



## 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 January to 30 June 2018.

This report should be read in conjunction with ATEED's Quarter 3 report to Auckland Council (available at [www.aucklandnz.com](http://www.aucklandnz.com)) and the forthcoming Quarter 4 report to the Auckland Council CCO Finance and Performance Committee (available September 2018). 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 enabling Auckland to be a world-class city where talent wants to live, 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 key strategic objectives are supported by more detailed action plans, investment proposals and delivery partnerships.



Figure 1 – ATEED's Strategic Framework (2017-20)

ATEED works with local boards, Council and CCOs to support decision-making on local economic growth, and facilitates or co-ordinates 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 an impact at a local level.

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 services<sup>1</sup> 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 level 2, 72 Taharoto Road, Smales Farm, Takapuna, Auckland.

The primary point of contact for the Hibiscus and Bays Local Board is Chris Lock, Senior Strategic Advisor - Local Boards ([chris.lock@aucklandnz.com](mailto:chris.lock@aucklandnz.com)).

Additional information about ATEED's role and activities can be found at [www.aucklandnz.com/ateed](http://www.aucklandnz.com/ateed)

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<sup>1</sup> 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

The Local Economic Development team at ATEED is responsible for managing the delivery of the Local Board's locally-driven initiatives' budget allocation. This includes the following projects that are reported via the quarterly Local Board work programme<sup>2</sup>.

### Hibiscus and Bays eco-tourism plan development

The New Zealand Tourism Research (NZTRI) report and recommendations were presented to the Local Board at a workshop on 12 April 2018. In summary, the recommendations are that the Local Board should look to work with stakeholders to:

- Improve content on and linkages to national, regional and local portals.
- Consider the development of a Hibiscus and Bays destination portal for visitors and residents.
- Build on the six local iconic eco-tourism attractions.
- Create a decision support system for tourism.

Following the presentation to the Local Board on the findings of phase 1 of the research, NZTRI was commissioned to undertake a second phase of work and research. This includes the following:

- Undertake a visitor survey and a community / business survey using web-based research tools.
- Continue to work with the Visitor Strategy Group (VSG) to design the surveys and assist with data collection. The supplier will convene three meetings of the VSG as part of the process. This will be completed by the end of the 2018/19 financial year.

## 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 also introduced the Destination Strategy to Councillors at an Environment and Community Committee.

ATEED also worked with the Local Board Chair on a review of strategies and opportunities across the greater Hibiscus and Bays area that were undertaken to ensure developments were understood and opportunities and risks identified.

## 3.0 Build a culture of innovation and entrepreneurship

### 3.1 Supporting business growth

ATEED's Business and Enterprise team members are based in local business hubs in Henderson, Takapuna, Manukau and the CBD. Their role is to support the growth of Auckland's key internationally competitive sectors and support the innovation ecosystem, by assisting small-to-medium companies to grow and innovate.

A key programme in achieving this is central government's Regional Business Partnership Network (RBPN). This is delivered by ATEED's nine Business and Innovation Advisors (BIA), whose role is to connect local businesses to resources, experts and services in innovation, R&D, business growth and management.

<sup>2</sup> Generated by Local Board Services

ATEED's BIAs engage 1:1 with businesses through a discovery meeting to understand their challenges, gather key data, and provide connections / recommendations via an action plan.

Where businesses qualify (meet the programme criteria and/or align to ATEED's purpose as defined in the SOI) the advisors facilitate government support to qualifying businesses, in the form of:

1. Callaghan Innovation R&D grants (including Getting Started, project and student grants (<https://www.callaghaninnovation.govt.nz/grants>))
2. Callaghan Innovation subsidised programmes (<https://www.callaghaninnovation.govt.nz/innovation-skills>)
3. RBPN business capability voucher (NZTE), where the business owner may be issued co-funding up to \$5,000 per annum for business training via registered service providers. Voucher co-funding is prioritised to businesses accessing this service for the first time.
4. NZTE services such as Export Essentials (<https://workshop.exportessentials.nz/register/>)

During the reporting period, ATEED Business and Innovation Advisors met with 37 businesses in the Hibiscus and Bays Local Board area, five for innovation advice and services and 35 for business growth and capability advice and services, (nine were returning clients) with three businesses seeing advisors for both. From these engagements:

- Four businesses received Callaghan Innovation R&D grants
- Fifteen RBPN vouchers were issued to assist with business capability training
- One connection to NZTE services and programmes
- Nine connections to NZ Business Mentors
- Eleven connections to ATEED staff and programmes
- One hundred and twenty-one connections to other businesses or programmes.

### 3.2 Other support for new businesses

During the period, ATEED also ran a number of workshops and events aimed at establishing or growing a new business and the capability within it. Nine people from the Hibiscus and Bays Local Board area attended an event below:

- Starting off Right workshop - 8
- Business clinic - 1.

ATEED also supports and runs business and networking events to support and grow businesses. During the period 1 January to 30 June, approximately 675 attendees from across the Auckland region attended networking events.

## 4.0 Attract business and investment

### Filming activity within 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. This activity supports local businesses and employment, as well as providing a revenue stream to local boards for the management of local parks.

Auckland's screen production sector became a billion-dollar industry for the first time in 2017, according to [Statistics New Zealand's latest annual industry economic data](#) which shows it earned more than \$1.1 billion in gross revenue. The numbers reflect Auckland's burgeoning international reputation as a feature film destination, with a 37 per cent increase on the already strong gross revenue contribution from feature film production/post-production – to nearly \$490 million.

Auckland also cemented its status in 2017 as the country's dominant location for television production,

with \$420m (or 90 per cent) of the national gross revenue from television commercial production/post-production earned in the region. Auckland earned \$121m (or 84 per cent) of the country's television series production/post-production gross revenue.

Between 1 January and 30 June, a total of 298 film permits<sup>3</sup> were issued in the Auckland region, six of these permits were issued in the Hibiscus and Bays Local Board area. Brokenwood, Fresh Eggs and The Bad seed are three drama projects alone that represent 760 jobs in the television and support sector. During the same period the previous year, 301 film permits were issued in the Auckland region.

### **The Brokenwood Mysteries**

The fifth season of Brokenwood has been well-received by local businesses and residents in key locations. The series received international recognition, earning a New York Festival International Television and Film award in 2017. It was particularly well-received in France, averaging 3.4 million views per episode. Permit locations took place in the Henderson-Massey, Hibiscus and Bays, Rodney, and Waitākere Ranges local board areas.

## **5.0 Grow and retain skilled talent**

### **5.1 Growing youth entrepreneurship**

On 1 January 2018, the Auckland Chamber of Commerce became the new delivery partner for the Lion Foundation Young Enterprise Scheme (YES). ATEED maintains a strategic role.

ATEED has delivered 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 are 56 schools participating in the Auckland YES programme for 2018, representing 1,343 students completing the programme. Kingsway School, Long Bay College, and Whangaparaoa College are the schools participating in the YES programme.

The iDEAStarter youth entrepreneurship competition closed on 18 June, attracting 145 entries. Two winners were announced at the finalist event held at AUT on 6 July - Ski Sock (15-19-year category) and MapMyCrop (19-24-year category), each receiving up to \$10,000 in business start-up support.

### **Youth Connections**

JobFest was held at the ASB Showgrounds on 24 May, in association with Careers Expo. About 2,500 youth attended, including more than 600 NEET (not in employment, education or training) youth. About 25 job offers were made on the day, 88 youth were employed as at 30 June, and further employment offers are pending.

### **Employment pathways**

As at 30 June, the CBD Jobs and Skills Hub had supported 221 people into employment (12-month target was 200 by March 2018). Of those employed, 38 per cent were Māori – against a target of 40 per cent. More than 795 training outcomes were also facilitated, with 79 per cent of placements remaining in work and not claiming a Work and Income benefit. Since the hub opened in March 2017, only 17 per cent of people assisted have returned to a benefit, compared to about 60 per cent of typical Work and Income clients.

ATEED's role in future Auckland-wide hub activity is being considered as the network of hubs is

<sup>3</sup> A film permit may be issued for filming at multiple locations.

expected to grow. ATEED leadership at the CBD hub has been retained and the current hub lease is expected to be held until early 2019. The City Rail Link, Pānuku and the Ministry of Education have all signalled an interest in joining the memorandum of understanding governing the CBD hub.

Advice was provided to the establishment group for a north hub based in the Kaipātiki Local Board area, with Pānuku and Homes, Land, Community – a wholly-owned subsidiary of Housing New Zealand Corporation. Scoping is also underway of west and Manukau hubs. The Ministry of Business, Innovation and Employment has commissioned a hub system review for Auckland, following the Minister's decisions on programme and budget in July 2018. Government officials are preparing advice to ministers on scaling up and extending jobs and skills hubs nationally.

## 6.0 Delivering on the *Destination AKL 2025* strategy

The *Destination AKL 2025* strategy was launched on 11 May 2018. The strategy encourages sustainable growth of one of Auckland's and New Zealand's most important industries – the visitor sector. While Auckland has been successfully marketed as a destination for some time, *Destination AKL 2025* has a greater emphasis on 'destination management' – or ensuring future growth in visitor numbers is sustainably managed and of benefit to Auckland, rather than simply attracting greater numbers of visitors. The strategy will be supported by individual plans for each of the Destination business units, namely, Tourism, Major Events, Study Auckland and the Auckland Convention Bureau.

### 6.1 Tourism

As the Tourism sector grows and develops, there is a need to target higher-value visitor segments, market Auckland as a year-round visitor destination, and facilitate the development of new tourism experiences. ATEED's Tourism team carries out activity to market Auckland as one of the world's most desirable destinations to visit, and to develop world-class visitor experiences using our resources innovatively and sustainably for future visitors and Aucklanders alike.

Following the local tourism audit, ATEED's Tourism team has supported the second phase of the Hibiscus and Bays Tourism Strategy development being delivered through the Local Board's LED work programme.

### 6.2 Major Events

ATEED invests in a portfolio of major events on behalf of Auckland Council in order to:

- Expand Auckland's economy
- Increase visitor nights, enhance Auckland's liveability
- 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*

During the period, ATEED delivered three events, the Tāmaki Herenga Waka Festival, Auckland Lantern Festival and Pasifika Festival.

The Tāmaki Herenga Waka Festival was held from 27 – 29 January 2018 at the Viaduct Events Centre and Viaduct Harbour. There was a total attendance of 31,135, with a unique attendance of 24,321. Results from the customer survey showed that an overall customer satisfaction of 90 per cent was achieved, and 93 per cent agreed that events like the the Tāmaki Herenga Waka Festival make Auckland a more enjoyable place to live.

The Auckland Lantern Festival was held from 1 – 4 March 2018 at the Auckland Domain. There was a

total attendance of 189,480, with a unique attendance of 165,176. Results from the customer survey showed that an overall customer satisfaction of 80 per cent was achieved, and 91 per cent agreed that events like the Auckland Lantern Festival make Auckland a more enjoyable place to live.

The Pasifika Festival was held from 24 – 25 March 2018 at Western Springs Park. There was a total attendance of 46,380 (down by 20 per cent due to poor weather), with a unique attendance of 41,220. Results from the customer survey showed an overall customer satisfaction of 77 per cent, and 92 per cent agreed that events like the Pasifika Festival make Auckland a more enjoyable place to live.

Residents in the Hibiscus and Bays Local Board area were also able to enjoy events sponsored by ATEED, including the ASB Classic, Auckland Pride Parade, Splore Music and Arts Festival, Volvo Ocean Race Auckland Stopover, New Zealand Comedy Festival, Auckland Writers Festival and the Auckland Art Fair.

A full schedule of major events is available on ATEED's website, [aucklandnz.com](http://aucklandnz.com)