


Avondale-New Lynn (2022)

Avondale-New Lynn is a mix of residential, retail services, and commercial areas west of Auckland city centre. The area is home to almost **8,800 jobs**, making it a locally significant employment precinct. The precinct has only grown marginally, adding **770** additional jobs in the two decades to 2022.

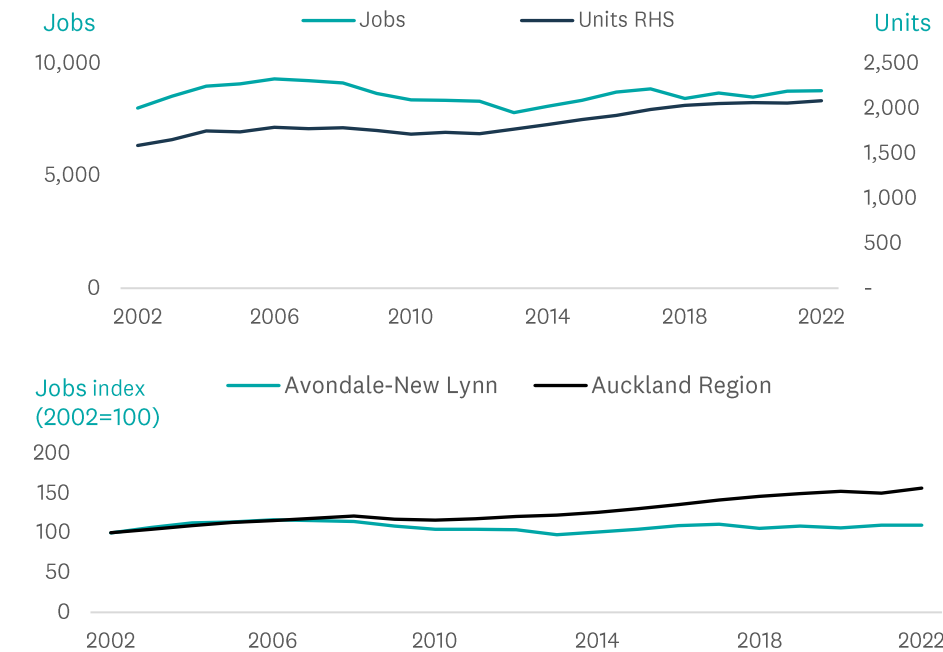
While the number of jobs has increased modestly, job growth in the wider Auckland region has outstripped local job growth. The number of jobs in the area has also been variable through time, troughing at close to 8,000 in the early 2000s and 2013, before recovering in both instances. Disruption and improvements from delivery of the New Lynn Urban Plan may have had an impact. Job numbers have been broadly flat since around 2017, varying around 8,600.

Basic Facts

	Avondale-New Lynn	% of AKL
Population (2022 est.)	15910	0.9%
Area	5.7 KM ²	0.12%
Jobs (2022)	8,780	1.0%
Jobs (2002-2022)	+770	0.3%
Business Units (20212)	2,085	0.9%
Business Units (2002-2022)	+498	0.2%



Jobs and Business Numbers



Sectors

Retail trade is the main employing sector in the Avondale-New Lynn area, supported by recent redevelopment at LynnMall. Retail trade has a location quotient of over 2, meaning it is concentrated in the area.

Other key employment sectors in the precinct include construction, accommodation & food services, manufacturing, healthcare, and education.

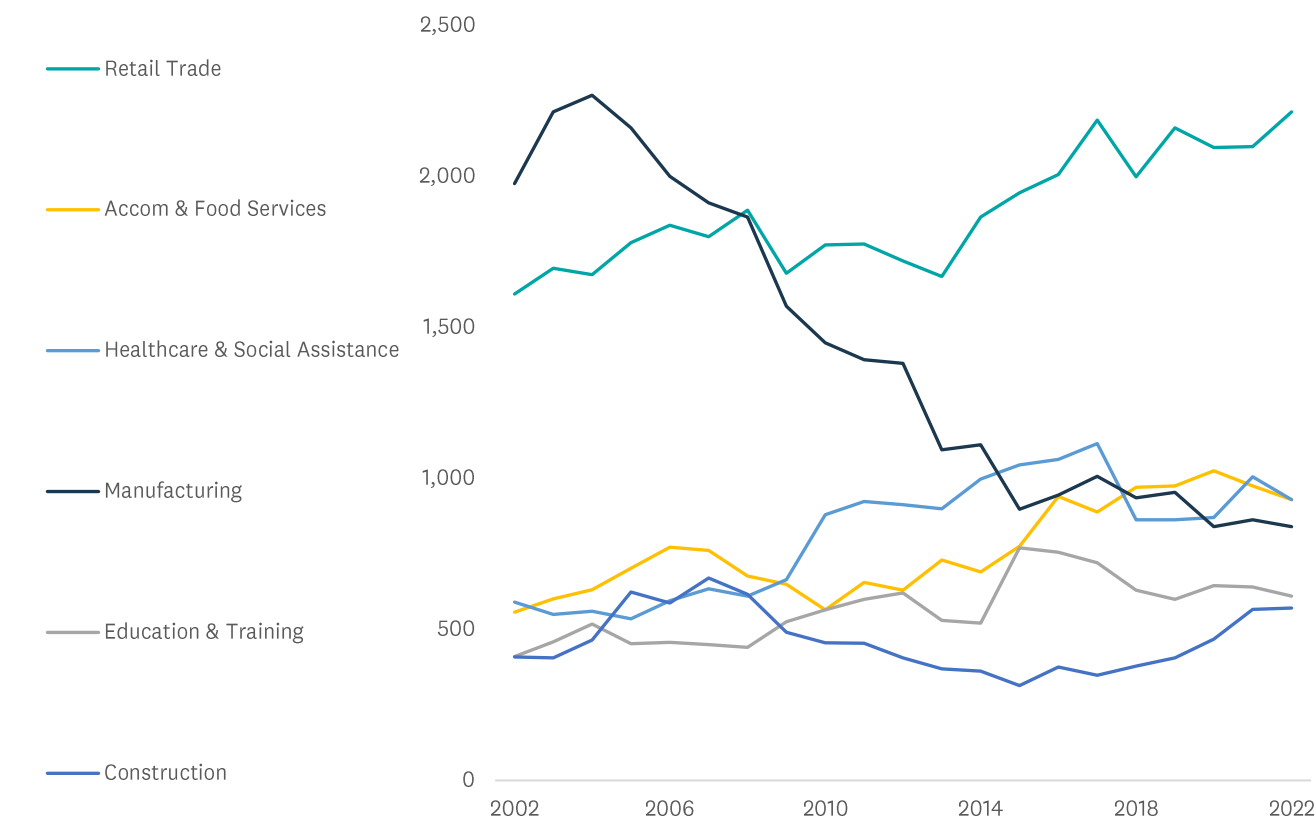
Broad Sector	Jobs	% of Avondale-New Lynn	% of AKL	LQ
Retail Trade	2,213	25.2%	9.7%	2.6
Accom & Food Services	930	10.6%	6.6%	1.6
Healthcare & Social Assistance	930	10.6%	10.3%	1.0
Manufacturing	840	9.6%	9.6%	1.0
Education & Training	610	6.9%	7.8%	0.9
Construction	570	6.5%	8.6%	0.8
Wholesale Trade	559	6.4%	7.4%	0.9

Retail Trade	Jobs	LQ
Other Store-Based Retailing	1,409	2.8
Food Retailing	559	2.4
Motor Vehicle & Motor Vehicle Parts Retailing	143	2.2
Fuel Retailing	53	2.1

Healthcare & Social Assistance	Jobs	LQ
Residential Care Services	373	2.5
Medical & Other Healthcare Services	343	1.2
Social Assistance Services	216	1.7

Accommodation & Food Services	Jobs	LQ
Food & Beverage Services	910	1.7

Sectors Over Time (jobs)



Sectoral Change

While manufacturing has long been the area's biggest employment sector, its importance has declined as other sectors have grown more rapidly. The decline in the importance of the manufacturing sector is consistent with many other areas in the wider Auckland region.

Despite the falls in some sectors, retail trade has consistently added jobs to the area, similarly to other areas in the Auckland region experiencing a contraction of the manufacturing sector. Employment in accommodation & food services has increased, a typically observed trend when retail trade is increasing, supported by the 2015 opening of the Brickworks dining precinct at LynnMall.

Employment Growth and Decline

Sector	Job Growth 2012-2022	Avondale-New Lynn Growth	AKL Growth
Retail Trade	493	29%	34%
Accommodation & Food Services	300	48%	30%
Construction	164	40%	113%
Other Services	80	18%	26%
Prof, Scientific & Technical Services	57	32%	43%
Transport, Postal & Warehousing	-38	-25%	17%
Financial & Insurance Services	-188	-51%	23%
Manufacturing	-541	-39%	11%

Retail trade employment growth was driven by hardware and supermarket retailing growth.

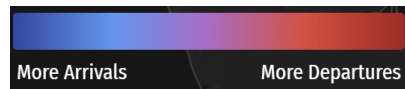
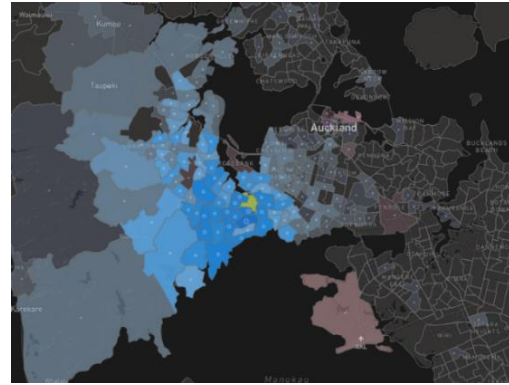
Cafes, restaurants & takeaways have underpinned accommodation & food services employment.

Residential building, land development and building completion services (e.g., plastering, glazing) have driven construction sector employment growth. Building installation services (e.g., plumbing, electrical) have declined, which is in contrast to what is seen elsewhere in the region.

Depository financial intermediation (e.g., banking) and life insurance have seen employment decline in the area.

Clothing manufacturing declined sharply with the cease of manufacturing at the Cambridge Clothing Company in New Lynn in 2013. Printing, fabricated metals and fruit and vegetable processing as well as converted paper products have all seen a decline in employment.

Services such as automotive and machinery repair as well as personal services saw slight employment growth.



(Census 2018)

Commuting and Public Transit

Avondale-New Lynn draws a small amount of labour from areas largely west of central Auckland. 4,518 people travel to Avondale-New Lynn for work while 1,023 people live and work there. 64% of arrivals are by private car, truck or van.

Avondale-New Lynn is on the Auckland Rapid Transit network with train stations at Avondale and New Lynn which is a major transport interchange. Buses serve the area well with connections to the city as well as Henderson, Titirangi, Onehunga and Westgate.

The City Rail Link will improve train frequencies and journey times into the central city.

Commercial Property Assessment

Commercial property market intelligence provided by Colliers provides an overview of demand and cost of office, industrial and retail premises across 67 employment areas in the Auckland Region. While these areas are not mapped to the Auckland Plan's key economic areas, they provide a useful insight into some of the drivers of industrial location change in the region.

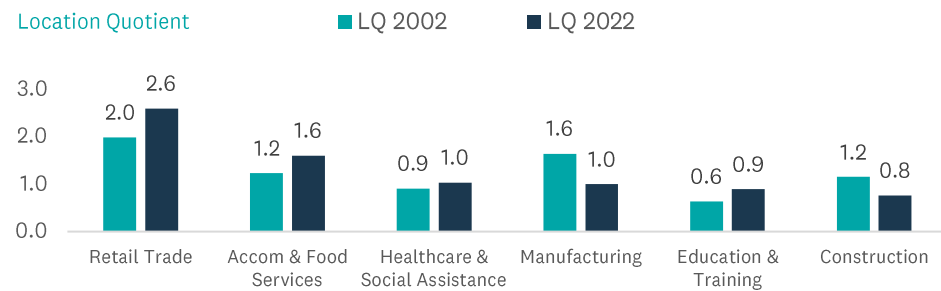
Office space in Auckland is dominated by the CBD with some significant areas of supply in the region's larger centres. While the CBD has seen an increase in supply most other centres have remained flat and while rents have risen across the region the CBD commands a premium above other commercial centres.

The last decade has seen an increase in prime industrial floorspace in the region, mostly driven by development at Auckland Airport and Highbrook, by far the largest areas of prime industrial space. The supply of secondary floorspace has declined in many areas and only grown regionally due to a notable increase in Manukau / Wiri.

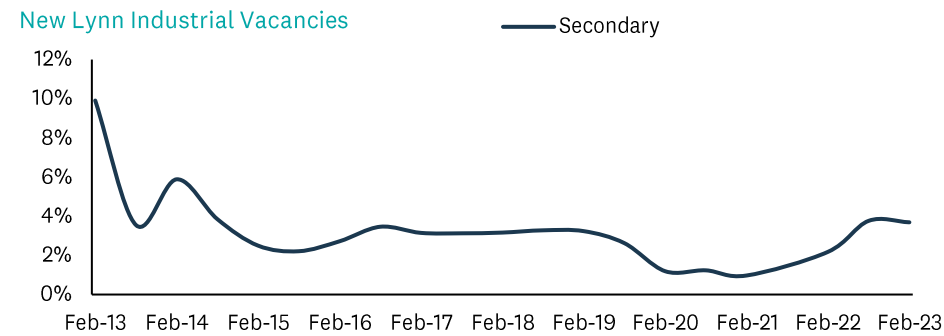
Regionally, high street retail space has performed poorly compared to mall-based retail which has generally been more stable in terms of vacancy rates. Residential development across the region tends to support ongoing demand in nearby retail centres. While demand for retail space generally exerts an upward pressure on rental costs the COVID-19 trading restrictions saw a dip in most retail centres.

Location Quotient (job concentration)

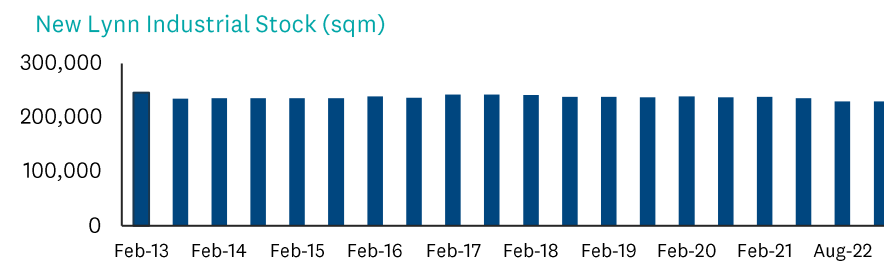
Since 2002 retail trade has become more concentrated in the Avondale-New Lynn area. The location quotient for retail trade increased from 2 to 2.6. This is seen in other service-related sectors as well, like healthcare, accommodation & food, and education. Industrial sectors like manufacturing and construction have become less concentrated in the area.



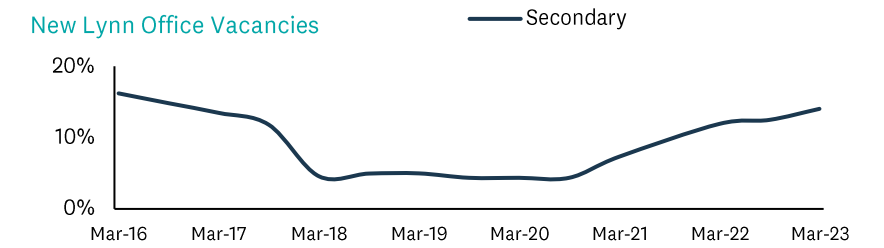
Avondale-New Lynn has industrial, retail and office space. Industrial and office space are monitored by Colliers with Avondale data also taking in Rosebank Road. Most commercial space in Avondale-New Lynn is industrial focused although a significant and growing amount of office space is also present.



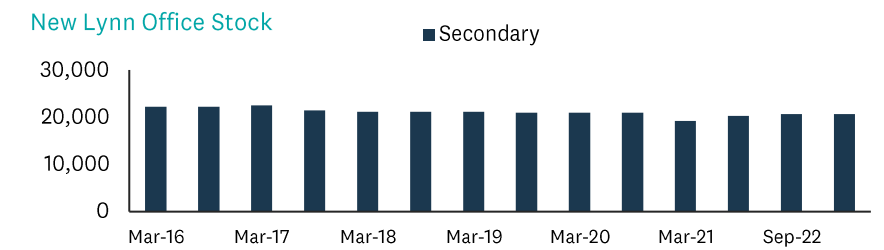
New Lynn is one of the region's smaller industrial precincts with a total inventory of 230,000 sqm. The vast majority of the building stock is of secondary quality with the inventory dominated by tenancies of less than 1,000 sqm. The total stock has declined slightly over the last decade as premises have been removed from stock for change of use.



The industrial stock is not well connected to the motorway network and competition from higher value alternative uses is likely to intensify as land values increase.



The New Lynn office market primarily serves the local west Auckland catchment of mostly small and medium sized enterprises. COVID-19 has impacted vacancies rates as demand has fallen. Development has been limited in recent years with a proposed major mixed use residential and office development being deferred.



In contrast to the picture for industrial freight, New Lynn is very well connected from a residential and office and retail perspective, it has a well populated suburban population and good levels of amenity. Lifting the quality of office space will likely boost occupier enquiry given the limited amount of quality space on offer.

Industrial Vacancies and Rents (per sqm)		Office Vacancies	
Secondary Vacancies (%)	3.7%		14% (March 2023)
Secondary Warehouse Rental (2013)	\$78		
Secondary Warehouse Rental (2023)	\$148 (+90%)		

Industrial Supply		Office Supply	
NLA (sqm) 2013	246,047		Floorspace: 20,624 sqm Change (2016-2023): -7%
NLA (sqm) 2023	229,516		
NLA Change (10 yrs)	-7%		

Opportunities / Challenges

New Lynn faces increasing competition as an industrial location from emerging industrial areas with higher grade stock and better connections to the motorway network.

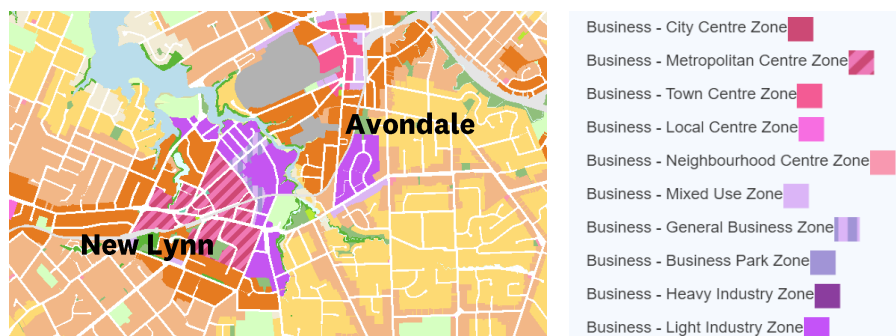
Public transport investment alongside residential developments around New Lynn transport interchange commenced under the New Lynn Urban Plan signify a shift towards a residential and service-based economy.

The City Rail Link with greatly improve access and could further move the area away from its traditional industrial focus to more service based higher value land uses.

Assessment / Future

Continued shift away from industrial towards residential, office and retail given the areas locational advantages for those uses compared to industrial uses that are better provided for in other emerging industrial locations.

Land Use



Avondale-New Lynn is a residential area with a large metropolitan centre zoned at New Lynn with some mixed use and light industry zones adjacent. To the east of New Lynn is Avondale, a smaller local centre with some mixed-use zoning.