

Rosebank Peninsula (2022)

Rosebank Peninsula is a largely industrial area with some retail and services, located to the west of Auckland City Centre. The area is home to almost **9,000 jobs**. The precinct has added **1,800 additional jobs** in the two decades to 2022.

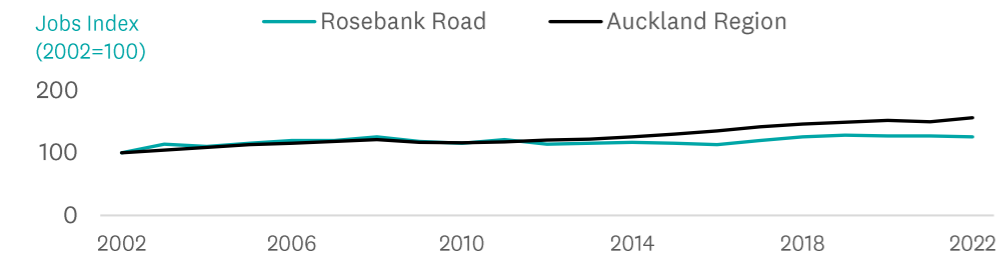
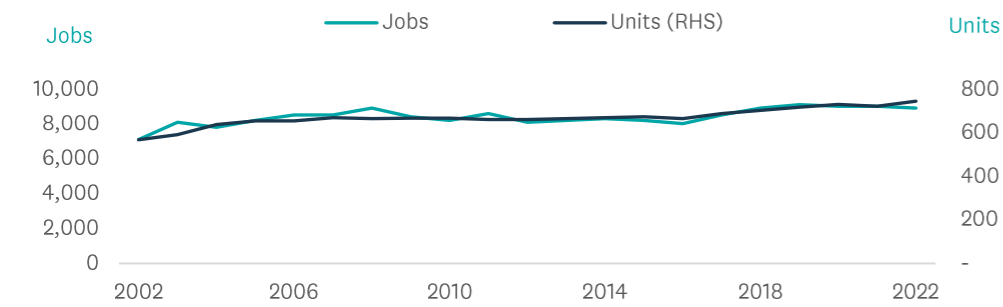
The rise in jobs in the precinct has lagged that of the job growth for the wider Auckland region.

The area is the main heavy and light industrial zone in the west of the Auckland region and a significant employment area for the west of Auckland and its residents.

Basic Facts

	Rosebank Peninsula	% of AKL	
Population (2022 est.)	40	0.002%	
Area	2.1 KM ²	0.05%	
Jobs (2022)	8,900	1.1%	
Jobs (2002-2022)	+1,800	0.6%	
Business Units (2022)	744	0.3%	
Business Units (2002-2022)	+174	0.2%	

Jobs and Business Numbers



Sectors

Wholesale trade and manufacturing are the main employing sectors in Rosebank Peninsula. Manufacturing has a location quotient of over 4 meaning it is concentrated in Rosebank Peninsula.

Other key employment sectors in the precinct include administration & support services, construction, retail trade and professional services.

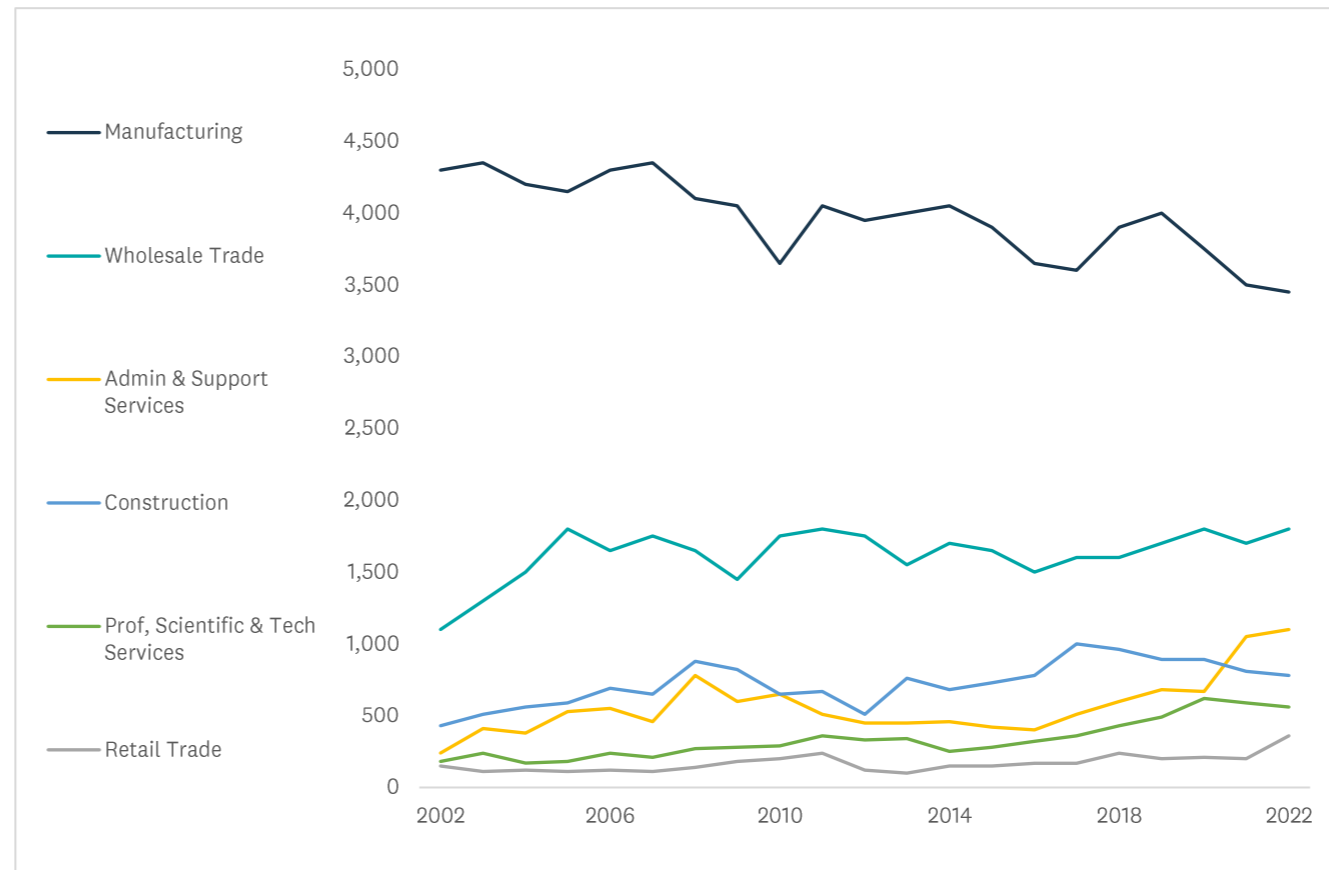
Broad Sector	Jobs	Rosebank %	AKL %	LQ
Manufacturing	3,450	38.8%	9.6%	4.1
Wholesale Trade	1,800	20.2%	7.4%	2.7
Admin & Support Services	1,100	12.4%	6.0%	2.1
Construction	780	8.8%	8.6%	1.0
Prof, Scientific & Technical Services	560	6.3%	11.0%	0.6
Retail Trade	360	4.0%	9.7%	0.4
Financial & Insurance Services	130	1.5%	3.9%	0.4

Manufacturing	Jobs	LQ
Machinery & Equipment Manufacturing	1,050	6.8
Fabricated Metal Product Manufacturing	710	6.5
Textile, Leather, Clothing & Footwear Manufacturing	480	12.3
Polymer Product & Rubber Product Manufacturing	460	8.0

Wholesale Trade	Jobs	LQ
Other Goods Wholesaling	570	3.5
Grocery, Liquor & Tobacco Product Wholesaling	480	3.4
Basic Material Wholesaling	350	3.0
Machinery & Equipment Wholesaling	270	1.6

Admin & Support	Jobs	LQ
Administrative Services	620	1.5
Building Cleaning, Pest Control & Other Services	460	3.6

Sectors Over Time (jobs)



Sectoral Change

Manufacturing has long been the area's biggest employment sector. However, employment in the sector has been contracting since the early 2000s, a broader trend in other areas around the wider Auckland region.

Wholesale trade jobs in the precinct rose from 2000 before some decline and then recovery.

There has been growth in the construction, administrative & support services and professional, scientific & technical services sectors, although construction has tailed off more recently.

Employment Growth and Decline

Sector	Job Growth 2012-2022	Rosebank Growth	AKL Growth
Admin & Support Services	540	144%	28%
Construction	270	53%	113%
Retail Trade	240	200%	34%
Prof, Scientific & Tech Services	230	70%	43%
Elect, Gas, Water & Waste Services	-70	-77%	69%
Transport, Postal & Warehousing	-200	-69%	17%
Manufacturing	-500	-13%	11%

The growth in administrative & support services was largely due to employment services (e.g., labour hire, recruitment) and building cleaning employment growth.

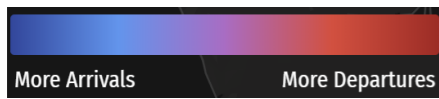
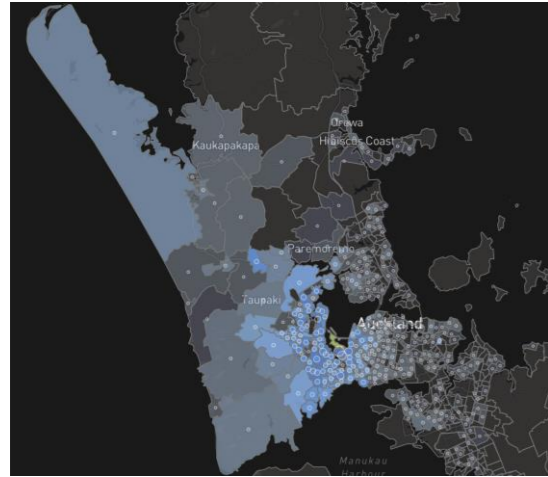
Building installation services (e.g., plumbing, electrical) has driven the growth in construction sector employment.

Hardware retailing has been the main source of retail trade employment growth.

Within manufacturing the main sectors to have seen a decline in employment have been the printing and polymers manufacturing sectors as well as converted paper products and sugar & confectionary.

The first half of last 20 years saw sugar & confectionary and printing employment decline while the second half of last 20 years saw paper product manufacturing employment decline.

The transport, postal & warehousing sector has seen a reduction in employment in the road freight, transport services and warehousing sectors.



(Census 2018)

Commuting and Public Transit

Rosebank Peninsula predominantly draws labour from across west Auckland. 6,690 people travel to Rosebank for work while 12 people live and work there.

The area is not well connected by public transport with limited destinations available directly. Rosebank Road itself is on a Henderson to New Lynn route which is not a part of the Frequent Transit Network. Another route travels between the southern end of Rosebank Road to the central city.

The Northwestern Busway will run along State Highway 16. A connection there with the service along Rosebank Road would improve accessibility.

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.

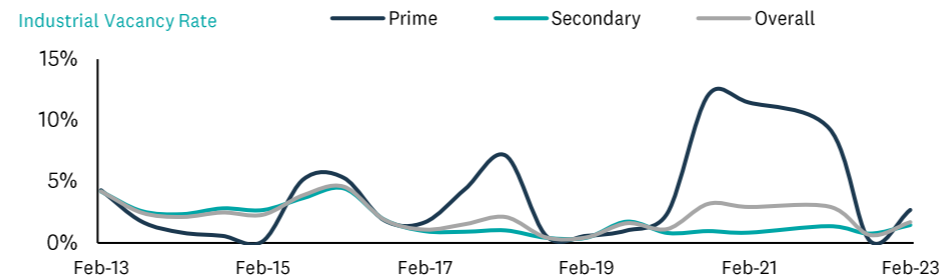
Office space in Auckland is dominated by the CBD with some significant areas of supply in the region's larger centres. While the CBD has seen an increase in supply most other centres have remained flat and while rents have risen across the region the CBD commands a premium above other commercial centres.

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.

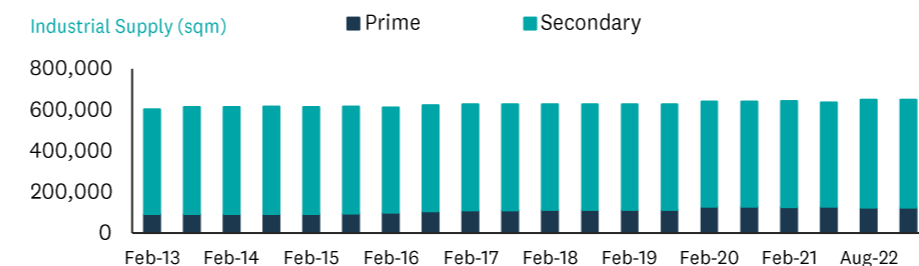
Rosebank is monitored by Colliers with data also taking in Avondale. Most commercial space in Avondale-New Lynn is industrial focused although a significant and growing amount of office space is also present.

Rosebank has excellent access to the motorway network with SH16 connecting Rosebank to the Port and the new SH20 Waterview Connection improving access to the Airport.



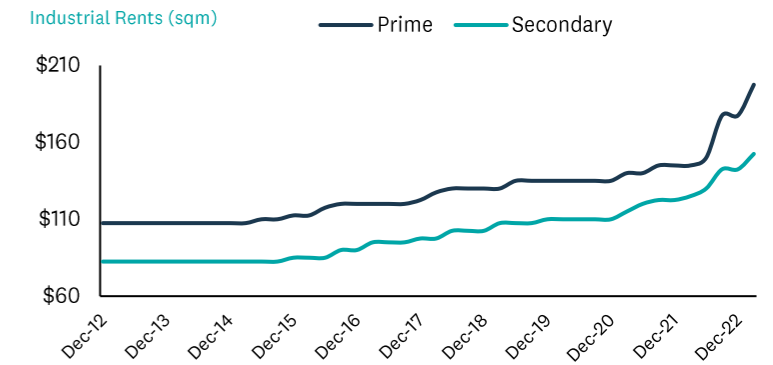
Unusually, Prime vacancy rates are often higher than those for secondary industrial stock.

Rosebank is a mid-sized industrial precinct with little additional industrial floorspace added over the last decade.



Most stock is of secondary quality and with limited options for expansion demand may move to other emerging industrial precincts. High land values and build costs may inhibit redevelopment in the short term.

Rheem, Dynex Extrusions and Dunlop Lining are major occupiers in the area.



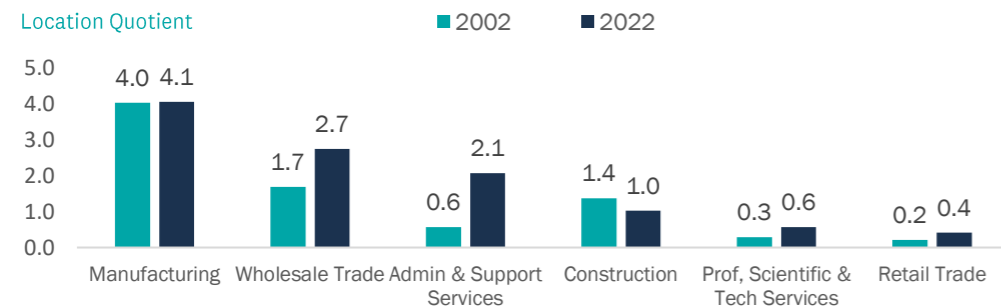
Despite the predominance of older secondary stock, the overall level of demand relative to supply has seen rents increasing.

Ongoing demand should see rents continue to increase, albeit at a slower rate.

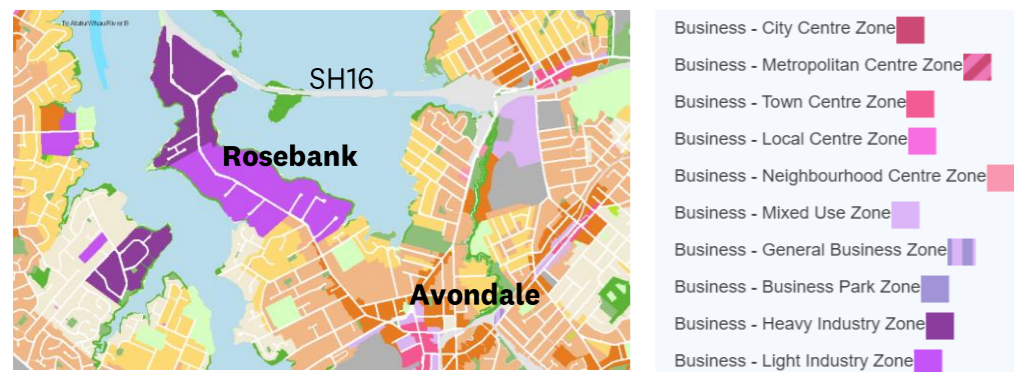
The presence of heavy industrial zoned land makes the area attractive to businesses requiring that zoning as there is a scarcity of heavy industrial space across the region.

Location Quotient (job concentration)

Since 2002, wholesale trade in the Auckland region has become more concentrated in the Rosebank Peninsula. The location quotient for wholesale trade increased from 1.7 to 2.7. Similarly, the administrative & support services sector has also become more concentrated on the Rosebank Peninsula.



Land Use



Rosebank Peninsula largely industrial zone with both heavy and light industry. To the southeast of Rosebank is Avondale, a local centre with mixed use and residential zoning.

Industrial Vacancies and Rents (per sqm)	
Prime Vacancies (%)	2.7%
Secondary Vacancies (%)	1.5%
Prime Warehouse Rental (2013)	\$108
Prime Warehouse Rental (2023)	\$198 (+84%)
Secondary Warehouse Rental (2013)	\$83
Secondary Warehouse Rental (2023)	\$153 (+85%)

While vacancy rates are quite volatile, overall vacancy has remained within a band of 0.5% to 4.6% over the last decade.

Supply / Net Lettable Area	
Prime % of Total	19%
NLA (sqm)	649,396
NLA Change	+8%
Prime Change	+35%
Secondary Change	+3%

The Rosebank peninsula has a total area of just 154 hectares. The total stock has increased by only 35,000 sqm over the last decade. Opportunities for development are limited by scarcity of land.

Opportunities / Challenges

As available land is limited, and the area is constrained geographically there are limited opportunities for further employment growth unless there is a shift to more intensive forms of employment land use.

Assessment / Future

A shift away from the area's traditional manufacturing focus has been underway with administrative services and retail increasingly important providers of employment.

There are limited opportunities for businesses to expand in the area and businesses looking for prime grade premises may look to new industrial precincts.

While constrained, the precinct's central location close to the Port and with recently improved access to the Airport and industrial precincts of South Auckland should sustain demand.