

The background is a solid orange color. It features several abstract, white, hand-drawn style line art elements. These include a large, irregular shape in the top left corner, a series of connected, wavy lines running diagonally from the bottom left towards the center, and a long, thin, slightly curved line extending from the bottom left towards the right side of the page.

04

INNOVATION CRADLE

*Nurturing the Innovation
and Learning Cradle*



Wynyard Quarter

Three Lamps

College Hill

Victoria Quarter

Ponsonby

Arch Hill

Karangahape Road

The Engine Room

The Strand

Parnell Rise

Parnell

Learning Quarter

Grafton

Khyber Pass

Newmarket

KEY

- | | | | |
|---|--------------------------|----|---------------------------------|
| 1 | Marine Industry Precinct | 7 | University of Auckland |
| 2 | Innovation Precinct | 8 | National Library of New Zealand |
| 3 | Voyager Maritime Museum | 9 | Auckland Hospital |
| 4 | Auckland Central Library | 10 | Medical School |
| 5 | Auckland Art Gallery | 11 | Liggins Institute |
| 6 | AUT University | 12 | Auckland War Memorial Museum |

VISION

OUR 2032 VISION IS:

Auckland's city centre is known as a world-class centre for education, research and development, and as an incubator of innovative ideas, products and services with strong and flourishing links between research institutions, entrepreneurs, businesses and financial institutions. It is a magnet to innovative firms and attracts high-value businesses and skilled workers.

IT IS THE PLACE WHERE START-UP
COMPANIES AND INDUSTRY CLUSTERS ARE
SUPPORTED AND ENCOURAGED TO TAKE
ROOT AND GROW.



BACKGROUND

The city centre is a hub for businesses, creating and developing innovative products for the rest of New Zealand and for export overseas. Innovation is the process of creating new ideas, new technology and new ways of doing things. It is the key to improving the competitive edge of Auckland businesses and lifting our export performance. The Auckland Plan and Auckland Economic Development Strategy see Auckland as an innovation hub of the Asia-Pacific region, with high-level actions including:

- Supporting the establishment of strong links between Auckland’s regional research institutions, businesses and organisations
- Investing in industry-based infrastructure that supports innovation and our sectors of comparative advantage
- Showcasing innovation, world-class technology and the advantages of Auckland’s innovation system.

The city centre is home to the production of innovative ideas: research institutions and entrepreneurs, businesses that

develop their ideas into products for the market, and institutions that finance research and commercial development.

To increase our level of innovation and innovative products, we must provide opportunities for these groups to communicate with each other. Some valuable initiatives of this nature are already in place. They include:

- The University of Auckland and Auckland University of Technology’s (AUT) business incubators; The Icehouse and the AUT Business Innovation Centre. The Icehouse has helped about 150 firms to grow in its first eight years and has a strategic ambition to assist 2000 companies by 2020
- The Learning Quarter Plan, a strategy between the universities and Auckland Council, aims to strengthen the ties between ‘town and gown’
- The recently formed Ministry of Business, Innovation and Employment’s mandate to provide grants and technology transfer vouchers to encourage business research and development. It also

intends to set up commercialisation centres to work with the universities

- UniServices which is The University of Auckland’s commercial arm, and the largest of its kind in Australasia
- Supporting the Auckland Tertiary Education Network (AETN) across the region.

The city centre has a number of attributes that can drive innovation. The challenge is to leverage them fully. These attributes include:

- The city centre location of the main campuses of The University of Auckland and AUT University. Both universities are considered in the top five percent of international business schools, with their undergraduate and graduate schools including The University of Auckland Business School, the Liggins Institute, UniServices and several centres of research excellence. The universities are arguably two of the city centre’s most important economic assets
- The range and diversity of businesses, organisations and people who cross paths in the city centre every day.

- In February 2008 there were close to 154,700 people in 24,300 businesses working in the city centre and city fringe areas of Parnell/Newmarket, Ponsonby, Grafton and Mt. Eden
- The variety of affordable locations for start-up businesses in city-fringe locations, including Karangahape Road, Newton, Grafton, Ponsonby and College Hill
 - The location of major cultural venues, including the Auckland Art Gallery, the Central City Library, the National Library of New Zealand, the Auckland War Memorial Museum and the New Zealand Maritime Museum, which provide research and education services
 - The clustering of business services in the Queen Street Valley, the marine industry in the Wynyard Quarter, and the creative industries around the Victoria Quarter and Karangahape Road
 - The presence of the Auckland District Health Board and the concentration of medical and clinical research and services in the Park Road area, including the Cancer Society and

the Grafton Faculty of Medicine and Health Sciences

- The University of Auckland-hosted Māori research centre, Ngā Pae a te Māori Māramatanga, and Auckland University of Technology’s Te Ipukaera: The National Māori Language Institute, aim to unleash Māori creative potential relating to their customary knowledge, lands, cultural institutions and people.

Waterfront Auckland will lead the development of an innovation precinct at Wynyard Central as part of the Wynyard Quarter, focusing on developing technologies in the information and communications technology (ICT) and creative sectors. These sectors are internationally competitive sectors in Gross Domestic Product terms; they lead application across service and manufacturing sectors, and are important to the waterfront, supporting the marine, finance, clean technology, and security sectors. The waterfront is expected to contribute \$293 million to the Auckland economy, due to job creation and an increase in labour productivity associated with greater agglomeration.

OUTCOME SCORECARD	
✓	SO1 International Destination
✓	SO2 Globally Significant Centre for Business
✓	SO3 Meeting the Needs of its Residential Population
✓	SO4 Culturally Rich and Creative
✓	SO5 An Exemplar of Urban Living
✓	SO6 Integrated Regional Transport
✓	SO7 Walkable and Accessible
	SO8 Exceptional Natural Environment and Leading Environmental Performer
✓	SO9 World-Leading Centre for Education, Research and Innovation



AUCKLAND'S
LEARNING

THE LEARNING QUARTER

THE LEARNING QUARTER IS A WORLD-CLASS CENTRE FOR EDUCATION, RESEARCH AND COMMERCIALISATION AND IS KEY TO FUELLING AUCKLAND'S FUTURE SUCCESS.

The Learning Quarter is a place, a partnership and a plan. As a world-class centre for education, research and commercialisation, it is key to fuelling Auckland's future success. The quarter is a vital part of the region's innovation system and is networked to other national and international institutions and local hubs. These include The University of Auckland's Faculty of Medicine and Health Sciences on the Grafton campus, that works alongside the Auckland Hospital, the Tāmaki Innovation Precinct, and Auckland University of Technology's Business Innovation Centre in Manukau.

The 63-hectare Learning Quarter covers the city centre campuses of AUT University and The University of Auckland. It extends from St Martin's Lane down Symonds Street to the end of Anzac Avenue, and is bordered to the east by Grafton Gully and to the west by Albert Park, the Auckland Art Gallery, the

Central City Library and Queen Street Valley. The quarter includes many places of heritage value, including protected trees, heritage buildings, archaeological sites and places of significance to Māori. In contrast to the impressive gardens of Albert Park, there are more hidden gems here, such as the Te Wai Ariki natural spring.

Auckland's universities are equipping Auckland and New Zealand with future knowledge workers and leaders. Students contribute to the civic life of the city through their work, residential and transport choices, and their economic participation in the city. International students also present an opportunity to be retained as valued workers and residents, following their graduation.

In 2006 Auckland City Council, The University of Auckland and Auckland University of Technology (AUT) entered into a partnership agreement to develop a place-based plan to guide the Learning Quarter's development over the next 10 years. The Learning Quarter Plan produced in 2010 committed the partners to sharing and leveraging resources to attract high-growth businesses, investment and talent.

The plan contains initiatives designed to improve the universities' environment and attractiveness, their integration and connectivity with the city centre, and their contribution to city life. They include:

- Creating welcoming public spaces as points of arrival and connection in the quarter, e.g. at the Wellesley Street/ Mayoral Drive intersection where AUT University, Auckland Art Gallery and the Central City Library come together, and at the Wellesley Street/Symonds Street intersection where the two universities meet
- Slowing traffic in areas around the universities
- Strengthening pedestrian access and improving personal safety and universal design to recognise the campuses' expansion and their city centre connections. Measures include:
 - » Improved pedestrian access from The University of Auckland to Albert Park across Princes Street; from the old Wynyard Street to Whitaker Place, and to the Auckland Domain and Grafton Road via Wellesley Street
 - » The reconfiguration of the Wellesley Street overbridge from AUT University to Albert Park
 - » Enhancing access across Mayoral Drive to Governor Fitzroy Place
 - » Provision of safe drop-off and pick-up points around the campuses
 - » Development of pedestrian-focused streets including Princes Street, St Paul Street, Mount Street, Governor Fitzroy Place, and Alfred Street
 - » Connecting the Park Road medical and accommodation campus to the Symonds Street campus
- Development of a heritage trail incorporating public art, signage and footpath treatment to raise awareness of the quarter's Māori, European and natural history.

Campus development with high-quality facilities and environments will support quality teaching, learning and research, and attract top staff and students, encouraging research clusters and investments.

BEYOND THE LEARNING QUARTER PLAN

Additionally, this transformational move in the City Centre Masterplan envisages:

- Supporting the Ministry of Business, Innovation and Employment to establish a commercialisation hub in the city centre, involving universities, Crown Research Institutes and the private sector
- The Auckland Tertiary Education Network (AETN), (a collaboration between six Auckland tertiary organisations including the polytechnics and wananga, Auckland Council, Auckland Tourism, Events and Economic Development (ATEED) and Auckland Transport) making a significant difference to the city's prosperity and quality of life. The network's innovation, research and business connection initiatives could include:
 - » Building a 'knowledge bank' of collaborative and commercial research opportunities for public and private sector organisations
 - » Supporting the establishment of new centres of research excellence, institutes, and cross-sector facilities as a meeting place for industry, academia, creativity and innovation
- Working with existing and emerging high-value sectors to:
 - » Investigate infrastructure roadblocks faced by high-value sectors, explore options to overcome them, and implement the recommendations
 - » Support creative industries in the city centre (e.g. by implementing the Auckland Film Protocol that will make the city centre more film-friendly)
 - » Facilitate improved collaboration between research institutions and technology companies
 - » Make Auckland business-friendly
 - » Promote the city centre as a place for business-related learning and discovery
 - » Encourage the co-location of health sector organisations aligned to the Auckland Hospital, Grafton Faculty of Medicine and Health Sciences, and Auckland Cancer Society Research Centre in the Grafton Valley
 - » Showcase creative industries, people, businesses and places
- » Support incubation, acceleration, and enterprise development initiatives for screen production, design, digital media and music
- » Support the rollout of ultra-fast broadband and the Auckland Wi-Fi network in the city centre; support the Digital Leadership Forum Action Plan regarding education, health, and the uptake of broadband by small- and medium-sized enterprises
- » Support additional international capacity for improved broadband for tertiary education, through the Kiwi Advanced Research and Education Network (KAREN) and through the Pacific Fibre Cable
- Providing business and investment networking opportunities to make the most of major events and international delegations coming to Auckland
- Supporting the establishment of business incubators, including expanding The Icehouse
- Fostering connections between Auckland's diverse cultures, and between creative sector business opportunities.