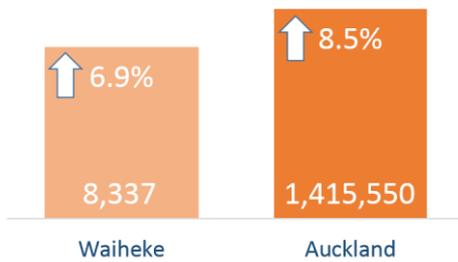


Waiheke Local Board Economic Overview 2016

Headlines

| | |
|-------|--|
| One | The Waiheke Local Board's GDP and employment is largely dependent on tourism related industries such as rental, hiring and real estate services, retail trade and accommodation and food services. |
| Two | Waiheke has a very low proportion of knowledge-intensive industries. |
| Three | Waiheke Local Board residents have the second lowest household income compared to other local board areas. |

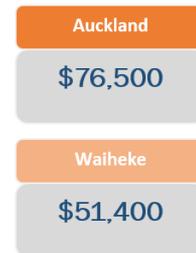
Population growth 2006-2013



Source: Census 2013

[Population growth](#) was slightly lower than the Auckland average. [Median household incomes](#) were far below the Auckland average.

Median household income

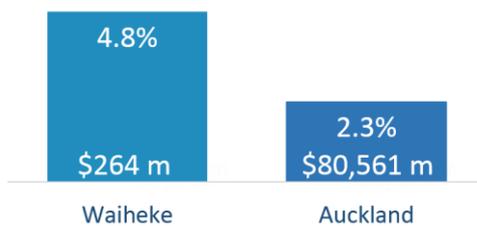


Source: Census 2013

[GDP](#) and [employment](#) growth was much higher than the Auckland average.

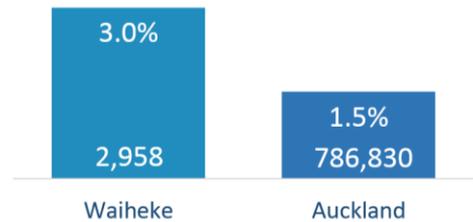
Average annual GDP growth (2005-2015)

Source: Infometrics



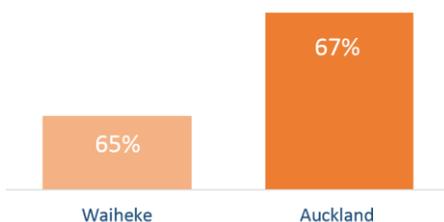
Average annual employment growth (2005-2015)

Source: Infometrics

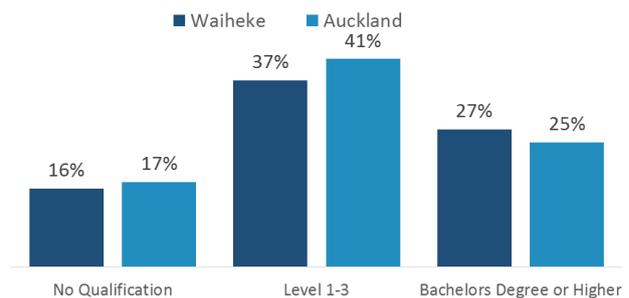


Labour force participation rate (2013)

Source: Census 2013



Residents' highest qualification level



Source: Census 2013

[Labour force participation](#) was lower than the Auckland average.

Waiheke had a similar proportion of residents with high [qualification levels](#) as well as those with no qualifications as seen regionally.

Occupations in local businesses (2015)



Source: Infometrics

Waiheke’s businesses employ slightly more managers and labourers, but less professionals compared to the Auckland average. Most other occupations are similar to the Auckland average.

Fastest growing industries by GDP (2010-2015)

Note excludes industries with GDP < \$10m.
Source: Infometrics

| Industry | Average pa change |
|---|-------------------|
| Financial and insurance services | 19.8% |
| Accommodation and food services | 8.3% |
| Rental, hiring and real estate services | 6.5% |

Weakest performing industries by GDP (2010-2015)

| Industry | Average pa change |
|---|-------------------|
| Professional, scientific and technical services | -0.9% |
| Health care and social assistance | 0.1% |
| Construction | 0.5% |

An assessment of Waiheke’s economic potential

Strengths

- Waiheke has many popular tourist destinations offering a range of experiences.
- Strong brand associated with high value add including a well-regarded wine industry.
- Strong level of growth in the number of businesses.

Challenges

- Ensuring infrastructure is developed to cope with visitor numbers.
- Managing numbers of visitors whilst maintaining economic growth and conserving the environment.
- Creating high value, year round employment opportunities.

Opportunities

- Business friendly** - Helping businesses to grow and developing higher value added businesses.
- Innovation and exports** - Support high value added exports of Waiheke produced goods.
- Skills** - Support lifelong learning and develop opportunities for young people to gain skills in employment on the island.
- Vibrant and creative city** - Grow a programme of festivals and events to spread the benefits of visitors through the year across the island.

Waiheke Local Board Economic Overview 2016

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1. INTRODUCTION

Local economic development is important to Auckland's overall economy. A strong economy means more jobs and opportunities. It allows for the provision of infrastructure and services and makes Auckland even more liveable. This in turn attracts more skilled workers, business and investment.

What is local economic development?

Local economic development brings together a range of players to build up the economic capacity of a local area and improve its economic future and quality of life for individuals, families and communities.



What is an economic development overview?

This economic development overview of the Waiheke Local Board area looks at:

- A range of indicators on Waiheke's economy
- The drivers, trends and linkages that influence the local economy
- Major private and public initiatives that will impact on the economy in Waiheke
- Opportunities and issues to growing business and jobs in Waiheke

The role of Local Boards

The Local Boards of Auckland Council are in a unique position to understand their local economy, work with the local business community, facilitate growth in industries in which their area has a competitive advantage, and advocate or catalyse activities for local economic development.

The economic development overview can be the first stage in guiding local boards as to what the key issues are in their area and where the local board should focus its efforts.

Auckland's economic development

Auckland's Economic Development Strategy (EDS) aims to develop an economy that delivers opportunity and prosperity for all Aucklanders and New Zealand. The five priorities of the EDS, seen as vital to ensuring a thriving, competitive and highly liveable city in the future, are to:

- grow a business friendly and well-functioning city
- develop an innovation hub of the Asia-Pacific rim
- be internationally connected and export driven
- enhance investment in people to grow skills and a local workforce
- develop a creative, vibrant international city.

The priorities of the EDS are supported by cross cutting themes that underpin Auckland's economic future. These themes, requiring us to think in new ways, are:

- Creating a sustainable eco-economy where jobs and economic growth are created while reducing costs and environmental impacts over the long term
- Facilitating an iwi/Māori economic powerhouse improving Māori wellbeing and economic development
- Developing and enhancing an innovative rural and maritime economy
- Supporting a diverse ethnic economy, integral to Auckland's emergence as a significant city in the Asia-Pacific region.

Auckland must escalate its growth rate to achieve our ambitious economic targets. The only viable means of doing so is by rapidly increasing the economic output derived from exporting industries. Clustering of economic activity can improve productivity by better enabling the exchange of ideas, the building of relationships and networks and better connectivity. High growth local firms that have the requisite products and skills to internationalise are crucial to Auckland's future prosperity.

2. PEOPLE & HOUSEHOLDS

Highlights

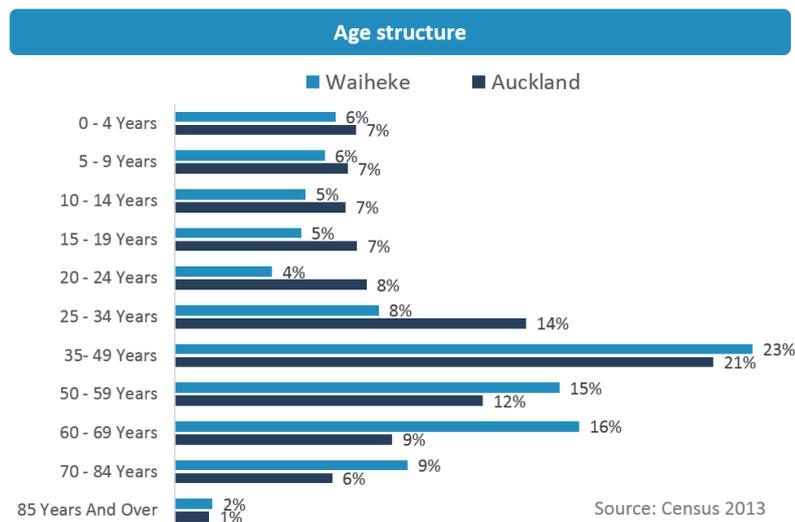
- Population growth was similar to the Auckland average.
- Waiheke has a proportionally older population compared to the Auckland average, this is due to the a low level of 15-34 year olds residing in Waiheke.
- Waiheke residents have a much lower household income compared to the Auckland average. Over 60% of residents earned \$10,000 - \$30,000 per year, compared to 27% across Auckland. In part driven by higher levels of part-time work and the seasonal nature of Waiheke's key sectors.
- A large portion of Waiheke residents derived self-employment or income.

| | Waiheke | Share of Auckland / Auckland |
|-----------------------------------|----------|------------------------------|
| Population (2013) | 8,337 | 1,415,550 |
| Population growth (2006-2013) | 7.0% | 8.5% |
| Median age (2013) | 45.3 | 35.1 |
| Labour force (2013) | 4,221 | 708,093 |
| Labour force participation (2013) | 65% | 67% |
| Households (2013) | 3,414 | 469,500 |
| Median household income (2013) | \$54,100 | \$76,500 |
| Home ownership (2013) | 66% | 61% |

Population

The Waiheke Local Board area has experienced moderate population growth in recent years. Between the 2006 and 2013 censuses population growth was 7 per cent compared to 8.5 per cent regionally. Medium population projections¹ suggest that Waiheke could be home to 10,900 residents by 2033.

In 2013 **Waiheke had a very low share of its population aged 15 – 34 compared to the region as a whole**, this could be due to school leavers moving out of the local board area for education or employment. There was also a higher proportion of 50+ year old residents.

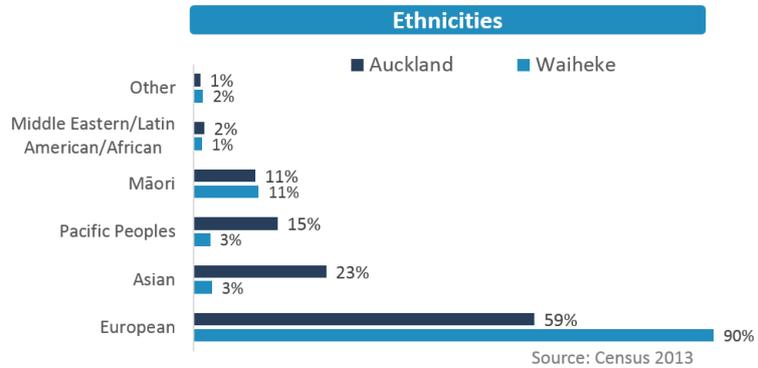


¹ Source: Statistics New Zealand

Ethnicity²

A low percentage of the people residing in Waiheke were born overseas (28%) compared to the Auckland average (37%), with 65 per cent of those have been in New Zealand for over 10 years.

The local board area has a very high proportion of Europeans, a low proportion of Asian and Pacific Peoples.



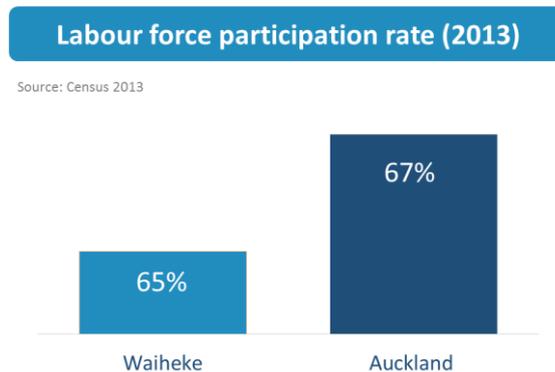
Languages

The majority of Waiheke residents (98%) can communicate in English, whilst a remaining **0.5 per cent / 36 cannot communicate in English**, and 1.5 per cent are too young to communicate in English. Unlike most other local board areas where Asian languages are spoken by a significant proportion of the population, Waiheke tends to have other European languages as a second language.

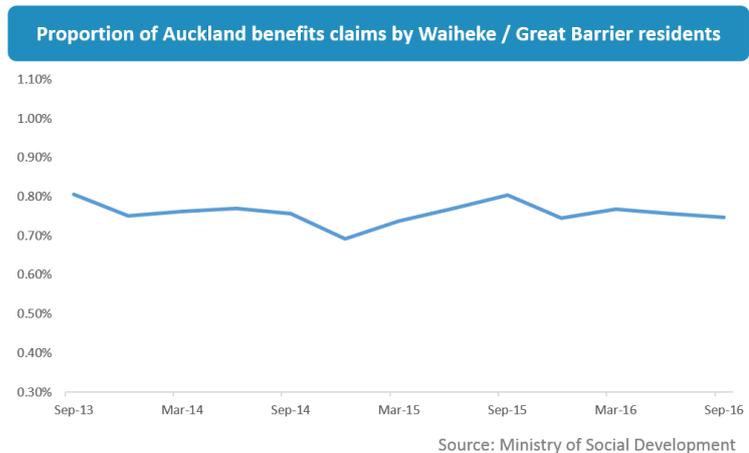
Labour force

The labour force participation rate, the proportion of the working age population that was employed or looking for work, was 65 per cent in Waiheke in 2013, lower than Auckland region (67%) average.

The unemployment rate in the 2013 Census³ was 7 per cent in the Waiheke Local Board area, slightly lower than the Auckland region unemployment rate of 8 per cent.



Benefits data for Waiheke are reported together with those for Great Barrier island although the majority of the claims will be from Waiheke. The proportion of people claiming benefits in Waiheke / Great Barrier fluctuates due to the small numbers involved. In September 2016 0.75 per cent of Auckland benefit claims were from Waiheke / Great Barrier. The combined local board areas are home to 0.66 per cent of the region's population.



² Census figures for ethnicity often sum to more than 100% as people are able to select more than one ethnicity.

³ Note the Census based unemployment rate differs from the rate reported by the Household Labour Force Survey as data collection methods differ and the Census rate is self-reported at the time of completion of the Census form.

Household Income

In 2013, the median household income in Waiheke was \$51,400, much lower than the regional median of \$76,500.

Analysis of individual income levels in 2013 shows that there was a higher proportion of persons earning a high income (over \$100,000 per year) in Waiheke (8%) compared to the region (7%). However over **60 per cent of people earned \$10,000 - \$30,000, significantly higher than the proportion seen regionally (27%)**. Higher rates of part-time work and the seasonal nature of key employment sectors are in part the cause of this.

In 2013, 37 per cent of households in Waiheke derived self-employment or business income, much higher than the rate across all Auckland households (26%).

In 2013, sixty-six per cent of Waiheke residents owned the dwelling they lived in, above the regional average of 61 per cent.

Median household income

Auckland

\$76,500

Waiheke

\$51,400

Source: Census 2013

3. SKILLS

Highlights

- Waiheke residents have similar qualification levels to the Auckland average.
- Waiheke school leavers had a similar level of qualifications compared to the Auckland average.
- There is strong growth in demand for qualifications in a range of fields of study to meet the needs of the economy.
- Strongest growth in demand has been for diploma and degree level qualifications.

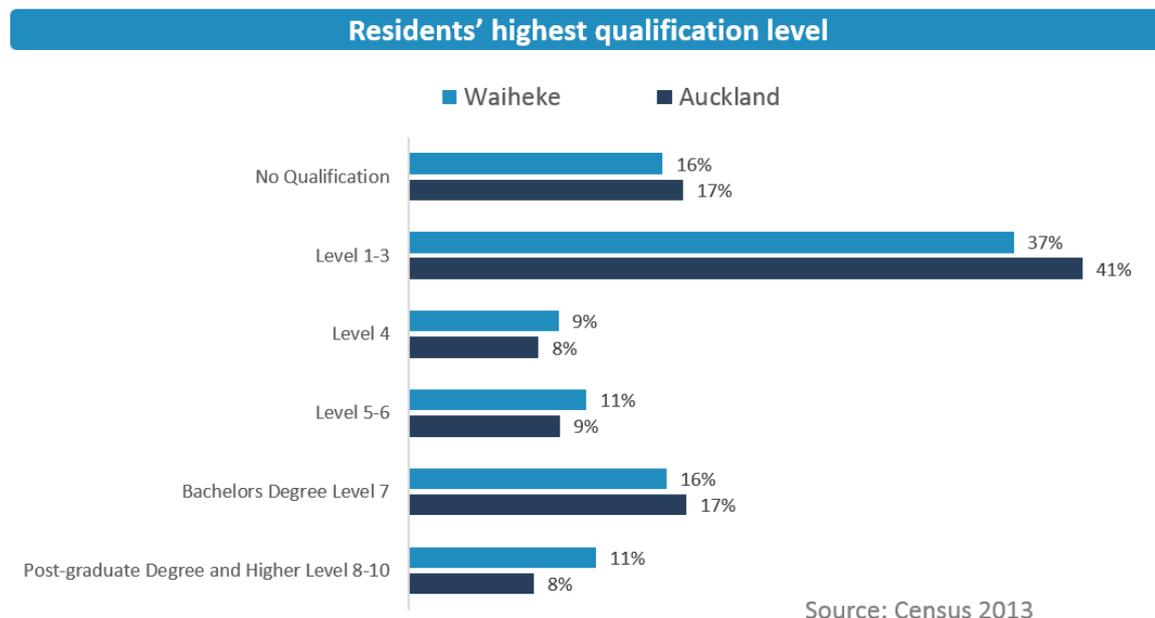
Qualifications

A skilled workforce drives a strong and resilient local economy and is critical for Auckland’s future competitiveness.

The New Zealand Qualifications Framework (NZQF) has ten levels which are based on complexity, with level 1 the least complex and level 10 the most complex. All qualifications on the NZQF are assigned one of the ten levels, and fit into a qualification type: a certificate (levels 1-4), diploma (levels 5-6) or degree (levels 7-10). Secondary school qualifications of National Certificates of Educational Achievement (NCEA) are gained at levels 1-3.

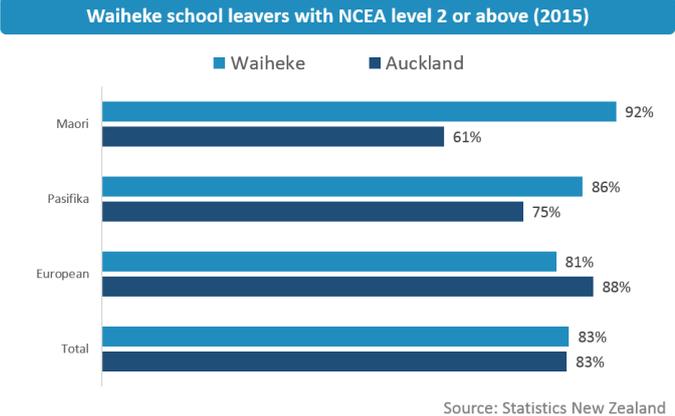
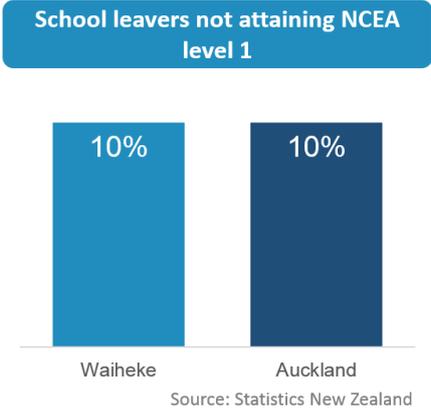
Achieving a school level qualification significantly improves a school leavers employment prospects. “In 2011 New Zealanders with no qualifications had an unemployment rate 48 per cent higher than those whose highest qualification was a school qualification”⁴.

In 2013, Waiheke resident qualifications were similar to the Auckland average⁵.



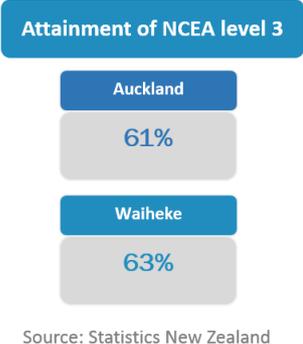
⁴ OECD (2013). *Education at a Glance 2013: OECD Indicators*. Paris: OECD.

⁵ Highest qualification is derived for people aged 15 years and over



NCEA is the national school-leaver qualification and is used as the benchmark for entrance selection by universities and polytechnics. In 2015, 10 per cent of school leavers in Waiheke did not achieve the standard for NCEA level 1 compared to 10 per cent regionally.

In 2015, a much higher proportion of Māori and Pasifika school leavers achieved NCEA level 2 compared to the Auckland average.



NCEA Level 3 is regarded as the minimum level required for university entry. Sixty three percent of Waiheke residents achieved NCEA level 3, which was higher than the Auckland average.

Qualifications for employment

Employment by level of qualification and field is based on estimates of what the demand for qualifications would be if all employees had the qualification appropriate to their role. In Waiheke low level management and commerce as well as engineering related technology certificates were most in demand. Twenty-nine percent of jobs in Waiheke require a degree level qualification. Led by food, hospitality and personal services, there was fast growing demand for qualifications across all fields of study between 2010 and 2015. Strongest growth was for qualifications at diploma and degree levels.

| Employment by level of qualification and field | | | | | | Source: Infometrics |
|--|--------------|------------|--------------|------------------|-------|------------------------|
| | Certificate | | Diploma | Degree | Total | % Change 2010-15 |
| | Level 1-3 | Level 4 | Level 5-6 | NZQA Level 7+ | | |
| Natural and Physical Sciences | 58 | 11 | 18 | 52 | 138 | 23% |
| Information Technology | 48 | 5 | 12 | 25 | 90 | 29% |
| Engineering and Related Technologies | 185 | 99 | 47 | 83 | 414 | 27% |
| Architecture and Building | 68 | 120 | 18 | 33 | 239 | 22% |
| Agriculture, Environmental and Related Studies | 75 | 40 | 8 | 44 | 167 | 23% |
| Health | 90 | 20 | 35 | 112 | 258 | 11% |
| Education | 67 | 11 | 17 | 149 | 243 | 24% |
| Management and Commerce | 284 | 59 | 101 | 167 | 610 | 28% |
| Society and Culture | 165 | 28 | 51 | 118 | 362 | 27% |
| Creative Arts | 99 | 18 | 21 | 56 | 194 | 28% |
| Food, Hospitality and Personal Services | 118 | 83 | 29 | 11 | 242 | 31% |
| Totals | 1,257 | 494 | 356 | 851 | 2,958 | 25% |

4. LOCAL ECONOMY

Highlights

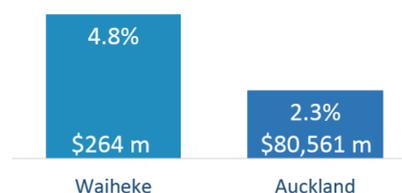
- Waiheke experienced much higher GDP and employment growth from 2005-2015 compared to the region driven by growth in the rental hiring and real estate sector.
- Tourism related industries tended to be Waiheke's largest sectors by GDP and employment.
- Tourism related activity accounts for 17 per cent of employment.
- Waiheke had a proportionally large base of professionals in the workforce while having fewer profession jobs on the island. Many commute to the CBD for work.

Growth and employment trends

In 2015, GDP in Waiheke experienced growth of 10.8 per cent, much higher than the growth rates in Auckland (3.4%). **In the ten years to 2015 the Waiheke economy grew at an average annual rate of 4.8 per cent, higher than the 2.3 per cent in the Auckland region.**

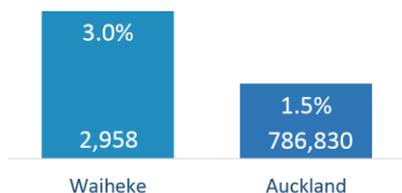
Average annual GDP growth (2005-2015)

Source: Infometrics



Average annual employment growth (2005-2015)

Source: Infometrics



Employment in Waiheke increased by an average of 3 per cent per annum in the ten years from 2005-15, higher than the Auckland rate of 1.5 per cent. During this period Waiheke job numbers increased the most in accommodation and food services (+109), professional, scientific and technical services (+101) and education and training (+83).

2015 GDP

\$264 million

(0.3% of AKL)

2015 Jobs on offer

2,958

(0.4% of AKL)

2015 Number of businesses

1,344

(0.6% of AKL)

Source: Infometrics

Over the five years 2010-15, the fastest growing industries by GDP in Waiheke were rental, hiring and real estate (\$43.1 million GDP in 2015), financial and insurance services (\$16.3 million), professional, scientific and technical services (\$13.6 million) and manufacturing (\$22.4 million). Of the industry that declined, professional, scientific and technical services was worth \$13.6 million.

Fastest growing industries by GDP (2010-2015)

Note excludes industries with GDP < \$10m.

Source: Infometrics

| Industry | Average pa change |
|---|-------------------|
| Financial and insurance services | 19.8% |
| Accommodation and food services | 8.3% |
| Rental, hiring and real estate services | 6.5% |

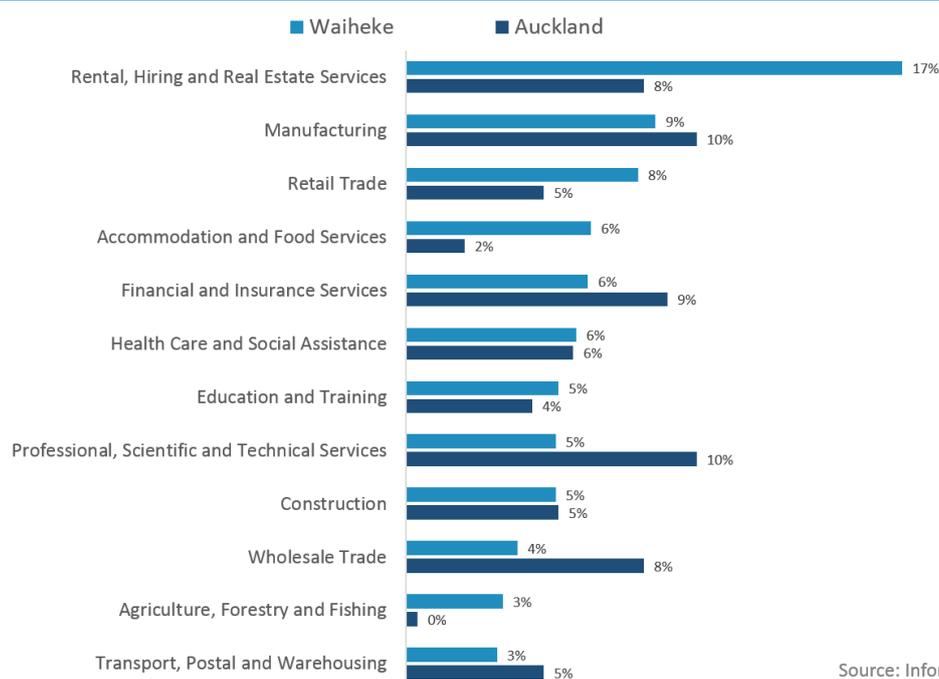
Weakest performing industries by GDP (2010-2015)

| Industry | Average pa change |
|---|-------------------|
| Professional, scientific and technical services | -0.9% |
| Health care and social assistance | 0.1% |
| Construction | 0.5% |

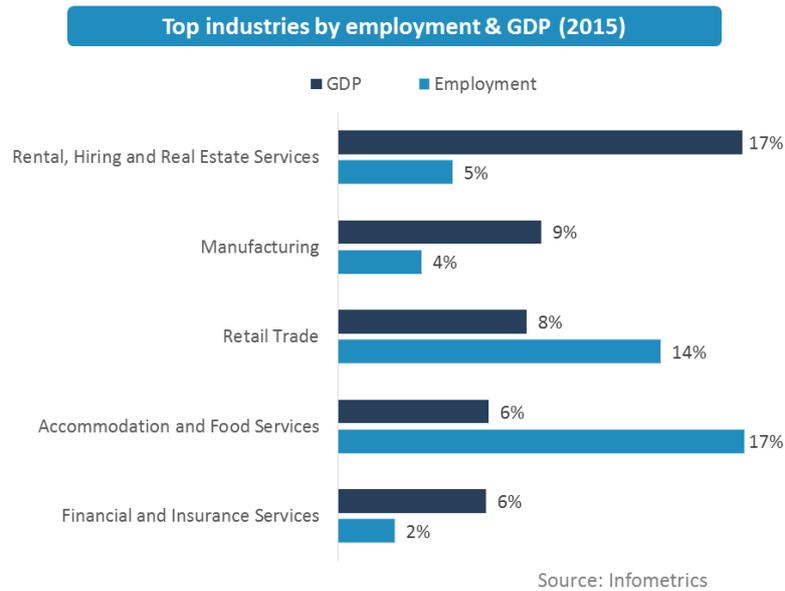
Industry mix

Waiheke's future economic performance depends heavily on tourist numbers, as many of the key industries in Waiheke are related to tourism. **The main sector strengths of the economy in Waiheke are associated with tourism - rental, hiring and real estate services, manufacturing, retail trade and accommodation and food services.** Manufacturing relates mainly to the beverage manufacturing (wine) sectors which account for over half the sectors employment. Of notable interest is the agriculture, forestry and fishing industry only contributes 3 per cent of GDP, however the industry is the third largest employment sector accounting for 11.1 per cent of total employment.

Industrial mix by GDP (2015)



Source: Infometrics



- **Rental, hiring and real estate services** contributed 17 per cent of the Waiheke economy in 2015 but was a low contributor of employment locally (5%). The sector provided 143 jobs locally.
- **Manufacturing** contributed 9 per cent of the Waiheke economy in 2015. It was also a low contributor to employment locally. The sector provided 102 jobs locally, over half of which were in the beverage manufacturing industry.
- The **retail trade** industry sector accounted for 8 per cent of Waiheke's GDP and greatly contributed to employment. The sector provided 399 jobs locally.
- **Accommodation and food services** accounted for 6 per cent of Waiheke's GDP but was the largest employment sector. The sector provided 504 jobs locally.
- **Financial and insurance services** accounted for 6 per cent of Waiheke's GDP and 2 per cent employment. The sector provided 72 jobs locally.

| Top 10 detailed industries by employment (2015) | | | |
|---|---|--------------|----------------------------|
| Rank | Industries | Jobs | % of total jobs in Waiheke |
| 1 | Accommodation & food services | 504 | 17% |
| 2 | Horticulture & fruit growing | 252 | 9% |
| 3 | Education & training | 235 | 8% |
| 4 | Health care & social assistance | 236 | 8% |
| 5 | Supermarket & specialised food retailing | 189 | 6% |
| 6 | Other store & non store retailing | 184 | 6% |
| 7 | Professional, scientific & tech services | 164 | 6% |
| 8 | Administrative & support services | 124 | 4% |
| 9 | Building construction | 124 | 4% |
| 10 | Property operators & real estate services | 96 | 3% |
| | Total top 10 industries | 2,108 | 74% |
| | All other industries | 850 | 29% |
| | Total employment | 2,958 | Source: Infometrics |

Internationally competitive and platform technology sectors

Auckland has comparative advantage in a number of industry segments that compete internationally. **Tourism and food and beverage contributes a greater share of the Waiheke economy than it does regionally.**

| Internationally competitive sectors (2015) | | | | Source: Auckland Council RIMU |
|--|--------------|--------------|------------|-------------------------------|
| | GDP 2015 \$m | % of economy | Employment | % of total jobs in Waiheke |
| Construction and engineering | 15 | 5.8% | 251 | 8.5% |
| Food and beverage | 25 | 9.5% | 112 | 3.8% |
| Health technologies | 0 | 0.0% | 0 | 0.0% |
| ICT | 3 | 1.0% | 38 | 1.3% |
| International education | 1 | 0.2% | 10 | 0.3% |
| Marine | 0 | 0.1% | - | 0.0% |
| Niche manufacturing | 0 | 0.1% | 3 | 0.1% |
| Tourism | 20 | 7.6% | 510 | 17.2% |

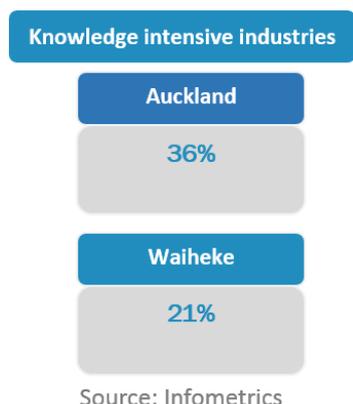
| Platform technology sectors (2015) | | | | |
|------------------------------------|--------------|--------------|------------|----------------------------|
| | GDP 2015 \$m | % of economy | Employment | % of total jobs in Waiheke |
| Advanced materials | - | 0.0% | - | 0.0% |
| Biotechnology | 2 | 0.6% | 5 | 0.2% |
| Creative | 8 | 3.2% | 94 | 3.2% |

Note: Employment includes employed and self-employed

Some sector definitions are currently under review and therefore estimates are subject to change

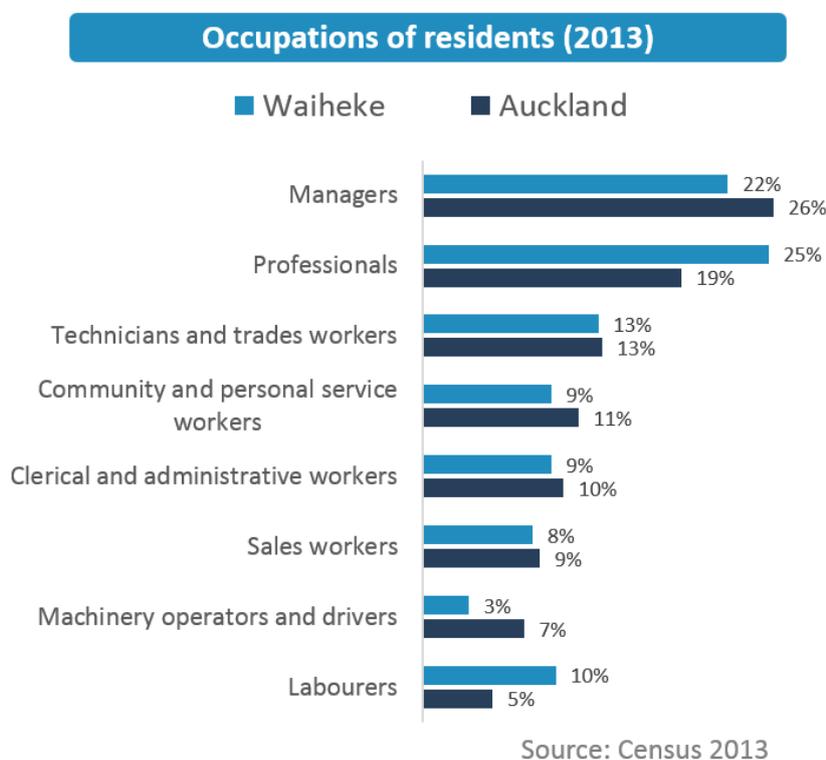
Knowledge-intensive industries

In 2015, there were 633 jobs in Waiheke in knowledge-intensive industries, which are defined based on the qualifications and occupations of employees in these industries. **Knowledge intensive jobs comprised 21 per cent of employment in Waiheke, below the Auckland average of 36 per cent of jobs in knowledge intensive industries.** Other allied health services, primary education, management advice and other consulting services, other administrative services and secondary education were amongst the largest knowledge intensive sectors.



Occupations⁶

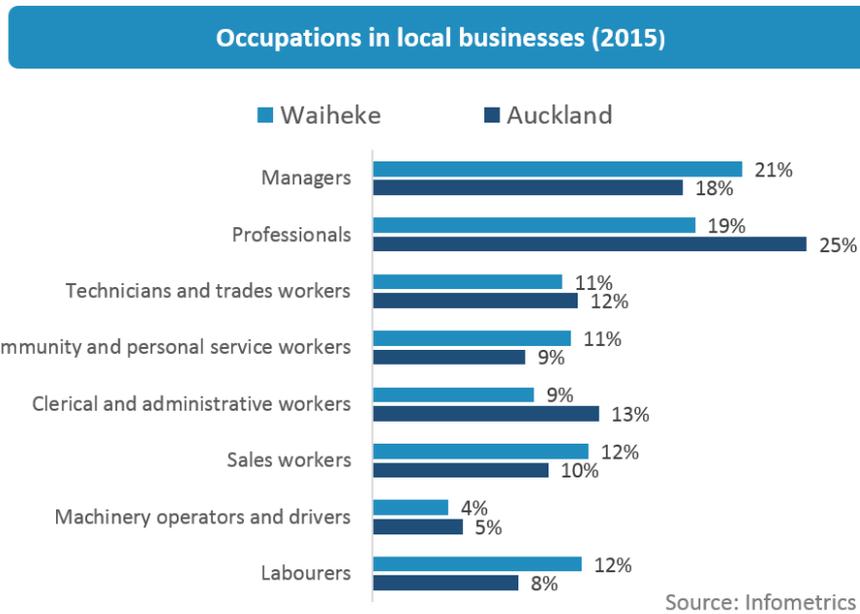
Professionals, managers and technicians and trades workers were the most common occupation for Waiheke residents in 2013. Compared to the region however, there is a higher proportion of professionals and labourers, and a lower proportion of machinery operators and drivers.



Higher skilled jobs offer people an improved standard of living and are a critical component in attracting workers to an area. Statistics NZ allocates occupations to skill levels based on the range and complexity of tasks performed in a particular job. The skill level does not relate to the qualifications obtained by an individual, but to the range and complexity of the tasks they do at work. There is a lower proportion of highly-skilled jobs in Waiheke (35%) and higher proportion of medium-high skilled (14%), but a lower proportion of medium skilled (11%) and a higher proportion of low-skilled jobs (43%) compared to the Auckland average (37% highly skilled, 11% medium-high skilled, 13% medium skilled, and 38% low skilled).

⁶ The 2013 Census provides details of the occupations of residents of the local board area whereas Infometrics data provides details of occupations within businesses located in the local board area.

Of the occupations in Waiheke, managers (21%), professionals (19%) sales workers (12%) and labourers (12%) are the largest occupational group. There is a higher proportion of professionals in Waiheke than there are professional jobs available, meaning these workers may commute to central Auckland for work. Conversely there's a larger share of employment in labouring jobs available on Waiheke



Business, HR and marketing professionals are the largest occupational group in Waiheke, followed specialist managers⁷ and ICT professionals.

| Top 10 occupations by employment in Waiheke (2015) | | | Source: Infometrics |
|--|--|--------------|------------------------------|
| | Occupations | Jobs | % of total jobs in Waiheke |
| 1 | Specialist managers | 221 | 7.5% |
| 2 | Sales assistants & salespersons | 206 | 7.0% |
| 3 | Education professionals | 186 | 6.3% |
| 4 | Hospitality, retail & service managers | 178 | 6.0% |
| 5 | Hospitality workers | 177 | 6.0% |
| 6 | Farm, forestry & garden workers | 130 | 4.4% |
| 7 | Farmers & farm managers | 118 | 4.0% |
| 8 | Sales representatives & agents | 113 | 3.8% |
| 9 | Chief execs, general managers, legislators | 109 | 3.7% |
| 10 | Food trades workers | 109 | 3.7% |
| | Sub-total of top 10 occupations | 1,547 | 52.3% |
| | Total jobs | 2,958 | Note, includes self-employed |

Plenty of occupations saw growth from 2010-15, particularly within specialist managers (+56) and hospitality workers (+51).

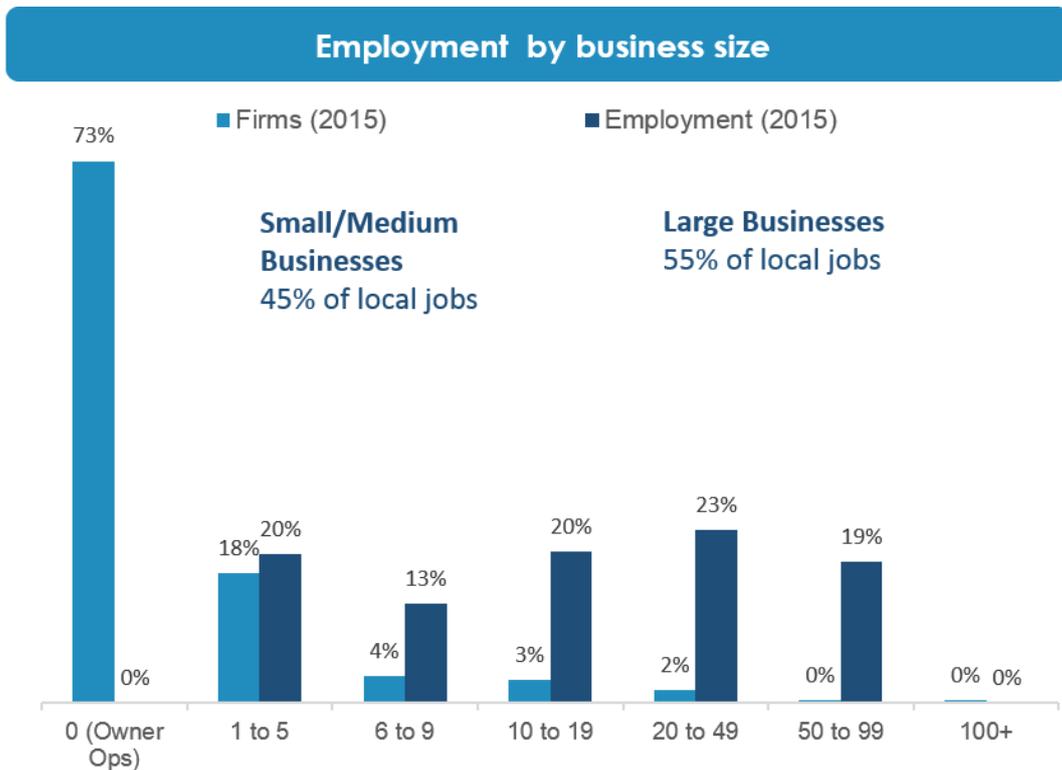
⁷ Specialist managers include managers in advertising, construction, ICT, business administration and education.

| Fastest growing occupations 2010-2015 | |
|--|----------|
| Occupation | New Jobs |
| Specialist managers | 56 |
| Hospitality workers | 51 |
| Hospitality, retail & service managers | 38 |
| Sales assistants & salespersons | 38 |
| Food trades workers | 34 |
| Chief execs, general managers, legislators | 31 |

Source: Infometrics

Business size⁸

In 2015 there were 1,344 businesses in Waiheke employing an average of 2.2 employees each, smaller than the Auckland average 4.4 employees. The number of businesses grew 2.2 per cent a year on average over the last decade, higher than the average growth rate of 1.7 per cent for Auckland.



Source: Statistics New Zealand

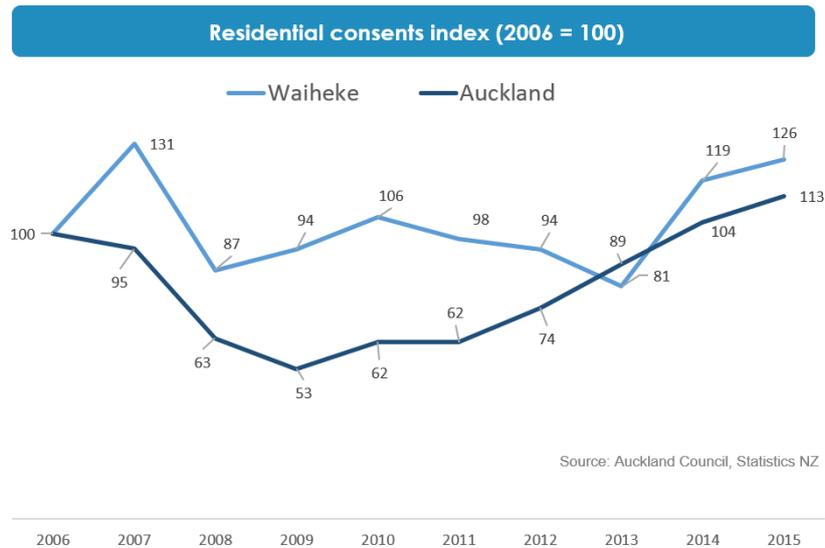
⁸ Large businesses are defined as entities with 20 or more employees

5. DEVELOPMENT TRENDS

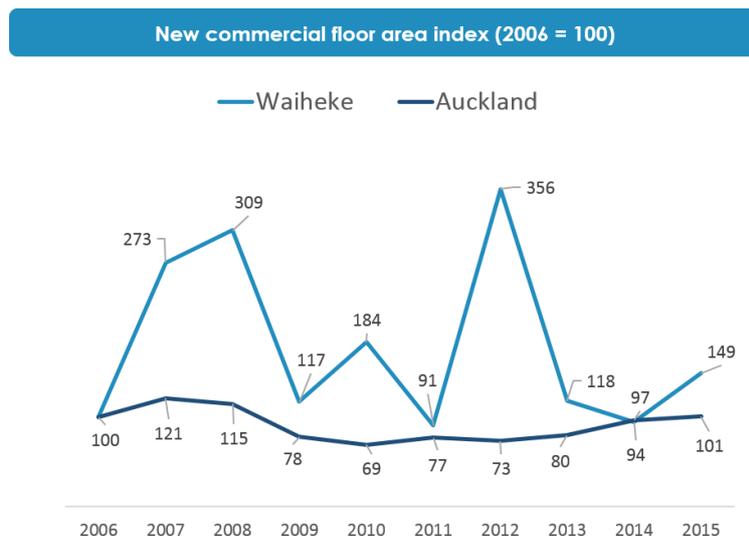
Highlights

- In the Waiheke Local Board area, residential consents have remained above the Auckland trend percentage.
- The level of growth in commercial and industrial development has been high over the last ten years.

There were 68 new dwellings consented in Waiheke in 2015, which was 1.1 per cent of the 6,045 issued in the Auckland region. Dating 2006 as a base year the number of new dwellings consented has remained higher than the Auckland trend percentage.



There were 2,471 sqm of industrial and commercial building consents issued in Waiheke in 2015, comprising 0.3 per cent of the total of 824,526 sqm issued in the Auckland region. Over the last decade there has been more commercial development activity in Waiheke than seen regionally.



6. GAP ANALYSIS OF ECONOMIC DEVELOPMENT IN WAIHEKE

The Auckland Region aim: Develop an economy that delivers opportunity and prosperity for all Aucklanders and New Zealand.

The Waiheke Local Board plan supports the development of a sustainable and prosperous local economy.

| Auckland region | Waiheke | |
|--|--|---|
| Where we want to be | Current situation | Local options for future exploration |
| 1. Grow a business-friendly and well-functioning city | <p>The rate of growth in the number of businesses is above the regional average.</p> <p>There are issues of seasonal fluctuations in the economy, with over 60 per cent of individuals earning \$10,000 - \$30,000 per year.</p> <p>Visitor numbers over the summer months place a strain on infrastructure.</p> | <p>Ensure new and small businesses access the support they need to grow successfully.</p> <p>Support the development of higher value employment opportunities that do not detract from the island's character.</p> <p>Ensure electronic infrastructure enables business to be done from the island.</p> <p>Work to understand the island's infrastructure requirements and ensure infrastructure is developed to cope with visitor numbers.</p> |
| 2. Develop an innovation hub of the Asia-Pacific rim | <p>Waiheke has a lower than average numbers of businesses operating in knowledge intensive industries.</p> | <p>Further support local businesses to access innovation support services to develop higher value added products that play to Waiheke's strengths.</p> |
| 3. Become internationally-connected and export driven | <p>Strengths in tourism and beverage manufacturing.</p> | <p>Support key value added employment sectors to access regional business support and compete internationally.</p> |
| 4. Enhance investment in people to grow skills and a local workforce | <p>Educational performance in the local board area is above the regional average.</p> <p>Youth employment is an issue and many young adults leave the island for education and work.</p> | <p>Look to provide local opportunities for skill development and employment and improve the transition from school to employment.</p> |
| 5. Develop a vibrant, creative international city | <p>Waiheke has a programme of significant regional events.</p> | <p>Grow programmes over the calendar year to reduce seasonality and spread the economic benefits across the island.</p> |

7. WANT TO KNOW MORE?

More information about the content of this report is available:

Report cards on Auckland <http://stateofauckland.aucklandcouncil.govt.nz/Localboards/waiheke/>

GLOSSARY

| | |
|--|---|
| Australian and New Zealand Standard Industry Classification 2006 (ANZSIC 2006) | This is the official industrial classification used by Statistics NZ. The classification system aims to reflect the structure of Australian and New Zealand industries and enable comparability with other countries' statistics. |
| Business areas | Business areas were defined as part of the work undertaken in preparation of the draft unitary plan and are based on business zoned land. In some cases the business areas cross Local Board boundaries and where this occurs the business areas was allocated to a Local Board based on the location of the area centroid. |
| Employment | Head count of salary and wage earners sourced from taxation data. Unless stated, does not include self-employed. |
| GDP | Gross Domestic Product is the total market value of goods and services produced in the Local Board area, minus the cost of goods and services used in the production process. GDP for each Local Board was estimated by Infometrics Ltd using 2010 prices. |
| Labour force participation | The labour force is defined as all persons aged 15 years and over who are looking for work, or are employed, either full time, part time or casually. |
| Participation rate | The proportion of the total population aged over 15 years that are in the labour force. |
| Population | The population for the Local Board area is the usual resident population count from the 2013 Census of Population and Dwellings. This figure may be lower than previously published estimated 2012 population figures from Statistics New Zealand. |
| Productivity | The NZ Productivity Commission defines productivity as the efficiency with which resources – such as labour and capital – are converted into outputs of goods and services. |
| Unemployment rate | The unemployment rate is the number of people aged 15 years and over who did not have a paid job, were available for work, and were actively seeking work, as a percentage of the labour force. |

Note, unless otherwise stated, definitions are based on those provided by Statistics NZ.