



Report to:  
**North Shore City Council**

# **NORTH SHORE CITY**

## **ECONOMIC PERFORMANCE 1997-2007**

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# North Shore Economic Performance 1997-2007<sup>1</sup>

<b>1 Executive summary .....</b>	<b>3</b>
<b>2 Key performance indicators.....</b>	<b>5</b>
2.1 2007 indicators .....	5
2.2 2007 rankings.....	6
2.3 Long-term performance.....	7
2.4 Sectors .....	8
<b>3 Employment.....</b>	<b>12</b>
<b>4 Value added .....</b>	<b>14</b>
<b>5 Business units.....</b>	<b>16</b>
<b>6 Labour productivity and business size.....</b>	<b>18</b>
6.1 Labour productivity .....	18
6.2 Business size.....	19
<b>7 Largest and fastest growing industries .....</b>	<b>20</b>
7.1 Employment.....	20
7.2 GDP.....	21
<b>8 Location quotients .....</b>	<b>24</b>
<b>9 Sustainable sectors .....</b>	<b>27</b>
9.1 Niche manufacturing.....	27
9.2 ICT .....	28
9.3 Retail .....	29
9.4 Financial services .....	29
9.5 Business and property services .....	30
9.6 Education.....	30
9.7 Health .....	30
9.8 Sport and leisure .....	31
<b>10 Appendix 1: Graphs .....</b>	<b>32</b>
<b>11 Appendix 2: Detailed sector tables.....</b>	<b>33</b>
<b>12 Appendix 3. Niche sectors .....</b>	<b>36</b>
<b>13 Appendix 4: KPI trend tables .....</b>	<b>42</b>
<b>14 Definitions.....</b>	<b>49</b>

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<sup>1</sup> This summary is based on data generated from the BERL Regional Database. Note that revisions to previous official data series have been incorporated into the BERL Regional Database, which has now been expanded to incorporate a full set of annual data for the whole 1994 -2007 period across for each of New Zealand's 72 Local Authorities (TAs). Population figures, which are based on population estimates, have been recalculated to incorporate the recent census data. All references to value added growth refer to increases in volume or real terms - i.e. in constant price terms or after removal of the effects of price inflation. All references to employment relate to FTEs (i.e. Full-Time Equivalents).

## Tables and figures

Table 2.1. North Shore City performance for 2007 year .....	5
Table 2.2. North Shore City rankings .....	7
Table 2.3. North Shore City long-term performance .....	8
Table 2.4. Industries within each sector .....	9
Table 2.5. Composition of North Shore City economy in 2007 .....	9
Table 3.1. North Shore City employment summary .....	12
Table 4.1. North Shore City value added summary .....	14
Table 5.1. North Shore City business units summary .....	16
Table 6.1. North Shore City labour productivity summary .....	18
Table 6.2. North Shore City business size summary .....	19
Table 7.1. Ten largest industries by FTEs .....	20
Table 7.2. Ten fastest growing industries by FTE growth .....	21
Table 7.3. Ten largest industries by GDP earnings .....	22
Table 7.4. Ten fastest growing industries by GDP .....	22
Table 8.1. Ten industries with the highest FTE location quotients .....	25
Table 8.2. Ten industries with the lowest FTE location quotients .....	25
Table 9.1. Niche manufacturing FTEs and business units .....	27
Table 9.2. Niche manufacturing percentage change in FTEs and business units.....	27
Table 9.3. ICT sector FTEs and business units .....	28
Table 9.4. ICT percentage change in FTEs and business units.....	28
Table 9.5. Retail sector FTEs and business units .....	29
Table 9.6. Financial services sector FTEs and business units.....	29
Table 9.7. Business and property services sector FTEs and business units .....	30
Table 9.8. Education sector FTEs and business units .....	30
Table 9.9. Health sector FTEs and business units.....	30
Table 9.10. Sport and leisure sector FTEs and business units .....	31
Table 13.1. Summary indicators 1994-2007 .....	43
Table 13.2. Employment 1994-2007 .....	44
Table 13.3. GDP (value added) 1994-2007 .....	45
Table 13.4. Business Units 1994-2007 .....	46
Table 13.5. Labour productivity 1994-2007.....	47
Table 13.6. Business size (FTEs per business unit) 1994-2007 .....	48
Figure 2.1. North Shore City sector contributions .....	10

# 1 Executive summary

This report provides an overview of North Shore City's economic performance over the last year and decade, and compares this performance with that of the Auckland region and New Zealand as a whole.

In 2007, North Shore City had 90,749 FTEs in 26,398 businesses generating \$8.3 billion in GDP. North Shore is home to around 208,800 people.

Looking at North Shore's performance over the last decade, there have been positive outcomes on all indicators apart from business size growth.

Over the last decade, population growth was well above the national average at 1.9 percent per annum versus 1.2 percent per annum. Growth in GDP, at 5.5 percent per annum, was considerably above that of New Zealand, which managed 3.0 percent per annum. GDP per capita growth was 3.5 percent per annum compared to both the country's and the Auckland region's 1.8 percent per annum. Employment growth, at an impressive 4.4 percent per annum, was significantly higher than the 2.4 percent per annum exhibited nationally.

As would be expected in an urban centre, retail and distribution, business services, and manufacturing and building (mainly construction) dominate in terms of the industries with the highest location quotients<sup>2</sup>. However, the highest quotient (3.83) occurs within the defence industry.

Over the year the business services sector was again the star performer, with employment growth of 6.4 percent. GDP generated reached \$3,537 million, up from \$3,334 million in 2006. Productivity growth remained at a similar level as in 2006, while business size continued to expand.

The manufacturing and building sector continued to add employees. It managed 0.3 percent employment growth, although its GDP growth remained under zero. This was driven by the substantial growth in the construction-related industries, namely, general construction and construction trade services.

The retail and distribution sector, the largest employer and the second largest GDP contributor in the North Shore, had negative performances across most of the key indicators

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<sup>2</sup> The location quotient is a measure that helps analysts examine the relative concentration of industry employment in a particular area relative to another larger, or base, area. For further explanation, see section 8 of the report.

except business size growth in 2007. Major employment declines occurred in wholesaling industries, for example, machinery and motor vehicle wholesaling and personal and household good wholesaling. Road transport also shed 144 FTEs over the year.

The social services sector continued its solid growth in 2007. This was driven by the high rising health and education services industries. In particular, health services generated \$401 million in GDP, up 2.6 percent from the previous year.

Employment and GDP growth in the primary sector fell further in 2007. This is because of the decline in the forestry and logging industry; partly related to the exceptionally high kiwi dollar exchange rate last year. On the positive side, agriculture has been enjoying solid growth (albeit slowly) in the last few years in terms of both employment and GDP growth.

Within the ICT sector, the telecommunications services sub-sector saw its FTE number fall a further 22.3 percent in 2007. However, the overall ICT employment number managed to stay at the same level as in the previous year suggesting growth in other sub-sectors. Business unit numbers increase by 4.5 percent in the ICT sector with 61 new businesses added in 2007.

## 2 Key performance indicators

This chapter presents the Key Performance Indicators (KPIs) as calculated by BERL. It shows the 2007 performance compared to Auckland region<sup>3</sup> and New Zealand, as well as the results over the last ten years (1997-2007). It also provides a 2007 picture of employment, GDP, and business units across the six broad industry sectors.

### 2.1 2007 indicators

The BERL regional database collates data across eight KPIs broken down by Territorial Authority (TA). These eight KPIs are listed in Table 2.1, which presents North Shore City's latest annual performance compared to the Auckland region and New Zealand as a whole.

Employment count growth has recently been added to the database and thus is summarised in Table 2.1 together with other seven KPIs.

**Table 2.1. North Shore City performance for 2007 year**

	%pa for 2007 year		
	North Shore City	Auckland Region	New Zealand
Resident population growth	<b>1.6</b>	1.7	1.0
Real Value Added (GDP) growth	<b>2.5</b>	2.2	1.6
GDP per capita growth	<b>1.0</b>	0.5	0.5
Employment growth	<b>2.2</b>	2.1	2.0
Employee count growth	<b>3.0</b>	2.5	2.3
Productivity growth	<b>0.3</b>	0.0	-0.4
Business units growth	<b>2.1</b>	1.8	1.9
Business size growth	<b>0.1</b>	0.3	0.1

*source: BERL Regional Database, Statistics NZ*

North Shore City performed well in 2007 compared to New Zealand and the Auckland region. In particular, GDP growth and GDP per capita growth were well above the regional and national averages.

<sup>3</sup> The Auckland region is an aggregation of the seven TAs that fall within the Auckland Regional Council (ARC) boundaries. They are Auckland City, Waitakere City, Manukau City, North Shore City, Papakura District, Rodney District, and Franklin District.

North Shore's population experienced solid growth of 1.6 percent over the year. This is slightly less than the 1.7 percent for the Auckland region but well above the 1.0 percent for New Zealand. GDP growth managed an impressive rate of 2.6 percent over the year, compared to GDP growth in Auckland of 2.2 percent and New Zealand's 1.6 percent. As a result, GDP per capita growth (1.0 percent) grew twice as fast as the regional and national rates (0.5 percent).

Employment in North Shore was up by 2.2 percent during 2007. This was comparable to the 2.0 percent employment growth across New Zealand and the 2.2 percent rise in the region. Employee count growth, at 3 percent, was also higher than regional (2.5 percent) and national (2.3 percent) averages. In addition, labour productivity grew by 0.3 percent over the year in North Shore, higher than the Auckland region's growth of 0.1 percent. Labour productivity growth dropped below zero, at -0.4 percent nationally.

The number of businesses in the North Shore increased by 2.1 percent, slightly above the national rate of 1.9 percent and the regional rate of 1.8 percent. In addition, the size of businesses in the North Shore expanded by 0.1 percent in 2007.

## **2.2 2007 rankings**

This section looks at how North Shore City fared relative to the other TAs in New Zealand in 2007. The rankings compare the TAs across each of four key indicators: population, GDP, employment, and the number of business units. An overall ranking is assigned, which is a summation of the four key indicator rankings.

A further three indicators, derived from the above four, are also compared: GDP per capita, labour productivity, and business size. Note that these three indicators are not included in the determination of the overall ranking.

It should be noted that drops in rankings do not necessarily mean decreases in growth, but rather that other TAs performed at a higher level. Rankings compare the *relative* changes in growth. In addition, the rankings are for only one year's performance. Economic performance should be considered over a longer period of time to identify trends but also to negate stochastic indicators.

Table 2.2 shows North Shore City's overall ranking across each of the seven KPIs for 2007.

**Table 2.2. North Shore City rankings**

North Shore City	2006	2007	change
Overall Rank	14	14	►
Resident population growth	37	11	▲
Employment (FTE) growth	10	29	▼
Real Value Added growth (GDP)	19	17	▲
GDP per capita growth	20	27	▼
Productivity growth	43	15	▲
Business units growth	28	22	▲
Business size growth	12	36	▼

source: BERL Regional Database, Statistics NZ

North Shore City achieved high economic growth in 2007 relative to other TAs in New Zealand. Indeed, it has shown noticeable improvement in four of the seven indicators.

In terms of improving its ranking, North Shore City's best indicator was productivity growth, as a result of faster GDP growth relative to employment growth. It rose to 15<sup>th</sup> in 2007 from 43<sup>rd</sup> in 2006. Overall GDP growth also improved from 19<sup>th</sup> to 17<sup>th</sup>. Both population growth and business unit growth also contributed well, rising from 37<sup>th</sup> to 11<sup>th</sup> and from 28<sup>th</sup> to 22<sup>nd</sup> respectively.

On the down side, business size growth fell substantially from 12<sup>th</sup> to 36<sup>th</sup>, the largest drop among other indicators. Employment growth slipped from 10<sup>th</sup> to 29<sup>th</sup>; and GDP per capita growth fell from 20<sup>th</sup> to 27<sup>th</sup>.

Overall, North Shore placed 14<sup>th</sup> out of the 72 TAs. It outperformed Papakura District (45<sup>th</sup>), Waitakere City (24<sup>th</sup>), Rodney District (25<sup>th</sup>), and Auckland City (21<sup>st</sup>). However, Franklin District (5<sup>th</sup>) and Manukau City (11<sup>th</sup>) did slightly better than the North Shore in 2007.

### 2.3 Long-term performance

Long-term performance presents a more robust picture of the ongoing development of the North Shore economy than a single year (where changes can be rather stochastic). Various aspects of North Shore's economic performance have changed faster over different parts of the decade. Population and employment growth have been faster in the last few years, whereas GDP growth was slightly stronger in the first half of the decade.<sup>4</sup>

<sup>4</sup> See the detailed statistics in appendix 3 to compare the rates of growth across different time periods.

Table 2.3 provides figures for North Shore's performance over the last decade. These trends are presented graphically in Appendix 1.

**Table 2.3. North Shore City long-term performance**

	%pa for 1997-2007		
	<b>North Shore City</b>	Auckland Region	New Zealand
Resident population growth	<b>1.9</b>	2.0	1.2
Real Value Added (GDP) growth	<b>5.5</b>	3.9	3.0
GDP per capita growth	<b>3.5</b>	1.8	1.8
Employment growth	<b>4.4</b>	3.0	2.4
Productivity growth	<b>1.2</b>	1.0	0.8
Business units growth	<b>5.3</b>	4.4	3.5
Business size growth	<b>-0.9</b>	-1.3	-1.0

*source: BERL Regional Database, Statistics NZ*

Over the long-term, the North Shore has excelled in terms of its economic performance.

North Shore City's resident population growth, at 1.9 percent per annum, was significantly higher than the national average of 1.2 percent per annum. In the last ten years, GDP growth in the North Shore achieved 5.5 percent per annum compared to 3.9 percent per annum in the region and 3.0 percent per annum nationally. Because of this, GDP per capita grew at a rate of 3.5 percent annually in North Shore, whereas the Auckland region and New Zealand both managed 1.8 percent per annum.

Employment growth in the last ten years has been impressive at the rate of 4.4 percent per annum compared to the regional average of 3.0 percent per annum and national average of 2.4 percent per annum. Moreover, the productivity growth rate was above average, managing 1.2 percent per annum over the last ten years.

Business unit expansion (5.3 percent per annum) has been impressive compared to the regional and national averages (4.4 percent per annum and 3.5 percent per annum respectively). However, in the last ten years the size of businesses shrank by 0.9 percent per annum.

## 2.4 Sectors

This section looks at three key indicators - FTEs, GDP, and business units. For this analysis we have aggregated industries into six main sectors to make it easier to present and

compare information. The six sectors discussed in the next few chapters are made up of the following industries.

**Table 2.4. Industries within each sector**

Primary	Manufacturing and Building	Retail and Distribution	Business Services	Recreation Services	Social Services
Agriculture; Services to Agriculture; Hunting and Trapping; Forestry and Logging; Commercial Fishing; Coal Mining; Oil and Gas Exploration; Metal Ore Mining; Other Mining; Services to Mining	Food, Beverage and Tobacco; Textile, Clothing, Footwear & Leather Mfg; Wood and Paper Product Manufacturing; Printing, Publishing and Recorded Media; Petroleum, Coal, Chemical & Assoc Prod Mfg; Non-Metallic Mineral Product Manufacturing; Metal Product Manufacturing; Machinery and Equipment Manufacturing; Other Manufacturing; General Construction; Construction Trade Services	Basic Material Wholesaling; Machinery and Motor Vehicle Wholesaling; Personal and Household Good Wholesaling; Food Retailing; Personal and Household Good Retailing; Motor Vehicle Retailing and Services; Accommodation, Cafes and Restaurants; Road Transport; Rail Transport; Water Transport, Air and Space Transport; Other Transport; Services to Transport; Storage.	Electricity and Gas Supply; Water Supply, Sewerage and Drainage Services; Communication Services; Finance; Insurance; Services to Finance and Insurance; Property Services; Business Services.	Motion Picture, Radio and Television Services; Libraries, Museums and the Arts; Sport and Recreation; Personal Services; Other Services; Private Households Employing Staff.	Government Administration; Defence; Education; Health Services; Community Services.

The data at the more detailed industry level<sup>5</sup> is presented in Appendix 2.

Table 2.5 breaks down FTEs, GDP and business units in North Shore City by sector for 2007.

**Table 2.5. Composition of North Shore City economy in 2007**

Sectors (2007)	FTEs		GDP (07\$m)		Business units	
		%		%		%
Primary	373	0.4%	26	0.3%	154	0.6%
Manufacturing and Building	18,097	19.9%	1,285	15.5%	4,405	16.7%
Retail and Distribution	28,493	31.4%	2,130	25.7%	5,801	22.0%
Business Services	22,015	24.3%	3,551	42.8%	12,801	48.5%
Recreation Services	5,194	5.7%	259	3.1%	1,754	6.6%
Social Services	16,576	18.3%	1,050	12.6%	1,483	5.6%
<b>Totals</b>	<b>90,749</b>	<b>100.0%</b>	<b>8,302</b>	<b>100.0%</b>	<b>26,398</b>	<b>100.0%</b>

source:BERL Regional Database, Statistics NZ

In 2007, North Shore City had 90,749 FTEs in 26,398 businesses contributing \$8,288 million to GDP. The retail and distribution (28,493 FTEs), business services (22,015 FTEs), and manufacturing and building sectors (18,097 FTEs) were the largest employers in the North Shore in 2007. These sectors were also the largest contributors in terms of GDP, adding almost \$7 billion in 2007.

<sup>5</sup> While the data is collected from the entire population (as opposed to a sample), employment numbers have been randomly rounded to base 3 for confidentiality purposes. Therefore employment numbers, particularly in the smaller industries, are not necessarily accurate, but the final number will be within three of the actual.

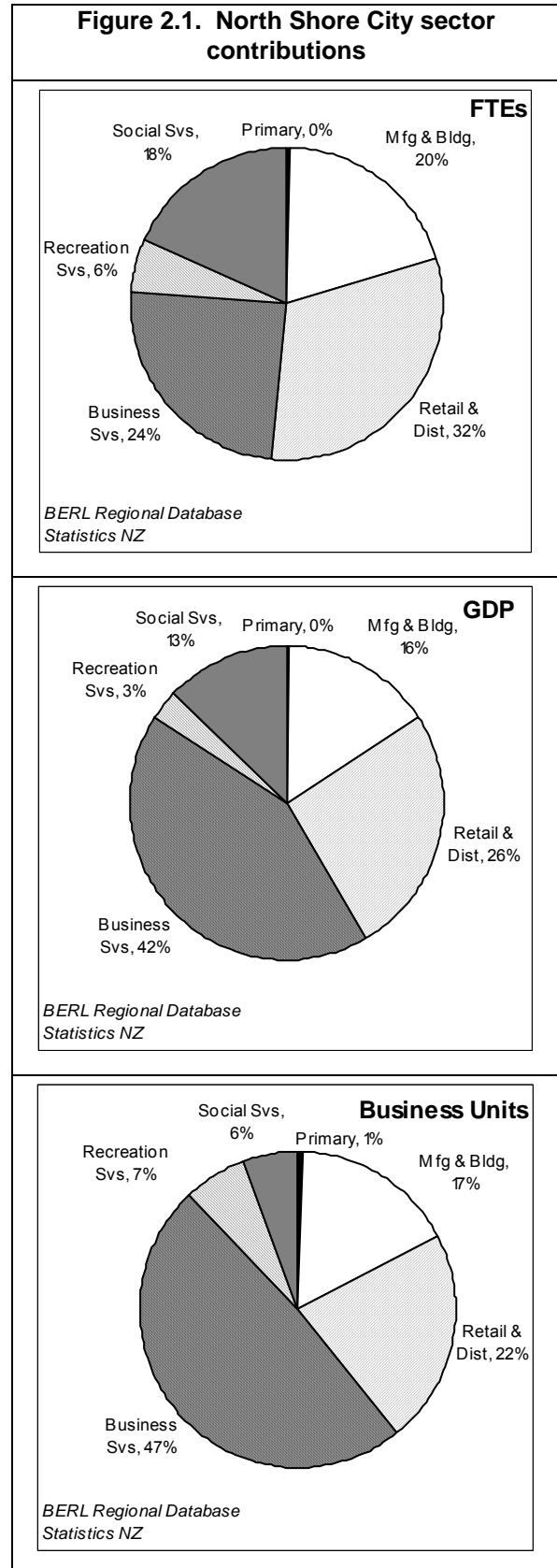
The pie charts in Figure 2.1 show each sector's contribution to FTEs, GDP, and business units.

The largest employer in North Shore was the retail and distribution sector, with 28,493 FTEs (32 percent of all FTEs). This sector was also the second largest contributor of GDP, adding \$2.13 million in 2007. This sector accounted for the second most business units, 22 percent of the total.

The largest contributor to GDP in North Shore was the business services sector with \$3,537 million (42 percent of total GDP). This sector also had the largest number of business units, accounting for almost 50 percent of the total. It hired 22,015 FTEs, or 24.3 percent of all FTEs in North Shore.

The labour intensive manufacturing and building sector supplied 18,097 FTEs (19.9 percent of total). Its contribution to GDP (\$1,285 million, 15.5 percent of total GDP) and businesses (4,405, 16.7 percent) were also ranked in third place in terms of those measures.

The social services sector employed 16,576 FTEs (18.3 percent of all FTEs) and had the fourth highest share of GDP with \$1,050 million (12.7 percent of total GDP), right behind the manufacturing and building sector. However, the number of business units of this sector totalled 1,483 in 2007 (5.6 percent of all businesses in North Shore) reflecting the large average size of businesses in this sector.



The recreation services sector was the fifth largest employer, with 5,194 FTEs (5.7 percent of all FTEs), earning just \$259 million (3.1 percent of total GDP), through 1,754 businesses (6.6 percent of all businesses).

The primary sector accounts for a small proportion of North Shore's economy and it has been declining over the last few years. In 2007, it employed 373 FTEs (0.4 percent of all FTEs), contributed \$26 million to GDP (0.3 percent of total GDP), and accounted for 154 business units (0.6 percent of all businesses).



### 3 Employment

This chapter looks at the North Shore's employment trends across six broad industry sectors and compares them to the Auckland region and New Zealand. North Shore's employment grew by 2.2 percent in 2007 down from the 5.6 percent growth a year earlier.

Table 3.1 shows employment numbers for the six sectors in North Shore City for the last three periods and the longer term. It also shows the aggregate change over the same period for the Auckland region and New Zealand.

**Table 3.1. North Shore City employment summary**

	Employment Number FTEs			%pa change		
	2005	2006	2007	2006	2007	1997 to 2007
Primary	447	430	373	-3.7	-13.3	-0.3
Manufacturing and Building	17,918	18,038	18,097	0.7	0.3	2.3
Retail and Distribution	26,828	28,562	28,493	6.5	-0.2	4.2
Business Services	19,843	20,690	22,015	4.3	6.4	7.0
Recreation Services	4,868	5,186	5,194	6.5	0.2	4.9
Social Services	14,366	15,878	16,576	10.5	4.4	4.3
<b>North Shore City</b>	<b>84,271</b>	<b>88,784</b>	<b>90,749</b>	<b>5.4</b>	<b>2.2</b>	<b>4.4</b>
<b>Auckland Region</b>	<b>593,879</b>	<b>616,044</b>	<b>629,233</b>	<b>3.7</b>	<b>2.1</b>	<b>3.0</b>
<b>New Zealand</b>	<b>1,751,280</b>	<b>1,808,605</b>	<b>1,845,434</b>	<b>3.3</b>	<b>2.0</b>	<b>2.4</b>

*source:BERL Regional Database, Statistics NZ*

In 2007, employment in North Shore City experienced solid growth of 2.2 percent, or 1,978 FTEs, following strong employment growth of 5.4 percent in 2006.

Employment growth in the North Shore has been far higher than that for New Zealand or the Auckland region over the last decade. The North Shore enjoyed employment growth of 4.4 percent per annum compared to 2.4 percent per annum for New Zealand and 3.3 percent per annum for the region.

The remarkable growth in employment has been driven by the business services and social services sectors.

In 2007, the business services sector managed a notable 6.4 percent employment growth over the year, adding 1,325 FTEs in 2007. Employment in business services averaged 7.0 percent per annum over the period 1997-2007. Within the sector, a loss of 200 FTEs in the communication services industry has been balanced by rapid employment growth in the business services and insurance industries, which added 896 and 405 FTEs in 2007 respectively.

The social services sector continued its outstanding performance, with FTEs rising 4.4 percent to 16,576, an addition of 698 FTEs in 2007. The health services industry was the star performer within this sector, hiring an extra 553 FTEs in 2007. Employment in defence declined by 5.5 percent, down 130 FTEs over the year.

The primary sector was the only one to continue to shed jobs in 2007. Its average employment growth was below zero at -0.3 percent per annum over the period 1997-2007. The biggest loss occurred in forestry and logging (down 35 FTEs) and services to agriculture, hunting and trapping (down 28 FTEs). The decline in forestry and logging was partly related to the high kiwi exchange rate mid 2007, which caused a dip in exports.

The retail and distribution sector slowed down during 2007, losing 0.2 percent of its FTEs (69 FTEs). Over the last decade, this sector averaged good employment growth of 4.2 percent per annum. The personal and household good wholesaling (-221 FTEs), road transport (-144 FTEs), services to transport (-47 FTEs), and machinery and motor vehicle wholesaling (-32 FTEs) industries shed around 2.0 percent of the total FTEs in this sector. On the bright side, 157 FTEs were employed over the year in the food retailing industry and 148 FTEs in basic material wholesaling.

The recreation services sector added only 0.2 percent FTEs in 2007 after an excellent performance of 6.5 percent in 2006. The slowdown was predominantly due to the loss of 87 FTEs in other services (e.g. religious organisations, interest groups). However, over the last ten years, the recreation services sector has averaged a solid 4.9 percent per annum.

The manufacturing and building sector grew by only 0.3 percent in 2007 although it has managed growth of 2.3 percent per annum over the decade. The building sector has been the main driver of growth in this sector with the construction trade services up 2.4 percent and general construction up 8.2 percent. The construction-related industries added around 340 FTEs in 2007.

## 4 Value added

This chapter describes the value added, or GDP, for North Shore City, and compares its performance to the Auckland region and to New Zealand. For North Shore, analysis is broken down by the six industry sectors whereas only the aggregate is provided for the Auckland region and for New Zealand.

**Table 4.1. North Shore City value added summary**

	Value Added or GDP ('07, \$m)			%pa change		
	2005	2006	2007	2006	2007	1997 to 2007
Primary	33	34	26	2.9	-23.6	1.1
Manufacturing and Building	1,332	1,307	1,285	-1.9	-1.6	2.2
Retail and Distribution	2,018	2,140	2,130	6.0	-0.4	5.7
Business Services	3,224	3,347	3,551	3.8	6.1	7.0
Recreation Services	245	248	259	1.1	4.7	6.0
Social Services	923	1,021	1,050	10.6	2.9	4.9
<b>North Shore City</b>	<b>7,775</b>	<b>8,096</b>	<b>8,302</b>	<b>4.1</b>	<b>2.5</b>	<b>5.5</b>
<b>Auckland Region</b>	<b>55,857</b>	<b>57,617</b>	<b>58,872</b>	<b>3.2</b>	<b>2.2</b>	<b>3.9</b>
<b>New Zealand</b>	<b>158,567</b>	<b>162,826</b>	<b>165,379</b>	<b>2.7</b>	<b>1.6</b>	<b>3.0</b>

source: BERL Regional Database, Statistics NZ

As shown in Table 4.1, North Shore's GDP<sup>6</sup> increased by 2.5 percent in 2007 to \$8,302 million. This followed a 4.1 percent rise in GDP in the previous year. In 2007, New Zealand managed 1.6 percent GDP growth, while the Auckland region reached 2.2 percent GDP growth.

Over the last decade, North Shore City's GDP growth of 5.5 percent per annum was ahead of the national and regional averages of 3.0 percent per annum and 3.9 percent per annum respectively.

The business services sector remained on top of the list in terms of GDP growth in 2007, growing at a remarkable rate of 6.1 percent over the year. The insurance industry did exceptionally well in 2007, adding \$67 million GDP. There were no major declines in the business services sub-sectors.

A distant second in terms of GDP contribution was retail and distribution, generating \$2,130 million at the end of 2007, a marginal decline in GDP growth of 0.4 percent from a year

<sup>6</sup> All GDP figures are given in 2007 dollars.

earlier. This was mainly due to the personal and household good wholesaling industry, which generated \$21 million less GDP compared to the previous year (\$600 million).

The manufacturing and building sector contributed \$1,285 million to GDP to the North Shore economy in 2007, less than last year's \$1,307 million. It remains the third largest contributor to the region's GDP. Surprisingly, in 2007, the largest contributors to GDP growth were not the construction-related industries, which experienced significant employment growth both locally and nationally. Rather, the printing, publishing and recorded media (8.6 percent), and petroleum, coal, chemical and associated products manufacturing (6.0 percent) managed to add more value to the local economy in 2007.

Recreational services managed GDP growth of 4.7 percent over the year, adding \$11 million towards the City's total GDP. Apart from the other services industry (e.g. religious organisations, interest groups), which shrank slightly compared to the previous year, all the industries in this sector expanded in 2007.

The social services sector has been growing but at a slower rate (2.9 percent in 2007) compared to its solid growth in the last ten years (4.9 percent per annum). Over the last decade, the 4.9 percent annual rate of growth makes this sector the fourth fastest of the six sub-sectors. Health services and community services expanded throughout 2007, achieving 2.6 percent and 14.1 percent growth respectively.

The primary sector, the smallest in terms of both employment and GDP, generated \$26 million in 2007, down from \$34 million in 2006 (-23.6 percent). Over the last ten years, this sector shrank by 1.1 percent per annum in terms of GDP. The losses are mainly due to the significant reduction in the forestry and logging industry, which is consistent with the employment decline in this industry in this region.

## 5 Business units

This chapter discusses the number of business units in North Shore City between 1997 and 2007, and compares the trend to that in the Auckland region and across New Zealand.

North Shore City business units are also broken down into the six industry sectors.

**Table 5.1. North Shore City business units summary**

	Business Units (number)			%pa change		
	2005	2006	2007	2006	2007	1997 to 2007
Primary	183	149	154	-18.6	3.4	-0.6
Manufacturing and Building	4,462	4,472	4,405	0.2	-1.5	1.3
Retail and Distribution	5,719	5,819	5,801	1.7	-0.3	3.0
Business Services	11,570	12,272	12,801	6.1	4.3	6.0
Recreation Services	1,624	1,690	1,754	4.1	3.8	4.5
Social Services	1,403	1,443	1,483	2.9	2.8	3.9
<b>North Shore City</b>	<b>24,961</b>	<b>25,845</b>	<b>26,398</b>	<b>3.5</b>	<b>2.1</b>	<b>5.3</b>
<b>Auckland Region</b>	<b>151,034</b>	<b>155,926</b>	<b>158,802</b>	<b>3.2</b>	<b>1.8</b>	<b>4.4</b>
<b>New Zealand</b>	<b>474,007</b>	<b>490,474</b>	<b>499,940</b>	<b>3.5</b>	<b>1.9</b>	<b>3.5</b>

*source:BERL Regional Database, Statistics NZ*

Table 5.1 shows that, in 2007 the total number of business units increased to 26,398, or by 2.1 percent. This was above the national increase of 1.9 percent, and the regional increase of 1.8 percent.

In the latest year, the fastest growth was in the business services sector, where the number of business units increased by 529, or 4.3 percent. However, growth was slower than in 2006. In the last decade, the business service sector's 6.0 percent per annum growth made it the fastest growing in terms of business units. The expansion of the property services (+224 units), business services (+194 units), and finance (+104 units) industries drove the growth of this sector. Communication (-17 units) and water supply, sewerage and drainage services (-1 unit) were the only two industries that suffered business unit reduction over the year.

Last year saw rapid growth in business units in the recreation services sector, which expanded to 1,754 business units (3.8 percent). It was also the second fastest growing sector over the last decade, averaging 4.5 percent growth per annum. All the industries in this sector expanded in 2007.

Interestingly, the number of business units in the primary sector grew over the year despite the reduction in employment and GDP contribution. The primary sector achieved an

increase of 3.4 percent over the year and managed to reduce the decline over the ten year period to close to zero. The shrinking FTE number and growing business units suggest an expansion in the size of businesses in this sector.

Social services also grew rapidly in terms of business units over the year by 2.8 percent. The ten year average growth was the third highest among all the industries in this sector, averaging 3.9 percent per annum. A total of 23 new business units were added to the health services industry.

The manufacturing and building (-1.5 percent) and retail and distribution (-0.3 percent) sectors were the only two sectors to have fewer business units compared to 2006, shrinking by 67 and 18 businesses respectively. However, the ten year growth rates of these two sectors were still well above zero at 1.3 percent per annum and 3.0 percent per annum respectively.

Surprisingly, the decline in the business units in the manufacturing and building sector happened in the construction-related industries. A total of 37 businesses closed down over a year in the general construction and construction trade services industries, in spite of employment growth. However, the retail and distribution sector had a mixed story. The decline in business units of motor vehicle retailing and services (-20 units), services to transport (-16 units), and personal and household good wholesaling (-14 units) were balanced out by the rapid expansion in personal and household good retailing (+30 units).

## 6 Labour productivity and business size

This chapter looks at labour productivity and business size for North Shore City as well as for the Auckland region and New Zealand. It also breaks down these indicators for North Shore City for the six industry sectors.

### 6.1 Labour productivity<sup>7</sup>

Table 6.1 shows labour productivity (in terms of 2007 dollars of GDP per FTE) for North Shore City, broken down by sector for the last three years and for the last decade.

Comparisons are also provided for the Auckland region and New Zealand at the aggregated level.

**Table 6.1. North Shore City labour productivity summary**

	Productivity (07\$s per FTE)			%pa change		
	2005	2006	2007	2006	2007	1997 to 2007
Primary	73,729	78,792	69,427	6.9	-11.9	1.3
Manufacturing and Building	74,344	72,439	71,020	-2.6	-2.0	-0.1
Retail and Distribution	75,217	74,908	74,764	-0.4	-0.2	1.4
Business Services (#)	135,311	134,936	135,453	-0.3	0.4	0.9
Recreation Services	50,312	47,761	49,941	-5.1	4.6	1.0
Social Services	64,247	64,276	63,340	0.0	-1.5	0.6
<b>North Shore City (#)</b>	<b>85,865</b>	<b>84,927</b>	<b>85,211</b>	<b>-1.1</b>	<b>0.3</b>	<b>1.2</b>
<b>Auckland Region (#)</b>	<b>87,538</b>	<b>87,110</b>	<b>87,151</b>	<b>-0.5</b>	<b>0.0</b>	<b>1.0</b>
<b>New Zealand (#)</b>	<b>84,270</b>	<b>83,851</b>	<b>83,475</b>	<b>-0.5</b>	<b>-0.4</b>	<b>0.8</b>

# excl owner-occupied dwellings sector

source:BERL Regional Database, Statistics NZ

North Shore City's average labour productivity increased slightly by 0.3 percent in 2007 to \$85,211, compared to no change in regional productivity and a 0.4 percent decrease in regional productivity. Over the last decade, the City has seen labour productivity increase at a rate of 1.2 percent per annum, higher than the national average of 0.8 percent per annum.

<sup>7</sup> The business services sector includes the property services industry, which in turn includes the sub industry ownership of owner-occupied dwellings. By definition, this sub-industry is included in the GDP figures to reflect the rental value of owner-occupied property - but it does not employ people. This then biases labour productivity, especially in the property services industry and business services sector. To remove the bias, ownership of owner-occupied dwellings has been excluded from all calculations of labour productivity. However, for overall consistency purposes, we need to include ownership of owner-occupied dwellings in our total GDP figures.

To provide context when considering the impact of the property services industry, at a national level the sector contributes around 11 percent of total GDP. Ownership of owner-occupied dwellings contributes around six percent of total GDP or makes up around 55 percent of the property services industry.

Productivity loss in the primary sector (-11.9 percent) was the key reason for this slow growth in 2007. The manufacturing and building sector also experienced a productivity loss, down by -1.9 percent from last year's level. However, note that productivity is a ratio of GDP generated and employment. The rapid expansion of employment in 2007, as experienced nation-wide, can be the reason for the slowing productivity growth.

## 6.2 Business size

The average business size is measured as FTEs per business unit. Table 6.2 shows the average business size for North Shore City for the latest three years across the six industry sectors. It also shows the average business size for the Auckland region and for New Zealand. The table also shows the change in business size for the last decade.

**Table 6.2. North Shore City business size summary**

	Business Size (FTEs per unit)			%pa change		
	2005	2006	2007	2006	2007	1997 to 2007
Primary	2.4	2.9	2.4	18.3	-16.1	0.3
Manufacturing and Building	4.0	4.0	4.1	0.4	1.9	1.0
Retail and Distribution	4.7	4.9	4.9	4.6	0.1	1.2
Business Services	1.7	1.7	1.7	-1.7	2.0	0.9
Recreation Services	3.0	3.1	3.0	2.4	-3.5	0.5
Social Services	10.2	11.0	11.2	7.5	1.6	0.4
<b>North Shore City</b>	<b>3.4</b>	<b>3.4</b>	<b>3.4</b>	<b>1.8</b>	<b>0.1</b>	<b>-0.9</b>
<b>Auckland Region</b>	<b>3.9</b>	<b>4.0</b>	<b>4.0</b>	<b>0.5</b>	<b>0.3</b>	<b>-1.3</b>
<b>New Zealand</b>	<b>3.7</b>	<b>3.7</b>	<b>3.7</b>	<b>-0.2</b>	<b>0.1</b>	<b>-1.0</b>

*source:BERL Regional Database, Statistics NZ*

Businesses are slightly smaller overall in North Shore City compared to the rest of the Auckland region. Business size averaged 3.4 FTEs in 2007, and has barely changed over the last three years. However, business size has contracted by 0.9 percent per annum over the last decade. The average size of a business in New Zealand as a whole has also stayed around 3.7 FTEs per business unit over the last three years; and for the Auckland region, 4.0 FTEs per business unit on average.

The social services sector has the largest business size with the average size growing further over the last three years.

The manufacturing and building sector has also experienced growth in business size, up from 4.0 FTEs in 2006 to 4.1 FTEs per business unit in 2007, an increase of 1.9 percent over the year.

## 7 Largest and fastest growing industries

This chapter presents the largest and fastest growing industries in terms of FTE employment and GDP earnings. Industries are compared at the 53 industry level. The analysis only covers industries that employ over 50<sup>8</sup> FTEs.

### 7.1 Employment

Table 7.1 presents the ten industries that employ the most FTEs.

**Table 7.1. Ten largest industries by FTEs**

Rank	Industry	Employment (FTEs)	
		2007	% of total
1	Business Services	13,921	15.3
2	Personal and Household Good Retailing	5,919	6.5
3	Health Services	5,652	6.2
4	Education	5,531	6.1
5	Personal and Household Good Wholesaling	5,305	5.8
6	Construction Trade Services	4,902	5.4
7	Food Retailing	4,058	4.5
8	Machinery and Motor Vehicle Wholesaling	3,876	4.3
9	General Construction	2,977	3.3
10	Accommodation, Cafes and Restaurants	2,762	3.0

*source:BERL Regional Database, Statistics NZ*

Business services (an industry category, not to be confused with the sector of the same name) is the largest employer in North Shore, employing 13,921 FTEs, which makes up more than 15.3 percent of all employment in North Shore. Personal and household good retailing, a distant second, accounted for 5,919 FTEs, or 6.5 percent of all employment.

Health services is the third largest employer with 5,652 FTEs or 6.2 percent of total FTE employment in the North Shore. The rest of the top five include education and personal and household good wholesaling, which employed 5,531 FTEs and 5,305 FTEs respectively.

The top ten industries account for around 60 percent of all FTE employment in North Shore, while the top five industries account for 40 percent.

Table 7.2 presents the ten fastest growing industries in North Shore by FTE employment.

<sup>8</sup> 14 industries in the North Shore employ less than 50 FTEs.

**Table 7.2. Ten fastest growing industries by FTE growth**

Rank	Industry	Employment (FTEs)		
		2006	2007	% growth
1	Insurance	995	1,400	40.7
2	Storage	81	107	30.9
3	Community Services	1,718	2,002	16.5
4	Finance	891	1,026	15.1
5	Libraries, Museums and the Arts	561	634	13.1
6	Services to Finance and Insurance	1,021	1,140	11.6
7	Education	4,978	5,531	11.1
8	General Construction	2,751	2,977	8.2
9	Basic Material Wholesaling	1,941	2,089	7.6
10	Business Services	13,027	13,921	6.9

*source:BERL Regional Database, Statistics NZ*

The insurance industry was the fastest growing industry in terms of FTE employment in 2007, growing by 40.7 percent. Storage was the second in terms of FTE growth rate albeit of a small base. Community services managed employment growth of 16.5 percent over the year and was ranked 3<sup>rd</sup>.

In line with the rapid growth of the business services sector in the region, finance, services to finance and insurance, insurance, and business services are among the top ten in terms of employment growth.

The rest of the top ten industries were made up of libraries, museums and the arts (13.1 percent), education (11.1 percent), and basic material wholesaling (7.6 percent).

## **7.2 GDP**

Table 7.3 presents the ten largest industries in North Shore City by GDP earnings.

**Table 7.3. Ten largest industries by GDP earnings**

Rank	Industry	GDP (2007\$m)	
		2007	% of total
1	Property Services	1,169	14.1
2	Business Services	865	10.4
3	Communication Services	856	10.3
4	Personal and Household Good Wholesaling	579	7.0
5	Machinery and Motor Vehicle Wholesaling	424	5.1
6	Health Services	401	4.8
7	Insurance	295	3.6
8	Personal and Household Good Retailing	290	3.5
9	Education	261	3.1
10	Finance	251	3.0

source:BERL Regional Database, Statistics NZ

Property services was the largest industry in the City, earning \$1,169 million and accounting for 14.1 percent of total GDP. This is followed by the business services industry, with earnings of \$865 million, which contributed 10.4 percent to total GDP. Communication services is the third largest industry in terms of GDP. Machinery and motor vehicle wholesaling rounds out the top five with \$424 million.

The top five industries added value of \$3,893 million, or 46.9 percent of total value added of the North Shore. The top ten industries accounted for \$5,391 million, or 64.9 percent of total GDP.

Table 7.4 presents the ten fastest growing industries by GDP growth in 2007.

**Table 7.4. Ten fastest growing industries by GDP**

Rank	Industry	GDP (2007\$m)		
		2006	2007	% growth
1	Insurance	229	295	29.2
2	Libraries, Museums and the Arts	18	22	23.5
3	Finance	213	251	17.5
4	Community Services	51	58	14.1
5	Printing, Publishing and Recorded Media	140	152	8.2
6	Textile, Clothing, Footwear & Leather Mfg	43	46	7.2
7	Personal Services	75	81	7.0
8	Services to Finance and Insurance	93	99	6.9
9	Business Services	815	865	6.2
10	Petroleum, Coal, Chemical & Assoc Prod Mfg	167	177	6.0

source:BERL Regional Database, Statistics NZ

The insurance industry topped the list of fastest GDP growth industries with 29.2 percent increase over the year. The finance industry managed growth of 17.5 percent over the same

period, generating \$251 million in 2007. The rest of the top five were made up of libraries, museums and the arts (23.5 percent), community services (14.1 percent), and printing, and publishing and recorded media (8.2 percent).

Positions six to ten were held by textile, clothing, footwear & leather manufacturing (7.2 percent), personal services (7.0 percent), services to finance and insurance (6.9 percent), business services (6.2 percent), and petroleum, coal, chemical and associated product manufacturing (6.0 percent).

## 8 Location quotients

This section looks at the concentration of industries in North Shore City compared to the national average. Again the analysis is at the 53 industry level.

The location quotient is a measure that helps analysts examine the relative concentration of industry employment in a particular area relative to another larger, or base, area. In this case, New Zealand is the base area. The measures provide a potentially valuable insight into a local labour market's industry structure, relative to the larger base area.

When the ratio is larger than 1.0 the percentage of the employed in the industry locally is higher than the percentage of the employed in the larger area. Likewise, when the ratio is smaller than 1.0 the percentage of people employed in this industry locally is smaller than the larger area.

Generally, a location quotient greater than 1.0 suggests that the industry is a key element in local economic activity. Such an industry could also be associated with exporting to, or providing services for, other neighbouring areas or overseas. In this context, neighbouring as well as wider national economic conditions will, to a degree, influence the development of this industry. Conversely, a location quotient less than 1.0 suggests that the industry is relatively less established in the economic activity of the area. In addition, goods or services associated with this industry could be being imported from neighbouring areas (or overseas) to satisfy the demand within the area.

Table 8.1 shows the ten industries with the highest location quotients. Because of the small numbers in some of the industries in North Shore, we only compare those industries that have over 100 FTEs.<sup>9</sup>

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<sup>9</sup> 39 industries in North Shore employ over 50 FTEs. There are four industries that do not have a presence in North Shore. They are: coal mining, oil and gas exploration, services to mining, and private households employing staff.

**Table 8.1. Ten industries with the highest FTE location quotients**

Rank	Industry	FTE Location Quotient
1	Defence	3.90
2	Insurance	3.23
3	Personal and Household Good Wholesaling	2.16
4	Machinery and Motor Vehicle Wholesaling	1.94
5	Communication Services	1.75
6	Printing, Publishing and Recorded Media	1.68
7	Petroleum, Coal, Chemical & Assoc Prod Mfg	1.64
8	Other Manufacturing	1.47
9	Services to Finance and Insurance	1.46
10	Personal and Household Good Retailing	1.34

*source:BERL Regional Database, Statistics NZ*

A high proportion of North Shore employment is in the retail and distribution, business services, and manufacturing and building sectors. These three sectors dominated the list of industries with the highest FTE location quotients in 2007. The exception is defence (3.90), which falls in the social services sector.

Only three industries had location quotients higher than two. Insurance, and personal and household good wholesaling rounded out the top three with location quotients of 3.228 and 2.158 respectively.

Table 8.2 shows the ten industries with the lowest location quotients.

**Table 8.2. Ten industries with the lowest FTE location quotients**

Rank	Industry	FTE Location Quotient
30	Motion Picture, Radio and Television Services	0.65
31	Accommodation, Cafes and Restaurants	0.65
32	Road Transport	0.64
33	Services to Transport	0.62
34	Non-Metallic Mineral Product Manufacturing	0.53
35	Government Administration	0.44
36	Storage	0.42
37	Wood and Paper Product Manufacturing	0.33
38	Food, Beverage and Tobacco	0.22
39	Agriculture	0.05

*source:BERL Regional Database, Statistics NZ*

This table is dominated by the retail and distribution sector – accommodation, cafes and restaurant (0.65), road transport (0.64), services to transport (0.62), and storage (0.42).

The food, beverage and tobacco industry has been declining in the last few years in North Shore and thus, the score has been low at 0.22. The agriculture industry in North Shore is almost inconsequential with a location quotient of 0.05.

The industry pattern appears consistent with urban centres, where we would expect a focus on business services, retail and distribution, and manufacturing and building (in particular, construction).

## 9 Sustainable sectors

This chapter presents FTE and business unit data for these sectors for the period 2002-2007. Sector groups have been compiled according to ANZSIC codes for each sector. A list of the industries that make up each sector is included in appendix 3. In a few cases, some industries appear in two sectors.

### 9.1 Niche manufacturing

Niche manufacturing has been broken down into three main sub-sectors – publishing, marine, and tool-making.

**Table 9.1. Niche manufacturing FTEs and business units**

<b>Niche Manufacturing</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Publishing						
FTEs	1,710	1,718	1,784	1,820	1,676	1,721
Business units	234	223	228	256	254	253
Marine						
FTEs	560	590	537	496	520	525
Business units	82	75	85	81	81	73
Toolmaking						
FTEs	2,391	2,443	2,666	2,889	3,002	2,756
Business units	475	461	457	476	475	447
<b>Total</b>						
<b>FTEs</b>	<b>4,661</b>	<b>4,751</b>	<b>4,987</b>	<b>5,205</b>	<b>5,197</b>	<b>5,001</b>
<b>Business units</b>	<b>791</b>	<b>759</b>	<b>770</b>	<b>813</b>	<b>810</b>	<b>773</b>

source: BERL Regional Database

In 2007, the niche manufacturing sector employed 5,001 FTEs in 773 businesses. The toolmaking sub-sector accounted for 55.1 percent of these FTEs and 57.8 percent of the businesses in 2007, compared to 57.7 percent of total FTEs and 59.3 percent of total businesses in 2006.

**Table 9.2. Niche manufacturing percentage change in FTEs and business units**

<b>Niche Manufacturing (%change)</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Publishing					
FTEs	0.5%	3.9%	2.0%	-7.9%	2.7%
Business units	-4.7%	2.2%	12.3%	-0.8%	-0.4%
Marine					
FTEs	5.4%	-9.0%	-7.5%	4.8%	0.9%
Business units	-8.5%	13.3%	-4.7%	0.0%	-9.9%
Toolmaking					
FTEs	2.2%	9.1%	8.4%	3.9%	-8.2%
Business units	-2.9%	-0.9%	4.2%	-0.2%	-5.9%
<b>Total</b>					
<b>FTEs</b>	<b>1.9%</b>	<b>5.0%</b>	<b>4.4%</b>	<b>-0.2%</b>	<b>-3.8%</b>
<b>Business units</b>	<b>-4.0%</b>	<b>1.4%</b>	<b>5.6%</b>	<b>-0.4%</b>	<b>-4.6%</b>

source: BERL Regional Database

The niche manufacturing sector shrank by a further 3.8 percent in 2007 in terms of employment, following a -0.2 percent in 2006. Meanwhile the number of business units declined by 4.6 percent, further down from the -0.4 percent in 2006.

## 9.2 ICT

Information, communications, and technology (ICT) is broken down into three sub-sectors, as shown in Table 9.3.

**Table 9.3. ICT sector FTEs and business units**

ICT	2002	2003	2004	2005	2006	2007
Electronics & computers						
FTEs	2,115	2,203	2,300	2,627	2,861	2,828
Business units	338	347	354	350	340	327
Telecommunications services						
FTEs	1,040	870	886	785	607	472
Business units	35	37	41	34	34	31
Data processing & storage						
FTEs	1,500	1,880	2,057	2,332	2,447	2,618
Business units	784	808	878	960	984	1,061
<b>Total</b>						
<b>FTEs</b>	<b>4,655</b>	<b>4,953</b>	<b>5,243</b>	<b>5,744</b>	<b>5,915</b>	<b>5,918</b>
<b>Business units</b>	<b>1,157</b>	<b>1,192</b>	<b>1,273</b>	<b>1,344</b>	<b>1,358</b>	<b>1,419</b>

source: BERL Regional Database

In 2007, there were 5,918 FTEs in the ICT sector employed in 1,419 businesses. The electronics and computers sub-sector, the largest employer in this sector, hired 47.7 percent of the sector total. Data processing and storage has been catching up, accounting for 44.2 percent of total FTEs in the ICT sector. The remainder were working in telecommunications services. The majority of businesses (74.8 percent) were in data processing and storage.

**Table 9.4. ICT percentage change in FTEs and business units**

ICT (%change)	2003	2004	2005	2006	2007
Electronics & computers					
FTEs	4.2%	4.4%	14.2%	8.9%	-1.1%
Business units	2.7%	2.0%	-1.1%	-2.9%	-3.8%
Telecommunications services					
FTEs	-16.3%	1.9%	-11.5%	-22.7%	-22.3%
Business units	5.7%	10.8%	-17.1%	0.0%	-8.8%
Data processing & storage					
FTEs	25.3%	9.4%	13.4%	4.9%	7.0%
Business units	3.1%	8.7%	9.3%	2.5%	7.8%
<b>Total</b>					
<b>FTEs</b>	<b>6.4%</b>	<b>5.9%</b>	<b>9.5%</b>	<b>3.0%</b>	<b>0.0%</b>
<b>Business units</b>	<b>3.0%</b>	<b>6.8%</b>	<b>5.6%</b>	<b>1.0%</b>	<b>4.5%</b>

source: BERL Regional Database

As shown in Table 9.4, the ICT sector has been growing steadily in the last five years, both in terms of employment and business units. However, employment growth slowed down to almost zero in 2007 compared to 3.0 percent in 2006. The decline in the telecommunications services continued, losing 22.3 percent of its FTEs in 2007. Nonetheless, this was offset by the solid growth of 7.0 percent in data processing and storage.

The number of businesses managed impressive growth of 4.5 percent in 2007. This is driven by data processing and storage, which was the only sector having new businesses in 2007.

### 9.3 Retail

**Table 9.5. Retail sector FTEs and business units**

<b>Retail</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
FTEs	10,024	10,796	11,309	11,498	12,212	12,432
% change	1.9%	7.7%	4.8%	1.7%	6.2%	1.8%
Business units	2,255	2,363	2,504	2,657	2,709	2,720
% change	2.3%	4.8%	6.0%	6.1%	2.0%	0.4%

source: BERL Regional Database onal Database

The number of FTEs employed in the retail sector was up by 1.8 percent in 2007. This was down on substantial employment growth in 2006 of 6.2 percent.

This sector also enjoyed moderate business unit growth in 2007 up 0.4 percent from the previous year, totalling 2,720 businesses.

### 9.4 Financial services

**Table 9.6. Financial services sector FTEs and business units**

<b>Financial Services</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
FTEs	2,689	2,719	2,667	2,564	2,908	3,567
% change	1.9%	1.1%	-1.9%	-3.9%	13.4%	22.6%
Business units	934	945	1,310	1,482	1,626	1,754
% change	8.7%	1.2%	38.6%	13.1%	9.7%	7.9%

source: BERL Regional Database onal Database

The financial services sector saw exceptionally strong employment growth of 22.6 percent in 2007 with more than 600 additional FTEs hired over a year. The number of businesses has risen strongly since 2002. The last four years has seen business units in this sector grow considerably supported by substantial employment growth. The financial services sector managed business unit growth of 7.9 percent in 2007.

## 9.5 Business and property services

**Table 9.7. Business and property services sector FTEs and business units**

<b>Business and Property Services</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
FTEs	10,775	12,355	13,326	14,644	15,331	16,211
% change	6.4%	14.7%	7.9%	9.9%	4.7%	5.7%
Business units	7,226	7,939	9,073	9,881	10,445	10,863
% change	2.2%	9.9%	14.3%	8.9%	5.7%	4.0%

source: BERL Regional Database onal Database

The business and property services sector has been a strong performer in recent years. Total employment rose by approximately 5,500 FTEs between 2002 and 2007, and business unit numbers grew by more than 4,000.

In 2007, FTEs rose by 5.7 percent to 16,211, higher than the growth in 2006 (4.7 percent). The strong growth in employment has been supported by business unit expansion, up 4.0 percent in 2007 from the previous year.

## 9.6 Education

**Table 9.8. Education sector FTEs and business units**

<b>Education</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
FTEs	4,089	4,400	4,680	4,782	4,978	5,532
% change	7.5%	7.6%	6.4%	2.2%	4.1%	11.1%
Business units	313	332	354	367	364	370
% change	7.9%	6.1%	6.6%	3.7%	-0.8%	1.6%

source: BERL Regional Database onal Database

Education has been an expanding sector for North Shore City in recent years in terms both of both employment and business units. There was a slight anomaly in 2005, when FTE growth slowed (2.2 percent). But it managed double-digit growth in 2007 (11 percent), which represents the largest jump in the last six years.

Business unit growth has been recovered from last year's dip, achieving a 1.6 percent increase or six additional business units.

## 9.7 Health

**Table 9.9. Health sector FTEs and business units**

<b>Health</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
FTEs	5,890	5,705	6,154	6,850	7,381	7,656
% change	-1.3%	-3.1%	7.9%	11.3%	7.8%	3.7%
Business units	844	875	927	1,003	1,047	1,079
% change	0.6%	3.7%	5.9%	8.2%	4.4%	3.1%

source: BERL Regional Database onal Database

Being one of the key drivers of the social sector, the health sector performed well in 2007. Employment growth continued at a rate of 3.7 percent and the number of business units reached 1,079 in 2007, a 3.1 percent increase.

## 9.8 Sport and leisure

**Table 9.10. Sport and leisure sector FTEs and business units**

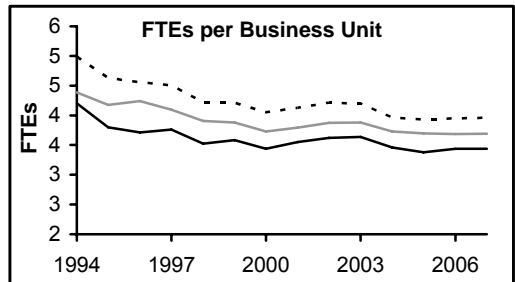
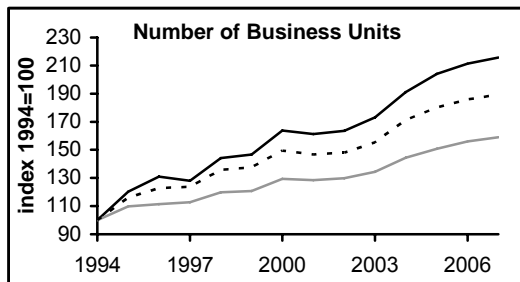
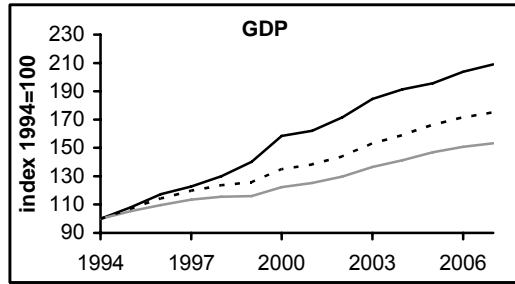
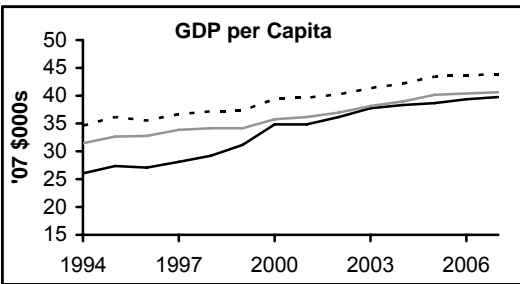
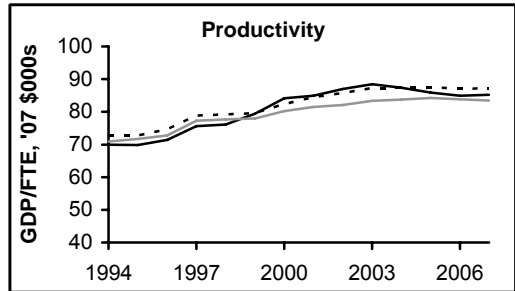
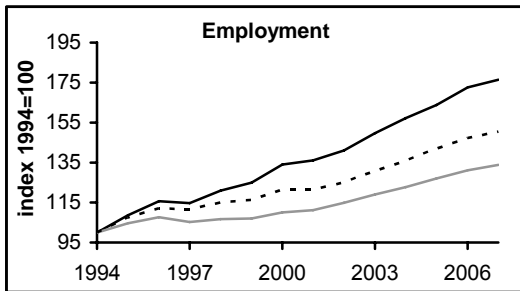
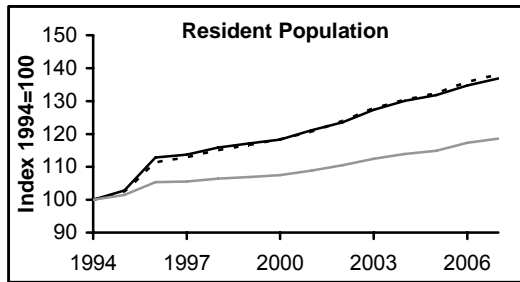
<b>Sport and Leisure</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
FTEs	1,521	1,659	1,747	1,910	1,989	2,079
% change	7.6%	9.1%	5.3%	9.3%	4.2%	4.5%
Business units	598	640	663	732	757	802
% change	3.1%	7.0%	3.6%	10.4%	3.4%	5.9%

*source: BERL Regional Database onal Database*

As mentioned in our previous report, the sport and leisure sector is a recent success story in North Shore City. It managed rapid growth of 4.5 percent in employment. In line with the solid growth of the social services sector nationally, the total FTE number of this sub-sector reached 2,079 in 2007.

This sub-sector also managed a 5.9 percent growth in business units. In the last six years, total number of businesses increased by more than 40 percent; and year 2007 alone saw 101 business units being added to this sub-sector.

# 10 Appendix 1: Graphs



# 11 Appendix 2: Detailed sector tables

Employment for North Shore City	1994	2001	2005	2006	2007	change 2006-07	
						FTEs	%
Agriculture	319	327	280	285	297	12	4.2
Services to Agriculture; Hunting and Trapping	26	65	102	83	47	-35	-42.8
Forestry and Logging	9	3	40	36	8	-28	-77.9
Commercial Fishing	2	18	23	22	13	-9	-41.7
Coal Mining	0	0	0	0	0	0	na
Oil and Gas Exploration	0	0	0	0	0	0	na
Metal Ore Mining	0	0	0	2	3	0	16.2
Other Mining	3	9	3	2	2	0	2.6
Services to Mining	2	0	0	0	3	3	na
<i>Primary</i>	<i>361</i>	<i>422</i>	<i>447</i>	<i>430</i>	<i>373</i>	<i>-57</i>	<i>-13.3</i>
Food, Beverage and Tobacco	605	518	815	760	699	-61	-8.0
Textile, Clothing, Footwear & Leather Mfg	1,166	848	806	752	733	-20	-2.6
Wood and Paper Product Manufacturing	409	493	524	396	418	22	5.6
Printing, Publishing and Recorded Media	1,544	1,700	1,820	1,786	1,820	35	2.0
Petroleum, Coal, Chemical & Assoc Prod Mfg	1,772	1,517	1,605	1,630	1,606	-23	-1.4
Non-Metallic Mineral Product Manufacturing	209	241	243	231	204	-27	-11.6
Metal Product Manufacturing	822	1,122	1,460	1,314	1,338	24	1.8
Machinery and Equipment Manufacturing	2,197	1,881	2,266	2,494	2,346	-148	-5.9
Other Manufacturing	1,120	1,051	1,224	1,137	1,053	-84	-7.4
General Construction	1,595	2,399	2,695	2,751	2,977	226	8.2
Construction Trade Services	2,024	3,479	4,459	4,787	4,902	115	2.4
<i>Manufacturing and Building</i>	<i>13,463</i>	<i>15,249</i>	<i>17,918</i>	<i>18,038</i>	<i>18,097</i>	<i>59</i>	<i>0.3</i>
Basic Material Wholesaling	995	1,413	1,843	1,941	2,089	148	7.6
Machinery and Motor Vehicle Wholesaling	1,568	2,858	3,621	3,909	3,876	-33	-0.8
Personal and Household Good Wholesaling	3,208	4,192	5,193	5,526	5,305	-221	-4.0
Food Retailing	2,438	3,070	3,714	3,902	4,058	156	4.0
Personal and Household Good Retailing	3,366	4,595	5,404	5,830	5,919	89	1.5
Motor Vehicle Retailing and Services	1,734	2,174	2,380	2,481	2,453	-27	-1.1
Accommodation, Cafes and Restaurants	1,390	2,125	2,551	2,768	2,762	-6	-0.2
Road Transport	713	919	1,054	1,215	1,071	-144	-11.8
Rail Transport	0	70	54	53	48	-6	-10.8
Water Transport	0	105	131	175	170	-5	-3.1
Air and Space Transport	11	18	33	30	24	-6	-20.1
Other Transport	0	9	11	8	16	8	101.9
Services to Transport	289	556	784	643	596	-47	-7.3
Storage	32	45	54	81	107	25	30.9
<i>Retail and Distribution</i>	<i>15,746</i>	<i>22,149</i>	<i>26,828</i>	<i>28,562</i>	<i>28,493</i>	<i>-69</i>	<i>-0.2</i>
Electricity and Gas Supply	204	120	17	17	16	0	-0.6
Water Supply, Sewerage and Drainage Services	39	36	41	45	36	-10	-21.5
Communication Services	835	2,680	2,578	2,389	2,189	-200	-8.4
Finance	878	754	818	891	1,026	135	15.1
Insurance	422	890	803	995	1,400	405	40.7
Services to Finance and Insurance	441	995	942	1,021	1,140	118	11.6
Property Services	1,223	1,772	2,273	2,304	2,287	-17	-0.7
Business Services	4,722	8,357	12,371	13,027	13,921	894	6.9
<i>Business Services</i>	<i>8,764</i>	<i>15,604</i>	<i>19,843</i>	<i>20,690</i>	<i>22,015</i>	<i>1,325</i>	<i>6.4</i>
Motion Picture, Radio and Television Services	204	249	357	314	320	6	1.8
Libraries, Museums and the Arts	270	500	536	561	634	74	13.1
Sport and Recreation	298	665	1,017	1,115	1,125	10	0.9
Personal Services	775	1,205	1,430	1,558	1,564	6	0.4
Other Services	929	1,176	1,529	1,639	1,551	-88	-5.4
Private Households Employing Staff	0	0	0	0	0	0	na
<i>Recreation Services</i>	<i>2,477</i>	<i>3,795</i>	<i>4,868</i>	<i>5,186</i>	<i>5,194</i>	<i>8</i>	<i>0.2</i>
Government Administration	1,122	1,005	1,128	1,159	1,163	3	0.3
Defence	3,079	2,040	1,607	2,359	2,228	-130	-5.5
Education	2,765	3,804	4,782	4,978	5,531	553	11.1
Health Services	3,008	4,440	5,275	5,663	5,652	-10	-0.2
Community Services	650	1,530	1,574	1,718	2,002	284	16.5
<i>Social Services</i>	<i>10,624</i>	<i>12,819</i>	<i>14,366</i>	<i>15,878</i>	<i>16,576</i>	<i>699</i>	<i>4.4</i>
<b>TOTAL ALL INDUSTRIES</b>	<b>51,434</b>	<b>70,038</b>	<b>84,271</b>	<b>88,784</b>	<b>90,749</b>	<b>1,965</b>	<b>2.2</b>

Real GDP in 2007\$m for North Shore City	1994	2001	2005	2006	2007	change 2006-07	
						07\$m	%
Agriculture	13	19	19	19	20	1	5.2
Services to Agriculture; Hunting and Trapping	1	2	3	3	2	-1	-48.6
Forestry and Logging	2	1	8	9	2	-7	-74.3
Commercial Fishing	0	1	1	2	1	-1	-44.3
Coal Mining	0	0	0	0	0	0	na
Oil and Gas Exploration	0	0	0	0	0	0	na
Metal Ore Mining	0	0	0	1	1	0	-24.9
Other Mining	0	2	0	0	0	0	-6.1
Services to Mining	1	0	0	0	0	0	na
<i>Primary</i>	17	25	33	34	26	-8	-23.6
Food, Beverage and Tobacco	59	58	101	99	91	-8	-8.2
Textile, Clothing, Footwear & Leather Mfg	46	46	48	43	46	3	7.2
Wood and Paper Product Manufacturing	36	55	58	45	47	2	4.2
Printing, Publishing and Recorded Media	120	146	145	140	152	11	8.2
Petroleum, Coal, Chemical & Assoc Prod Mfg	166	189	177	167	177	10	6.0
Non-Metallic Mineral Product Manufacturing	23	30	33	32	28	-4	-12.5
Metal Product Manufacturing	58	102	138	123	121	-2	-1.5
Machinery and Equipment Manufacturing	129	141	174	191	171	-20	-10.4
Other Manufacturing	44	50	61	58	54	-5	-7.7
General Construction	82	142	170	169	168	-1	-0.3
Construction Trade Services	100	163	228	239	230	-9	-3.9
<i>Manufacturing and Building</i>	862	1,123	1,332	1,307	1,285	-21	-1.6
Basic Material Wholesaling	88	165	190	195	202	7	3.4
Machinery and Motor Vehicle Wholesaling	154	316	387	419	424	5	1.3
Personal and Household Good Wholesaling	298	471	554	600	579	-21	-3.6
Food Retailing	90	130	179	188	197	10	5.1
Personal and Household Good Retailing	123	199	265	283	290	7	2.5
Motor Vehicle Retailing and Services	68	96	125	132	137	5	3.7
Accommodation, Cafes and Restaurants	46	69	83	87	86	-2	-2.1
Road Transport	44	65	79	94	83	-11	-12.0
Rail Transport	0	14	16	15	14	-1	-9.2
Water Transport	0	17	20	25	25	1	3.4
Air and Space Transport	1	3	5	4	4	-1	-16.9
Other Transport	0	0	0	0	0	0	63.8
Services to Transport	33	73	112	91	83	-9	-9.6
Storage	4	3	3	5	6	2	34.1
<i>Retail and Distribution</i>	949	1,621	2,018	2,140	2,130	-9	-0.4
Electricity and Gas Supply	52	68	9	9	8	-1	-6.0
Water Supply, Sewerage and Drainage Services	4	5	6	6	6	-1	-13.5
Communication Services	118	682	850	826	856	30	3.6
Finance	128	183	208	213	251	37	17.5
Insurance	48	159	185	229	295	67	29.2
Services to Finance and Insurance	38	89	88	93	99	6	6.9
Property Services	719	946	1,109	1,155	1,169	14	1.2
Business Services	348	538	769	815	865	50	6.2
<i>Business Services</i>	1,457	2,670	3,224	3,347	3,551	204	6.1
Motion Picture, Radio and Television Services	19	25	43	36	38	2	5.1
Libraries, Museums and the Arts	9	15	18	18	22	4	23.5
Sport and Recreation	20	48	72	76	78	1	1.9
Personal Services	26	65	71	75	81	5	7.0
Other Services	16	37	42	42	41	-1	-2.6
Private Households Employing Staff	0	0	0	0	0	0	na
<i>Recreation Services</i>	90	190	245	248	259	12	4.7
Government Administration	107	116	141	137	140	3	2.1
Defence	153	154	138	186	190	4	2.1
Education	127	191	242	256	261	5	2.0
Health Services	171	303	357	391	401	10	2.6
Community Services	40	46	45	51	58	7	14.1
<i>Social Services</i>	597	810	923	1,021	1,050	29	2.9
<b>TOTAL ALL INDUSTRIES</b>	<b>3,972</b>	<b>6,439</b>	<b>7,775</b>	<b>8,096</b>	<b>8,302</b>	<b>206</b>	<b>2.5</b>

Business units for North Shore City	1994	2001	2005	2006	2007	change 2006-07	
						Number	%
Agriculture	115	96	113	82	85	3	3.7
Services to Agriculture; Hunting and Trapping	8	15	21	19	20	1	5.3
Forestry and Logging	10	30	31	26	24	-2	-7.7
Commercial Fishing	10	13	16	19	21	2	10.5
Coal Mining	0	0	0	0	0	0	na
Oil and Gas Exploration	0	0	0	0	0	0	na
Metal Ore Mining	0	0	0	1	0	-1	-100.0
Other Mining	4	2	1	1	1	0	0.0
Services to Mining	0	0	1	1	3	2	200.0
<i>Primary</i>	<i>147</i>	<i>156</i>	<i>183</i>	<i>149</i>	<i>154</i>	<i>5</i>	<i>3.4</i>
Food, Beverage and Tobacco	67	50	72	65	66	1	1.5
Textile, Clothing, Footwear & Leather Mfg	163	142	139	132	139	7	5.3
Wood and Paper Product Manufacturing	95	93	81	78	64	-14	-17.9
Printing, Publishing and Recorded Media	167	234	255	254	261	7	2.8
Petroleum, Coal, Chemical & Assoc Prod Mfg	73	85	82	90	93	3	3.3
Non-Metallic Mineral Product Manufacturing	37	38	44	45	39	-6	-13.3
Metal Product Manufacturing	136	194	193	188	170	-18	-9.6
Machinery and Equipment Manufacturing	321	354	381	355	352	-3	-0.8
Other Manufacturing	210	237	216	207	200	-7	-3.4
General Construction	708	1,035	1,185	1,219	1,209	-10	-0.8
Construction Trade Services	897	1,642	1,814	1,839	1,812	-27	-1.5
<i>Manufacturing and Building</i>	<i>2,874</i>	<i>4,104</i>	<i>4,462</i>	<i>4,472</i>	<i>4,405</i>	<i>-67</i>	<i>-1.5</i>
Basic Material Wholesaling	181	229	260	256	264	8	3.1
Machinery and Motor Vehicle Wholesaling	324	553	567	555	553	-2	-0.4
Personal and Household Good Wholesaling	671	943	1,045	1,088	1,074	-14	-1.3
Food Retailing	385	488	635	643	644	1	0.2
Personal and Household Good Retailing	1,008	1,168	1,404	1,443	1,473	30	2.1
Motor Vehicle Retailing and Services	404	549	618	623	603	-20	-3.2
Accommodation, Cafes and Restaurants	276	365	514	532	528	-4	-0.8
Road Transport	307	316	361	371	362	-9	-2.4
Rail Transport	4	1	2	2	2	0	0.0
Water Transport	5	9	28	29	30	1	3.4
Air and Space Transport	17	11	14	13	18	5	38.5
Other Transport	1	3	7	10	13	3	30.0
Services to Transport	104	158	245	233	217	-16	-6.9
Storage	8	12	19	21	20	-1	-4.8
<i>Retail and Distribution</i>	<i>3,695</i>	<i>4,805</i>	<i>5,719</i>	<i>5,819</i>	<i>5,801</i>	<i>-18</i>	<i>-0.3</i>
Electricity and Gas Supply	9	3	2	2	3	1	50.0
Water Supply, Sewerage and Drainage Services	6	4	5	5	4	-1	-20.0
Communication Services	140	214	200	194	177	-17	-8.8
Finance	304	409	954	1,095	1,199	104	9.5
Insurance	59	64	59	65	66	1	1.5
Services to Finance and Insurance	248	386	469	466	489	23	4.9
Property Services	1,388	3,285	5,017	5,389	5,613	224	4.2
Business Services	1,772	3,782	4,864	5,056	5,250	194	3.8
<i>Business Services</i>	<i>3,926</i>	<i>8,147</i>	<i>11,570</i>	<i>12,272</i>	<i>12,801</i>	<i>529</i>	<i>4.3</i>
Motion Picture, Radio and Television Services	67	116	160	165	167	2	1.2
Libraries, Museums and the Arts	119	212	250	260	295	35	13.5
Sport and Recreation	147	252	322	332	340	8	2.4
Personal Services	320	528	638	670	677	7	1.0
Other Services	166	245	254	263	275	12	4.6
Private Households Employing Staff	0	1	0	0	0	0	na
<i>Recreation Services</i>	<i>819</i>	<i>1,354</i>	<i>1,624</i>	<i>1,690</i>	<i>1,754</i>	<i>64</i>	<i>3.8</i>
Government Administration	48	23	21	21	23	2	9.5
Defence	14	13	12	11	11	0	0.0
Education	254	290	367	364	370	6	1.6
Health Services	419	709	840	887	910	23	2.6
Community Services	40	130	163	160	169	9	5.6
<i>Social Services</i>	<i>775</i>	<i>1,165</i>	<i>1,403</i>	<i>1,443</i>	<i>1,483</i>	<i>40</i>	<i>2.8</i>
<b>TOTAL ALL INDUSTRIES</b>	<b>12,236</b>	<b>19,731</b>	<b>24,961</b>	<b>25,845</b>	<b>26,398</b>	<b>553</b>	<b>2.1</b>

## 12 Appendix 3. Niche sectors

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### Niche mfg-publishing

C2412	Printing
C2413	Services to Printing
C2421	Newspaper Printing or Publishing
C2422	Other Periodical Publishing
C2423	Book and other Publishing
C2430	Recorded Media Manufacturing and Publishing

### Niche mfg-marine

C2821	Shipbuilding
C2822	Boatbuilding

### Niche mfg-toolmaking et al (?)

C2831	Photographic and Optical Good Manufacturing
C2832	Medical and Surgical Equipment Manufacturing
C2839	Professional and Scientific Equipment Manufacturing nec
C2841	Computer and Business Machine Manufacturing
C2842	Telecommunication, Broadcasting and Transceiving Equipment Manufacturing
C2849	Electronic Equipment Manufacturing nec
C2851	Household Appliance Manufacturing
C2852	Electric Cable and Wire Manufacturing
C2853	Battery Manufacturing
C2854	Electric Light and Sign Manufacturing
C2859	Electrical Equipment Manufacturing nec
C2861	Agricultural Machinery Manufacturing
C2862	Mining and Construction Machinery Manufacturing
C2863	Food Processing Machinery Manufacturing
C2864	Machine Tool and Part Manufacturing
C2865	Lifting and Material Handling Equipment Manufacturing
C2866	Pump and Compressor Manufacturing
C2867	Commercial Space Heating and Cooling Equipment Manufacturing
C2869	Industrial Machinery and Equipment Manufacturing nec
C2911	Prefabricated Metal Building Manufacturing
C2919	Prefabricated Building Manufacturing nec
C2921	Wooden Furniture and Upholstered Seat Manufacturing
C2922	Sheet Metal Furniture Manufacturing
C2923	Mattress Manufacturing (except Rubber)
C2929	Furniture Manufacturing nec
C2941	Jewellery and Silverware Manufacturing
C2942	Toy and Sporting Good Manufacturing
C2949	Manufacturing nec

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**ICT-electronics & computers**

C2841	Computer and Business Machine Manufacturing
C2842	Telecommunication, Broadcasting and Transceiving Equipment Manufacturing
C2849	Electronic Equipment Manufacturing nec
F4612	Professional Equipment Wholesaling
F4613	Computer Wholesaling
F4614	Business Machine Wholesaling nec
F4615	Electrical and Electronic Equipment Wholesaling nec

**ICT-communications**

J7120	ICT - telecommunication Services
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**ICT-data processing & storage**

L7831	Data Processing Services
L7832	Information Storage and Retrieval Services
L7833	Computer Maintenance Services
L7834	Computer Consultancy Services

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ICT industries selected are consistent with the ICT industries defined by the OECD.

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**Retail**

G5110	Supermarket and Grocery Stores
G5121	Fresh Meat, Fish and Poultry Retailing
G5122	Fruit and Vegetable Retailing
G5123	Liquor Retailing
G5124	Bread and Cake Retailing
G5125	Takeaway Food Retailing
G5126	Milk Vending
G5129	Specialised Food Retailing nec
G5210	Department Stores
G5221	Clothing Retailing
G5222	Footwear Retailing
G5223	Fabrics and other Soft Good Retailing
G5231	Furniture Retailing
G5232	Floor Covering Retailing
G5233	Domestic Hardware and Houseware Retailing
G5234	Domestic Appliance Retailing
G5235	Recorded Music Retailing
G5241	Sport and Camping Equipment Retailing
G5242	Toy and Game Retailing
G5243	Newspaper, Book and Stationery Retailing
G5244	Photographic Equipment Retailing
G5245	Marine Equipment Retailing
G5251	Pharmaceutical, Cosmetic and Toiletry Retailing
G5252	Antique and Used Good Retailing
G5253	Garden Supplies Retailing
G5254	Flower Retailing
G5255	Watch and Jewellery Retailing
G5259	Retailing nec
G5261	Household Equipment Repair Services (Electrical)
G5269	Household Equipment Repair Services nec
G5311	Car Retailing
G5312	Motor Cycle Dealing
G5313	Trailer and Caravan Dealing
G5321	Automotive Fuel Retailing
G5322	Automotive Electrical Services
G5323	Smash Repairing
G5324	Tyre Retailing
G5329	Automotive Repair and Services nec

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**Financial services**

K7310	Central Bank
K7321	Banks
K7322	Building Societies
K7323	Credit Unions
K7324	Money Market Dealers
K7329	Deposit Taking Financiers nec
K7330	Other Financiers
K7340	Financial Asset Investors
K7411	Life
K7412	Superannuation
K7421	Health
K7422	General
K7511	Financial Asset Broking Services
K7519	Services to Finance and Investment nec
K7520	Services to Insurance

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**Business services**

L7711	Residential Property Operators
L7712	Commercial Property Operators and Developers
L7720	Real Estate Agents
L7730	Non-Financial Asset Investors
L7741	Motor Vehicle Hiring
L7742	Other Transport Equipment Leasing
L7743	Plant Hiring or Leasing
L7810	Scientific Research
L7821	Architectural Services
L7822	Surveying Services
L7823	Consultant Engineering Services
L7829	Technical Services nec
L7831	Data Processing Services
L7832	Information Storage and Retrieval Services
L7833	Computer Maintenance Services
L7834	Computer Consultancy Services
L7841	Legal Services
L7842	Accounting Services
L7851	Advertising Services
L7852	Commercial Art and Display Services
L7853	Market Research Services
L7854	Business Administrative Services
L7855	Business Management Services
L7861	Employment Placement Services
L7862	Contract Staff Services
L7863	Secretarial Services
L7864	Security and Investigative Services (except Police)
L7865	Pest Control Services
L7866	Cleaning Services
L7867	Contract Packing Services nec
L7869	Business Services nec

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**Education**

N8410	Preschool Education
N8421	Primary Education
N8422	Secondary Education
N8423	Combined Primary and Secondary Education
N8424	Special School Education
N8431	Higher Education
N8432	Technical and Further Education
N8440	Other Education

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**Health**

O8611	Hospitals (except Psychiatric Hospitals)
O8612	Psychiatric Hospitals
O8613	Nursing Homes
O8621	General Practice Medical Services
O8622	Specialist Medical Services
O8623	Dental Services
O8631	Pathology Services
O8632	Optometry and Optical Dispensing
O8633	Ambulance Services
O8635	Physiotherapy Services
O8636	Chiropractic Services
O8639	Health Services nec
O8640	Veterinary Services
O8710	Child Care Services
O8721	Accommodation for the Aged
O8722	Residential Care Services nec
O8729	Non-Residential Care Services nec

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**Sport and Leisure**

P9111	Film and Video Production
P9112	Film and Video Distribution
P9113	Motion Picture Exhibition
P9121	Radio Services
P9122	Television Services
P9210	Libraries
P9220	Museums
P9231	Zoological and Botanic Gardens
P9239	Recreational Parks and Gardens
P9241	Music and Theatre Productions
P9242	Creative Arts
P9251	Sound Recording Studios
P9252	Performing Arts Venues
P9259	Services to the Arts nec
P9311	Horse and Dog Racing
P9312	Sports Grounds and Facilities nec
P9319	Sports and Services to Sports nec
P9321	Lotteries
P9322	Casinos
P9329	Gambling Services nec
P9330	Other Recreation Services

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## 13 Appendix 4: KPI trend tables

The following tables provide figures for North Shore City's KPIs, employment, GDP and business units for each of the years over the 1995-2007 period. Comparative New Zealand figures are also listed, along with six-sector level detail for employment, GDP, and business units.

**Table 13.1. Summary indicators 1994-2007**

<b>BERL Database of TLA ANZSIC Employment, GDP and Business Units</b>														
	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<i>Resident population</i>														
<b>North Shore City</b>	152,559	156,876	172,164	173,496	176,732	178,635	180,538	184,820	188,545	194,328	198,498	201,153	205,608	208,847
Auckland Region	971,424	995,668	1,081,878	1,097,430	1,117,642	1,133,377	1,150,274	1,173,033	1,203,923	1,241,356	1,266,464	1,285,881	1,319,351	1,341,728
New Zealand	3,432,876	3,482,116	3,618,303	3,622,904	3,652,548	3,670,278	3,689,862	3,737,277	3,792,437	3,859,477	3,909,517	3,945,400	4,027,947	4,070,039
<i>Real Value Added GDP (2007\$m)</i>														
<b>North Shore City</b>	3,972	4,290	4,663	4,875	5,165	5,566	6,291	6,439	6,813	7,334	7,604	7,775	8,096	8,302
Auckland Region	33,602	36,017	38,430	40,226	41,577	42,256	45,359	46,508	48,411	51,399	53,434	55,857	57,617	58,872
New Zealand	107,950	113,702	118,444	122,615	124,657	125,230	131,907	135,089	140,164	147,250	152,419	158,567	162,826	165,379
<i>GDP per capita 2007\$</i>														
<b>North Shore City</b>	26,037	27,345	27,082	28,098	29,222	31,159	34,848	34,840	36,133	37,739	38,306	38,650	39,374	39,750
Auckland Region	34,591	36,174	35,521	36,655	37,200	37,283	39,433	39,648	40,211	41,405	42,192	43,439	43,671	43,878
New Zealand	31,446	32,653	32,735	33,844	34,129	34,120	35,748	36,146	36,959	38,153	38,987	40,190	40,424	40,633
<i>Employment (FTEs)</i>														
<b>North Shore City</b>	51,434	55,827	59,508	58,944	62,195	64,282	68,926	70,038	72,549	76,991	80,862	84,271	88,784	90,749
Auckland Region	418,192	449,795	469,166	466,776	480,679	486,344	507,872	507,976	523,160	546,906	568,293	593,879	616,044	629,233
New Zealand	1,378,150	1,440,499	1,484,116	1,450,586	1,470,642	1,473,541	1,515,922	1,531,910	1,581,812	1,640,217	1,690,577	1,751,280	1,808,605	1,845,434
<i>Productivity (GDP per FTE employed 2007\$) #</i>														
<b>North Shore City</b>	69,920	69,832	71,439	75,643	76,102	79,416	84,164	84,936	86,959	88,435	87,386	85,865	84,927	85,211
Auckland Region	72,749	72,769	74,684	78,821	79,271	79,689	82,352	84,583	85,692	87,252	87,380	87,538	87,110	87,151
New Zealand	70,917	71,731	72,767	77,312	77,684	77,947	80,234	81,468	82,056	83,347	83,786	84,270	83,851	83,475
<i>Business units (number)</i>														
<b>North Shore City</b>	12,236	14,704	16,027	15,676	17,643	17,951	20,049	19,731	20,022	21,181	23,389	24,961	25,845	26,398
Auckland Region	83,878	97,209	102,993	103,689	113,901	115,418	125,411	123,080	124,143	130,384	143,540	151,034	155,926	158,802
New Zealand	314,311	345,019	350,091	354,106	376,513	379,701	406,567	403,645	408,416	422,548	453,662	474,007	490,474	499,940
<i>Business size (FTEs per business unit)</i>														
<b>North Shore City</b>	4.2	3.8	3.7	3.8	3.5	3.6	3.4	3.5	3.6	3.6	3.5	3.4	3.4	3.4
Auckland Region	5.0	4.6	4.6	4.5	4.2	4.2	4.0	4.1	4.2	4.2	4.0	3.9	4.0	4.0
New Zealand	4.4	4.2	4.2	4.1	3.9	3.9	3.7	3.8	3.9	3.9	3.7	3.7	3.7	3.7

# excluded owner-occupied dwellings sector

source: BERL Regional Database

**Table 13.2. Employment 1994-2007**

<b>Employment (FTEs)</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>North Shore City</b>														
Primary	361	401	408	383	372	404	406	422	476	493	475	447	430	373
Manufacturing and Building	13,463	14,713	15,071	14,466	14,949	14,351	15,139	15,249	15,558	16,189	17,064	17,918	18,038	18,097
Retail and Distribution	15,746	17,869	19,142	18,794	19,768	20,524	21,435	22,149	22,786	24,309	25,695	26,828	28,562	28,493
Business Services	8,764	9,820	11,033	11,171	12,420	13,682	15,710	15,604	16,692	18,325	19,046	19,843	20,690	22,015
Recreation Services	2,477	2,789	3,109	3,210	3,329	3,574	3,790	3,795	3,978	4,300	4,504	4,868	5,186	5,194
Social Services	10,624	10,235	10,745	10,920	11,357	11,747	12,446	12,819	13,059	13,375	14,078	14,366	15,878	16,576
<b>TOTAL</b>	<b>51,434</b>	<b>55,827</b>	<b>59,508</b>	<b>58,944</b>	<b>62,195</b>	<b>64,282</b>	<b>68,926</b>	<b>70,038</b>	<b>72,549</b>	<b>76,991</b>	<b>80,862</b>	<b>84,271</b>	<b>88,784</b>	<b>90,749</b>
<b>Auckland Region</b>														
Primary	13,496	14,309	13,438	12,464	11,730	11,459	11,614	11,959	12,010	11,949	11,258	10,468	10,607	10,740
Manufacturing and Building	112,154	122,251	126,493	121,205	122,408	120,029	123,678	120,299	121,472	125,430	130,647	136,130	136,965	136,122
Retail and Distribution	129,191	140,592	146,087	144,003	149,582	148,133	154,405	154,758	158,108	165,171	169,713	177,432	183,906	185,107
Business Services	75,651	83,617	90,003	92,306	98,285	103,720	110,530	113,788	118,201	126,047	133,360	140,736	150,510	157,101
Recreation Services	21,686	23,756	24,706	26,599	26,636	27,613	29,823	28,989	30,815	32,153	34,277	36,812	38,101	38,682
Social Services	66,014	65,270	68,439	70,199	72,038	75,390	77,822	78,183	82,554	86,156	89,039	92,301	95,956	101,480
<b>TOTAL</b>	<b>418,192</b>	<b>449,795</b>	<b>469,166</b>	<b>466,776</b>	<b>480,679</b>	<b>486,344</b>	<b>507,872</b>	<b>507,976</b>	<b>523,160</b>	<b>546,906</b>	<b>568,293</b>	<b>593,879</b>	<b>616,044</b>	<b>629,233</b>
<b>New Zealand</b>														
Primary	148,350	149,877	156,865	148,090	142,435	138,811	144,083	150,464	153,320	153,634	151,278	144,395	150,704	151,521
Manufacturing and Building	327,733	348,834	356,757	340,121	340,877	332,842	340,483	340,530	352,107	364,637	379,518	398,229	400,998	400,071
Retail and Distribution	367,969	392,049	399,812	391,874	399,244	397,401	410,980	413,028	422,613	439,693	451,455	464,848	483,062	488,644
Business Services	210,135	223,543	234,904	236,194	245,108	252,542	263,982	264,942	277,155	290,123	303,629	322,485	337,988	352,141
Recreation Services	68,218	73,224	74,179	75,305	77,130	80,223	84,291	85,850	89,122	92,789	98,695	104,688	111,092	113,670
Social Services	255,745	252,972	261,599	259,002	265,848	271,722	272,103	277,096	287,495	299,341	306,001	316,634	324,761	339,387
<b>TOTAL</b>	<b>1,378,150</b>	<b>1,440,499</b>	<b>1,484,116</b>	<b>1,450,586</b>	<b>1,470,642</b>	<b>1,473,541</b>	<b>1,515,922</b>	<b>1,531,910</b>	<b>1,581,812</b>	<b>1,640,217</b>	<b>1,690,577</b>	<b>1,751,280</b>	<b>1,808,605</b>	<b>1,845,434</b>

source: BERL Regional Database

**Table 13.3. GDP (value added) 1994-2007**

<b>GDP (2007\$m)</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>North Shore City</b>														
Primary	17	23	21	23	23	26	24	25	36	36	38	33	34	26
Manufacturing and Building	862	932	994	1,035	1,057	992	1,094	1,123	1,133	1,231	1,273	1,332	1,307	1,285
Retail and Distribution	949	1,078	1,205	1,219	1,292	1,372	1,523	1,621	1,717	1,765	1,888	2,018	2,140	2,130
Business Services	1,457	1,565	1,706	1,805	1,966	2,301	2,703	2,670	2,924	3,240	3,273	3,224	3,347	3,551
Recreation Services	90	106	132	145	158	174	184	190	200	223	232	245	248	259
Social Services	597	586	605	648	668	701	763	810	802	838	899	923	1,021	1,050
<b>TOTAL</b>	<b>3,972</b>	<b>4,290</b>	<b>4,663</b>	<b>4,875</b>	<b>5,165</b>	<b>5,566</b>	<b>6,291</b>	<b>6,439</b>	<b>6,813</b>	<b>7,334</b>	<b>7,604</b>	<b>7,775</b>	<b>8,096</b>	<b>8,302</b>
<b>Auckland Region</b>														
Primary	711	850	770	841	846	817	802	805	815	812	816	821	807	804
Manufacturing and Building	7,481	8,161	8,844	9,188	9,192	8,846	9,544	9,358	9,323	10,093	10,470	10,807	10,799	10,553
Retail and Distribution	8,346	8,999	9,825	9,926	10,317	10,475	11,366	11,746	12,218	12,384	12,770	13,707	14,074	14,163
Business Services	12,334	13,101	13,836	14,704	15,498	16,085	17,277	18,170	19,281	20,964	21,877	22,725	23,832	24,896
Recreation Services	888	996	1,179	1,367	1,463	1,467	1,625	1,587	1,690	1,856	1,940	2,038	2,022	2,140
Social Services	3,844	3,911	3,975	4,201	4,261	4,566	4,744	4,843	5,085	5,290	5,562	5,759	6,082	6,316
<b>TOTAL</b>	<b>33,602</b>	<b>36,017</b>	<b>38,430</b>	<b>40,226</b>	<b>41,577</b>	<b>42,256</b>	<b>45,359</b>	<b>46,508</b>	<b>48,411</b>	<b>51,399</b>	<b>53,434</b>	<b>55,857</b>	<b>57,617</b>	<b>58,872</b>
<b>New Zealand</b>														
Primary	8,819	10,000	9,800	10,819	10,852	10,426	10,779	11,032	11,138	11,193	11,345	11,598	11,933	11,944
Manufacturing and Building	22,591	24,045	25,684	26,557	26,519	25,305	27,229	27,312	27,724	30,446	31,760	32,866	32,865	32,103
Retail and Distribution	21,598	22,839	24,573	24,731	25,096	25,448	27,281	28,022	29,262	29,637	30,714	32,706	33,655	34,021
Business Services	36,884	38,165	39,191	40,737	41,777	42,903	45,028	46,479	49,031	51,906	53,522	55,413	57,544	59,453
Recreation Services	2,624	2,916	3,366	3,573	3,879	3,940	4,285	4,448	4,614	4,962	5,157	5,340	5,412	5,754
Social Services	15,434	15,736	15,829	16,198	16,534	17,208	17,306	17,796	18,396	19,106	19,921	20,643	21,417	22,103
<b>TOTAL</b>	<b>107,950</b>	<b>113,702</b>	<b>118,444</b>	<b>122,615</b>	<b>124,657</b>	<b>125,230</b>	<b>131,907</b>	<b>135,089</b>	<b>140,164</b>	<b>147,250</b>	<b>152,419</b>	<b>158,567</b>	<b>162,826</b>	<b>165,379</b>

source: BERL Regional Database

**Table 13.4. Business Units 1994-2007**

<b>Business units (number)</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>North Shore City</b>														
Primary	147	159	157	163	166	166	155	156	164	151	183	183	149	154
Manufacturing and Building	2,874	3,379	3,725	3,881	3,871	3,871	4,262	4,104	3,980	4,078	4,317	4,462	4,472	4,405
Retail and Distribution	3,695	4,154	4,210	4,331	4,439	4,439	4,858	4,805	4,918	5,142	5,460	5,719	5,819	5,801
Business Services	3,926	5,198	5,954	7,118	7,201	7,201	8,274	8,147	8,379	9,091	10,590	11,570	12,272	12,801
Recreation Services	819	989	1,120	1,134	1,198	1,198	1,360	1,354	1,387	1,476	1,522	1,624	1,690	1,754
Social Services	775	825	861	1,016	1,076	1,076	1,140	1,165	1,194	1,243	1,317	1,403	1,443	1,483
<b>TOTAL</b>	<b>12,236</b>	<b>14,704</b>	<b>16,027</b>	<b>15,676</b>	<b>17,643</b>	<b>17,951</b>	<b>20,049</b>	<b>19,731</b>	<b>20,022</b>	<b>21,181</b>	<b>23,389</b>	<b>24,961</b>	<b>25,845</b>	<b>26,398</b>
<b>Auckland Region</b>														
Primary	7,709	7,921	7,557	7,725	7,829	7,860	7,852	7,723	7,693	7,450	7,386	7,253	6,960	6,763
Manufacturing and Building	17,064	19,716	21,283	21,096	22,746	22,589	24,135	23,233	22,541	23,214	24,761	25,757	26,037	25,801
Retail and Distribution	24,434	27,121	27,336	26,876	28,544	28,659	30,781	29,944	30,287	31,494	33,449	34,582	34,961	34,897
Business Services	24,350	30,984	34,491	35,016	40,738	41,631	46,822	46,312	47,395	51,200	59,894	64,594	68,740	71,658
Recreation Services	5,544	6,336	6,960	6,847	7,419	7,857	8,661	8,671	8,841	9,321	9,976	10,443	10,664	10,902
Social Services	4,777	5,131	5,366	6,129	6,625	6,822	7,160	7,197	7,386	7,705	8,074	8,405	8,564	8,781
<b>TOTAL</b>	<b>83,878</b>	<b>97,209</b>	<b>102,993</b>	<b>103,689</b>	<b>113,901</b>	<b>115,418</b>	<b>125,411</b>	<b>123,080</b>	<b>124,143</b>	<b>130,384</b>	<b>143,540</b>	<b>151,034</b>	<b>155,926</b>	<b>158,802</b>
<b>New Zealand</b>														
Primary	88,227	88,927	84,946	86,197	87,294	87,364	89,042	89,122	89,823	87,071	86,069	85,266	84,151	82,185
Manufacturing and Building	47,990	53,913	56,492	55,076	58,254	58,225	62,685	61,375	60,832	62,842	67,320	71,071	73,694	74,946
Retail and Distribution	75,361	81,824	81,202	79,107	82,359	82,206	87,582	85,562	85,873	88,152	93,208	96,228	97,682	97,759
Business Services	62,853	76,364	81,850	85,258	96,868	98,699	115,810	116,051	119,684	130,691	150,425	162,883	174,953	183,932
Recreation Services	18,532	20,929	21,818	21,800	23,248	24,015	26,420	26,434	26,765	27,678	29,379	30,590	31,428	31,986
Social Services	18,554	19,451	19,969	22,217	23,626	24,281	25,028	25,101	25,439	26,114	27,261	27,969	28,566	29,132
<b>TOTAL</b>	<b>314,311</b>	<b>345,019</b>	<b>350,091</b>	<b>354,106</b>	<b>376,513</b>	<b>379,701</b>	<b>406,567</b>	<b>403,645</b>	<b>408,416</b>	<b>422,548</b>	<b>453,662</b>	<b>474,007</b>	<b>490,474</b>	<b>499,940</b>

source: BERL Regional Database

**Table 13.5. Labour productivity 1994-2007**

Productivity (GDP per FTE ('07\$))	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
<b>North Shore City</b>														
Primary	47,390	56,605	52,494	60,751	62,798	65,437	59,924	58,148	76,296	73,058	80,911	73,729	78,792	69,427
Manufacturing and Building	64,062	63,335	65,933	71,559	70,737	69,095	72,237	73,650	72,821	76,018	74,617	74,344	72,439	71,020
Retail and Distribution	60,281	60,329	62,926	64,843	65,335	66,869	71,072	73,187	75,370	72,609	73,480	75,217	74,908	74,764
Business Services (#)	123,315	119,528	117,329	124,279	123,554	134,484	140,842	139,702	144,972	148,170	143,615	135,311	134,936	135,453
Recreation Services	36,238	38,169	42,592	45,145	47,497	48,559	48,498	50,104	50,352	51,924	51,549	50,312	47,761	49,941
Social Services	56,202	57,223	56,271	59,378	58,832	59,678	61,330	63,194	61,408	62,691	63,858	64,247	64,276	63,340
TOTAL (#)	69,920	69,832	71,439	75,643	76,102	79,416	84,164	84,936	86,959	88,435	87,386	85,865	84,927	85,211
<b>Auckland Region</b>														
Primary	52,652	59,379	57,282	67,478	72,116	71,308	69,036	67,310	67,858	67,938	72,464	78,421	76,098	74,815
Manufacturing and Building	66,701	66,759	69,921	75,804	75,091	73,700	77,168	77,787	76,752	80,471	80,138	79,391	78,848	77,526
Retail and Distribution	64,602	64,008	67,252	68,928	68,975	70,716	73,613	75,899	77,274	74,979	75,244	77,250	76,528	76,513
Business Services (#)	121,009	117,382	116,062	122,089	122,351	121,336	124,336	128,555	132,829	137,121	135,725	133,973	132,080	132,798
Recreation Services	40,940	41,915	47,726	51,380	54,915	53,124	54,489	54,733	54,828	57,710	56,592	55,370	53,075	55,325
Social Services	58,223	59,913	58,087	59,843	59,146	60,562	60,963	61,945	61,592	61,397	62,466	62,393	63,381	62,236
TOTAL (#)	72,749	72,769	74,684	78,821	79,271	79,689	82,352	84,583	85,692	87,252	87,380	87,538	87,110	87,151
<b>New Zealand</b>														
Primary	59,445	66,725	62,475	73,058	76,192	75,111	74,811	73,321	72,646	72,855	74,996	80,324	79,181	78,828
Manufacturing and Building	68,930	68,931	71,993	78,080	77,796	76,028	79,971	80,205	78,737	83,497	83,686	82,531	81,959	80,243
Retail and Distribution	58,696	58,255	61,460	63,109	62,859	64,036	66,380	67,845	69,240	67,404	68,034	70,358	69,671	69,624
Business Services (#)	126,915	124,325	122,358	128,154	127,961	128,814	131,634	136,599	139,502	142,572	140,794	137,764	137,201	136,657
Recreation Services	38,463	39,821	45,383	47,453	50,292	49,119	50,835	51,806	51,769	53,477	52,250	51,008	48,712	50,620
Social Services	60,349	62,206	60,509	62,538	62,194	63,328	63,599	64,225	63,986	63,827	65,100	65,197	65,947	65,127
TOTAL (#)	70,917	71,731	72,767	77,312	77,684	77,947	80,234	81,468	82,056	83,347	83,786	84,270	83,851	83,475

# excluded owner-occupied dwellings sector

source: BERL Regional Database

**Table 13.6. Business size (FTEs per business unit) 1994-2007**

Business size (FTEs per business unit)	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
<b>North Shore City</b>														
Primary	2.5	2.5	2.6	2.4	2.2	2.4	2.6	2.7	2.9	3.3	2.6	2.4	2.9	2.4
Manufacturing and Building	4.7	4.4	4.0	3.7	3.9	3.7	3.6	3.7	3.9	4.0	4.0	4.0	4.0	4.1
Retail and Distribution	4.3	4.3	4.5	4.3	4.5	4.6	4.4	4.6	4.6	4.7	4.7	4.7	4.9	4.9
Business Services	2.2	1.9	1.9	1.6	1.7	1.9	1.9	1.9	2.0	2.0	1.8	1.7	1.7	1.7
Recreation Services	3.0	2.8	2.8	2.8	2.8	3.0	2.8	2.8	2.9	2.9	3.0	3.0	3.1	3.0
Social Services	13.7	12.4	12.5	10.7	10.6	10.9	10.9	11.0	10.9	10.8	10.7	10.2	11.0	11.2
TOTAL	4.2	3.8	3.7	3.8	3.5	3.6	3.4	3.5	3.6	3.6	3.5	3.4	3.4	3.4
<b>Auckland Region</b>														
Primary	1.8	1.8	1.8	1.6	1.5	1.5	1.5	1.5	1.6	1.6	1.5	1.4	1.5	1.6
Manufacturing and Building	6.6	6.2	5.9	5.7	5.4	5.3	5.1	5.2	5.4	5.4	5.3	5.3	5.3	5.3
Retail and Distribution	5.3	5.2	5.3	5.4	5.2	5.2	5.0	5.2	5.2	5.2	5.1	5.1	5.3	5.3
Business Services	3.1	2.7	2.6	2.6	2.4	2.5	2.4	2.5	2.5	2.5	2.2	2.2	2.2	2.2
Recreation Services	3.9	3.7	3.5	3.9	3.6	3.5	3.4	3.3	3.5	3.4	3.4	3.5	3.6	3.5
Social Services	13.8	12.7	12.8	11.5	10.9	11.1	10.9	10.9	11.2	11.2	11.0	11.0	11.2	11.6
TOTAL	5.0	4.6	4.6	4.5	4.2	4.2	4.0	4.1	4.2	4.2	4.0	3.9	4.0	4.0
<b>New Zealand</b>														
Primary	1.7	1.7	1.8	1.7	1.6	1.6	1.6	1.7	1.7	1.8	1.8	1.7	1.8	1.8
Manufacturing and Building	6.8	6.5	6.3	6.2	5.9	5.7	5.4	5.5	5.8	5.8	5.6	5.6	5.4	5.3
Retail and Distribution	4.9	4.8	4.9	5.0	4.8	4.8	4.7	4.8	4.9	5.0	4.8	4.8	4.9	5.0
Business Services	3.3	2.9	2.9	2.8	2.5	2.6	2.3	2.3	2.3	2.2	2.0	2.0	1.9	1.9
Recreation Services	3.7	3.5	3.4	3.5	3.3	3.3	3.2	3.2	3.3	3.4	3.4	3.4	3.5	3.6
Social Services	13.8	13.0	13.1	11.7	11.3	11.2	10.9	11.0	11.3	11.5	11.2	11.3	11.4	11.6
TOTAL	4.4	4.2	4.2	4.1	3.9	3.9	3.7	3.8	3.9	3.9	3.7	3.7	3.7	3.7

source: BERL Regional Database

## 14 Definitions

### Year

All numbers are for the twelve months to March of the stated year.

### Value Added (or the TA's GDP)

*Value added* measures the total value contributed by the activities of all businesses and organisations in the region. In theory it is equal to the value of the output of business (i.e. sales or turnover) less its purchases from other businesses of goods and services used in production (that latter are sometimes termed *intermediate inputs*).

In practice *value added* is akin to the sum of wages, salaries, profits and operating surplus arising from all economic activity in the industry and/or region. The total value added for a region is equivalent to its contribution to *national GDP* (Gross Domestic Product).

The effect of price inflation is removed from the measure of *value added* so that growth over time provides a clear indication of the increase (or decrease) in economic activity. To preserve comparability with official published national GDP statistics, our BERL's *value added* figures for TAs are expressed in terms of constant-priced 1996 \$s.

### Employment (FTEs)

Measured as the number of employed persons - but in terms of full-time equivalents (FTEs), such that *two part-time* employed persons is counted as *one full-time* person.

### Employee count

Measured as the number of employees, these figures exclude employers.

### Productivity

Measured as the *value added* (or *GDP*) of the TA divided by the number of FTEs.

### Business units and size

This provides the number of business operating units within the TA. Business size is defined as the average number of FTEs for each operating unit and indicates whether businesses in the TA are on average growing or shrinking.

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