

Warkworth (2022)

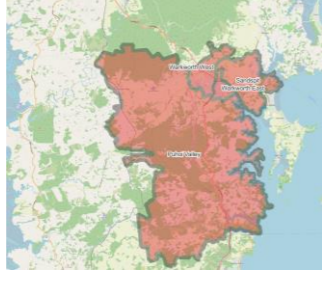
Warkworth is satellite town and rural area north of central Auckland. The area is home to just over **4,000 jobs**, making it a modest employment precinct but locally very significant. The precinct has grown in the two decades to 2022, adding almost **1,500 new jobs**.

The rate of job growth has been broadly in line with the wider Auckland region in the just over two decades to 2022. Job growth in the area was strong in the mid-2000s, however experienced a fall in 2015 before beginning to recover back to the rate of growth for the broader region. The number of businesses consistently grew to 2018 before levelling off.

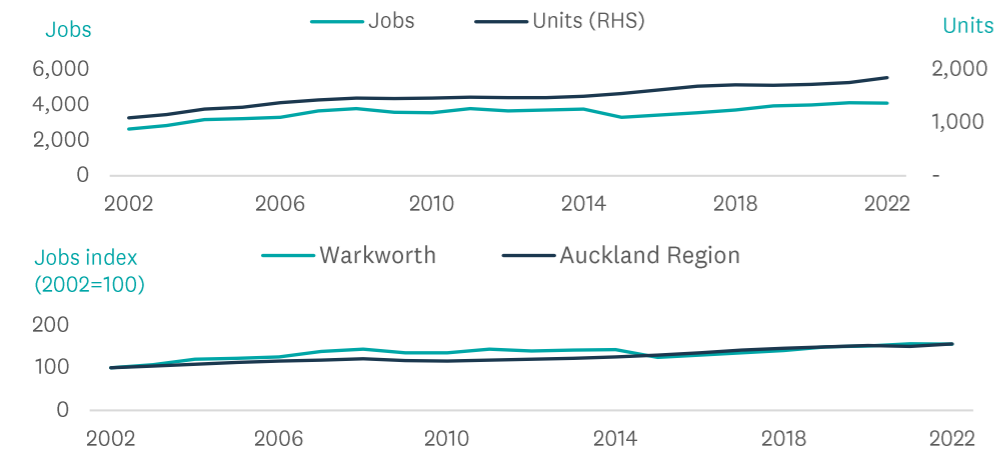
Warkworth is currently a well-established satellite of the Auckland region with development potential in its future urban zoned surrounding area, the Warkworth Structure Plan identifies three new industrial areas. The phasing and intensity of development could take a number of forms under the Auckland Future Development Strategy, currently under consultation.

Basic Facts

	Warkworth	% of AKL
Population (2022 est.)	11,910	0.7%
Area	274.3 KM ²	5.6%
Jobs (2022)	4,090	0.5%
Jobs (2002-2022)	1,455	0.5%
Business Units (2022)	1,845	0.8%
Business Units (2002-2022)	756	0.8%



Jobs and Business Numbers



Sectors

Retail trade and manufacturing are the main employing sectors in Warkworth. Retail trade is largely centred in store-based retailing and food retailing (including supermarkets). At the high-level sector, only farming is particularly concentrated in the area compared to the wider Auckland region, with a location quotient of 8.7. Unsurprising as much of the area remains rural in character and land use.

Other key employment sectors in the precinct include construction, healthcare, education, and accommodation & food services.

Employment Growth and Decline

Sector	Job Growth 2012-2022	Warkworth Growth	AKL Growth
Construction	288	138%	113%
Retail Trade	196	36%	34%
Accommodation & Food Services	120	52%	30%
Prof, Scientific & Tech Services	85	57%	43%
Public Administration & Safety	-26	-54%	29%
Healthcare & Social Assistance	-40	-60%	37%

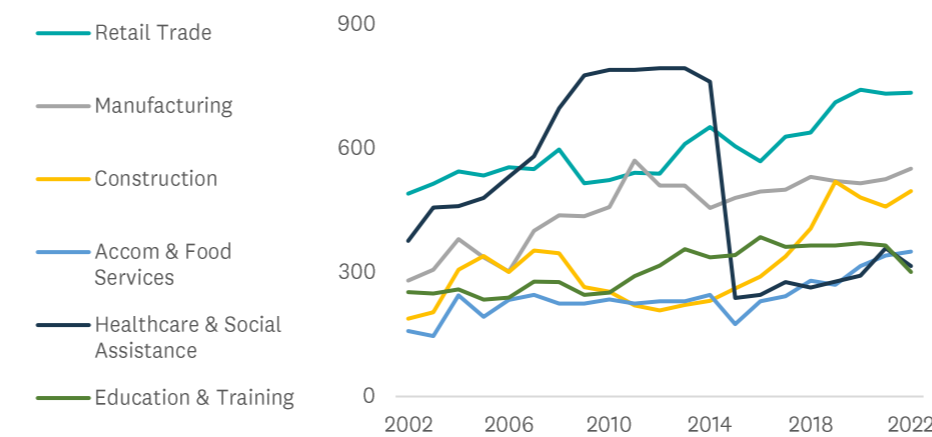
Broad Sector	Jobs	% of Warkworth	% of AKL	LQ
Retail Trade	734	17.9%	9.7%	1.8
Manufacturing	550	13.4%	9.6%	1.4
Construction	496	12.1%	8.6%	1.4
Accom & Food Services	350	8.6%	6.6%	1.3
Healthcare & Social Assistance	315	7.7%	10.3%	0.7
Education & Training	301	7.4%	7.8%	0.9
Agriculture, Forestry & Fishing	237	5.8%	0.7%	8.7

Retail Trade	Jobs	LQ
Food Retailing	332	3.1
Other Store-Based Retailing	328	1.4

Manufacturing	Jobs	LQ
Food Product Manufacturing	105	1.3
Transport Equipment Manufacturing	91	4.7
Machinery & Equipment Manufacturing	88	1.2
Fabricated Metal Product Manufacturing	78	1.6
Beverage & Tobacco Product Manufacturing	75	4.3

Construction	Jobs	LQ
Construction Services	328	1.7
Heavy & Civil Engineering Construction	110	1.7

Sectors Over Time (jobs)



Sectoral Change

Retail trade has increased in importance for Warkworth, consistent with trends seen in other areas of the Auckland region. However, running counter to general trends seen in other areas, manufacturing jobs in the area have also been trending up since the early 2000s. This could indicate manufacturing operators moving further away from the city centre or existing firms have the space to expand.

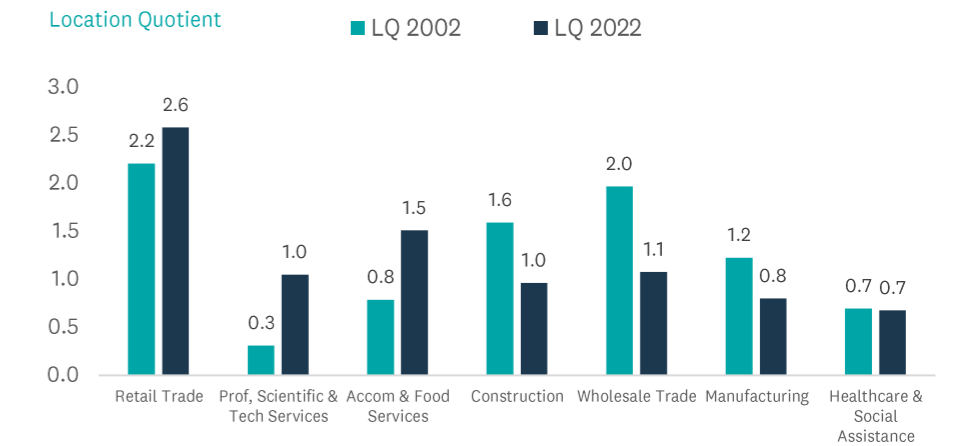
Construction services have been the main driver of construction sector growth (plumbing, electrical, heating etc.). Retail employment growth has been mostly in store based and food retailing in line with the growth in retail growth based on the need to serve a growing local population. Similarly, accommodation & food services growth is mostly within food services to serve a growing local population as well as the visitor market.

Professional, scientific & technical services growth was mostly architectural, legal and veterinary professionals. Manufacturing growth was mostly in transport and machinery and equipment manufacture as well as food and beverages manufacture.

Healthcare employment experienced a significant contraction in 2015 as employment counts in Warkworth West fell from 600 to 65. Construction and accommodation & food services employment have also been rising in recent times.

Location Quotient (job concentration)

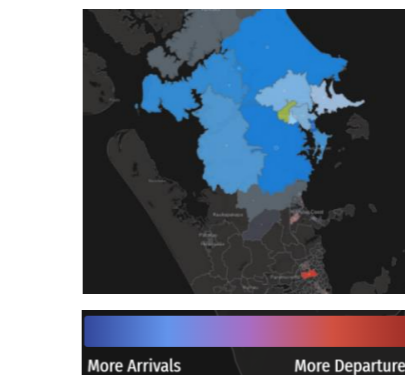
Agriculture has become more concentrated in the area over the last two decades with some modest employment growth compared to a regional decline in employment across the region. In addition, construction employment has become more concentrated in Warkworth over that time. Manufacturing has also slightly concentrated in the area.



Land Use



Warkworth is large, mostly rural production and rural mixed use zoned with some Future Urban Zones. Warkworth town centre has some adjacent light industry, large lot and mixed-use zoning. The timing of the release of Future Urban areas are currently under consultation as part of the new Future Development Strategy.



(Census 2018)

Warkworth draws labour from the rural areas near to it. 1,512 people travel to Warkworth for work while 2,277 people live and work there. 57% of arrivals are by private car, truck or van.

Commuting and Public Transit

Public transport is limited to services to Wellsford and Hibiscus Coast Station, as well as the Mahurangi Express commuter service to Auckland City Centre.

Puhoi and Warkworth are connected by the upgraded to SH1 along the Puhoi to Warkworth highway providing faster journey times and additional resilience to the key SH1 route through the area.

The Supporting Growth Alliance includes Warkworth as one of the growth areas it is focusing on with regards transport connectivity and improved public transport options. Proposals are not currently funded.