

Memo

To: Finance & Performance Committee members
From: Steve Armitage – General Manager – Visitor & External Relations
Date: 16 January 2017
Re: **ATEED – Response to member questions raised at Finance & Performance Committee 13 December**

Dear Members

This memo provides responses to a number of questions raised during the presentation of ATEED's Quarter 1 report (2016/17) at the Finance & Performance Committee on 13 December.

1. The Auckland Advocate Alliance

ATEED's Quarter 1 report noted that "local politicians" were involved in the Auckland Advocate Alliance. Cr Casey asked which politicians are involved in the Alliance, when does it meet, and what is discussed?

Response:

The reference to the involvement of local politicians in the Alliance was incorrect. Local politicians are not involved in this activity.

As noted in the original report, the Alliance is focused on engaging and inspiring influential sector leaders to bring more conventions to Auckland and New Zealand, and increasing activity across Auckland's key priority sectors. Alliance participants engage and collaborate on an ongoing basis to identify specific bidding opportunities and how to work together to secure it. The key priority sectors include tourism; food and beverage processing; ICT; Life sciences (including health technology and biotechnology); high-value manufacturing; screen and digital content; construction and engineering; international (or export) education; high performance sport; marine.

The advocate programme, although part of an integrated international marketing strategy, includes researching the target sectors, identifying the key influencers, providing the necessary support and recognition for securing events, and requires a specific focus within the business events industry. Advocates volunteer their time, knowledge and understanding to work with us to bring business events to Auckland.

Auckland advocates are thought leaders in their field, recognised for their professional achievements, acknowledged for their contributions and passionate in their support of their sector and of Auckland's potential as a business events destination.

ATEED's Auckland Convention Bureau (ACB) team approaches and selects advocates based on some or all of the following list of attributes:

- The person has previously worked with ACB or Tourism New Zealand to bid for an international association convention for Auckland
- They are Influential and respected in their field both nationally and internationally
- They hold a broad sphere of influence among their peers
- Future bidding opportunities highly likely

- They are Passionate about Auckland and New Zealand
- They possess a strong understanding of the value that can be derived for themselves, their peers, their organisation, association or institution, Auckland and New Zealand from hosting an international convention
- They are authentic story tellers
- They have the ability to provide access to other potential advocates
- They demonstrate a willingness to assist ACB in encouraging others to bid for international conventions for Auckland

2. Queen's Wharf mooring dolphin

The Mayor asked whether ATEED and the project team has considered Wynyard Wharf as a berth for cruise ships. In addition the Mayor asked whether the walkway element of the proposed Queen's Wharf mooring dolphin was deemed to be a necessary component of the design.

Response:

Wynyard Wharf has been considered as an interim cruise berth for visiting ships, however it has been discounted for the following reasons:

- Wynyard Wharf is located adjacent to the "Tank Farm" and is used by the bulk storage industry to bring hazardous materials by ship
- Leases used by bulk storage operators run until 2025
- Use of Wynyard Wharf for cruise ship berthage is contrary to the recommendations of several health and safety risk assessments undertaken by Panuku Development Auckland. The risk assessment recommends that cruise ships not berth at Wynyard Wharf whilst the storage facilities are still in use, as they impact on the ability to evacuate people from Wynyard Point in the event of an emergency
- Wynyard Wharf would require the provision of passenger access and processing facilities.

With regard to the dolphin, the walkway was included in the design on the advice of the Ports of Auckland (PoAL) who are the operator of the cruise terminal, and who engage the linesman who would be operating the dolphin. PoAL have commissioned consultants to undertake a risk assessment of operating a mooring dolphin in Waitemata Harbour without a walkway. ATEED has asked PoAL to provide a copy of the report for assessment for completion of the resource consent when it is available.

3. International Education

Cr Watson asked for clarification over ATEED's role in the attraction of students, particularly whether ATEED duplicated the attraction function within schools. Cr Watson also asked whether ATEED measured the value added by students to the Auckland economy.

Response:

Study Auckland does not engage in the direct recruitment of International students. Student recruitment is undertaken by education institutions and their channel partners which include offshore based Education and Travel Agencies.

International education is now New Zealand's fourth largest export-earning industry, contributing an estimated \$4.2 billion to New Zealand's economy. Auckland is the dominant provider of international education services in New Zealand, hosting over 62% of all international students and capturing a similar share of overall student expenditure.

The Study Auckland programme provides 150 education industry providers a platform for industry collaboration, joint promotion of Auckland as an international study destination and access to industry networking and capability building services.

Study Auckland's members are diverse in terms of their commercial experience, scale and needs. They include all of Auckland's Universities, five Institutes and Polytechnics, more than 50 Private Training Establishments and Language Schools, plus 90 Secondary, Intermediate and Primary Schools.

Study Auckland members have access to the following services:

- Familiarisation tours for international education agents
- Professional development events and industry best practice sessions
- Offshore business missions to key recruitment markets
- Promotion to students of Auckland's community events and major events
- Access to Business to Business student recruitment resources (digital and print)

The value added by International Students is measured by ATEED and Education New Zealand. ATEED reports this measurement – "Growth in value of international student spend to Auckland", measured in billions of dollars – annually at the end of June, in ATEED's Quarter 4 report to Auckland Council.

4. Build Auckland – construction skills campaign

Members sought clarification of the aims of the BuildAKL campaign that ATEED is leading, and the targets that the campaign is aiming to achieve.

Response:

The #BuildAKL Campaign is aimed at Aucklanders aged 16-24 years with a focus on attracting more young women, and our youthful Māori and Pasifika populations into the sector. It has been designed in partnership with industry, and aims to lift the lid on the sector and publicise the diversity of roles available for young people from entry-level jobs to apprenticeships and skilled jobs requiring qualifications.

The campaign aims to get 4,000 young people into Auckland's booming construction and infrastructure sector through this year-long industry recruitment campaign (ending September 2017).