



Six-monthly report to Puketāpapa Local Board

1 January – 30 June 2017



Winstone Park

1.0 Introduction

This report provides the Puketāpapa Local Board with highlights of ATEED's activities in the Puketāpapa Local Board area for the six months 1 January to 30 June 2017.

This report should be read in conjunction with ATEED's Quarter 3 report to Auckland Council (available at www.aucklandnz.com) and the forthcoming Quarter 4 report to the Auckland Council CCO Finance and Performance Committee. 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 key 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 2016-19

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.

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 Puketāpapa 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:

Lion Foundation YES Scheme (funding towards the Young Enterprise Scheme (YES))

The contribution from the local board was used for the delivery of the Lion Foundation Young Enterprise Scheme E-Days in February 2017. The E-days were held across the Auckland region, to provide students with the opportunity to discover what the 2017 programme entails, and to enable students to test their initial business ideas with volunteer speed coaches. More detail about the YES programme is listed under section 3.3 of this report.

Business Voice and networking support

The delivery of the last seminar on the topic of retail was held on 14 July. The service provider delivered the final newsletter on 30 June, and presented the final report and branding report to the Local Board at the 27 July workshop.

On 8 June, the Local Board approved the Local Economic Development work programme for the 2017/18 financial year. This includes the following initiatives:

- Puketāpapa Business connect
- Support for the Young Enterprise Scheme.

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 Puketāpapa Local Board

The primary point of contact for the Puketāpapa Local Board is Paul Robinson, Local Economic Growth Manager. Paul can be contacted on paul.robinson@aucklandnz.com

3.0 ATEED's region-wide activity

In addition to addressing specific priorities in the Puketāpapa Local Board area, ATEED delivered a wide range of regional programmes and activities under the five key priorities set out in ATEED's Statement of Intent 2016-19. This section highlights the impacts of relevant regional programmes and initiatives at the local board level, with a focus on activities where local board-specific data is available.

During Q3, ATEED's Local Economic Development team produced an economic overview for each of the region's 21 local boards. Each overview analyses a variety of comparative factors such as

demographics, skills, economic activity, employment, industries, and travel-to-work patterns. The overview includes an interpretation of the information, and highlights key areas of focus for local boards.

The economic overviews are a key tool developed as part of ATEED's ongoing local economic development work, and are primarily intended to inform local board members. These can also be used by Council group staff for local or regional projects. In addition, the overviews help to identify sub-regional differences between local areas and local board initiatives.

3.1 Building a culture of innovation and entrepreneurship

Supporting business growth by facilitating research and development funding



ATEED met one-on-one with 7 businesses in the Puketāpapa Local Board area to discuss research and development funding requirements.

ATEED's local business hubs support the growth of Auckland's key internationally competitive industry sectors and help small to medium export-ready companies to understand and access Callaghan Innovation's research and development funding as part of the Government's Regional Business Partner Network (RBPN) programme.

Between 1 January and 30 June 2017, ATEED met one-on-one with seven businesses in the Puketāpapa Local Board area, through its delivery of the Government's RBPN programme.

ATEED has facilitated over \$3m in Callaghan Innovation research and development grants to businesses during the year-ending 30 June. This result is 180 per cent ahead of last year's figures, and reflects ATEED's ability to collaborate well with clients and Callaghan Innovation in order to obtain more funding for Auckland businesses.

Connecting businesses



ATEED connected 50 Puketāpapa businesses with other opportunities or organisations that may assist their growth and development.

During this period, ATEED's business advisors connected 50 businesses with other opportunities or organisations that may assist their growth and development. Of these, there were three referrals to Business Mentors New Zealand and 14 to New Zealand Trade and Enterprise (NZTE) service providers.

Business capability building



ATEED's Business Hubs carried out capability assessments on 11 businesses in the Puketāpapa Local Board area.

ATEED focuses on supporting the development of the capability of small businesses by improving workforce skills. This is done by carrying out a business assessment and, if applicable, issuing NZTE training/capability development vouchers of up to the value of \$5,000. This voucher funds up to 50 per cent of the cost of training for each eligible business.

During this period, ATEED carried out capability assessments on 11 businesses in the Puketāpapa Local Board area.

Also during this period, two people from the Puketāpapa 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 and grow a new business.

ATEED's business advisors also run free business clinics offering advice on business challenges and growth. There were two businesses in the Puketāpapa Local Board area who attended a business clinic.

Business and networking events

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

There were four events held during the period of 1 January to 30 June 2017, attracting a total of 605 attendees from across the region. Of these, five attendees were from the Puketāpapa Local Board area.

ATEED also partnered with the Chamber of Commerce to deliver the Westpac Auckland Business awards programme over the past three years. In addition to promoting the event through ATEED's marketing channels, ATEED also undertakes one-on-one facilitations with companies who are considering entering the awards programme. ATEED staff facilitated 89 companies through the awards programme in the 2016/17 year, and co-ordinated 12 workshops across Auckland as part of the programme promotion. Entries this year were higher than last year, with a total of 137 companies compared to 120 companies last year. Companies represented the wider Auckland region, with 27 entries from West-based companies, 30 from the South, 26 from the North, and 54 from Auckland Central.

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

3.2 Attracting business and investment

As at 30 June, the total GDP contribution of deals resulting from ATEED's involvement was \$340.7m, which is well over the annual target of \$56.7m. The value of investment deals resulted by ATEED in the 2016/17 financial year is \$487.8m, also exceeding the target of \$278m.

During the period, ATEED continued to support Project Palace, a project led by New Zealand Trade and Enterprise (NZTE), and including Tourism New Zealand (TNZ) and the Ministry of Business, Innovation and Employment (MBIE), looking into the supply and demand of visitor accommodation in New Zealand. NZTE is the lead agency for the Investment Attraction Strategy and Framework, which mandates ATEED's role to support the attraction of hotel investments. ATEED works with NZTE to identify viable land options for new hotels in Auckland to present to investors in New Zealand and abroad. As at 30 June, there were ten Project Palace sites in progress. During the past 18 months, a number of new hotels have been announced, adding almost 3,000 rooms across the Auckland region.

Filming activity within the Puketāpapa Local Board area



ATEED's Screen Auckland team facilitated 9 permits for filming television commercials, television programmes and a feature film at locations in the Puketāpapa 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 January and 30 June 2017, a total of nine film permits³ were issued in the Puketāpapa Local Board area.

At a regional level during the same period, 301 film permits were issued in the Auckland region. The estimated value of permitted shoots (301) in the Auckland region for this period is approximately \$180m, which is calculated through information provided by New Zealand screen and television funding bodies, as well as information supplied directly by production companies.

3.3 Growing a skilled workforce

Growing youth entrepreneurship

As at 30 June, the number of individual entrepreneurs supported through an ATEED delivered or funded entrepreneurship programme stands at 1,995 for the financial year, exceeding the target of 1,500. These are individuals supported via the Young Enterprise Scheme and DIGMYIDEA, both delivered by ATEED,

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

and those who have been through Velocity at the University of Auckland and co-starters at AUT, which are co-funded by ATEED.

Lion Foundation Young Enterprise Scheme (YES)



There are two schools in the Puketāpapa Local Board area currently participating in the YES programme.

The schools include: Mt Roskill Grammar, and Marcellin College.

The only non-participating school is Lynfield College.

ATEED delivers 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.

YES E-Days took place across Auckland in February 2017, involving 1,600 high school students. The E-Days gave students the opportunity to discover what the 2017 programme entails, and to test their initial business ideas with 400 volunteer speed coaches. This year, YES has about 1,320 students from 56 schools.

During Q4, budding entrepreneurs from almost 40 Auckland secondary schools experienced exactly what it's like to pitch their business idea 'Dragons Den' style as part of the Lion Foundation YES. More than 300 students entered the Dragons Den at Auckland University of Technology (AUT) at the end of June, where five winning regional finalists were selected. Each winning team received a prize of \$1,000, with second place receiving \$500, and third place \$300 – courtesy of Kiwibank.

The number of YES students in the Auckland region grew from 992 in 2016 to 1400 students in 2017. Building key relationships with YES is essential in order to get more rangatahi involved.

YES is one of a number of programmes ATEED delivers to support entrepreneurship in Auckland, including involvement in business accelerator programmes, iDEA Starter - a competition for 15-24 year-olds, and the DIGMYIDEA Māori Innovation Challenge.

Youth Employment

Youth Employer Pledge



There are 66 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 June, ATEED had exceeded its Statement of Intent target, with 66 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 400 youth employment and employability opportunities across key Auckland⁴ industries including hospitality, construction / infrastructure, digital / ICT and services industries.

Over half of the employers who participated in JobFest in May were Youth Employer Pledge partners. Auckland District Health Board (DHB), Waitematā DHB, and Counties Manukau DHB will sign the Youth Employer Pledge as a collective at the Future Ready Summit in July. This is a significant milestone, as it offers further opportunities for youth.

JobFest – 3 May 2017



There were 75 businesses who participated in JobFest, held at The Vodafone Events Centre in South Auckland in May.

On 3 May, approximately 1,500 young people from across Auckland attended JobFest at The Vodafone Events Centre in Manukau.

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, Careers New Zealand, The Tindall Foundation, and Auckland employers.





JobFest creates an ideal atmosphere to match employers and job seekers, and this event had a particular focus on young Māori and Pacific Island jobseekers. While the number of young Aucklanders (15-24 years) not in employment, education or

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

training (NEET) has remained relatively static over the past four years, in the year-ending December 2016, 26,800 young people remained in this category, including a significantly higher proportion of Māori and Pacific Island youth.

This was Auckland's fifth JobFest, and of the 6,000 young people who have attended the previous events, approximately 420 gained employment.

3.4 Grow the Visitor Economy

			
Visitor spend \$7.7b – up 3.9 per cent compared to the previous year	Satisfaction with ATEED delivered events - 89 per cent for the 2016/17 year	Auckland Convention Bureau year-to-date wins valued at \$46m to Auckland's economy	83,609 international students in Auckland annually, worth \$2.25b to economy – 63 per cent of New Zealand's market share

Delivering on the Auckland Visitor Plan

The *Auckland Visitor Plan 2021* is one of ATEED's key strategic pillars. The visitor economy continues to boom 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.

Tourism spend for year-ending May 2017 was \$7.7b, up 3.9 per cent on the previous year. International spend during the month of May grew by 15 per cent. Holiday visitor arrivals were up 12.9 per cent compared to the previous 12 months, and May holiday visitor numbers were up 6.8 per cent compared to May 2016. Hotel occupancy rates were high during May, averaging at 87 per cent for the year. The average daily rate was \$197, up 15 per cent compared to May 2016.

Filming across the Auckland region for the 2017 Spring campaign, which will feature proud Aucklander Sir John Kirwan, was carried out in May. The objective of the campaign is to grow local knowledge, pride and the inclination to recommend Auckland as a holiday destination by educating locals on the diversity of experiences their own city offers. By continuing to market Auckland to Aucklanders, ATEED will grow a resident population of educated, engaged and proud locals who will not only play a better role as hosts for visiting friends and visitors, but also act as ongoing advocates for Auckland. The campaign will run from September to November, ahead of the peak summer season.

ATEED also administers Auckland's official visitor information website. A new and improved aucklandnz.com website was launched on 5 May, providing a vastly improved user experience for people looking to find out more about Auckland. This website contains pages focused on destinations in the Puketāpapa Local Board area, and provides visitors with information about where to go, what to do, and where to stay.

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 events

As at 30 June, 89 per cent of Aucklanders were satisfied with ATEED's delivery of major events in the city, exceeding the target of 85 per cent. ATEED delivered events during Q3 and Q4 included the Tāmaki Herenga Waka Festival, the Auckland Lantern Festival and Pasifika Festival.

It has been confirmed that ATEED will deliver the 2018 Pasifika Festival. For the past three years, delivery has been outsourced to Auckland-based events company Orange Productions – a decision made in 2014 ahead of an unprecedented peak period of activity. ATEED retained stewardship of Pasifika Festival, on behalf of Auckland Council, and worked closely with Orange Productions to ensure delivery of three successful festivals, with the Major Events Production team producing Pasifika's 25th anniversary showcase this year. This change was communicated to Councillors and Local Board Chairs in June.

Sponsored / facilitated events

Residents in the Puketāpapa Local Board area were able to enjoy events sponsored by ATEED, including the ASB Classic, Headland Sculpture on the Gulf, the Downer NRL Auckland Nines, Auckland Pride Parade, Splore Music and Arts Festival, Auckland City Limits, the New Zealand Comedy Festival, the Auckland Writers Festival, and the World Masters Games 2017.

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

2017 Programme

During the reporting period, local board members, business associations, and business improvement districts (BIDs) were regularly updated on the Major Events 2017 programme that includes World Masters Games 2017 and the DHL New Zealand Lions Series 2017.

World Masters Games 2017 (WMG2017) was successfully delivered from 21-30 April 2017, with ten days of fantastic competition, camaraderie and social events across Auckland and the Waikato. The

Puketāpapa Local Board area hosted baseball and golf events. International Masters Games Association (IMGA) President, Kai Holm declared the 2017 World Masters Games the best Games ever.

ATEED managed the delivery and follow-up of WMG2017 local board area event dressing, marketing and activations. ATEED also worked with local boards to deliver planned local leveraging initiatives during WMG2017, with some local boards choosing to utilise the Local Economic Development budget for these activities.

The ATEED business leverage events during WMG2017 were successful in showcasing Auckland as a place to work, study or do business. Almost half (49 per cent) of the attendees at the leverage events reported much more positive perceptions of Auckland following attendance at these events, and a further 40 per cent reported slightly more positive perceptions.

During the period, ATEED also distributed information regarding the DHL New Zealand Lions Series 2017 to all local boards and Local Board Services. This information provided detail on the Series, ATEED's involvement, including the delivery of fanzones and fan trail, and the Auckland hub for the Rugby 2017 Festival programme. ATEED also delivered three regional fanzones for the three test matches of the Series – West Rugby Fanzone at The Trusts Arena, Henderson, South Rugby Fanzone at the Vodafone Events Centre, Manukau, and North Rugby Fanzone at the North Shore Events Centre in Wairau.

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.

By 30 June, the Auckland Convention Bureau team had secured business events for the 2016/17 financial year worth \$46m to Auckland's economy. This was done in collaboration with ACB membership and industry partners. In the last five years, the team has supported opportunities worth \$433 million to the Auckland regional economy, converting almost \$130m worth of business for Auckland. A number of events for the NZICC were also announced during Q4.



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 \$2.25b⁵, with more than 83,000 international students in Auckland, contributing to 63 per cent market share of New Zealand.

Study Auckland partnered with Education New Zealand and the Ministry of Education to launch the International Student Wellbeing Strategy in June 2017. The strategy sets out focus areas for the key agencies engaging with students, including ATEED, New Zealand Police, District Health Boards and Immigration New Zealand. Four focus areas have been identified regarding what would make the biggest difference to the experience of students in New Zealand. They are economic wellbeing, education, health and wellbeing, and social inclusion.

⁵ <https://www.enz.govt.nz/assets/Uploads/International-Education-Dashboard-for-2016.pdf>