

## Pukekohe (2022)


**Pukekohe** is a mix of residential, retail, and commercial areas south of Auckland city centre. The area is home to over **9,500 jobs** making it a locally significant employment precinct. The precinct grown by almost a third adding just over **3,000** additional jobs in the two decades to 2022.

Total employment numbers and business unites operating in the area have broadly consistently increased since the early 2000s. Job growth has been close to that of the wider Auckland region.

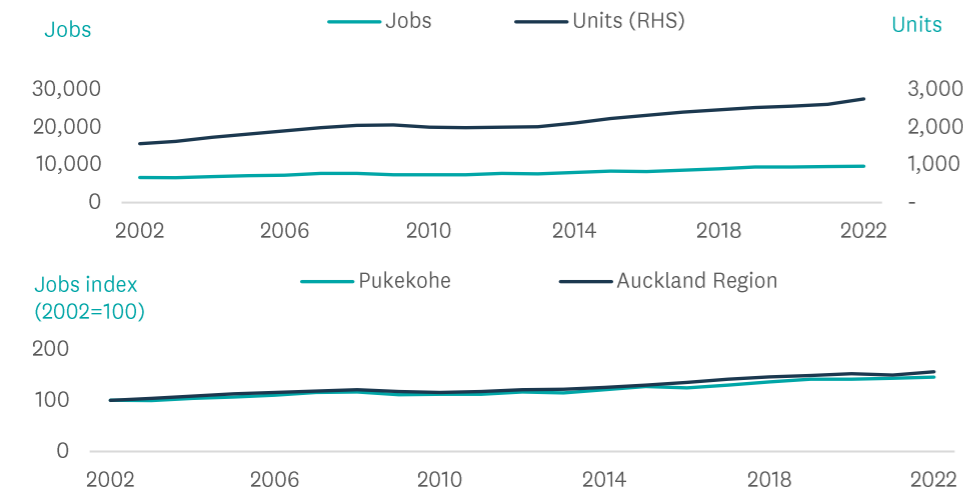
Pukekohe is a satellite town identified in the Auckland Plan and is expected to grow significantly with many housing developments underway or planned. Eke Panuku have been active in planning and implementing town centre improvements.

### Basic Facts

	Pukekohe	% of AKL
Population (2022 est.)	24,330	1.4%
Area	22 KM2	0.1%
Jobs (2022)	9,620	1.2%
Jobs (2002-2022)	3,010	1.0%
Business Units (2022)	2,742	1.2%
Business Units (2002-2022)	1,185	1.2%



### Jobs and Business Numbers



### Sectors

Retail trade is the main employing sector in Pukekohe. Construction has grown strongly over the last 10 years. Healthcare remains important, however, interestingly the jobs are not centred in hospitals like other key economic areas with many healthcare jobs.

Employment by sector in the area is mixed across services and goods producing. This is possibly a result of Pukekohe growing independently as a rural service centre and distant from much of Auckland, meaning many sectors developed locally to serve the needs of the wider area.

### Employment Growth and Decline

Sector	Job Growth 2012-2022	Pukekohe Growth	AKL Growth
Construction	621	145%	113%
Manufacturing	359	67%	11%
Accommodation & Food Services	269	56%	30%
Retail Trade	223	18%	34%
Prof, Scientific & Tech Services	182	41%	43%
Education & Training	174	22%	13%
Public Administration & Safety	-435	-69%	29%

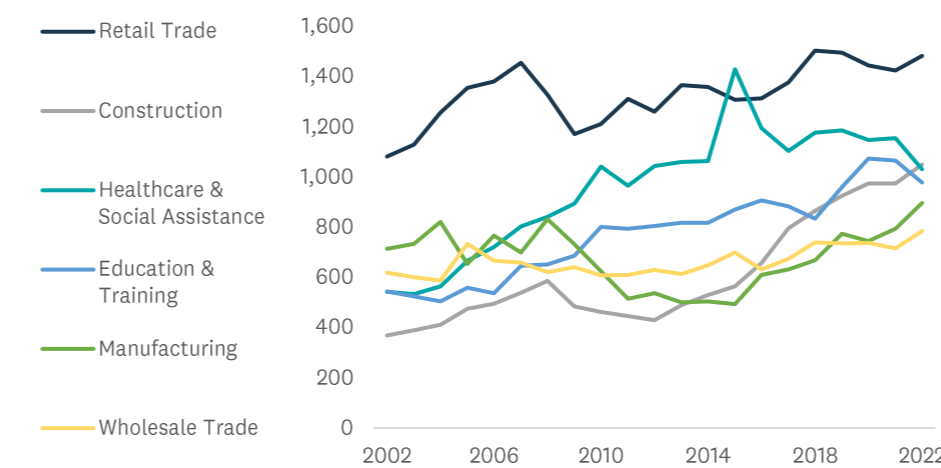
Broad Sector	Jobs	Pukekohe %	AKL %	LQ
Retail Trade	1,483	15.4%	9.7%	1.6
Construction	1,050	10.9%	8.6%	1.3
Healthcare & Social Assistance	1,032	10.7%	10.3%	1.0
Education & Training	979	10.2%	7.8%	1.3
Manufacturing	897	9.3%	9.6%	1.0
Wholesale Trade	785	8.2%	7.4%	1.1
Accom & Food Services	749	7.8%	6.6%	1.2

Retail Trade	Jobs	LQ
Other Store-Based Retailing	939	1.1
Food Retailing	274	1.7
Motor Vehicle & Motor Vehicle Parts Retailing	217	3.0

Construction	Jobs	LQ
Construction Services	528	1.2
Building Construction	398	1.9
Heavy & Civil Engineering Construction	121	0.8

Healthcare & Social Assistance	Jobs	LQ
Medical & Other Healthcare Services	358	1.1
Social Assistance Services	308	2.2
Residential Care Services	227	1.4
Hospitals	150	0.4

### Sectors Over Time (jobs)



### Sectoral Change

Retail trade has long been the area's biggest employment sector. It experienced a contraction around the time of the GFC. It recovered but fell in recent years, possibly as a result of the COVID-19 restrictions. An upturn was seen in the most recent year.

The manufacturing sector contracted slightly in the mid-2000s consistent with many other areas in the region. However, the sector has been much more resilient than in other areas around the region, even growing through the mid to late 2010s.

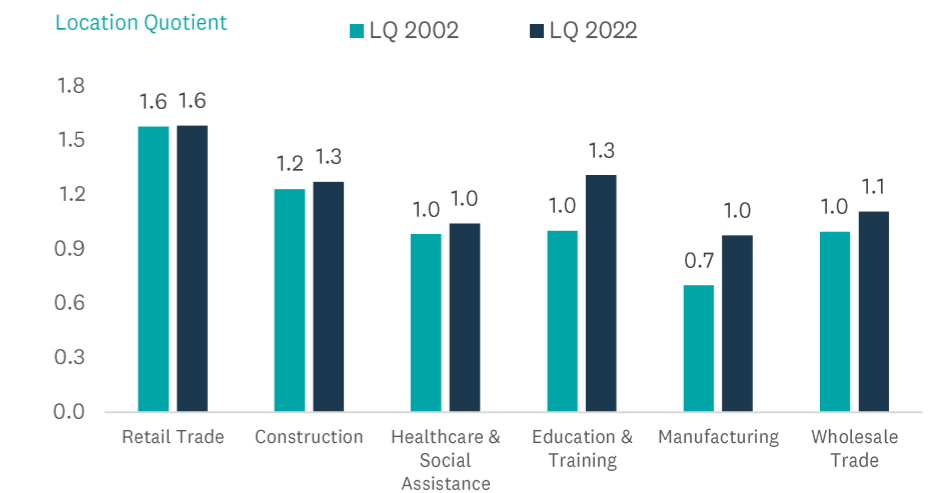
Construction has been growing strongly since 2012. Construction sector employment growth has mostly been in residential building construction and building completion services (e.g. plastering, carpentry, painting) while manufacturing employment has been seen in the meat product, wood product, motor vehicle parts and structural metal manufacturing sub-sectors.

Accommodation & food services growth has been in cafes and restaurants. Retail growth has been in hardware, clothing, department stores and pharmaceuticals retailing.

Public administration & safety employment decline is due to local government administration and public order & safety employment decline. Amalgamation of the Super City would have been a factor with Franklin District Council being incorporated as a part of Auckland Council.

### Location Quotient (job concentration)

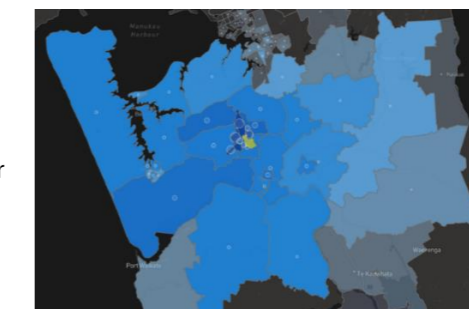
Employment concentrations in key sectors in the region are little changed. This is in line with the growth occurring broadly across different sectors and largely consistent with the wider region.



### Land Use



**Pukekohe** is largely residential centre with a local centre and some mixed use and light industry zones. Pukekohe is surrounded by productive rural land, including an area of highly productive elite soils. 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

Pukekohe draws labour from across the south of the Auckland region 3,171 people travel to Pukekohe for work while 3,321 people live and work there. 65% of people arrive at work in a private car, van or truck.

Public transport in Pukekohe is limited with electrification of the train line between Papakura and Pukekohe an important part of improving train travel times between Pukekohe and central Auckland.