

ID	LB Plan Outcome	Lead Dept/Unit or CCO	Activity Name	Activity Description	Activity Benefits	Further Decision Points for LB	Timeframe	Budget Source	FY17/18
679	A strong local economy	ATEED: Local Economic Growth	24 hour south visitor promotion	The 24 hour south visitor promotion campaign involves an online video promoted via Facebook, Instagram and Youtube with a prize draw to win a series of free entry tickets to attractions in South Auckland. The campaign includes a fast paced and lively video targeted at adults aged between 20 and 60 years of age. It is a broad demographic consisting of family groups, independent travellers and young couples. The campaign will be targeted at the domestic visitor market and Auckland residents but not exclusive of international guests to showcase attractions sites in South Auckland. This will be the third year that the campaign will have run.	The main objectives of 24 hour south campaign are to: 1. improve the perception of South Auckland by sharing information about activities available 2.attract more Aucklanders to visit the attraction sites in South Auckland and support local tourism operators 3. encourage tourism operators and attractions to work together.	No further decisions anticipated	Q2; Q3	LDI: Opex	\$ 20,000
680	A strong local economy	ATEED: Local Economic Growth	Refresh Mangere-Otahuhu Local Economic Development Plan	<p>1. Refresh Mangere-Otahuhu Local Economic Development Plan</p> <p>2. Support the on-going implementation of the proposed projects in the Mangere-Otahuhu Local Economic Development Plan</p> <p>1. Pilot a local economic forum in Mangere. The forum is aimed to bring local SMEs, home-based businesses, residents with business ideas to an one-day capability workshop</p> <p>2. Support new members in the Otahuhu BID expansion area</p> <p>3. Contribute increasing capability of commercial waste minimisation/cycling innovations.</p>	<p>1. Provide local business networking opportunities and capability building/development in Mangere and Otahuhu</p> <p>2. Increase capability development in waste recycling</p>	Further decisions from the local board to confirm actions.	Not scheduled	LDI: Opex	\$ 10,000
1106	A strong local economy	ATEED: Local Economic Growth	Young Enterprise Scheme (MO)	<p>ATEED, on behalf of the Young Enterprise Trust, delivers the Young Enterprise Scheme (YES) in Auckland. YES is a practical, year-long programme for year 12 and 13 students. Through the programme, students develop creative ideas into actual businesses, complete with real products and services and experience real profit and loss.</p> <p>The funding from the local board will support the delivery of the Young Enterprise Scheme Enterprise-Days in February 2018. The e-days are held in sub-regions (north, south, east, central/west) and are the first day students get to meet the Young Enterprise team, and find out about their 2018 year, what YES is all about, and what is in store for them.</p> <p>Local schools participating in 2018 YES</p> <p>Auckland Seventh-Day Adventist H S Kings College Mangere College McAuley High School Otahuhu College Pacific Advance Senior School Southern Cross Campus Te Kura Maori o Nga Tapuwae TKKM o Mangere Westmount Auckland Campus Zayed College for Girls</p>	Students learn key work skills and business knowledge including: business fundamentals, planning, interpersonal relations, financial, decision making, reporting, risk management and team work. YES helps create a culture of innovation and entrepreneurship amongst Auckland's young people. In participating in YES students can also earn credits that can be put towards NCEA attainment levels.	No further decisions anticipated	Q3	LDI: Opex	\$ 3,500

ID	LB Plan Outcome	Lead Dept/Unit or CCO	Activity Name	Activity Description	Activity Benefits	Further Decision Points for LB	Timeframe	Budget Source	FY17/18
983	A strong local economy	ATEED: Local Economic Growth	Collective Business Improvement District Project	Market the Mangere Town Centre, Mangere Bridge Village Town Centre and Mangere East Village Town Centre primarily through their respective markets to increase economic viability and thus retain and attract other business Details on marketing and promotion activities to be confirmed.	Raise the profiles of the town centres in Mangere and attract more shoppers/visitors to the town centres Support Business Improvement District (BID) partnership programmes as strong advocates for the needs for local businesses and as providing the platform for local economic growth	No further decisions anticipated	Q1; Q2; Q3; Q4	LDI: Capex	\$ 20,000