

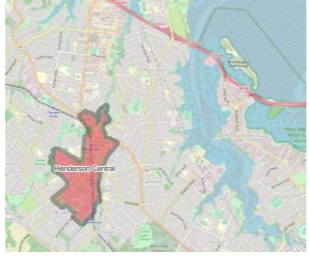
Henderson Centre (2022)

Henderson is a mix of residential, retail, and commercial areas to the west of central Auckland. The area is home to **8,000 jobs**, making it a modest employer in the region but significant for west Auckland. The precinct has barely grown since 2002, adding just **200 jobs**. This has been well outpaced by job growth in the Auckland region as a whole.

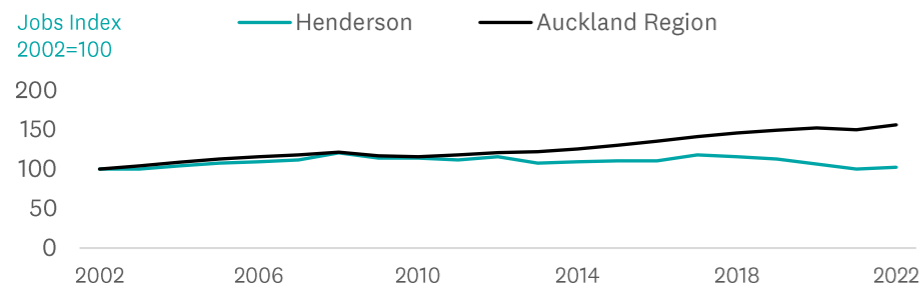
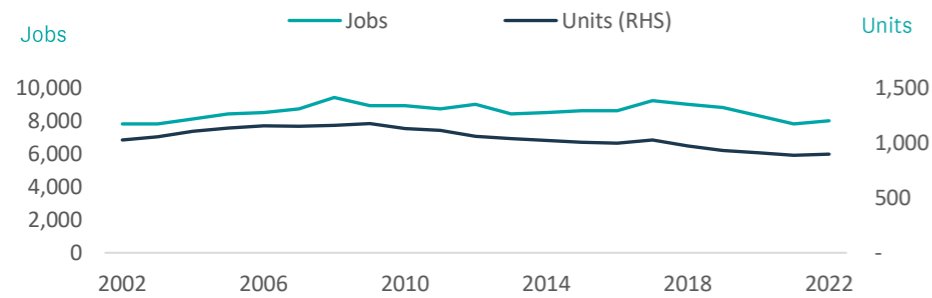
This low level of jobs growth is a result of modest growth over the period 2002-2012 in line with the overall rate of regional employment growth followed by a decline in employment over the last decade.

Total business units in the precinct have also declined with 132 fewer in 2022 than there were in 2002.

Basic Facts

	Henderson	% of AKL	
Population (2022 est.)	1,380	0.08%	
Area	2 KM ²	0.0%	
Jobs (2022)	8,000	1.0%	
Jobs (2002-2022)	+200	0.1%	
Business Units (2022)	894	0.4%	
Business Units (2002-2022)	-132	-0.1%	

Jobs and Business Numbers



Sectors

Manufacturing, retail and public administration & safety are currently the main employing sectors in Henderson. Food manufacture is a particularly important source of employment. Retail trade has historically been a key employer but has been steadily declining over the last two decades whereas in neighbouring New Lynn and Westgate retail has grown following significant investment in new retail and accommodation & food facilities.

The manufacturing sector has also declined across almost all sub-sectors other than food manufacturing which has grown strongly.

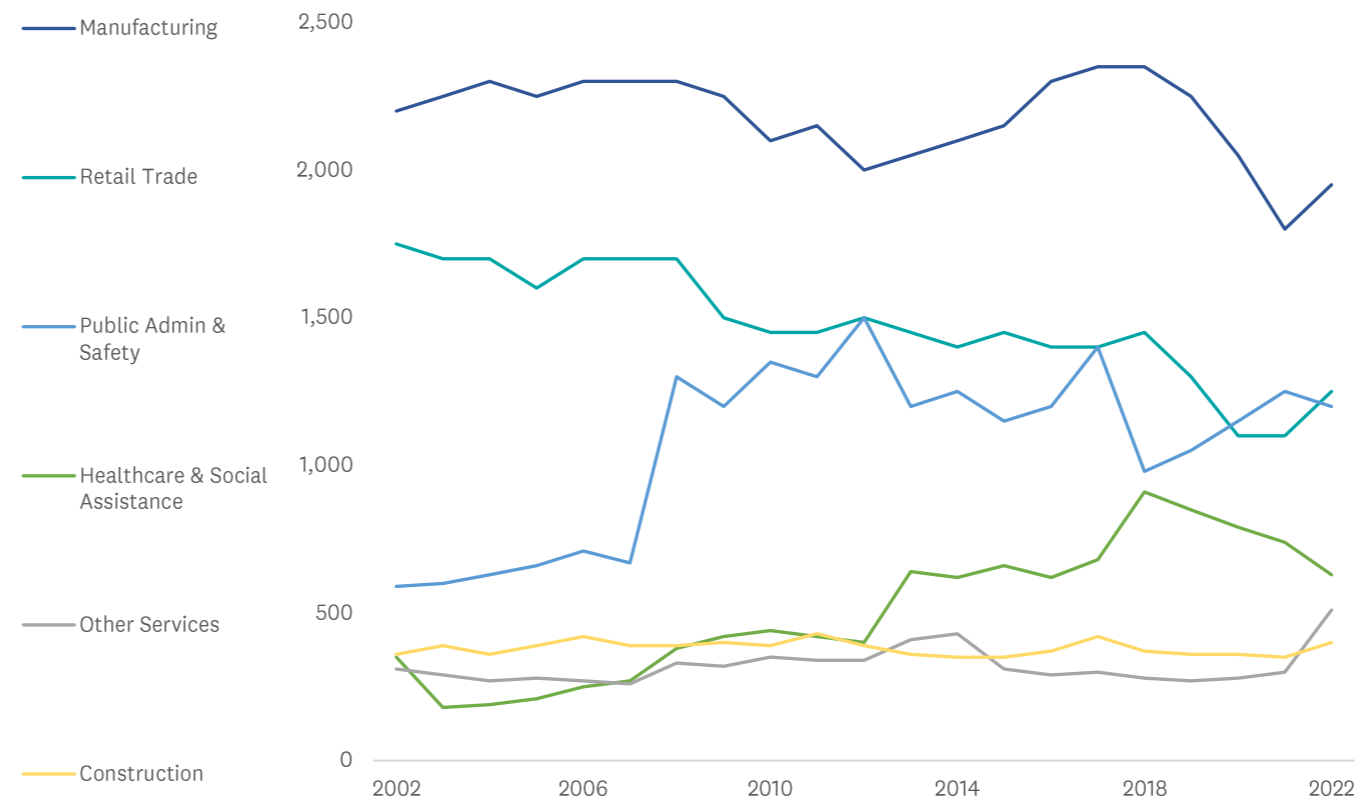
Broad Sector	Jobs	Henderson %	AKL %	LQ
Manufacturing	1,950	24.4%	9.6%	2.6
Retail Trade	1,250	15.6%	9.7%	1.6
Public Administration & Safety	1,200	15.0%	4.6%	3.3
Healthcare & Social Assistance	630	7.9%	10.3%	0.8
Other Services	510	6.4%	3.2%	2.0
Construction	400	5.0%	8.6%	0.6
Wholesale Trade	390	4.9%	7.4%	0.7

Manufacturing	Jobs	LQ
Food Product Manufacturing	1,000	6.2
Polymer Product & Rubber Product Manufacturing	220	5.7
Furniture & Other Manufacturing	130	7.5
Machinery & Equipment Manufacturing	130	2.5

Retail Trade	Jobs	LQ
Other Store-Based Retailing	870	14.7
Food Retailing	320	1.5

Public Administration & Safety	Jobs	LQ
Public Administration	720	4.6
Public Order, Safety & Regulatory Services	480	7.1

Sectors Over Time (jobs)



Sectoral Change

Healthcare & social assistance has added 230 new jobs in the precinct in the decade to 2022 (growth of 58 percent). Wholesale trade, other services, professional & technical services, and real estate services have also grown since 2012.

Manufacturing has experienced a 3 percent contraction in jobs in the precinct since 2012, much of that happening from 2018 although the latest year has seen an increase indicating a possible impact on the sector due to COVID-19. Retail trade and administration & support services have also contracted significantly.

Employment Growth and Decline

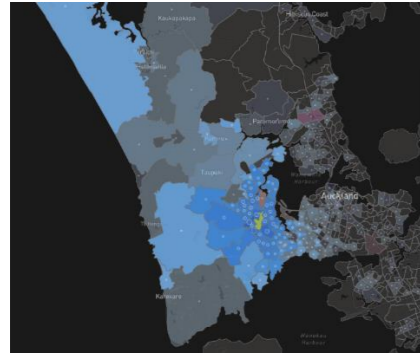
Sector	Job Growth 2012-2022	Henderson Growth	AKL Growth
Healthcare & Social Assistance	230	58%	37%
Other Services	170	50%	26%
Wholesale Trade	80	26%	15%
Rental, Hiring & Real Estate Services	75	88%	47%
Prof, Scientific & Tech Services	70	29%	43%
Retail Trade	-250	-20%	29%
Public Administration & Safety	-300	-74%	28%
Admin & Support Services	-460	-11%	29%

Manufacturing has remained relatively stable over time, until recently, although this is largely due to strong growth in food & beverage manufacturing (meat, baked products and other food products) while most other manufacturing sub-sectors have declined.

Public administration employment grew with the development of the Waitakere City Council Civic Centre in 2006 and there are also central government and public order & safety services. Local government employment has fallen as Auckland Council have centralised many of its staff within the central city.

Retail declined across most sub-sectors, with other store-based retailing declining most over the latter part of the last 20 years. The pressure of competing centres and COVID-19 has provided strong challenges for retail in Henderson.

Health services employment growth is mostly in allied health services and residential care jobs, a pattern not uncommon to areas adjacent to the location of one of the region's main hospitals.



(Census 2018)

Commuting and Public Transit

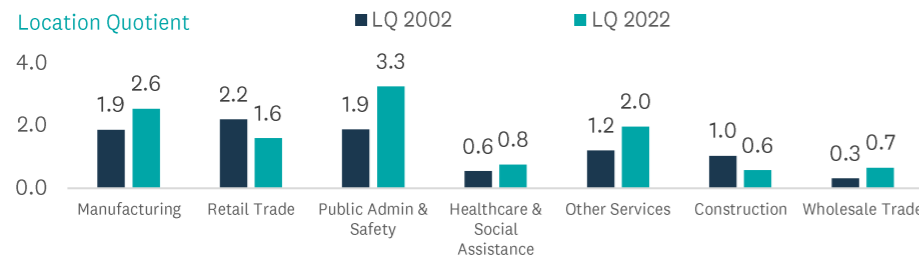
Henderson draws labour from across the west and north-west of the Auckland region. 6,459 people travel to Henderson for work, while 78 live and work there. 70% of arrivals are by private car, truck or van. Most arrivals are from the wider Henderson area and other nearby suburbs.

Henderson is on the rapid transit network with a train connection to the city centre on the Western Line. Buses also connect Henderson and the city centre. Completion of the City Rail Link will enable improved frequencies and journey times between Henderson and the city centre by rail.

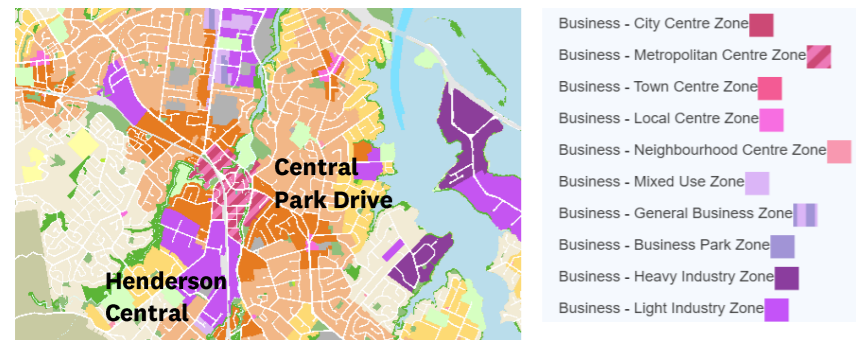
Local services on the frequent network connect the area to Swanson, New Lynn and the Rosebank industrial precinct

Location Quotient (job concentration)

The two largest employment sectors - manufacturing and retail trade - have become less concentrated in Henderson. This reflects the decline over time of these sectors relative to other areas in the region. Public sector employment has become more concentrated in the area with the location quotient rising from 1.9 to 3.7, however, much of this growth was over the first half of the last 20 years while the last decade has seen a net decline.



Land Use



Henderson central is largely metropolitan centre zoned with some light industry to the south as well as north between Lincoln Road and Central Park Drive and alongside Swanson Road. Residential and neighbourhood centre zones surround the area.

Commercial Property Assessment

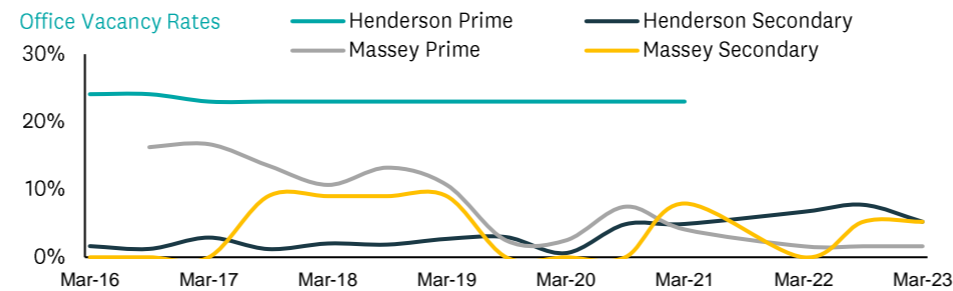
Commercial property market intelligence provided by Colliers provides an overview of demand and cost of office, industrial and retail premises across 67 employment areas in the Auckland Region. While these areas are not mapped to the Auckland Plan's key economic areas, they provide a useful insight into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

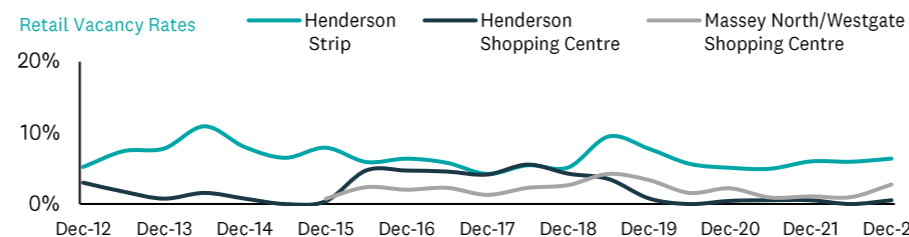
Regionally, high street retail space has performed poorly compared to mall-based retail which has generally been more stable in terms of vacancy rates. Residential development across the region tends to support ongoing demand in nearby retail centres. While demand for retail space generally exerts an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

Henderson has industrial, retail and office space. Most commercial space in Henderson is retail focused in both the town centre and mall although Henderson is also an established office precinct in west Auckland that has had a strong local and central government presence. Office space is almost entirely secondary grade since Auckland Council's largely vacant primary grade space was converted to educational uses.



Major occupiers of office space have included Unitec, Auckland Transport, Auckland Council and the Waitemata District Health Board, all of who have been subject to significant restructuring and relocation of employees.

Retail vacancies in Henderson remain high, although that is common across many town centres across the region whereas shopping centres tend to be more stable.



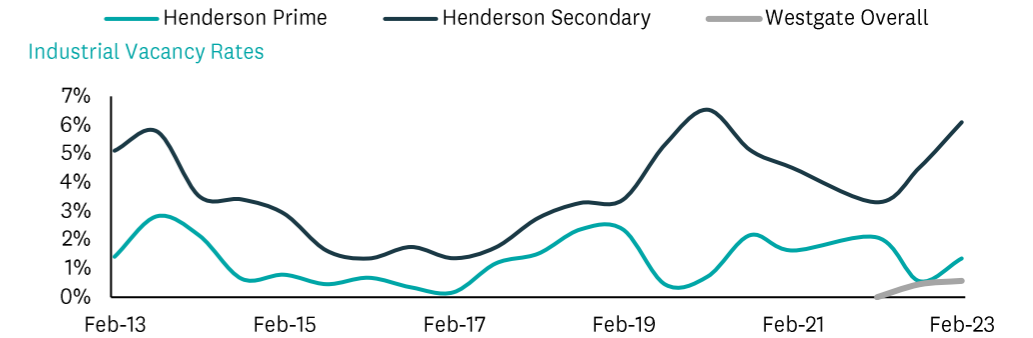
Competition for retail occupiers from other West Auckland locations that have been heavily invested in in recent years remains a challenge for Henderson's high street retail spaces. Retail rents in Henderson are low compared to most centres reflecting low levels of demand.

Henderson has light industrial areas to the north and south of the town centre.

Around 40% of Henderson's industrial space is prime grade. In line with other industrial precincts across the region, rental values within Henderson have increased sharply over recent years driven by tight market conditions.

The amount of stock has remained static over the last 10 years and Henderson has little remaining scope for private sector expansion given lack of available land. Much of stock is ageing, having been developed prior to 2000.

Demand for secondary grade stock is much lower.



Industrial Vacancies and Rents (per sqm)	
Prime Vacancies (%)	1.4%
Secondary Vacancies (%)	6.1%
Prime Warehouse Rental (2013)	\$108
Prime Warehouse Rental (2023)	\$175 (+63%)
Secondary Warehouse Rental (2013)	\$70
Secondary Warehouse Rental (2023)	\$148 (+90%)

Office Vacancies:

Secondary - 5.3%

Office Rents (West Auckland):

Prime - \$265

Secondary - \$215

Industrial Supply	
Prime % of Total	40%
NLA (sqm)	402,289
NLA Change	+3.7%
Prime Change	+2.5%
Secondary Change	+4.5%

Office Supply (sqm) / change (7yr):

Prime - 0 (-100%)

Secondary - 85,459 (+30%)

Opportunities / Challenges

Retail in Henderson faces competition from the development at Westgate and the upgrade of LynnMall in while other locations appear preferable to much of the manufacturing sector.

There is limited land available for new development meaning new local employment would need to be accommodated at existing sites that may require upgrading to meet the needs of employers. Eke Panuku are actively working to regenerate the area and could assist in the delivery of an enhanced employment precinct.

Significant public transport improvements with the city rail link will greatly improve access for the growing number of residents.

Assessment / Future

Henderson has seen a notable reduction in employment over the last decade as retail competition from neighbouring locations have created challenges while large public sector employers have restructured and relocated their staffing also leading to a net loss in employment in the area. Consideration of new sources of local employment, a large private sector anchor, or further improved access to other local employment areas could be considered. A cluster of creative sector facilities exists in the wider Henderson area that could be developed through the attraction of further creative sector businesses.