



Six monthly report to Waiheke Local Board

1 January to 30 June 2016



1.0 Introduction

This report provides the Waiheke Local Board with highlights of ATEED's activities in the Waiheke Local Board area for the 6 months from 1 January to 30 June.

This report should be read in conjunction with ATEED's Quarter 3 report to Auckland Council (available at www.aucklandcouncil.govt.nz) and the forthcoming Quarter 4 report to the Auckland Council CCO Governance and Monitoring Committee, scheduled for September 2016. Those reports highlight the breadth of ATEED's work at the regional level.

ATEED's Strategic Framework (Figure 1 below), clearly articulates ATEED's role in creating the world's most liveable city, by focussing on six key priorities:

- | | |
|--|-------------------------------------|
| Build a culture of innovation and entrepreneurship | Enable education and talent |
| Attract business and investment | Grow the visitor economy |
| Grow a skilled workforce | Build Auckland's brand and identity |

The framework helps to connect Auckland-wide strategies (the Auckland Plan and the Economic Development Strategy) and ATEED's ongoing strategic interventions, growth programmes and projects.

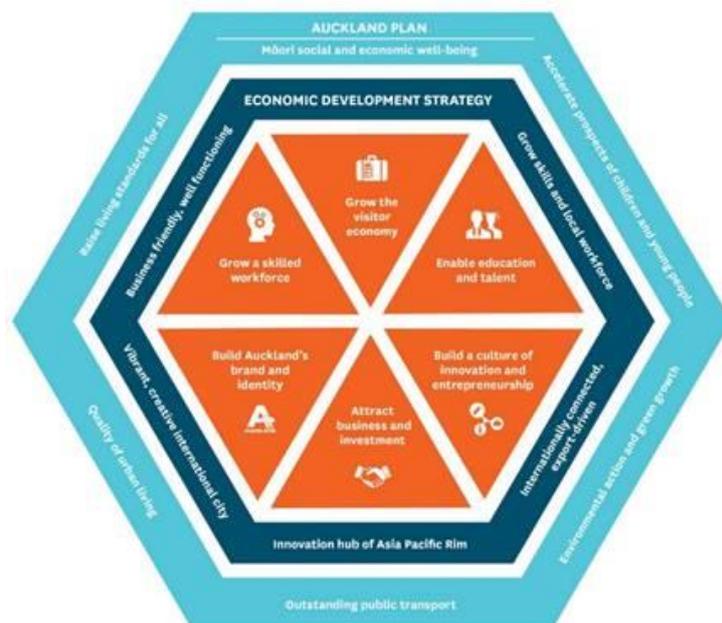


Figure 1 – ATEED's Strategic Framework

ATEED supports local economic development initiatives via a dedicated Local Economic Growth team that works with Local Boards to shape initiatives and is also responsible for ensuring the implementation of ATEED's Local Board Engagement and Activity Plans (as they are developed over time). ATEED delivers its services at the local level through business hubs based in the north, west and south of the region, as well as its central office at 139 Quay Street. Complementing this, ATEED also supports sub-regional tourism promotion activity, operates a number of i-SITEs across the region and sponsors, facilitates or delivers a range of events that although regional in their reach have local level impacts. Detailed information about ATEED's regional role and activities can be found on www.aucklandnz.com/ateed

2.1 Local Board Engagement and Activity Plan

Engagement activity planning January through June 2016

During the period ATEED continued to work with the Waiheke Local Board to progress specific economic development priority actions, as follows:

- Deliver the Regional Partner Programme on Waiheke – ATEED has re-established the delivery of this programme on Waiheke during the period. We have scheduled the delivery of another “Starting Off Right” program and a further business clinic. Registrations have been very strong for the business clinic which has necessitated the addition of a second full day of these business clinics. These activities will occur over the 30th and 31st August 2016.
- Improve connectivity to between skills and employment – ATEED has continued to look for opportunities to deliver the Young Enterprise Scheme, or an alternative scheme, to replicate opportunities available to year 12 and 13 students across Auckland. ATEED will continue to work with the Waiheke Local Board and Waiheke High School on this priority.

2.2 Advocacy Areas

ATEED acknowledges that a key role of the local board is to advocate for initiatives that the local board may not have decision-making responsibilities or funding for in the Auckland Council Annual Plan, and that these initiatives add value to the local community. Key advocacy areas that the Waiheke Local Board is working with ATEED to address are listed below.

ATEED continues to engage with the Waiheke Local Board and Auckland Council on these issues.

Advocacy item	Status – August 2016
Advocate for a high profile for Waiheke and the Hauraki Gulf Islands included in the Auckland Visitor Plan.	ATEED continues to facilitate and support the sustainable development of Auckland's harbour and gulf island tourism product and to build relationships with stakeholders such as iwi and DOC to develop sustainable tourism.
Work with local businesses and community groups to encourage visitors in the shoulder and low seasons.	Regional and local tourism organisations have identified the need to encourage visitors to Waiheke Island to plan their visits outside peak periods. ATEED works with the Waiheke Island Tourism Forum to identify and plan low season activity.

<p>Visitor infrastructure and impacts support:</p> <p>The Waiheke Local Board Plan outlines the board's aspirations in regards to tourism on the island. This is primarily about managing the population increase in a way which benefits Waiheke without compromising local lifestyle or the environment.</p> <p>The board appreciates the economic benefits of tourism but wants to see safeguards for the environment in place to protect what is special about Waiheke and more regional funding to meet the costs of additional demands which visitors place on infrastructure, services and facilities on the island.</p>	<p>ATEED is mindful that its strategy to increase high-value visitation to jewels in Auckland's tourism crown such as Waiheke should not have a negative effect on the area - or it will reduce the sustainability of that visitation. ATEED works with local boards to understand such concerns. In ATEED's view, the first step in finding a balanced solution for Waiheke would be an independent impact assessment of visitor numbers on infrastructure and the environment, which would provide valuable information to allow an appropriate plan and spending priorities in conjunction with local businesses and community groups.</p>
<p>Inclusion of high profile Waiheke Island events, such as Headland Sculpture on the Gulf and the Waiheke Walking Festival in ATEED's regional budgets. (In conjunction with governing body)</p>	<p>Event Funding applications go through ATEED's Annual Event Sponsorship Process, a contestable process assessed by a panel. The panel assesses applications and is focused on identifying the events with the greatest alignment to the Auckland Major Events Strategy that provide the greatest return on investment. The Headland Sculpture on the Gulf has been included in ATEED's 2016/17 major event portfolio.</p>
<p>Ensure continued accessibility and connectivity from lower Queen Street and Quay Street to the Central Area Wharves, including during major events. (In conjunction with Auckland Transport / Panuku Development Auckland)</p>	<p>ATEED is aware of the need to balance the substantial economic benefit from events with the regular users of places used for major events, and its internal policy regarding accessibility reflects that. ATEED develops detailed plans for each major event it delivers, and these include comprehensive traffic and access management plans to minimise impact on businesses in affected areas, and issues such as accessibility. ATEED works with other agencies, including Auckland Transport, Waterfront Auckland, Ports of Auckland, NZTA and New Zealand Police on issues such as access, road closure plans, and pedestrian safety etc.</p>

	There is a protocol around public notification within reasonable timeframes, and ATEED tries to work with affected parties at all times. This includes direct liaison with affected local boards.
--	---

3.0 ATEED's region-wide activity

In addition to addressing specific priorities in the Waiheke Local Board area, ATEED delivered a wide range of regional programmes and activities under the six key priorities set out in ATEED's Statement of Intent 2015-18. This section highlights the impacts of relevant programmes and initiatives at the local board level.

3.1 Building a culture of innovation and entrepreneurship

Connecting businesses

ATEED connected two Waiheke businesses with other opportunities or organisations that may assist their growth and development.

During the period 1 January to 30 June 2016, ATEED's business advisors connected two businesses with other opportunities or organisations that may assist their growth and development.

In total seven referrals were made, including four NZTE service providers.

Business capability building

ATEED's Business Hubs carried out capability assessments on two businesses within the Waiheke Local Board area.

ATEED focuses on supporting the development of the capability of small businesses by improving workforce skills by carrying out business assessment and issuing training/capability vouchers of up to \$5,000 co-funded by New Zealand Trade and Enterprise (NZTE).

During the period, ATEED carried out a capability assessment on two businesses within the Waiheke Local Board area.

Techweek AKL

Techweek AKL 2016 was a huge success with over 10,000 Aucklanders and visitors attending 55 events from virtual and augmented reality to nanotech and biotech, big data to gaming. This includes one event, Park Jam in Otara which recorded 5000 participants.

In its inaugural year, Techweek ALK attracted 86 speakers, 30 from overseas who are world leaders in their fields. It also achieved considerable media coverage with 88 instances of Techweek AKL mentioned in television, print, radio and online news networks.

Building Auckland's innovation brand in target markets is an objective of the Innovation Events Strategy which underpins Techweek AKL. Techweek will continue to be run as an annual event with a focus on attracting international audiences and building local capability to showcase Auckland's niche innovation strengths.

E Tipu, E Rea – Maori Business Growth Workshop

In partnership, with the Auckland Council Group, Crowe Horwath and Te Puni Kokiri, ATEED hosted its first E Tipu, E Rea - Maori Business Growth Workshop focused on Building, Construction and Services. The event was hosted on Friday 24th June, hosted at the Te Wānanga o Aotearoa Mangere Campus, and had a turnout of over 30 Maori businesses from across the Auckland region.

The trade-only workshop was aimed at potential suppliers of the following products and services:

- Infrastructure
- Building and facilities construction and maintenance services
- Security surveillance and detection
- Professional services businesses

Key presentations from the day included Auckland Council Group – Community Facilities, Auckland Council Group – Procurement and ATEED – Business Support. The event also provided businesses with the opportunity to meet and greet employees from the Auckland Council Group, strategic suppliers, and representatives from the support organisations.

Business and networking events

ATEED also supports and runs a number of business and networking events to support and grow businesses. A full schedule of upcoming events can be found on www.aucklandnz.com/business (search keyword: business events)

3.2 Attracting business and investment

Filming activity within the Waiheke Local Board area

ATEED's Screen Auckland team facilitated three permits for filming television programmes, photo shoots and short films at locations within the Waiheke Local Board area.

During the period ATEED's Screen Auckland team facilitated three permits for filming television programmes, photo shoots and short films at locations within the Waiheke Local Board area.

ATEED's Screen Auckland team provides film facilitation services as part of ATEED's support for the screen and digital sector of Auckland's economy. Screen Auckland facilitates, processes and issues film permits for filming activity on public open space. The team follows robust operational processes, managing filming requests and facilitating liaison with key stakeholders including local boards.

3.3 Growing a skilled workforce

Growing youth entrepreneurship

Lion Foundation Young Enterprise Scheme (YES)

ATEED delivers the Lion Foundation Young Enterprise Scheme (YES) across Auckland on behalf of the Young Enterprise Trust. The scheme encourages year 12 and 13 students to embrace innovation and business by forming a legal company to produce and sell real-life good and services.

In October 2016 participating schools will take part in a regional awards event. The winners of each regional event will go on to represent their region in the National Awards Finals in Wellington which will be held in December.

DigMyIdea – Māori Innovation Challenge

ATEED supported and facilitated the launch event for Brittany Teei's financial literacy software programme – Kidscoin. Brittany is the Mauri Tu category winner of DigMyIdea 2015. Kidscoin is an easy-to-use educational program designed to teach students real world money skills in a fun and practical way in a classroom environment.

The event was hosted by GridAKL as a part of the wider Tech week event held in April and had over 50 attendees. As a result of the launch event Brittany has been approached by multiple investors interested in supporting the growth of her business, and education sector professionals interested in including Kidscoin into their schools curriculum.

Youth Employment

Youth Employer Pledge

54 leading Auckland employers have formally committed to the Youth Employer Pledge.

Through the Youth Employer Pledge, leading Auckland employers formally commit to increasing youth employment and developing their future workforce.

By 30 June 2016, ATEED had achieved its Statement of Intent target, with 54 employers formally committed to the Youth Employer Pledge. These commitments represent over 400 youth employment and employability opportunities across key Auckland industries including hospitality, construction/infrastructure, digital/ICT and services industries.

Pledge partners are mainly large employers as these offer the most opportunities for youth employment and they are eligible for a package of support from the ATEED-hosted Auckland Youth Traction Hub.

JobFEST 11 May 2016

61 businesses participated in JobFest which was held at The Cloud in central Auckland in May.

JobFest (www.jobfest.co.nz) brings together young Auckland jobseekers aged 18-24 and potential employers and job opportunities.

It is delivered by ATEED's major events team in partnership with Auckland Council Youth Connections, the Ministry of Social Development, and Careers New Zealand and Auckland employers.

“Very busy! A lot of young people wanted to know if we had part time jobs available and asked what jobs we offer” SKYCITY

Nearly half of the 61 employers who participated were pledge partners and over a third of all businesses had participated in previous JobFest events. Participating businesses advised that they were seeking candidates for nearly 400 full and part-time roles.

Two thousand young people participated on the day, and submitted nearly 1,000 expressions of interest to recruiting businesses. According to a survey two weeks after JobFest, 18 young people had already been employed, 77 young people had been interviewed, and 100 young people were in the recruitment process.

3.4 Grow the Visitor Economy

Delivering on the Auckland Visitor Plan

During the period ATEED continued to provide advice and information about the Waiheke Local Board area to visitors through appropriate marketing channels including i-SITEs within the region. ATEED also administers Auckland's official visitor information website (aucklandnz.com). This website contains pages focused on destinations in the Waiheke Local Board area that provide visitors with information about where to go, what to do and where to stay.

Support for local tourism

During this period, the ATEED Regional Development Executive Tourism attended meetings and worked with Waiheke Island Tourism Forum in an advisory role.

In May, ATEED's Regional Development Executive Tourism hosted the Regional Networking Day at Maritime Museum. Waiheke Island Tourism Forum attended and displayed Waiheke product to attendees from across Auckland's regions, Maori tourism group, major attraction operators, i-SITE and concierges. Speakers covered Tourism Update, City Developments, CRL, Cruise, and World Masters Games 2017.

Also in May, ATEED's Regional Development Executive Tourism provided a tourism update to Waiheke Island Probus group.

Delivering on Auckland's Major Events Strategy

ATEED is responsible for the attraction and delivery of major events that align with Auckland's Major Events Strategy (MES). The MES identifies four key outcomes which are sought from major events: the ability to expand Auckland's economy, increase visitor nights, enhance Auckland's liveability and increase international profile. ATEED's role in major events differs from event to event but can include attraction, delivery, facilitation and business leverage activities.

Delivered events

The inaugural Tāmaki Herenga Waka Festival, held at The Cloud and Karanga Plaza over Auckland Anniversary Weekend was the first iteration of the "Maori Signature Event" project intended to fill the missing Maori presence in Auckland's Major Events Portfolio. The festival was developed and delivered in partnership with the 19 mana whenua of Auckland. Highlights of the festival included the waka programme, the stage programme and the range of interactive elements of the festival. Overall the first festival was a great success setting a solid platform for growth in the future.

The 2016 Auckland Lantern Festival was held over 18th – 21st February 2016 at the new venue of Auckland Domain. The festival was formally opened by MP for Auckland Central Hon Nikki Kaye on behalf of the Prime Minister. Prior to the official public opening a VIP function was held at the Auckland Museum and hosted key stakeholders and supporters including the Mayor of Jinju City in South Korea. The event featured local and international dance, music and theatrical performances as well as food

and craft stalls, a karaoke stage and the display of approximately 800 Lanterns. The festival concluded with a spectacular fireworks display on Sunday evening.

The 24th annual Pasifika Festival was successfully delivered by Orange Productions, on behalf of ATEED, at Western Springs Park on Saturday 12 and Sunday 13 March 2016.

The festival opened with a flag ceremony on Saturday morning in the Niue Village, where all participating villages pledged their support for the festival. Once again the festival featured 11 Polynesian villages which were complemented with five Pan Pacific areas. An addition to the footprint this year was the inclusion of MOTAT, which hosted one of these Pan Pacific areas.

The Mayor attended the event and was joined for a walkabout by a number of councillors, local board members, Pacific Peoples Advisory Panel and Youth Panel members, and ATEED board members and staff. Su'a William Sio and Hon Peseta Sam Lotu-liga also enjoyed a walkabout with their respective ministers and/or Auckland MPs.

Kiwi-Samoan hip hop artist Ladi6 was the festival ambassador, and former *My Kitchen Rules* contestants and Pacific Island food icons Aaron and Heather Freeman were this year's Pasifika food ambassadors, while several Auckland Blues visited the More FM festival family zone.

2017 Programme

In early May, ATEED organised a 2017 event programme briefing for all Local Boards, Business Associations and Tourism Clusters. Three briefings took place (North, Central and South) at 2017 World Masters Games sports venues locations. Briefings were presented by Brett O'Riley - CEO, Michael Goudie - Senior Advisor External Relations ATEED and Nigel Cass - GM Relationships NZRU. The briefings were an opportunity to stimulate discussion about the 2017 Major Events Programme so that Local Boards & Business Associations would commence planning around the events. Early planning is important to ensure the city is ready for our domestic and international participants and spectators, who are planning their trips now and likely to be high value tourists while in Auckland. All briefings were well attended, and a good line of communication has been set moving forward.

Sponsored/ facilitated events

Residents in the Waiheke Local Board area were able to enjoy events sponsored by ATEED. These included:

- Tamaki Herenga Waka Festival
- Auckland Seafood Festival
- Downer NRL Auckland Nines
- Auckland Lantern Festival
- SPLORE Music & Arts Festival
- Takapuna Beach Cup
- Pop Up Globe Theatre
- Auckland Pride Festival
- Holden New Zealand PGA Championship
- The Ultimate Waterman
- Pasifika Festival
- Auckland City Limits
- NZ International Comedy Festival
- Auckland Writers Festival
- Auckland Art Fair
- Blues Super 15 Franchise
- New Zealand Warriors NRL Franchise
- New Zealand Breakers NBL Franchise

A full schedule of upcoming major events for the 2015/16 financial year is available on ATEED's website, www.aucklandnz.com

2017 Programme

In early May, ATEED organised a 2017 event programme briefing for all Local Boards, Business Associations and Tourism Clusters. Three briefings took place (North, Central and South) at 2017 World Masters Games sports venues locations. Briefings were presented by Brett O'Riley - CEO, Michael Goudie - Senior Advisor External Relations ATEED and Nigel Cass - GM Relationships NZRU. The briefings were an opportunity to stimulate discussion about the 2017 Major Events Programme so that Local Boards & Business Associations would commence planning around the events. Early planning is important to ensure the city is ready for our domestic and international participants and spectators, who are planning their trips now and likely to be high value tourists while in Auckland. All briefings were well attended, and a good line of communication has been set moving forward.