

Local History

Prior to European settlement, the area of Massey was used by Maori primarily for fishing and other water based activities along the coast. European settlement came around the 1840s with the timber mills of Thomas Henderson and continued in the 1850's with the logging business of William Swanson in Swanson and Hobsonville. As timber was cleared, gum diggers scoured the area for Kauri gum while farmers took over the cleared land.

Brick and ceramics manufacturing began in Hobsonville in the 1860s by Joshua Carder and R.O. Clark, each with his own business, and over the next 30 years more ceramics businesses began in Hobsonville, Whenuapai and Henderson, aided by advancements in technology and the advent of a reliable rail system.

By 1910 most of the smaller brickyards had closed down, but the brick works started by R.O Clark had grown into the largest in the city and after 65 years shifted to New Lynn to take shape through metamorphoses as Crown Lynn and Ceramco.



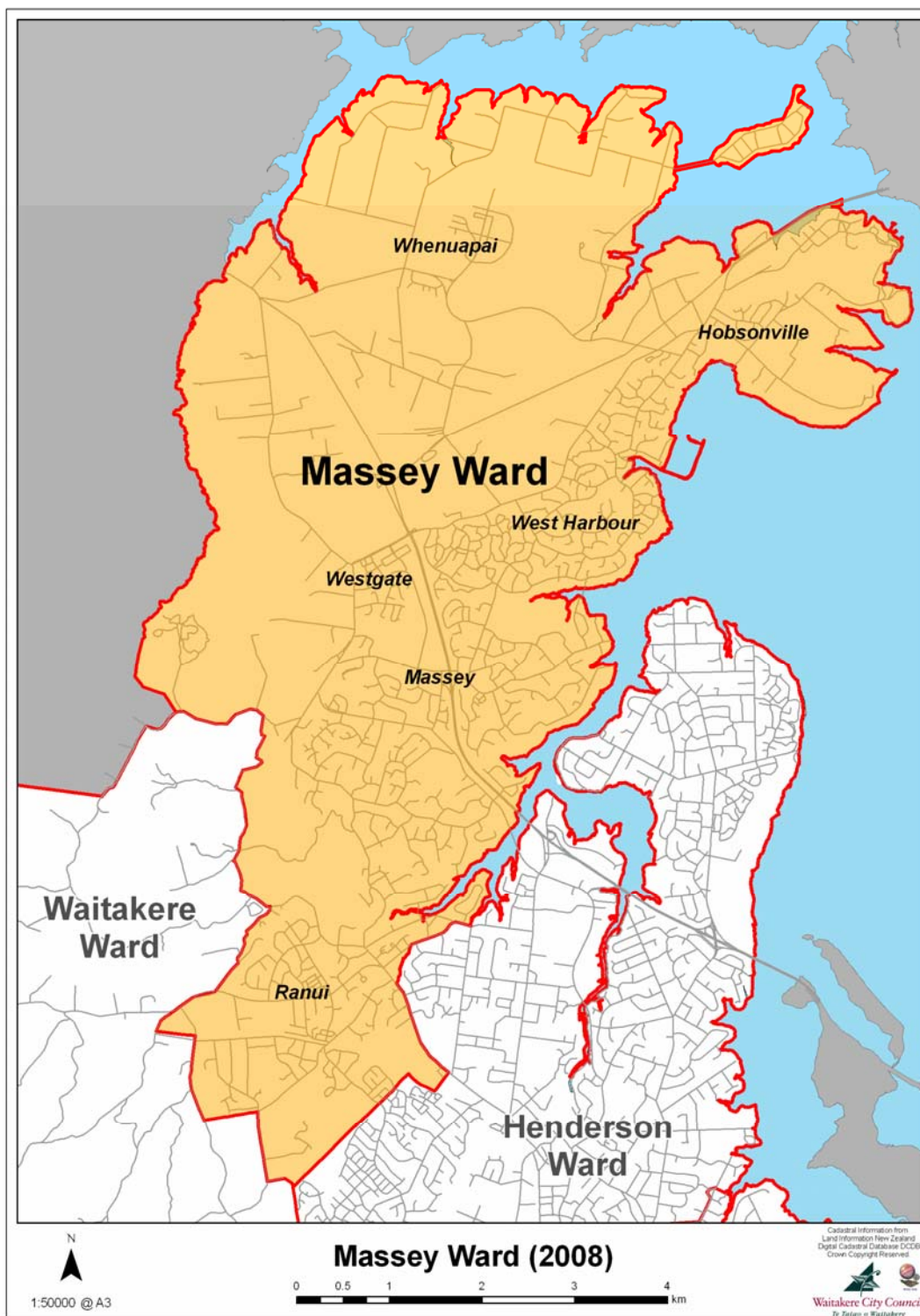
Clark House – 1900's

Gum digging was a profitable business for nearly 40 years before technology intervened. The most noteworthy camp for diggers was run by Don Buck near the junction of Swanson and Don Buck Roads.

Farming became an important business as others businesses faltered, many of these later evolving into market gardens. Vineyards and wineries began developing from the turn of the century.

Residential development was slow even after roads had been upgraded and drainage works had been constructed during the 1920s and 30s. It was not until the 1950's, accelerated by the north-western motorway link with Auckland, that sustained settlement came to Massey and surrounding areas. The construction of the Hobsonville airfield, and later its partner at Whenuapai, attracted heavy traffic and spurred steady progress until the Hobsonville Road was made a main highway. Massey's population increased from 1,200 in 1966 to 6,500 in 1981.

MASSEY WARD



Not all suburbs and localities are named. Locations are approximate.

For more detailed ward boundary maps showing street names, please see <http://www.waitakere.govt.nz/abtcit/elections2007.asp#maps>

Population

The current Massey Ward is the third largest of the city's ward in terms of population, with a 2006 Census resident count of 49,413.

Note: The 2006 variance in statistics is partly due to changes to the ward boundaries (see maps, pg M-6)

Ward	1996 Census Usually Resident Population	2001 Census Usually Resident Population	2006 Census Usually Resident Population
Massey Ward	46,818	51,369	49,413
Henderson Ward	37,878	40,086	56,799
New Lynn Ward	46,824	49,845	56,355
Waitakere Ward	24,042	27,450	23,883

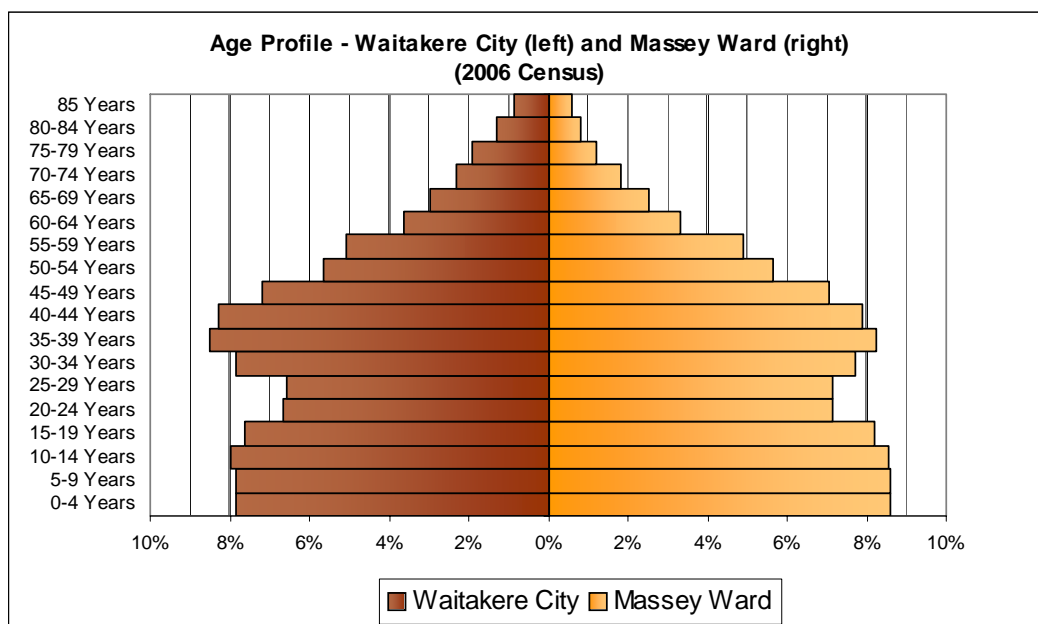
Households

The number of households in the Massey Ward at the 2006 Census was 15,417. The number of people per household in the Massey Ward (3.21) is somewhat higher than that for the city as a whole (3.02).

Ward	1996 Census Households	2001 Census Households	2006 Census Households
Massey Ward	13,749	15,768	15,417
Henderson Ward	12,684	13,779	18,729
New Lynn Ward	16,179	17,565	19,362
Waitakere Ward	7,587	8,928	8,325

Age Profile

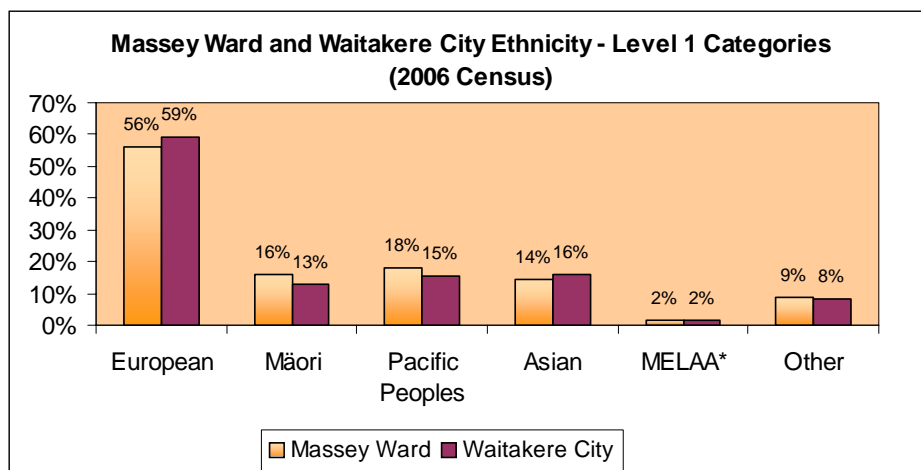
Massey Ward, on average, has the youngest population of all the wards, with the highest percentage of residents aged 14 years and under (26%) and the lowest percentage of those 65 years and over (7%). The median age is 31 years, two years lower than the city average of 33 years.



Ethnicity

Compared with the city as a whole, the Massey Ward has a higher percentage of residents of Maori, Pacific Peoples and Other ethnic groups.

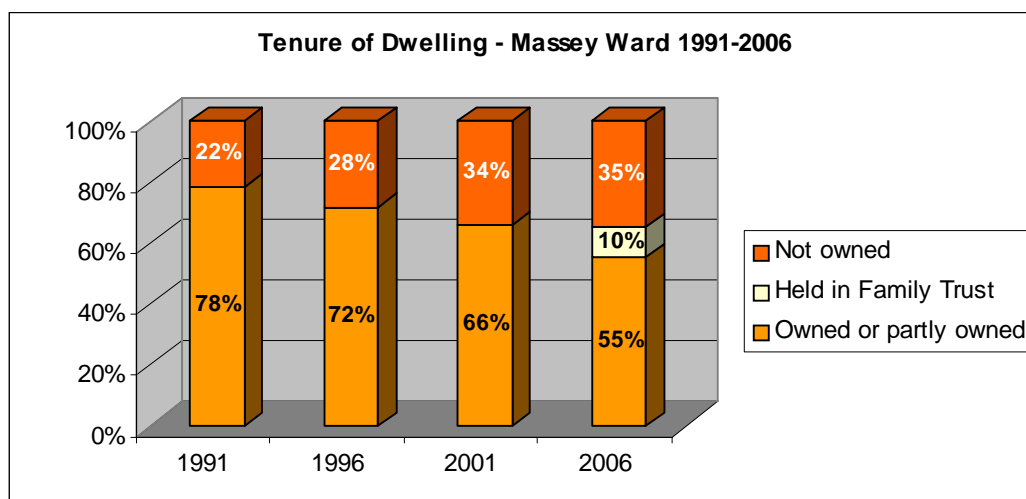
Note that, as for all wards, a large proportion of the "Other" ethnic group category is comprised of "New Zealander" responses.



Note: Percentage totals may add to greater than 100 per cent due to individuals identifying with more than one group.
*MELAA = Middle Eastern, Latin American and African

Tenure of Dwelling

Over the last 15 years, the percentage of households that own or partly own the home they live in has declined considerably, in line with citywide and national trends. Note that prior to 2006, dwellings held in a family trust were considered "not owned". The average rent paid in Massey Ward at the 2006 Census was \$240 per week.



Income (those aged 15+)



- The median personal income for the Massey Ward is \$26,700, higher than the Waitakere City median of \$26,100.
- The median family income is \$61,300 compared with the city-wide median of \$61,100.
- The median household income is \$61,500 compared to the city-wide median of \$58,500.

EMPLOYMENT & QUALIFICATIONS (2006 CENSUS)

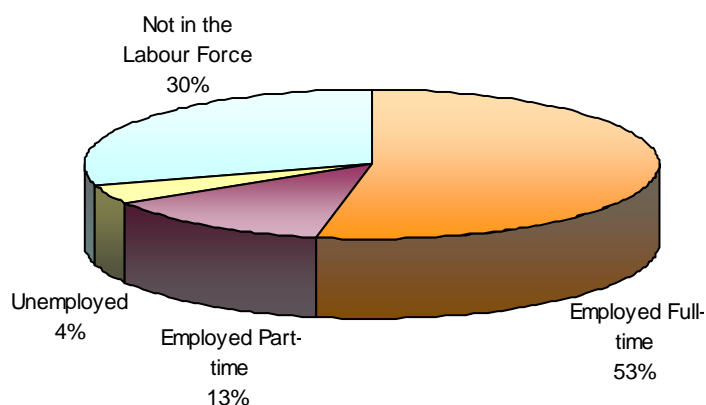
Data sourced from Statistics New Zealand Census of Population and Dwellings.

Largest Industry Sectors

The following are the top five industry sectors, by number of employees, located in the Massey Ward at the 2006 Census.

- Retail Trade (13%)
- Education and Training (12%)
- Public Administration and Safety (including Defence) (11%)
- Manufacturing (11%)
- Health Care and Social Assistance (7%)

Labour Force Status (those aged 15+)



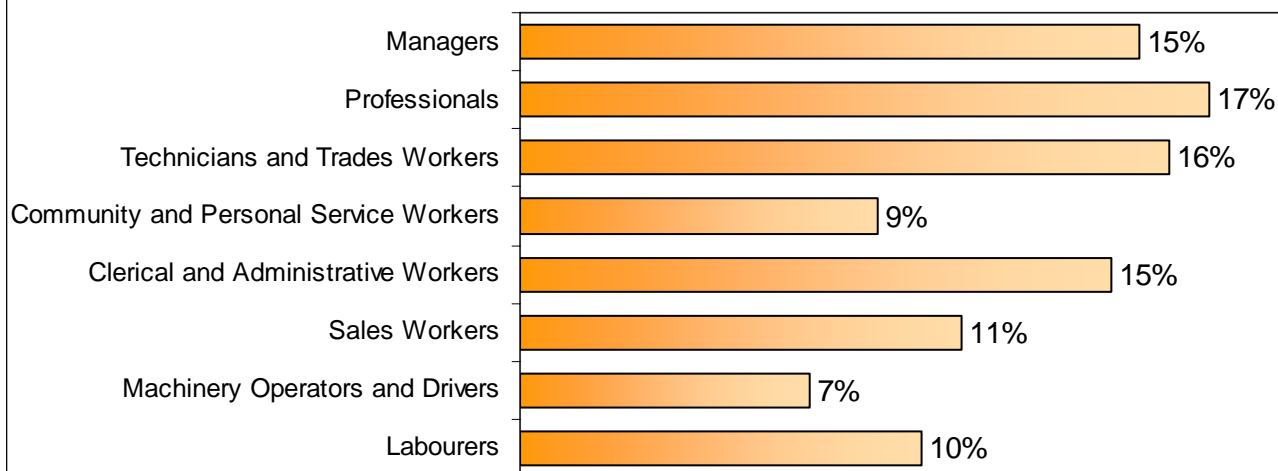
Highest Qualification (those aged 15+)

Forty-five percent of Massey Ward residents fifteen and over have a Level 1-4 Certificate as their highest qualification, compared with 43% for the city as a whole. Twelve percent have a Level 7 or higher qualification, and 26% have no formal qualifications — slightly higher than the Waitakere City average of 24%.

Occupation and Industry (those aged 15+)

The most common occupations of Massey Ward residents are Professionals (17%), followed by Technicians and Trades Workers (16%), Managers (15%), and Clerical and Administrative Workers (15%).

Occupation of Massey Ward Residents (2006 Census)



MASSEY WARD

LOCAL SCHOOLS AND WARD BOUNDARY CHANGE MAPS



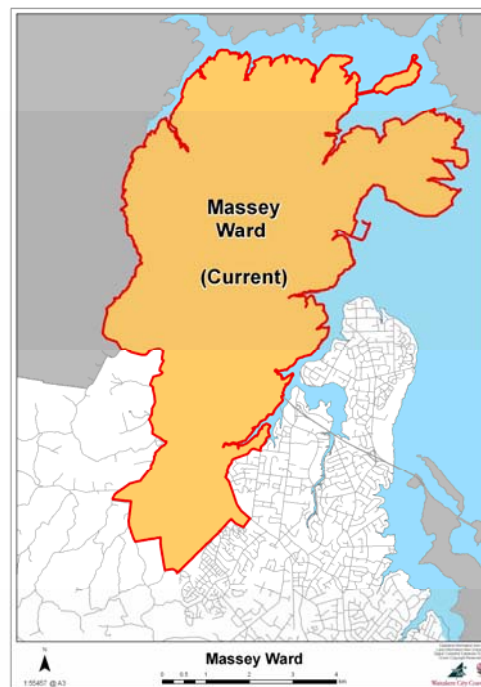
Waitakere City Council
Te Tatao o Waitakere

Strategy Unit, 2008

Schools

Birdwood School
Colwill School
Don Buck School
Hobsonville School
Lincoln Heights School
Marina View School
Massey High School
Massey Primary School
Ranui School
Royal Road School
St Paul's School
Timatanga Community School
West Harbour School
Westbridge Residential School
Whenuapai School

Ward Change Maps



Above: Current ward boundary (from noon, 13 October 2007), used for 2006 data.

Below: Ward boundary pre-13 October 2007, used for 2001 and 1996 data.

