AUCKLAND

A CITY ON THE MOVE
Our Vision

A City On The Move

A City With A Shared Vision

A City With A Unified Plan

A City With A Growing Reputation
The Unitary Plan
delivers six transformational shifts:

- The Long Term Plan
- The City Centre Master Plan
- The Economic Development Strategy
- The Auckland Plan (The Auckland Plan)
- The Auckland Plan (The Auckland Plan)

The Auckland Plan — one plan to achieve our vision and management our natural and built environments.

The Auckland Plan provides a clear vision and direction for the next 30 years:

- Auckland as one region to create and implement a single unifying strategy that will drive the city forward.
- Auckland as one region to enable the whole Auckland region to create and implement a single unifying strategy that will drive the city forward.
- Auckland as one region to enable the whole Auckland region to create and implement a single unifying strategy that will drive the city forward.
- Auckland as one region to enable the whole Auckland region to create and implement a single unifying strategy that will drive the city forward.
- Auckland as one region to enable the whole Auckland region to create and implement a single unifying strategy that will drive the city forward.
- Auckland as one region to enable the whole Auckland region to create and implement a single unifying strategy that will drive the city forward.
A CITY ON THE MOVE

Auckland is a city with ambitious strategies, publicly consulted plans, and a reformed local governance structure. The Auckland Plan — one plan to achieve our vision and our other joint strategic implementation, including:

- Economic Development Strategy
- The City Centre Master Plan
- Managing our natural and built environment
- Prioritising activities and projects for the next ten years
- Committing to environmental action and green growth
- Dramatically accelerating the prospects of our children
- Significantly lifting Māori social and economic wellbeing
- Substantially raising living standards with a focus on those most in need
- Creating an economy that delivers opportunity and prosperity and abundance of Auckland.

The Auckland Plan provides the direction and path to our future as a great place to live and invest. It’s available on our website theplan.theaucklandplan.govt.nz. View our plan online at:

theplan.theaucklandplan.govt.nz

The Auckland Art Gallery was named World Building of the Year (Waka) at the International Society of City and Regional Planning Congress 2014. The North Wharf and Silo Park won the Rosa Barba award at the International Biennial of Landscape Architecture 2014.

The city is taking its place on the international stage as one of the world's top three ultimate sports cities by SportBusiness International. Auckland also listed in Lonely Planet's 2014 Top 10 Cities and was ranked 2nd in the 2014 Top 25 Cities for City Street Life, as well as 7th in the 2014 Top 100 World's Great Street Life cities. The City of Auckland was awarded the inaugural City of Sport prize in 2013. The city is home to the world's ultimate sports experiences.

Sky, sun, sails, and sea — tourists capture memories of Auckland's skyline. The world holds its breath as a waka (Maori canoe) glides across Waitemata Harbour at the International Biennial of Landscape Architecture 2014. The North Wharf and Silo Park won the Rosa Barba award at the International Biennial of Landscape Architecture 2014.

A CITY WITH A SHARED VISION

To live here or visit Auckland is a great place to live and invest.

The Auckland Plan:

- Comprehensively and cohesively guides decisions and actions across the city, enabling collective and collaborative decision-making that drives the city forward.
- Celebrates Auckland's place in the world, including: iconic landmarks and events, city heart and city edge, and surrounding region; and our three cultural landscapes.
- Provides consistent and understandable direction for all Aucklanders.
- Provides a comprehensive and holistic framework within which individual projects, policies, and programmes can be developed.
- Acts as a foundation for a series of other strategic instruments.
- Represents the collective will of Aucklanders.

A CITY WITH A UNIFIED PLAN

Our vision

A city with a vibrant economy, including world-class business and higher education, and a global cultural precinct is a reality in Auckland.

A city with distinctive and affordable homes and a diverse mix of housing options, including the provision of high-quality social housing.

A city that is inclusive, vibrant, and welcoming with a culture of shared responsibility.

A city where people live long and active lives and enjoy healthy communities.

A city where Maori have kawa papa, whakapapa, and whakapono and a culturally vibrant and authentic city.

A city where we value and respect our environment and its services.

A city where our natural environment is protected and restored.

A city where our cultural landscapes are protected and restored.

A city that is resilient and able to adapt to the impacts of climate change and other environmental challenges.

A city that is efficient and innovative in the delivery of our services and infrastructure.

A city where our children are healthier, happier, and more successful.

A city where every Aucklander is safe, secure, and has a sense of belonging.

A city that is strongly connected to our region and our world.

A city that is connected, culturally vibrant, and economically prosperous.

A city that is a great place to live and invest.

A city with a growing reputation

Our reputation

Auckland is a city with a growing reputation.

Our reputation is underpinned by our ability to:

- Provide opportunities for all Aucklanders.
- Be a great place to live and work.
- Deliver the highest quality of life in our city.
- Be a healthy city.
- Be a sustainable city.
- Be a vibrant culture and arts city.
- Be a multicultural city.
- Be an innovative city.
- Be a connected city.
- Be a smart city.

A CITY WITH A GROWING REPUTATION

The city is thriving on the international stage and hospitable, sexy, cool, and exciting.

A CITY WITH A GROWING REPUTATION

Auckland is now the world’s most liveable city, a city with a growing reputation, a city on the move. Auckland is our home. Auckland is our city. Auckland is our world.

A CITY WITH A GROWING REPUTATION

Auckland is a city with a growing reputation.
A CITY ON THE MOVE

Auckland is a city with ambitious strategies, publicly consulted plans, and a reformed local governance structure.

Owning the spaces in which we live, work, and play is a fundamental living member of Auckland. The Auckland Plan...

The Auckland Plan provides the direction and path for other strategic implementation, including:

Revitalising Auckland's waterfront

Moving to outstanding public transport within Auckland

Dramatically accelerating the prospects of our children

Radically improving the quality of urban living

Managing our natural and built environment

Creating an economic and social environment that is inclusive, vibrant, and sustainable

Creating a sustainable and vibrant urban environment

SHARED VISION

Auckland has established the governance structures needed to deliver its ambitious vision by merging eight separate councils in the Auckland region into a single unified entity – the Auckland Council. The city now has a shared decision-making model that enables the whole Auckland region to create and implement a single unifying strategy — the Auckland Plan.

Auckland was listed in Lonely Planet’s 2014 Top 10 Cities and was ranked third in the Mercer Quality of Living Worldwide City Survey since 2011. The city is a very desirable and was voted as one of the world’s top three ultimate sports cities by the Australian Financial Review. Auckland is increasingly recognised worldwide as one of the world’s top three ultimate sports cities by...
Auckland has ranked third in the Mercer Quality of Living Worldwide City Survey every year since 2011.

**GREEN**

Auckland enjoys 120,000ha of native forest, 23,300ha of wetlands, 16,500km of rivers, and 1,800km of coastline.

**POPULATION**

Auckland is home to 1.5 million people and 33% of New Zealand's population.

**PROSPEROUS**

Auckland produces 38% of New Zealand's GDP and is growing at more than 3% per year.

**INDIGENOUS**

A multi-billion dollar Māori economy and New Zealand's home to the largest population of indigenous Māori.

**DIVERSE**

A rich Māori and Pacific history. More than 180 ethnicities live in Auckland. 40% of our people were born overseas and the median age is 35 years.
Auckland has ranked third in the Mercer Quality of Living Worldwide City Survey every year since 2011.

GREEN
Auckland enjoys 120,000ha of native forest, 23,300ha of wetlands, 16,500km of rivers, and 1,800km of coastline.

POPULOUS
Auckland is home to 1.5 million people and 33% of New Zealand's population.

PROSPEROUS
Auckland produces 38% of New Zealand's GDP and is growing at more than 3% per year.

INDIGENOUS
A multi-billion dollar Māori economy and New Zealand's home to the largest population of indigenous Māori.

DIVERSE
A rich Māori and Pacific history. More than 180 ethnicities live in Auckland. 40% of our people were born overseas and the median age is 35 years.
宜居
自2011年开始，奥克兰每年都在美世全球最宜居城市调查（Mercer Quality of Living Worldwide City Survey）中名列第三。

绿色
奥克兰拥有12万公顷的天然森林，2.33万公顷的湿地，1.65万公里的河流以及1,800公里的海岸线。

人口
奥克兰有150万人，占整个新西兰人口的33%。

繁荣
奥克兰的国内生产总值占新西兰全国的38%，并且每年在以超过3%的速度增长。

本土化
新西兰有着最大群体的毛利族人和价值数十亿新西兰元的毛利经济。

多元化
具有丰富的毛利和太平洋历史。有超过180个种族生活在奥克兰，包括11.8万华人。40%的人口出生在海外，平均年龄在35岁。
A city of innovation and opportunity for lifestyle and investment.
aucklandnz.com