

Manukau Central (2022)

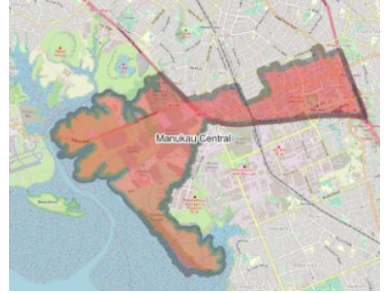
Manukau Central is a mix of residential, retail, and commercial areas south of central Auckland. The area is home to almost **20,000 jobs**, making it a significant employment precinct for much of south Auckland. The precinct has added **6,100** additional jobs in the two decades to 2022.

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

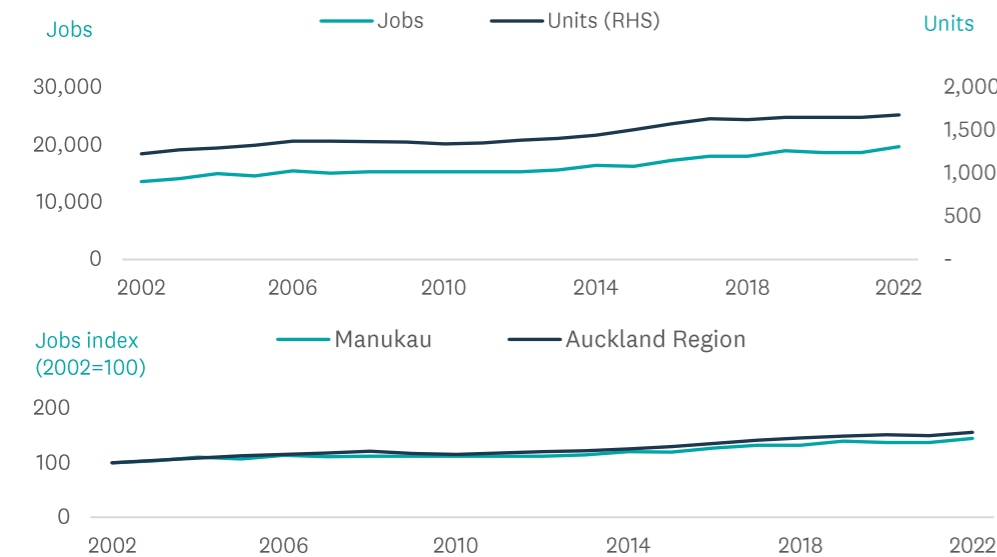
Manukau is identified in the Auckland Plan as the node for southern Auckland. Its civic, retail, education and cultural facilities provide for the wider population of the south, which it is well connected to via public transport, with Manukau being one of the region's major transport interchanges.

Basic Facts

	Manukau Central	% of AKL
Population (2022 est.)	1,030	0.1%
Area	11 KM ²	0.2%
Jobs (2022)	19,700	2.4%
Jobs (2002-2022)	6,100	2.0%
Business Units (2022)	1,683	0.8%
Business Units (2002-2022)	453	0.5%



Jobs and Business Numbers



Sectors

Retail trade and public services are the main employing sectors in Manukau. No sector is particularly concentrated in Manukau, relative to the rest of Auckland region. Local and central government and public order & safety services are big employers and have all grown over the last two decades.

Location quotients for most major high-level sectors are below 2. However, the location quotient for public service jobs is 4.0, meaning public sector employment in Auckland region is more concentrated in Manukau.

Other key employment sectors in the precinct include manufacturing, healthcare, and wholesale trade.

Broad Sector	Jobs	Manukau Central %	AKL %	LQ
Retail Trade	3,800	19.3%	9.7%	1.9
Public Admin & Safety	3,200	16.2%	4.6%	4.0
Healthcare & Social Assistance	2,200	11.2%	10.3%	1.4
Manufacturing	1,850	9.4%	9.6%	0.6
Wholesale Trade	1,500	7.6%	7.4%	0.8
Admin & Support Services	1,450	7.4%	6.0%	1.2
Prof, Scientific & Tech Services	1,050	5.3%	11.0%	0.6

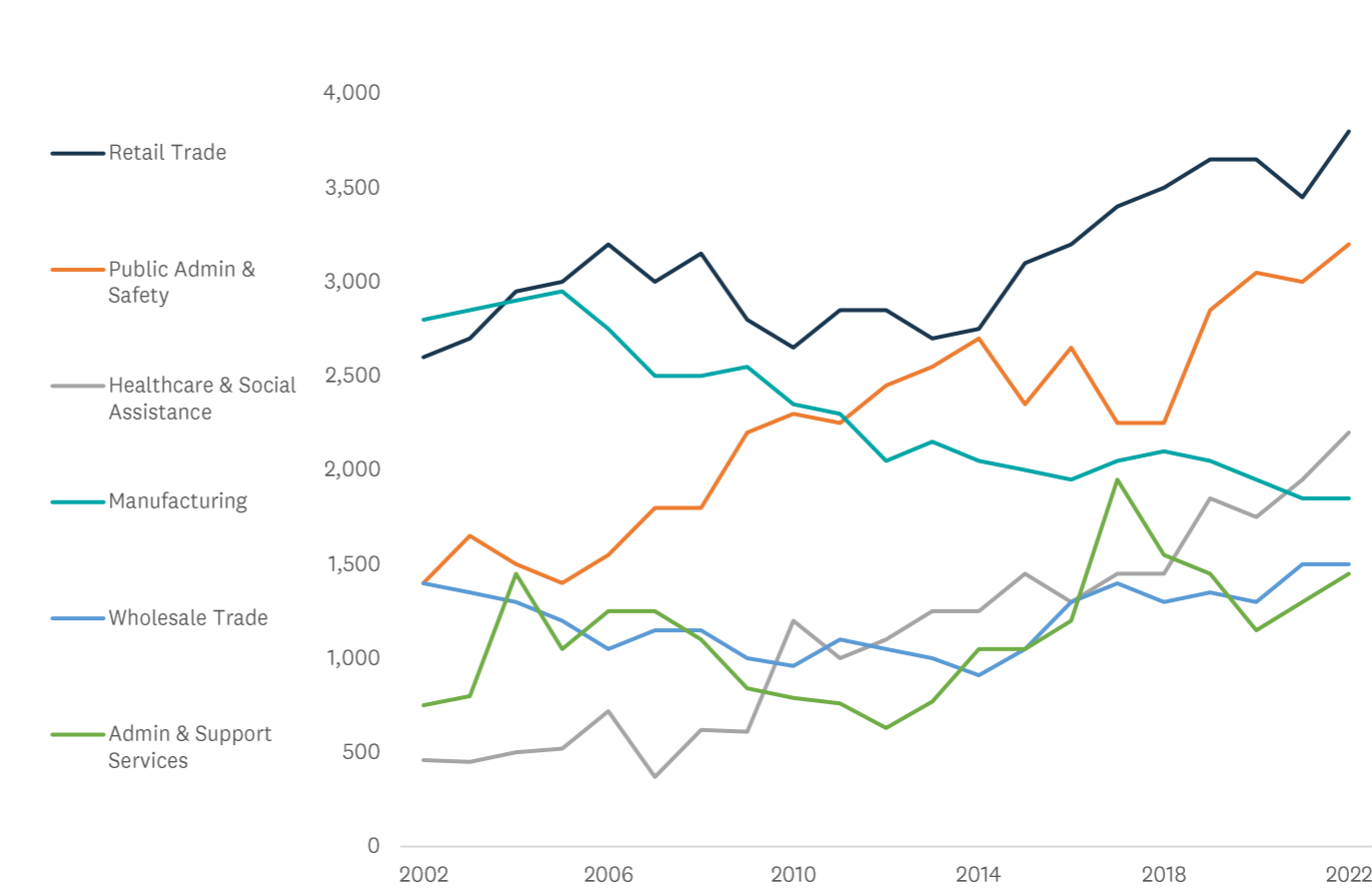
Retail Trade	Jobs	LQ
Other Store-Based Retailing	2,650	2.3
Motor Vehicle & Motor Vehicle Parts Retailing	560	3.8
Food Retailing	520	1.0

Public Administration & Safety	Jobs	LQ
Public Administration	2,350	5.6
Public Order, Safety & Regulatory Services	840	2.2

Healthcare & Social Assistance	Jobs	LQ
Medical & Other Healthcare Services	1,560	2.5
Social Assistance Services	600	2.1

Manufacturing	Jobs	LQ
Food Product Manufacturing	510	1.3
Pulp, Paper & Converted Paper Product Manufacturing	330	7.4
Beverage & Tobacco Product Manufacturing	310	3.7

Sectors Over Time (jobs)



Sectoral Change

In the early 2000s, manufacturing was the area's biggest employment sector. Consistent with many other precincts, manufacturing's importance for employment has been steadily declining.

Conversely, retail trade, public administration and healthcare have all increased in importance over the last two decades. Retail trade began trending upwards in 2015 and hit its peak in 2019 before COVID-19 related disruptions caused some slight contraction.

Public administration jobs also rose right through the 2000s with local government and several central government agencies based in Manukau. Healthcare related jobs have risen consistently in the area since 2009.

Employment Growth and Decline

Sector	Job Growth 2012-2022	Manukau Central Growth	AKL Growth
Healthcare & Social Assistance	1,100	100%	37%
Retail Trade	950	33%	34%
Admin & Support Services	820	130%	28%
Public Administration & Safety	750	31%	29%
Wholesale Trade	450	43%	15%
Prof, Scientific & Tech Services	-100	-9%	43%
Manufacturing	-200	-10%	11%

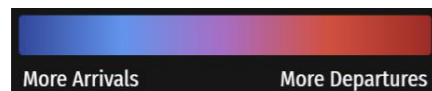
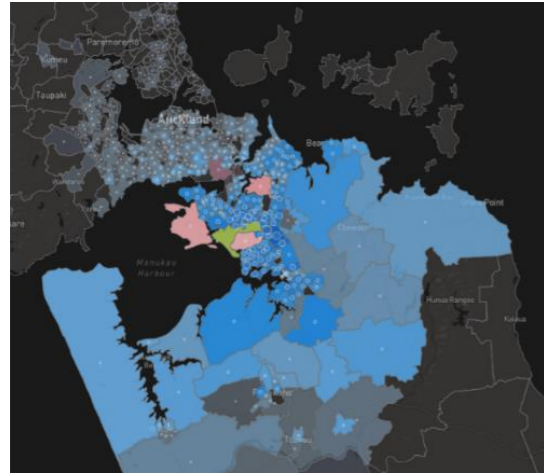
The healthcare & social assistance sector saw growth in allied health (e.g., dentists, physios, opticians) and other health care services (e.g., ambulance services, blood banks)

Retail trade saw growth in electrical goods, pharmaceuticals, motor vehicle retailing and hardware as well as some clothing retailing employment growth.

Administrative & support services jobs growth was all associated with Employment services (recruitment and labour supply).

Public administration & safety employment growth has mostly been central government administration although public order & safety and more recently local government administration have also seen jobs growth.

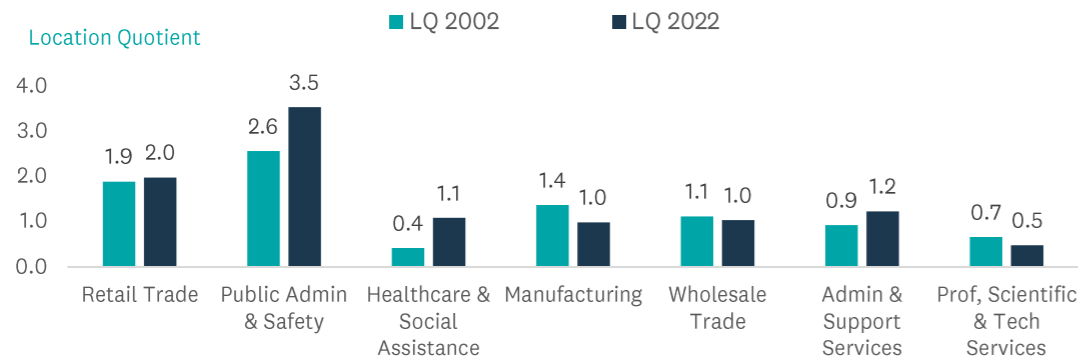
Wholesale trade sector employment in timber, & hardware, pharmaceuticals and textiles) declined over the first half of the last 20 years before recovering. Grocery wholesaling grew consistently across the last 20 years representing much of the overall growth.



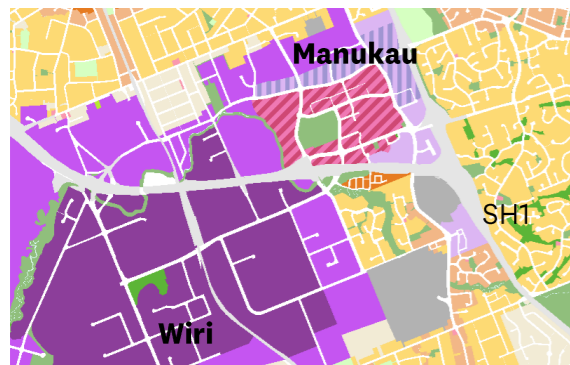
(Census 2018)

Location Quotient (job concentration)

Location quotients for most major sectors have remained broadly the same in Manukau since 2002. The main exception is public administration & safety employment which has become more concentrated in the area and to a lesser extent healthcare & social assistance.



Land Use



- Business - City Centre Zone
- Business - Metropolitan Centre Zone
- Business - Town Centre Zone
- Business - Local Centre Zone
- Business - Neighbourhood Centre Zone
- Business - Mixed Use Zone
- Business - General Business Zone
- Business - Business Park Zone
- Business - Heavy Industry Zone
- Business - Light Industry Zone

Manukau is largely metropolitan centre zoned with some mixed use, general business and light industry. To the south and west is Wiri, a light and heavy industrial area.

Commuting and Public Transit

Manukau Central draws labour from across the south of the Auckland region. 13,920 people travel to Manukau for work while 87 people live and work in Manukau Central. 73% of people travel to work by private car, truck or van.

Manukau is on the Auckland Rapid Transit Network with a rail station as well as a large new bus interchange connecting Manukau to much of south Auckland including Auckland Airport, Botany, Māngere, Manurewa, Ōtara, Ōtāhuhu, Panmure, Papakura.

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.

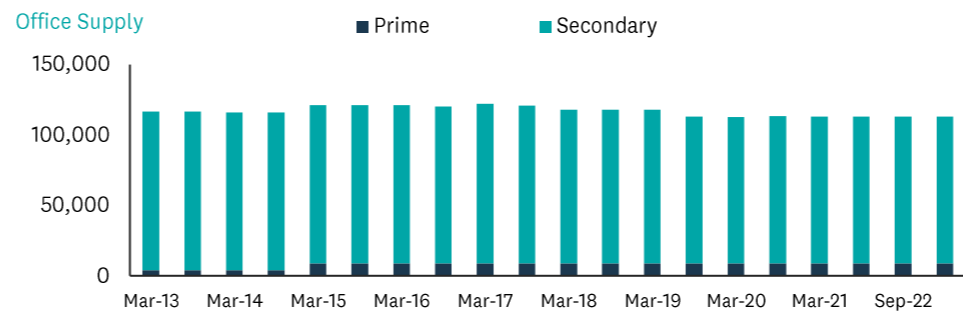
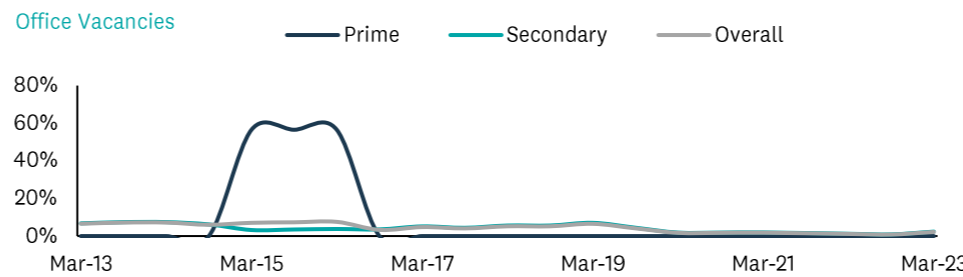
The last decade has seen an increase in prime industrial floorspace in the region, mostly driven by development at Auckland Airport and Highbrook, by far the largest areas of prime industrial space. The supply of secondary floorspace has declined in many areas and only grown regionally due to a notable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

Manukau is a key office precinct in south Auckland. There is a high proportion of council and crown entity owned land in Manukau, with Eke Panuku's programme of investing and transforming the area adding to the area's popularity for the future. The area provides good motorway and public transport connections, high levels of amenity, and is in proximity to a number of highly populated suburban areas.

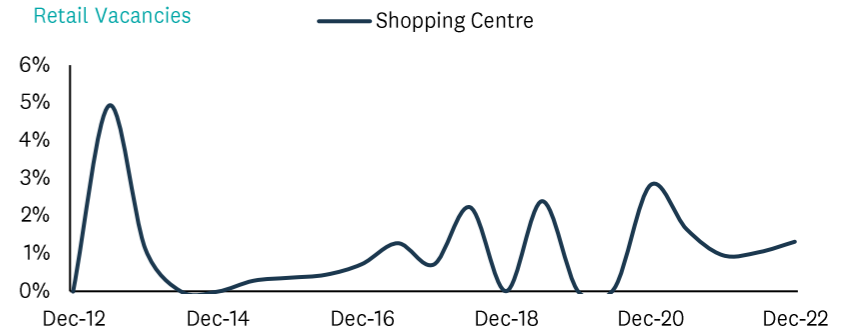
Average prime net face rents for office space within the precinct is currently at \$275 per sqm, some of the lowest rents recorded in metropolitan Auckland.

Major occupiers include IRD, ACC, Auckland Council, MIT, ASB, and Instant Finance.



Manukau's metropolitan centre status will support the centre's level of development and population requiring office services and there is underlying demand for office space as a result of the significant presence of local and central government occupiers and education providers.

Eke Panuku's programme to transform central Manukau should see its appeal increased.



The predominance of the large Westfield Mall and other large format retail mean retail vacancy rates have remained low, however rents have remained stable as a result of COVID-19 restrictions on trading.

K-Mart recently opened a new, larger, 24-hour store in Manukau.

Office Vacancies and Rents (per sqm)	
Prime Vacancies (%)	0%
Secondary Vacancies (%)	2.4%
Prime Office Rental (2013)	\$260
Prime Office Rental (2023)	\$275
Secondary Office Rental (2013)	\$163
Secondary Office Rental (2023)	\$206

Retail rents
Mall: \$550-\$1,750
Large Format: \$300-\$550

Office Supply	
Prime % of Total	8%
NLA (sqm)	113,027
NLA Change	-3%
Prime Change	+130%
Secondary Change	-8%

Retail Supply
Mall: 103,792
10-year change: +62%

Opportunities / Challenges

Manukau is south Auckland's main centre and a focus of regeneration activity. Manuka has several large key anchors in terms of public sector agencies, a large shopping centre and tertiary institution meaning it will remain in demand as a location.

Retail may face some competition from a planned retail centre at Auckland Airport.

Assessment / Future

Manukau has a solid retail and public sector base. Metropolitan centre status and Eke Panuku's initiatives that are underway to transform and reinvigorate Manukau will boost the popularity of the area in the future.

A focus on bringing other sectors into the area would help support a transition away from manufacturing which has steadily declined from being the area's largest sector two decades ago.