



Orewa Beach

1.0 Introduction

This report provides the Hibiscus and Bays Local Board with highlights of ATEED's activities in the Hibiscus and Bays Local Board area for the six months 1 July to 31 December 2017.

This report should be read in conjunction with ATEED's Quarter 1 report to Auckland Council (available at www.aucklandnz.com) and the forthcoming Quarter 2 report to the Auckland Council CCO Finance and Performance Committee (available 12 March). Although these reports focus primarily on the breadth of ATEED's work at a regional level, much of the work highlighted has significant local impact.

ATEED's Strategic Framework

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

1. Grow the visitor economy
2. Build a culture of innovation and entrepreneurship
3. Attract business and investment
4. Grow and attract skilled talent
5. Build Auckland's global identity.

Through these objectives, we can connect Auckland-wide strategies (the Auckland Plan and Economic Development Strategy) and ATEED's ongoing strategic interventions, growth programmes and projects. The framework below provides the organisation with focus on those areas of our role that will make a difference to Auckland both regionally and locally. The strategic objectives are supported by more detailed action plans, investment proposals and delivery partnerships.



Figure 1 – ATEED's Strategic Framework¹

¹ As per ATEED's Statement of Intent 2017-20

ATEED works with local boards, Council and CCOs to support decision-making on local economic growth and facilitates or coordinates the delivery of local economic development activity. ATEED ensures that the regional activities that ATEED leads or delivers are fully leveraged to support local economic growth and employment. This includes ATEED's support for sub-regional tourism promotion activity and sponsorship, facilitation or delivery of a range of events that, although regional in their reach, have local level impacts.

In addition, ATEED's dedicated Local Economic Development (LED) team works with local boards who allocate Local Development Initiative (LDI) budget to economic development activities. The LED team delivers a range of services² such as the development of proposals, including feasibility studies that enable local boards to directly fund or otherwise advocate for the implementation of local initiatives.

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.

ATEED's hub in north Auckland is located at 61 Constellation Drive, Rosedale, Auckland.

Additional information about ATEED's role and activities can be found at www.aucklandnz.com/ateed

² This activity is subject to local boards prioritising local economic development, and subsequently allocating funding to local economic development through their local board agreements.

2.0 Hibiscus and Bays Local Board priority economic growth initiatives

ATEED's Local Economic Development team is responsible for managing the delivery of the Local Board's locally-driven initiatives (LDI) budget allocation. This includes the following projects:

Hibiscus and Bays - Eco tourism plan development

The approach to developing the eco-tourism strategy was presented to the Local Board at the 7 September 2017 Local Board workshop. New Zealand Tourism research Institute (NZTRI) has been appointed to undertake the following research as the first phase in the development of the eco-tourism strategy:

- Undertake a local tourism audit.
- Identify the opportunities to develop eco-tourism in the Hibiscus and Bays Local Board area.
- Identify the key operators in the Local Board area.
- Bring together the operators with a view to outline the opportunities, and seek to establish a tourism group to work with the Local Board to support and promote tourism and eco-tourism within the Local Board area.

The key deliverables are:

- A local tourism audit.
- A map and database of the visitor sectors operators and stakeholders.
- Establishment of Visitor Strategy Group (VSG), which will assist with the development of a strategy, implementation and/or advocacy.

Progress on the delivery of these projects is reported via the quarterly Local Board work programme report, generated by Local Board Services.

2.1 ATEED engagement with Hibiscus and Bays Local Board

During the period, ATEED provided a range of advice and information to local boards covering local economic development and tourism initiatives to support their preparations and planning for the Long Term Plan. Councillors have been working through the Long Term Plan, particularly gaining agreement on key items that will be included in the public consultation. ATEED introduced the Destination Strategy to Councillors at an Environment and Community Committee workshop during the end of Q2, and to local board chairs at the Local Board Chair Forum. Individual councillors have met ATEED's GM Destination, and GM Business Attraction and Investment for various ward-based interests.

Hibiscus and Bays – Land and Employment

With a view to meeting the Hibiscus and Bays Local Board objective to ensure residents have access to local employment some Local Board members met with an ATEED Business Attraction and Investment specialist to discuss private land available for development and sale. It was explained that

as the land is private, unlike Council owned land, neither ATEED, nor the Board can control how it is developed. A positive outcome of the meeting was that the Business Attraction and Investment team can now include Silverdale in the portfolio of Auckland property available for investment. The discussion also highlighted the need for an assessment of available commercial and employment land to support the surrounding residential development. Discussions continue in relation to these opportunities.

With a view to meeting the Hibiscus and Bays Local Board objective that town centres are vibrant and residents shop locally, ATEED continues to work closely with the BIDs in the area, whose focus is the local retail business sector.

Hibiscus and Bays – Ferry Service

ATEED awaits further advice from the Board on its plans to pilot a weekend ferry service to Gulf Harbour. It's understood Auckland Transport and Fullers are involved in the discussions. ATEED is available to deliver support and advice once more detail is provided.

Unspent Local Development Initiative (LDI) Funding

At the time of writing ATEED notes that LDI funding will remain underspent unless the Board and advisers can agree on concrete proposals to ensure that budget is contractually committed and work substantially completed by 30 June. LDI operating expenditure cannot be carried forward. Both parties have an action to consider further options for this fund.

Other

ATEED is also currently developing two toolkits, one for tourism and one for town centres. Decision-makers, interested groups and passionate individuals can use the toolkits, and apply them to their qualifiers to help identify how their subjects might be better prepared. The toolkits will identify stakeholders, how issues and opportunities are interconnected, and develop a plan for execution.

ATEED's primary point of contact for the Hibiscus and Bays Local Board is Michael Goudie, Senior Advisor External Relations. Once a month Michael works from ATEED's Orewa Office situated in the Orewa Service Centre. He can be contacted at any time on Michael.Goudie@aucklandnz.com.

3.0 Build a culture of innovation and entrepreneurship

3.1 Supporting business growth by facilitating connections to experts, resources and co-funding

ATEED's business support teams are based in each of the local business hubs to support the growth of Auckland's key internationally-competitive sectors and the city's infrastructure, by assisting local small to medium companies to grow and innovate. A key programme in achieving this is the Regional Business Partnership Network (RBPN) delivered by ATEED's Business and Innovation Advisors, whose role is to connect local businesses to experts and mentors in innovation, R&D and business growth and management. The RBPN allows ATEED to facilitate

government funding to qualifying businesses, in the form of Callaghan Innovation R&D grants and RPB business capability vouchers on behalf of NZTE. Every year, these advisors meet approximately 1100 local Auckland companies to understand the opportunities and challenges faced by each company, and connect them to opportunities and support from the business support ecosystem, in conjunction with ATEED and Auckland Council initiatives.

3.2 Business capability building



55 businesses in the Hibiscus and Bays Local Board area met with Business and Innovation Advisors about business capability and received action plans

ATEED focuses on supporting the development of the capability of small businesses by improving business management skills. This is done by carrying out a discovery meeting, assessing the areas of need, and referring the business owner to experts to build their knowledge of business growth. If applicable, the business may be issued a RBPV training/capability development voucher of up to \$5,000 per annum to co-fund eligible business training via registered service providers. Priority is given to businesses accessing this expert advice for the first time.

There were 44 vouchers issued to businesses in the Hibiscus and Bays Local Board area to assist with business capability training.

3.3 Innovation and research and development (R&D) advice and assistance to access co-funding



4 businesses in the Hibiscus and Bays Local Board area met to discuss innovation and research and development requirements.

Four businesses met to discuss their innovation and/or R&D plans with one of the ATEED team and were connected to experts, programmes and/or assisted to apply for Callaghan Innovation project or student grants.

Three companies received Callaghan Innovation grants, and two companies were referred to Callaghan Innovation services during the reporting period.

3.4 Connecting businesses



39 Hibiscus and Bays businesses were connected with other opportunities or organisations that may assist their growth and development.

During this period, ATEED's Business and Innovation Advisors connected businesses to the following opportunities or organisations to assist their growth and development:

- Business Mentors New Zealand - 13
- Service providers - 150
- ATEED staff or initiatives - 2
- Business-to-business - 24
- Other - 71

3.5 Other support for new businesses



Workshops and business clinics

During this period, six new business owners from the Hibiscus and Bays Local Board area attended a *Starting off Right* workshop. These workshops are part of ATEED's programme of business support, and offers free expert advice on how to establish a new business.

Business clinics offering advice on business challenges and/or ideas are available for those who don't initially wish to register for RBP services. Four businesses from the Hibiscus and Bays Local Board area attended a business clinic.

Running Your Business Workshop Series is an ATEED and NZTE initiative. The programme is designed to support building capability development in SME's by providing a pathway to transition from running their business to the growth phase. Tools and methods taught through this programme support business owners to run their business sustainably by identifying the key challenges faced, and providing support in the form of capability development workshops. During the period, 21 businesses from the Hibiscus and Bays Local Board area attended a workshop.

3.6 Business and networking events

ATEED supports and runs a number of business and networking events to support and grow businesses.

During the period 1 July to 31 December 2017, approximately 1260 attendees from across the Auckland region attended networking events.

3.7 Business awards

Following a full review of the Local Economic Growth, and Business and Enterprise teams' engagement in the Westpac Auckland Business Awards programme, ATEED has formally agreed a revised agreement for the 2018 programme with the Auckland Chamber of Commerce. ATEED will continue to partner with the Chamber to deliver the programme, however under the new arrangements, the chamber will deliver the awards using its own resource (not ATEED resources), including all workshops, business coaching, marketing material and all associated administrative support. ATEED will nominate companies that are considered to be suitable for the programme. ATEED will continue to be recognised as a delivery partner, maintain an equal branding presence, nominate a guest speaker at the event dinners, and will continue to receive an allocation of two tables at the regional gala dinners and four tables at the 'Best of the Best' dinner each year.

A full schedule of upcoming events can be found on www.aucklandnz.com/business (search keyword: business events).

4.0 Attract business and investment

4.1 Filming activity within the Hibiscus and Bays Local Board area



ATEED's Screen Auckland team facilitated 23 permits for filming an online production, student films, a photo shoot, TV programmes and TV commercials at locations in the Hibiscus and Bays 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 in public open space. The team follows robust operational processes, managing filming requests and facilitating liaison with key stakeholders and local boards.

Between 1 July and 31 December 2017, a total of 23 film permits³ were issued in the Hibiscus and Bays Local Board area.

At a regional level during the same period, 319 film permits were issued in the Auckland region.

5.0 Grow and attract skilled talent

5.1 Growing youth entrepreneurship

Lion Foundation Young Enterprise Scheme (YES)



There are two schools in the Hibiscus and Bays Local Board area currently participating in the YES programme.

The schools include: Kingsway School and Long Bay College.

ATEED has delivered 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 goods and services.

There were 55 schools participating in the YES programme for 2017, with 1299 students completing the programme. Six Auckland YES companies were recognised at the national awards held in Wellington on 6 December. First place overall went to Olelei from Henderson High School, followed by Clear Free from Rangitoto College in second place. Four other YES Auckland teams were also rewarded with National Excellence awards.

³ A film permit may be issued for filming at multiple locations.

Non-participating schools are: Orewa College, The Corelli School, Wentworth College, and Whangaparaoa College.

On 1 January 2018, the Auckland Chamber of Commerce became the new delivery partner for the YES. ATEED will maintain a strategic role.

5.2 Youth Employment

Youth Employer Pledge



There are 69 leading Auckland employers who 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 October, 69 Auckland employers formally committed to the Youth Employer Pledge. The Statement of Intent target requires ATEED to maintain a pool of 50 signatories. These commitments represent approximately 265 youth employment and employability opportunities across key Auckland industries⁴ including hospitality, construction / infrastructure, digital / ICT, and services industries.

#BuildAKL campaign



265 youth helped into employment by ATEED-supported programmes

In the six months to 31 December, 265 youth had been helped into employment by ATEED-supported programmes, including 140 youth recruited by the 70 employers who participated in JobFest (West) held in October 2017.

#BuildAKL campaign results showed that an estimated 1500 young Aucklanders gained employment, and 3000 into direct study/training pathways as a result of campaign exposure. These results were well-received by campaign partners during a presentation to them on 6 December.

JobFest – 11 October 2017

⁴ Note, this data is only available at a regional level



There were 70 businesses who participated in JobFest, held at the Trusts Arena in West Auckland in October.

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

The event is developed and managed by the ATEED Skills team, and delivered by ATEED's Major Events team in partnership with Auckland Council Youth Connections, the Ministry of Social Development (MSD), Careers New Zealand, The Tindall Foundation, and Auckland employers.

On 11 October, approximately 845 young people from across Auckland attended JobFest at The Trusts Arena in West Auckland. Although the number of attendees is lower than previous JobFest events, this JobFest had a specific focus on NEET (not in employment, education or training) youth and attracting youth attendees. About 69 per cent of attendees were aged 16-24, and 65 per cent of those were NEET. This is the highest percentage of NEET youth to have ever attended JobFest (about twice as many as the May event).

The top three ethnicity selections of attendees were:

1. New Zealand European
2. Māori and Pacific Peoples communities
3. Indian.

About 70 employers exhibited at the October JobFest event. Employers were divided into zones of construction (#Build AKL), west and local job zone, hospitality zone, health sector zone, recruitment agencies, ICT job zone, MSD zone, and a miscellaneous zone.

Based on feedback received from employers to date, the following outcomes can be estimated⁵:

- About 4550 CVs were received in total. This is an average of 65 CVs received per JobFest employer.
- Approximately 1,260 CVs were short-listed for jobs and followed up by employers. This is an average of 18 short-listed candidates per employer.
- There were 420 in-person interviews in total either on the day or in person following JobFest. This is an average of

⁵ Please note that many of the attendees who handed in CVs were short-listed and interviewed with more than one employer from the event, hence the numbers appear higher than the number of attendees on the day.

six in-person interviews per employer.

- A total of 280 job offers were made following the event. This is an average of three job offers per employer.
- Approximately 140 people were employed directly as a result of this event. This is an average of two employed people per employer.

Of the 845 JobFest attendees, approximately 198 were in receipt of a Work and Income benefit prior to the event. About 30 of these are no longer receiving a benefit six weeks after JobFest⁶.

6.0 Grow the Visitor Economy

			
Visitor spend \$8b – up 6.5 per cent compared to the previous year	Satisfaction with ATEED delivered events - 89 per cent for the 2016/17 year	Business event bid win/loss ratio (based on results received in financial year) – 53 per cent (target is 60 per cent)	83,609 international students in Auckland annually, worth \$2.2b to economy – 63 per cent of New Zealand's market share

6.1 Delivering on the Auckland Visitor Plan

The *Auckland Visitor Plan 2021* is one of ATEED's key strategic pillars. The visitor economy continues to grow as the Auckland Visitor Plan, launched by ATEED in 2011, and other related strategies, continue to deliver great results. ATEED's Tourism, Major Events, Auckland Convention Bureau, and Study Auckland teams all contribute to Auckland's visitor economy through the work that the teams deliver.

In the year to October 2017, total tourism spend in Auckland was \$8b, up 6.5 per cent on the previous year. International spend was \$4.3b, up 8.1 per cent for the year. Domestic spend was \$3.7b, and had increased by 4.7 per cent. The year to October 2017 saw 2.64m international visitor arrivals, an increase of 8.6 per cent compared to the previous year. There were 196,064 international visitors in October, up 4.3 per cent compared to October 2016. Holiday visitor arrivals contributed the most to the

⁶ It is yet to be determined if this result is directly due to JobFest, or whether these young people are reflected in the statistics provided by the employers above.

annual growth, numbers were up 9.5 per cent on the previous 12 months. ⁷The latest visitor statistics are due at the end of February.

The 2017 Spring campaign, *'Love Your Weekend'* featuring proud Aucklander, Sir John Kirwan was in market from 1 September until 31 November 2017. The campaign targeted local Aucklanders with the objective of growing awareness, local knowledge, pride and the propensity to recommend Auckland as a holiday destination to visiting friends and relatives (VFR). VFR makes up a large portion of visitation to Auckland, with 30 per cent of domestic visitors⁸ and over 43 per cent Australian visitors here for the purpose of visiting friends and family⁹. As hosts, this makes Aucklanders huge influencers on what their guests choose to do and how much they spend while here, in turn shaping the impression these visiting friends and family leave with and the Auckland story they have to tell.

The campaign used the following media channels; TVC, online videos (OnDemand, pre-roll, social), online banners and adshels. There were six regional videos (shown in the table below) featuring Sir John Kirwan, each one showcasing the region and highlighting some of the locations and attractions in the region as well as one TVC which ran on TV1.

Table 1 – Regional locations highlighted in the Spring campaign

1. North Auckland	2. South Auckland
Goat Island - Clearyaks	Ambury Regional Park
Tawharanui Beach	Otara Markets
Leigh Sawmill Brewery	Rainbows End
Devonport	Butterfly Creek
3. Hauraki Gulf & Islands	4. West Auckland
Kawau Island	Horse Riding - Woodhill Forest
Rotoroa Island	Muriwai Beach/Clifftops
Great Barrier Island	Hunting Lodge Winery
5. East Auckland	6. Central Auckland
Omana Regional Park	Pah Homestead (Hillsborough)
Clevedon Market	Home Bay (Herne Bay)
Howick Historical Village	Mt Eden
McNicoll Historic Homestead	One Tree Hill

Campaign evaluation research results¹⁰ show that perceptions of the Auckland region amongst the target audience are favourable overall, and that local residents see Auckland as being a place that offers lots to see and do, and it is a region that they are proud of. The campaign motivated 27 per cent of the audience to get out to the regions, which is considered to be a very positive result.

⁷ Source: ITM data, Statistics NZ

⁸ Source: VIP Programme

⁹ Source: Statistics NZ

¹⁰ Source: TNS Research

When promoting the Auckland region, the key motivation factors for audiences include the food and beverage scene, beaches, scenery and range of experiences and attractions available.

ATEED also administers Auckland's official visitor information website. The website contains pages focused on destinations in the Hibiscus and Bays Local Board area, and provides visitors with information about where to go, what to do, and where to stay.

6.2 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 Auckland's international profile. ATEED's role in major events differs for each event, however can include attraction, delivery, facilitation and business leverage activities.

Delivered, sponsored and facilitated events

ATEED delivered the Auckland Diwali Festival during Q2. Total unique attendance across the whole weekend of Diwali was 54,700 and a gross attendance of 68,100 (some people attended both event days), which was higher than estimates from previous years. A new and more advanced counting methodology was used, and aligns with the methodology applied to other ATEED delivered events (Tāmaki Herenga Waka Festival, Auckland Lantern Festival and Pasifika Festival). Prior to this, counts were based on photos taken at regular intervals.

Residents in the Hibiscus and Bays Local Board area were also able to enjoy events sponsored by ATEED, including the New Zealand International Film Festival, Matilda the Musical, Rugby League World Cup, the ASB Auckland Marathon, ITM Auckland SuperSprint, and the Farmers Santa Parade to name a few.

A full schedule of major events is available on ATEED's website, aucklandnz.com

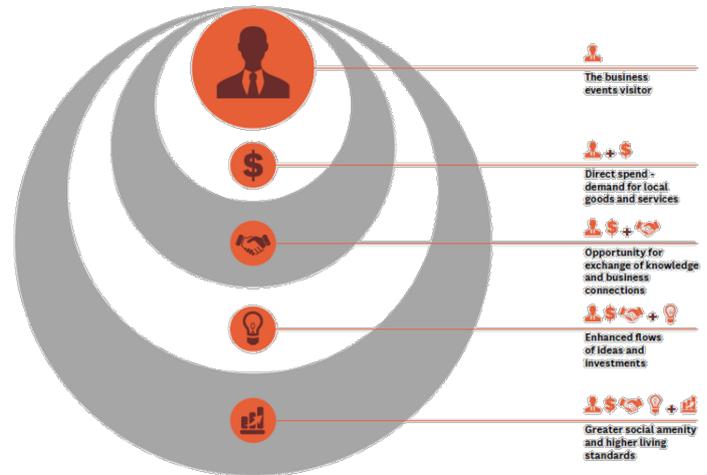
6.3 Delivering on Auckland's Business Events Plan

Auckland's Business Events Plan sets a target of growing the business events sector's contribution to the Auckland economy from \$236m in 2013 to \$430m in 2023, and increasing the total number of delegate days to Auckland from 1.98m to 2.55m over the same 10-year period. The *Business Events Plan* works in tandem with the *Auckland Visitor Plan* and *Major Events Strategy* to develop our city as a global events

destination.

There were 23 international business event bids submitted or supported as at 31 December (target being 35). Some key highlights include:

- Convention of the International Confederation of Principals 2021 – 1000 delegates, 4000 visitor nights and estimated spend of \$1.4m.
- International Society for Microbial Ecology Symposium 2022 – 1800 delegates, 12,000 visitor nights and estimated tourism spend of \$4.2m.
- AAID Global Conference 2018 – 400 delegates, 1550 visitor nights and estimated tourism spend of \$554,590.
- The value of business event bids won in financial year stood at \$8.9m as at 31 December. The three conferences above bring ATEED closer to achieving the annual SOI target of \$22m.



6.4 Delivering on Study Auckland's initiatives

International student enrolments in New Zealand increased by 6 per cent, to 131,609 enrolments in the 2016 academic year. The economic value of New Zealand's international education industry in 2016 is now estimated to be \$4.5b (including \$4.2b onshore and \$242m offshore), an increase of \$200m compared to the 2015 student numbers. Auckland's contribution of this figure is estimated at \$2.25b¹¹, with more than 83,000 international students in Auckland, contributing to 63 per cent market share of New Zealand. The 2016/17 results are expected in August 2018.

The Study Auckland team is partnering with tertiary partners and Ngāti Whātua Ōrākei to pilot a 'Global Citizen' youth leadership programme for tertiary students. The purpose of the pilot is to increase the cultural understanding, social inclusion and leadership potential of international students living in Auckland. This work will build on the innovative values-based international leadership programmes developed by Ngāti Whātua Ōrākei with leading companies including Air New Zealand, Fonterra, Auckland Airport, Westpac and Microsoft. The vision of the leadership programme is that Auckland will be regarded as a progressive education city that appeals to globally connected youth and emerging talent. ATEED's Study Auckland team has received ministerial confirmation from the Ministry of Education regarding a funding application to deliver this project. Planning for the project will commence in early 2018, to attract international students arriving for the semester one intake.

The Study Auckland team is also currently in discussion with the Centre Manager of the Ellen Melville Community Centre to co-design a specialised student engagement programme targeted at international students living and studying in the CBD. This programme design will commence during Q3 of the financial year.

¹¹ <https://www.enz.govt.nz/assets/Uploads/International-Education-Dashboard-for-2016.pdf>

