



*Te Kaunihera o*  
**MANUKAU**  
*City Council*

# Planning Your Future



**A Guide to Career Opportunities  
in the Auckland Region  
2008 to 2016**

## Tena koutou katoa



Having good information about the job market is now more important than ever.

This guide provides a unique tool to help ensure training and skills development is directly aligned with the needs of businesses.

It is a valuable resource that I am confident will help current and future students, training institutes and businesses to better plan for the future.

For those beginning tertiary study or looking to upskill with a degree or industry training, deciding what to study is significant. They can use this guide, which has information about future job opportunities to help make a more informed choice.

This guide provides vital information to ensure people have skills and qualifications that allow them to compete successfully in the job market. It is also a vital part of filling existing skills shortages.

The guide is part of Manukau City Council's plan of action to ensure the city has a highly skilled and adaptable workforce. Creating this type of workforce will mean our economy can meet the demands and challenges of an ever-changing global marketplace.

To successfully compete in this fast-moving global environment Manukau and the Auckland region has to transform into a knowledge based economy.

Manukau's work to develop a clearer understanding of future job needs has a direct impact on the Auckland region as a whole. It will help with keeping local and regional economies strong. It should also ensure Aucklanders have access to opportunities, employment and a high quality of life.



**Len Brown**  
Mayor of Manukau

## Planning Your Future

After several years of strong growth, employment in the Auckland region started to decline in 2008. Unemployment rate in the region increased to 6.5 per cent in the March 2009 quarter from 4.7 per cent a year earlier.

However, addressing skill shortages and skill gaps remains a key regional and national issue with increasingly global competition for skilled workers. Employment in the Auckland region is projected to grow by 11 per cent between 2008 and 2016, with around 131,000 new and replacement job opportunities. This forecast is based on employment trends over the last five years, and the expected population growth over the next eight years.

Never before has the need for robust information about the job market been more important. This guide is an update of the 2006 version based on new information from the 2006 Population and Dwellings Census and provides a comprehensive outline of the expected future demand for specific skills and jobs throughout the region between 2008 and 2016.

This guide will assist:

- Students and young people trying to decide what to study, also what skills are required
- People planning to upskill to find new employment
- Training institutes to plan courses that ensure graduates have the skills and knowledge required in the labour market
- Industry and business organisations with recruitment, training and succession planning.

## A Unique Tool

The information in this guide is forecast using a future skills demand projection model developed by Manukau City Council to help better understand the level of future demand for specific jobs and skills across all industries and sectors.

The model utilises projected population growth, expected changes in the regional economy and 2006 industrial occupation profiles to determine the number of jobs expected in different occupation categories over the 2008 to 2016 period. The numbers of projected job opportunities included in this guide are estimates only and identify areas where demand is likely to be high rather than provide an absolute number of job opportunities.

Information is based on three key assumptions:

- That the population of the Auckland region in 2016 will be 1,597,600
- That the region's population will increase by 226,600 or 16.5 per cent between 2006 and 2016
- That employee counts and population trends in most industries over the past eight years will continue to 2016.

The model takes into account four key areas of growth which influence the demand for skills across all industries and in any associated support services:

### Population related growth

Employment issues are about people. The demand for products, services, housing, transport and infrastructure is primarily determined by people who live in the Auckland region. Population growth and demographics also determine the level of demand for particular skills.

### Location related growth

The three rules of property are: Location! Location! Location! Industries that build on location advantages, such as proximity to the domestic and international airports and transport and distribution networks, will continue to grow. So too will the demand for various skills in these industries.

### Natural resource related growth

Innovative industries that maximise and add value to local resources such as dairy, food and beverage, and wood processing industries, will continue to have a distinct competitive advantage in the local market, and potentially in overseas markets. It is likely that these industries will continue to be strong, and will grow with increasing globalisation.

### Trade related growth

Export or die! is the catch cry for trade. Increased globalisation and global technological development has seen some local industries such as clothing decline, while others such as high-value business services, environmental engineering services, medical services, education, technological services, and industries producing high-value manufactured products/ services for niche markets grow.





JOB OPPORTUNITIES  
by industry

Between 2008 and 2016, the fastest growing industries are expected to be Professional Business Services (31 per cent), Hospitality Services (27 per cent), Cultural and Recreational Services (22 per cent) and Personal services (23 per cent).

The number of job opportunities is likely to be highest in Professional Business Services, Education and Training, Health Care, Hospitality Industry, Retail, Wholesale, Personal Services, Transport and Warehousing Industries over the next eight years.

**TABLE 1.**  
**Industries with the highest number of projected job opportunities**

Sector	Number of job opportunities
Professional, Scientific and Technical Services (excluding computer related services)	20,380
Education and Training	14,840
Healthcare and Social Assistance	14,670
Accommodation and Food Services (Hospitality)	12,230
Retail Trade	11,340
Wholesale Trade	11,090
Personal Services	7,545
Administrative and Support Services	7,130
Transport, Postal and Warehousing	6,870
Construction	6,530
Computer System Design and Related Services	4,370
Information Media and Telecommunications	4,090

**NOTE:** In tables some figures have been rounded up or down.

## Employment by Industry 2008-2016

	2008 (actual)	2016 (projected)	2008-2016 growth	Job opportunities 2008-2016
Agriculture, Forestry and Fishing	5,900	5,400	-500	810
Mining	490	400	-90	-35
Manufacturing	82,000	75,390	-6,610	950
Electricity, Gas, Water and Waste Services	4,220	4,630	410	680
Construction	37,400	39,580	2,180	6,530
Wholesale Trade	55,710	62,320	6,610	11,090
Retail Trade	67,110	73,490	6,380	11,340
Accommodation and Food Services	39,130	49,750	10,620	12,230
Transport, Postal and Warehousing	33,960	37,540	3,580	6,870
Information Media and Telecommunications	19,430	22,370	2,940	4,090
Financial and Insurance Services	25,680	26,010	330	2,680
Rental, Hiring and Real Estate Services	11,120	11,180	60	2,740
Professional, Scientific and Technical Services	61,060	80,150	19,090	24,750
Administrative and Support Services	38,380	43,140	4,760	7,130
Public Administration and Safety	25,280	24,920	-360	1,660
Education and Training	51,700	60,670	8,970	14,840
Health Care and Social Assistance	54,220	63,070	8,850	14,670
Arts and Recreation Services	10,790	13,160	2,370	2,490
Other Services	21,350	26,250	4,900	7,450
<b>Total</b>	<b>644,930</b>	<b>719,420</b>	<b>74,500</b>	<b>132,965</b>

Job opportunities vary considerably across different occupation groups. The following tables outline the projected number of jobs in over 200 occupations, categorised in seven groups: Management, Professionals, Technicians and Trade Workers, Community and Personal Service Workers, Clerical and Administrative Workers, Sales Workers, and Machinery Operators and Drivers.

To successfully compete in a competitive, fast-changing and global environment Auckland has to transform into a knowledge based economy. The projected demands are highest for skilled and knowledge workers.

Opportunities for management executives, professionals, technicians and trade workers account for approximately 55 per cent of the total expected number of job opportunities.

Opportunities for semi-skilled workers such as clerks and administrative workers, community and personal service workers and machinery operators and drivers account for another 38 per cent. The number of job opportunities for labourers is small, increasing the need for people to gain productive skills to meet the future demands of industry.

While some specific jobs require specialist skills and formal qualifications, many skills (including management, accounting, secretarial and administration, customer service, human resources and public relations) are needed for jobs in all industries. Over the next eight years, skilled workers will be required by all businesses at entry, intermediate and advanced levels.

**TABLE 2.**  
**Industries with the highest number of projected job opportunities**

Occupation major group	Employment increase	Retirement	Job opportunities	per cent share
Managers	12,230	12,340	24,570	18.3 per cent
Professionals	23,930	13,330	37,260	27.8 per cent
Technicians and Trades Workers	6,020	6,560	12,580	9.4 per cent
Community and Personal Service Workers	8,450	3,720	12,170	9.1 per cent
Clerical and Administrative Workers	10,660	9,690	20,350	15.2 per cent
Sales Workers	7,120	5,280	12,400	9.3 per cent
Machinery Operators and Drivers	1,550	4,070	5,620	4.2 per cent
Labourers	4,560	4,530	9,090	6.8 per cent
Total	74,520	59,520	134,040	100 per cent

**NOTE:** Information on the nature of the work, the required skills and training, and the working conditions for each occupation can be found at [www.abs.gov.au](http://www.abs.gov.au) by searching for "ANZSCO classification of documents". If you're reading this online click on the occupation title in the tables.

**TABLE 3.**  
**Projected demand for workers by occupation group**

Occupation subgroup	Employment increase	Retirement	Job opportunities
<b>Managers subtotal</b>	<b>12,230</b>	<b>12,340</b>	<b>24,570</b>
Chief Executives, General Managers and Legislators	3,000	4,150	7,160
Farmers and Farm Managers	-100	590	490
Specialist Managers	5,880	5,380	11,260
Hospitality, Retail and Service Managers	3,450	2,210	5,660
<b>Professionals subtotal</b>	<b>23,930</b>	<b>13,330</b>	<b>37,260</b>
Arts and Media Professionals	1,230	650	1,880
Business, Human Resource and Marketing Professionals	5,300	3,030	8,330
Design, Engineering, Science and Transport Professionals	2,810	1,710	4,520
Education Professionals	5,860	3,790	9,650
Health Professionals	3,680	2,060	5,740
ICT Professionals	2,790	540	3,330
Legal, Social and Welfare Professionals	2,260	1,550	3,810
<b>Technicians and trades workers subtotal</b>	<b>6,020</b>	<b>6,560</b>	<b>12,580</b>
Engineering, ICT and Science Technicians	1,670	980	2,650
Automotive and Engineering Trades Workers	1,180	1,550	2,730
Construction Trades Workers	630	1,210	1,840
Electrotechnology and Telecommunications Trades Workers	520	600	1,120
Food Trades Workers	1,870	490	2,360
Skilled Animal and Horticultural Workers	600	530	1,130
Other Technicians and Trades Workers	-450	1,200	750
<b>Community &amp; Personal Service Workers subtotal</b>	<b>8,450</b>	<b>3,720</b>	<b>12,170</b>
Health and Welfare Support Workers	630	460	1,090
Carers and Aides	2,700	1,830	4,530
Hospitality Workers	3,220	360	3,580

Protective Service Workers	230	520	750
Sports and Personal Service Workers	1,670	550	2,220
<b>Clerical and Administrative workers subtotal</b>	<b>10,660</b>	<b>9,690</b>	<b>20,350</b>
Office Managers and Program Administrators	1,210	1,180	2,390
Personal Assistants and Secretaries	1,270	1,270	2,540
General Clerical Workers	2,530	2,220	4,750
Inquiry Clerks and Receptionists	1,750	1,390	3,140
Numerical Clerks	1,600	1,680	3,280
Clerical and Office Support Workers	930	640	1,570
Other Clerical and Administrative Workers	1,360	1,320	2,680
<b>Sales workers subtotal</b>	<b>7,120</b>	<b>5,290</b>	<b>12,410</b>
Sales Representatives and Agents	2,200	2,270	4,470
Sales Assistants and Salespersons	3,850	2,530	6,380
Sales Support Workers	1,070	490	1,560
<b>Machinery Operators and Drivers subtotal</b>	<b>1,550</b>	<b>4,070</b>	<b>5,630</b>
Machine and Stationary Plant Operators	-830	1,260	440
Mobile Plant Operators	240	310	550
Road and Rail Drivers	1,350	1,770	3,120
Storepersons	780	730	1,510
<b>Labourers subtotal</b>	<b>4,560</b>	<b>4,530</b>	<b>9,090</b>
Cleaners and Laundry Workers	1,740	1,300	3,040
Construction and Mining Labourers	250	430	680
Factory Process Workers	500	780	1,280
Farm, Forestry and Garden Workers	190	550	740
Food Preparation Assistants	1,030	200	1,240
Other Labourers	850	1,280	2,120
<b>Grand Total</b>	<b>74,520</b>	<b>59,520</b>	<b>134,040</b>

If the regional economy is successfully transformed into a knowledge economy driven by exports of high value and knowledge based products and services, the demand for engineering, design, ICT and science professionals and technicians is expected to be much higher than the above projections (which are based mainly on the historical/current trends).

## Management

The demand for people with management skills is large and steadily increasing. An expected 24,500 job opportunities over 2008-16 will require people with management skills.

The skills and experience needed to fill management positions vary depending on the sector and size of a business. Large organisations tend to need people with more specialised management and technical skills than smaller organisations. More than two thirds of management opportunities are for people with technical knowledge and specialist skills in production, transport, property, health services, human resources, engineering, and information technology.

Management opportunities, especially in large organisations, are usually for people aged over 25 with experience and/or special management training. Management skills needed for small businesses tend to be more general and less specialised than for big businesses. As a business grows in size, ongoing management training is important for the business and for the economy.

Filling management roles requires tertiary institutions and other training organisations to provide enough suitable management training programmes to cater for existing workers wanting to upskill and move into management roles, and for existing managers wanting more challenges, responsibility and rewards.

**TABLE 4.**  
Projected demand for specialist management professionals in Auckland region (2008-16)

Occupation Code and Title	Employment increase	Retirement	Job opportunities
131111 Advertising and Public Relations Manager	227	84	311
131112 Sales and Marketing Manager	1,412	857	2,269
132111 Corporate Services Manager	522	540	1,062
132211 Finance Manager	620	545	1,165
132311 Human Resource Manager	254	156	410
132411 Policy and Planning Manager	794	578	1,372
132511 Research and Development Manager	76	55	131
133111 Construction Project Manager	117	151	268
133112 Project Builder	228	782	1,010
133211 Engineering Manager	48	94	142
133311 Importer or Exporter	93	113	206
133312 Wholesaler	35	41	76
133512 Production Manager (Manufacturing)	56	326	383
133611 Supply and Distribution Manager	212	197	409
134211 Medical Superintendent (NZ)	106	82	187
134311 School Principal	214	235	449
134412 Regional Education Manager	151	122	274
134499 Education Managers other	39	29	68
135112 ICT Project Manager	411	110	521
139913 Laboratory Manager	22	19	41
139914 Quality Assurance Manager	71	79	150
139915 Sports Administrator	67	22	89
139999 Specialist Managers other	53	38	91

**TABLE 5.**  
Projected demand for Hospitality, Retail and Service Managers in Auckland region (2008-16)

Occupation Code and Title	Employment Increase	Retirement	Job opportunities
141111 Cafe or Restaurant Manager	873	221	1,094
141211 Caravan Park and Camping Ground Manager	15	12	27
141311 Hotel or Motel Manager	283	137	420
141411 Licensed Club Manager	24	19	43
141911 Bed and Breakfast Operator	26	43	69
141999 Accommodation and Hospitality Managers other	145	182	327
142111 Retail Manager (General)	1,335	1,054	2,389
149113 Sports Centre Manager	26	14	41
149211 Call or Contact Centre Manager	37	10	46
149212 Customer Service Manager	231	158	389
149311 Conference and Event Organiser	195	55	250
149413 Transport Company Manager	35	41	76
149913 Facilities Manager	42	89	131
149914 Financial Institution Branch Manager	41	82	123
149999 Hospitality, Retail and Service Managers other	27	19	46



## Professionals

As the economy changes and more high-value products and services are developed, the demand for new and replacement professionals is likely to increase by a projected 43,500 job opportunities. The demand for accountants, teachers, nurses, doctors, information and communications professionals, lawyers and engineers is forecast to be in the thousands.

Development of more and better quality infrastructure, facilities and services in health and education to meet the requirements of an ageing population means there will be an increasing demand for health and education professionals.

Arts and Media Professionals in most demand:

- Painter (200)
- Photographer (200)
- Journalists & Writers (250)
- Editor (190)
- Author (160)
- Media producer (130)
- Musician (110)

Demand for arts and media professionals is normally created by arts and media professionals and not limited to regional and national markets. Therefore, the higher the talents of local arts and media professionals the higher the number of job opportunities.

**TABLE 6.**  
**Projected demand for Arts and Media professionals in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
211111 Actor	52	14	66
211113 Entertainer or Variety Artist	35	19	55
211199 Actors, Dancers and Other Entertainers other	23	12	35
211213 Musician (Instrumental)	72	38	111
211311 Photographer	149	58	207
211411 Painter (Visual Arts)	87	110	198
212112 Media Producer (excluding Video)	88	41	129
212113 Radio Presenter	46	14	61
212114 Television Presenter	27	10	37
212211 Author	85	72	157
212312-99 Director (Film, Television, Radio or Stage)	56	15	71
212314 Film and Video Editor	32	7	39
212317 Technical Director	49	24	73
212411 Copywriter	35	5	40
212412 Newspaper or Periodical Editor	139	53	192
212413 Print Journalist	112	65	177
212415 Technical Writer	26	14	40
212416-99 Journalists and Other Writers other	38	9	48

## Business, Human Resource and Marketing

Business, Human Resource and Marketing Professionals in highest demand will be:

- Accountants (2,500)
- Management Consultant (920)
- Marketing Specialist (700)
- Librarian (420)
- Recruitment Consultant (345)
- Technical Sales Representative (320)
- Financial Investment Adviser (300)
- Human Resource Adviser (275)
- ICT Sales Representative (270)
- Public Relations Professional (220)
- Insurance Broker (215)
- Training & Development Professional (200)

**TABLE 7.**  
**Projected demand for Business, HR & Marketing Professionals in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
221111 Accountant (General)	1,687	797	2,484
221112 Management Accountant	43	24	67
221113 Taxation Accountant	97	31	128
221213 External Auditor	107	41	148
221214 Internal Auditor	22	19	41
222111 Commodities Trader	35	12	47
222112 Finance Broker	31	58	89
222113 Insurance Broker	23	192	215
222299 Financial Dealers other	11	22	33

222311-12 Financial Investment Adviser/ Manager	104	196	300
223111 Human Resource Adviser	183	94	276
223112 Recruitment Consultant	257	89	345
223113 Workplace Relations Adviser	32	29	61
223211 ICT Trainer	54	24	78
223311 Training and Development Professional	123	79	203
224111-3 Statistician/ Mathematician/Actuary	33	26	59
224211 Archivist	13	12	25
224212 Gallery or Museum Curator	14	17	31
224412 Policy Analyst	87	67	154
224512 Valuer	15	55	71
224611 Librarian	213	206	420
224711 Management Consultant	605	322	927
224912 Liaison Officer	27	19	47
224913 Immigration Consultant (NZ)	28	12	40
224999 Information and Organisation Professionals other	37	34	71
225111 Advertising Specialist	134	19	153
225112 Market Research Analyst	113	19	133
225113 Marketing Specialist	514	182	696
225213 ICT Sales Representative	206	67	274
225311 Public Relations Professional	175	48	223
225499 Technical Sales Representatives other	184	134	319

## Design, Engineering, Science and Transport

Design, Engineering, Science and Transport Professionals in highest demand:

- Engineer (1,320), especially Civil Engineers
- Designer (820), especially Graphic Designer
- Architect (700)
- Scientist (240)
- Air Transport Professional (210)

**TABLE 8.**  
**Projected demand for Design, Engineering, Science and Transport Professionals in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
231111 Aeroplane Pilot	72	70	141
232111 Architect	439	187	626
232112 Landscape Architect	58	24	82
232212 Surveyor	126	60	186
232312 Industrial Designer	33	48	81
232411 Graphic Designer	425	77	502
232412 Illustrator	42	5	47
232414 Web Designer	70	7	77
232511 Interior Designer	89	55	145
232611 Urban and Regional Planner	84	60	144
233211 Civil Engineer	301	209	509
233212 Geotechnical Engineer	26	2	28
233213 Quantity Surveyor	78	67	145
233214 Structural Engineer	99	53	152
233215 Transport Engineer	49	24	73
233311 Electrical Engineer	92	77	169
233411 Electronics Engineer	51	36	87
233511 Industrial Engineer	13	26	40
233512 Mechanical Engineer	101	127	229

233512 Mechanical Engineer	101	127	229
233915 Environmental Engineer	27	5	31
234112 Agricultural Scientist	24	10	33
234211 Chemist	19	17	36
234212 Food Technologist	34	14	48
234311 Conservation Officer	20	10	30
234312 Environmental Consultant	33	12	45
234313 Environmental Research Scientist	33	14	47
234411 Geologist	25	10	35
234611 Medical Laboratory Scientist	84	41	125
234711 Veterinarian	73	22	95

The above projections are based on the historical and current structure of the industrial sectors, with mainly domestic markets. The demand for engineers, designers, scientists, biologists especially environmental engineers, micro biotechnologists, electronic engineers is expected to be higher than the projections above if Auckland transforms into a knowledge economy.

## Education

Education Professionals in highest demand include:

- Primary Schoolteacher (2,760)
- Secondary Teacher (2,270)
- University Lecturer (1,500)
- Early Childhood Teacher (1,180)
- Teacher Of English To Speakers Of Other Languages (310)
- Music Teacher (260)
- Education Adviser (250)
- University Tutor (250)
- Special Needs Teachers (250)

**TABLE 9.**  
**Projected demand for Education Professionals in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
241111 Early Childhood (Pre-primary School) Teacher	884	295	1,179
241112 Kaiako Kohanga Reo (Māori Language Nest Teacher)	28	12	40
241213 Primary School Teacher	1,697	1,066	2,762
241311 Intermediate School Teacher	129	55	184
241411 Secondary School Teacher	1,339	936	2,275
241511-3 Special Needs Teacher	133	115	248
242111 University Lecturer	783	703	1,486
242112 University Tutor	174	74	248
242211 Polytechnic Teacher	79	70	149
249111 Education Adviser	134	113	247
249211 Art Teacher (Private Tuition)	27	24	51
249212-3 Dance & Drama Teacher (Private Tuition)	61	31	92
249214 Music Teacher (Private Tuition)	150	115	265
249299 Private Tutors and Teachers other	43	29	71
249311 Teacher of English to Speakers of Other Languages	177	137	314

## Health

Health Professionals in highest demand:

- Registered Nurse - all (2,540)
- General Practitioner (410)
- Nurse Manager (350)
- Resident Medical Officer (290)
- Midwife (230)
- Physiotherapist (210)

**TABLE 10.**  
Projected demand for Health Professionals in Auckland region (2008-16)

Occupation Code and Title	Employment increase	Retirement	Job opportunities
251111 Dietitian	38	19	57
251211 Medical Diagnostic Radiographer	52	36	88
251212 Medical Radiation Therapist & Sonographer	62	19	81
251311-2 Environmental Health Officer and Occupational Health and Safety Adviser	29	48	77
251411 Optometrist	38	14	52
251511-3 Hospital/ Industrial / Retail Pharmacist	121	81	202
251911-99 Health Diagnostic Promotion Professionals	72	50	122
252111-2 Chiropractor/Osteopath	38	15	52
252211-13 Acupuncturist & Naturopath	48	31	79
252299 Complementary Health Therapists other	37	31	68
252311-2 Dental Specialist & Dentist	106	60	166
252411 Occupational Therapist	85	29	113
252511 Physiotherapist	159	50	209
252711-2 Audiologist & Speech Language Therapist (NZ)	52	21	73



252711-2 Audiologist & Speech Language Therapist (NZ)	52	21	73
253111 General Medical Practitioner	255	154	409
253112 Resident Medical Officer	253	41	294
253211 Anaesthetist	30	10	40
253311 Specialist Physician (General Medicine)	40	38	78
253411 Psychiatrist	23	14	37
253511 Surgeon (General)	30	17	47
253915-6 Pathologist & Radiologist	45	22	67
254111 Midwife	135	91	226
254211 Nurse Educator	35	24	59
254311 Nurse Manager	226	120	346
254412-99 Registered Nurse	1,576	963	2,539

The above projections are based on the health industry profile in 2006, when shortage of medical professionals prevailed and the waiting list of elective surgery was very long. Therefore, the resulting projections underestimate the demand and the job opportunities for medical professionals over the next eight years. The demand especially for specialists and surgeons may be significantly higher than the above figures.

## Information and Communications Technology

ICT Professionals in high demand:

- Analyst/Developer Programmer (940)
- System Analyst (840)
- Software and Applications Programmer (530)
- Systems Administrator (240)
- Database Administrator (150)
- Web Developer (120)

**TABLE 11.**  
Projected demand for Information and Communications Technology (ICT) Professionals in Auckland region (2008-16)

Occupation Code and Title	Employment increase	Retirement	Job opportunities
261111 ICT Business Analyst	27	17	44
261112 Systems Analyst	722	120	842
261212 Web Developer	107	12	119
261311 Analyst Programmer	63	12	75
261312-3 Developer Programmer/ Software Engineer	759	108	867
261399 Software and Applications Programmers other	463	65	528
262111 Database Administrator	117	31	148
262112 ICT Security Specialist	14	17	31
262113 Systems Administrator	175	70	244
263111 Computer Network and Systems Engineer	82	10	92
263112-3 Network Administrator & Analyst	90	24	114
263211-3 ICT Support, Quality and Test Engineer	72	14	86
263311 Telecommunications Engineer	32	14	47
263312 Telecommunications Network Engineer	46	19	65

The above projections are based on 2006 census data and are likely to be underestimated because there were ICT skills shortages at the time the census was taken. The demand for ICT professionals is expected to be higher than the projections above if Auckland transforms into a knowledge economy.

## Legal, Social and Welfare

Legal, Social and Welfare Professionals in high demand:

- Solicitor (1,140)
- Minister Of Religion (590)
- Social Worker (440)
- Counsellor (430)
- Social Professionals (280)
- Welfare Worker (140)

**TABLE 12.**  
Projected demand for Legal, Social and Welfare Professionals in Auckland region (2008-16)

Occupation Code and Title	Employment increase	Retirement	Job opportunities
271111 Barrister	122	72	194
271299 Judicial and Other Legal Professionals- other	81	72	153
271311 Solicitor	824	314	1,138
272111-99 Counsellors	210	223	433
272211 Minister of Religion	297	290	587
272311 Clinical Psychologist	87	58	145
272314 Psychotherapist	44	46	89
272412-3 Interpreter & Translator	72	50	122
272499 Social Professionals Other	196	84	280
272511 Social Worker	250	190	440
272613 Welfare Worker	43	94	137

## Technicians and Trades Workers

It is projected that the number of technicians and trades workers working in the Auckland region will increase by approximately 6,000 between 2008 and 2016. Taking into account the number of people likely to retire over this period, there would be 12,580 job opportunities for technicians and trades workers over this period. As there was a shortage of technicians and trades workers in 2006, it is likely that the projected demand and job opportunities for this group of skilled workers is underestimated. The demand for technicians and trades workers is expected to be higher than the projections above if Auckland transforms into a knowledge economy.

It takes at least three or four years of practical and theoretical training for a person with sufficient literacy and numeracy skills to become a technician or a qualified trades person. Job opportunities for qualified trade workers and technicians are available in many forms, including within established firms as well as self-employment. Government funding is available for modern apprenticeships and industry training.

**TABLE 13.**  
**Projected demand for Technicians and Trade Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
Engineering, ICT and Science Technicians	1,671	982	2,652
Automotive and Engineering Trades Workers	1,175	1,548	2,723
Construction Trades Workers	628	1,214	1,842
Electrotechnology and Telecommunications Trades Workers	518	605	1,123
Food Trades Workers	1,872	490	2,362
Skilled Animal and Horticultural Workers	601	526	1,126

## Engineering, ICT and Science

Engineering, ICT and Science Technicians in high demand:

- Building and Engineering Technicians (800)
- ICT Support Officers & Technicians (730)
- Medical Technicians (400)
- Architectural & Engineering Draftspersons (385)

**TABLE 14.**  
**Projected demand for Engineering, ICT and Science Technicians in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
311111 Agricultural Technician	13	7	20
311211-99 Medical Technician	280	122	402
311411-99 Science Technician	152	86	238
312111-16 Architectural, Building Draftsperson and Surveying Technician	212	173	385
312211-2 Civil Engineering Draftsperson & Technician	29	19	48
312312 Electrical Engineering Technician	45	55	101
312412 Electronic Engineering Technician	66	79	145
312512 Mechanical Engineering Technician	23	34	57
312611 Safety Inspector	44	62	107
312999 Building and Engineering Technicians - other	177	108	285
313112-99 ICT Support Technician	587	144	731

## Automotive and Engineering

Automotive And Engineering Trades Workers in high demand include:

- Motor Mechanic (950)
- Fitter, Welder, Turner (550)
- Aircraft Maintenance Engineer (350)
- Panel Beater (280)
- Sheet Metal Trades workers (140)

The demand will be higher for engineering pattern makers, precision instrument makers and tool makers if Auckland's economy is transformed into a knowledge based economy.

**TABLE 15.**  
**Projected demand for Automotive and Engineering Trades Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
321111 Automotive Electrician	61	26	88
321211 Motor Mechanic	641	310	951
322211 Sheetmetal Trades Worker	36	106	142
323112 Aircraft Maintenance Engineer (Mechanical)	60	149	209
323211 Metal fitter and machinist	95	458	553
323412 Toolmaker	9	70	79
324111 Panel Beater	200	79	279
324311 Vehicle Painter	68	24	92

## Construction

Construction Trades Workers in high demand:

- Carpenter/Joiner (580)
- Painting Trades Worker (380)
- Plumber (270) followed by Tiler, Drainlayer, Bricklayer and Floor Finisher

**TABLE 16.**  
**Projected demand for Construction Trades Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
33111 Bricklayer & Stonemason	29	60	89
33121 Carpenter and Joiner	148	430	578
332111 Floor Finisher	39	55	94
332211 Painting Trades Worker	110	266	376
333111 Glazier	28	34	61
33321 Plasterer	48	72	120
333311 Roof Tiler	37	29	66
333411 Wall and Floor Tiler	25	29	53
334111 Plumber (General) & Gas Fitter	106	190	296
334113 Drainlayer	58	48	106

## Electrotechnology and Telecommunications

Electrotechnology and Telecommunications Trades Workers in high demand:

- General Electricians (660)
- Telecommunications Technicians (160)
- Electrical Line Mechanic (95)
- Electronic Equipment Trades Workers (90)
- Air Conditioning/Refrigeration Mechanic (50)

**TABLE 17.**  
**Projected demand for Electrotechnology and Telecommunications Trades Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
341111 Electrician (General)	237	422	660
342111 Airconditioning and Refrigeration Mechanic	25	22	47
342211 Electrical Line Mechanic (NZ)	61	34	95
3423 Electronic Trades Worker	49	58	107
3424 Telecommunications Technician	110	50	160

## Food

Food Trades Workers in high demand:

- Chef (1,440)
- Cook (580)
- Butcher (260)
- Baker (170)

**TABLE 18.**  
**Projected demand for Food Trades Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
351111 Baker	104	70	173
351211 Butcher or Smallgoods Maker	74	84	158
351311 Chef	1,288	151	1,439
351411 Cook	402	178	580

## Skilled Animal And Horticultural

Skilled Animal And Horticultural Workers in high demand:

- General Gardeners (330)
- Golf Course Greenkeeper (220)
- Landscape gardeners (140)
- Veterinary Nurse (100)
- Florist (90)

**TABLE 19.**  
**Projected demand for Skilled Animal and Horticultural Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
361112 Horse Trainer	20	17	36
361199 Animal Attendants and Trainers other	47	17	64
361311 Veterinary Nurse	89	12	101
362111 Florist	44	43	88
362211 Gardener (General)	151	180	331
362212 Arborist	24	12	36
362213 Landscape Gardener	83	60	143
362311 Greenkeeper	119	101	220

## Other

Other Trades Workers And Technicians in demand include:

- Hairdresser (670)
- Performing Arts Technician (206) including Camera Operator, Sound Technician, Light Technician, Make Up Artist
- Sign Writer (100)
- Other trades worker (100) including interior decorator, dispensing optician.

**TABLE 20.**  
**Projected demand for other Trades Workers and Technicians in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
391111 Hairdresser	501	168	669
3995 Performing Arts Technician	157	49	206
399611 Signwriter	61	36	97
3999 Technicians and Trades Worker other	52	50	102

## Community and Personal Service

In 2006 there were 45,760 community and personal service workers in the Auckland region. The number is projected to increase by 12,000 between 2006 and 2016. This projected growth rate of 26 per cent is higher than the population growth rate because of expected growth of the aged population, of personal income level and of the tourism industry. Taking into account the number of workers going into retirement over the coming years, the total number of job opportunities in this occupation group from 2008 to 2016 is projected to be approximately 12,170.

The highest number of job opportunities is for carers and aides and hospitality workers followed by sport and personal service workers.

**TABLE 21.**  
**Projected demand for Community and Personal Service Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
Health and Welfare Support Workers	632	458	1,090
Carers and Aides	2,698	1,834	4,532
Hospitality Workers	3,220	362	3,583
Protective Service Workers	232	518	751
Sports and Personal Service Workers	1,670	547	2,217
<b>Total</b>	<b>8,452</b>	<b>3,720</b>	<b>12,172</b>

## Health and Welfare Support

Occupations in high demand include:

- Welfare support workers including Community Worker, Youth Worker, Parole or Probation Worker and Disability Service worker (680)
- Enrolled and Mothercraft Nurse(220)
- Dental Hygienist/Therapist/Technicians (50)
- Massage Therapist (130)
- Ambulance/Paramedic Worker (110)

**TABLE 22.**  
**Projected Demand for Health And Welfare Workers in Auckland region (2008-2016)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
41111 Ambulance Officer & Paramedic	96	17	113
4112 Dental Hygienist, Technician & Therapist	113	40	153
4113 Diversional Therapist	39	31	70
4114 Enrolled & Mothercraft nurse	129	94	222
4116 Massage Therapist	95	36	131
4117 Welfare Support Worker	442	240	682

## Carers and Aides

Occupations in high demand include:

- Personal Care Assistant (2,200)
- Teachers' Aide (910)
- Child Care Worker (370)
- Carer for the Aged and Disabled (240)
- Nanny (210)
- Nursing Support Worker (200)
- Dental assistant (150)

**TABLE 23.**  
**Projected demand for Carers and Aides in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
421111 Child Care Worker	240	130	370
421113 Nanny	135	74	210
421114 Out of School Hours Care Worker	52	19	72
422116 Teachers' Aide	637	281	917
423111 Aged or Disabled Carer	128	108	236
423211 Dental Assistant	113	36	149
423311 Hospital Orderly	50	31	81
423312 Nursing Support Worker	123	72	195
423313 Personal Care Assistant	1,156	1,037	2,193
423314 Therapy Aide	25	22	47

## Hospitality

Occupations in high demand include:

- Waiter (1,390)
- Café Worker (740)
- Hotel Service Manager (490)
- Bar Attendant (480)
- Barista (260)

**TABLE 24.**  
**Projected demand for Hospitality Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
431111 Bar Attendant	445	34	479
431112 Barista	260	5	264
431211 Cafe Worker	611	125	736
431311 Gaming Worker	119	14	134
431411 Hotel Service Manager	398	91	489
431511 Waiter	1,317	70	1,387
431912 Doorperson or Luggage Porter	49	17	66



## Protective Service

Occupations in high demand include:

- Security Officer and Consultant (355)
- Police Officer (170)
- Fire Fighter (60)

## Sports and Personal Service

Occupations in high demand include:

- Travel Consultant (500)
- Sport Coach/Instructor (380)
- Fitness Instructor (240)
- Flight Attendant (230)
- Beauty Therapist (250)
- Tour Guide (170)

**TABLE 27.**  
**Projected demand for Sports and Personal Service Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
451111 Beauty Therapist	197	50	247
451211 Driving Instructor	31	31	62
4514 Gallery, Museum and Tour Guide	106	64	171
451612 Travel Consultant	379	122	501
451711 Flight Attendant	152	74	227
451812 Hair or Beauty Salon Assistant	36	5	41
452111 Fitness Instructor	215	29	244
452215 Outdoor Adventure Instructor	23	2	25
452312 Sports Coach, Instructor and Official	285	76	361
452414 Lifeguard	61	2	63

## Clerical and Administrative

Demand for clerical and administrative workers continues to grow. Without the support of these positions, businesses and community agencies would hardly be able to operate. The types of skills required for clerical and administration roles vary depending on the industry. The most common skills required are communication and office administration. Many people take up a clerical or administrative role as a stepping stone to a higher skilled profession including accounting and management. For others, these positions are more suitable for their family situations.

In 2006 there were 85,350 clerical and administrative workers in the Auckland region. By 2016, the number is projected to increase by 15,000 or 17.6 per cent to 100,350. With over 9,600 people likely to retire between 2008 and 2016, there will be around 20,350 clerical and administrative job opportunities between 2008 and 2016.

Clerical and administrative workers in highest demand:

- General clerks (4,750)
- Numerical clerks (3,280) – especially accounts clerks and bank workers (see Table 23)
- Inquiry Clerks and Receptionists (3,130)

**TABLE 25.**  
**Projected demand for Clerical and Administrative Workers in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
Office Managers and Program Administrators	1,212	1,178	2,390
Personal Assistants and Secretaries	1,270	1,274	2,544
General Clerical Workers	2,529	2,222	4,752
Inquiry Clerks and Receptionists	1,747	1,387	3,134
Numerical Clerks	1,604	1,675	3,279
Clerical and Office Support Workers	933	636	1,569
Other Clerical and Administrative Workers	1,364	1,315	2,679
<b>Total</b>	<b>10,659</b>	<b>9,689</b>	<b>20,348</b>

**TABLE 26.**  
**Projected demand for Numerical Clerks in Auckland region (2008-16)**

Occupation Code and Title	Employment increase	Retirement	Job opportunities
551111 Accounts & Cost Clerk	1,052	900	1,952
551211 Bookkeeper	93	91	184
551311 Payroll Clerk	142	154	296
552111 Bank Worker	167	377	544
552211 Credit or Loans Officer	109	86	195
552312 Insurance Consultant	29	60	89
<b>Total</b>	<b>2,094</b>	<b>2,959</b>	<b>5,053</b>

## Sales Workers

With continued growth in population and household wealth, and a general demand for a higher quality of life, there continues to be an increasing demand for sales and service workers across many different industries and sectors. In 2006, there were 64,370 sales workers working in the Auckland region. It is projected the number will increase by 10,140 or 15.7 per cent (just slightly lower than population growth). As more than 5,200 sales workers are expected to retire between 2008 and 2016, the projected job opportunities for sales workers in the region amount to 12,400 in this period.

In highest demand:

- Sales Assistants (5,520)
- Sales Representatives (2,940)
- Real Estate Agent and Representative (800)
- Property Manager (470)

Skills required vary widely in nature and in levels, but the basic and most common skill required is communication. Sales representatives usually have to have good technical knowledge of the products and services. They need to have good written and oral communication skills, well developed negotiation, presentation and selling skills, and organisational ability. Product knowledge and sales and marketing abilities are also important as are basic accounting and knowledge about trading acts and laws.

Many job opportunities for sales and service workers can be on a part time basis, many also require workers to work at night or during the weekends. Many positions are also suitable for those entering the workforce, for students (e.g. sales assistants or waiters while studying), or as stepping stones towards more highly skilled careers.

TABLE 28.  
Projected demand for Sales Workers  
in Auckland region (2008-16)

Occupation Code and Title	Employment increase	Retirement	Job opportunities
611211 Insurance Agent	24	79	103
6113 Sales Representative	1,967	970	2,937
612112 Property Manager	117	353	470
612114 Real Estate Agent & Representative	55	746	801
621111 Sales Assistant (General)	3,346	2,174	5,521



## Machinery Operators & Drivers

In 2006 there were 35,910 people working as paid machinery operators and drivers in the Auckland region. The number represents only 5.67 per cent of the total employment in the region. It is projected that by 2016 the number of paid machine operators and drivers will increase by 2,000 or 5.6 per cent. As manufacturing activities are projected to decline, the number of some machine operators will decrease in the future, e.g. sewing machinist and industrial machine operators. On the other hand the number of drivers, especially truck drivers is projected to increase. The projected number of job opportunities for machine operators and drivers is approximately 9,700 between 2008 and 2016.

Highest in demand includes:

- Storeperson (1,700)
- Truck Driver (1,670)
- Taxi Driver (600)
- Bus Driver (530)
- Delivery Driver (400)

Because oil prices are likely to rise again after the recession, and the climate change pressure increase, more people are expected to use the public transport system and the demand for bus drivers is likely to increase more sharply than projected.

TABLE 29.  
Projected demand for Machinery Operators  
and Drivers in Auckland Region (2008-16)

Occupation Code and Title	Employment Increase	Retirement	Job opportunities
711411 Photographic Developer and Printer	49	12	61
711514 Plastics Production Machine Operator (General)	-61	50	-10
711611 Sewing Machinist	-798	451	-347
711715 Weaving Machine Operator	-44	24	-20
711999 Machine Operators other	-132	218	87
712311 Engineering Production Systems Worker	-139	122	-17
712916 Paper and Pulp Mill Operator	-41	29	-12
712921 Waste Water or Water Plant Operator	32	26	58
721211 Earthmoving Plant Operator (General)	55	60	115
721214 Excavator Operator	97	50	148
721311 Forklift Driver	96	70	166
721913 Paving Plant Operator	48	22	69
731112 Taxi Driver	253	355	608
731211 Bus Driver	229	305	534
732111 Delivery Driver	248	149	396
733111 Truck Driver (General)	861	806	1,668
741111 Storeperson	961	730	1,690



*Te Kaunihera o*  
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*City Council*

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