

The Power of Property

Property Industry Impact Report | Auckland



Property is Auckland's largest industry, with a direct impact of \$12 billion to the regional economy.

The Auckland property industry provides a direct contribution to GDP of 12% - higher than manufacturing (11%), financial and insurance services (10%) and professional services (8%).



Manufacturing



Financial & Insurance



Professional Services



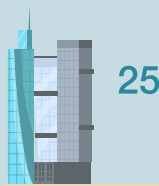
Total rate revenue in Auckland totals \$2 billion, with residential general rates representing 43% and commercial general rates representing 25%.

43%

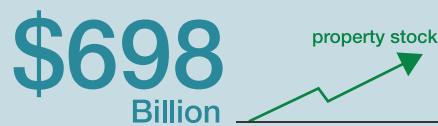


Residential

25%



Commercial



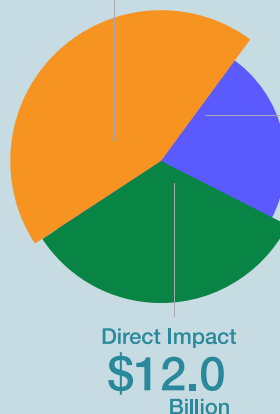
The Auckland region's property stock is currently worth \$698 billion (residential = \$582.7 billion, commercial = \$115.2 billion).



The property industry is Auckland's third largest employer, accounting for 9% of the local workforce. In 2018, 71,940 people were directly employed in the Auckland property industry.

Induced Impact
\$12.4 Billion

Indirect Impact
\$9.3 Billion



In 2019, the wider economic impact of the Auckland property industry was \$33.7 billion

Property Council New Zealand is the one organisation that collectively champions property, bringing together members from all corners of the property eco system to advocate for reduced red tape that enables development.

Our members shape the cities and spaces where New Zealanders live, work, play and shop.

Together, shaping cities where communities thrive.

