


Onehunga Town Centre (2022)

Onehunga is largely made up of retail and commercial land uses within Onehunga town centre. The area is home to **2,300 jobs**, making it a modest employer in the region although it sits within a much larger heavy and light industrial zone. The precinct has steadily grown in terms of employment over the past two decades, adding **700 jobs** between 2002 and 2022.

Basic Facts

	Onehunga	% of AKL
Population (2022 est.)	3,460	0.2%
Area	0.9 KM2	0.0%
Jobs (2022)	2,300	0.3%
Jobs (2002-2022)	+700	0.2%
Business Units (2022)	555	0.3%
Business Units (2002-2022)	+135	0.1%



Broad Sector	Jobs	% of Onehunga	% of AKL	LQ
Retail Trade	1,710	25.1%	9.7%	2.6
Prof, Scientific & Tech Services	785	11.5%	11.0%	1.0
Accom & Food Services	680	10.0%	6.6%	1.5
Construction	560	8.2%	8.6%	1.0
Wholesale Trade	540	7.9%	7.4%	1.1
Manufacturing	520	7.6%	9.6%	0.8
Healthcare & Social Assistance	475	7.0%	10.3%	0.7

Retail Trade	Jobs	LQ
Other Store-Based Retailing	1,550	4.0
Food Retailing	131	0.7

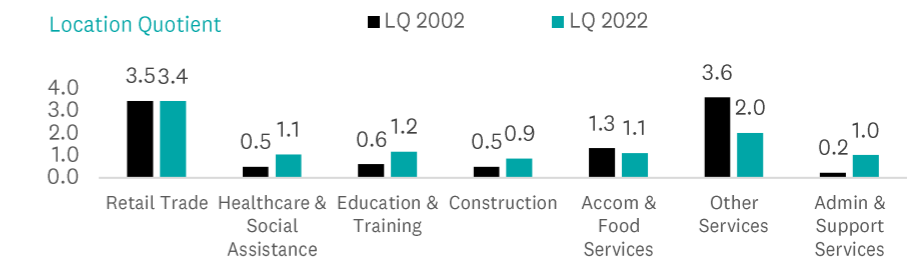
Professional, Scientific & Technical Services	Jobs	LQ
Prof, Scientific & Technical Services (ex. computers)	545	0.9
Computer System Design & Related Services	242	1.4

Accommodation & Food Services	Jobs	LQ
Food & Beverage Services	600	1.6

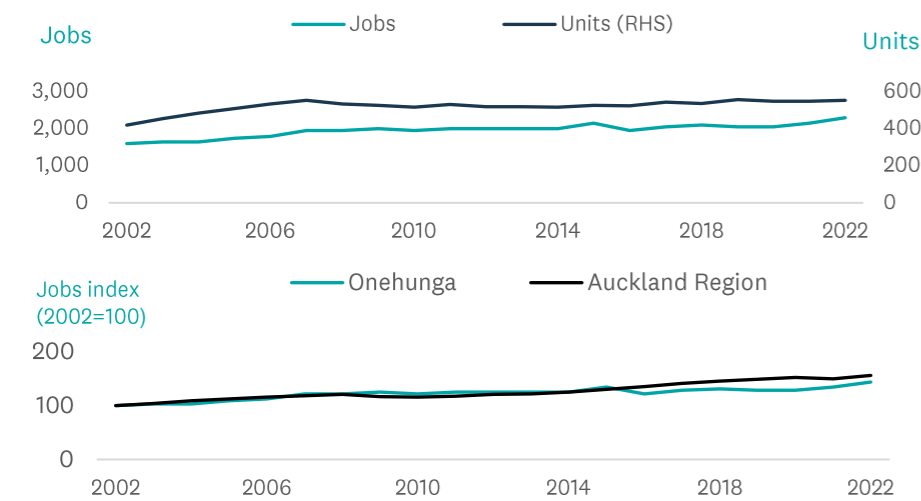
Location Quotient (job concentration)

Consistent with the longer-term rise in local employment in the sector, healthcare employment has become more concentrated in the Onehunga area although is largely due to a sharp rise in 2009 rather than a consistent increase. The location quotient for the sector increased from 0.5 to 1.1. Education & training also increased, but as a result of steady growth.

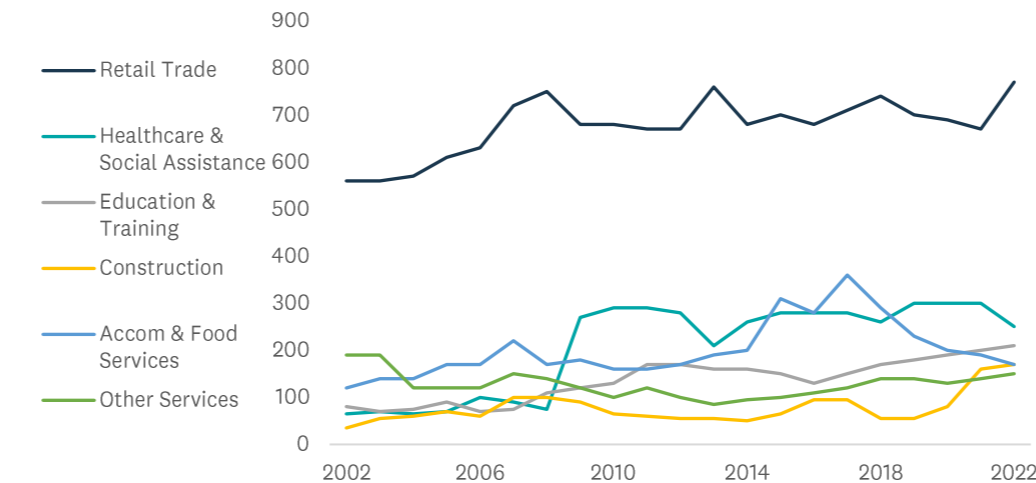
Most other sectors are little changed, reflecting broadly consistent growth with the wider region. Despite more recent growth the small other services sector has contracted over the last 20 years.



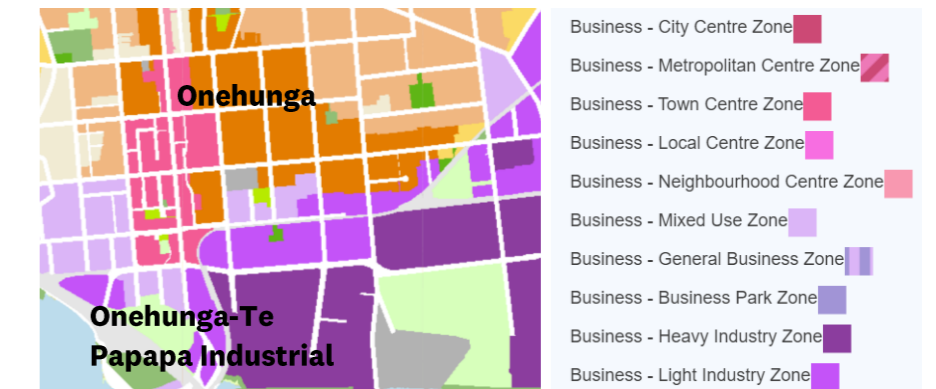
Jobs and Business Numbers



Sectors Over Time (jobs)



Land Use



Onehunga is largely town centre zoned with some mixed residential. To the south of Onehunga is the Onehunga-Te Papapa, light and heavy industrial area borders on to the large industrial precinct of Penrose to the east.

Sectors

Retail trade and healthcare & social assistance are the main employing sectors in Onehunga. Retail trade has a location quotient of over 3, meaning it is particularly concentrated in Onehunga. Other store-based retailing is particularly concentrated in Onehunga with the Dress Smart outlet shopping centre located in the town centre.

Accommodation & food services experienced strong growth from 2013 to 2016, however this has reversed from 2017 onwards.

Employment Growth and Decline

Sector	Job Growth 2012-2022	Onehunga Growth	AKL Growth
Construction	115	209%	113%
Admin & Support Services	115	460%	28%
Retail Trade	100	15%	34%
Other Services	50	50%	26%
Education & Training	40	24%	13%
Healthcare & Social Assistance	-30	-11%	37%
Financial & Insurance Services	-155	-78%	23%

Sectoral Change

Retail trade has long been the area's biggest employment sector. Its importance has stagnated in recent times as other sectors have grown more rapidly and also possibly as a result of the COVID-19 pandemic response; the last 12 months have seen a return to growth. Clothing & footwear retailing is the main sub-sector and has grown strongly over the last 20 years.

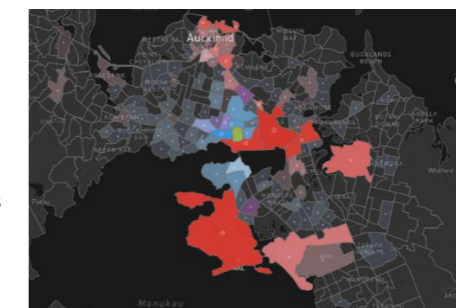
The retail sector provides 34 per cent of jobs in the precinct. Retail trade employment growth is mostly a result of growth in clothing, footwear & accessories retail growth.

Construction sector employment growth came in the residential building and building installation services (e.g., plumbing, electrical etc.) sectors.

Administrative & support services jobs growth is all attributable to employment services (recruitment and labour supply) growth.

Other services growth was mostly in civic, professional & other interest group services.

Depository financial intermediation (banks and building societies) employment decline was behind the drop in job numbers in the financial & insurance sector.



(Census 2018)

Commuting and Public Transit

Onehunga draws labour from its local area and supplies labour to other areas in the region. 7,008 people travel to Onehunga for work while 93 people live and work in Onehunga. 63% of people arrive by private car, truck or van.

Onehunga is on the rapid transit network with a train station at the southern end of the town centre.

Any future light rail from Wynyard Quarter to Auckland Airport would most likely pass through Onehunga.