Equity impact

of Auckland Council 'diverse supplier' spend 2021-2025

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Amotai

Contracting Māori and Pasifika-owned businesses delivers the most bang for procurement buck.

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Summary

Auckland Council procurement data shows that contracting Māori and Pasifika-owned businesses, especially Amotai-registered suppliers, delivers the most bang for procurement buck in meeting Auckland Council's goals of equitable economic development.

This is because Māori and Pasifika-owned businesses are twice as likely to be based in poorer neighbourhoods in Auckland, meaning twice as much local economic impact in the places where it is needed most, per dollar spent by Council.

This supports the case for increasing direct and indirect spend on Māori and Pasifika-owned businesses, through strengthening supplier diversity.[1]

[1] Supplier business addresses were linked to the Index of Multiple Deprivation 2018 at SA2 (small local neighbourhood level). See Appendices for more details on data, methods and analysis.

Background

Amotai was born in 2018, initially as a project of The Southern Initiative (TSI), an innovation unit within Auckland Council tasked with increasing social and economic opportunity in South and West Auckland. TSI still hosts Amotai and now sits within the Economic Development Office (EDO) of Council. Auckland Council was the first Amotai 'buyer member' and the first organisation in Aotearoa to promote a supplier diversity target. Council's Procurement Team regularly reports internally on its categories of 'diverse suppliers,' with Māori or Pasifika-owned businesses and social enterprises combined reaching 6.8% of influenceable procurement spending 2025.

In 2020, Amotai extended its reach nationally to meet the needs of national buyer organisations and the government's progressive procurement policy. It became the national supplier diversity intermediary for Aotearoa and connects public, private and not-for-profit buyers to Māori and Pasifika owned suppliers.

Amotai has a verified directory of 2,500 Māori and Pasifika owned supplier businesses and 179 buyer members.

Amotai's ability to track member buyer spend (e.g. through automated reporting) is still in development, but this case study is able to use detailed Auckland Council procurement data to provide a data-driven place-based exploration of a large buyer's supply chain diversity, and what impact this may be having in local communities. Other Amotai buyers could easily replicate this analysis for their own spend using available data, which can be applied nationally.

Purpose

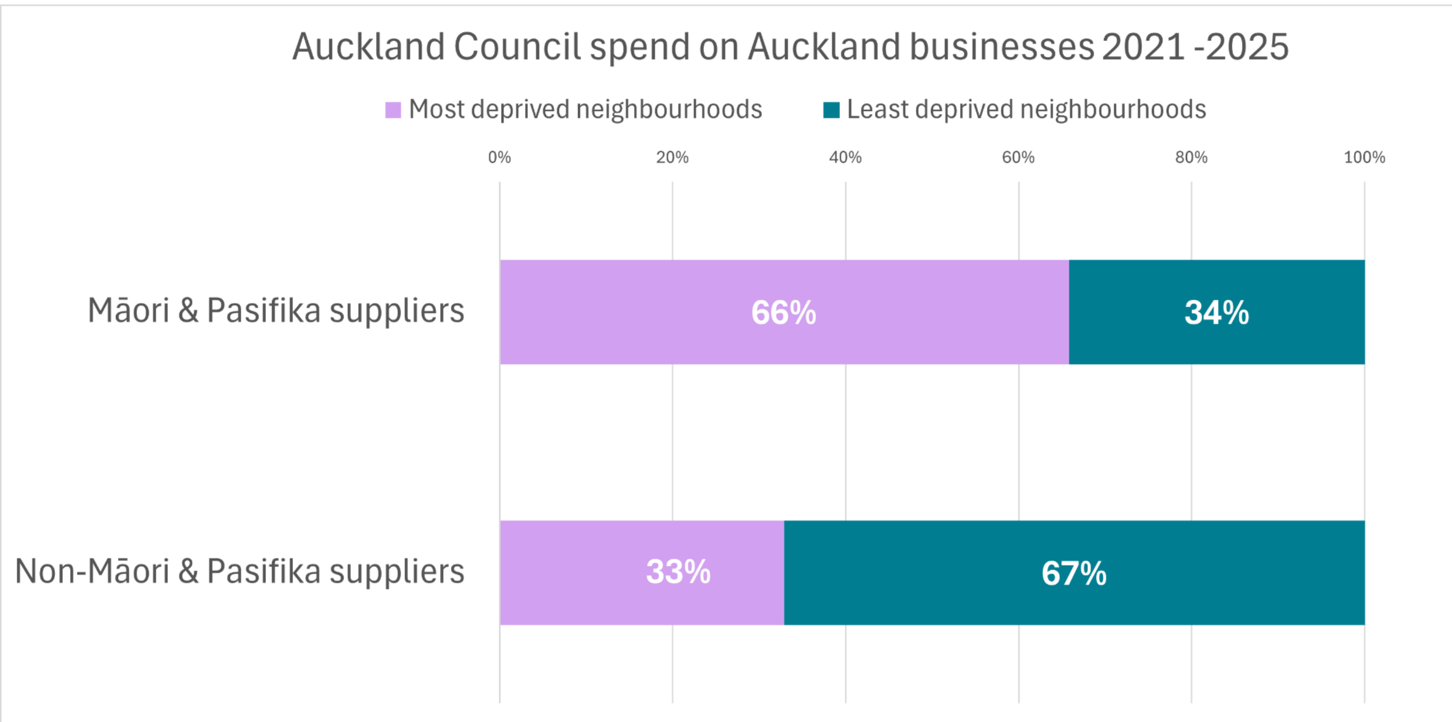
Research suggests that procuring from diverse businesses can tackle economic inequity by fueling entrepreneurship, creating jobs, and increasing incomes and wealth in poorer communities. We wanted to be able to identify the social and geographic impact of supplier diversity in the case of Auckland Council by answering these questions:

- How much of Auckland Council's spending with Māori and Pasifika suppliers is going into more deprived neighbourhoods, compared with non-Māori and non-Pasifika owned suppliers?
- How does this map on to parts of Auckland or particular communities identified by Council as being in need of specific economic development support, e.g. South and West Auckland?
- What is the likely local economic impact of this?

Key Insights

Auckland Council's spend with Māori and Pasifika suppliers was twice as likely to go to the more deprived half of Auckland than spending on non-Māori or non-Pasifika businesses

- **Two thirds of the spend with Auckland-based Māori and Pasifika-owned suppliers (66%),** went to businesses located in the most deprived half of Auckland neighbourhoods.
- For non-Māori and Pasifika suppliers, the situation was reversed, **with only one third** of that spend going to businesses located in the most deprived neighbourhoods (see Figure 1 below). A breakdown by individual decile is at Figure 2.



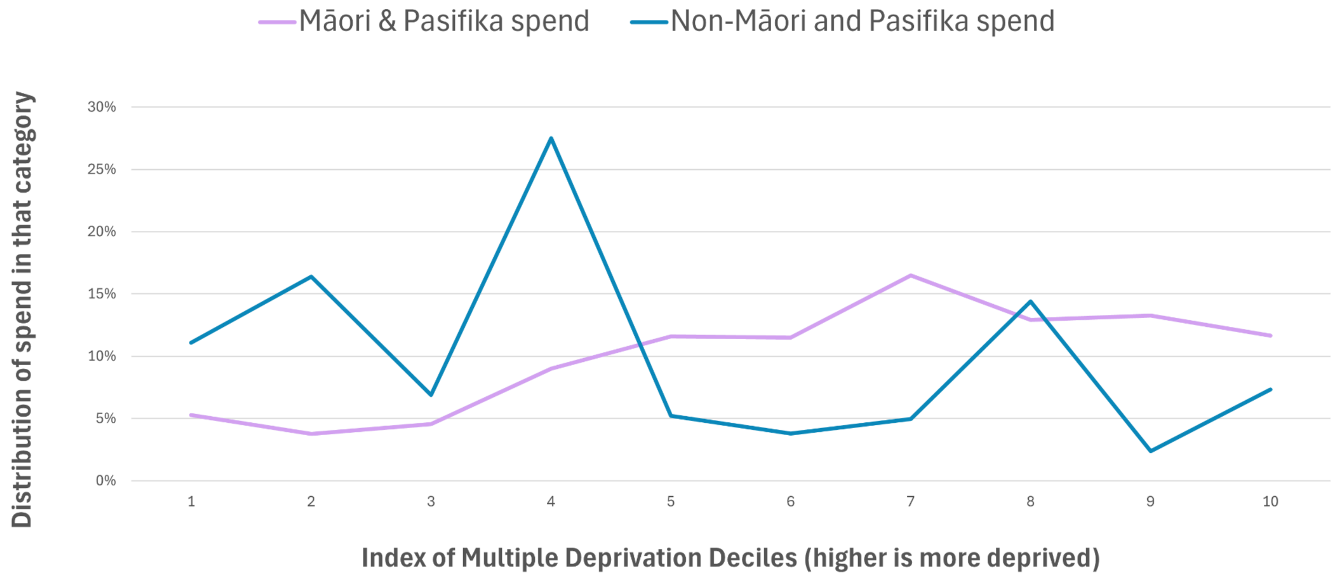


Figure 2. Auckland Council spend in Auckland Q1 2021 - Q3 2025 by type of supplier and Index of Multiple Deprivation 18 decile

Local economic impact goes beyond the dollars directly spent

- Overall, $161m of Auckland Council spend Q1 2021-Q3 2025 went on Māori or Pasifika-owned suppliers. According to Procurement Team figures on 'influenceable spend', this represented about **3.5%** of total influenceable spend in this period (See Appendix 1).
- At least $121m of this Māori and Pasifika spend went to Auckland-based suppliers.[2]
- When including the impact of how that money ripples out into local supply chains and jobs, this $121 million generated an estimated **$270 million in local**

[2] $121m is a slight underestimate as a small number of mis-entered Auckland supplier addresses have not been corrected in the data. Note also that this period of data does not include Auckland Transport CCO spending, which included substantial supplier diversity programmes in the City Rail Link project.

economic activity and supported about 1400 job-years.[3]

- **$80m** of procurement spending went into Auckland's poorer half **via contracts with Māori and Pasifika businesses.** This $80m will have generated an estimated **$181 million in economic activity and 904 job-years**, mainly in these more deprived neighbourhoods.

- This underscores the substantial equity impact of targeted supplier diversity, and its potential for local economic development and wealth-building.

South and West Auckland suppliers represented the majority of spend directed to poorer neighbourhoods via Māori and Pasifika suppliers.

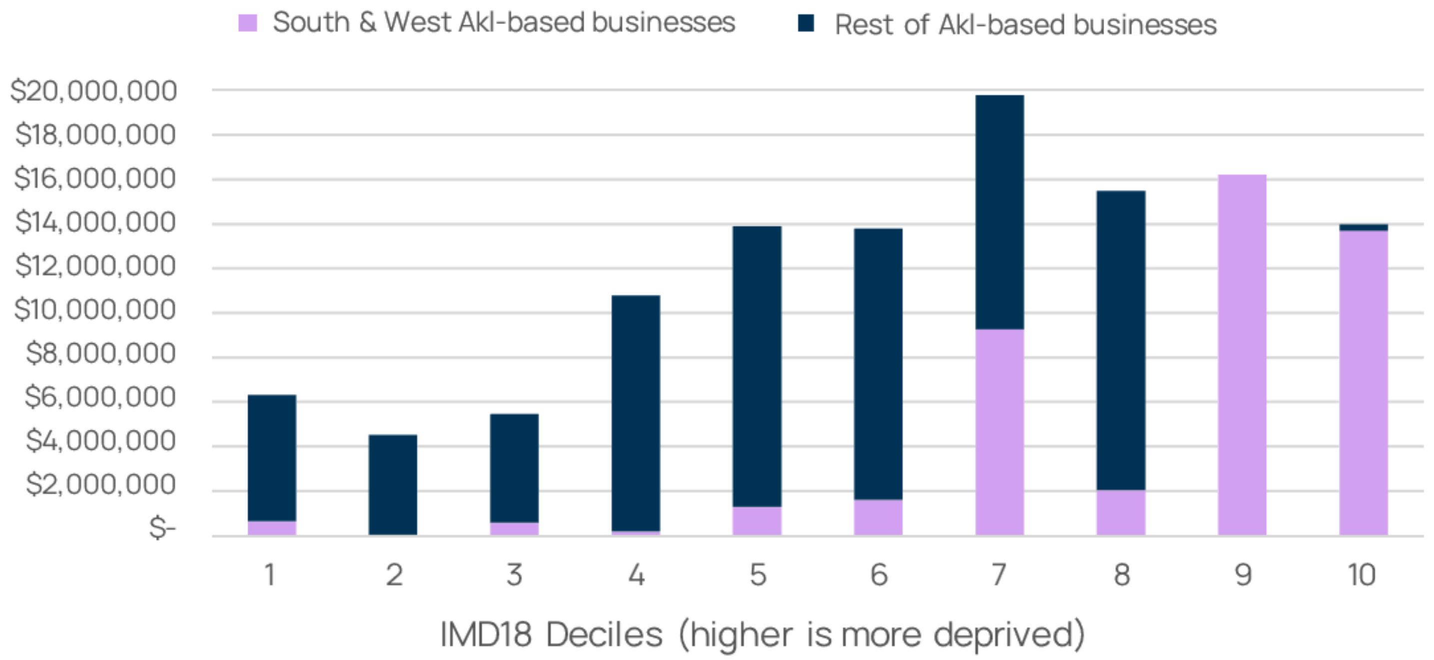
- 55%, or $44m of the $80m going to Māori and Pasifika businesses in Auckland's more deprived half, was via suppliers in South and West Auckland.

- South and West Auckland comprised 38% of the total Māori and Pasifika spend in Auckland, and nearly all of the spend in the two highest deprivation deciles.

- The vast majority of the spending with South and West Auckland-based Māori and Pasifika suppliers (96%) qualified as being in the 'poorer half of Auckland' at a local neighbourhood level.

[3] See Appendix C for analysis of input/output multipliers by the economic consultancy Matatihi, including caveats. A simple impact calculator using the same approach is also available here: https://matatihi.nz/impact-calculator. Note that the estimate in this report is intentionally conservative and most likely an underestimate, as the multipliers for simply the 'Public Administration' industry category was used in reference to public spending by Council. However, large portions of Council spending, especially for Amotai-registered businesses, is in the Construction industry, which has higher multipliers.

Figure 3. Auckland Council spend on Auckland Māori & Pasifika-owned suppliers by Index of Multiple Deprivation 18 decile Q1 2021- Q3 2025



Pasifika-owned suppliers are the most likely to be located in higher deprivation neighbourhoods.

- 44.7% of Auckland spend on Māori and Pasifika suppliers was on Pasifika suppliers, and 74.1% on Māori suppliers, with an 18.8% overlap (where businesses were both Māori and Pasifika-owned, e.g. through multiple ethnic group of owners, or multiple owners).

- Only 106 suppliers were 'Pasifika-only' owned, out of 573 Māori and Pasifika suppliers 2021-2025. The low numbers of Pasifika suppliers represent strong impact potential for future supplier development, as **77%** of the money spent on Pasifika suppliers goes to higher deprivation neighbourhoods, compared with 56.7% for Māori owned businesses. This reflects the fact that Auckland's Pasifika population is concentrated in South Auckland.

Amotai suppliers represented more than three quarters of the spend directed into poorer neighbourhoods via Māori and Pasifika suppliers.

- Māori and Pasifika suppliers that were not on the Amotai Verified Māori and Pasifika Directory, were more likely to be smaller businesses or sole traders, attracting smaller contracts, and were more likely to be based in the most deprived neighbourhoods (62.6% vs 56.1% for Amotai businesses).

- But although Auckland Amotai suppliers were slightly less likely to be located in poorer neighbourhoods, those that were, received more business from Council. This appears to reflect the industries that Amotai suppliers tend to specialise in, which have bigger contracts with Council and might be more likely to be based in working class neighbourhoods close to their workforce – namely construction, infrastructure, waste, and asset management.

    - Of more than $82m spent on Auckland Amotai suppliers, 74.5% ($61m), went to businesses in the poorer half of Auckland.

    - This represented 76.6% of the total Council spend on Māori and Pasifika suppliers in those poorer neighbourhoods.

    - 48% of the spend on Non-Amotai Māori and Pasifika Auckland suppliers ($19m) went to those poorer areas.

Conclusions

Comparing area deprivation of different types of suppliers is an intuitive way to look at the equity impact of supplier diversity in local government spending. It is a way of measuring Council's investment in inclusive and resilient growth across Auckland via the secondary or indirect effects of local economic impact and stimulus. It is particularly well-suited to assessing the local economic impact of supporting ethnic minority businesses vs non-minority businesses, as ethnic inequalities often manifest geographically.

This is a quick and transparent alternative or complementary indicator to more complex and sometimes opaque Social Return On Investment or Social Value analyses. Importantly, this approach provides a simple but clear comparative geographic equity indicator or 'equity ratio' in aggregate, based on an overall budget. It can be easily replicated by other buyers.

Under this simple rubric, whether using 'multiplier' effects or simply comparing dollars spent, any spend on any supplier in any location in Auckland is assumed to generate the same amount of economic impact. However, if the goal is to target investment towards communities that need it most, procuring from Māori and Pasifika-owned businesses provides a 2:1 'equity return' - with economic activity and jobs created being twice as likely to benefit people in Auckland's poorer half, compared with spending on non-Māori and Pasifika-owned businesses. These local impacts will benefit people in more deprived communities regardless of their ethnicity.

Appendix A: Methodology – main analysis

The analysis linked area deprivation to supplier address and procurement spend, and compared location deprivation and spend for different categories of supplier.

Data: Diverse supplier specialists in the Auckland Council Data Services Team report regularly on the diversity of Council's influenceable spend on contracted suppliers, and access data on all Council spending. This covers all core Council spending on suppliers, and some CCOs (including some spend from Tātaki Auckland Unlimited, and Eke Panuku, but not Auckland Transport). It does not cover spending on Māori or Pasifika owned subcontractors by lead contractors. The reporting data includes contract details and amount spent, and puts suppliers into a range of categories: Māori and Pasifika ownership according to the Amotai register, and Māori or Pasifika as both self-identified and screened by the Procurement Team's inhouse manual identification and verification process for suppliers not registered with Amotai. The diverse supplier categories also include social enterprises and women business owners, although these categories are not analysed in this case study. Data was provided for this case study for the Financial Years Q1 2021-Q3 2025. The data provided covered both influenceable and non-influenceable spend for this period, to give a full picture of total Council spending.

To limit sharing of identifiable data across Council teams and protect supplier privacy, in particular for sole traders whose business address data is not public, the Data Services team anonymised its supplier list and assigned unique identifier codes (UIDs). It then provided UIDs and specific addresses to the Geospatial team to be matched to IMD18, and provided UIDs and business characteristics without addresses separately to TSI. The Geospatial team removed addresses after matching and transferred the IMD-matched UIDs to TSI. TSI then linked the data on UIDs to create the full anonymised dataset.

Analytic approach

In order to summarise spending per supplier as the dependent variable, spend per unique supplier was collapsed for the total spend for the full period. Descriptive statistics are summarised at Table 1 (Appendix B).

This report is based on Table 1, although further analysis will be undertaken on:

- Spend by year, allowing for time series and longitudinal analysis/year fixed effects as needed.
- More detailed summaries of decile breakdowns.
- Procurement category (e.g. industry/service type) analysis which varies within individual suppliers. Each unique supplier may have a range of contracts, and its contracts may be categorised in different procurement service (industry) categories. Further planned summary analysis on industry categories will be conducted based on 'contracts' as unique observations, rather than per unique supplier, although multilevel modelling is an option.

Please feel free to contact the author for more information or any queries on methods, interpretation, or further analysis of the data:
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Appendix B

Table 1: Descriptive summary data (spend per supplier)	Total	Māori and Pasifika (cont	not confirmed-Māori/Pasifika	Confirmed Māori	Confirmed Pasifika	Multi-ethnic M-P ove	Amotai	non-Amotai M-P
Unique suppliers Q1 2021 - Q3 2025	11,315	573	10742	467	166	60	257	316
% of total suppliers	100%	5.06%	94.94%	4.13%	1.47%	0.53%	2.27%	2.86%
Total spend Q1 2021- Q3 2025	$ 7,069,508,949.39	$ 160,942,714.42	$ 6,908,566,234.97	$ 127,599,197.29	$ 61,533,899.02	$ 28,190,381.89	$ 109,966,680.65	$ 50,976,033.77
% of total spend (note: different from addressable spe	100%	2.3%	97.7%	1.8%	0.9%	0.4%	1.6%	0.7%
Mean spend per supplier (not incl. negative values n.11	$ 634,583.90	$ 280,877.30	$ 653,758.30	$ 273,231.70	$ 370,686.10	$ 469,839.70	$ 427,885.90	$ 161,316.60
Median spend per supplier	$ 11,940.02	$ 43,000.00	$ 11,079.78	$ 47,880.00	$ 39,357.59	$ 55,404.32	$ 48,656.00	$ 41,501.14
SD (winsorized sample for Total col for interpretability	1.05E+07	$ 865,290.80	1.16E+14	$ 728,372.90	$ 1,285,430.00	$ 1,240,637.00	$ 1,206,981.00	3.79E+05
Skewness (original distribution)	58.28	7.27	56.79	5.41	6.07	3.75	5.43	5.92
Auckland based n	7230	362	6868	274	137	49	148	214
% of Auckland based n (row)	100%	5.0%	95.0%	3.8%	1.9%	0.7%	2.0%	3.0%
% of category n (col)	63.9%	63.2%	63.9%	58.7%	82.5%	81.7%	57.6%	67.7%
Auckland based spend	$ 5,606,456,614.12	$ 121,392,975.42	$ 5,485,063,638.70	$ 89,900,026.24	$ 54,323,112.70	$ 22,830,163.53	$ 82,347,460.65	$ 39,045,514.77
% of Auckland based spend (row)	100.0%	2.2%	97.8%	1.6%	1.0%	0.4%	1.5%	0.7%
% of category spend (col)	79.3%	75.4%	79.4%	70.5%	88.3%	81.0%	74.9%	76.6%
AKL - IMD18 deciles 6-10 (most deprived i.e .high decile	3,114	217	2897	151	99	33	83	134
High decile Akl suppliers (row)	100.0%	7.0%	93.0%	4.8%	3.2%	1.1%	2.7%	4.3%
High decile % of Akl category suppliers (col)	43.1%	59.9%	42.2%	55.1%	72.3%	67.3%	56.1%	62.6%
High decile Akl total spend	$ 1,885,129,461.48	$ 80,113,103.12	$ 1,805,016,358.36	$ 50,972,311.18	$ 41,829,476.01	$ 12,688,684.06	$ 61,376,372.60	$ 18,736,730.52
% of high decile Akl Māori/Pasifika spend	N/A	100.0%	N/A	63.6%	52.2%	15.8%	76.6%	23.4%
% of total AKL high decile spend (row)	100.0%	4.2%	95.8%	2.7%	2.2%	0.7%	3.3%	1.0%
High decile % of Akl category spend (col)	33.6%	66.0%	32.9%	56.7%	**77.0%**	55.6%	**74.5%**	48.0%
% of Auckland Māori/Pasifika spend	N/A	100.0%	N/A	74.1%	44.7%	18.8%	67.8%	
Rest of NZ n (excl. overseas)	3359	206	3153	193	29	11	109	102
% of RoNZ n (row)	100.0%	6.1%	93.9%	5.7%	0.9%	0.3%	3.2%	3.0%
% of RoNZ category n (col)	29.7%	36.0%	29.4%	41.3%	17.5%	18.3%	42.4%	32.3%
non-Auckland based spend (incl overseas)	$ 1,463,052,335.27	$ 39,549,739.00	$ 1,423,502,596.27	$ 37,699,171.05	$ 7,210,786.32	$ 5,360,218.37	$ 27,619,220.01	$ 11,930,518.99
RoNZ spend (excl overseas)	$ 1,126,690,444.71	$ 37,189,042.73	$ 1,087,650,834.04	$ 37,189,042.73	$ 7,210,786.32	$ 5,360,218.37	$ 27,113,256.35	$ 11,926,354.32
% of non-Auckland based spend (row)	100.0%	2.7%	97.3%	2.6%	0.5%	0.4%	1.9%	0.8%
% of category spend (col)	20.7%	24.6%	20.6%	29.5%	11.7%	19.0%	25.1%	23.4%
High decile RoNZ suppliers n	1624	122	1502	108	22	8	59	63
High decile RoNZ suppliers (row)	100.0%	7.5%	92.5%	6.7%	1.4%	0.5%	3.6%	3.9%
High decile % of RoNZ category suppliers (col)	48.3%	59.2%	47.6%	56.0%	75.9%	72.7%	54.1%	61.8%
High decile RoNZ total spend	$ 330,427,426.65	$ 16,831,433.28	$ 313,595,993.37	$ 15,764,826.32	$ 1,132,246.29	$ 65,639.34	$ 11,166,363.71	$ 5,665,069.57
% of RoNZ high decile spend (row)	100.0%	94.9%	5.1%	4.8%	0.3%	0.0%	3.4%	1.7%
High decile % of RoNZ category spend (col)	29.3%	45.3%	28.8%	42.4%	15.7%	1.2%	41.2%	47.5%
Overseas n	726	5	721	5	0	0	2	3
% of overseas based n (row)	100.0%	0.7%	99.3%	0.7%	0.0%	0.0%	0.3%	0.4%
overseas based spend	$ 336,361,890.56	$ 2,360,696.28	$ 335,851,762.23	$ 510,128.32	$ -	$ 0.00	$ 505,963.65	$ 4,164.67
% of overseas based spend (row)	100.0%	0.7%	99.8%	0.2%	0.0%	0.0%	0.2%	0.0%
South Auckland n	1052	105	947	67	54	16	37	68
% of Sth Akl suppliers	100.0%	10.0%	90.0%	6.4%	5.1%	1.5%	3.5%	6.5%
% of Auckland category (col)	14.6%	29.0%	13.8%	24.5%	39.4%	32.7%	25.0%	31.8%
South Auckland spend	$ 617,396,426.45	$ 18,109,021.08	$ 599,287,405.37	$ 10,490,284.87	$ 8,632,079.88	$ 1,013,343.67	$ 10,318,793.64	$ 7,790,227.44
% of Sth Akl spend (row)	100.0%	2.9%	97.1%	1.7%	1.4%	0.2%	1.7%	1.3%
% of Akl category spend (col)	11.0%	14.9%	10.9%	11.7%	15.9%	4.4%	12.5%	20.0%
Sth Akl high decile n	930	92	838	56	50	14	32	60
% of Sth Akl category suppliers (col)	88.4%	87.6%	88.5%	83.6%	92.6%	87.5%	86.5%	88.2%
% of Sth Akl high decile suppliers (row)	100.0%	9.9%	90.1%	6.0%	5.4%	1.5%	3.4%	6.5%
Sth Akl high decile spend	$ 613,281,036.25	$ 16,668,115.02	$ 596,612,921.23	$ 9,053,533.80	$ 8,503,217.11	$ 888,635.90	$ 9,223,548.79	$ 7,444,566.22
% of Sth Akl high decile spend (row)	100.0%	2.7%	97.3%	1.5%	1.4%	0.1%	1.5%	1.2%
High decile % of Sth Akl category spend (col)	99.3%	92.0%	99.6%	86.3%	98.5%	87.7%	89.4%	95.6%
West Auckland n	1210	77	1133	59	29	11	31	46
% of West Akl suppliers	100.0%	6.4%	93.6%	4.9%	2.4%	0.9%	2.6%	3.8%
% of Auckland category (col)	16.7%	21.3%	16.5%	21.5%	21.2%	22.4%	20.9%	21.5%
West Auckland spend	$ 226,558,369.96	$ 28,242,850.04	$ 198,315,519.93	$ 22,609,366.79	$ 14,002,375.99	$ 8,368,892.75	$ 22,781,166.40	$ 5,461,683.64
% of West Akl spend	100.0%	12.5%	87.5%	10.0%	6.2%	3.7%	10.1%	2.4%
% of Auckland category (col)	4.0%	23.3%	3.6%	25.1%	25.8%	36.7%	27.7%	14.0%
West Akl high decile n	882	68	814	53	24	9	27	41
% of West Akl high decile suppliers (row)	100.0%	7.7%	92.3%	6.0%	2.7%	1.0%	3.1%	4.6%
% of West akl category that is high decile (col)	72.9%	88.3%	71.8%	89.8%	82.8%	81.8%	87.1%	89.1%
West Akl high decile spend	$ 199,702,897.94	$ 27,007,033.70	$ 172,695,864.24	$ 21,393,262.96	$ 13,090,451.91	$ 7,476,681.17	$ 22,687,411.40	$ 4,319,622.31
% of West Akl high decile spend (row)	100.0%	13.5%	86.5%	10.7%	6.6%	3.7%	11.4%	2.2%
High decile % of West Akl category spend (col)	88.1%	95.6%	87.1%	94.6%	93.5%	89.3%	99.6%	79.1%
South and West Auckland n	2262	182	2080	126	83	27	68	114
% of SWAkl suppliers	100.0%	8.0%	92.0%	5.6%	3.7%	1.2%	3.0%	5.0%
% of Auckland category (col)	31.3%	50.3%	30.3%	46.0%	60.6%	55.1%	45.9%	53.3%
South and West Auckland spend	$ 843,954,796.41	$ 46,351,871.12	$ 797,602,925.30	$ 33,099,651.66	$ 22,634,455.87	$ 9,382,236.42	$ 33,099,960.04	$ 13,251,911.08
South and West Akl high decile n	1812	160	1652	109	74	23	59	101
South and West Akl high decile spend	$ 812,983,934.19	$ 43,675,148.72	$ 769,308,785.47	$ 30,446,796.76	$ 21,593,669.02	$ 8,365,317.07	$ 31,910,960.19	$ 11,764,188.53
High decile % of SWAkl category spend (col)	96.3%	94.2%	96.5%	92.0%	95.4%	89.2%	96.4%	88.8%
% of Auckland high decile category spend (col)	43.1%	54.5%	42.6%	59.7%	51.6%	65.9%	52.0%	62.8%

Table 1. Descriptive statistics on Q1FY2021-Q3FY2025 spend per unique supplier, by Māori and Pasifika supplier category, broad geographic area, and high or low deprivation index category.

Table 2: Total and influenceable rate of Māori & Pasifika supplier spend.

Financial Year	Total supplier spend	Total influenceable spend	Spend on Māori & Pasifika-owned suppliers	Māori and Pasifika rate of total spend	Māori and Pasifika rate of influenceable spend
2021	$ 1,098,070,694.00	$ 712,246,686.00	$ 20,256,095.00	1.8%	2.8%
2022	$ 1,183,321,758.00	$ 808,358,262.00	$ 28,522,341.00	2.4%	3.5%
2023	$ 1,469,533,951.00	$ 1,080,940,605.00	$ 36,313,390.00	2.5%	3.4%
2024	$ 1,719,235,004.00	$ 1,131,848,092.00	$ 42,173,257.00	2.5%	3.7%
2025 (to Q3 2025)	$ 1,599,347,543.00	$ 909,826,772.00	$ 31,933,706.00	2.0%	3.5%
Total Q1 2021 to Q3 2025	**$ 7,069,508,949.39**	**$ 4,643,220,417.00**	**$ 160,942,714.00**	**2.3%**	**3.5%**

Appendix C: Matatihi analysis of input/output multipliers

Purpose and data context

Auckland Council spent **$161 million** with Māori & Pasifika-owned businesses between FY 2021 and Q3 2025, of which **$121 million (75 % of the spend and 63 % of the suppliers)** went to suppliers located in Auckland and **$80 million** (two-thirds of the Auckland share) reached firms in the city's most-deprived neighbourhoods. Economic consultancy Matatihi estimated the wider economic activity and job support associated with this local spend as part of an independent evaluation of Amotai in 2025.

Method

Action	Detail
Choose multipliers	Stats NZ's 2017 regional Type II multipliers for Auckland (106 industry IO table) were selected because they already embody inter-industry leakages and commuting flows that are specific to the region.

Aggregate to “whole-economy” coefficients	The unweighted mean across the 106 industries was used: ● Output Type II = 1.888 ● Total value-added coeficient = 0.925 (direct + indirect + induced VA per $1 of direct output) ● Employment coeficient = 9.40 job-years per $ million of direct output
Inflate spend to constant 2024 prices	CPI (all groups) index, Stats NZ: 2017 Q2 = 1 001; 2024 Q2 = 1 201 —› factor 1.20.
Apply multipliers	Total impact = Inflated direct spend x multiplier (or coeficient). A +10% band is added to reflect mapping uncertainty and data age.

Results

Interpretation – Every $1 Council directs to Māori & Pasifika suppliers **within Auckland** is estimated to stimulate roughly **$1.90 of economy-wide output, generate about 92 c of GDP-equivalent value added**, and support **9–10 full-time job-years per $ million** of direct spend. The $80 million flowing into the most-deprived communities therefore supports **about $181 million of output and 904 job-years** in the regional economy.

Spend category (2021-Q3 2025)	**Direct spend (nomina)**	**Direct spend 2024 $**	**Total output (Type II)**	**Total value-added**	
A. All Māori & Pasifika suppliers located in Auckland	$121 m	$145.7 m	$275 m (±10 %)	$134.7 m (±10%)	1 369 job-years (±10%)
B. Sub-set in most-deprived half of Auckland	$80.1 m	$96.1 m	$181.5 m (±10%)	$88.9 m (±10%)	904 job-years (±10%)

Why this approach is suitable

- Spatial fit beats vintage: 2017 regional multipliers align with the place-based narrative; using newer national coefficients would re-introduce leakage assumptions for which data are not available to refine.
- Inflation handled transparently: a single CPI uplift is adequate when the aim is order-of-magnitude insight, not time-series precision.
- Whole-economy averages are defensible: procurement spans many industries (construction, professional services, facilities management, etc.). Without category-level mapping the mean of all industries is the least arbitrary proxy.
- Sensitivity band covers residual risk: ±10 % encloses the difference between median and mean multipliers across the 106 sectors, and absorbs plausible post-COVID structural shifts.

Key caveats to report alongside the numbers

- Data age (2017): structural changes since then (remote work, supply-chain reshoring) may alter indirect linkages; results are indicative, not audit-grade forecasts.

- Industry-mix uncertainty: spend was not mapped to detailed IO sectors; using the whole-economy mean may slightly over- or under-state effects for any single contract stream.
- Price effects only, no capacity constraints: the model assumes Auckland suppliers (and their upstream providers) can meet extra demand without crowding out other activity.
- Regional focus: national spill-overs are not captured; impacts outside Auckland are noted qualitatively but not quantified.

Resources Used

Source	Sheet (s) used
2017 Regional Input Output Table for Auckland (106 Industry)	3 Output Multipliers; 4 Value-Added Multipliers; 5 Employment Multipliers
Case study Auckland Council procurement draft summary notes	Spend figures and deprivation breakdown
Stats NZ CPI series CPIQ.SAC1	Index values 2017 O2 and 2024 Q2

Data Tables

1. Input data and price adjustment

Item	Source value (nominal, FY 2021 – Q3 2025)	CPI uplift (2017 Q2 → 2024 Q2 = × 1.20)	2024-price value
Māori & Pasifika suppliers in Auckland	$ 121 392 975	× 1.20	$ 145 671 571
Māori & Pasifika suppliers in Auckland IMD 6-10	$ 80 113 103	× 1.20	$ 96 135 724
CPI index (all groups, Stats NZ)	1 001 → 1 201	—	+ 19.98 %

Spending totals are taken directly from the procurement dataset summary.

2. Region-wide average multipliers (Auckland, 2017 IO, Type II)

Coefficient	Direct	Indirect	Induced	Total
Output per $1	1	0.502	0.387	1.888
Value-added per $1	0.47	0.243	0.212	0.925
Employment (job-years per $ m)	5.34	2.25	1.81	9.4

Figures are the unweighted means of the 106 industry multipliers in Stats NZ's regional IO table for Auckland (March 2017 release).

3. Impact matrix – all Māori & Pasifika suppliers in Auckland

Effect	Output (2024 $m)	Value-added (2024 $m)	Employment (job-years)
Direct	145.7	68.5	777.9
Indirect	73.1	35.4	327.8
Induced	56.4	30.9	263.7
Total	275	134.7	1 369.3

4. Impact matrix – spend in Auckland's high-deprivation areas (IMD 6-10)

Effect	Output (2024 $m)	Value-added (2024 $m)	Employment (job-years)
Direct	96.1	45.2	513
Indirect	48.2	23.3	216.3
Induced	37.2	20.4	174
Total	181.5	88.9	903.7

5. ±10 % sensitivity band around headline totals

Spend group	Metric	Central	−10 %	+10 %
All Auckland suppliers	Output ($ m)	275	247.5	302.5
	Value-added ($ m)	134.7	121.3	148.2
	Employment (job-yrs)	1 369	1 232	1 506
High-deprivation subset	Output ($ m)	181.5	163.3	199.7
	Value-added ($ m)	88.9	80	97.8
	Employment (job-yrs)	904	813	994