



Auckland faces disruption due to changing demographics, emerging technologies and societal norms that have the potential to reshape the future of work. These changes will create risks and opportunities for business, workers and communities. Understanding these issues is critical to future workforce planning and the development of quality jobs for all Aucklanders.



In late June, Auckland’s economic development agency ATEED held the Future Ready Summit during which it introduced the Future Ready Auckland insights report.

Among the 300 attendees was Jane Tongatule, GM of Greater East Tāmaki Business Association (GETBA). We asked the experienced BID programme manager what she took away from the event and how she felt BID programme managers could contribute.

Jane said it was a fascinating day with a broad selection of speakers and panellists ranging from futurists, employers and educators through to young people with their next generation work stories.

“They all provided their experiences and perspectives on the ‘future ready’ challenge,” she said.

“I believe there’s an opportunity for BIDs to assist ATEED in facilitating exposure to and uptake of emerging technologies, workforce planning and skills development by SMEs (small- to medium-sized businesses).”

“GETBA already endeavours to do so but not in a targeted way,” she said.



ATEED commissioned research by Martin Jenkins into Auckland’s future skills needs, and the support Aucklanders, employers and industries will need in preparing for the future of work, which was released at the Summit.

SMEs slow to adopt emerging technology

“One of the key insights highlighted by the research was the limited exposure to, and slow uptake of, available emerging technologies especially by SMEs.

“Our productivity is already very low so it’s important that businesses respond to these opportunities so as not to be left behind, and to ensure employees have the skills to participate in the digital economy,” Jane said.



Pam Ford, ATEED’s GM – Economic Development

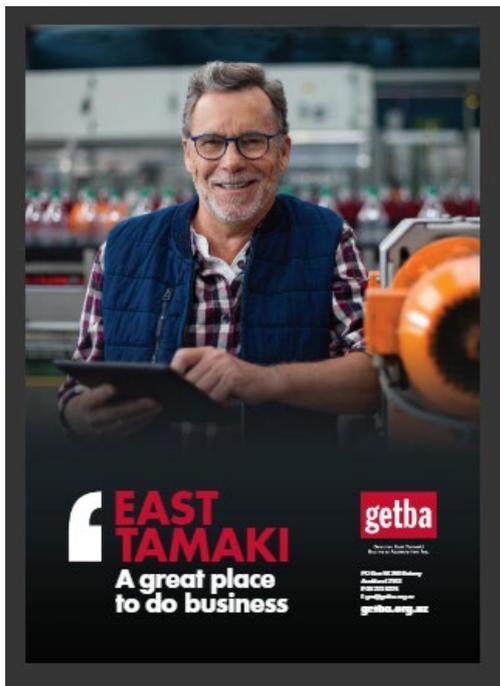
Skills not jobs - human potential skills key

“It was reassuring to hear that the scaremongering about jobs being taken away by tech is not so threatening, as a lot of automation is more focused at the task level as opposed to whole jobs.

“We need to focus on skills not jobs, and that the skills required are not that different across industries.”

“What was really interesting was the significant number of speakers who stressed the importance of building the human potential skills alongside the digital - the skills and aptitudes that set us apart from the robots, including creativity, complex problem solving and critical thinking, as the fourth industrial revolution is all about the flex between humans and tech.

“Agility and adaptability were words that came up regularly. ‘Learn, unlearn and relearn’ resonated with me.



Towards inclusive economic growth

“I was heartened by the presentation from a passionate young social intrapreneur from The Southern Initiative highlighting research linking qualification, industry sectors and income for young Māori and Pacific people, and in particular, a project targeted at lifting the salaries/hourly rates of Pacific workers which traditionally remain static at a low level.

“Sir Stephen Tindall also spoke of the need to address economic inequality and encouraged attendees to use change to bridge the gap between very high and very low paid jobs.”



- Listen to ATEED’s Pam Ford being interviewed by RNZ National’s Kathryn Ryan [here](#).
- RNZ National article, What does the future of Auckland’s workforce look like, [here](#)

AUCKLAND 2029

FORECAST INDUSTRY AND OCCUPATIONAL CHANGE⁵

200,000 NEW JOBS

Construction and professional services will be the strongest growing industries accounting for 45% of total employment growth.

HOUSING AND INFRASTRUCTURE INVESTMENT DRIVES JOB GROWTH

Construction

56,000 NEW JOBS



The construction sector is expected to grow by 70% (approx. 56,000 jobs), far exceeding the 24,000 jobs created in the last decade.

Including 33,000 new construction services jobs

The construction services sub-sector, which includes building installation and completion, will grow from 47,000 to 80,000 jobs (70% increase).



Including 14,000 new building construction jobs



The building construction sub-sector, which includes residential building construction, will grow from 18,000 to 32,000 jobs (78% increase).

CONTINUING IMPORTANCE OF PROFESSIONAL SERVICES SECTOR

Professional services sector

31,000 NEW JOBS



Including accounting, legal, architectural, engineering, and management consulting services sectors (28% increase).

GROWTH IN PROFESSIONAL, MANAGERIAL AND TECHNICAL OCCUPATIONS

Professional occupations

62,000 NEW JOBS



Including school teachers (8,000 more jobs), business and systems analysts and programmers (7,000 more jobs), midwifery and nursing (6,000 more jobs), engineering professionals (5,000 more jobs).

GROWTH IN PROFESSIONAL, MANAGERIAL AND TECHNICAL OCCUPATIONS (CONTINUED)

Managerial roles

37,000 NEW JOBS

Concentrated in construction, production and distribution managers (10,000 more jobs), chief executives, general managers and business administration managers (11,000 more jobs) and advertising, public relations and sales managers (4,000 more jobs).



Technicians and trades

36,000 NEW JOBS



Driven primarily by construction-related trades including bricklayers, building technicians, electricians, plumbers (20,000 more jobs) and food trades (5,000 more jobs).

Growth in south Auckland

15,000 NEW CONSTRUCTION JOBS

Strong growth also forecast in transport, postal and warehousing (4,976 jobs), professional, scientific and technical services (4,772 jobs), administrative and support services (4,293) education and training (4,029 jobs).



Growth in west Auckland

MANUFACTURING STILL IMPORTANT



But most growth forecast in construction sector (3,700 jobs) education and training sector (1,720 jobs) and healthcare and social assistance sector (1,412 jobs).

