

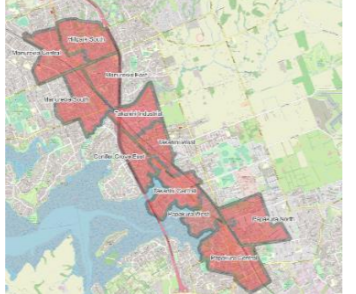
Great South Road (2022)

Great South Road is a residential, retail, industrial and commercial corridor running south of central Auckland from Manurewa to Papakura. The area is home to just over **16,000 jobs**, making it a locally significant employment corridor. The precinct grew slightly in the two decades to 2022, adding almost **4,200** additional jobs over the period.

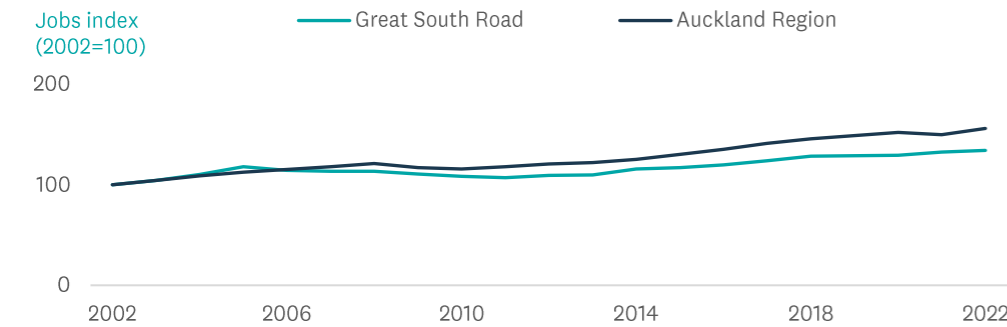
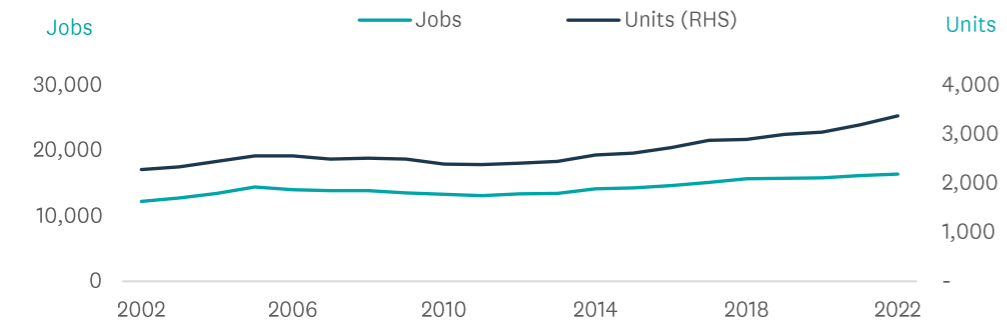
While the number of jobs has increased modestly, job growth in the wider Auckland region has outstripped local job growth.

Most employment is located in the centres of Manurewa, Takanini and Papakura as well as the industrial zones of Takanini and Papakura.

Basic Facts

	Gt South Rd	% of AKL	
Population (2022 est.)	39,060	2.3%	
Area	11 KM ²	0.2%	
Jobs (2022)	16,405	2.0%	
Jobs (2002-2022)	4,180	1.4%	
Business Units (2022)	3,375	1.5%	
Business Units (2002-2022)	1,095	3.4%	

Jobs and Business Numbers



Sectors

Manufacturing and retail trade are the main employing sectors in the Great South Road area. Manufacturing has a location quotient of 2.4, meaning it is more concentrated in the area relative to the wider Auckland region.

Other key employment sectors in the corridor include retail trade, construction, public administration and healthcare.

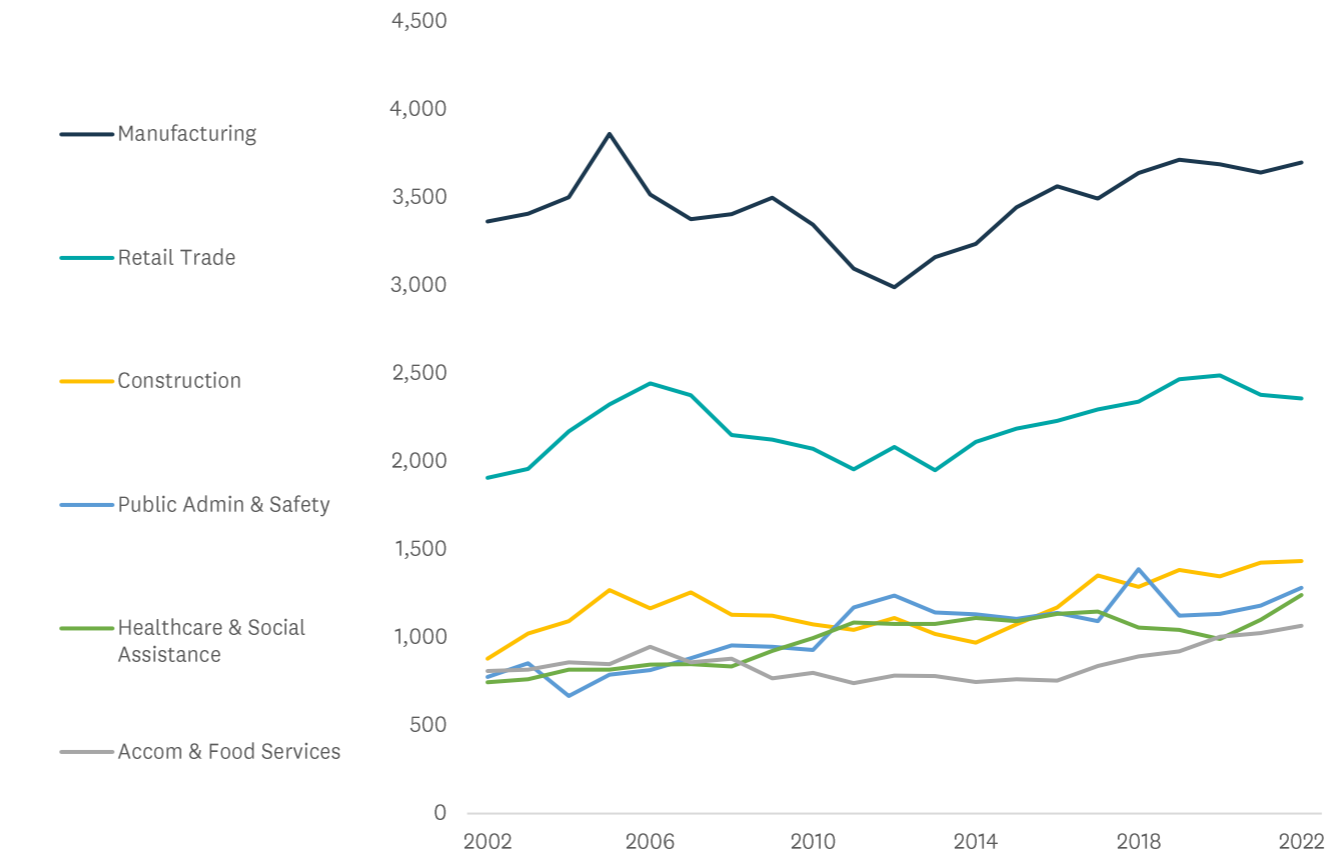
Broad Sector	Jobs	Great South Road %	AKL %	LQ
Manufacturing	3,701	22.6%	9.6%	2.4
Retail Trade	2,359	14.4%	9.7%	1.5
Construction	1,435	8.7%	8.6%	1.0
Public Admin & Safety	1,282	7.8%	4.6%	1.7
Healthcare & Social Assistance	1,242	7.6%	10.3%	0.7
Accom & Food Services	1,067	6.5%	6.6%	1.0
Transport, Postal & Warehousing	901	5.5%	4.5%	1.2

Manufacturing	Jobs	LQ
Food Product Manufacturing	902	2.7
Fabricated Metal Product Manufacturing	491	2.5
Polymer Product & Rubber Product Manufacturing	413	3.9
Wood Product Manufacturing	297	4.7
Basic Chemical & Chemical Product Manufacturing	275	3.5

Retail Trade	Jobs	LQ
Other Store-Based Retailing	1,036	1.1
Food Retailing	1,009	2.3
Motor Vehicle & Motor Vehicle Parts Retailing	226	1.9

Healthcare & Social Assistance	Jobs	LQ
Residential Care Services	545	2.0
Medical & Other Healthcare Services	480	0.9
Social Assistance Services	168	0.7

Sectors Over Time (jobs)



Sectoral Change

The Great South Road area profile is quite unique relative to the trends observed in many other areas in the region. Manufacturing employment in many other areas of the region has been in decline, while retail has been rising. In the Great South Road corridor, manufacturing contracted slightly through the 2000s, but actually grew through the 2010s. At the same time, retail trade employment in the area contracted in 2008 and has only grown slightly since.

Other sectors like education, public administration and wholesale trade have steadily trended up in the area. Construction employment experienced limited growth compared to the rest of the region.

Employment Growth and Decline

Sector	Job Growth 2012-2022	Gt South Road Growth	AKL Growth
Manufacturing	710	24%	11%
Admin & Support Services	339	199%	28%
Construction	324	29%	113%
Transport, Postal & Warehousing	310	52%	17%
Accom & Food Services	282	36%	30%
Retail Trade	275	13%	34%
Information Media & Telecoms	-54	-56%	-12%
Financial & Insurance Services	-73	-38%	23%

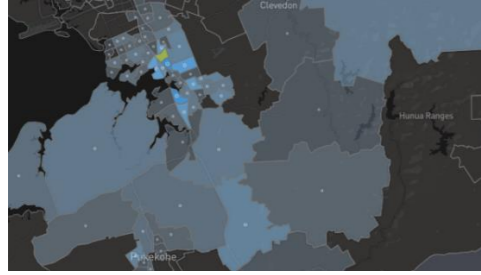
Manufacturing employment growth has been seen in bakery products, logs and wood products, and structural metals. Most of this growth has been in the industrial area at Papakura as well as some at Takanini. Pharmaceuticals employment growth was mostly in Manurewa, where Argenta Global have a site.

Administrative & support services employment growth has been almost all in employment services (e.g., recruitment and labour hire) in the Papakura area.

Construction sector employment growth has come from both residential building construction in Takanini as well as heavy & civil engineering which is more focused in Papakura.

Transport, postal & warehousing employment growth has come through increases in jobs in road freight and road passenger transport centred on Papakura and also Takanini where Ritchies have a depot.

Accommodation & food services employment growth has been in café and restaurants mostly in Manurewa and Takanini centres.



(Census 2018)

Commuting and Public Transit

Great South Road mostly draws labour from nearby areas in the south of Auckland. 6,738 people travel to Great South Road for work while 2,283 people also live there. 69% of arrivals are by private car, truck or van.

Great South Road is served by the Rapid Transit Network with train station at Manurewa, Takanini and Papakura. Buses also connect Papakura to Otahuhu along Great South Road.

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.

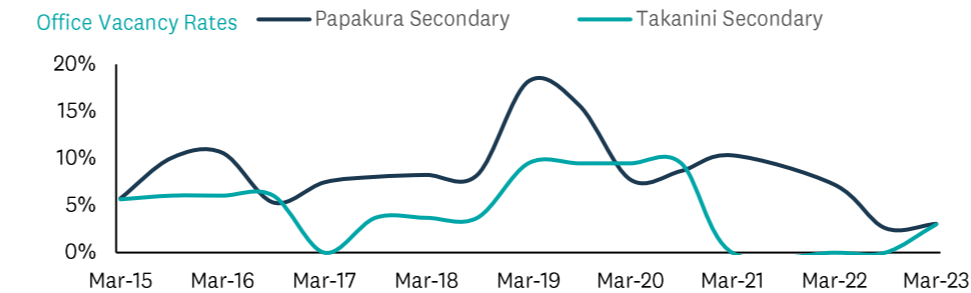
The last decade has seen an increase in prime industrial floorspace in the region, mostly driven by development at Auckland Airport and Highbrook, by far the largest areas of prime industrial space. The supply of secondary floorspace has declined in many areas and only grown regionally due to a notable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

Great South Road has retail, office and industrial space. Office space for Takanini and Papakura has been monitored by Colliers since 2015 while Industrial space in Papakura has been monitored since 2022.

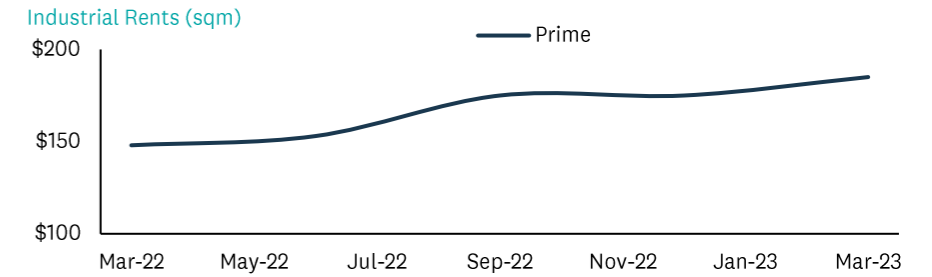
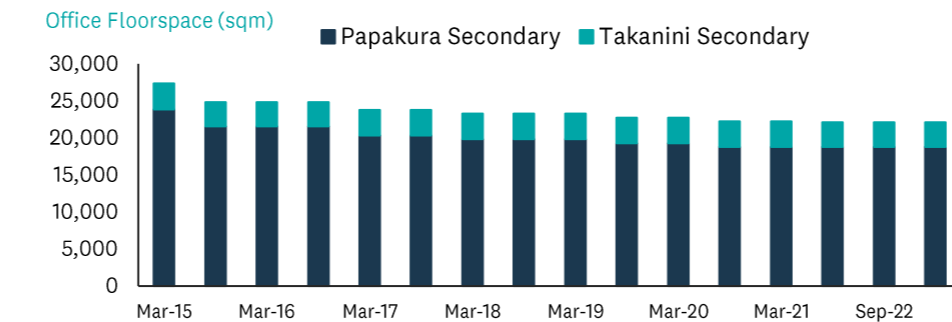
Papakura and Takanini is predominantly an industrial precinct but provides a small amount of office space to support the local catchment's smaller office space requirements.

Griffins, Asahi Beverages and Fletchers are located in the area.



With elevated retail vacancies premises are often marketed as office space and remaining vacant due to the general availability of office space.

Service provision to meet the growth in demand due to population growth may boost leasing activity and increase demand for higher quality office space.

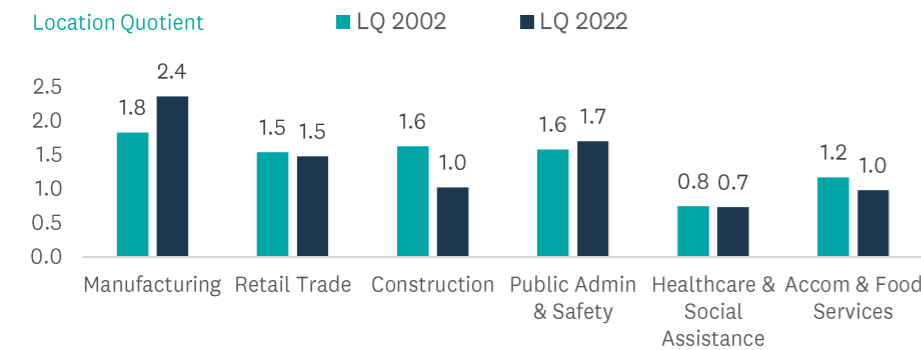


Papakura has a small but established industrial precinct which has attracted consistent demand. Much of the stock is old and secondary in nature with limited new development options and competition from neighbouring areas providing challenges.

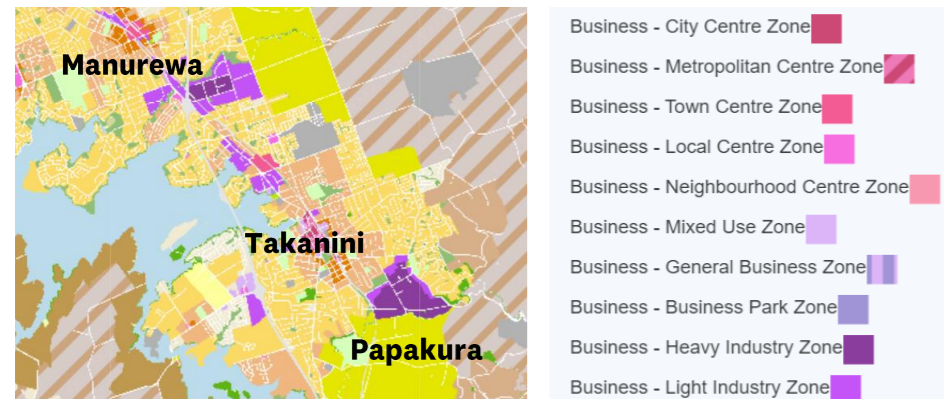
Food & beverage firms such as Griffins and Asahi Beverages NZ are located in the area.

Location Quotient (job concentration)

Manufacturing employment has become slightly more concentrated in the Great South Road precinct over the last 20 years while construction and accommodation & food services have become less concentrated.



Land Use



Great South Road is a corridor of light and heavy industry with local and town centres along its length from Manurewa in the north to Papakura in the south.

Office Vacancies and Rents (per sqm)		Industrial Vacancies
Papakura Vacancies (%)	3.1%	Vacancies: 1.9%
Takanini Vacancies (%)	3.0%	Industrial Supply
Office Rental Range (sqm)	\$180-\$300	264,593 sqm

Office Supply / Net Lettable Area	Industrial Rents
Papakura Supply (sqm)	18,783
Takanini Supply (sqm)	3,328
NLA Change (8 yrs)	-19%

Opportunities / Challenges

Great South Road has locational advantages with a direct link to State Highway 1 providing connectivity with other employment hubs in Auckland and emerging industrial precincts in Waikato. The precinct is well served by the rail network which is being upgraded.

Opportunities for new development are limited and other nearby areas where land is available may be more attractive to firms.

Assessment / Future

Population growth could drive demand in the area although alternative locations such as Drury and other land designated as Future Urban will influence the nature of development along Great South Road.