

Community Outcome: Strong Economy - *He tupuranga kaha ihi wana*



Our economy is sustainably prosperous with abundant local jobs, strong businesses, high quality education and training opportunities and contributes to a sustainable regional economy. Waitakere city is an attractive place to work and do business where people have choices. People have a good work life balance, quality of life and participate in family and community life.

Related outcome areas

- Urban and Rural Villages - *Nga kainga taone, tuawhenua*
- Sustainable and Integrated Transport - *Kauneke Tauwhiro me te Whakaurunga Waka*

Who are some of the key contributors to making this outcome happen?

Who	How
Business operators in Waitakere	<ul style="list-style-type: none"> • Leadership, economic opportunities and employment
Ministry of Economic Development	<ul style="list-style-type: none"> • Macroeconomic policy, economic development partnership programmes
Major landowners in Waitakere	<ul style="list-style-type: none"> • Land and buildings
Waitakere Enterprise	<ul style="list-style-type: none"> • Leadership • Advocacy • Business skills support • Economic development initiatives • Information services
Department of Labour	<ul style="list-style-type: none"> • Workforce and workplace safety (Occupational Health and Safety) • Workforce skill development • Immigration assistance for skilled migrants (Immigration New Zealand)
Waitakere City Council	<ul style="list-style-type: none"> • Leadership • Advocacy • Land use • Business enabling services • Regional policy development
Waitakere Properties Ltd	<ul style="list-style-type: none"> • Strategic Property development
Tertiary Education Commission	<ul style="list-style-type: none"> • Funding and coordination of education and training
Education Providers (including Unitec, private training organisations, and schools)	<ul style="list-style-type: none"> • Education and training opportunities
Waitakere Education Sector Trust	<ul style="list-style-type: none"> • Planning and sector information and networking



"What is important to me is that Waitakere is being a leader in sustainable development."

Tom, Swanson

What is being done to make this outcome happen?

While there are many agencies involved in working to achieve this community outcome, there are also some specific planned and completed initiatives.

Community Outcome	Intent	Initiative	Details	Who
Strong Economy - <i>He tupuranga kaha ihi wana</i>	Our economy is sustainably prosperous with abundant local jobs, strong businesses, high quality education and training opportunities and contributes to a sustainable regional economy.	Business land supply and (re)development	Sufficient business land and associated infrastructure will be planned developed and redeveloped more intensively	Council, ARC, ARTA, Ontrack, Treasury
		Business retention, attraction and development	Business mentoring, competitor analysis, site detection, key client management, business consents management	Waitakere Enterprise, Council
		Skills development	Strategic and working relationship with Unitec and other training providers	Council, Unitec, other training providers, TEC, Department of Labour, Waitakere Enterprise
		Waitakere education plan production	A broad based plan for education in Waitakere is being produced to provide a collective direction	WEST Council
		ICT Audit	A collaborative initiative to provide data on small business, community and education organisations ICT capacity and capability	DIA Waitakere Enterprise Council WEST Community Waitakere Unitec
	Waitakere City is an attractive place to work and do business where people have choices.	Urban design initiatives in our town centres.	Enhancement of public space in town centres	Council, ARC
		Increased provision of public transport	Transport oriented developments in New Lynn	Council, ARC, ARTA, Ontrack, Treasury
	People have a good work life balance, quality of life and participate in family and community life	Access to local jobs and skills training	Work/life balance is enhanced when people have access to work closer to home. Less time travelling	Council and private sector property development investors

"What's important for Waitakere is maintaining lots of open spaces!"

Pauline, Titirangi



Council contribution

The council's primary strategic link to the Strong Economy community outcome is through its Strong Innovative Economy strategic platform. The Strong Economy platform's vision is that Waitakere is a place of innovative economic activities, providing local, quality work and development options for its people. Environmentally responsible businesses are supported and flourishing.

Some examples of activities and contributions by the council to this are:

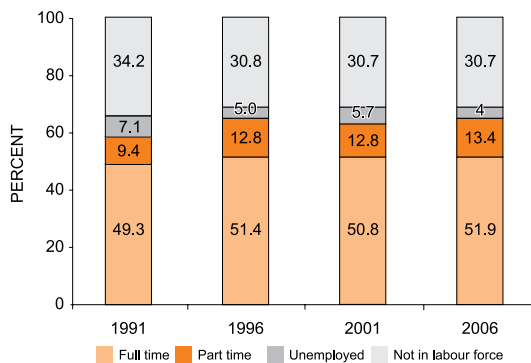
Platform	Intent	Initiative	Details	Who
Strong Economy - <i>He tupurangi kaha ihi wana</i>	Waitakere is a place of innovative economic activities, providing local, quality work and development options for its people	• Screen production cluster • Marine Cluster	Clustered economic activity and enhanced business networks brings productivity increases	Film Auckland, Waitakere Enterprise, BITO, etc
		Cleaner Production initiative	Identify and work with companies to make production processes more sustainable. This increases their profit whilst decreasing their environmental footprint.	Council
	Environmentally responsible businesses are supported and flourishing	Sustainable Business Network (SBN)	Increase understanding of and participation of sustainable economic activity	Council & SBN

Employment in Waitakere

- 56% of Waitakere's working age residents work outside of the city
- The proportion of residents who are unemployed declined to 4% in 2006

Being in quality paid employment means people have money to purchase the goods and services they need. This indicator looks at the employment profile of Waitakere residents. The percent of residents unemployed declined from 7.1% (1991) to 4.0% (2006) and the number of residents in part time work has increased from 9.4% (1991) to 13.4% (2006).

Figure 18: Employment profile of Waitakere residents (1991-2006)

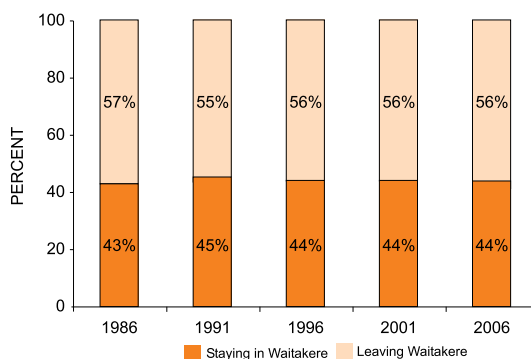


Source: Statistics New Zealand, Census

The number of residents not in the labour force increased from 35,355 in 1991 to 41,481 in 2006. Those not in the labour force include stay at home parents, full time students, retirees, and superannuants amongst others.

Local jobs that are appropriate and accessible for Waitakere workers are required to ensure the intent of the Strong Economy community outcome is achieved. This indicator tracks the extent to which local people are employed within the city. Overall the proportion of working age residents who leave the city for work has remained constant since 1986.

Figure 19: Percent of Waitakere working age residents leaving the city for employment (1986-2006)



Source: Statistics New Zealand, Census

Some changes in the location of workplace for Waitakere residents have occurred since 1986. For example, the number of residents whose workplace is in the North Shore increased from 2.4% (1986) to 6.0% (2006). In part this reflects the significant amount of development that has occurred in the Albany basin. The percentage of residents leaving to work in Auckland City has declined over the same period.



Table 20: Location of workplace for Waitakere residents¹⁹ (1986- 2006)

	1986 (%)	1991 (%)	1996 (%)	2001 (%)	2006 (%)
Rodney District	1	1	2	1	2
North Shore City	2	3	4	6	6
Waitakere City	43	45	44	44	44
Auckland City	50	46	45	43	43
Manukau City	3	4	4	5	5

Source: Statistics New Zealand, Census

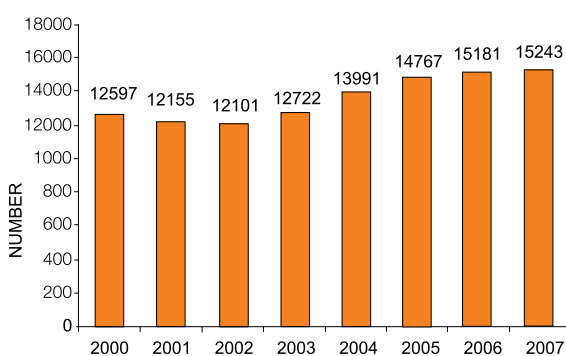
According to the 2006 census almost two thirds of those people who worked as Clerical and Administrative work outside Waitakere as do 60% of people who work as Managers.

Business in Waitakere

- The number of businesses in Waitakere has grown since 2001
- Three quarters of businesses think Waitakere is a good place to have a business and 80% thought it was a good place to work in 2005

In order to ensure abundant local jobs are available in the city, we need to ensure sufficient businesses exist to provide them. This indicator measures the number of businesses in Waitakere. The number of businesses in the city has increased considerably over the period 2000 to 2007, by 20%.

Figure 20: Number of businesses in Waitakere (2000 to 2007)

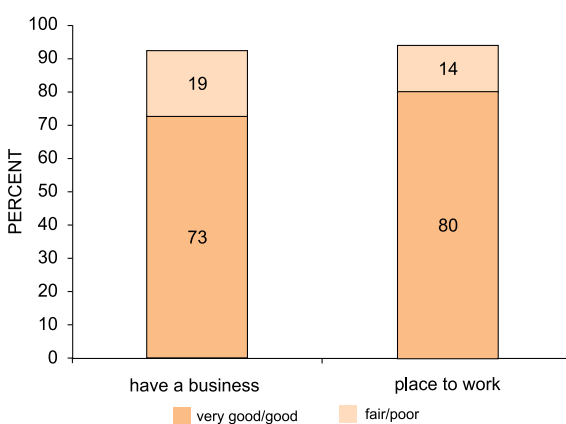


Source: Statistics New Zealand, Business Demographics²⁰

Between 2000 and 2007 the number of business units in Waitakere increased by 20%. The number of employees in Property and Business Services increased by 49%, Culture and Recreational Services by 45% and Health and Communication Services by 38% while the number of employees in Agriculture, Forestry and Fishing declined by 8%. The causes of decline or growth are many and varied. For instance the relocation of military staff from the Hobsonville air base will have had a noticeable impact on the number of government employees in Waitakere.

To have a strong economy, the city must be a good place to have and run a business. This indicator measures business perceptions of the city. The data is sourced from the council's own business opinion survey which is conducted biannually. Businesses are asked a range of questions including if businesses think the city is a good place to work and to do business. Overall the 2005 results show 73% of businesses think Waitakere is a good place to do business and 80% think it is a good place to work.

Figure 21: percentage of Waitakere businesses who rate the city as very good/good and fair/poor place to have a business and a place to work²¹ (2005)



Source: Waitakere City Council, Business Opinion Survey 2005

The 2005 survey found that businesses in the Health and Education sector (83%) and Property and Financial Services (80%) were more likely to think the city was a good place to have a business. Manufacturing (28%) and transport and communications (28%) businesses were less likely.

Ratings for Waitakere as a place to work are relatively higher (very good/good) for:

- Glendene/ Kelston (91%)
- Titirangi (91%)
- Property and Financial Services (88%)
- Larger businesses [20 or more employees] (87%)
- Lincoln/ Central Park Drive (87%).

Ratings for Waitakere as a place to work are relatively lower for:

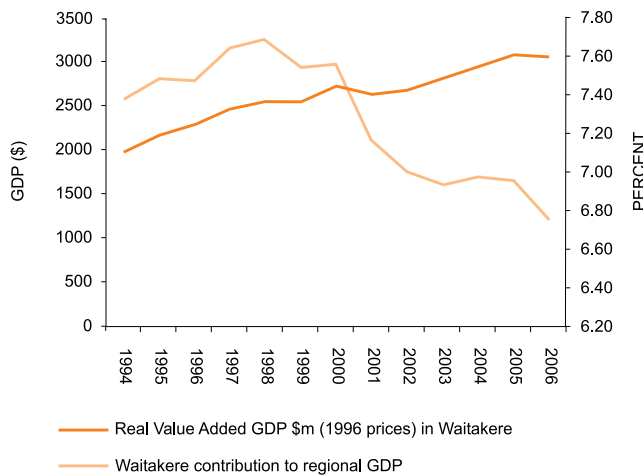
- Henderson Valley (28% fair/poor).

Economic performance

- Waitakere's GDP has grown significantly since 1994
- Median household incomes increased by over 60% since 1991

A prosperous economy is necessary to ensure the intent of the community outcome and platform is achieved. This indicator measures per capita the amount of Gross Domestic Product (GDP) in Waitakere and Waitakere's contribution to regional GDP. GDP is one way of measuring the total income generated within an area and the size of its economy²². Real value added GDP produced in Waitakere has increased by approximately 55% from \$1,973 million in 1994 to \$3,063 million in 2006. Waitakere's share in the total GDP in the Auckland region peaked at 7.69% (1998) but has declined to 6.75% (2006).

Figure 22: Real value Added GDP \$m (1996 prices) in Waitakere and Waitakere's contribution to Regional GDP (1994-2006)



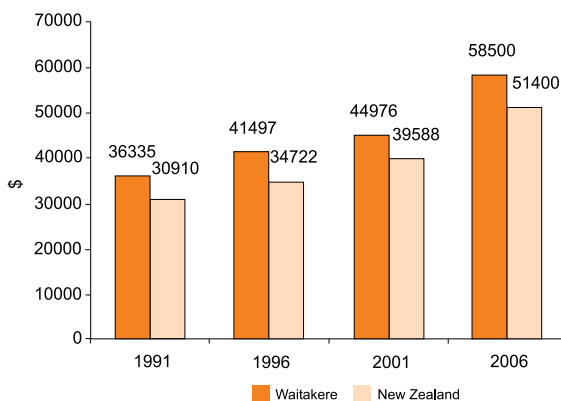
Source: BERL

GDP per capita in 2006 in Waitakere was \$16,428 (1996 prices) and \$34,369 in the Auckland region. Per capita GDP in Waitakere increased by 15.6% over the period 1994 to 2006 and by 24.8% in the region over the same period. There are many reasons why Waitakere's GDP per capita is less than the regional average, including the value and nature of the goods and services produced in the local economy and the fact that many residents work outside the city. Having adequate income is important for people to meet their basic needs and to contribute to their material comfort. These indicators look at changes in median household incomes and what proportion of Waitakere residents live in households with incomes below the median. Median household incomes in Waitakere are higher compared to the national median and have grown over the past 15 years.



Bill, Titirangi

Figure 23: Median household income in Waitakere compared with national median household income (1991-2006)

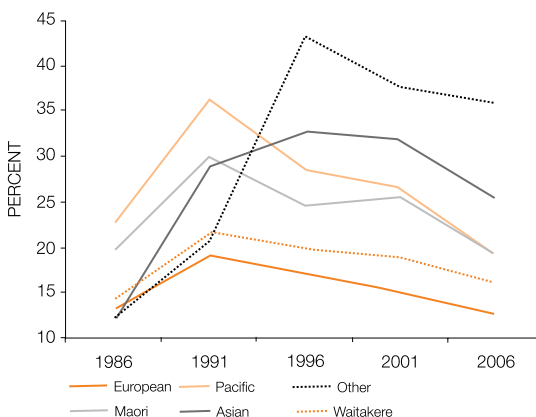


Source: Statistics New Zealand, Census

While the median household income has risen in the city, there remain people living in households that do not have sufficient income to meet their needs. It is also the case that “long-lasting low family income in childhood is associated with...lower educational attainment and poor health” (Ministry of Social Development, 2006). This indicator measures the proportion of people living in households with a gross real income of less than 60% of the national median.

The proportion of people living in households with a gross real income less than 60% of the median increased between 1986 and 1991. The proportion of residents of other ethnicity with incomes less than 60% of the median had increased significantly since 1991 but declined somewhat since 1996.

Figure 24: The proportion of Waitakere people living in households with gross real income less than 60% of the median equivalised national income benchmarked at 2001 by ethnic group



Source: Ministry of Social Development, Social Report 2006



“What’s important to me is that Waitakere is green.”

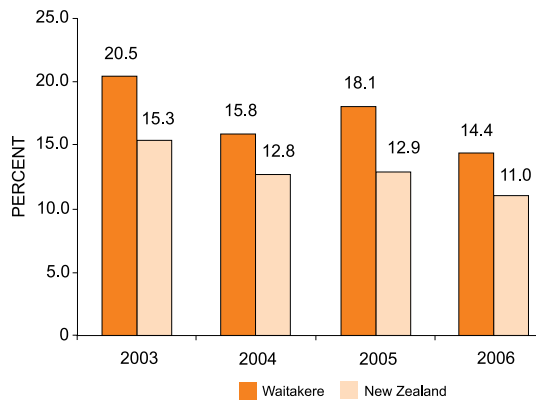
Karin, Glen Eden

Student qualifications

- The percentage of school leavers in Waitakere leaving with little or no formal attainment is declining
- Around a quarter of secondary school leavers in Waitakere were qualified to attend university in 2006

The educational achievement of school leavers is an indication of the skill set young people will bring with them as they enter the economy or future study. This indicator measures the qualifications of secondary school leavers in Waitakere. The proportion of students leaving with low attainment declined from 20.5% (2003) to 14.4% (2006).

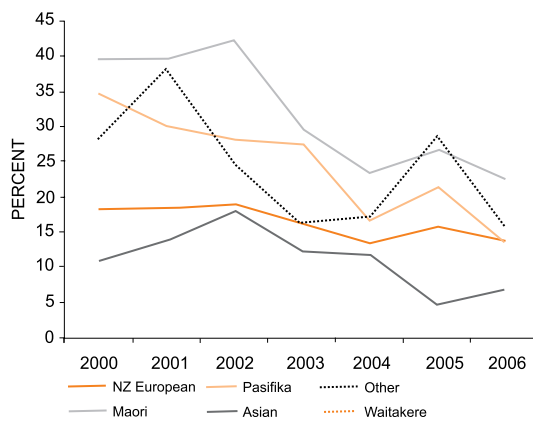
● Figure 25: Percentage of school leavers from Waitakere schools with little or no formal attainment compared to national figures²³ (2003 - 2006)



Source: Ministry of Education, Education Counts

The figure below shows the proportion of school leavers who left with little or no formal attainment by ethnic group between 2000 and 2006. It shows for all ethnic groups the proportion of those with little or no formal attainment in 2006 was lower than in 2000. A significant decline in the percentage of Maori and Pasifika school leavers with little or no attainment is evident over this period.

● Figure 26: Percentage of school leavers from Waitakere secondary schools with little or no formal attainment by ethnic group²⁴ (2000 - 2006)



Source: Ministry of Education

This indicator shows the proportion of secondary school students that were qualified to attend university. Around one-quarter of Waitakere students were qualified to attend university. The table shows that large differences exist between female and male students as well as students from different ethnic groups.



"I like that Waitakere is different from Auckland and other suburbs and that the people are really friendly."

Sathya, Hobsonville.

● **Table 21: Percentage of school leavers from Waitakere secondary schools qualified to attend university by sex and ethnicity (2006)**

	Total	Female	Male	Maori	Pasifika	Asian	Other	NZ European
Percent	24.6	27.8	21.4	14.3	17.4	48.3	27.7	25.9

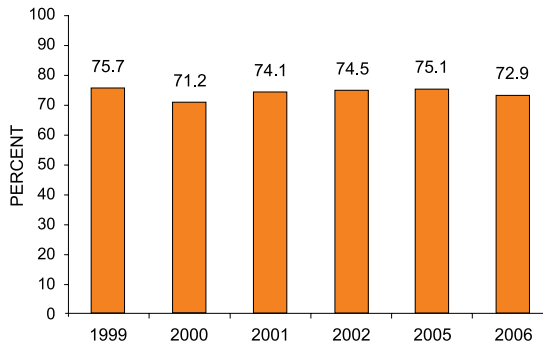
Source: Ministry of Education, Education Counts

Local education

- **Over one quarter of secondary schools in Waitakere attend school outside the city**

Education has a key role to play in ensuring our local economy has the skills available to it so that it can continue to grow. In developing the community outcomes, residents wanted high quality local education opportunities for both themselves and their children. This indicator measures where students who live in Waitakere attend secondary school. Approximately one-quarter of secondary school students in 2006 left the city to attend school elsewhere.

● **Figure 27: Percentage of secondary school students who live in Waitakere and who attend school in Waitakere City²⁵ (1999- 2002 and 2005, 2006)**



Source: Statistics New Zealand, Census

Of those who left in 2006, Avondale College was the most significant destination, followed by Mt Albert Grammar and Lynfield colleges respectively. There are many reasons why students attend certain schools. For example Avondale and Lynfield colleges border Waitakere's boundary and therefore may appeal to students living in Waitakere. Other criteria that may encourage school attendance outside Waitakere include a family's educational aspirations, accessibility issues or schools accepting students from outside their zone.

▲ **Environmentally responsible businesses**

Under the Strong Innovative Economy strategic platform there is a focus on supporting businesses that are environmentally responsible. The council has a target of working with at least 60 businesses each year to mitigate the environmental effects of their work. The initiatives are wide and varied and include, for example, education campaigns and programmes of formal environmental accreditation. In the 2006/07 year information guidelines were produced for the boat building and film and television industries in Waitakere.

"Youth centre being started up - awesome."

Mark, New Lynn

