraction of more knowledge intensive employers to Wairau Valley to create more opportunities for Kaipātiki residents to work locally. Encourage quality inward investment to replace declining industries.

Advocate for good access to city and other high skilled job locations.

Within the context of COVID-19 recovery the local board could support initiatives to improve local sustainable business practices and increase resilience.

Continue to support youth organisations and the education system to assist young people to acquire skills and move into employment.

While the immediate future of international tourism is unclear, the local board can support initiatives to attract local / domestic visitors for day trips, particularly to Birkenhead and Chelsea.

October 2020

PROSPERITY IN MĀNGERE- ŌTĀHUHU

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Using the report

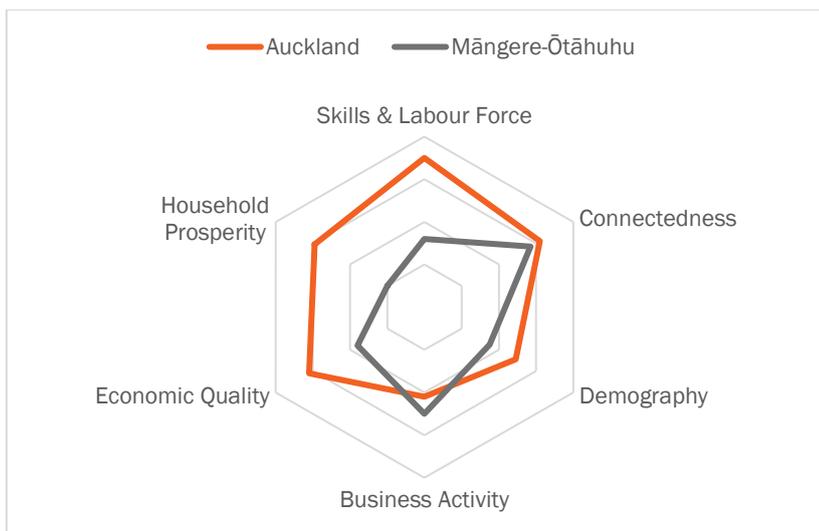
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Prosperity in Māngere-Ōtāhuhu

Māngere-Ōtāhuhu has a younger age profile than the regional average. With fewer jobs per resident in the area and a smaller proportion of those being in knowledge-intensive industries, the workforce has more limited access to good employment opportunities. Lower skill levels also impede access to quality employment, which has an impact on household prosperity.

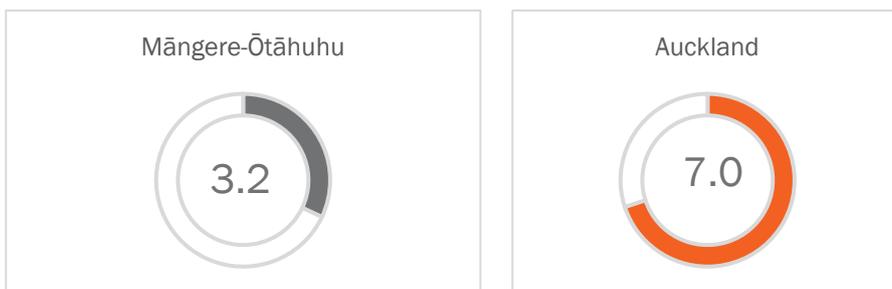
Māngere-Ōtāhuhu is strongest in the business activity domain, the only one it outperforms the regional average on. This is a result of recent growth in business unit numbers. It has a similar score to the Auckland average for the connectedness domain. Skills and labour force and household prosperity are the domains where Māngere-Ōtāhuhu performs significantly below the regional average.

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



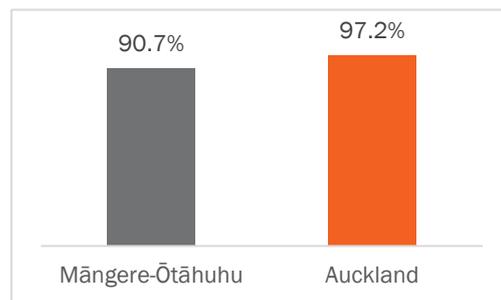
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Māngere-Ōtāhuhu has a much lower than average skills base when compared to the region.

Overall score out of 10 for skills & labour force

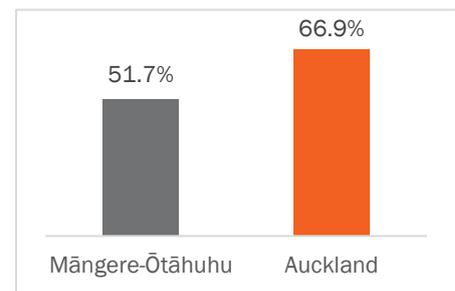


Just slightly more than half (52%) of Māngere-Ōtāhuhu’s 15-64-year olds have at least a NCEA Level 3 qualification. This is 15 percentage points lower than the Auckland average. Māngere-Ōtāhuhu’s population has a lower rate of participation in tertiary education, with 52% of school leavers enrolling in tertiary education within a year compared to 66% regionally. Māngere-Ōtāhuhu’s performance in this indicator is strongly influenced by the lower proportion of school leavers with at least an NCEA Level 2. The attainment of a tertiary qualification would increase the ability of Māngere-Ōtāhuhu’s labour market entrants to access highly skilled and well-paid jobs. The rate of participation in early childhood education is low.

Participation in ECE



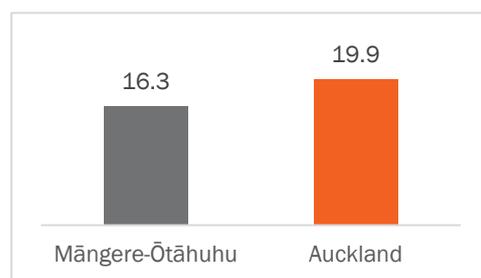
Workforce with Level 3



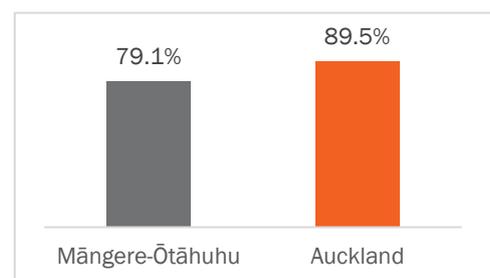
Māngere-Ōtāhuhu scores just below the regional average in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Māngere-Ōtāhuhu’s shorter than average commutes to work or tertiary education along is positive, however, low levels of internet access at home contribute to the overall connectedness score. Māngere-Ōtāhuhu residents have an average commute to work of 16 minutes, 4 minutes faster than the Auckland average. Internet access at home is available for 79% of residents, lower than for the region (90%).

Commute to work (minutes)



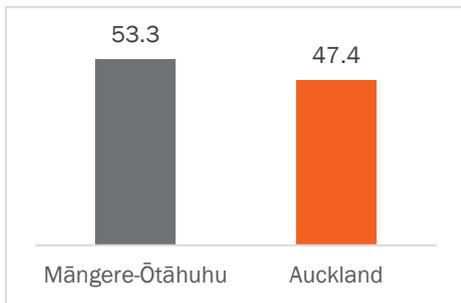
Access to the internet at home (per cent)



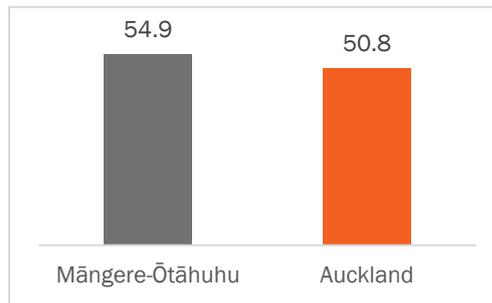
The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Māngere-Ōtāhuhu’s higher than average dependency ratio of 53% is 6 percentage points above the Auckland average. Māngere-Ōtāhuhu’s higher dependency ratio is largely due to the high proportion of school-age children living in the area. At the 2018 Census over a quarter (26%) of Māngere-Ōtāhuhu residents were aged 15 or under.

A high dependency ratio indicates that an economy can find it difficult to meet the needs of residents, as a high proportion of the population require support from the smaller group of residents in work. This is forecast to remain higher than the regional rate through to 2029. Population growth has been similar in Māngere-Ōtāhuhu to the rest of the region as a whole.

Dependency ratio (2019)

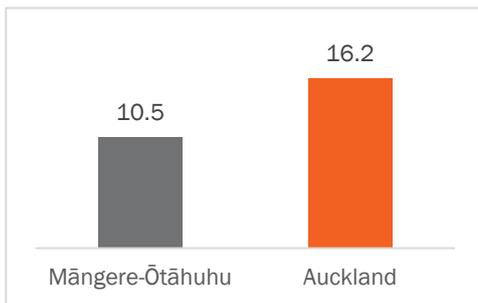


Dependency ratio (2029)

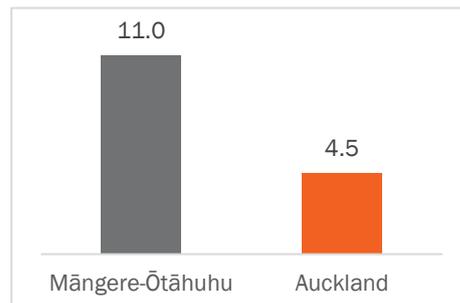


While Māngere-Ōtāhuhu scores better in the business activity domain than it does on others this is because of recent high business unit growth, this is however the indicator most prone to annual fluctuations. At 11%, Māngere-Ōtāhuhu has a relatively low self-employment rate compared to the region (16%), something seen across local boards in The Southern Initiative area (now Community and Social Innovation). Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks. Average business size is much higher than the regional average.

Self-employment rate



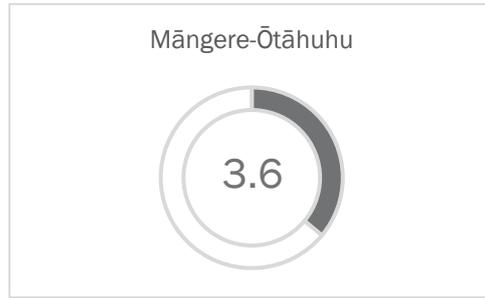
Average business size (employees)



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

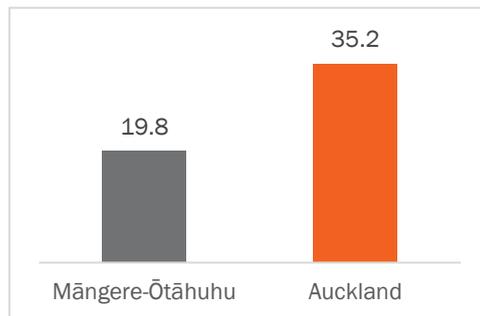
The economy in Māngere-Ōtāhuhu is dominated by transport, postal & warehousing, manufacturing and wholesale trade. Collectively, these industries account for over half of employment in the local board. The nature of employment in the manufacturing and wholesale trade sectors provides fewer knowledge intensive employment opportunities than seen across the region as a whole.

Overall score out of 10 for economic quality

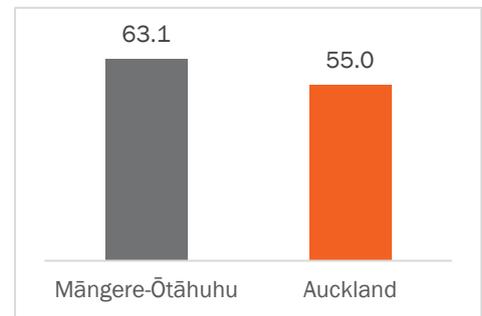


Māngere-Ōtāhuhu has 63 jobs per 100 residents, which is above the Auckland average. Fewer of the jobs in the area however are in knowledge intensive industries.

Local jobs in knowledge industries

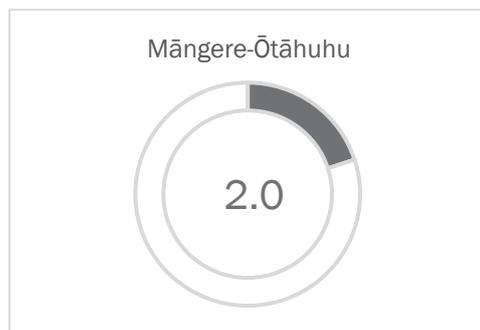


Local jobs per 100 residents



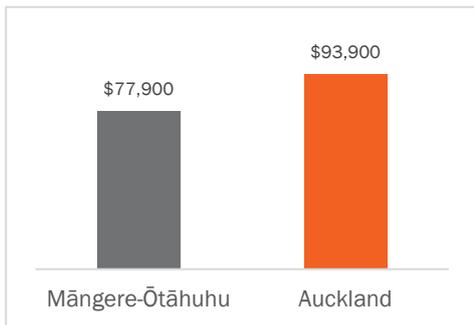
The household prosperity domain measures the ability of households to earn income to meet their needs in terms of being able to own or rent a home as well as meeting their other needs.

Overall score out of 10 for Household Prosperity

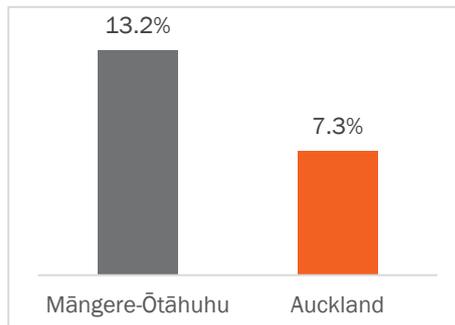


At \$77,900, the average household income is just over \$15,000 lower than the Auckland average. The lower skill and qualification levels held by Māngere-Ōtāhuhu residents and higher levels of benefit claiming has a negative effect on household incomes. Home ownership and rental affordability measures are also below the Auckland average.

Median household income



Benefit dependency rate



Broader context

- COVID-19 will have a lasting impact on small businesses in the area. Ensuring they can access support and develop sustainable and resilient business practices will be important.
- Māngere-Ōtāhuhu is part of The Southern Initiative (TSI) area (now Community and Social Innovation) working to address complex socio-economic challenges and create opportunities to benefit the people of southern Auckland.
- Auckland Airport is a significant source of local employment. Jobs and skills initiatives have been established to connect local people with training and employers based around the airport.
- The local board is keen to investigate opportunities to promote Māngere-Ōtāhuhu as a destination for visitors.

Potential actions

Support initiatives to boost local economic prosperity and resilience in the COVID-19 recovery phase including 'shop local' and social procurement initiatives.

Self-employment in Māngere-Ōtāhuhu is relatively low. Provide support for people, particularly Māori and Pasifika, looking to establish their own businesses.

Continue to support the Community and Social Innovation run Youth Connections activities relating to young people and employment or entrepreneurship and trial new approaches to supporting young marginalized youth.

Work to ensure that central and local government spending in the area and the employment and procurement practices of large local employers have positive local economic impacts for local businesses and the local labour force.

Advocate for improved educational and skills outcomes for the Māori and Pasifika communities in the area to improve their access to quality employment opportunities.

October 2020

PROSPERITY IN MANUREWA

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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

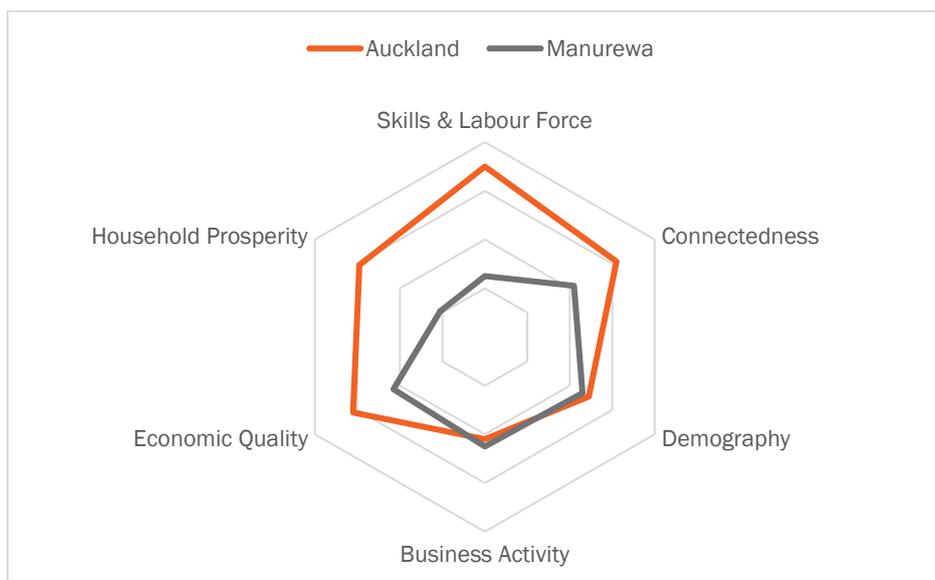
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Manurewa

Manurewa has a younger age profile than most other local board areas. With fewer jobs per resident in the area and a smaller proportion of those being in knowledge-intensive industries, the workforce has more limited access to good employment opportunities. Lower skill levels also impede access to quality employment, which has an impact on household prosperity.

Manurewa is strongest in the business activity domain, the only one it outperforms the regional average on. This is a result of recent growth in business unit numbers. It has a similar score to the Auckland average for the demography domain. Skills and labour force and household prosperity are the domains where Manurewa performs significantly below the regional average.

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



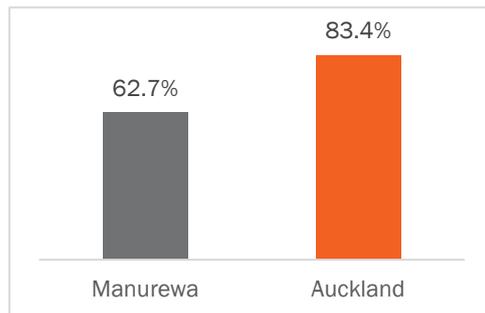
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Manurewa has a much lower than average skills base when compared to the region.

Overall score out of 10 for skills & labour force

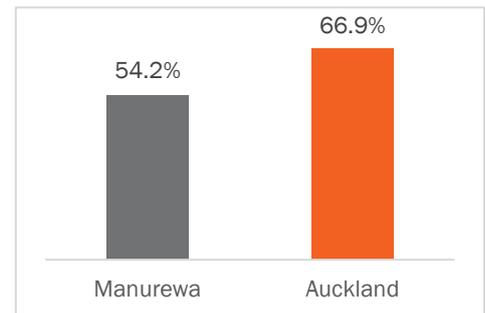


Just slightly more than half (54%) of Manurewa’s 15-64-year olds have at least a NCEA Level 3 qualification. This is 12 percentage points lower than the Auckland average. Manurewa’s population has a lower rate of participation in tertiary education, with 52% of school leavers enrolling in tertiary education within a year compared to 66% regionally. Manurewa’s performance in this indicator is strongly influenced by the lower proportion of school leavers with at least an NCEA Level 2. The attainment of a tertiary qualification would increase the ability of Manurewa’s labour market entrants to access highly skilled and well-paid jobs.

Level 2 qualification



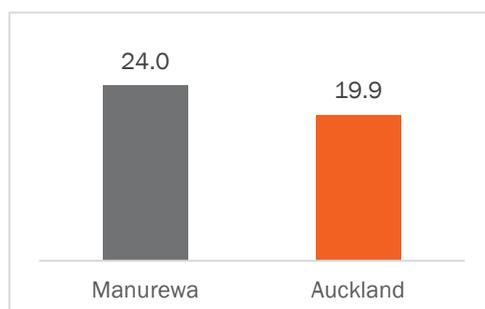
Workforce with level 3 qualification



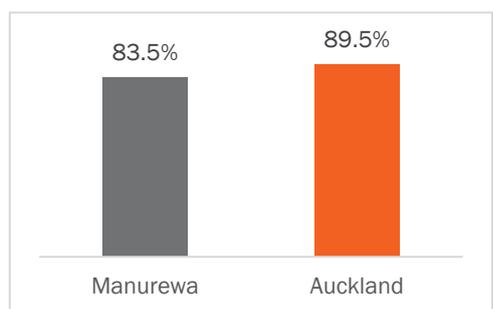
Manurewa scores very poorly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Manurewa’s longer than average commutes to work or tertiary education along with lower levels of internet access at home contribute to this low connectedness score. Manurewa residents have an average commute to work of 24 minutes, 4 minutes slower than the Auckland average. Internet access at home is available for 84% of residents, lower than for the region (90%).

Commute to work (minutes)



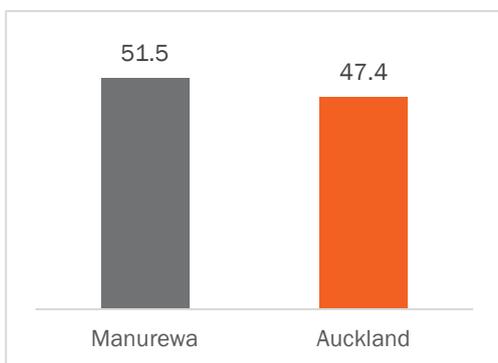
Access to the internet at home (per cent)



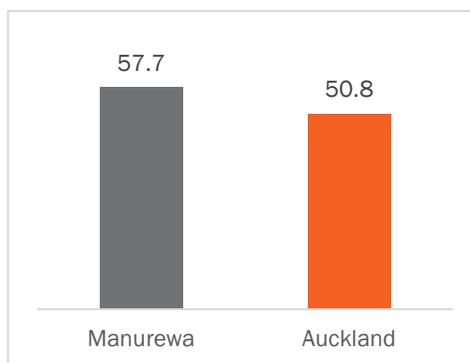
The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Manurewa's higher than average dependency ratio of 52% is 5 percentage points above the Auckland average. Manurewa's higher dependency ratio is largely due to the high proportion of school-age children living in the area. At the 2018 Census over a quarter (26%) of Manurewa residents were aged 15 or under.

A high dependency ratio indicates that an economy can find it difficult to meet the needs of residents, as a high proportion of the population require support from the smaller group of residents in work. This is forecast to remain higher than the regional rate through to 2029. Population growth has been higher in Manurewa than in much of the rest of the region, largely because of recent housing developments.

Dependency ratio (2019)

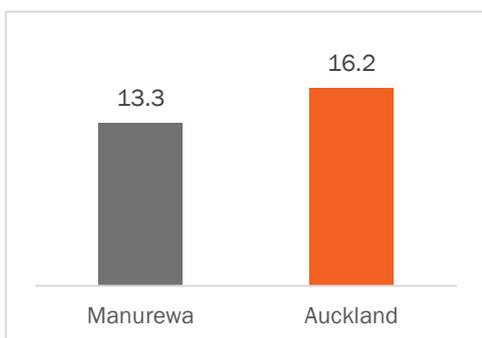


Dependency ratio (2029)

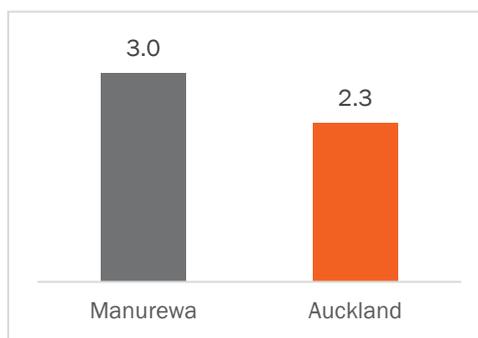


While Manurewa scores better in the business activity domain than it does on others this is because of recent high business unit growth, this is however the indicator most prone to annual fluctuations up and down. At 13%, Manurewa has a relatively low self-employment rate compared to the region (16%), something seen across local boards in The Southern Initiative area (now Community and Social Innovation). Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks.

Self-employment rate



Business Unit Growth (per cent)



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

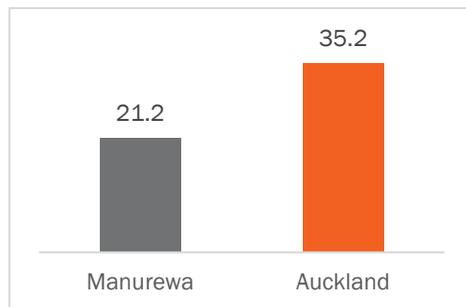
The economy in Manurewa is dominated by manufacturing and wholesale trade while healthcare & social assistance, and education & training are also important employers. Collectively, these industries account for over half of employment in the local board area. The nature of employment in the manufacturing and wholesale trade sectors provides fewer knowledge intensive employment opportunities than seen across the region as a whole.

Overall score out of 10 for economic quality

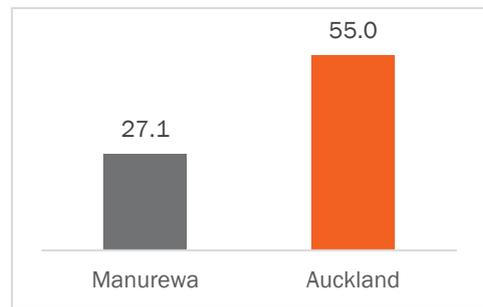


Manurewa has 27 jobs per 100 residents, which is half the Auckland average. As a result, many residents have to travel out of the area for work.

Local jobs in knowledge industries



Local jobs per 100 residents



The household prosperity domain measures the ability of households to earn income to meet their needs in terms of being able to own or rent a home as well as meeting their other needs.

Overall score out of 10 for Household Prosperity

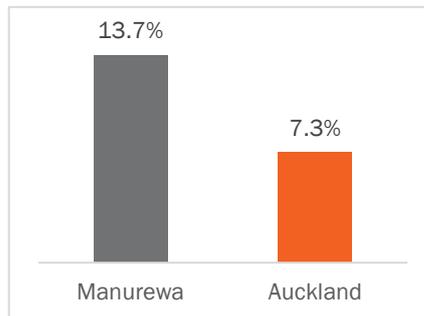


At \$88,800, the average household income is just over \$10,000 lower than the Auckland average. The lower skill and qualification levels held by Manurewa residents and higher levels of benefit claiming has a negative effect on household incomes. Home ownership and rental affordability measures are also below the Auckland average.

Median household income



Benefit dependency rate



Broader context

- COVID-19 will have a lasting impact on small businesses in the area. Ensuring they can access support and develop sustainable and resilient business practices will be important.
- Manurewa has been part of The Southern Initiative area (now Community and Social Innovation) working to address complex socio-economic challenges and create opportunities to benefit the people of southern Auckland.
- There is work underway to revitalise Manurewa and Clendon town centres. The local board are actively supporting the revitalisation of Manurewa by funding the Town Centre Steering Group.
- Business leadership is provided by the business improvement districts (BIDs) in Manurewa town centre and Wiri industrial area.
- The area is home to regional destinations such as Auckland Botanic Gardens, Nathan Homestead, Vodafone Events Centre and Wero.

Potential actions

Support initiatives to boost local economic prosperity and resilience during the COVID-19 recovery phase including 'shop local' and social procurement initiatives.

Self-employment in Manurewa is relatively low. Provide support for people, particularly Māori and Pasifika, looking to establish their own businesses

Work to ensure that central and local government spending in the area and the employment and procurement practices of large local employers have positive local economic impacts for local businesses and the local labour force. In particular in relation to COVID-19 recovery spending.

Improving the skills of residents will have the biggest impact on prosperity in Manurewa. Advocate for improved educational and skills outcomes for the Māori and Pasifika communities in the area to improve their access to quality employment opportunities.

Continue to support the Community and Social Innovation run Youth Connections activities relating to young people and employment or entrepreneurship and trials new approaches to supporting young marginalized youth.

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 and advocate for initiatives to boost business capability and resilience.

October 2020

PROSPERITY IN MAUNGAKIEKIE- TĀMAKI

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In partnership with the rest of Auckland Council, local boards have 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 Prosperity Index data 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

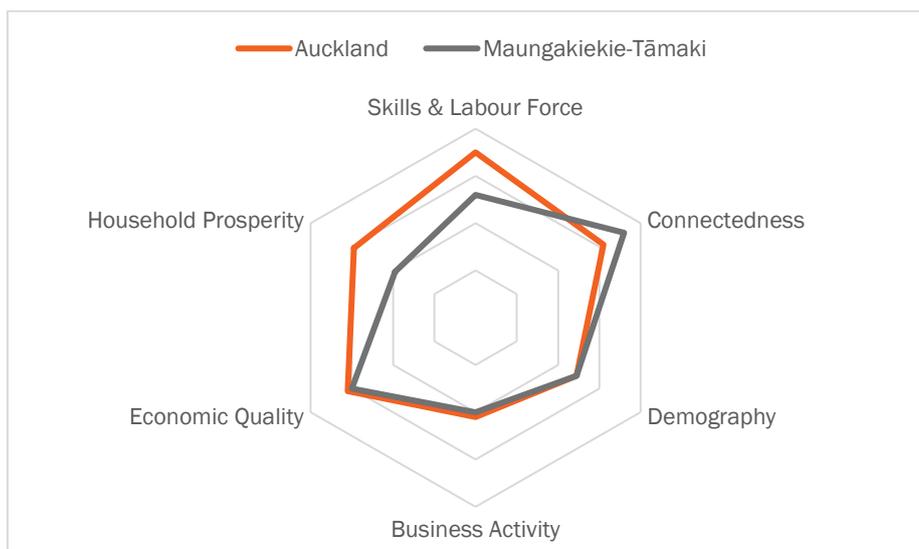
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Prosperity in Maungakiekie-Tāmaki

Maungakiekie-Tāmaki has a slightly younger age profile than the region as a whole. With a high number of jobs per resident in the area the workforce has access to employment opportunities, however a lower than average proportion of those jobs are skilled jobs in knowledge-intensive industries. Lower skill levels impede access to quality employment, which has an impact on household prosperity.

Maungakiekie-Tāmaki is strongest in the connectedness domain, the only one it outperforms the regional average on. The area has a similar score to the Auckland average for the demography, business activity and economic quality domains. Skills and labour force and household prosperity are the domains where Maungakiekie-Tāmaki performs below the regional average.

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



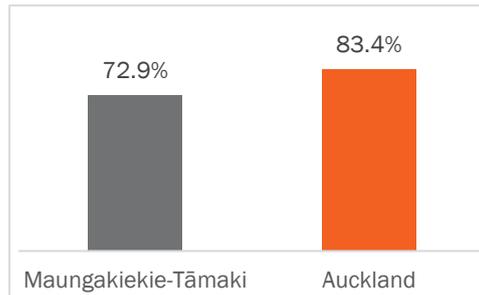
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Maungakiekie-Tāmaki has a lower than average skills base when compared to the region.

Overall score out of 10 for skills & labour force

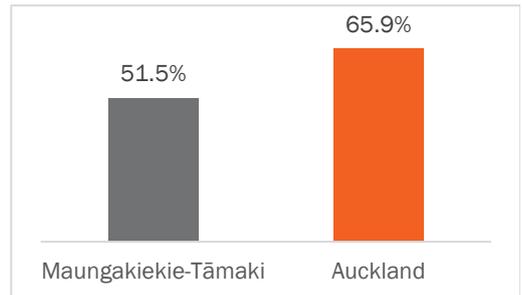


Seventy-three per cent of Maungakiekie-Tāmaki’s school leavers obtain an NCEA Level 2 qualification which is below the regional average. Two thirds (67%) of Maungakiekie-Tāmaki’s 15-64-year olds have at least a NCEA Level 3 qualification, the same as the Auckland average. Maungakiekie-Tāmaki’s population has a lower rate of participation in tertiary education, with 52% of school leavers enrolling in tertiary education within a year compared to 66% regionally. The attainment of a tertiary qualification would increase the ability of Maungakiekie-Tāmaki’s labour market entrants to access highly skilled and well-paid jobs.

Level 2 qualification



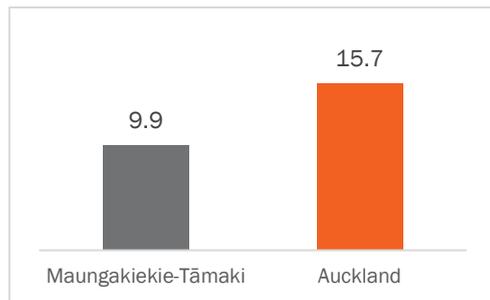
School leavers enrolled in tertiary



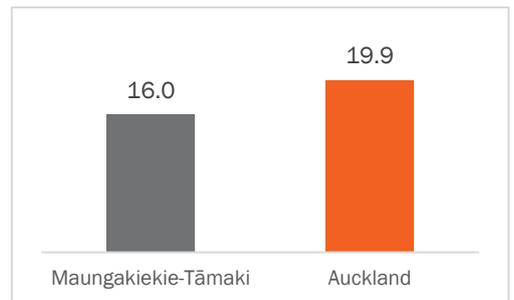
Maungakiekie-Tāmaki’s scores above the regional average in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Maungakiekie-Tāmaki’s has slightly shorter than average commutes to work and to a town centre and shorter commutes to tertiary education. However, lower levels of internet access at home dampens the connectedness score. Internet access at home is available for 85% of residents, lower than for the region (90%).

Commute to tertiary (minutes)



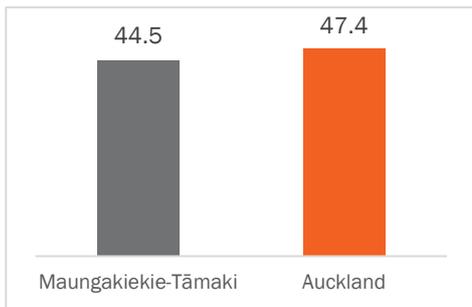
Commute to work (minutes)



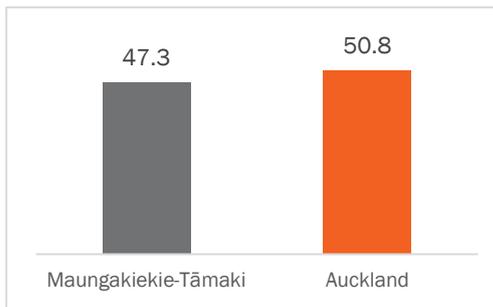
The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Maungakiekie-Tāmaki's dependency ratio of 45% is lower than the Auckland average (47%).

A low dependency ratio indicates that an economy can meet the needs of residents, as a smaller proportion of the population require support from the group of residents in work. This is forecast to improve relative to the regional rate through to 2029. Population growth has been just below that seen across the region as a whole.

Dependency ratio (2019)

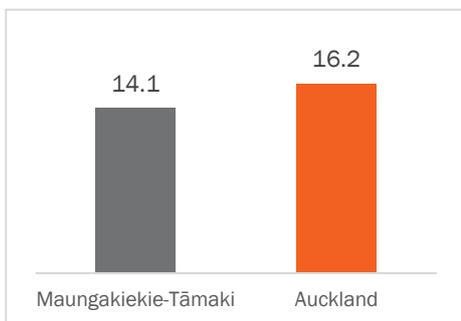


Dependency ratio (2029)

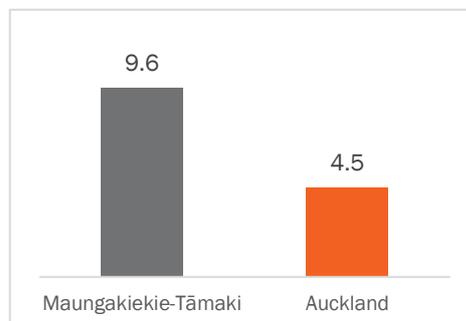


At 14%, Maungakiekie-Tāmaki has a relatively low self-employment rate compared to the region (16%). Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks. Businesses tend to be larger than average in the area which could provide a degree of stability in more challenging economic conditions.

Self-employment rate



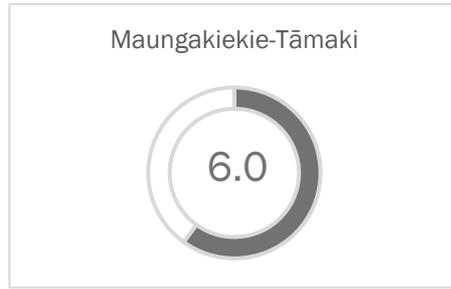
Average business size (employees)



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

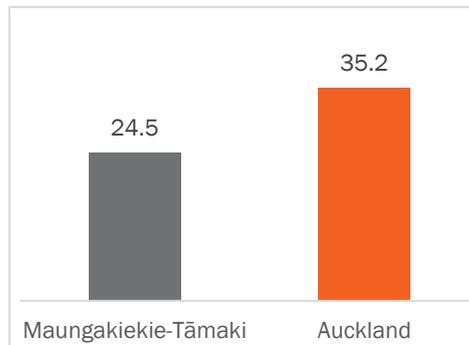
The economy in Maungakiekie-Tāmaki is dominated by wholesale trade, manufacturing, construction and professional services. Collectively, these industries account over half of employment in the local board area. The nature of employment in the healthcare and professional service sectors provides more knowledge intensive employment opportunities than seen across the region as a whole.

Overall score out of 10 for economic quality

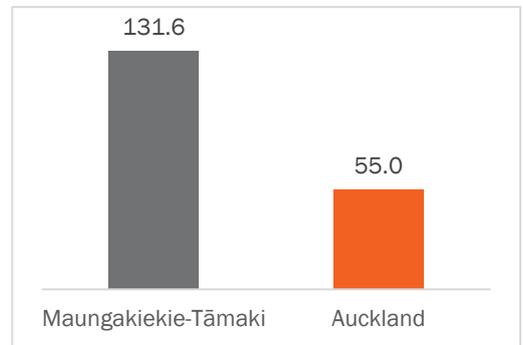


Maungakiekie-Tāmaki has 132 jobs per 100 residents, which is well above the Auckland average. The share of skilled jobs and jobs in knowledge intensive industries however is below the regional average.

Local jobs in knowledge industries

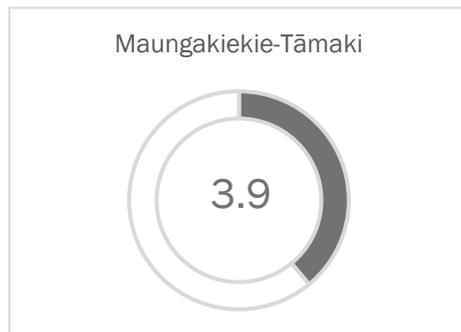


Local jobs per 100 residents



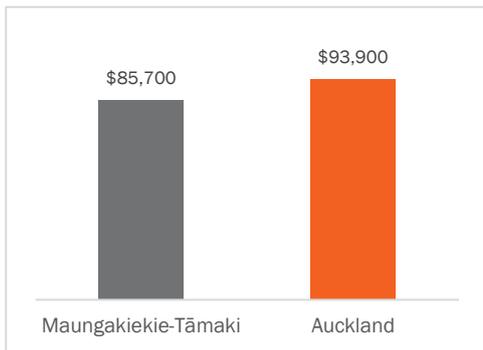
The household prosperity domain measures the ability of households to earn income to meet their needs in terms of being able to own or rent a home as well as meeting their other needs.

Overall score out of 10 for Household Prosperity

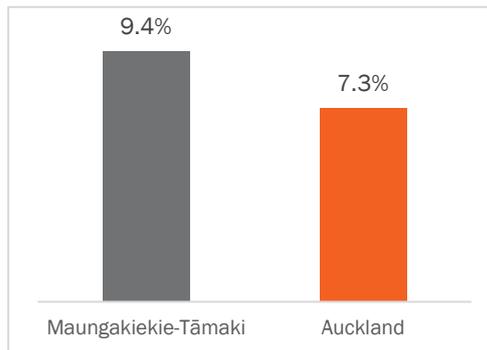


At \$85,700, the average household income is just over \$8,000 lower than the Auckland average. The lower skill and qualification levels held by Maungakiekie-Tāmaki residents and higher levels of benefit claiming has a negative effect on household incomes. Home ownership and rental affordability measures are also below the Auckland average.

Median household income



Benefit dependency rate



Broader context

- Maungakiekie-Tāmaki is a major employment area second only to Auckland's central city.
- COVID-19 will have a lasting impact on small businesses in the area. Ensuring they can access support and develop sustainable and resilient business practices will be important.
- Onehunga and Panmure are benefitting from Panuku and Auckland Transport-led developments while Tāmaki is one of the largest regeneration projects in New Zealand, led by 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

Support businesses and town centres to revitalise and increase their resilience.

Partner with schools, businesses and other organisations to lift educational attainment and improve progression into tertiary education and employment.

Support initiatives to boost local economic prosperity and resilience during the COVID-19 recovery phase including 'shop local' and social procurement initiatives.

Self-employment in Maungakiekie-Tāmaki is relatively low. The local board can provide support for people, particularly Māori and Pasifika, looking to establish their own businesses.

Support delivery of Tamaki Employment Precinct Strategy – attract investment, train people in skills businesses need, support innovation and ensure businesses can access support to grow and plan for future.

October 2020

PROSPERITY IN ŌRĀKEI

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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

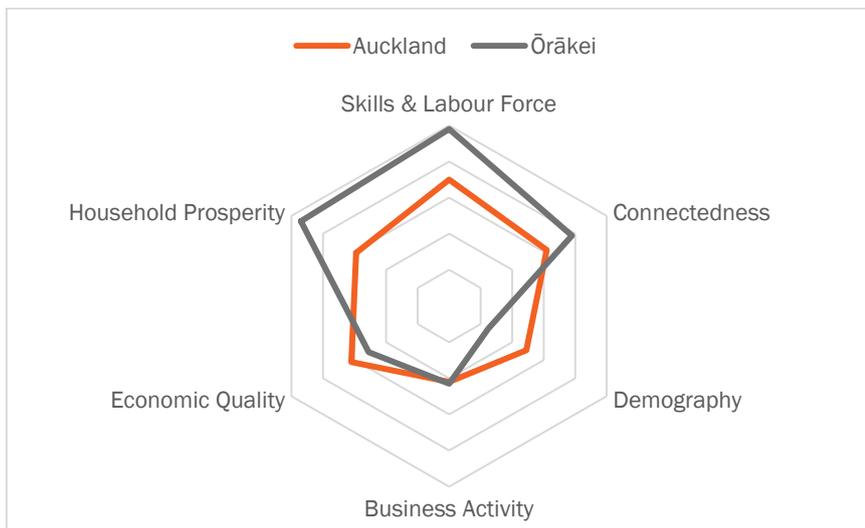
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Prosperity in Ōrākei

Ōrākei is home to highly-skilled residents. There is a limited amount of economic activity in the area but with ease of access to the city centre, the workforce has good employment opportunities.

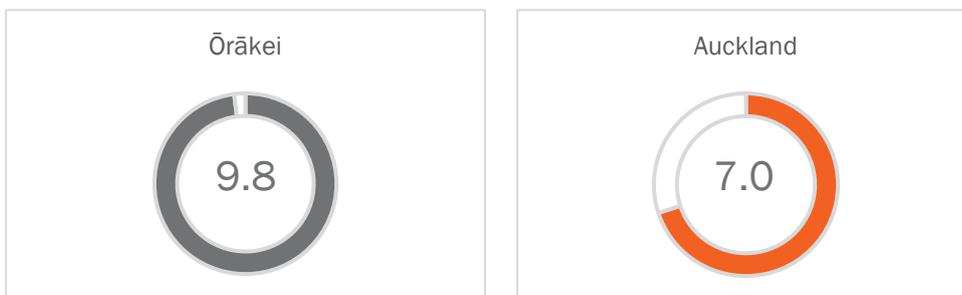
Ōrākei is particularly strong in the skills and labour force, connectedness and household prosperity domains. It has a similar score to the Auckland average for the business activity domain. Demography and economic quality are the only domains where Ōrākei performs below the regional average, primarily because the area has an older age profile than most of the rest of the region.

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



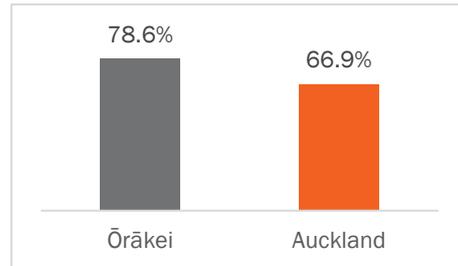
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Ōrākei has a very high skills base.

Overall score out of 10 for skills & labour force

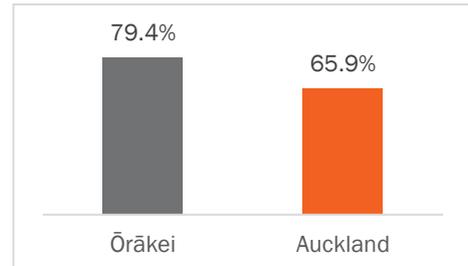


Over three-quarters of Ōrākei’s 15-64-year olds have at least a NCEA Level 3 qualification. This is 11 percentage points higher than the Auckland average. Ōrākei’s population has a high rate of participation in tertiary education, with 79% of school leavers enrolling in tertiary education within a year. Ōrākei’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 Ōrākei’s labour market entrants to access highly skilled and well-paid jobs.

Level 3 qualification



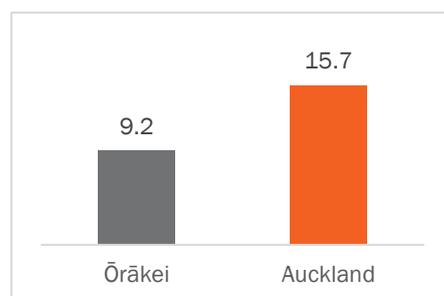
School leavers enrolled in tertiary



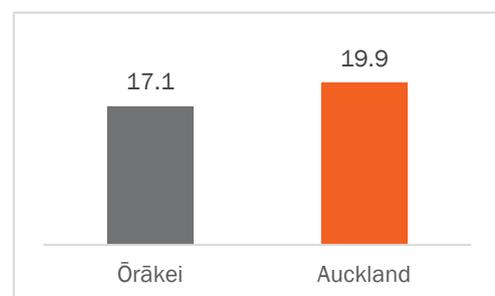
Ōrākei scores very highly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing. It is behind only Waitemata, Albert-Eden and Devonport-Takapuna on this domain.

Being close to the Auckland city centre and other business areas means that Ōrākei’s residents have an average commute to work that is slightly faster than the Auckland average. Commute times to tertiary education institutions are also lower than average. Access to the internet at home is higher than the regional average.

Commute to tertiary (minutes)

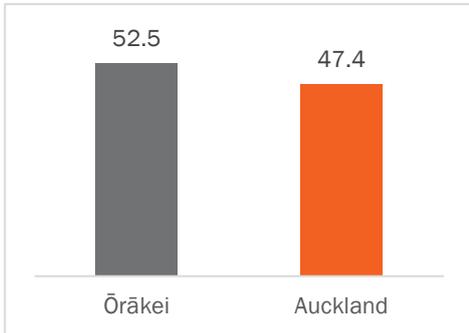


Commute to work (minutes)

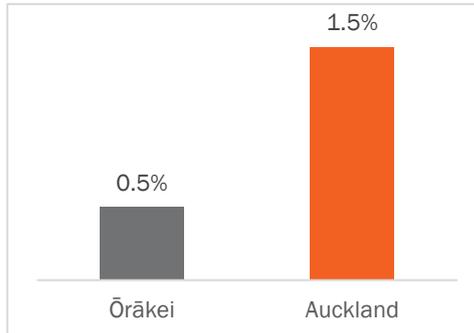


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Ōrākei’s high dependency ratio of 53% is 6 percentage points above the Auckland average. Ōrākei high dependency ratio is largely due to the high proportion of older people living in the area. A high dependency ratio indicates that a higher proportion of the population are less likely to be earning incomes and contributing directly to the economy. This is forecast to increase more than the regional rate through to 2029. Population growth has been much lower in Ōrākei than the rest of the region. Largely as less densely populated areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



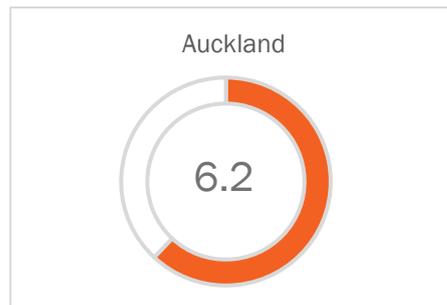
Population Growth rate (2019)



At 19%, Ōrākei has a higher self-employment rate compared to the region. 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. Ōrākei scores below the regional average for the economic quality domain although proximity to the city centre means this is not a significant issue.

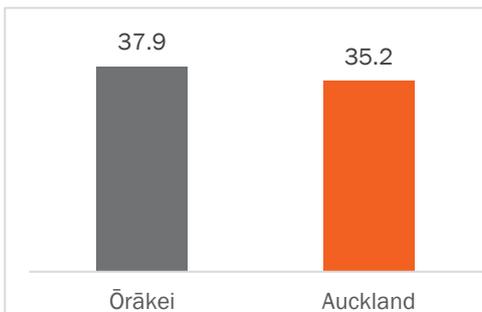
Overall score out of 10 for economic quality



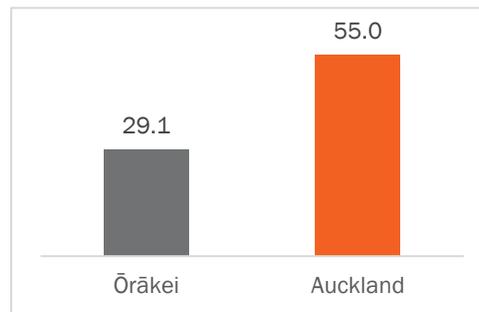
The economy in Ōrākei is dominated by healthcare & social assistance, professional, scientific & technical services, and education. Collectively, these industries account for a third of employment in the local board area. These are knowledge-intensive industries which employ a sizeable proportion of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

Ōrākei has 29 jobs per 100 residents, which is fewer than the Auckland average of 55.

Local jobs in knowledge industries

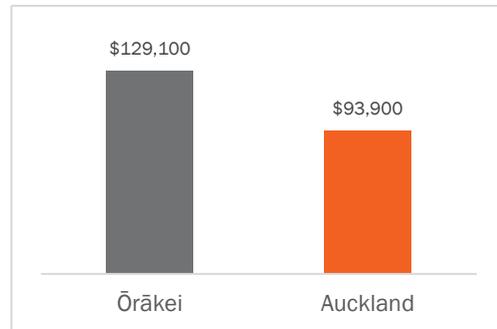


Local jobs per 100 residents

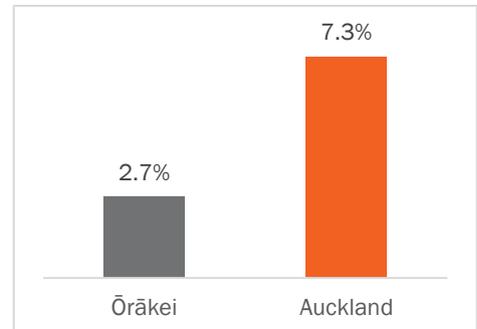


At \$129,100, the average household income is over \$35,000 higher than the Auckland average and is the highest in the region. High skill and qualification levels held by Ōrākei residents enables them to earn good incomes. The area has much lower levels of benefit dependency than the regional average.

Median household income



Benefit dependency rate



Broader context

- The local board intends to continue its support for the development of its town centres.
- Supporting the visitor economy is an opportunity for Ōrākei. This continued focus on encouraging visitors and on supporting local businesses will help economic recovery and build local resilience for future adverse events.

Potential actions

Ōrākei is a relatively prosperous area adjacent to the Auckland's city centre where many residents work in high skilled jobs. Attracting visitors to the area and encouraging local spend is one area where the local board can strengthen the local economy, particularly in light of the impact COVID-19 has had on small businesses in local centres across the region.

Self-employment is high in Ōrākei, ensuring small businesses have access to advice and support will assist businesses to plan a growth pathway and potentially increase the number of employment opportunities available locally.

October 2020

PROSPERITY IN ŌTARA- PAPATOETOE

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In partnership with the rest of Auckland Council, local boards have 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 Prosperity Index data 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

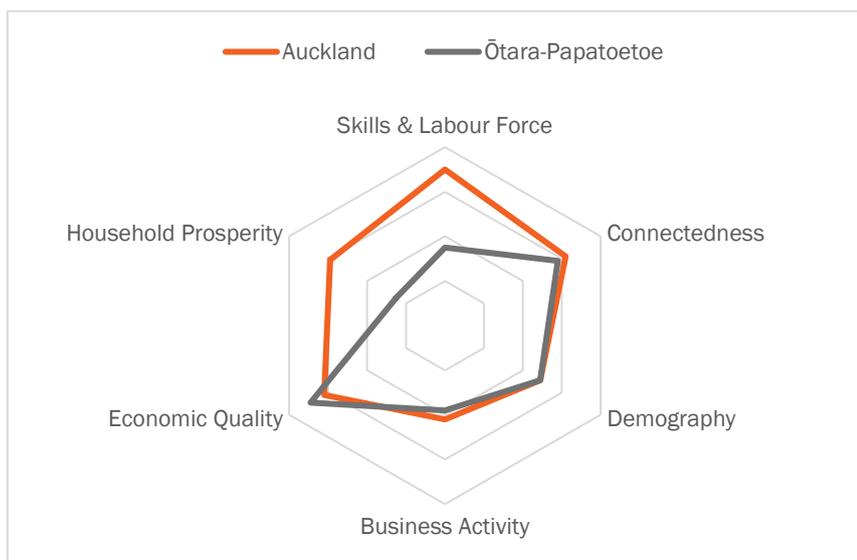
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Ōtara-Papatoetoe

Ōtara-Papatoetoe has a younger age profile than most other local board areas. With a high number of jobs per resident in the area and a high proportion of those being in knowledge-intensive industries, the workforce has access to good employment opportunities. However, lower skill levels impede access to quality employment, which has an impact on household prosperity.

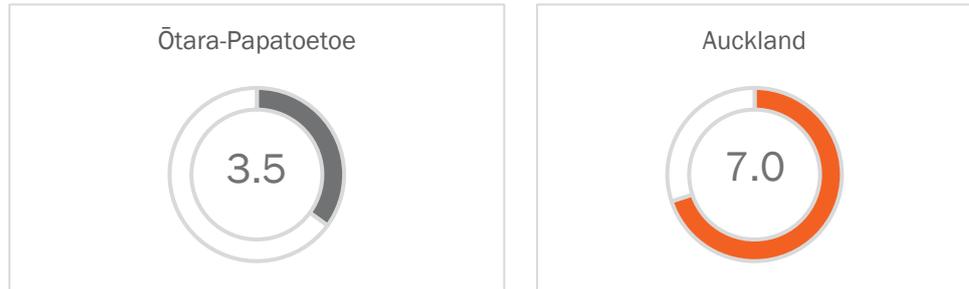
Ōtara-Papatoetoe is strongest in the economic quality domain, the only one it outperforms the regional average on. It has a similar score to the Auckland average for the demography, connectedness and business activity domains. Skills and labour force and household prosperity are the domains where Ōtara-Papatoetoe performs significantly below the regional average.

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



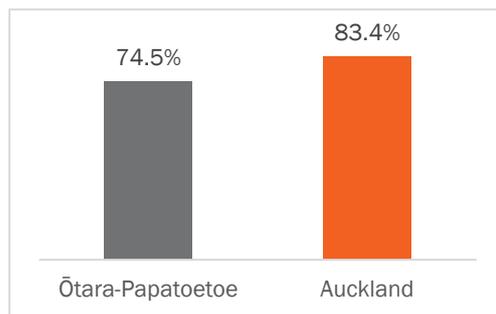
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Ōtara-Papatoetoe has a much lower than average skills base when compared to the region.

Overall score out of 10 for skills & labour force

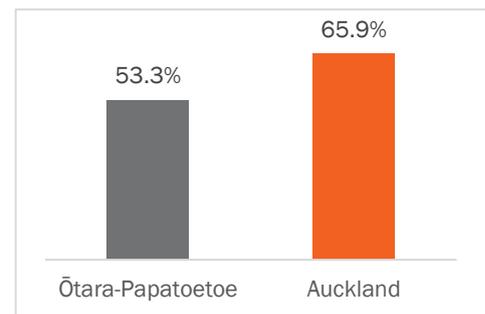


Just slightly more than half (56%) of Ōtara-Papatoetoe’s 15-64-year-olds have at least a NCEA Level 3 qualification. This is 11 percentage points lower than the Auckland average. Ōtara-Papatoetoe’s population has a lower rate of participation in tertiary education, with 53% of school leavers enrolling in tertiary education within a year compared to 66% regionally. Ōtara-Papatoetoe’s performance in this indicator is in part influenced by the lower proportion of school leavers with at least an NCEA Level 2. The attainment of a tertiary qualification would increase the ability of Ōtara-Papatoetoe’s labour market entrants to access highly skilled and well-paid jobs.

Level 2 qualification



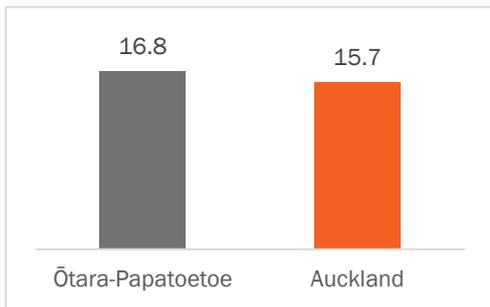
Secondary – Tertiary transition



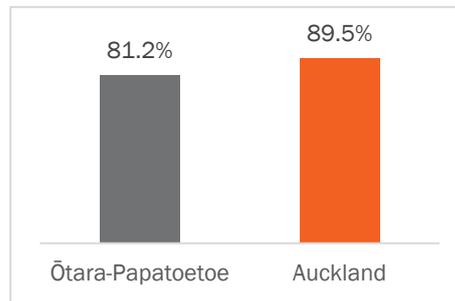
Ōtara-Papatoetoe scores similarly to the regional average in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Ōtara-Papatoetoe has slightly shorter than average commutes to work and to a town centre and slightly longer commutes to tertiary education. However, lower levels of internet access at home contributes to a slightly below average to connectedness score. Ōtara-Papatoetoe residents have an average commute to work of 24 minutes, 4 minutes slower than the Auckland average. Internet access at home is available for 81% of residents, lower than for the region (90%).

Commute to tertiary (minutes)



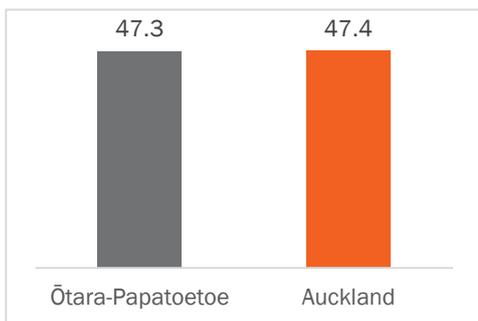
Access to the internet at home (per cent)



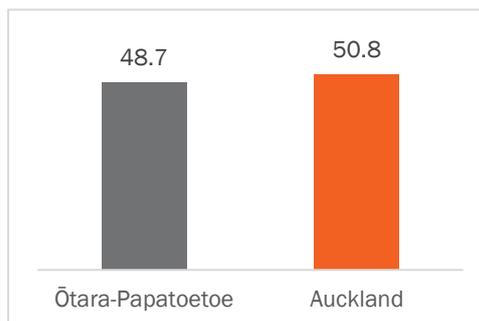
The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Ōtara-Papatoetoe's dependency ratio of 47% is the same as the Auckland average.

A high dependency ratio indicates that an economy can find it difficult to meet the needs of residents, as a high proportion of the population require support from the smaller group of residents in work. This is forecast to improve relative to the regional rate through to 2029. Population growth has been similar the rest of the region.

Dependency ratio (2019)

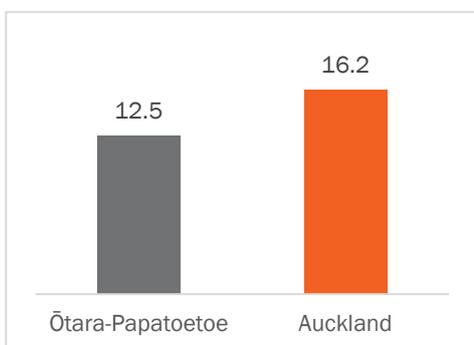


Dependency ratio (2029)

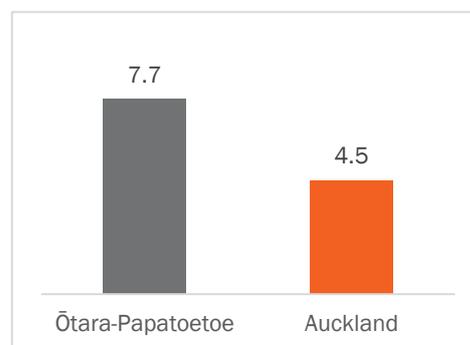


At 13%, Ōtara-Papatoetoe has a relatively low self-employment rate compared to the region (16%), something seen across local boards in The Southern Initiative area (now Community and Social Innovation). Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks.

Self-employment rate



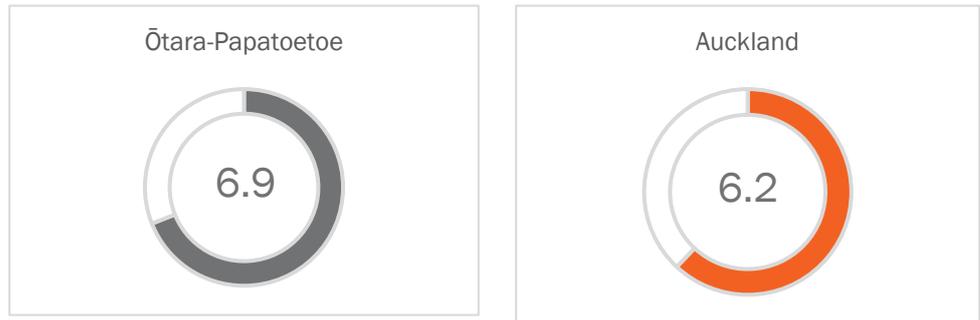
Business unit growth (per cent)



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

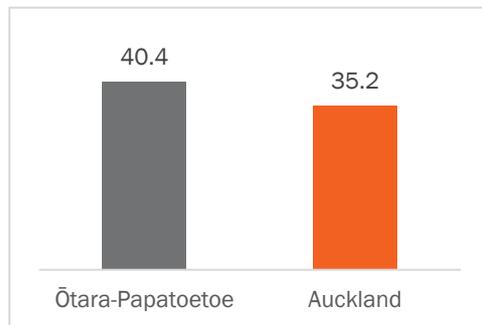
The economy in Ōtara-Papatoetoe is dominated by healthcare, manufacturing, retail and professional services. Collectively, these industries account for almost half of employment in the local board area. The nature of employment in the healthcare and professional service sectors provides more knowledge intensive employment opportunities than seen across the region as a whole.

Overall score out of 10 for economic quality

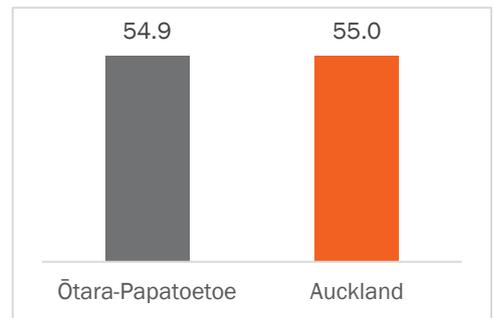


Ōtara-Papatoetoe has 55 jobs per 100 residents, which is the same as the Auckland average. The share of skilled jobs and jobs in knowledge intensive industries is above the regional average.

Local jobs in knowledge industries

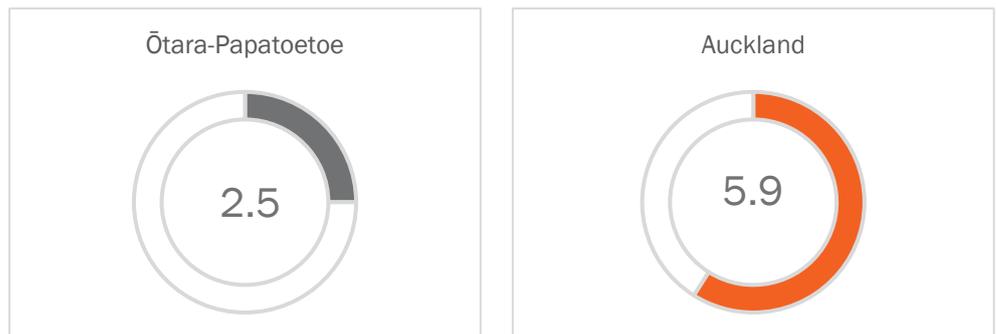


Local jobs per 100 residents



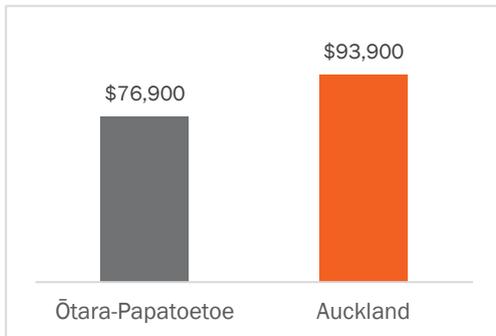
The household prosperity domain measures the ability of households to earn income to meet their needs in terms of being able to own or rent a home as well as meeting their other needs.

Overall score out of 10 for Household Prosperity

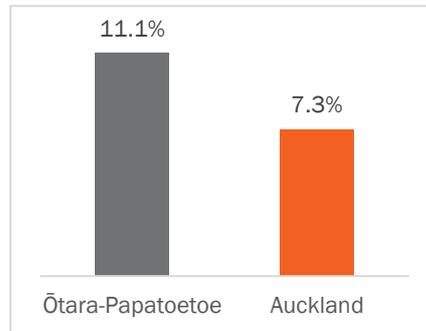


At \$76,900, the average household income is more than \$15,000 lower than the Auckland average. The lower skill and qualification levels held by Ōtara-Papatoetoe residents and higher levels of benefit claiming has a negative effect on household incomes. Home ownership and rental affordability measures are also below the Auckland average.

Median household income



Benefit dependency rate



Broader context

- Manukau is identified by Auckland Council as a node critical to growth in southern Auckland and across the region. Panuku Development Auckland are working on a significant transformation programme that aims to leverage council and crown-owned sites to create a thriving heart for Manukau, as a visitor destination, business centre, and residential community.
- Manukau is well positioned to become a hub for tertiary education, training and retraining to provide people with the skills they need to access quality employment opportunities.
- 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.

Potential actions

There is a need to lift skill levels and it will be important to work with Community and Social Innovation (formerly The Southern Initiative), training providers and employers to facilitate access for ongoing skills development and training. Central government spend on the COVID-19 recovery provides an opportunity to access resources to support this.

Self-employment in Ōtara-Papatoetoe is much lower than the rest of the region and the local board can continue its support initiatives that provide the skills people need to set up their own businesses and social enterprises.

Work to ensure that central and local government spending (in particular in relation to COVID-19 recovery spending) has a positive economic impact in the area. Also work to ensure employment and procurement practices of large local employers have positive local economic impacts for local businesses (Māori and Pacific in particular) and the local labour force.

The local board has a 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.

October 2020

PROSPERITY IN PAPAKURA

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Using the report

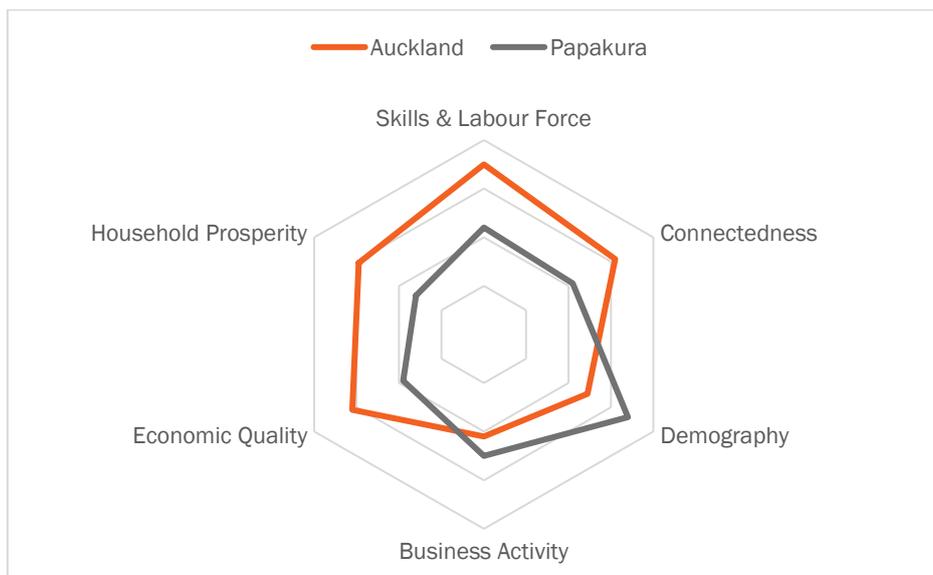
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Prosperity in Papakura

Papakura has a younger age profile than most other local board areas. With fewer jobs per resident in the area and a smaller proportion of those being in knowledge-intensive industries, the workforce has more limited access to good employment opportunities. Lower skill levels also impede access to quality employment, which has an impact on household prosperity.

Papakura is strongest in the demography domain due to its rapidly growing population following recent housing developments, coupled with a relatively youthful population. The business activity domain also outperforms the regional average, this is a result of recent growth in business unit numbers. It has a lower than average score than the Auckland average for skills & labour force, economic quality, connectedness and household prosperity.

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



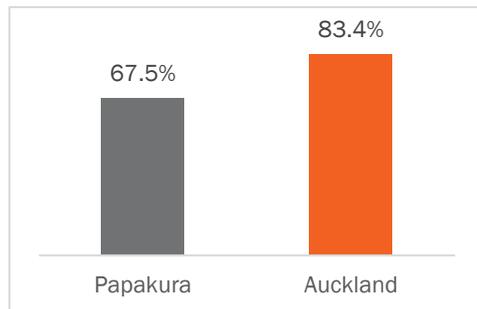
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Papakura has a much lower than average skills base when compared to the region.

Overall score out of 10 for skills & labour force

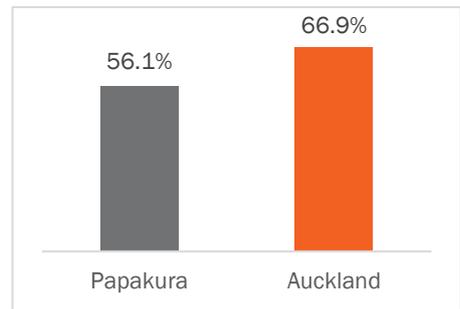


Just slightly more than half (56%) of Papakura’s 15-64-year-olds have at least a NCEA Level 3 qualification. This is 11 percentage points lower than the Auckland average. Papakura’s population has a lower rate of participation in tertiary education, with 58% of school leavers enrolling in tertiary education within a year compared to 66% regionally. Papakura’s performance in this indicator is strongly influenced by the lower proportion of school leavers with at least an NCEA Level 2. The attainment of a tertiary qualification would increase the ability of Papakura’s labour market entrants to access highly skilled and well-paid jobs.

Level 2 qualification



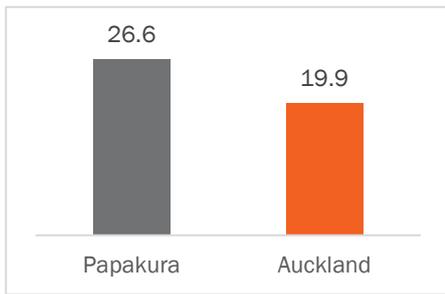
Workforce with a level 3 qualification



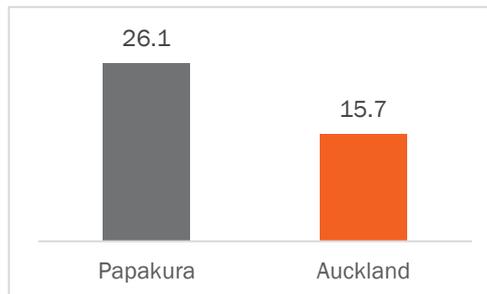
Papakura scores poorly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Papakura’s longer than average commutes to work or tertiary education along with lower levels of internet access at home contribute to this low connectedness score. Papakura residents have an average commute to work of 27 minutes, 7 minutes slower than the Auckland average. The average commute to tertiary education is 10 minutes longer than the regional average. Internet access at home is available for 85% of residents, lower than for the region (90%). The area does however have short average commute times to the nearest town centre.

Commute to work (minutes)



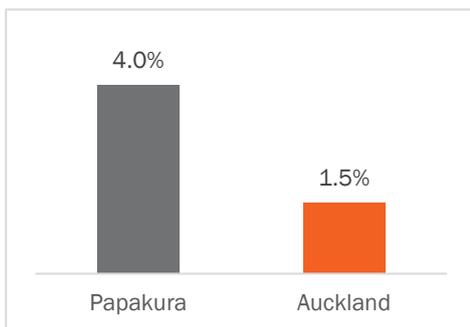
Commute to tertiary (minutes)



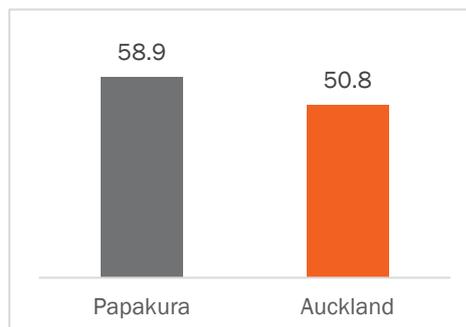
The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Papakura's higher than average dependency ratio of 52% is 5 percentage points above the Auckland average. Papakura's higher dependency ratio is largely due to the high proportion of school-age children living in the area. At the 2018 Census almost a quarter (24%) of Papakura residents were aged 15 or under.

A high dependency ratio indicates that an economy can find it difficult to meet the needs of residents, as a high proportion of the population require support from the smaller group of residents in work. This is forecast to remain higher than the regional rate through to 2029. Population growth has been higher in Papakura than much of the rest of the region, largely because of recent housing developments.

Population growth

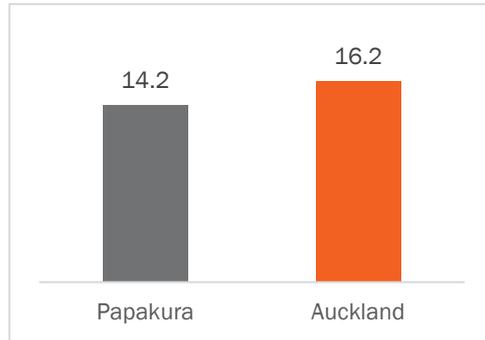


Dependency ratio (2029)

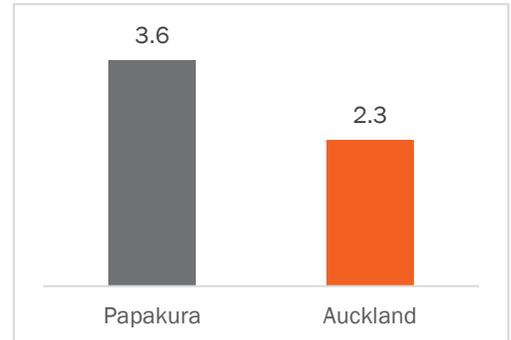


While Papakura scores better in the business activity domain than it does on others this is because of recent high business unit growth, this is however the indicator most prone to annual fluctuations up and down. At 14%, Papakura has a relatively low self-employment rate compared to the region (16%), something seen across local boards in The Southern Initiative area (now Community and Social Innovation). Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks.

Self-employment rate



Business Unit Growth (per cent)



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

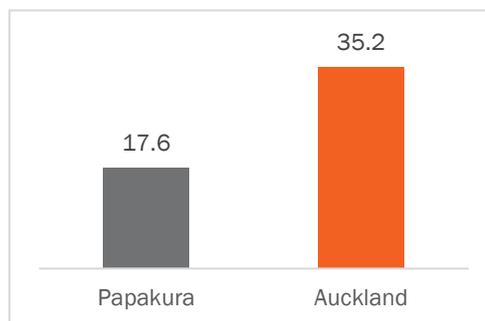
The economy in Papakura is dominated by manufacturing, construction and retail. Collectively, these industries account for almost half of employment in the local board area. The nature of employment in these sectors provides fewer knowledge intensive employment opportunities than seen across the region as a whole.

Overall score out of 10 for economic quality

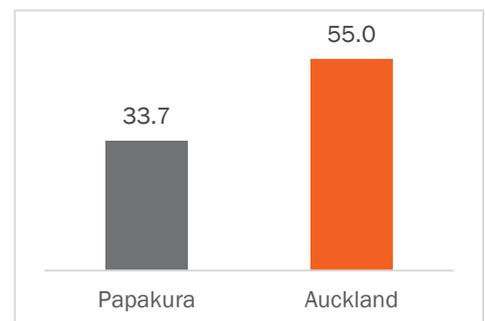


Papakura has 34 jobs per 100 residents, which is 21 less than the Auckland average. As a result, many residents have to travel out of the area for work.

Local jobs in knowledge industries

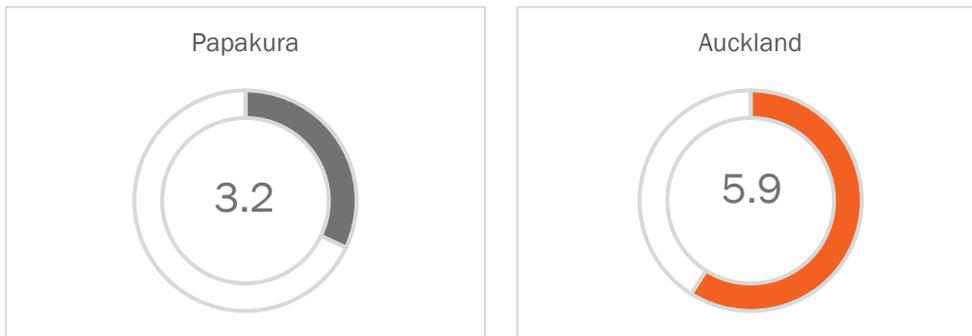


Local jobs per 100 residents



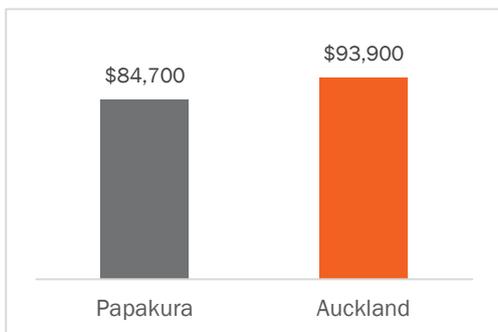
The household prosperity domain measures the ability of households to earn income to meet their needs in terms of being able to own or rent a home as well as meeting their other needs.

Overall score out of 10 for Household Prosperity

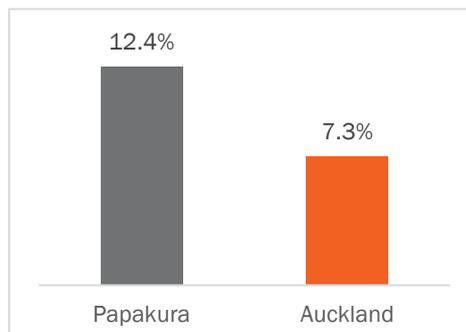


At \$84,700, the average household income is \$9,000 lower than the Auckland average of \$93,900. The lower skill and qualification levels held by Papakura residents and higher levels of benefit claiming has a negative effect on household incomes. Home ownership and rental affordability measures are also below the Auckland average.

Median household income



Benefit dependency rate



Broader context

- Papakura has seen faster population growth than the rest of the region with further development expected. Significant investment in transport infrastructure, commercial developments and further housing will transform the area and provide economic opportunities.
- Papakura is part of The Southern Initiative area (now known as Community and Social Innovation) working to address complex socio-economic challenges and create opportunities to benefit the people of southern Auckland.
- Business leadership is provided by a proactive Business Improvement District (BID) in Papakura town centre working to improve the town centre as a place for business.
- The Papakura Commercial Project Group works to enrich the town centre's potential for investment opportunities. It aims to guide Papakura's development into a larger centre of business and retail to support the additional development in the area.

Potential actions

It is important to upskill Papakura residents and in particular its young people so that they have improved opportunities to take advantage of higher-skilled and well-paying jobs likely to arrive as the area develops.

Continue to support the Papakura Commercial Project Group.

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. Opportunities to link in to the Hunua Trail in neighbouring Franklin should be explored as a means of attracting more domestic visitors.

Development should target growth in more knowledge intensive businesses. Growth in these industries would provide local employment for higher skilled residents.

Support further business creation and self-employment opportunities for residents not able to access mainstream business support and ensure existing businesses are aware of business support available through the Regional Business Partner programme.

October 2020

PROSPERITY IN PUKETĀPAPA

aucklandnz.com

In partnership with the rest of Auckland Council, local boards have 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.

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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

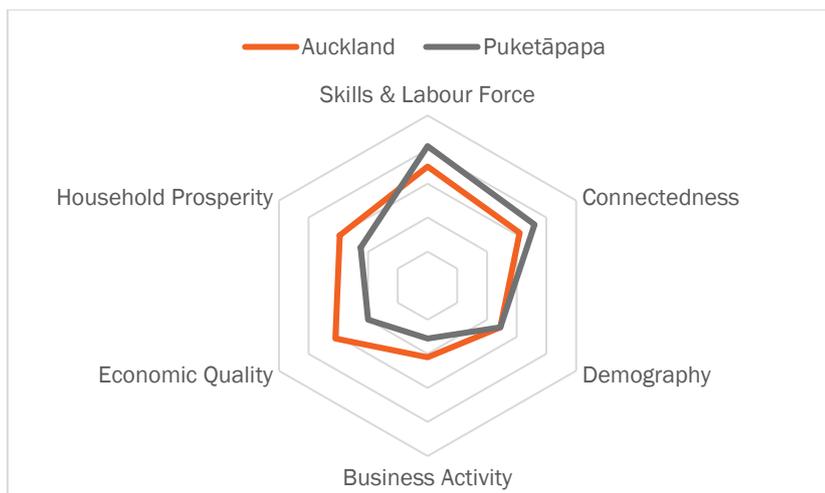
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Puketāpapa

Puketāpapa is just below the Auckland average on three of the six domains and slightly above the average on the skills and connectedness domains. With a low number of jobs per resident and fewer knowledge-intensive industries in the area the workforce has more limited access to quality employment opportunities.

Puketāpapa is strong in the skills and labour force domain. It has a higher score than the Auckland average for Level 2 attainment in school and more school leavers go on to tertiary education. In addition, more members of the local labour force have a level 3 qualification or higher. Connectedness is another domain where Puketāpapa performs above the regional average.

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



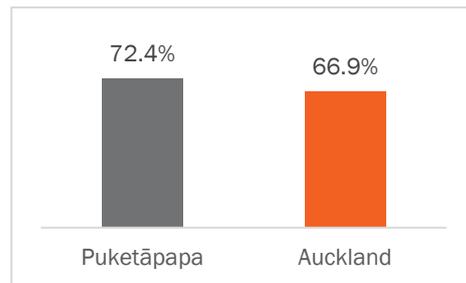
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Puketāpapa has a higher than average skills base.

Overall score out of 10 for skills & labour force

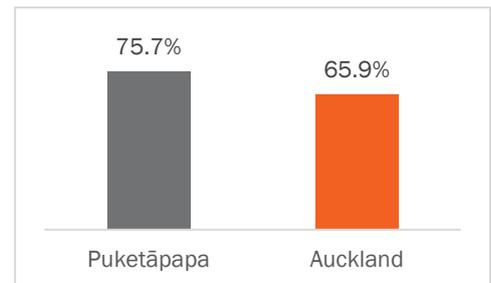


Almost three quarters (72%) of Puketāpapa’s 15-64-year-olds have at least a NCEA Level 3 qualification. This is 5 percentage points higher than the Auckland average. Puketāpapa’s population has a higher rate of participation in tertiary education, with 76% of school leavers enrolling in tertiary education within a year. Puketāpapa’s performance in this indicator is high as is the proportion of school leavers with NCEA Level 2. The attainment of a tertiary qualification increases the ability of Puketāpapa’s labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



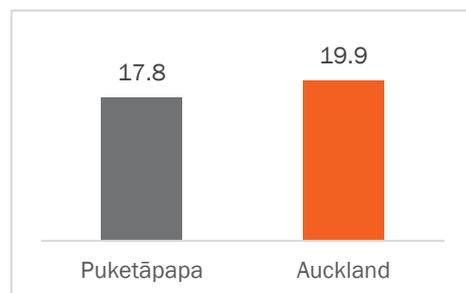
School leavers enrolled in tertiary



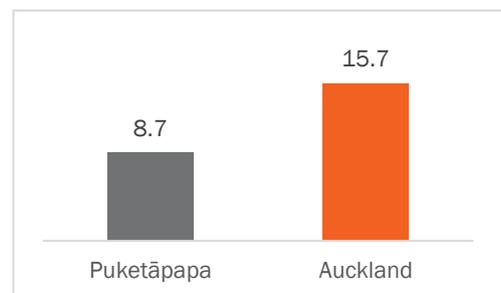
Puketāpapa is above the regional average in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Being not too distant from the Auckland city centre and other business areas means that Puketāpapa residents have below average commute to work of 18 minutes, 2 minutes shorter than the Auckland average. Commute times to tertiary education institutions are also shorter than average while access to the internet at home is a fraction below that for the region.

Commute to work (minutes)

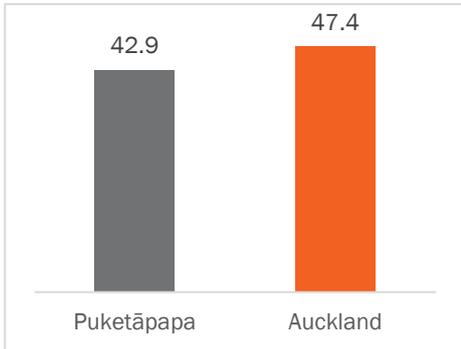


Commute to tertiary (minutes)

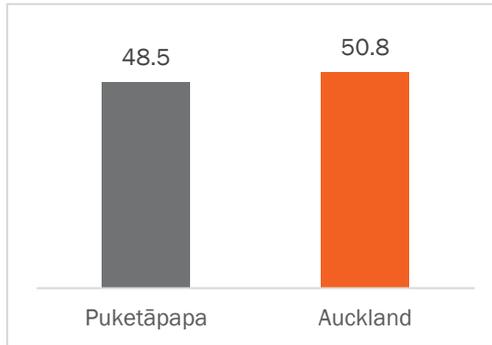


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Puketāpapa’s dependency ratio of 43% is 3 percentage points below the Auckland average. A lower dependency ratio indicates that an economy has a higher proportion of the population are likely to be earning incomes and contributing directly to the economy. This is forecast to become closer to the regional rate through to 2029. Population growth has been much lower in Puketāpapa than the rest of the region. Largely due to less densely populated areas to the north and south of the region growing rapidly following recent housing developments.

Dependency ratio (2019)



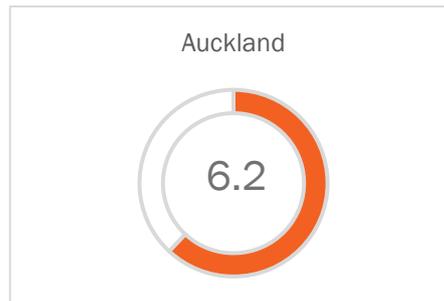
Dependency ratio (2029)



At 15%, Puketāpapa has the similar self-employment rate as to the region. 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. Puketāpapa scores below the regional average for the economic quality domain.

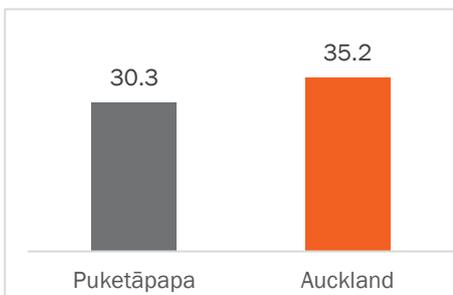
Overall score out of 10 for economic quality



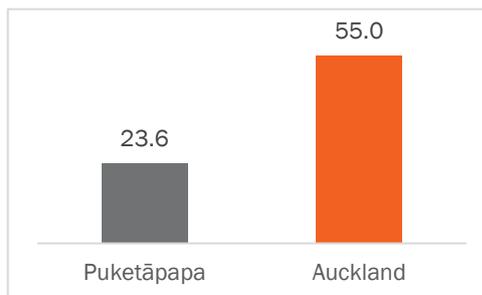
The economy in Puketāpapa is dominated by wholesale and retail industries as well as professional services. Collectively, these industries account almost 40% of employment in the local board area. Other than professional services, these are not particularly knowledge-intensive industries employing a sizeable proportion of highly skilled staff.

Puketāpapa has 24 jobs per 100 residents, which is much 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

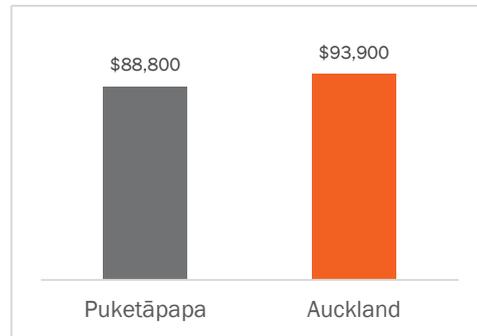


Local jobs per 100 residents

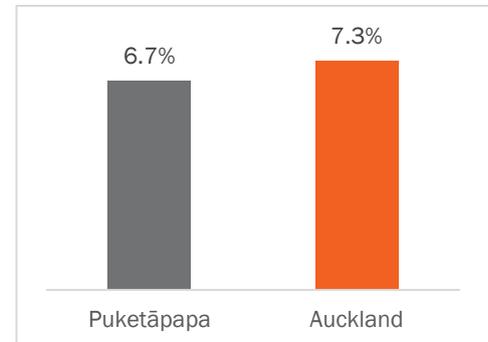


At \$88,800 the average household income is \$5,000 lower than the Auckland average. This is despite the higher skill and qualification levels held by Puketāpapa residents and the lower than average dependency of benefits. Low levels of home ownership and a poor score for rental affordability have contribute to a lower household prosperity score.

Median household income



Benefit dependency rate



Broader context

- Many businesses are small and heavily reliant on support from the local community. Encouraging this support will be important as Auckland's local centres recover from the impacts of COVID-19.
- The area is home to some employment zones, but the number and quality of local jobs could be increased in order to provide employment opportunities closer to home. The pandemic has been largely responsible for recent changes in the way people work including an increase in people working remotely and flexibly, including from home. This could provide an unintended benefit to the local economy.
- The Kāinga Ora-led development of Mt Roskill and across the greater Roskill area can provide construction sector employment opportunities and boost local spending power.
- Puketāpapa has a very diverse community that can face barriers to training and employment or starting a business.
- There's an ongoing need to ensure young people are accessing the skills and training they need to find employment both locally and in the wider region.

Potential actions

The local board can support the COVID-19 recovery by acting as the champion of small businesses, encouraging people to support local and connecting business to support and resilience initiatives.

Growing the business base is important for the area's future and the local board could look to continue its support for programmes that help members of its diverse community establish their own business.

The Puketāpapa Local Board can continue its support for 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 or look to ways to support the recent shift to increased home working.

October 2020

PROSPERITY IN RODNEY

aucklandnz.com

In partnership with the rest of Auckland Council, local boards have 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 Prosperity Index data 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

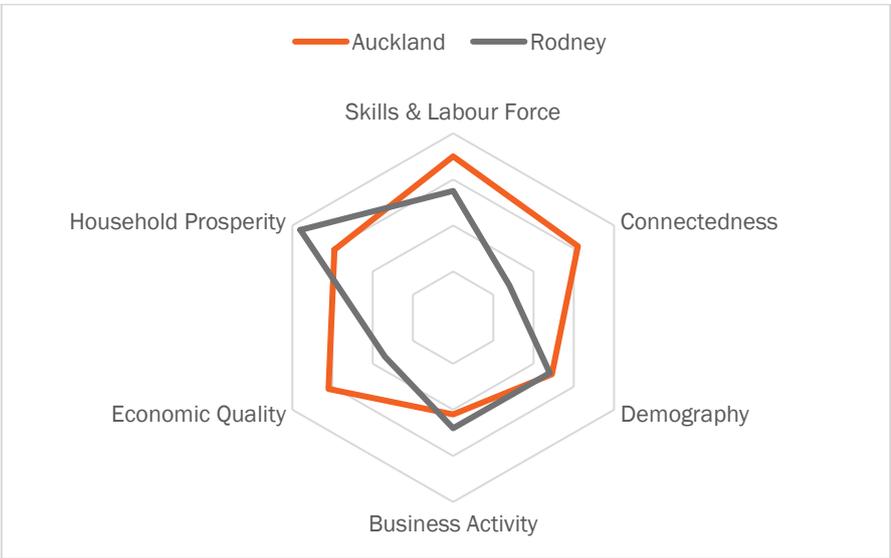
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Rodney

Rodney is home to relatively high income households. However, with a low level of knowledge-intensive industries in the area and issues of access to the city centre, the workforce has limited quality local employment opportunities.

Rodney is particularly strong in the household prosperity domain. It has a similar score to business activity and demography domains but performs less well than the region in the other domains. Despite this, the rural nature of the area makes it an attractive place for people to live meaning household incomes are relatively high.

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



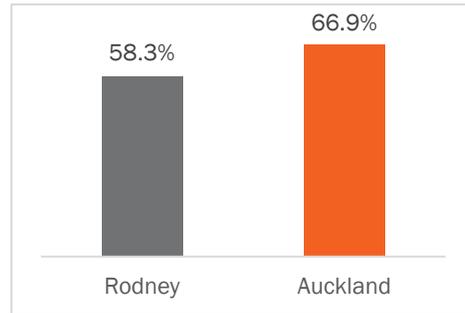
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Rodney has a lower than average skills base.

Overall score out of 10 for skills & labour force

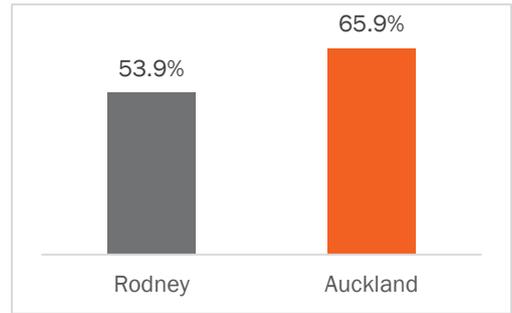


Fifty-eight per cent of Rodney’s 15-64-year-olds have at least a NCEA Level 3 qualification. This is 9 percentage points lower than the Auckland average. Rodney’s population has a low rate of participation in tertiary education, with 54% of school leavers enrolling in tertiary education within a year. Rodney’s performance in this indicator is possibly influenced by the distance required to travel to access tertiary education. The attainment of a tertiary qualification could increase the ability of Rodney’s labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



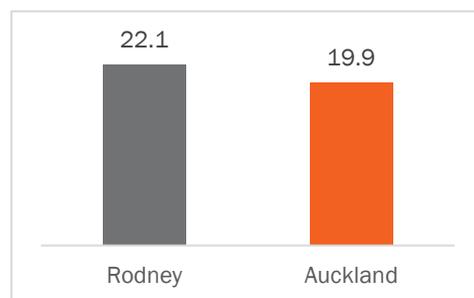
Tertiary enrolment



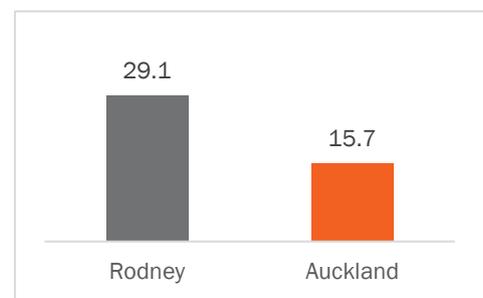
Rodney scores low in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing. Rodney is ahead of only Aotea / Great Barrier on this domain.

Being distant from the Auckland city centre and other business areas means that Rodney’s residents have an average commute to work that is longer than the Auckland average. Commute times to tertiary education institutions are also longer than average. Access to the internet at home is comparable to the rest of the region.

Commute to work (minutes)

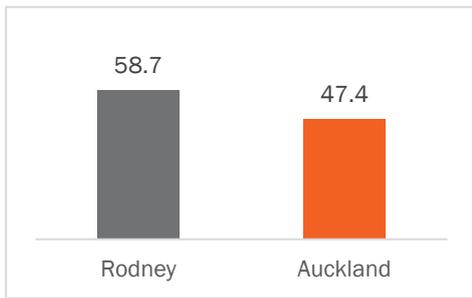


Commute to tertiary (minutes)

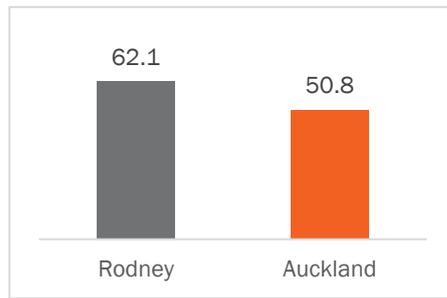


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Rodney’s high dependency ratio of 59% is 12 percentage points above the Auckland average. Rodney’s high dependency ratio is largely due to the high proportion of older people living in the area. A high dependency ratio indicates that a higher proportion of the population are less likely to be earning incomes and contributing directly to the economy. This is forecast to increase more than the regional rate through to 2029. Population growth has been much higher in Rodney than the rest of the region. Largely as areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



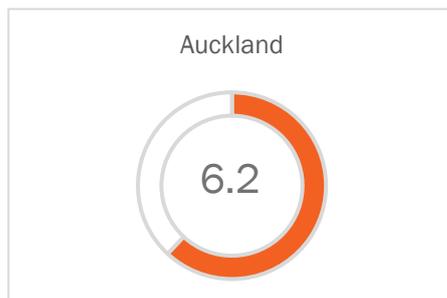
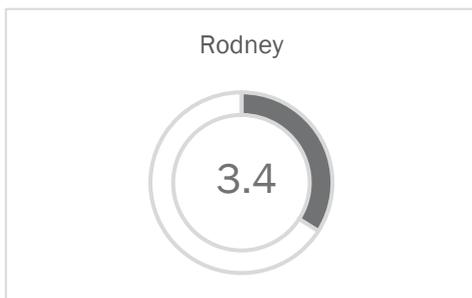
Dependency ratio (2029)



At 23%, Rodney has the highest self-employment rate in the region. Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks. It should be noted however that in more rural areas self-employment can be a response to a limited number of other employment opportunities being available.

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

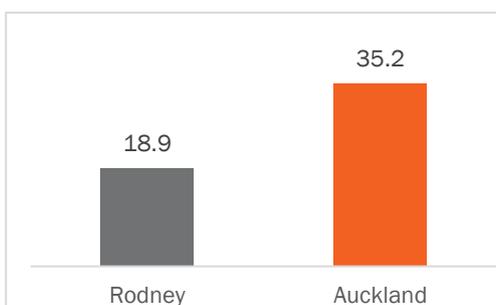
Overall score out of 10 for economic quality



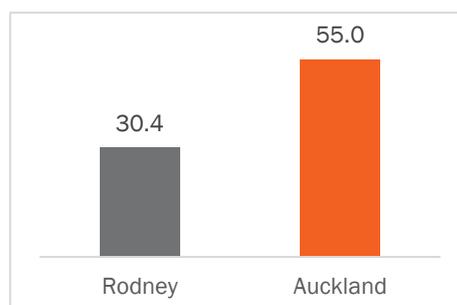
The economy in Rodney is dominated by manufacturing and construction with healthcare also a key employer. Collectively, these industries account for almost 40% of employment in the local board area. These are not particularly knowledge-intensive industries that tend to employ a sizeable proportion of highly skilled staff. Knowledge intensive industries account for only 17 per cent of the economy in Rodney, half the level seen across the region.

Rodney has 37 jobs per 100 residents, which is fewer than the Auckland average.

Local jobs in knowledge industries

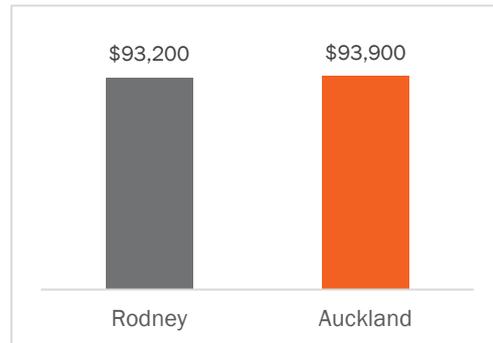


Local jobs per 100 residents

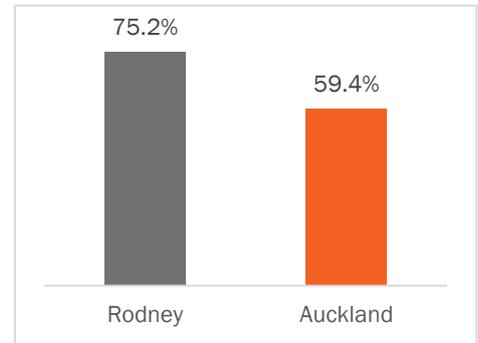


At \$93,200, the average household income is very similar to the Auckland average. Home ownership is high in Rodney and the level of benefit dependency is low. This may represent the stage of life that many Rodney residents are at.

Median household income



Home ownership rate



Broader context

- Businesses, particularly in the tourism and hospitality sector will be hit hard by the COVID-19 pandemic and will require support to survive.
- Roading projects will improve transport links from Rodney to Northland and support future growth areas. The COVID-19 pandemic also emphasises the importance of digital connectedness to enable people to work remotely.
- The North West Country Business Improvement District (BID) programme provides business leadership in western Rodney, a further BID programme could provide leadership in Wellsford to support businesses there.
- Future residential growth will bring significant population increases. More jobs or an improvement in the ability to work remotely will be needed in Rodney in order to prevent significant increases in commuting creating congestion on the roads.

Potential actions

To improve the skills base, the Rodney Local Board could support the system that provides young people the skills to transition into quality employment.

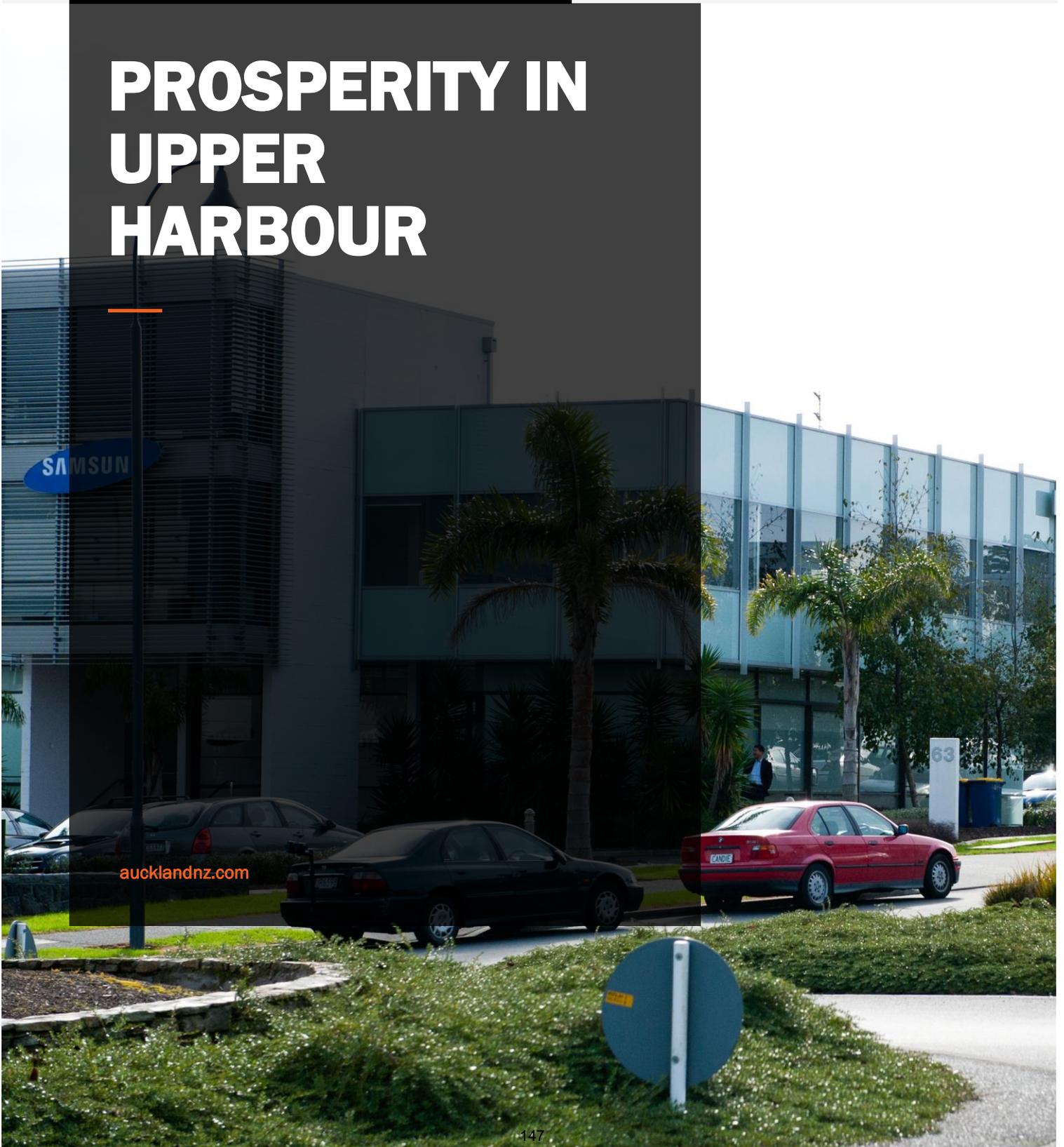
Access to advice and support for successful entrepreneurship could be valuable to the many self-employed in the area. It would assist businesses to plan a growth pathway and potentially move from being an owner operator to employing a workforce. Smaller businesses may also benefit from the provision of business resilience and business continuity planning support.

The local board can play a role in attracting investment from businesses offering higher skilled jobs in knowledge-intensive industries to provide more opportunities for skilled employment locally.

The local board could work with the visitor industry to identify opportunities to support the visitor economy in Rodney at a time when COVID-19 has halted international travel and placed a focus on domestic tourism.

October 2020

PROSPERITY IN UPPER HARBOUR



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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

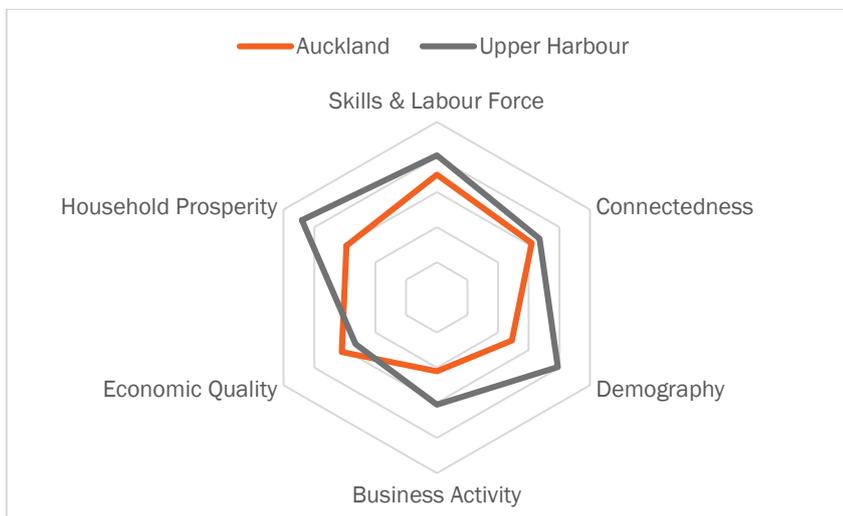
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Upper Harbour

Upper Harbour is home to highly-skilled residents and relatively prosperous households. The area has a high number of jobs although a smaller share of those are in knowledge-intensive industries compared to the region. Improving connectivity to the city centre, other employment zones and tertiary education opportunities, could lift the overall prosperity of the area.

Upper Harbour is strong across all domains. It has a slightly lower score than the Auckland average for the economic quality domain.

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



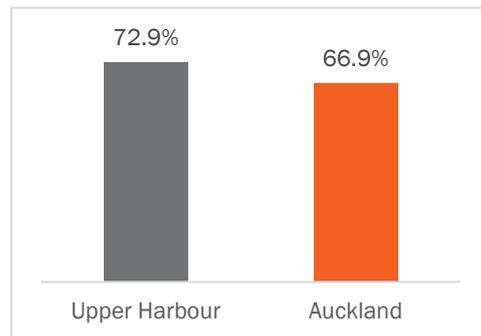
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Upper Harbour has a very high skills base.

Overall score out of 10 for skills & labour force

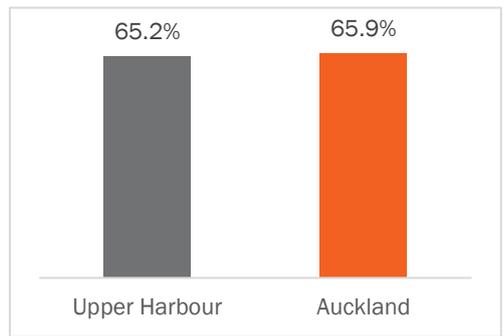


Almost three-quarters (73%) of Upper Harbour’s 15-64-year-olds have at least a NCEA Level 3 qualification. This is six percentage points higher than the Auckland average. Upper Harbour’s population has a similar rate of participation in tertiary education as the region, with 65% of school leavers enrolling in tertiary education within a year. Upper Harbour’s performance in this indicator is perhaps surprising given the very high proportion of school leavers attaining NCEA Level 3. The attainment of a tertiary qualification increases the ability of Upper Harbour’s labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



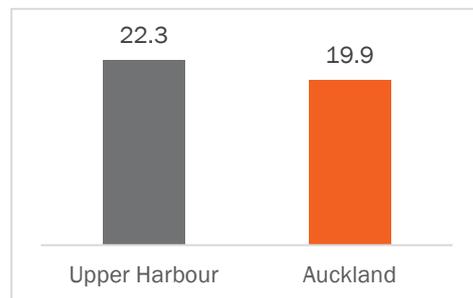
School leavers enrolled in tertiary



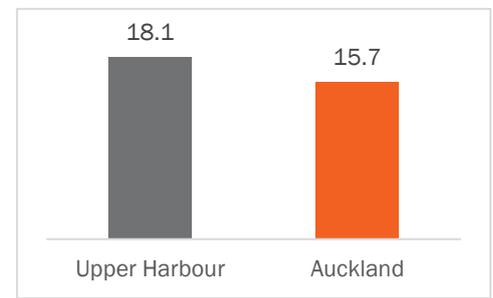
Upper Harbour scores highly in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Being slightly distant from the Auckland city centre but close to some important business areas means that Upper Harbour residents have an average commute to work of 22 minutes, two minutes slower than the Auckland average. Commute times to tertiary education institutions are also higher than average. Access to the internet at home is the highest of all local board areas in the region.

Commute to work (minutes)



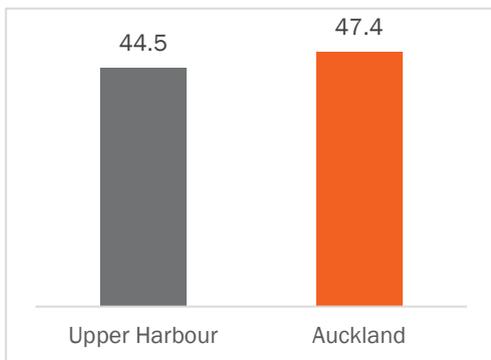
Commute to tertiary (minutes)



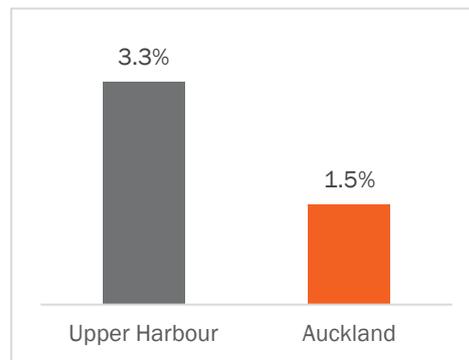
The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Upper Harbour’s lower dependency ratio of 45% is two percentage points below the Auckland average with Upper Harbour having a similar age profile as the region as a whole. 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. This is forecast to close in on the regional rate through to 2029. Population growth has been much higher in

Upper Harbour than the region as a whole, largely due to recent housing developments such as the significant development at Hobsonville Point.

Dependency ratio (2019)



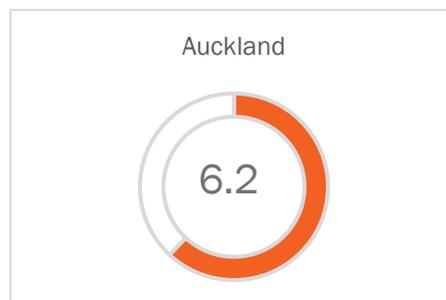
Population growth rate



At 17%, Upper Harbour has a relatively high self-employment rate compared to the region (16%). 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. Upper Harbour scores just above the regional average for the economic quality domain.

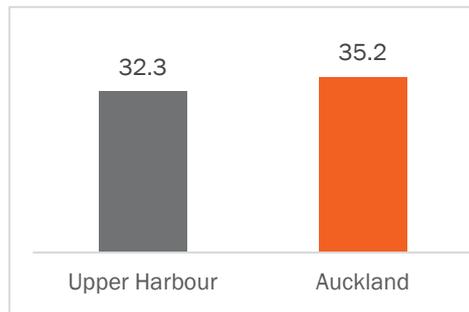
Overall score out of 10 for economic quality



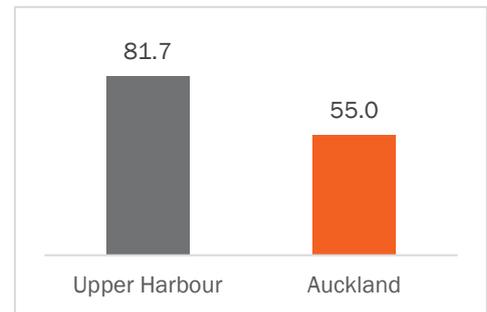
The economy in Upper Harbour is dominated by wholesale trade, professional, scientific & technical services, manufacturing and construction. Collectively, these industries account for nearly half of employment in the local board area. Some of these are knowledge-intensive industries which employ a sizeable proportion of highly skilled staff and are all expected to grow over the next five years however the area has fewer knowledge-intensive jobs than the regional average.

Upper Harbour has 82 jobs per 100 residents, which is well above the Auckland average.

Local jobs in knowledge industries

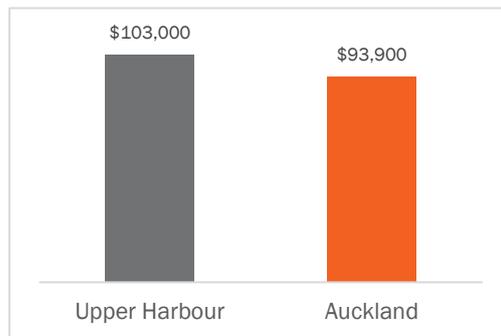


Local jobs per 100 residents

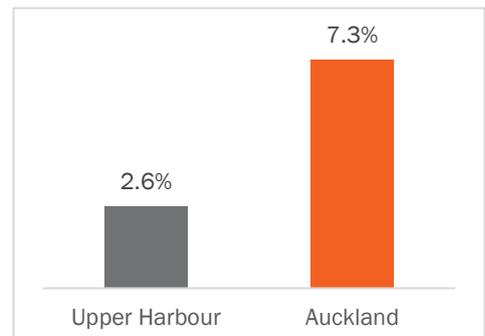


At \$103,000, the average household income is almost \$10,000 higher than the Auckland average. High skill and qualification levels held by Upper Harbour residents enables them to earn good incomes.

Median household income



Benefit dependency rate



Broader context

- The ongoing impact of COVID-19, particularly on vulnerable business sectors, means local businesses need to be able to access support to develop their capability and resilience.
- The economy in Upper Harbour has been growing strongly over the past decade but strong population growth increases the demand for quality local employment opportunities.
- Albany has been identified as a vital node for Auckland's future growth in the Auckland Plan 2050 and will grow in importance as it develops its connectivity to other parts of the region.
- The strong Business North Harbour Business Improvement District (BID) programme provides business leadership.
- Upper Harbour is well placed to benefit from growth of the screen sector.
- There are potential new business areas planned to support future growth.

Potential actions

Support businesses wishing to access business support and improve their business resilience in face of the challenges posed by COVID-19.

Support programmes that provide the skills for those in the community wishing to establish their own successful enterprise.

Work to leverage the benefits of the growing screen sector in Auckland's north and west.

Advocate for quality employment land to provide quality jobs for local people and work to attract knowledge-intensive industries to those employment areas.

Support the ongoing development of Albany as a vital node in the region's growth and an important growth location in the north becoming a significant hub of business, employment activity and civic services.

October 2020

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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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 Waiheke

Waiheke is home to relatively low average income households, though there is a mix of prosperous and less prosperous households within that. Waiheke has a much higher age profile than the region as a whole reflecting its popularity as a place for people to retire to. However, with a low level of knowledge-intensive industries in the area many people need to use the ferry service to Auckland city centre to access quality employment opportunities.

Waiheke's apparent strength in the connectedness domain is misleading as data is only available for one of the four indicators and the reality is, as an island, residents have issues in accessing employment and tertiary education opportunities. It has a similar score to business activity, skills and household prosperity domains but performs less well than the region for economic quality and very poorly on the demography domain. Despite this, the island nature of the area makes it an attractive place for people to live meaning household incomes are relatively high.

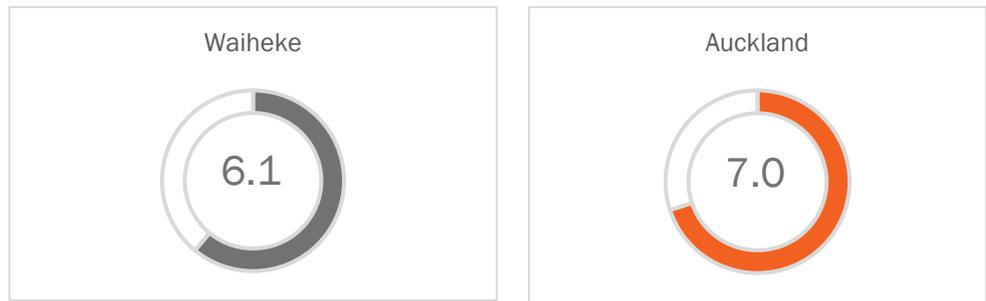
Economic prosperity: score by domain (closer to edge is better) *



* data only available for one of the four Connectedness indicators, making the score appear higher than it is likely to be were the data available

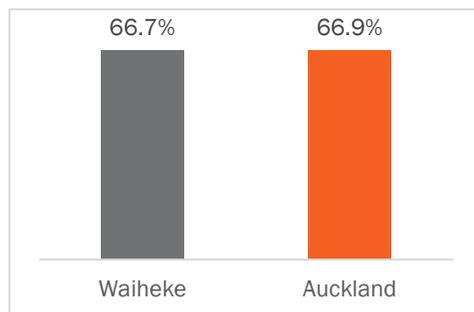
Gaining knowledge and skills enhances a person's ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Waiheke has a lower than average skills base.

Overall score out of 10 for skills & labour force

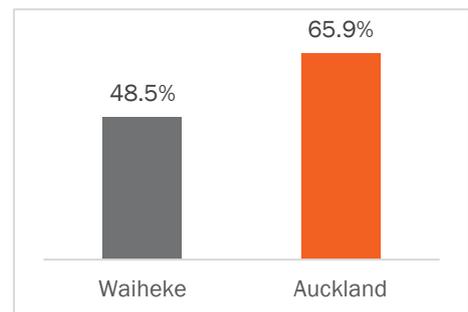


Sixty-eight per cent of Waiheke’s 15-64-year-olds have at least a NCEA Level 3 qualification. This is the same as the Auckland average. Many of the workforce will have gained their qualifications elsewhere and then moved to, or returned to, Waiheke. Waiheke’s population has a low rate of participation in tertiary education, with 49% of school leavers enrolling in tertiary education within a year. Waiheke’s performance in this indicator is possibly influenced by the distance required to travel to access tertiary education and the physical separation of the island from the rest of the Auckland region. The attainment of a tertiary qualification could increase the ability of Waiheke’s labour market entrants to access highly skilled and well-paid jobs. As noted above however, many in the workforce have attained a level 3 qualification elsewhere.

Workers with a Level 3 qualification



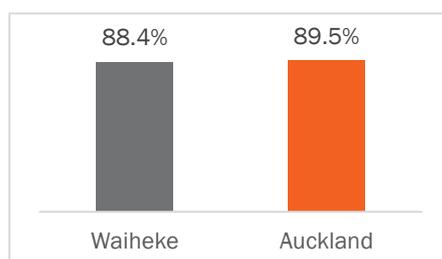
Tertiary enrolment



Waiheke scores high in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. However, data availability for Waiheke for this domain is low and this score should be discounted.

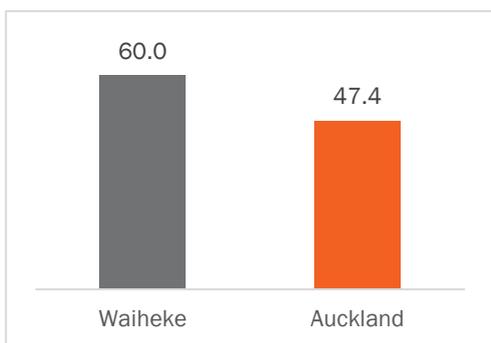
Being physically separated from the Auckland city centre and other business areas means that Waiheke’s residents will almost certainly have an average commute to work that is longer than the Auckland average. Commute times to tertiary education institutions will also be longer than average and may well require relocation away from the island. Access to the internet at home is comparable to the rest of the region.

Internet at home

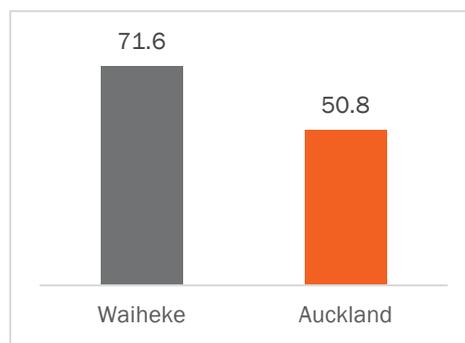


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Waiheke's high dependency ratio of 60% is 13 percentage points above the Auckland average. Waiheke's high dependency ratio is largely due to the high proportion of older people living in the area due to the attractive island lifestyle Waiheke affords. A high dependency ratio indicates that a higher proportion of the population are less likely to be earning incomes and contributing directly to the economy. This is forecast to increase more than the regional rate through to 2029. Population growth has been much lower in Waiheke than the rest of the region. Largely as areas to the north and south of the region have grown rapidly following recent housing developments on developable sites, something Waiheke is short of.

Dependency ratio (2019)



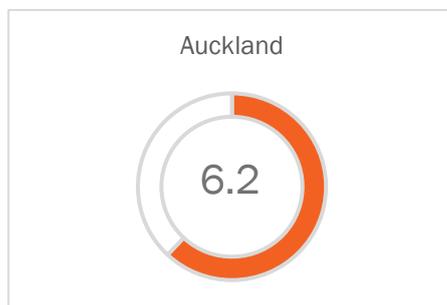
Dependency ratio (2029)



At 23%, Waiheke has the third highest self-employment rate in the region. Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks. It should be noted however that in more remote areas self-employment can be a response to a limited number of other employment opportunities being available.

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

Overall score out of 10 for economic quality

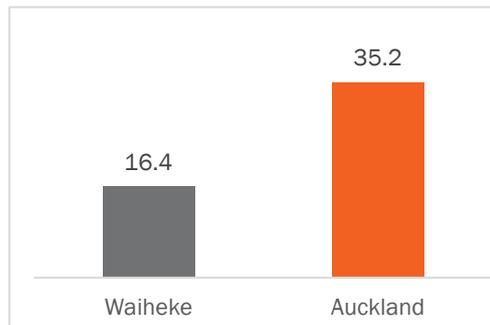


The economy in Waiheke is dominated by retail and accommodation & food, linked to its popularity as a visitor destination. Collectively, these industries account for almost 30% of employment in the local board area. These are not particularly knowledge-intensive industries that tend to employ a sizeable proportion of highly skilled staff. Knowledge

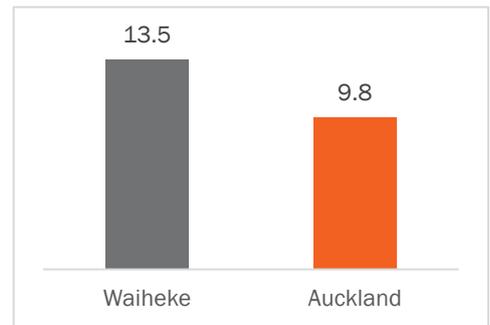
intensive industries account for only 16% of the economy in Waiheke, half the level seen across the region.

Waiheke has 37 jobs per 100 residents, which is fewer than the Auckland average. The area also has a higher than average share of employment in industries forecast to decline in the coming years indicating there may be a further challenge ahead in providing local employment opportunities.

Local jobs in knowledge industries



Proportion of jobs in declining industries

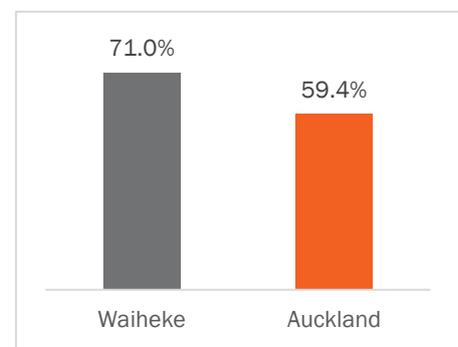


At \$69,600 the average household income is over \$20,000 below the Auckland average though this may mask concentrations of households with much higher incomes and households with lower incomes. Home ownership is high in Waiheke and the level of benefit dependency at the regional average. This may represent the mix of retirement and holiday home ownership coupled with low income earning in parts of the tourism and hospitality sectors.

Median household income



Home ownership rate



Broader context

- Waiheke has many tourist destinations offering a range of experiences and is popular with international and domestic tourists. COVID-19’s impact on tourism-related businesses will be significant and an immediate priority is to ensure those businesses access the support they need. Longer-term working towards a sustainable high value-add visitor economy is a priority.
- COVID-19 demonstrates the need to diversify the Waiheke economy and bring small businesses offering skilled work to the island. The recent need for many to embrace remote working could provide an opportunity.
- Infrastructure on Waiheke can struggle under peak visitor numbers.

Potential actions

The Waiheke Local Board wants to see sustainable tourism benefiting the island and negative impacts mitigated. The local board needs to work with a range of stakeholders to develop a strategy to attract high value longer stay visitors.

The tourism strategy will need to consider the infrastructure requirements to support the sector and how initiatives to minimise negative impacts of tourists can be funded and delivered. The local board could be involved in advocacy to delivery these requirements.

The local board could support business and education providers to work together to help young people transition from school to training and employment.

With a low number of skilled jobs on Waiheke, attracting small knowledge intensive businesses is a strategy the local board could pursue to increase the number of skilled jobs available and lessen the island's reliance on tourism.

Almost one in four workers is self-employed. Ensuring ease of access to advice and support for successful entrepreneurship could be valuable to creating sustainable and growing Waiheke enterprises.

October 2020

PROSPERITY IN WAITĀKERE RANGES

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GLEN EDEN



In partnership with the rest of Auckland Council, local boards have 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 Prosperity Index data 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 Waitākere Ranges

Waitākere Ranges is home to relatively high income households. However, with a low level of knowledge-intensive industries in the area and issues of access to the city centre, the workforce has limited quality local employment opportunities.

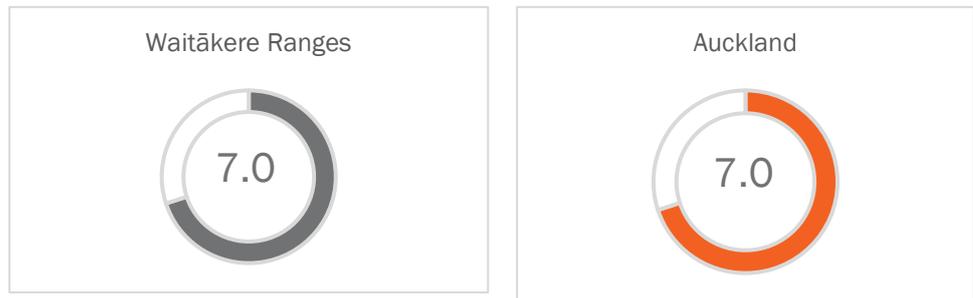
Waitākere Ranges is particularly strong in the household prosperity domain. It has a similar score to business activity and skills domains but performs less well than the region in the other domains. Despite this, the quality and variety of the natural environment of the area makes it an attractive place for people to live, meaning household incomes are relatively high.

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



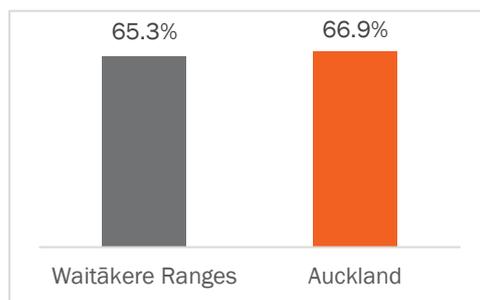
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Waitākere Ranges has a skills base similar to the regional average.

Overall score out of 10 for skills and labour force

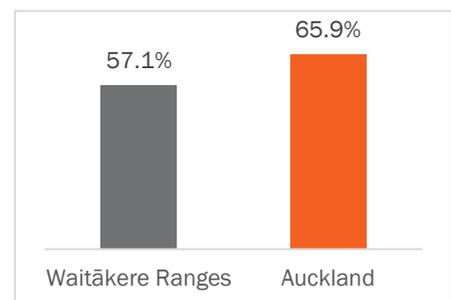


Fifty-eight per cent of Waitākere Ranges' 15-64-year-olds have at least an NCEA Level 3 qualification. This is similar to the Auckland average. Waitākere Ranges' population has a low rate of participation in tertiary education, with 57% of school leavers enrolling in tertiary education within a year. Waitākere Ranges' performance in this indicator is possibly influenced by the distance required to travel to access tertiary education. The attainment of a tertiary qualification could increase the ability of Waitākere Ranges' labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



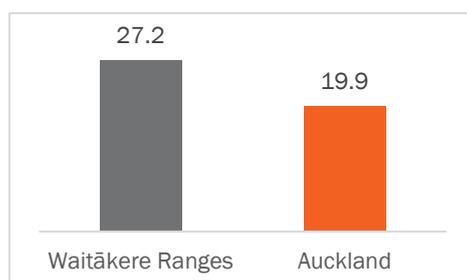
Tertiary enrolment



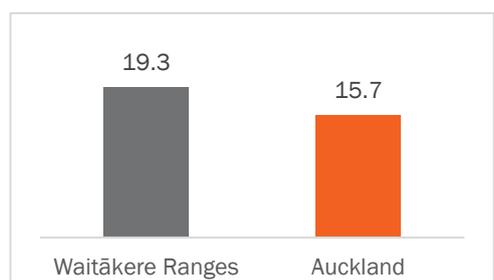
Waitākere Ranges scores low in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Being distant from the Auckland city centre and other business areas means that Waitākere Ranges' residents have an average commute to work that is longer than the Auckland average. Commute times to tertiary education institutions are also longer than average. The level of access to the internet at home is slightly above the rest of the region.

Commute to work (minutes)

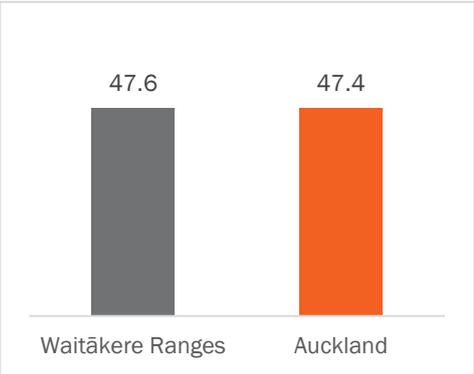


Commute to tertiary (minutes)

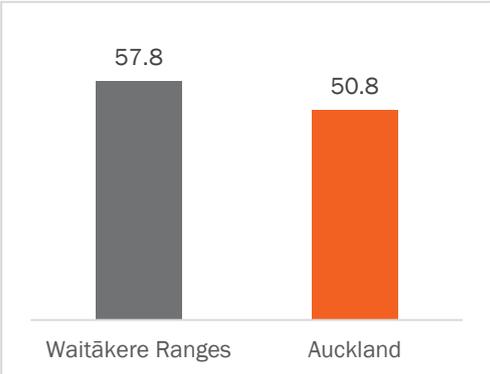


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Waitākere Ranges' dependency ratio of 48% is similar to the Auckland average. A high dependency ratio indicates that a higher proportion of the population are less likely to be earning incomes and contributing directly to the economy. While the area currently performs in line with the region as a whole, this dependency ratio is forecast to increase more than the regional rate through to 2029. Population growth has been lower in Waitākere Ranges than the rest of the region. Largely as areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



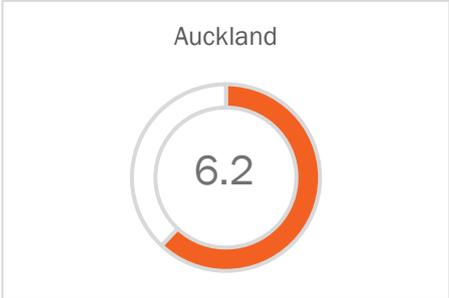
Dependency ratio (2029)



At 23%, Waitākere Ranges has the second highest self-employment rate in the region. Self-employment can provide people with greater independence and flexibility and demonstrates the willingness of the local board's population to take risks. It should be noted however that in more rural areas self-employment can be a response to a limited number of other employment opportunities being available.

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

Overall score out of 10 for economic quality

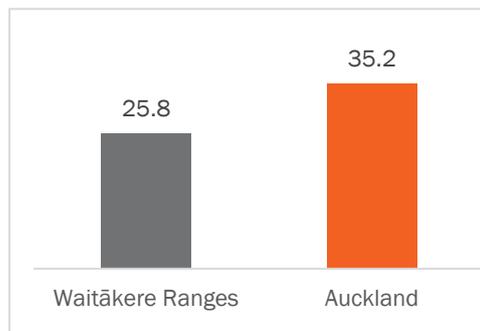


The economy in Waitākere Ranges is dominated by construction with healthcare and education also key employers. Collectively, these industries account for over 30% of employment in the local board area. Knowledge intensive industries account for only 26

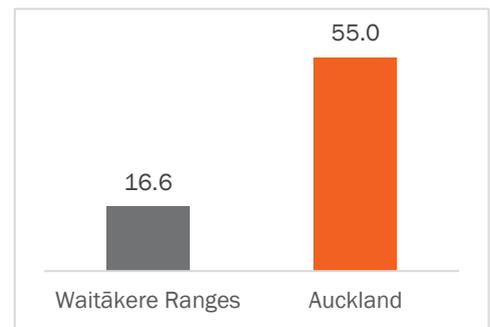
per cent of the economy in Waitākere Ranges, lower than the level seen across the region.

Waitākere Ranges has just 17 jobs per 100 residents, which is fewer than the Auckland average, and the lowest in the region.

Local jobs in knowledge industries



Local jobs per 100 residents

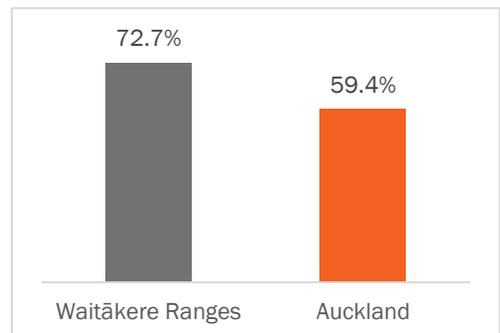


At \$100,000, the average household income is above the Auckland average. Home ownership is high in Waitākere Ranges Local Board area. This may represent the stage of life that many Waitākere Ranges residents are at. However, the level of benefit dependency is above average.

Median household income



Home ownership rate



Broader context

- Businesses, particularly in the tourism and hospitality sector will be hit hard by the COVID-19 pandemic and Kauri Dieback restrictions and will require support to survive.
- Auckland Transport and the local board have plans to improve the pedestrian environment and experience in Glen Eden, the area's main town centre.
- There are new housing developments underway in Swanson and residential intensification in Glen Eden. 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.
- The area has a strong creative economy that can be further developed. It is also adjacent to the growing screen sector in Auckland's west and north west that provides employment opportunities for residents.
- The completion of the City Rail Link will make rail connections from Swanson and Glen Eden much faster to central and southern Auckland.

Potential actions

To improve the skills base, the Waitākere Ranges Local Board could support access to the system that provides young people the skills to transition into quality employment.

COVID-19 and Kauri Dieback will make the coming years difficult for many businesses, particularly in the visitor economy. Ensuring ease of access to advice and support for small businesses and support for successful entrepreneurship could be valuable to the many businesses in the area.

With a low level of skilled 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 has also supported the business association's town centre improvement project. As the town centre improves and it is recognised it as a great place to live and do business the local board can support efforts to attract diverse new businesses to the area.

October 2020

PROSPERITY IN WAITEMATĀ

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In partnership with the rest of Auckland Council, local boards have 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.

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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 Waitemātā

Waitemātā is home to highly-skilled residents and has a younger age profile than most other local board areas. Home to New Zealand’s largest employment zone and with a high level of knowledge-intensive industries in the area, the workforce has good employment opportunities.

Waitemātā is particularly strong in the skills and labour force, connectedness, demography, business activity and economic quality domains. It has a similar score to the Auckland average for the household prosperity domain largely due to low levels of home ownership and median household incomes being similar to the regional average.

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



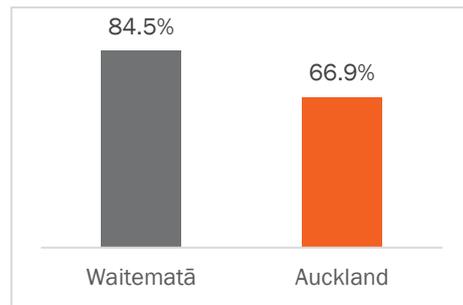
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Waitemātā has a very high skills base.

Overall score out of 10 for skills & labour force

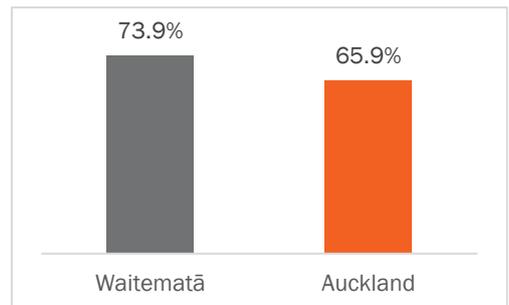


Over three-quarters (78%) of Waitematā’s 15-64-year-olds have at least a NCEA Level 3 qualification. This is 11 percentage points higher than the Auckland average. Waitematā’s population has a high rate of participation in tertiary education, with 77% of school leavers enrolling in tertiary education within a year. Waitematā’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 Waitematā’s labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



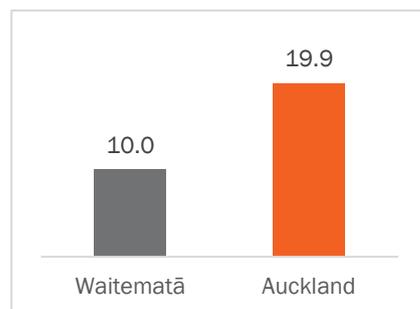
School leavers enrolled in tertiary



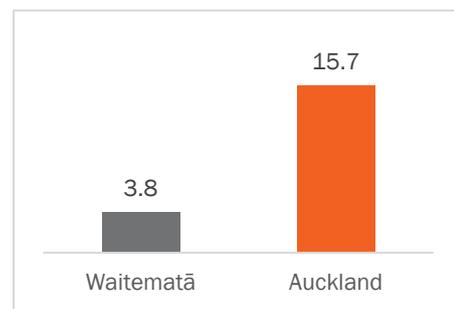
Unsurprisingly, Waitematā the highest in the region in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

Being the location of the Auckland city centre and city fringe means that Waitematā residents have an average commute to work of 10 minutes, 10 minutes faster than the Auckland average. Commute times to tertiary education institutions are also lower than average given the concentration of educational institutions in the local board are. Access to the internet at home is higher than for the region.

Commute to work (minutes)

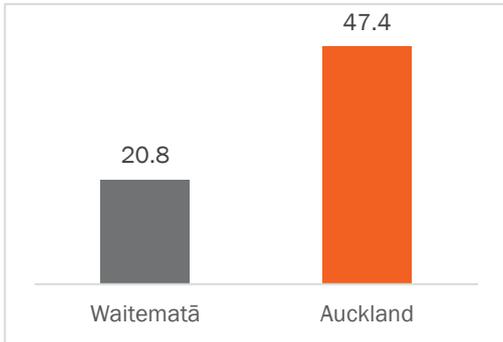


Commute to tertiary (minutes)

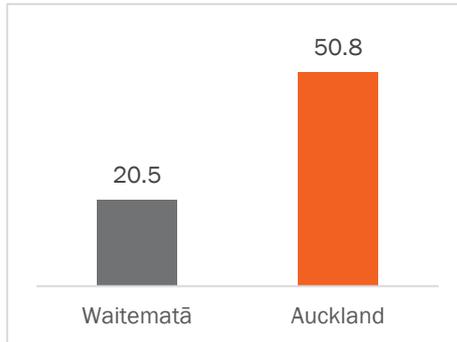


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Waitematā’s low dependency ratio of 21% is the lowest in the region. Waitematā’s low dependency ratio is largely due to the high proportion of young 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. This is forecast to remain lower than the regional rate through to 2029. Population growth has been above the regional average in Waitematā than the rest of the region. Largely as a result of housing intensification and large-scale apartment developments.

Dependency ratio (2019)



Population growth rate



At 19%, Waitematā has a relatively high self-employment rate compared to the region (16%). 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. Waitematā scores just above the regional average for the economic quality domain.

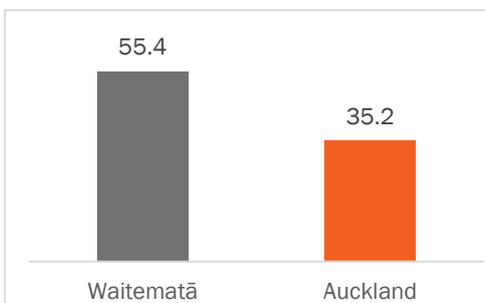
Overall score out of 10 for economic quality



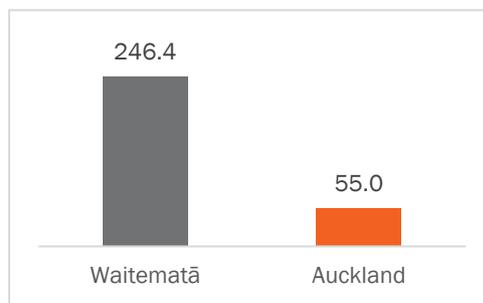
The economy in Waitematā is dominated by financial and professional services, and information, media & telecommunications. Collectively, these industries account for over 40% of employment in the local board area. These are knowledge-intensive industries which employ a sizeable proportion of highly skilled staff and are all expected to grow over the next five years.

Waitematā has 246 jobs per 100 residents, which is by far the highest across Auckland region. Over half of those jobs are in knowledge intensive industries.

Local jobs in knowledge industries

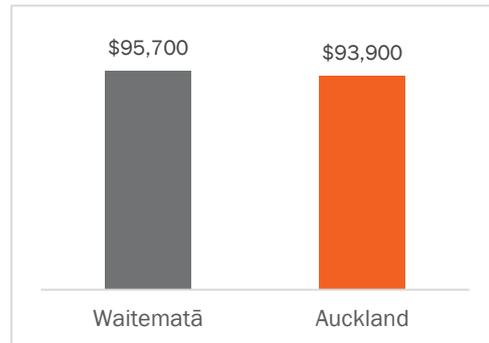


Local jobs per 100 residents

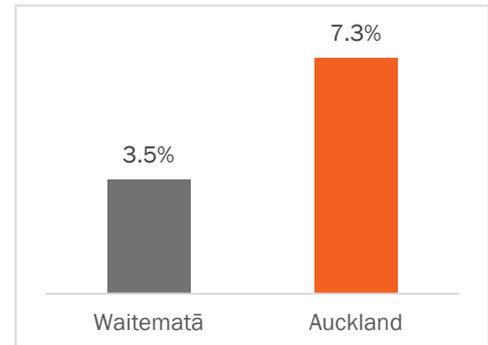


At \$95,700, the average household income is higher than the Auckland average. High skill and qualification levels held by Waitematā residents enables them to earn good incomes.

Median household income



Benefit dependency rate



Broader context

- COVID-19 has impacted on Auckland's city centre with a short-term halt on international students and visitors plus changed working patterns for many. This may see a drop in foot traffic in the central city over the longer term.
- There are seven local business associations that provide business leadership in Waitematā. The COVID-19 pandemic provides a strong reason for these BIDs to work together to overcome the challenges COVID-19 has brought.
- Major projects recently completed or due for completion such as Commercial Bay, 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.

Potential actions

Working with providers of COVID-19 recovery initiatives and fund holders, the local board can support BIDs and others to understand and address the impact COVID-19 has had on businesses in central Auckland and the city fringe.

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

Advocate for large-scale development projects to consider and mitigate the impact on local businesses.

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 and environmental sustainability.

October 2020

PROSPERITY IN WHAU



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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 Prosperity Index data 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

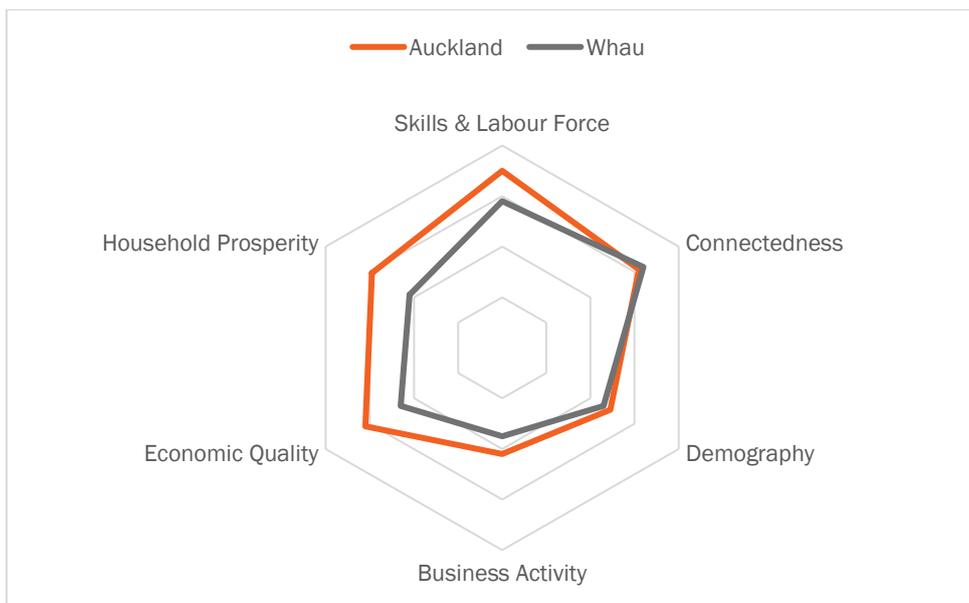
While levels of prosperity may vary across the local board area, this report looks at how the local board area fares overall. The report does not provide details of interventions that agencies should pursue, but it does provide an indication of where there is potential to improve. Combined with other 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 Whau

Whau is just below the Auckland average on five of the six domains and slightly above the average on the connectedness domain. With a low number of jobs per resident and fewer knowledge-intensive industries in the area the workforce has more limited access to quality employment opportunities.

Whau is weaker in the skills and labour force domain. It has a similar score to the Auckland average for NCEA Level 2 attainment in school although fewer school leavers go on to tertiary education. However, the same proportion of members of the local labour force have a Level 3 qualification or higher as the regional average. Connectedness is the only domain where Whau performs above the regional average, primarily because of the presence of New Lynn as a key centre, proximity to Unitec and good connections to the city centre – this connection is set to improve further with the opening of the City Rail Link.

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



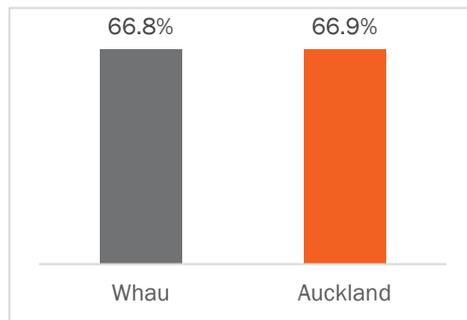
Gaining knowledge and skills enhances a person’s ability to meet their basic needs, gain meaningful employment and seek opportunities in every sphere of life. Whau has a lower than average skills base.

Overall score out of 10 for skills and labour force

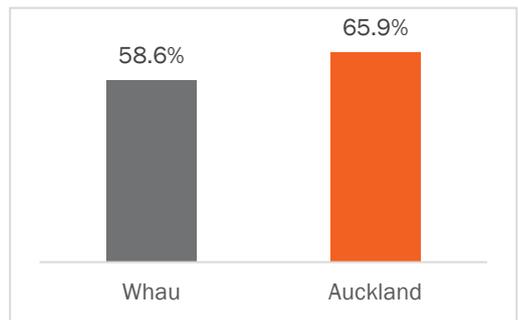


Sixty-seven per cent of Whau’s 15-64-year-olds have at least an NCEA Level 3 qualification. This is the same as the Auckland average. Whau’s population has a lower rate of participation in tertiary education, with 59% of school leavers enrolling in tertiary education within a year. Whau’s performance in this indicator is low considering the high proportion of school leavers with NCEA Level 2, almost the same as the regional average. The attainment of a tertiary qualification increases the ability of Whau’s labour market entrants to access highly skilled and well-paid jobs.

Workers with a Level 3 qualification



School leavers enrolled in tertiary

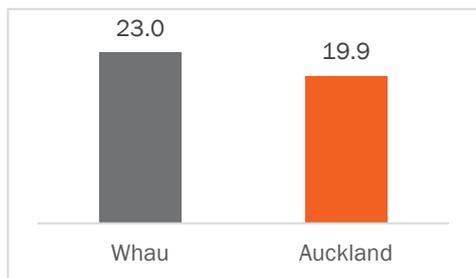


Whau is just above the regional average in the connectedness domain, which measures the degree to which individuals can access work opportunities and engage with broader social networks. Connectedness can have a significant impact on economic and social wellbeing.

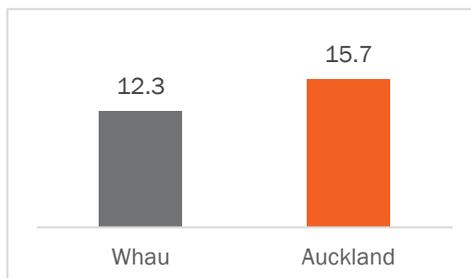
Being reasonably close to the Auckland city centre and other business areas means that Whau residents have a slightly above average commute to work of 23 minutes, 3 minutes longer than the Auckland average. Commute times to tertiary education institutions are however lower than average while access to the internet at home is a fraction below that for the region.

Completion of the City Rail Link will greatly improve train travel times and frequencies into the city centre and improve access to work and education particularly for people near the Avondale, New Lynn and Fruitvale Road train stations.

Commute to work (minutes)

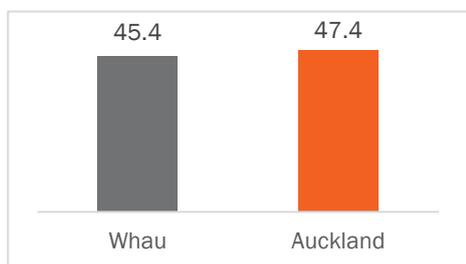


Commute to tertiary (minutes)

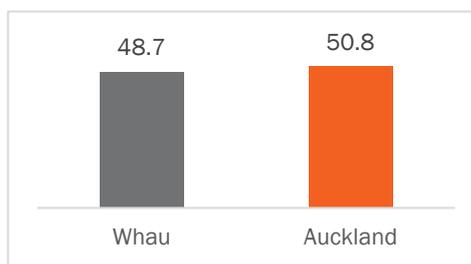


The dependency ratio measures the non-working-age population (0-14 years; 65 years and older) as a proportion of the working-age population (15-64 years). Whau's dependency ratio of 45% is 2 percentage points below the Auckland average. Whau's slightly lower dependency ratio is due to the slightly higher proportion of working age people living in the area. A lower dependency ratio indicates that an economy has a higher proportion of the population who are likely to be earning incomes and contributing directly to the economy. This is forecast to remain below the regional rate through to 2029. Population growth has been lower in Whau than the rest of the region. Largely as less densely populated areas to the north and south of the region have grown rapidly following recent housing developments.

Dependency ratio (2019)



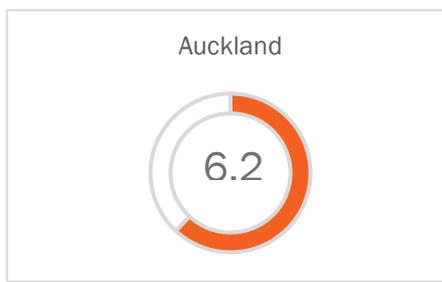
Dependency ratio (2029)



At 16%, Whau has the same self-employment rate as to the region. 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. Whau scores below the regional average for the economic quality domain.

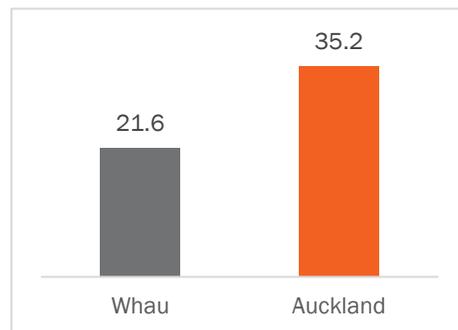
Overall score out of 10 for economic quality



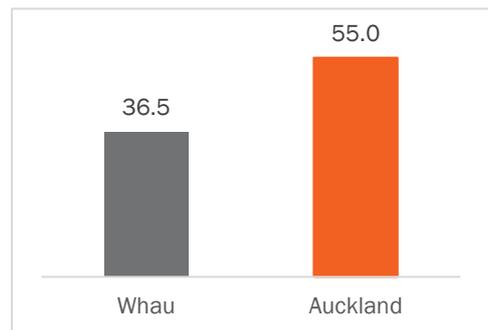
The economy in Whau is dominated by manufacturing, wholesale, construction and retail industries. Collectively, these industries account over half of employment in the local board area. These are not particularly knowledge-intensive industries employing a sizeable proportion of highly skilled staff. As a result, the area has a low share of knowledge-intensive jobs.

Whau has 37 jobs per 100 residents, which is 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

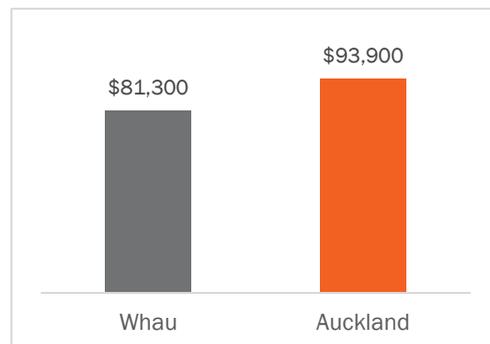


Local jobs per 100 residents

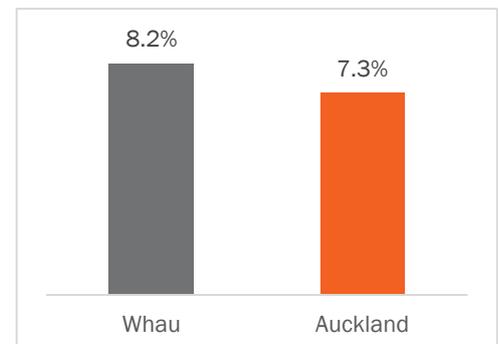


At \$81,300 the average household income is more than \$10,000 lower than the Auckland average. The lower skill and qualification levels held by Whau residents, plus the higher than average dependency of benefits can be a barrier to households earning high incomes.

Median household income



Benefit dependency rate



Broader context

- Businesses, particularly in the tourism and hospitality sector will be hit hard by the COVID-19 pandemic and will require support to survive.
- Availability of employment remains an issue with a low level of jobs per resident. An increase in the availability of local employment opportunities would benefit the area. Better connections to major employment locations would also improve access. The City Rail Link will deliver significant improvements but other connections to employment zones are needed.
- Panuku Development Auckland continue to work on unlocking the potential of Avondale town centre with plans to improve community facilities and revitalise and intensify housing in the area over the next 15 years.

Potential actions

COVID-19 will make the coming years difficult for many businesses. Ensuring ease of access to advice and support for small businesses and support for successful entrepreneurship could be valuable to the many businesses in the area.

The Whau Local Board want to see more people with higher educational achievements gaining well-paid employment and working locally. The board could support work with businesses, training providers and other organisations to help young people transition into quality employment.

Growing the business base is important for the area's future and the local board could look to continue its support for programmes that help members of its diverse community establish their own business and connect businesses to the support the need to grow.

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. They can also advocate for better transport through Rosebank Road in order to improve the area as location for industry.

The local board can play a role in attracting higher-skilled jobs and knowledge-intensive industries through the development of an investment attraction plan.

The area has a strong creative economy that can be further developed. It is also adjacent to the growing screen sector that provides employment opportunities for residents.

Indicator descriptions and data sources

ECE participation: The percentage children starting school who attended Early Childhood Education (ECE) in the six months prior to starting school. Data is sourced from the Ministry of Education and covers calendar years.

Secondary-tertiary transitions: The percentage of school leavers enrolled in tertiary education within one year of leaving. Enrolment is based on those enrolled only with a NZQA recognised tertiary education organisation, based on the location of the school of the school leaver. Data sourced from the Ministry of Education and is for calendar years.

School leavers with NCEA Level 2: The proportion of school leavers with an NCEA level 2 qualification or higher. Includes school leavers who have achieved a non-National Qualifications Framework award at the equivalent of NCEA level 2 or above. Data is sourced from the Ministry of Education and covers calendar years.

Workforce with NCEA Level 3: The proportion of the prime working age population (15-64 years) with an NCEA level 3 qualification (or equivalent) or higher). Data sourced from population censuses. Latest data available is for 2013.

Median household income: Annual median incomes of households in occupied private dwelling. Data sourced from population censuses. Latest data available is for 2013.

Unemployment rate: The proportion of the labour force that is unemployed. Regional level unemployment rates are sourced from Statistics New Zealand's Household Labour Force Survey (HLFS). Local board unemployment rates are estimated by Infometrics using trends in the HLFS and social assistance. To reduce volatility the unemployment rate is presented as an average for the last four quarters.

Benefit dependency rate: The percentage of the working age population (15-64-year olds) that are receiving a main benefit. Data sourced from the Ministry of Social Development and Statistics New Zealand, for March years.

Home ownership rate: Total households in dwellings owned or partly owned as well as Total households in dwellings held in a family trust as a percentage of total households stated. Data sourced from population censuses. Latest data available is for 2013.

Rental affordability: Rental affordability is measured as the annual rent cost as a proportion of the estimated annual median household income. Data sourced from Infometrics, Statistics New Zealand, and Ministry of Business, Innovation, and Employment (rental bond data).

Skilled worker rate: The percentage of jobs in an area which are in highly skilled occupations. Data sourced from Infometrics. Highly skilled occupations typically require a bachelor's degree or higher qualification and include professionals such as accountants, teachers, and engineers, as well as most managers such as chief executives. This category is consistent with skill level 1 of the Australia New Zealand Standard Classification of Occupations (ANZSCO).

Knowledge-intensive employment: Knowledge-intensive industries are industries that satisfy two criteria: at least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific and technical occupations. Data is sourced from Infometrics.

Workers in declining industries: Declining industries are defined as industries in which employment in Auckland is forecast to decline by more than 5% between 2017 and 2022. Data is sourced from Infometrics

Jobs per 100 residents: Jobs measured in March years as a percentage of the resident population estimated as at June. Data is sourced from Infometrics and Statistics New Zealand

Economic diversity: Using the Herfindahl–Hirschman Index we measure the spread of economic activity across 54 industries in each local board. Data is sourced from Infometrics.

Commute to work: The average commute to work, in minutes by road. The place of work (area unit) and place of residence (area unit) of each employed person was identified using Census data. Using Google Maps the commute time of each person was measured (from the centroid of the residence area unit to the centroid of the workplace area unit). Commute times as at June 2017. Data sourced from the 2013 Census and Google Maps.

Commute to tertiary education: The average commute to the closest tertiary education institution, in minutes by road. The place of residence (area unit) of each person was identified from the census. Using Google Maps the commute time of each person to each of the following tertiary institutions was measured: Auckland University, Auckland University of Technology, Unitec, Manukau Institute of Technology and Massey University (Albany campus). For each person, an average commute time was estimated by weighting the tertiary institutions by the number of EFTS. Commute times as at June 2017. Data sourced from the 2013 Census and Google Maps.

Internet Access Rate: The percentage of households with internet access at home. Data sourced from the Census.

Business unit growth: Growth in the number of geographic units over the past year. Data sourced from Business Demography, Statistics New Zealand

Average business size: The average number of jobs per geographic unit. Data sourced from Infometrics job estimates as well as Business Demographic data from Statistics New Zealand.

Self-employment: Self-employment is modelled by Infometrics using annual LEED data from Statistics New Zealand to a local board level.

Population growth: The annual percentage change in the estimated residential population.

Dependency ratio: The dependency ratio is the number of working age people (15 to 64 years of age) expressed as a proportion of the non-working age population (0-14 years and 65 years and over). Data is sourced from subnational population estimates from Statistics New Zealand

Dependency ratio 2029: Dependency ratio as above. Estimated using a subnational population estimates and subnational population projections (2013 base).

For more information

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