

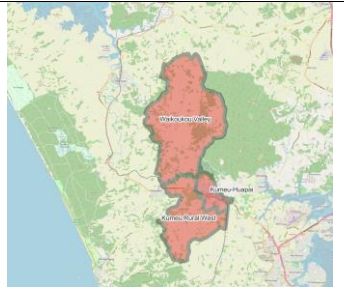
Kumeū-Huapai (2022)

Kumeū-Huapai is a mix of residential, commercial, and industrial areas north-west of Auckland city. The area is home to just over **2,700 jobs**, making it a modest employment precinct significant for the more rural north-west of the region. Although, employment has almost doubled in the precinct in the two decades to 2022. Recent years have seen housing growth in and around the area and this will continue.

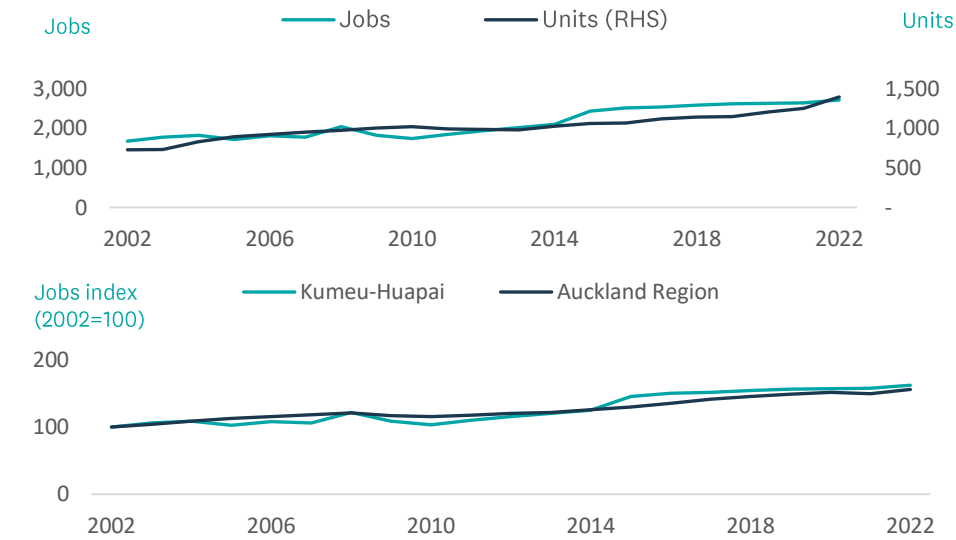
While the area is small in terms of employment numbers relative to other key areas in the region, the growth rate has been stronger than that seen in the wider region. Particularly since 2014. The number of firms operating in the precinct has trended upwards but remains modest relative to other areas in the region.

Basic Facts

	Kumeū-Huapai	% of AKL
Population (2022 est.)	9,300	0.5%
Area	83.6 KM ²	0.6%
Jobs (2022)	2,710	0.3%
Jobs (2002-2022)	1,040	0.3%
Business Units (2022)	1,392	0.6%
Business Units (2002-2022)	666	0.7%



Jobs and Business Numbers



Sectors

Employment by sector is not particularly specialised, consistent with the more rural nature of the area. The key employment sectors in the area construction, principally focused on subsectors related to residential construction, manufacturing, professional services, accommodation & food services and education.

Employment Growth and Decline

Sector	Job Growth 2012-2022	Kumeū-Huapai Growth	AKL Growth
Construction	295	69%	113%
Prof, Scientific & Tech Services	211	218%	43%
Retail Trade	182	138%	34%
Elec, Gas, Water & Waste Services	71	789%	69%
Education & Training	67	99%	13%
Admin & Support Services	55	125%	28%
Agriculture, Forestry & Fishing	-33	-34%	0%
Manufacturing	-109	-24%	11%

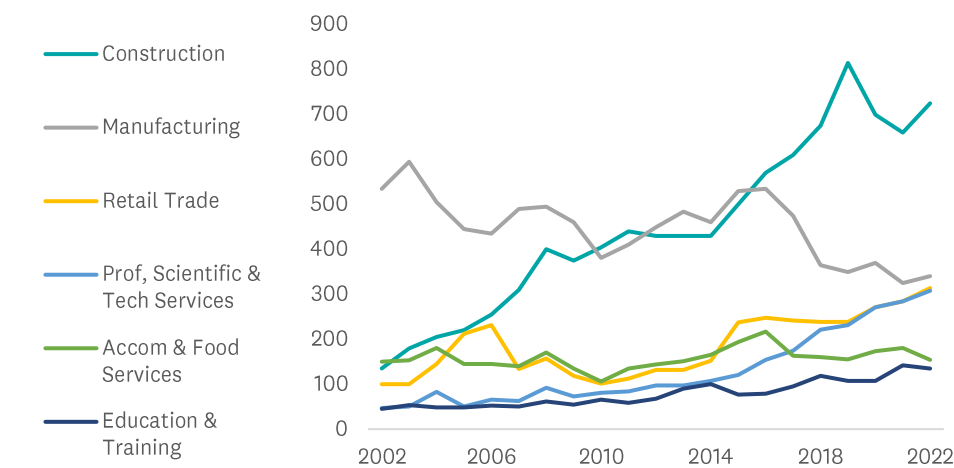
Broad Sector	Jobs	% of Kumeū-Huapai	% of AKL	LQ
Construction	725	26.8%	8.6%	3.1
Manufacturing	340	12.5%	9.6%	1.3
Retail Trade	314	11.6%	9.7%	1.2
Prof, Scientific & Tech Services	308	11.4%	11.0%	1.0
Accom & Food Services	154	5.7%	6.6%	0.9
Education & Training	135	5.0%	7.8%	0.6
Wholesale Trade	130	4.8%	7.4%	0.7

Construction	Jobs	LQ
Construction Services	575	4.4
Building Construction	86	1.4
Heavy & Civil Engineering Construction	56	1.5

Manufacturing	Jobs	LQ
Beverage & Tobacco Product Manufacturing	161	14.0
Wood Product Manufacturing	60	5.8

Retail Trade	Jobs	LQ
Food Retailing	199	2.8
Other Store-Based Retailing	91	0.6

Sectors Over Time (jobs)



Sectoral Change

Employment in the construction sector has grown significantly in the precinct. Manufacturing sector jobs have contracted, consistent with other areas in the wider Auckland region. Although, this decline is much less pronounced than the observed trends in other Auckland areas.

Construction sector employment growth has been in land development 7 site preparation services as well as building installation services (e.g., plumbing, electrical, air conditioning)

Services jobs has also been trending upwards, particularly since 2013 and particularly for professional services which have tripled since 2012, although from a very low base.

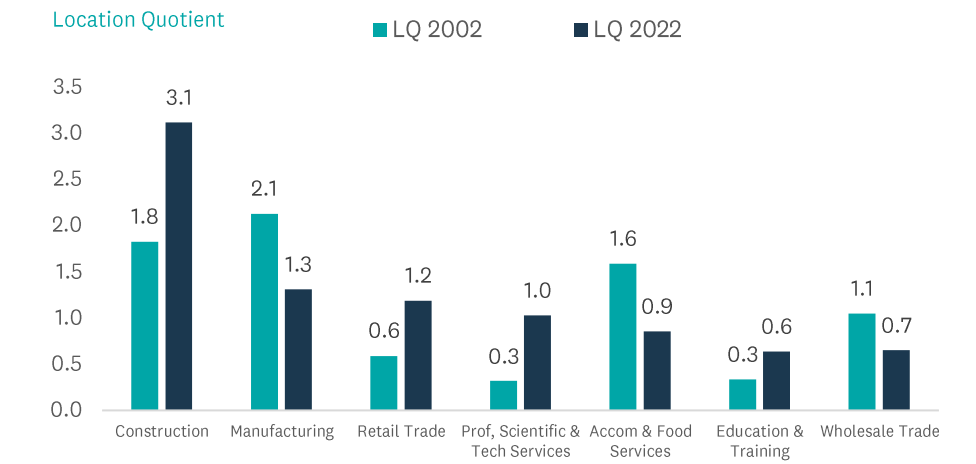
Professional services growth was mostly in computer systems design and architectural & engineering services as well as veterinary services.

Retail trade growth is a result of a new supermarket opening in Kumeū while a growing population has seen education sector employment in pre-school, school and adult education as well as education services.

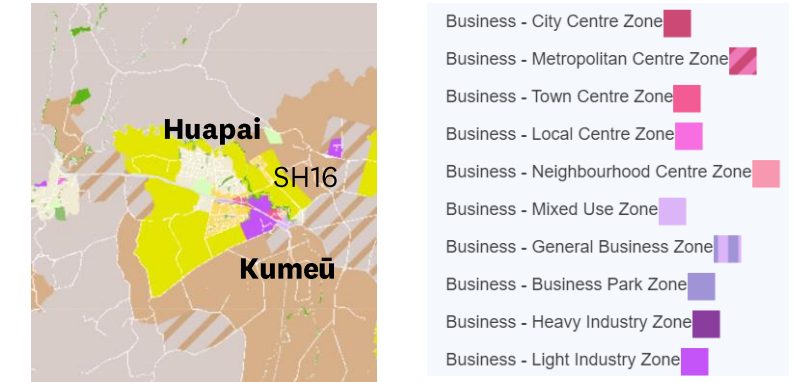
Manufacturing was for a time the largest employment sector but decline in cement, wood product and beverage manufacturing has seen its employment decline.

Location Quotient (job concentration)

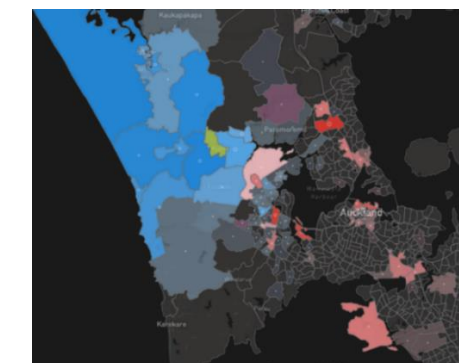
Since 2002 construction, retail and professional services have become more concentrated in Kumeū-Huapai, relative to the wider Auckland region. At the same time, manufacturing has become less concentrated, consistent with trends seen in other parts of the region.



Land Use



Kumeū-Huapai is a small rural settlement with both local centre and light industrial zoned land. A large Future Urban Zone to the west of will see significant housing and employment growth over coming years. The timing of the release of Future Urban areas are currently under consultation as part of the new Future Development Strategy.



(Census 2018)

Commuting and Public Transit

Kumeū-Huapai is not a large employment area in the Auckland region and draws on a localised labour force. 1,149 people travel to Kumeū-Huapai for work while 888 people live and work there. 56% of people travel to work by private car, truck or van.

The area is currently not well served by public transport with buses connecting the area to Helensville and Westgate.

The Supporting Growth Alliance includes Kumeū-Huapai as one of the growth areas it is focusing on with regards transport connectivity and improved public transport options.