

X December 2016

David McConnell
Chair
Auckland Tourism, Events and Economic Development
BY EMAIL

Tēnā koe David,

Letter of Expectations 2017/2018

This Letter of Expectation sets out the ways in which the Council expects our Group culture to operate, as well as specific priorities for the Group, and particular messages for your organisation. I invite you to consider these expectations as you prepare your organisation's draft Statement of Intent (SOI) for the 2017/18 financial year.

This letter has been informed by discussions with my fellow Councillors on ways to enhance the transparency of group operations, ensure strategic alignment between our organisations, and lift performance.

General messages

The Council is ultimately responsible for the activities of the Group, from a financial, performance and reputational perspective. We are therefore looking to Council-controlled Organisations (CCOs) to take active steps to build cultures and behaviours within their organisations that reinforces accountability to the Council. This will require active leadership from your board and senior executive team.

The extent to which collaboration across the Group is deepened over the triennium will be a key indicator of our progress.

Residents and ratepayers do not want our organisations to act as separate, autonomous entities. They expect the Group to act as "one council" across our joint work programmes, and in our interactions with central government, stakeholders, iwi and the public. I would like to remind you of this expectation. This applies not just to how we conduct ourselves on major projects and programmes, but also on simple matters such as how we reinforce our common identity through our organisational marketing and branding.

The public has a reasonable expectation CCOs will be responsive to their customers, and to Auckland's elected members.

At all times our focus needs to be on our customers, both in our direct interactions with them, and through achievement of broader outcomes across the group. Your SOI should outline the steps you are taking to improve your engagement and responsiveness to customers and the wider public, including performance metrics that will measure your progress in improving their quality and impact.

Local Boards are an important part of Auckland Council's shared governance model, and as a council organisation, you need to remember they are elected members with decision

making responsibilities. Your SOI should outline how you will continue to build your engagement and partnerships with Local Boards.

One key area is Local Board plans, which are a statutory requirement of the Local Government (Auckland Council) Act. Your SOI should reflect an ongoing commitment to be involved with the development of these Plans, where requested. This will help to ensure that Local Boards have the best information available while their plans are in their formative stages.

I will be expecting you to work more closely with Council and the other CCOs, and strategically align your operations to Council-mandated strategies and policies. In order to drive greater alignment of our collective plans and strategies, you should anticipate the Council will make greater use of section 92 of the Local Government (Auckland Council) Act.

Our other general expectations for the year and, where relevant, for inclusion in the SOI are:

- Continue to work with council on the development of the refreshed Auckland Plan, and ensure alignment of your own plans with it.
- Contribute to the development of new performance metrics and indicators which will meaningfully measure your impact, and ensure alignment of these with the refreshed Auckland Plan and the upcoming Long-term Plan 2018 – 2028.
- Outline in your SOI how your organisation contributes positively to local place making and urban regeneration, and how your decision-making is influenced by these priorities

Finance and value for money

Our expectation is you will support a drive to greater transparency in budgeting and reporting in 2017/18. To this end, we invite you to set out your activities in the SOI in sufficient detail for the public to have a good understanding about the services you provide, their cost, and their impact. The general principle is that unique activities should be separately identified wherever practical, rather than being bundled into large general activity groups.

Council also needs to have visibility of the risks facing the group. We expect you to report to Council not only your achievements (which remain important), but also the issues, opportunities, and risks you are facing.

With respect to major investments, we want to see a group-wide strategic perspective incorporated into business cases. Major decisions you are intending to make will need to be tested across affected CCOs and Council. Some reporting may also be done collectively, especially on major projects, reflecting the new committee structure that has been established.

In the 2017 calendar year your participation will be needed in the design and implementation of Group wide policies on:

- Business cases (covering content, processes, decision-making thresholds)
- Group procurement
- Treasury
- Insurance
- Sensitive spending (including travel, hospitality and gifts)

You will also be expected to promote value for money by:

- benchmarking frontline and back office expenditure, including a commitment to regularly publish your results on your website
- holding administrative and corporate spending at or below 2016/17 levels
- collaborating with, and at times leading, group shared services and procurement activity

- actively cooperating with any service delivery reviews (section 17A, LGA) relating to your organisation
- outlining in your SOI the detail of efficiency programmes to drive down business costs.

Key focus areas for ATEED

As you will be aware from the recently released Mayoral proposal for the Council's Annual budget, we will likely seek a new visitor levy. Such a levy would replace some of the ratepayer funding which ATEED currently receives, and is not intended as a source of additional revenue for ATEED. However, we welcome your input on designing and implementing the levy.

ATEED needs to have a greater focus on prioritising its work and ensuring its focus is aligned with Council's priorities and the economic development strategy. In particular within the group, Council expects you to work in close alignment with Council's Global Partnerships team and the Auckland Investment Office, and not duplicate tasks with those teams. We also recognise too that ATEED works with organisations outside the Council family, such as Ministry of Foreign Affairs and Trade and New Zealand Trade and Enterprise. Your draft SOI should be clear on the priorities you are working to, so that your work programme is driven by these and new opportunities can be assessed against current priorities.

We also encourage ATEED to think about how its economic development plans link with Auckland's development and transport plans, the Unitary Plan, the emerging smart cities work, and where employment and businesses will be operating. The draft SOI should reflect an awareness of these plans.

Your draft SOI should also outline how ATEED will strengthen its capacity to facilitate economic development in less prosperous parts of Auckland. Some progress has been made through the Southern Initiative and Youth Connections, but we need to consider what more can be done and our role relative to other service providers and stakeholders. In the New Year we should begin exploring how Council and ATEED working together can forge stronger partnerships with government agencies, businesses and community organisations to work on the identification and removal of blockages to the creation of training and employment opportunities for young people currently not in education, employment or training.

ATEED has a key role in pushing Te Toa Takitini – integrating Council's responsiveness for Maori is a key priority of the Te Toa Takitini programme. Through ATEED's leadership of the Whai Rawa workstream we expect that it will ensure Maori economic well-being through your direct interventions (like Sports City, the Maori Economic Growth Forum, the Major Events Strategy, the Maori Signature Festival, Maori tourism development and iwi investment facilitation) and partnering with the Government's He Kai Kei Aku Ringa partnership.

I look forward to working with the ATEED board and receiving the draft SOI by 1 March 2017.

Sincerely,

Phil Goff
MAYOR OF AUCKLAND

cc. Deputy Mayor Bill Cashmore
cc. Stephen Town, Chief Executive Auckland Council
cc. Brett O'Riley, Chief Executive, ATEED

