

About the East Tamaki Business Precinct



A business precinct plan for East Tamaki

East Tamaki is a significant business area in the southeast of Auckland, contributing 4.5 per cent to the region's total employment. It is a dynamic and highly successful production and export zone with concentrations of activity in manufacturing, wholesale, administrative and support services, and professional, scientific and technical services.

With over 27,500 employees, East Tamaki has experienced 61 per cent growth between 2000 and 2010. Growth within the precinct has been driven by factors such as Greenfield development, location, and access to strategic infrastructure such as the motorway, port and airport. With increasing pressures from alternative land uses and the limited availability of land for future expansion, there is a need to plan how the precinct will evolve to ensure its ongoing regional and national competitiveness as a business location.

Benefits

Well-planned development of a precinct like this can help existing local businesses and ultimately deliver more trade to these companies, meaning more growth over time. It can also make the environment for those businesses more pleasant and exciting.

The East Tamaki business precinct has a wealth of potential. It is:

- close to the motorway, main roads, large pools of skilled labour, and shopping
- strong in manufacturing, with developed supply chains
- already occupied by support and service industries
- an established business area with Greenfield land available for further development
- close to the future Flatbush and other recent residential developments, while the future development of the [Auckland-Manukau Eastern Transport Initiative \(AMETI\)](#), will provide improved bus connections on the periphery of the precinct.

The development of a business precinct plan for East Tamaki would harness the existing strengths of the precinct, while providing an opportunity to address areas for improvement that will contribute to continued growth within the area.

Auckland Council's role

Auckland Council plays a key role in promoting and managing growth in Auckland. Our role is to ensure our planning paves the way for business expansion and supports region-wide economic growth. Our strategies are focused on fostering a business friendly environment, higher productivity in Auckland and higher value output from industries.

To help achieve the project vision for East Tamaki, we will work with business and other stakeholders to develop the business precinct plan.

Our role is to:

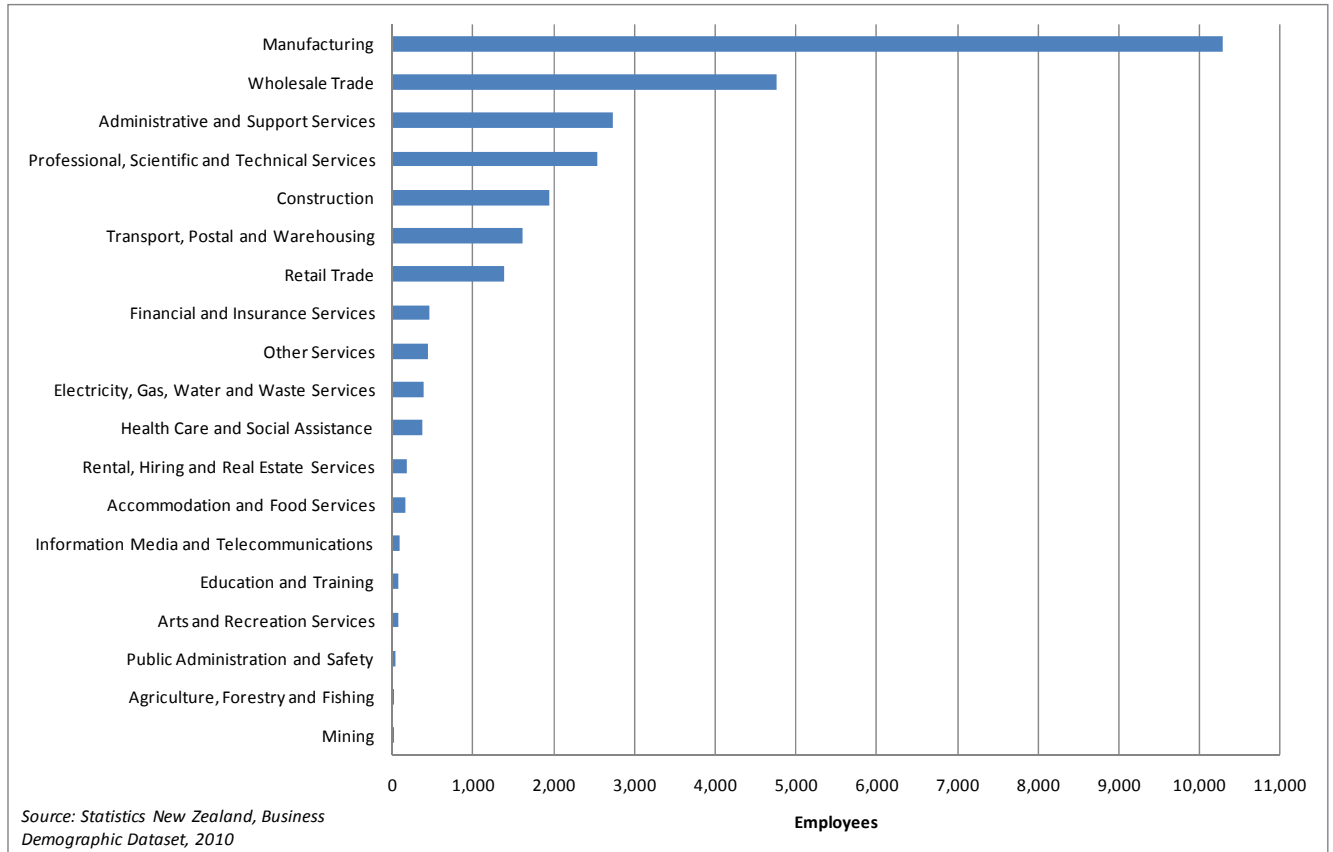
- set the regulatory environment
- apply appropriate zoning controls
- provide infrastructure, including some transport and utilities
- provide quality street environments and public open space
- develop partnerships
- involve local business and other stakeholders
- support business and employment growth through local economic development initiatives

Economic Analysis

In February 2010, there were 27,580 employees in 2510 businesses in the East Tamaki Business Precinct.

Manufacturing is the largest area of employment, comprising approximately 37 percent all employment in the area. Wholesale Trade (17%), Administrative and Support Services (10%), and Professional, Scientific and Technical Services (9%) are the next largest sectors.

Figure 1 Employment by industry sector in the East Tamaki Business Precinct, 2010



Employment within the East Tamaki Business Precinct has grown by 61 percent, a net increase of 10,446 employees between 2000 and 2010. This equates to an average annual growth rate of 4.9 percent.

Over three-quarters (78%) of businesses within the East Tamaki business precinct are small-medium enterprises (SME's), employing less than 20 people.

SWOT Analysis

Economic

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Strategic importance and connections • Significant growth • Local employment base • Strong, well established anchor businesses • Concentration of Manufacturing businesses • High export activity • R&D presence • Active business association 	<ul style="list-style-type: none"> • Lack of focus on growth of the precinct • Lack of highly skilled workforce • Small companies that lack the skills to grow 	<ul style="list-style-type: none"> • Skills training – proximity to providers • Grow connections to training providers • Business growth • Access to regional centres of innovation • Grow local employment opportunities 	<ul style="list-style-type: none"> • Skilled staff attracted off-shore • Inability to attract talent from across the region • Competition – regionally, nationally and internationally • Inertia on part of SME's

Transport

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Transport infrastructure (road/freight) • Reasonably good public transport • Connectivity from the southern motorway • Moderate and tenable congestion • Excess parking supply 	<ul style="list-style-type: none"> • Public transport provision • Poor connectivity for pedestrians and cyclists • Poor connections: north/south - Te Rakau Drive and Smales Road; east/west - Springs Road to Highbrook Drive • Single entry points for new development 	<ul style="list-style-type: none"> • Increase interest in public transport and active modes access to the precinct • Pedestrian and cycle links • Create a permeable road network in the south 	<ul style="list-style-type: none"> • Regional arterial in the north is nearing capacity • Increased congestion if more intensive land uses occur

Land Use

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Availability of greenfield / brownfield land for (re)development • Large land holdings • Current plan provisions area not restrictive in terms of outcomes • Modern, new building stock 	<ul style="list-style-type: none"> • Lack of high standard business accommodation (hotel) • Limited supply of greenfield land for future development 	<ul style="list-style-type: none"> • Changes to zoning rules to support industry growth and limit non-industrial activities • Ensure new developments integrate with surrounding fringe residential areas • Business hotel planned for Highbrook 	<ul style="list-style-type: none"> • Encroachment of retail activity onto valuable business land • Potential damage to the ecological corridor