



I hereby give notice that an ordinary meeting of the Pacific Peoples Advisory Panel will be held on:

**Date:** Wednesday, 17 December 2014  
**Time:** 4:30pm  
**Meeting Room:** Council Chambers  
**Venue:** Auckland Town Hall  
301 - 305 Queen Street  
Auckland City  
Auckland

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## **Pacific Peoples Advisory Panel OPEN AGENDA**

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### **MEMBERSHIP**

<b>Chairperson</b>	Aiolupotea Sina Aiolupotea-aiono
<b>Deputy Chairperson</b>	Sefita Hao'uli
<b>Members</b>	Apulu Reece Autagavaia Tunumafono Ava Fa'amoe Rev Tevita Finau Tevita Funaki 'Ofeina Langi Afa'ese Manoa, JP Richard Pamatatau Sam Sefuiva Leilani Tamu

**Liaison Councillor** Anae Arthur Anae

(Quorum 6 members)

**Crispian Franklin**  
**Democracy Advisor**

**12 December 2014**

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10	Chairperson's Report The Chairperson will be providing a verbal report at the meeting.	
11	Consideration of Extraordinary Items	



## **1 Apologies**

At the close of the agenda no apologies had been received.

## **2 Declaration of Interest**

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

## **3 Confirmation of Minutes**

That the Pacific Peoples Advisory Panel:

- a) confirm the ordinary minutes of its meeting, held on Wednesday, 15 October 2014, as a true and correct record.

## **4 Extraordinary Business**

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“An item that is not on the agenda for a meeting may be dealt with at that meeting if-

- (a) The local authority by resolution so decides; and
- (b) The presiding member explains at the meeting, at a time when it is open to the public,-
  - (i) The reason why the item is not on the agenda; and
  - (ii) The reason why the discussion of the item cannot be delayed until a subsequent meeting.”

Section 46A(7A) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“Where an item is not on the agenda for a meeting,-

- (a) That item may be discussed at that meeting if-
  - (i) That item is a minor matter relating to the general business of the local authority; and
  - (ii) the presiding member explains at the beginning of the meeting, at a time when it is open to the public, that the item will be discussed at the meeting; but
- (b) no resolution, decision or recommendation may be made in respect of that item except to refer that item to a subsequent meeting of the local authority for further discussion.”



## Shane Jones - Ambassador for Pacific Economic Development

File No.: CP2014/29111

### Purpose

1. To provide an update on the role of the Pacific Economic Development.

### Executive Summary

2. The Panel has invited Shane Jones, ambassador of the Pacific Economic Development to update the panel on the role of the Pacific Economic Development.

### Recommendation/s

That the Pacific Peoples Advisory Panel:

- a) thank Shane Jones, Ambassador for Pacific Economic Development for his presentation.

### Attachments

There are no attachments for this report.

### Signatories

Authors	Crispian Franklin - Democracy Advisor
Authorisers	Kim Taunga - Manager Cust. Experience - South and East Libraries





## Overview of Economic Development Activities - ATEED and Auckland Council

File No.: CP2014/28781

### Purpose

1. To provide an overview of economic development activities across Auckland Tourism, Events and Economic Development (ATEED) and Auckland Council to help the Pacific Peoples Advisory Panel to provide advice to Auckland Council for the benefit of its communities.

### Executive summary

2. This report responds to a request for an overview of economic development activity across ATEED and Auckland Council to help the Pacific Peoples Advisory Panel provide advice to Auckland Council for the benefit of its communities.
3. Economic development activities are undertaken within the strategic framework provided by the Auckland Plan (Chapter 6), the Auckland Economic Development Strategy (AEDS) and the Shared Economic Agenda. ATEED's Statement of Intent (SOI), implementation plans (e.g. Auckland Visitor Plan, Auckland Major Events Strategy, and Auckland Innovation Plan) and partnering and other arrangements with government agencies also provide direction to ATEED's activities.
4. A recent review of the Council's planning division (the CPO division) resulted in the regrouping of the economic development activities across ATEED and Auckland Council. Activities implementing the AEDS with strong connections to ATEED's activities are grouped within ATEED. Other activities are located within the new structure of the CPO. The new structure and changes are outlined in Section 2 of this report.
5. In the following overview, economic development activities are discussed under the corresponding priorities of the AEDS / Shared Economic Agenda.

### Recommendation/s

That the Pacific Peoples Advisory Panel:

- a) receive the overview of economic development activity across ATEED and Auckland Council.

### Discussion

#### Section 1

##### Auckland Economic Development Strategy & Shared Economic Agenda

6. Underlying Chapter 6 of the Auckland Plan and the Auckland Economic Development Strategy (AEDS) is the recognition that a range of initiatives and activities across the Auckland Council group and beyond, contribute to Auckland's economic development. For example, the transport infrastructure and services provided by New Zealand Transport Agency and Auckland Transport are essential to a functioning Auckland, its growth and economic development. This was illustrated in cost benefit analysis supporting the business case for the Central Rail Link (CRL), pointing to its contribution to increased productivity and economic growth for Auckland.

7. Similarly, the implementation of Auckland Council’s regulatory roles required for public safety, mitigation of adverse effects and public well-being also hold implications for economic development through the compliance costs imposed and the time their processes require.
8. Primarily however, there have been two centres for economic development specific activity – ATEED and the Council’s Economic Development department (ED department). The ED department led the development of the AEDS (alongside Chapter 6 of the Auckland Plan) with ATEED. This was adopted by Council in July 2012. The AEDS has five priorities with associated actions and key initiatives, interwoven with cross-cutting themes. The five priorities are set out in the left hand column of Table 1.
9. At the beginning of 2014, Auckland Council and ATEED undertook a mid-course review of the implementation of the AEDS. The Mayor, Councillors, Council and ATEED staff, and key stakeholders from the Government, business leaders and other representatives of the business community came together to agree a Shared Economic Agenda for action. They sought alignment across their priorities and activities to identify where they could leverage the greatest contribution. The Shared Economic Agenda is set out in the right hand column of Table 1, showing alignment with the AEDS.

Table 1

Auckland Economic Development Strategy	Shared Economic Agenda
Business friendly and well-functioning	A new business leadership team Build the Auckland business proposition for a business-friendly city Make sure the right infrastructure is planned for and in the right place Boost the investment rate into Auckland’s economy and infrastructure
Innovation hub of the Asia-Pacific rim	Support more Auckland businesses to innovate and grow
Internationally connected and export-driven	Increase Auckland’s visibility Boost the investment rate into Auckland’s economy and infrastructure
Invest in peoples’ skills and local workforce	Raise youth / rangatahi employability Build, attract, retain talent
Develop a creative vibrant international city	Increase Auckland’s visibility
<i>Cross-cutting themes</i>	
Creating a sustainable eco-economy	
Facilitating an iwi/Māori economic powerhouse	Support growth and improved performance of Maori businesses
Developing and enhancing an innovative rural and maritime economy	
Supporting a diverse ethnic economy	

### Economic Development Activity

10. In its second term, Auckland Council’s focus is on the implementation of the Auckland Plan and its accompanying strategic documents, including the AEDS. The CPO has taken the opportunity to review its structure including clarification of roles in the implementation of the AEDS. As the Council’s economic development organisation, much of this implementation activity is undertaken by ATEED. ATEED’s activities are also directed by its SOI and with the partnership and other arrangements it enters into with government agencies and others.

11. The CPO review has resulted in the regrouping of the economic development activities across ATEED and Auckland Council. AEDS implementation activities with strong connections to ATEED's activities are now grouped within ATEED. Other activities are located within the new structure for the CPO which is outlined in Section 2 of this report.
12. In the following overview, economic development activities are discussed under the corresponding priorities of the AEDS / Shared Economic Agenda, attributable to either ATEED or Auckland Council. For the purposes of this report, activities are discussed under the priority they most contribute to.

<b>Auckland Economic Development Strategy</b>	<b>Shared Economic Agenda</b>
Business friendly and well-functioning	A new business leadership team Build the Auckland business proposition for a business-friendly city Make sure the right infrastructure is planned for and in the right place Boost the investment rate into Auckland's economy and infrastructure

### **ATEED**

13. Following the Shared Economic Agenda's development, the Mayor invited business leaders to establish the Business Leadership Group (BLG), to ensure business and Council work together on driving Auckland growth and provide a strong, effective regional, national and international voice for Auckland interests. The BLG is being supported by ATEED staff and chaired by Michael Barnett of the Auckland Chamber of Commerce.
14. ATEED works in partnership with the Auckland Chamber of Commerce to present the Westpac Auckland Business Awards to celebrate the success of Auckland businesses. ATEED also supports the New Zealand Food Awards which recognise excellence in the food and beverage industry. Two thirds of New Zealand's top 50 food and beverage companies are located in Auckland. The industry contributes around \$3 billion a year to the Auckland economy.
15. ATEED identifies and facilitates business attraction opportunities in Auckland's key sectors and geographic priority areas and delivers the Aroha Auckland programme, which provides post-investment support services for Auckland's largest multinationals. As Auckland's Regional Tourism Organisation (RTO), ATEED also acts as a key advocate for Auckland businesses in the tourism sector.
16. ATEED is also further developing the Auckland Investment Office (AIO) function for Council. The AIO is focused on attracting major investors for infrastructure such as the Central Rail Link.

### **Auckland Council**

17. A particular focus of the Regional Economic Development Policy Implementation team was the provision of business land to meet Auckland's economic growth. Work is continuing to ensure there is an adequate forward pipeline of industrial land to meet the growth of manufacturing, logistics and warehousing activities. This work also identifies and plans for future business land, and supports or leads various research/modelling projects to support the policies of the Proposed Auckland Unitary Plan.
18. The Local Economic Development (Local ED) team assists local boards to develop Local Economic Development Action Plans and provide support, with a focus on local economic drivers, to the spatial priority projects. The team has also been involved in business precinct planning; including the East Tamaki Business Precinct Plan (2013) and the Integrated Business Precinct Plan for the Auckland Industrial South (draft 2014). Local ED Advisors

work with local boards to prioritise actions for implementation, and with delivery partners such as tertiary institutions, training organisations, CCO's and infrastructure providers to scope and deliver projects.

19. The Business Improvement District (BID) team provides policy and administration support for the BID programme including services to BIDs, liaison, facilitation, training and promotion of best practice. The team also provides support for Council requests and processes, providing local coordination to align objectives to the Auckland EDS. There are 48 BIDs operating across the Auckland region. In all cases, Partnering Agreements are in place between BIDs and their respective local board.
20. The overall work programme of the two teams discussed above, also includes providing an economic perspective to area plans, economic development support for centre planning and town centre audits, development of business associations and governance activities, including administering \$12.2 million in BID grants.
21. The Regional Digital Policy Implementation team has focused on growing business understanding of technology and the associated opportunities and impacts. It also supports an expedient and low-impact rollout of ultrafast broadband (UFB), expanding public WiFi across the region, and addressing barriers to businesses 'getting connected'.
22. The Chief Economist and RIMU provide commentary on the Auckland economy; analysis, advice and support on policies and projects including the \$2.4 billion City Rail Link and the Proposed Auckland Unitary Plan. The Chief Economist prepares the Auckland Economic Update quarterly, which may also feature articles prepared by RIMU staff.
23. Auckland Council wants to attract business to Auckland and support existing businesses, by being business-friendly. Examples of activities led by the Economic Development department include the Council's contribution to Local Government New Zealand's NZ Core Cities Research and Business Friendly Guidelines projects, the New Zealand Convention Centre and working with the private and education sectors on major infrastructure opportunities.

**Auckland Economic Development Strategy**

Innovation hub of the Asia-Pacific rim

**Shared Economic Agenda**

Support more Auckland businesses to innovate and grow

**ATEED**

24. ATEED works closely with the Government including Callaghan Innovation and New Zealand Trade and Enterprise (NZTE) in this area and delivers the Regional Business Partners programme across Auckland to build business capability and stimulate innovation through R&D. Over the 2013/14 year, ATEED assisted dozens of local companies to gain more than \$1.74 million in NZTE-funded Business Capability Vouchers to spend on improving workforce skills. ATEED also facilitated Callaghan Innovation R&D investments to the value of \$4.6 million into 125 innovative export focused businesses.
25. GridAKL, Auckland's new innovation precinct, has been established by ATEED and Waterfront Auckland on behalf of Council to attract new and emerging ICT and digital media businesses, alongside more established companies. GridAKL aims to rapidly grow the local ICT sector. It will support innovation and entrepreneurship with a focus on technology sectors of specialization and build on the success and growth already achieved by smart New Zealand tech companies. Initially located in the Polperro Building (until 2016) the Lysaght Building is due to open in mid-2015 and another facility (Innovation 5A) is being planned for 2016. Thirteen innovative or innovation related companies are now resident in the Polperro Building. Offerings include cloud based video production, robotic fork lifts, programing for business apps, innovation consultancy services and a venture capital

- provider. This brings the occupancy rate to 84 per cent and further space is now available for expansion.
26. ATEED is also leading discussions with other nationwide innovation precincts (Enterprise Precinct Innovation Centre Christchurch, Grow Wellington, and Waikato Science Park) to establish a National Innovation Alliance via a Memorandum of Understanding (MOU). The aim is to share best practice and expertise, connect businesses and contribute to a strong innovation ecosystem in New Zealand.
  27. ATEED is also developing and supporting key sectors of competitive advantage including ICT, screen and digital media, food and beverage processing, marine, high performance sport and international education. ATEED is also a joint-venture owner of New Zealand Food Innovation Auckland (The FoodBowl – Te Ipu Kai) with Callaghan Innovation. The FoodBowl is a state of the art food production facility in Mangere which is used by dozens of companies to test and produce new food products.
  28. ATEED recently signed an MOU with the Ministry of Pacific Island Affairs. The purpose of the agreement is to set the framework for short-term areas of collaboration while maintaining a longer term view of areas to be explored in the future. While not exhaustive, initial objectives of the agreement include: increasing business growth in South Auckland, increasing growth of Pacific peoples businesses across all of Auckland, fostering entrepreneurship and start-up culture in Pacific communities, advancing Pacific workforce development and improving critical and financial literacy of Pacific young people.

Auckland Economic Development Strategy	Shared Economic Agenda
Internationally connected and export-driven	Increase Auckland's visibility Boost the investment rate into Auckland's economy and infrastructure

### **ATEED**

29. Study Auckland, which promotes Auckland as an international education destination – including working in partnership to provide unique student offerings – is a team within ATEED's Business Attraction and Investment (BA&I) division. Auckland has more than 470 schools, universities, other tertiary institutions, English language schools and private education providers offering services to some 60,000 international students.
30. The BA&I division provides services to assist investment in Auckland with business case development, talent and labour market analysis, making connections, property solutions and an aftercare programme. In the 2013/14 year, the team attracted to Auckland, or grew the local presence of, five multi-national companies – an injection of \$266 million foreign investment. ATEED's Screen Auckland specialists attract inbound productions worth tens of millions of dollars to the regional economy each year, and ATEED has screen industry memorandums of understanding with two government regions in China to grow inbound co-productions from this huge market.
31. ATEED promotes Auckland's identity and brand story consistently across all its business, tourism and major event activity in international and domestic markets and is developing a global business profile/business proposition for Auckland. ATEED undertakes targeted marketing campaigns (including through digital channels) to emerging and existing international markets and domestically.
32. ATEED has strong links to NZTE's Kiwi Landing Pad in San Francisco – links which were significantly strengthened during the America's Cup regatta last year, and have continued to be built on.

### **Auckland Council**

33. The Global Partnerships and Strategy unit (formerly International Relations) seeks to profile Auckland in the global economy through a programme of strategic activity with Auckland Council's international partnerships and networks. The unit promotes Auckland's people-to-people linkages and supports the attraction of trade and investment opportunities to Auckland.
34. Global Partnerships and Strategy is the first point of contact for enquiries and official visits from global partners to Auckland Council. The unit is helping to build Auckland's international profile through its Global Engagement Framework (under development), by activating the Mayor's outbound global engagement programme. The unit is also helping to raise Auckland's global visibility through membership of global networks and entry into global awards, such as the Lee Kuan Yew World Cities Prize. The unit manages civic and cultural activity in relation to Auckland Council's international partnerships (sister cities) and development and support for economic alliances.
35. Global Partnerships and Strategy recently initiated and developed a Tripartite Economic Alliance (Tripartite) between the sister cities of Auckland, Guangzhou and Los Angeles. Auckland will formalise its participation in the Tripartite by entering into a Memorandum of Understanding (MoU) that was jointly signed by the Mayors of the three cities on 16 November 2014 in Guangzhou.
36. The Tripartite is a strategic alliance designed to present an innovative opportunity to set a new benchmark for how global cities can engage and collaborate. The objective of the Tripartite is to help deepen trade and economic engagement between the three cities. Specific initiatives and work programmes will be launched under the Tripartite to meet this objective. The Tripartite will be supported by annual summits, and rotated between the three cities.
37. The Tripartite will enhance Auckland's visibility with two of its key sister cities; and allows the three cities to leverage existing sister-city relationships with each other, the only known global 'tri-city' initiative of its kind. A work programme is being developed to implement Tripartite-related initiatives over the initial three year period of the MoU. Proposals include air quality solutions, waterfront regeneration, port-to-port alliance, chambers of commerce cooperation, film distribution, and retail and fashion promotion. Future work may also include looking at inter-firm arrangements to facilitate trade under New Zealand's existing trade preferences. For example, there may be potential for Los Angeles-based companies to partner Auckland-based companies to utilise the preferences under FTA's.
38. Global Partnerships and Strategy works closely with both the Ethnic and Pacific Peoples advisory panels to:
  - facilitate connections with Auckland's ethnic communities
  - exchange advice and information
  - participate in Mayoral meetings/calls, business related events and meetings with international visitors
  - help identify potential international connections that are aligned with the Council's global engagement efforts and
  - seek participation and support in relevant trade missions.
39. Global Partnerships and Strategy also supports relevant activities undertaken under the PacificTA - a technical assistance facility funded by the International Development Group of the Ministry of Foreign Affairs and Trade and managed by Local Government New Zealand. Auckland Council sits on the steering committee for the fund and is represented by Phil Wilson, Chief of Staff, Mayor's Office.

**Auckland Economic Development Strategy**

Invest in peoples' skills and local workforce

**Shared Economic Agenda**

Raise youth / rangatahi employability  
Build, attract, retain talent

**ATEED**

40. Growing a skilled workforce is a relatively new priority for ATEED. Nurturing a strong skills base is identified internationally as key to developing an innovation and knowledge based economy. People with the right skills can give firms a competitive edge through increased innovation, use of new technologies, improved workplace practices and access to new markets.
41. ATEED's work programme is focused on growing:
  - skills and business capability
  - employment pathways
  - growing skills for innovation and talent, and
  - attracting talent.
42. ATEED's activities include:
  - working with industry to identify where there are shortages of skilled workers for key sectors (ICT, construction, health and hospitality) and helping to develop workforce plans for these sectors
  - helping small to medium companies apply for NZTE Business Capability Vouchers, which can be used to increase specific workplace skills
  - supporting the implementation of the Mayor's Youth Employment Traction Plan, including hosting of the traction hub and leading the recruitment of up to 50 Auckland businesses to sign an Employers Pledge committing to stand alongside the Mayor in support of youth employment for Auckland (the first, Fletcher Building, signed in November 2014)
  - providing leadership, input, and support across a range of fora and work-programmes (including Tāmaki Makaurau Education Forum, Auckland Skills Steering Group and Auckland Tertiary Education Network)
  - delivering the Lion Foundation Young Enterprise Scheme across the region, which provides school students (1200 students across 41 schools) real-life experience running a business
  - developing pathways for international students and talent into further education and employment in alignment with our key economic growth sectors
  - promoting Auckland as an international education destination with particular emphasis on supplementing domestic talent capacity to resource key economic growth sectors.
43. ATEED also works in partnership with others such as COMET Auckland. COMET Auckland's key priorities over the forthcoming months are piloting the Youth Employability Passport and building a business-led STEM<sup>1</sup> coalition to support training in areas of skills shortages, particularly ICT and STEM skills. COMET Auckland activities also include championing actions that build literacy capacity including financial literacy education programmes, and digital literacy opportunities in TSI.
44. In partnership with Immigration New Zealand, ATEED is investigating options to strengthen the responsiveness of the immigration system to fill Auckland's skills gaps. In late November, the Ministry of Business, Innovation and Employment (MBIE), Working In and ATEED are hosting job fairs in Perth and Sydney, specifically to support New Zealand

<sup>1</sup> Science, Technology, Engineering and Mathematics

employers who are growing their businesses and seeking specialist skills in the construction sector.

45. ATEED also has a partnership with Education New Zealand and other regions to provide unique student offerings.

**Auckland Economic Development Strategy**

**Shared Economic Agenda**

Develop a creative vibrant international city

Increase Auckland's visibility

**ATEED**

46. ATEED is focused on growing the visitor economy from \$4.8 billion to \$7.2 billion as outlined in the Auckland Visitor Plan 2021 (refreshed March 2014). It is undertaking targeted marketing campaigns (including through digital channels) to emerging and existing international markets and domestic markets – mainly targeting high-value visitors.
47. ATEED is assisting in developing capacity for growth within the visitor economy in partnership with industry. ATEED is also identifying gaps within key markets and working with partners to address them, working with local tourism operators and regional cluster groups to promote local areas as distinctive destinations within Auckland and supporting visitor related businesses.
48. The Auckland Convention Bureau (ACB) sits within ATEED. The key role of the ACB is to accelerate the growth of the multi-million dollar Auckland business events sector through implementation of the Auckland Business Events Plan.
49. ATEED works in partnership to attract, sponsor, facilitate and leverage major events including the Dick Smith NRL Auckland Nines, V8 Supercars ITM500 Auckland, ICC Cricket World Cup 2015, and FIFA U-20 World Cup, and will deliver World Masters Games 2017 through its subsidiary WMG2017 Ltd.
50. The Auckland Diwali Festival is an ATEED-owned and produced two-day event in partnership with Asia New Zealand Foundation. It celebrates Indian culture through live performances, Indian food, Indian crafts and a fireworks display. The 2014 event (11-12 October) was the festival's 13th year. It attracted tens of thousands to Aotea Square, part of Queen Street and the Auckland Live Venue.
51. The Pasifika Festival is now one of the largest celebrations of Pacific peoples' culture and heritage in the world. More than 80,000 people attended Pasifika Festival 2014. ATEED delivers the Pasifika Festival with the essential support of Auckland's Pacific Island communities. One of the key objectives is to ensure festival goers get an authentic taste of Pacific Island culture and heritage at the event. In order to meet obligations to the event portfolio, the decision has been made to out-source the delivery of the 2015 Pasifika Festival to a highly experienced external event organiser.
52. The Auckland Lantern Festival is organised by ATEED in partnership with Asia New Zealand Foundation. One of China's most auspicious celebrations, it occurs on the fortnight following Chinese New Year when the first full moon of the year has risen. Albert Park has hosted the Lantern Festival from 2000. The main festival is over three days and nights, with several lead-up days of events and activities. Highlights of the festival include the amazing lantern display amongst Albert Park's trees, delicious food stalls, traditional and contemporary dance and music, international performers from China and a grand finale fireworks display.

**Auckland Council**

53. Auckland Council supports the Auckland Arts Festival, a globally-recognised event celebrating Auckland's people and culture, showcasing its cultural diversity and vibrant energy. A biennial event, introduced in 2003, the Auckland Arts Festival has welcomed over a million attendees. The seventh biennial Festival will be held in March 2015.



54. In addition the Auckland Council directly and/or through Regional Facilities Auckland supports the War Memorial Museum, MOTAT, Auckland Zoo, Auckland Observatory and Planetarium, Auckland Philharmonia, Auckland Regional Rescue Helicopter Trust, Coast Guard (Northern Region), the Maritime Museum, Surf Life Saving (Northern region) and Watersafe Auckland.

### Cross-Cutting Themes

Auckland Economic Development Strategy	Shared Economic Agenda
Facilitating an iwi/Māori economic powerhouse Supporting a diverse ethnic economy	Support growth and improved performance of Maori businesses

### ATEED

55. ATEED is working with iwi to unlock investment potential of Māori assets and investment opportunities. Via an annual Tāmaki Makaurau Maori Economic Growth Forum, ATEED is also working to support the growth and development of Māori business through showcasing a number of successful innovation driven Māori businesses and entrepreneurs, and highlighting the potential for future growth and success. ATEED is also participating in the work of Council's Te Waka Angamua on the *Te Whai Rawa Programme of Action*.
56. ATEED partnered Air New Zealand, Te Puni Kokiri, Qualmark and Tourism New Zealand in 2013/14 to deliver the Māori Tourism Development Programme – an incubator style programme aimed at developing small and medium sized Māori tourism operators to 'trade-ready' status and preparing them to exhibit at the 2013 and 2014 Maori Tourism Trade Days. Over the course of 2013/14, ATEED undertook significant work to investigate the feasibility of a Māori Signature Event for Auckland. ATEED commissioned an independent stock-take of Māori events and is now working to deliver a process that will result in a significant Matariki event for Auckland in 2015.

### Auckland Council

57. Te Waka Angamua and the Council's Economic Development Department have worked collaboratively to guide and advance Auckland Council's efforts in the area of Māori Economic Development. They engaged Tuia Group (October 2013) to scope and design a Māori Economic Development Programme for the Auckland Council family and help build the capacity of the Council family to deliver on Māori economic development outcomes.
58. Following extensive designing, testing and tightening of various priority areas a Māori ED Programme was developed that is now known as the *Te Wha Rawa Programme of Action*. Its development has involved establishing relationships with key partners (for example central government) with a view to potential co-production activities.
59. The priority projects for 2014-2015 include:
- **Strengthening Māori Business** – 2040 view and roadmap, Māori business intel, Māori business leadership development, Haere Whakamua, strategic growth and development (Māori business eco-system) and central government support and partnerships.
  - **Land, property and housing** – Acquisitions and disposals programme, build mana whenua property capability.
  - **Māori education** – Support Tāmaki Maori Education Forum (with COMET), identify exemplar models, strategic scaling up of exemplar models, central government support and partnerships.

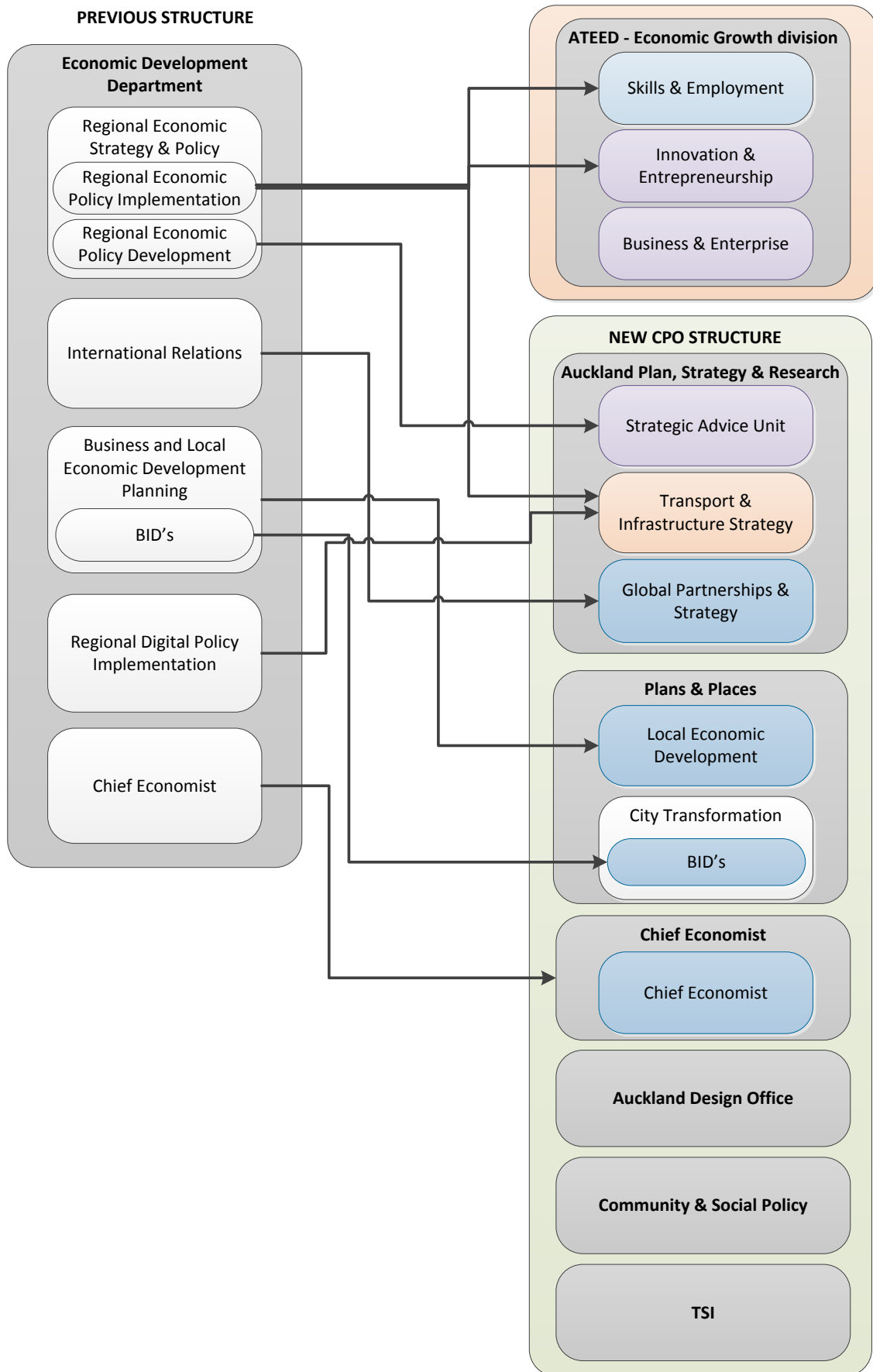
- **Waka strategy** – Waka on the water (design and build), comprehensive waka programme (events, education, facilities, tourism), waka facility (feasibility study, location), and Tāmaki Makaurau Māori Tourism strategy.
  - **Building internal council capability** – Internal Māori ED incubator, Māori ED framework, methodologies and value proposition and provide Māori ED lens to Māori Responsiveness plans where relevant.
60. The overall vision for the programme is - *Te pai me te whai rawa o Tamaki* - by 2040 Auckland will be benefitting from Auckland Council's investment in Māori economic development activities that have led to a transformational lift in Māori economic and social outcomes. Māori identity is Auckland's unique point of difference on a global stage and Māori business plays a major role in the Auckland economic landscape.

## Section 2

### *Changes within the CPO*

61. To align with Auckland Council's focus on implementation of the Auckland Plan and its accompanying strategic documents, one objective of the CPO review was to clarify roles in the implementation of AEDS.
62. This review resulted in the regrouping of the economic development activities as between ATEED and Auckland Council. Activities implementing the AEDS with strong connections to ATEED's activities are now grouped within ATEED. Other activities are located within the new structure of the CPO. The new structure and the migration of the ED department's former teams is outlined below, and illustrated in Diagram 1:
- Three members of Regional Economic Strategy Implementation team transferred to the Skills and Employment and Innovation & Entrepreneurship teams in ATEED's Economic Growth division to continue with the work they had been involved in
  - Two members of Regional Economic Strategy Implementation team were re-assigned within Council (under GM Auckland Plan Strategy & Research) reporting through the Manager Transport and Infrastructure Strategy, David Hawkey
  - Business and Local Economic Development Planning has been re-assigned within Council as Local Economic Development (under GM Plans and Places) reporting through the Manager, Local Economic Development, Janet Schofield
  - The Business Improvement Districts (BIDS) Partnership team is re-assigned with Council (under GM, Plans and Places) with the Team Leader BIDs Partnership Gill Plume, reporting through the Manager City Transformation, John Dunshea
  - International Relations was re-assigned within Council as Global Partnerships and Strategy (under GM Auckland Plan Strategy & Research) reporting through the Manager, Global Partnerships, Sanchia Jacobs
  - Two members of the Regional Digital Policy Implementation team were re-assigned within Council (under GM Auckland Plan Strategy & Research) reporting through the Manager Transport and Infrastructure Strategy, David Hawkey
  - Regional Economic Strategy and Policy is re-assigned within Council (under GM Auckland Plan Strategy & Research) reporting through the Manager Strategic Advice, Denise O'Shaughnessy.

Diagram 1



## Consideration

### Local board views and implications

63. This report provides an overview of economic development across the Auckland Council focusing on ATEED and the CPO. ATEED engages with local boards through a variety of channels throughout the year and formally reports its relevant activities on a six-monthly basis in accordance with its Local Board Engagement Plan. Local Economic Development and BIDs teams work directly with Local Boards.
64. This report also outlines changes that have occurred in the CPO that representatives of the Local Economic Development and BIDs teams' have discussed with Local Boards.

### Māori impact statement

65. This report provides an overview of economic development across the Auckland Council focusing on ATEED and the CPO. The report also includes information on Māori economic development activities undertaken by Te Waka Angamua, ATEED, the former Economic Development department and key partners, which have been separately reported to the Economic Development Committee.
66. Economic Development is identified in the Schedule of Issues of Significance to Māori in Tamaki Makaurau and the Te Wha Rawa Programme of Action has been developed in consultation with the Independent Māori Statutory Board.

## Attachments

There are no attachments for this report.

## Signatories

Authors	Wayne Brown - Lead Strategic Advisor Strategic Scanning
Authorisers	Denise O'Shaughnessy - Manager Strategic Advice Harvey Brookes - Auckland Plan Strategy & Research Kim Taunga - Manager Cust. Experience - South and East Libraries

## Request for feedback on the draft Local Approved products Policy

File No.: CP2014/28572

### Purpose

1. To seek feedback from the Pacific Peoples Advisory Panel on the draft Local Approved Product Policy (LAPP).

### Executive Summary

2. On 9 October 2014 the Regional Strategy and Policy Committee approved the draft LAPP for public consultation (REG/2014/123). The Panel received a memo on 28 October 2014 detailing this draft and its impact on Auckland. The draft will prevent licences to sell approved psychoactive products being granted:
  - in high deprivation areas
  - in neighbourhood centres
  - within 500m of schools with year 7 and older students
  - within 200m of schools with year 6 and younger students
  - within 500m of mental health and addiction treatment centres
  - within 500m of an existing licence to sell approved psychoactive products.
3. Within the city centre there will be a different set of restrictions preventing licences to sell approved psychoactive products being granted in:
  - an area of high residential deprivation
  - within 100m of an existing licence to sell approved psychoactive products.
4. The panel is being asked to provide feedback on the draft LAPP by the end of December. There will be an opportunity for the panel to present their views to the hearings panel in February 2015.

### Recommendation/s

That the Pacific Peoples Advisory Panel:

- a) provide feedback on the draft Local Approved Product Policy Statement of Proposal received in the 28 October 2014 memo, by the end of December 2014
- b) decide whether or not to speak on their feedback to the LAPP at the hearings panel in February 2015.

### Attachments

There are no attachments for this report.

### Signatories

Authors	Callum Thorpe - Principal Policy Analyst
Authorisers	Michael Sinclair - Team Leader Social Policy Kim Taunga - Manager Cust. Experience - South and East Libraries



## Long-term Plan Consultation Approach

File No.: CP2014/28725

### Purpose

1. To provide an update on the consultation approach for the Long-term Plan (LTP).

### Executive Summary

2. Auckland Council is committed to designing and delivering the most accessible and representative LTP consultation process with Aucklanders to date.
3. This will include a longer consultation period and we will give people an opportunity to be 'heard' during this period.
4. We wish to give the panel a presentation on the Long-term Plan approach for feedback.
5. We would like to think through, with the Pacific Peoples Advisory Panel, the best ways to involve Pacific people in the LTP engagement process.

### Recommendation/s

That the Pacific Peoples Advisory Panel:

- a) provide feedback on the proposed engagement approach for the draft Long-term Plan to ensure planned activities and events will resonate with Pacific Aucklanders across the region.

### Attachments

There are no attachments for this report.

### Signatories

Authors	Joanna Wilkins - Specialist Engagement & Consultation
Authorisers	Kenneth Aiolupotea - Head of Market Research & Engagement Kim Taunga - Manager Cust. Experience - South and East Libraries





## Request for feedback on the development of the draft Auckland Libraries Pacific Services Strategy

File No.: CP2014/29190

### Purpose

1. To seek feedback from the Pacific People's Advisory Panel on the development of the Auckland Libraries Pacific Services Strategy

### Executive Summary

2. Libraries and Information has taken an internal and external research (talanoa) approach in the development of a draft departmental Pacific Services Strategy. The strategy nearing final draft completion stage, will provide direction at operational, management and strategic levels in the department. The aim of the strategy is to enable libraries to engage effectively and develop, co-design and deliver effective services for Pacific Aucklanders.
3. The strategy will focus on:
  - building an effective engagement and co-development approach working alongside Auckland's Pacific communities.
  - an intentional development approach to build and support Pacific leadership and librarianship within Libraries and Information.
  - delivering effective services including programming, library facilities and heritage and research.
  - supporting the implementation of Auckland Libraries Collection Development Policy and Pacific Collection Management Policy to prioritise the collection of Pacific and New Zealand Pacific materials, including those in Pacific languages.
  - defining the role of the Libraries and Information department in the retention, maintenance and transmission of Pacific languages in Auckland and the collection of Pacific stories.
  - supporting positive literacy and learning outcomes for Pacific children and families in English and their own languages in Auckland.
  - apply Pacific approaches and methodologies within a libraries context.
4. The development and implementation of the Pacific Services Strategy will reflect Auckland Libraries Universal Access Principles with a focus on ensuring library services are universally appealing, understandable and accessible.

### Recommendation/s

That the Pacific Peoples Advisory Panel:

- a) provide initial feedback on the development of the draft Auckland Libraries Pacific Services Strategy by December 17, 2014.
- b) support a talanoa approach between PPAP and Libraries and Information leading up to and following the launch of Auckland Libraries Pacific Services Strategy.

## Attachments

There are no attachments for this report.

## Signatories

Authors	Kim Taunga - Manager Cust. Experience - South and East Libraries
Authorisers	Kim Taunga - Manager Cust. Experience - South and East Libraries