

ID	LB Plan Outcome	Lead Dept/Unit or CCO	Activity Name	Activity Description	Activity Benefits	Further Decision Points for LB	Timeframe	Budget Source	FY18/19
352	A strong local economy	ATEED: Local Economic Growth	24 hour south visitor promotion	The 24 hour south visitor promotion campaign aims to leverage the area's strong Pacific and Māori culture. The campaign may involve 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 will target the domestic visitor market and Auckland residents, though not exclusive of international guests, to showcase attractions sites in South Auckland. This will be the fourth year that the campaign will run.	Improve the perception of South Auckland by sharing information about activities available. Attract more Aucklanders to visit the attraction sites in South Auckland and support local tourism operators. Encourage tourism operators and attractions to work together.		Q1; Q2; Q3; Q4	LDI: Opex	\$ 40,000
353	A strong local economy	ATEED: Local Economic Growth	Mangere Local Economic Development Forum and Workshops	<p>1. Support the on-going implementation of the proposed projects in the Mangere-Otahuhu Local Economic Development Plan</p> <p>2. Further develop Mangere local economic forum . The forum is aimed to bring local Subject Matter Experts, home-based businesses and residents with business ideas to capability development workshops.</p> <p>3. Provide follow up assistance with the forum attendees and organise capability development workshops</p> <p>The first forum will be held in April 2018. An evaluation review of the forum will be presented to the local board once the forum attendees' feedback is collected and analysed.</p>	<p>1. Provide local business networking opportunities and capability building/development in Mangere and Otahuhu</p> <p>2. Increase capability development and entrepreneurship of local residents."</p>		Q1; Q2; Q3; Q4	LDI: Opex	\$ 10,000

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652	A strong local economy	ATEED: Local Economic Growth	Young Enterprise Scheme (MO)	<p>The Auckland Chamber of Commerce , on behalf of the Young Enterprise Trust, delivers the Young Enterprise Scheme (YES) in Auckland. ATEED as the economic development agency is a strategic partner supporting the delivery of YES. 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. The funding from the local board will support the delivery of the Young Enterprise Scheme Kick Start Days in February 2019. The Kick Start 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 2019 year, what YES is all about, and what is in store for them. 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</p>	Students learn key work and life 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. The soft skills that are learnt as part of YES are transferable into their communities / families. Not only helping them to become future ready, but enabling them to be future leaders.	No further decisions anticipated	Q3	LDI: Capex	\$ 3,500