



Supporting Economic Resilience

Listen to experts explain successful experiences and hear examples of what has worked in different countries to drive success in economic development. This Local Economic Development Masterclass will enable participants to evaluate these learnings and understand how they could be implemented in their own environments.

Speakers

[Neil McInroy Chief Executive of the Centre for Local Economic Strategies, Manchester, England](#)

[Dr Julie Grail Managing Director, The BIDs Business Ltd, London, England](#)

[Dave Turner DJ Turner Consulting, Melbourne, Australia](#)

[Fraser Liggett Economic Development Programme Manager, Dunedin City Council](#)

Each speaker will deliver a presentation and then join panel discussions to draw out examples from their experiences and those of other panel members. These sessions will be highly interactive with significant audience participation.

Opening address

Greetings to everyone here today for the inaugural Auckland Local Economic Development Masterclass:

As chair of the Local Board representing the heart of Tamaki Makaurau and the engine room of Auckland's economy it is with great pleasure that I have the opportunity to welcome you here today and to make a few comments on local economic development from our Local Board's perspective. I'm joined by board member Adriana Avendano Christie.

Welcome to our guest speakers from England, Australia and Dunedin and to panelists who bring their impressive range of knowledge, skills and experience to a day focusing on the theme of Supporting Economic Resilience. This isn't called a masterclass for nothing!

Attachment B



It is impressive to see that the masterclass has brought together elected representatives, Business Association Chairs and managers, the wider Auckland Council family, interested consultants and Maori economic development experts. Welcome to you all.

It has been 7 years now since Local Boards were first established with the new governance arrangements of Auckland Council. We've grappled over that time to

figure out exactly the role we play in developing the local economy and supporting economic resilience. In the early days there was a tendency to dismiss local boards from the economic development conversation however as we've matured as a Council local boards have stepped up in a variety of innovative ways.

I'd like to share a few Waitemata examples. Our core role as a local board is placemaking. We do placemaking through town centre upgrades, urban design for new civic spaces, pop up installations like parklets or placemaking through board funded and supported events. All of which drives local economic activity.

Even simple acts of placemaking like installing a bike parking corral on Ponsonby Road in place of one car spot generates an economic return

We're fortunate that international placemaking experts like Ethan Kent from the Project for Public Spaces in the US, who is back again in Auckland working with Panuku, have helped Local Board's recognize their potential

For me the lightbulb moment was hearing Dr Rodney Tolley present his discussion paper for the Australian Heart Foundation Good for Business – the benefits of making streets more walking and cycling friendly which led to the Board partnering with AECOM to host good for business seminars on placemaking, effective parking management and accessibility.

Every time I have the opportunity to provide input into a transport project the question I am now asking is how is this improving a place for people. As Dr Tolley says " international cities are now recognising is that a good walking environment is a pre-condition for an economically healthy city. "

We've committed to slower speeds, people friendly infrastructure, public transport, bikeable streets and public spaces -all factors to make Waitemata a highly walkable place. The necessary ingredients for a healthy, prosperous, sustainable and vibrant community. This approach is reflected in the precinct and developed plans we've championed now covering Karangahape Rd, Newton & Eden Tce, Ponsonby Road, Newmarket Laneways and we're about to turn our attention to Parnell.



In our first term we were the second board to develop Local Economic Development Action Plan to support Waitematā as the innovative economic hub where people want to live, work, study, play and visit. I have to credit the Orakie Local Board as the first one ! We focused the plan on the city fringe to identify how Board will advocate, lead and

fund projects that contribute to economic growth and prosperity.

In partnership with ATEED and Business Lab we are now re-refreshing the plan . This exercise has allowed us to identify further opportunities for collaboration and how our stakeholders, in particular our business associations would like us to better support their local economic activities. Just one example is how we can assist the City Fringe business associations to leverage off major economic events such as the Lions Tour and the World Masters Games. Or as Colin said to me remember it is all about engagement!

Like all local boards we've been consulting our LB plan setting our priorities for the next 3 year. We want to deliver on an Outcome of An innovative, productive and resilient local economy where Waitemata's economy is thriving and benefits from growth and change. Empowered local businesses, social enterprises and starts ups drive growth and local economic development.

I appreciate that is a lot of plans and promising words but what it really comes down to is the doing and making good stuff happen. I look forward to discussing more in the panels sessions what role Local Boards can play in the delivery of LED on a very modest budget .

I also appreciate that covering what we have achieved and where we would like to focus more attention that we are still only really taking baby steps to really drive local economic development that builds community wealth, creates jobs, drives social equity and delivers public services. For example just some of what I've read about in the Manifesto for Local Economies that we are going to hear about from one of our speakers Neil McLroy. I also think as a board we haven't even started to get our head around Maori economic development and the opportunities for working more closely with our iwi partners.

So I am particularly looking forward to learning today from the experts, to expanding our horizon about the role the local board can play. I hope you'll all join me in the full masterclass experience of audience participation in order to ensure we can engage on a number of ideas and gain some learnings from the speakers and panelists.

Thank you to ATEED for conceiving the idea of the masterclass, in particular to Paul Robinson and John Norman, and for hosting today.