

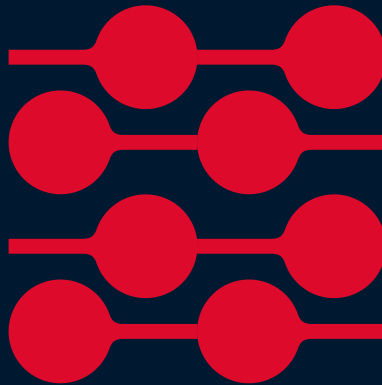
TE MAHERE WHANAKE ŌHANGA

ECONOMIC DEVELOPMENT
ACTION PLAN 2021-24



Progress report

December 2024



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Purpose of this report

The purpose of this report is to show progress on Te Mahere Whanake Ōhanga: Auckland Council's Economic Development Action Plan.

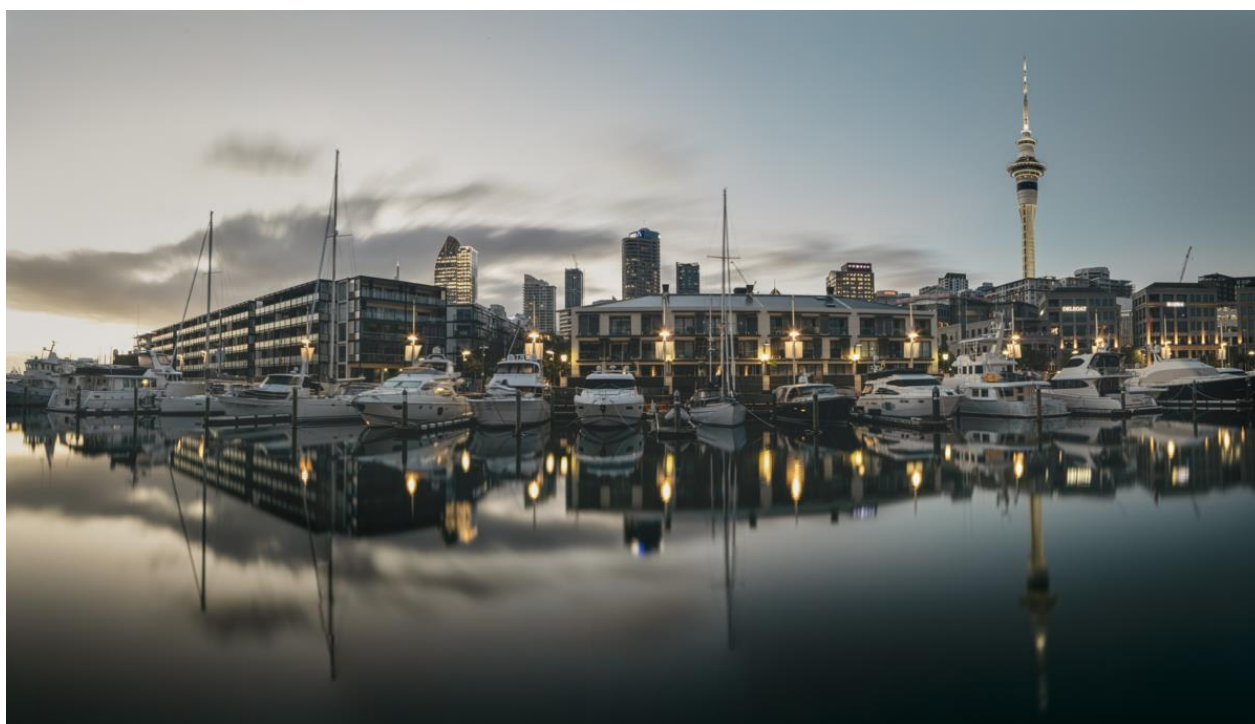
The Economic Development Action Plan was adopted by the Parks, Arts, Community and Events Committee in July 2021. The action plan is a result of the Auckland Council Group's intent to work together to provide a clear and directive plan for economic development over the period 2021-2024.

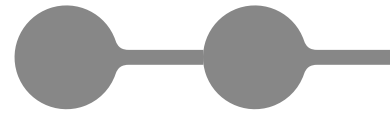
Taking direction from Auckland's key strategic document, the Auckland Plan 2050, and other important strategies including Te-Tāruke-ā-Tāwhiri: Auckland's Climate Plan and Kia ora Tāmaki Makaurau: Council's Māori Outcomes Framework, this plan has a clear purpose:

*“Enabling a more regenerative and inclusive economy
for the people and wellbeing of Tāmaki Makaurau.”*

Regular monitoring and reporting are fundamental to understanding progress towards the objectives of the Economic Development Action Plan. This annual report uses indicators and performance measures to identify progress towards the objectives of the plan.

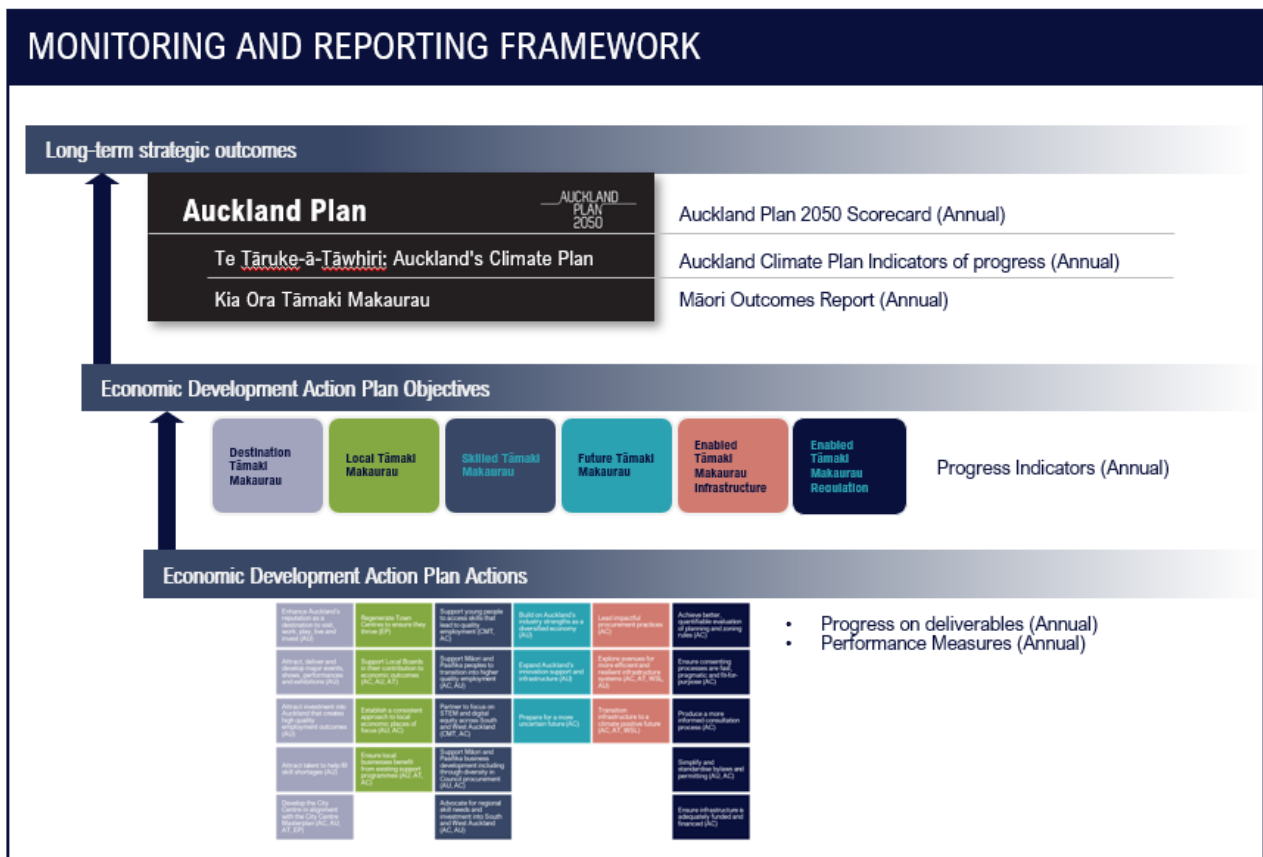
To ensure consistency, these progress reports align with the Auckland Plan 2050 and Annual Plan monitoring and reporting cycles. This is the third and final progress report.





Monitoring and reporting framework




The outcomes of the strategies that have set the direction for this Plan are measured and reported annually as outlined below. The monitoring of these strategic outcomes helps us check if we are making headway on our guiding principles to reflect Māori outcomes and a regenerative and inclusive economy.





Progress on our guiding strategies

For detailed outcome results in these reports, refer to the links below.

Auckland Plan Annual Monitoring Report (2024) and Three Yearly Progress Report (2023)	Te-Tāruke-ā-Tāwhiri: Auckland's Climate Plan Annual Progress Report (2024)	Māori Outcomes Report (2024)
Available on the Auckland Council website . Refer Opportunity and Prosperity outcome monitoring results. 	Available on the Auckland Council website . Refer economic priority highlights. 	Available on the Auckland Council website . Refer Kia Ora Te Umanga: Māori business, tourism and employment results. 

Progress indicators

The six objectives of this action plan include measurable progress indicators.

The results for 2023/24¹ below reflect the latest available data as at October 2024. The indicators provide a guide to assess if progress is being made in these areas. Progress is measured against the baseline of 2020/21. While progress is not only the direct result of activities of the plan, lack of progress or improvement of these indicators gives us the opportunity to evaluate the influence or focus of our actions and adjust where appropriate.

↑	Positive trend	The trend is tracking in the right direction
↓	Negative trend	The trend is tracking in the wrong direction
—	No significant change	Over the period measured there has been little or no change
...	Insufficient data to determine a trend	There has been no new data

¹ Please note that the data reported in the table does not necessarily refer to the financial year. This is the case for all the time periods captured. Refer to Appendix 1 for details.



PERFORMANCE MEASURES	2020/21 Baseline	2021/22 Result	2022/23 Result	2023/24 Result	Tracking
Destination Tāmaki Makaurau					
Tourism spend (current \$)*	\$ 8,731m	\$4,138m	\$4,214m	\$7,687m	↓
Business growth (units)*	2.5%	1.2%	5.2%	2.0%	↓
Economic quality – diversity, jobs, high skilled	6.2/10	N/A	N/A	N/A	...
Businesses difficulty in finding skilled labour ((-) indicates that businesses expect a worsening)	(-) 80.5%	(-) 83.5%	(-) 42.9%	23.4%	↑
Ease of doing business – World Bank global ranking	#1	N/A	N/A	N/A	...
Local Tāmaki Makaurau					
GDP growth*	1.9%	-1.3%	4.5%	4.2%	↑
Employment – growth in the number of filled jobs*	1.9%	-0.3%	2.9%	2.5%	↑
Pride in local area	63%	N/A	56%	N/A	...
Connectedness – access to education, work, internet	6.2/10	N/A	N/A	N/A	...
Skilled Tāmaki Makaurau					
Average weekly wages (inflation adjusted, \$2024)	\$1,579 European \$1,799 Māori \$1,452 Pasifika \$1,206 Asian \$ 1,360	\$1,596 European \$1,798 Māori \$1,378 Pasifika \$1,256 Asian \$1,423	\$1,620 European \$1,793 Māori \$1,507 Pasifika \$1,307 Asian \$1,463	\$1,638 European \$1,850 Māori \$1,492 Pasifika \$1,312 Asian \$1,452	↑
Skills and labour force participation and qualifications	7.0/10	N/A	N/A	N/A	...
Highly skilled - percentage of jobs in highly skilled occupations*	38.3%	38.7%	38.9%	39.0%	—



PERFORMANCE MEASURES	2020/21 Baseline	2021/22 Result	2022/23 Result	2023/24 Result	Tracking
Household prosperity – income, home ownership, rental affordability	7.0/10	N/A	N/A	N/A	...
Educational achievement of Aucklanders generally, Māori and Pasifika peoples and young people between 20-24 years (proportion of those that have at least Level 4 qualifications and above).	53% 33% Māori 26% Pasifika 37% 20-24 yrs	53% 35% Māori 26% Pasifika 39% 20-24 yrs	53% 36% Māori 27% Pasifika 35% 20-24 yrs	55% 38% Māori 29% Pasifika 35% 20-24 yrs	—
Future Tāmaki Makaurau					
Knowledge intensive employment*	35.3%	35.7%	36.0%	36.1%	—
Percentage of businesses in the creative sector	5.2%	5.2%	5.4%	5.4%	—
Comparative advantage: industries in Auckland with a comparative advantage*	50% (27/54)	48% (26/54)	44% (24/54)	44% (24/54)	↓
Diversification score (HHI index of 0 = highest diversification)*	312	332	350	350	↓
Contribution of professional, scientific and tech services to GDP (highest % contribution to GDP of any sector)*	10.3%	10.5%	11.0%	11.3%	—
Innovative business – businesses undertaking research and development	39%	42%	N/A	N/A	...
Enabled Tāmaki Makaurau: Infrastructure					
Accessible public transport – residents agree that public transport is easy to get to	64%	N/A	58%	N/A	...
Metropolitan centres serviced by a Rapid Transit Network **	6/10	7/11	7/11	7/11	—
Business activity – size, growth, self-employment	4.2/10	N/A	N/A	N/A	...



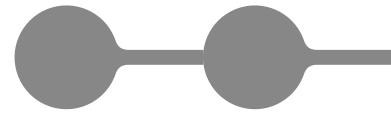
PERFORMANCE MEASURES	2020/21 Baseline	2021/22 Result	2022/23 Result	2023/24 Result	Tracking
Enabled Tāmaki Makaurau: Regulations					
Business zoned land (hectares)	6,316	6,320	6,362	6,382	—
Dwellings consented	19,035	21,609	19,085	13,855	↓
Percentage of new consents that are high density i.e. terraced housing and apartments (excludes retirement units)	62%	69%	72%	68%	↑
Council transparency – residents agree council keep people informed on how their rates are spent	31%	30%	26%	27%	↓
Value for money on rates – residents agree council demonstrates good value for money	17%	15%	14%	13%	↓

*All data sourced from Infometrics uses 2020 data as the baseline, which covers the year March 2019 to March 2020. The most recent data (2023/24) is for the year ending March 2023. For further details see Appendix 1.

** Note that the number of Metropolitan Centres increased from 10 to 11 in 2022, with the addition of Drury following Plan Change 48 becoming operative.

- ▶▶ 5 indicators are tracking positively – these are in the areas of GDP growth, employment growth, wage growth and quality compact development.
- ▶▶ 7 indicators show no change from the baseline year.
- ▶▶ 9 indicators have no new data.
- ▶▶ 7 indicators are tracking negatively – these are in the areas of comparative advantage of Auckland industries, the diversification of Auckland’s industries, number of dwellings consented and perceptions of council demonstrating transparency and good value for money on rates.

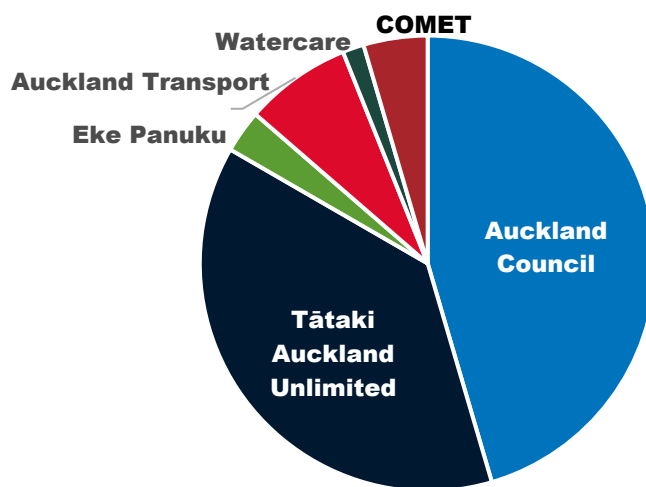
Refer to [Appendix 1](#) for detailed descriptions of the measures.



Action progress overview

There are a total of 25 action areas and 66 sub-actions in the Economic Development Action Plan with different levels of responsibility and control within the council group, reflecting the collaborative intent of the plan. The plan details the accountable CCO or Auckland Council directorate (action owner), deliverable, completion timeframe, and Long-Term Plan activity budget alignment.

Proportion of actions led by Council/CCO

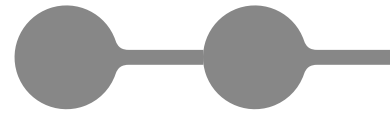


While a large number of actions within this plan cut across multiple parts of council and are delivered through collaboration between council and CCOs, for the purposes of reporting;

- Auckland Council leads 30 actions
- Tātaki Auckland Unlimited leads 25 actions
- Auckland Transport leads 5 actions
- COMET² leads 3 actions
- Eke Panuku leads 2 actions
- Watercare leads 1 action

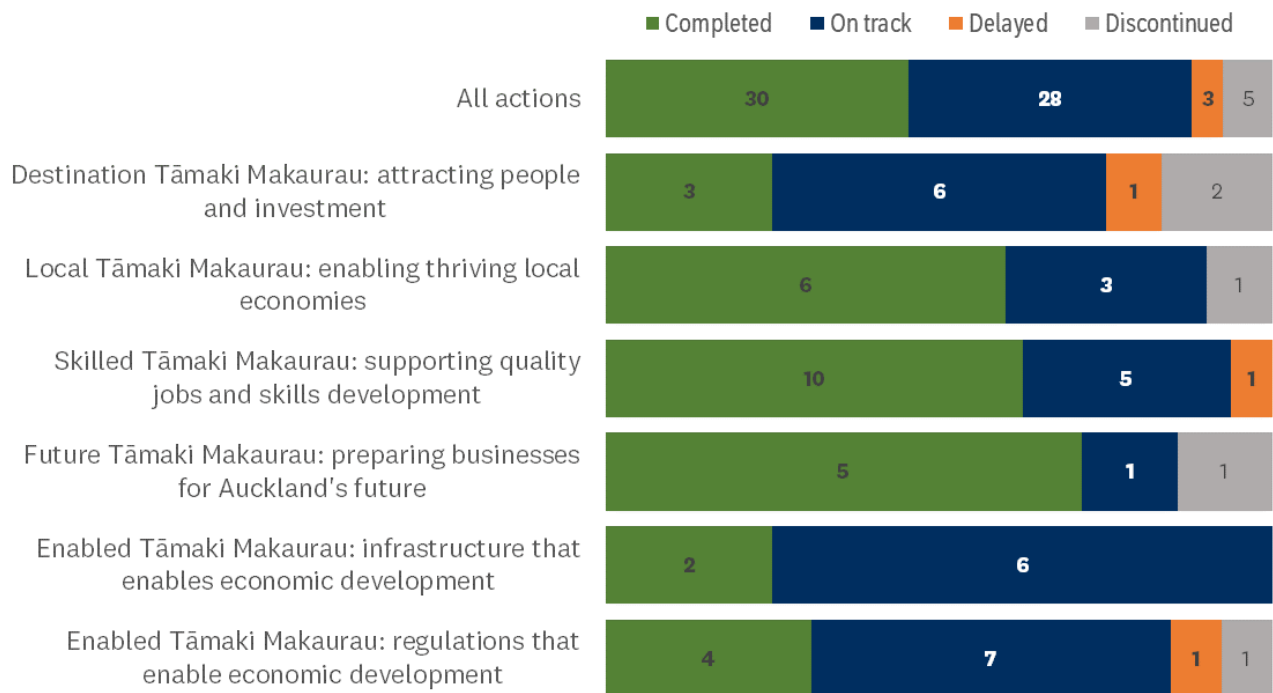


² Through the 2023/2024 Annual Budget process, council agreed that COMET will become a stand-alone, independent organisation (no longer a CCO).



Action progress summary

Across the 66 sub-actions, almost half (45 per cent) have been completed (30 actions) and 42 per cent remain on track (28 actions). Three actions have been delayed and five have been discontinued.





Action highlights and challenges

The tables below set out the action highlights and challenges for each objective of the Economic Development Action Plan. Note that Appendix 2 shows progress aligned to Māori outcomes.

Destination Tāmaki Makaurau	
Objective	Attracting people and investment
Actions	5 action areas (12 sub-actions)
Highlights	<p>Building Auckland's reputation</p> <p>The Discover Auckland one-stop digital shop for everything Auckland (previously referred to as Digital Auckland) – developed by TAU and launched in May 2023 – went from strength to strength during the year, quickly becoming one of the highest ranked sites for consumers in the crucial fly/drive market to find out about Tāmaki Makaurau.</p> <p>As an interim solution to funding Auckland's tourism marketing and business event attraction activities in key markets, TAU launched the Destination Partnership Programme (DPP), an industry funded initiative which gathered 133 financial partners from across the visitor sector with a funding value of \$1.86 million. Programme highlights during the year included: a US roadshow in partnership with Auckland Airport, Destination Queenstown and 23 tourism operators and a roadshow in Australia involving 15 DPP partners representing 25 companies.</p> <p>In May, TAU continued its collaborative, partnership-based approach, signing a memorandum of understanding with Destination Rotorua and Auckland Airport, with a focus on marketing the partner regions in Australia.</p> <p>Just before the reporting year ended, a new Happy Guide to Auckland marketing campaign was launched. The campaign was developed to target Aucklanders, and the domestic fly and drive markets and was developed from initial concept through to creative output with ongoing engagement with the council's marketing and city centre programme teams, Heart of the City, K'Rd Business Association and Eke Panuku.</p> <p>Supporting destination management</p> <p>To support the destination sector, TAU collaborated with Tourism Industry Aotearoa to deliver the second cohort of Taurikura – a programme for tourism and hospitality businesses to enhance their sustainability practices. The programme from August to December 2023 included 15 businesses from central Auckland and Rodney.</p> <p>Attracting and supporting major and business events and exhibitions</p> <p>For the second year since COVID-19 restrictions TAU was able to deliver a full portfolio of major, business, sporting and cultural events, shows and exhibitions. This included delivery of all three of the region's most-loved cultural festivals – Diwali, Lantern and Pasifika. TAU also developed the inaugural Moana Auckland – New Zealand's Ocean Festival, which was curated by TAU as an anchor event for the region to celebrate its connection to the sea.</p> <p>In addition to delivered events, TAU also supported and hosted a number of significant major events, business events, exhibitions and shows. These included:</p> <ul style="list-style-type: none">• FIFA Women's World Cup 2023 which injected \$87.1 million in GDP into the region's economy and generated more than 175,000 visitor nights.• ASB Classic in January, Synthoni in the Domain in February, and P!NK in March. These three events contributed a total of \$9.3 million in GDP and approximately 78,000 visitor nights for the region.



Destination Tāmaki Makaurau

- The Amway Leadership Seminar, hosting 6000 of Amway China's top distributors in a seminar programme centred on Auckland and Queenstown between October and December.
- Guo Pei: Fashion, Art, Fantasy 郭培：时装之幻梦 an exhibition exclusive to New Zealand, presenting the designs of globally renowned Chinese couturier Guo Pei, attracting 77,158 visits to the Auckland Art Gallery over 148 days.

Attracting investment

Despite a decrease in resourcing as a result of 2023/2024 budget cuts, TAU's specialist investment attraction work resulted in more than \$351 million of attributable investment to the region. This came from a variety of investments, including a significant feature film at Auckland Film Studios and a major retail investment. The pipeline of potential non-screen investment was \$1.2 billion at year end.

Within the screen sector, TAU established the Auckland Screen Taskforce in collaboration with industry and council partners – a key action of the Screen Auckland Roadmap 2022/23. The taskforce developed priorities including improving the region's film friendliness, encouraging a pipeline of post-production, visual effects and digital projects, and refreshing Auckland's screen attraction proposition. A new Screen Auckland website was launched in February, providing refreshed content to showcase Auckland's industry to target audiences. TAU's screen facilitators worked with council partners to issue 629 council film permits.

Work continued on developing an indigenous film protocol and proposed Unitary Plan change related to filming on Sites and Places of Significance to Mana Whenua. In September 2023, a collaborative working group made up of Mana Whenua, film industry and TAU representatives was established in support of these goals – resulting in positive engagement with iwi, hapū and industry. The draft plan change is expected to go out for public consultation in the first quarter of the next financial year.

Developing the city centre

The City Centre Action Plan was endorsed by the Planning, Environment & Parks Committee in November 2023. This collaborative plan will help to achieve a thriving city centre as envisioned in the City Centre Masterplan. The Plan identifies the following focus areas that are the agreed priorities for the city centre:

- getting the basics right and improving the experience of the city centre
- realising the full benefits of the City Rail Link
- integrated transport
- supporting residential growth in the city centre
- advancing other city shaping projects and increasing climate resilience.

As part of the Action Plan implementation, TAU focused particularly on the development of Auckland's nighttime economy. The first step was to undertake in-depth qualitative research which was presented to council and stakeholders in May.

City centre safety

Community safety continues to be an area of strong interest for people who live in, work in and visit the city centre. To ensure continued focus and aligned action on community safety and wellbeing outcomes, council has developed the Centre City Community Safety Action Plan. In response to the Plan, additional investment through the Mayor's Office and the city centre targeted rate has enabled:



Destination Tāmaki Makaurau	
	<ul style="list-style-type: none">- increased staffing for the Community Safety Team (City Watch) to expand coverage and reach of patrols- two additional assertive street outreach workers, and one additional specialist social worker experienced in working with those with alcohol and other drug addictions, from the Auckland City Mission, and- the expansion of the Auckland City Mission Street Guardians programme as a positive alternative to begging. <p>Improving transport</p> <p>Realising the full benefits of the City Rail Link (CRL) is a key priority. The transformational impact of this project means the city centre will look, feel and operate quite differently once it opens. There will be better, faster and more accessible access choices across Auckland's rapid transit network, particularly for communities and businesses located in the south and west of the region. The council group, utility providers and private developers are working collaboratively to ensure high levels of co-ordination across parties, and a smooth transition from construction of this large infrastructure project through to service operation. The related midtown programme includes Te Hā Noa – Victoria Street, Midtown Wastewater Diversion project and Wellesley Street Bus Improvements – Stage 1.</p> <p>Auckland Transport is also leading on three key pieces of work which will address the need to shift access to and within Tāmaki Makaurau's city centre towards a balance of public transport and active modes while ensuring that the operational needs of the city centre are addressed to support the critical productivity and economic potential of the city centre. These plans are the City Centre Bus Plan, Access for Everyone (multi-modal transport circulation plan for the city centre) and Room to Move City Centre (parking management plan).</p>
Challenges	The Long-term Plan 2024-2034 (LTP) planned for continuing rates funding of key cultural events and a reduction of \$7 million in rates funding for destination marketing and investment in mega, major, or regional events. The funding reduction was to be made up by a bed night visitor levy. However, it is highly unlikely that a bed night visitor levy will be in place by the start of the new financial year and without a levy there would be a budget gap of \$7 million for destination management, marketing and major event activity in 2025/2026. Auckland Council is considering options to address this potential funding gap through the 2025/2026 Annual Plan process.

Local Tāmaki Makaurau	
Objective	Enabling thriving local communities
Actions	4 action areas (10 sub-actions)
Highlights	<p>Regenerating town centres</p> <p>Eke Panuku continues to work collaboratively with a wide range of partners to deliver urban regeneration programmes across Tāmaki Makaurau Auckland with a focus on town centres and locations agreed with Auckland Council. Current projects include Te Ara Tukutuku, the next stage of development on Wynyard Point, and master planning of the central wharves. Te Ara Tukutuku will transform Wynyard Quarter through the delivery of 10 hectares of land including public open space and mixed-use development. Eke Panuku has invested to improve public and green spaces in local</p>



Local Tāmaki Makaurau	
	<p>town centres, including the completion of Te Ara Awataha greenway Northcote, improvements to amenities in Panmure (including plans to upgrade the Lagoon Edge Reserve), and the completion of Takapuna’s Waiwharariki Anzac Square. The concept design for creating a more inviting and easy-walking town centre for Onehunga has been approved by the local board.</p> <p>Supporting local boards</p> <p>Auckland Transport has been working with local boards through a process called Kōkiri, which culminates in a Kōkiri Agreement. Kōkiri Agreements prioritise local projects and provide good intelligence about potential local projects for a Community Engagement Programme to test new ways of working. The first round of Kōkiri Agreements was endorsed by 19 of 21 local boards, and Auckland Transport is currently working with the remaining two.</p> <p>As a result of budget cuts, TAU could no longer resource supporting local boards to develop their Locally Driven Initiatives and Local Economic Development programmes.</p> <p>Through the Auckland Council Sustainable Procurement Objectives, 146 local board contracts were awarded to local suppliers against a target of 100 contracts within local board areas.</p> <p>Planning local economic places</p> <p>The package of information to describe the key economic places of Auckland has been completed. Work on developing the economic places narrative continues and a paper and supporting information is expected to be completed during the current financial year. An Investment Prospectus was completed and published for the city centre in September 2024.</p> <p>TAU opened a ‘creative hub’ called Te Puna in Henderson, as part of the wider transformation programme, which will see the development of a creative innovation precinct and attract private investment. The central hub of the precinct is the development of the creative hub in the former Whoa! Studios. It is a mixed-use theatre, small studio and office space that is the catalyst for a creative innovation precinct. The programme is in partnership with Te Kawerau ā Maki. The development aims to regenerate a local area that needs more jobs and skills development, and leverages the investment in the train station through City Rail Link.</p> <p>Work continues on supporting the economic outcomes for the development areas in southern Auckland and the north-west. Both programmes work extensively with government agencies, local iwi, private sector/industry, and council family.</p> <p>Supporting local businesses</p> <p>Delivery of the Regional Business Partner programme was transferred from TAU to the Auckland Business Chamber at the end of 2021/2022.</p>
Challenges	<p>TAU’s programme to support local boards to develop Locally Driven Initiatives and Local Economic Development programmes was discontinued as a result of budget cuts for 2023/2024.</p>



Skilled Tāmaki Makaurau	
Objective	Supporting quality jobs and skills development
Actions	5 action areas (16 sub-actions)
Highlights	<p>Supporting rangatahi skills and employment The young designers from Te Taiwhanga Rangatahi (TTR) released their vision of a Kura of the Future after a 12-month design process. The aim of these ideas is to support rangatahi to stay engaged with learning for longer and connect them into careers of the future. These ideas are already being tested in live settings with partners such as The Rising Foundation and Manurewa High. The continuation of Te Taiwhanga Rangatahi programme is under consideration in the Community and Social Innovation review process.</p> <p>Supporting Māori and Pacific peoples into higher quality employment TAU and The Southern Initiative continued to deliver Alo Vaka – a government funded programme to upskill Pacific workers – this year.</p> <p>TAU delivered Project Ikuna working with Auckland businesses with large Pacific people workforces, supporting 3,100 workers over four years to gain micro-credentials for job skills such as money confidence, and conflict resolution. Workers gained over 4,200 micro-credentials through the programme. Although it was originally planned that the programme would finish at the end of 2024, the government has announced an extension of funding through to June 2025.</p> <p>The Uptempo programme, delivered by The Southern Initiative, has supported 180 Pasifika ‘aiga from south and west Auckland (1084 individuals) assisting 303 people into higher paid work and 668 Pacific peoples into training.</p> <p>Improving science, technology, engineering and mathematics (STEM) and digital equity in south and west Auckland From January to June 2024, COMET funded 11 new STEM research projects in south Auckland through the Curious Minds Participatory Science Platform (PSP). In addition, support continues for 47 ongoing projects that have been extended from 2022/2023 funding rounds. These projects give young people an opportunity to build critical STEM skills and capabilities and gain exposure to a wide range of STEM applications and study/career pathways. A full list of project descriptions can be found on the COMET website. All projects are on track for completion by Dec 2024. The contract for facilitating PSP projects in south Auckland ends on 31 December 2024.</p> <p>Council continues to support the growth and capacity of a number of digital inclusion delivery partners and the wider digital equity ecosystem. For example, the council is providing support to Mission Ready in developing a Level 3 Tech Career Exploration course for school leavers. The course has passed NZQA assessment. A pilot run with a high school is planned for 2025. The development and design of Mission Technicus, an online tech navigator platform for rangatahi is complete and now online. In addition, leadership and governance support has been provided to Recycle a Device to ensure that young people have access to a computing device.</p> <p>Supporting Māori and Pacific business ownership Amotai has 190 buyer members and 2,350 Māori and Pasifika supplier businesses registered around the country. There are 921 Amotai suppliers in Auckland, and they are growing in size. In 2023/2024 Amotai saw a 32 per cent increase in Māori businesses with an annual turnover of \$1m plus (total of 212 businesses in Tāmaki Makaurau). Auckland Council Group also spent \$21 million with Amotai suppliers. Amotai also launched the world's first indigenous buyer maturity matrix, Tere Ki Tai. In 2023/2024, Amotai has engaged a third of their buyers to complete Tere Ki Tai and the</p>



Skilled Tāmaki Makaurau	
	<p>data shows that in 2022/2023 that cohort of buyers spent \$437 million over 1461 contracts with Amotai suppliers.</p> <p>Advocate for a fairer share of investment to transform south and west Auckland's economies</p> <p>Funding cuts in the 2023/2024 financial year have resulted in challenges for advancing the advocacy work on ensuring a fairer share of investment is directed at transforming south and west Auckland's economies. Some workstreams are disestablished or paused. For example, Industry Transformation Plan funding earmarked to support work in high value apprenticeships was pulled as a result of reprioritisation by the government. Likewise, the Green new deal workstream is paused without the needed mandate and kaimahi to continue. Advocacy for greater investment in the prosperity of south and west Auckland was paused, but is starting to gain traction in the west creative communities precinct led by TAU.</p>
Challenges	<p>Funding cuts in the 2023/2024 budget present challenges for advancing the actions (action 3.5.1) related to advocating for a fairer share of investment to be directed at transforming south and west Auckland's economies.</p> <p>2023/2024 funding cuts resulted in the disestablishment of the TAU's Skills and Workforce team and a discontinuation of their work programme focused on youth employment.</p>

Future Tāmaki Makaurau	
Objective	Preparing businesses for Auckland's future
Actions	3 action areas (7 sub-actions)
Highlights	<p>Building on Auckland's industry strengths</p> <p>TAU has successfully delivered key actions from Tech Tāmaki Makaurau strategy. TAU's work on the programme was recognised with a national commendation award for 'Sector and Cluster Development' at the Economic Development NZ Awards. TAU is working to establish a Fintech NZ hub at GridAKL – the thriving innovation precinct at Wynyard Quarter – with the aim of creating a cluster of high-growth and export driven tech startups.</p> <p>TAU with Callaghan Innovation, NZTE, and Ara Ake collaborated to support two international 'treks' to the US which allowed 12 cleantech start-ups interested in entering the US market to engage with investors and corporates in California and New York. The delegation presented at the Cleantech Forum North America in San Diego, developed relationships in the San Francisco Bay area, and engaged with international investors at a session organised by Invest New Zealand.</p> <p>In May, TAU delivered a successful Techweek 2024 programme centred at GridAKL, including the growing influence of artificial intelligence, an entrepreneurship session on how to double the number of startups in Auckland, and the IndieGames – with 35 independent games showcased to 350 attendees. Shortly after, the GridAKL/Startup Weekend Tāmaki Makaurau was held with 70 participants, 16 mentors, and three judges for final pitches. The event was designed to support the development of entrepreneurial capability in Auckland.</p>



Future Tāmaki Makaurau

Expanding Auckland's innovation ecosystem

The GridAKL Innovation Network continues to grow with 125 companies/923 individuals at GridAKL – which was established in 2015 and is operated by TAU; 17 companies/51 individuals at Click Studios collab space in Avondale; and seven companies/32 individuals at GridMNK in Manukau.

TAU hosted a number of international delegations to visit GridAKL including a mayoral delegation from Shinagawa Tokyo, which focused on developing stronger links between the Auckland and Shinagawa startup and entrepreneurial ecosystems (similar to the existing Fukuoka connection).

GridAKL announced a partnership with Stone & Chalk – Australia's largest startup community – for a landing pad programme that smooths entry into the trans-Tasman export market. There is a high interest already from startups in Sydney and Melbourne.

GridAKL also signed a partnership with the Denver Economic Development Office to support startups in both cities. Denver is home to around 40 New Zealand startup companies.

An 18-month pilot with Tāmaki Regeneration Company to establish the Reserve Māori and Pacific innovation hub in Glen Innes was successfully completed and the emerging hub's community is building.

Business cases developed by TAU secured more than \$3.3 million from the Auckland Council Māori Outcomes Fund for use over the next three years. The funds will be used to support three Māori Economic Innovation hubs: Te Puna Creative Hub, Reserve TMK, and Te Ngahere (GridMNK); plus Māori tourism and employment initiatives, the establishment of a Māori Economic Development 10-Year Strategic Action Plan, and to support rangatahi performing arts.

Work to grow Climate Connect Aotearoa – an in-person and online hub for collaborative climate innovation, based at GridAKL in Wynyard Quarter – was a major priority for TAU. During the year, it progressed a pilot in the Franklin Ward area to enable energy sharing within a community to address energy hardship, share the benefits of available technology and build a more resilient energy system. This pilot is in partnership with Ara Ake, New Zealand's future energy development centre.

Climate Connect Aotearoa is also working with partners to develop a platform to help small and medium-sized enterprises (SME) understand the adaptation planning process and build resilience to climate change impacts.

Preparing for an uncertain future

Application of futures thinking and practices continues for council projects and teams with expanded and refreshed tools and resources available for council to use for futures and foresight. Work is being developed to embed futures thinking into decision making to support senior leadership. Auckland Council, TAU and Climate Connect Aotearoa organised external training and a knowledge building session for senior leadership. In addition, work was completed on insight into key drivers of change for council to consider when thinking about possible risks, opportunities and assumptions in decision making.

Launched in July 2023, He Kete Mātauranga is a space within the Climate Connect Aotearoa website to support businesses and communities in building climate resilience through Māori knowledge systems and frameworks. As an extension of He Kete Mātauranga, Climate Connect Aotearoa hosted a June 2024 hui that brought together Māori businesses, iwi and hapū representatives, mātauranga organisations,



Future Tāmaki Makaurau	
	climate innovators, environmental organisations, academia and communities. The event took an in-depth look into Māori knowledge systems, practices, ways of being, and how they are applied within climate change innovation.
Challenges	As a result of budget cuts for 2023/2024, TAU's creative team - Create Auckland 2030, was disestablished. This impacted on the delivery of the <i>Create Auckland 2030</i> strategy. In addition, the TAU Tech Industry team was halved impacting delivery of <i>Tech Tāmaki Makaurau</i> including a decline in support for innovation services and place support.

Enabled Tāmaki Makaurau: Infrastructure	
Objective	Infrastructure that enables economic development
Actions	3 action areas (8 sub-actions)
Highlights	<p>Leading impactful procurement processes Auckland Council is progressing well with the wider adoption of its sustainable procurement strategy across the group. The Sustainable Procurement Toolkit will ensure that our procurement processes focus on environment and social outcomes. The introduction of a planned new source to contract system will assist with Waste and Carbon measures in 2024/2025.</p> <p>Ngā Puna Pūkenga employed 222 people in 2023/2024, meeting its target of placing 210 people back into sustainable work. Thirty-seven employers were actively engaged in the programme and employing new staff in 2023/2024. Māori and Pacific owned businesses feature strongly in the programme, making up 65 per cent of active employers (41 per cent Māori owned businesses; 24 per cent Pacific owned businesses).</p> <p>Exploring more efficient and resilient infrastructure systems The council group continues to explore avenues for more efficient and resilient infrastructure systems, including implementing wastewater reuse opportunities. The construction of a purified recycled water (potable) pilot plant at our Māngere wastewater treatment plant is now complete, however final works are still required before piloting trials can commence. The Rosedale Park recycled water irrigation pilot is a work in progress. Auckland Council (Healthy Waters) has been issued a consent for the Rosedale Park pilot and is working on a business case to secure funding to proceed.</p> <p>Work is ongoing to implement measures to increase demand for public transport following the COVID related drop in ridership. Bus priority projects are continuing, with works to support the new western express service completed in May 2024. Western express service launched in November 2023, with 100,000 boardings in its first 10 weeks. By the end of June 2024, average weekday boardings were consistently above 3,000 passengers. In total, the Northwest Busway has recorded more than 3.5 million boardings.</p> <p>Work on the KiwiRail Rail Network Rebuild is continuing, with Stage 4 of the electrified line between Papakura and Pukekohe extending to December 2024. Programme planning for 2025/2026 is under development and will include the key Papakura to Wiri section of the Southern Line, and beyond Henderson on the Western Line. Rail reliability continues to affect public transport demand. In addition, the introduction of weekly fare cap, expansion of FareShare, and strategic fare review have been aimed at driving public transport patronage growth from a cost to user perspective. Contactless</p>



Enabled Tāmaki Makaurau: Infrastructure

	<p>payments, Bus booster and Hold My Bus projects are aimed at making public transport services easier to use.</p> <p>Optimizing existing transport networks is ongoing. Bus Booster was implemented at 30 intersections in 2023/2024. A further 268 signalised intersections were optimised. Significant network improvements were delivered at four locations (Paul Matthews Road; Northcote Road; Cook Street/Hobson Street; Sunnynook/Sycamore Drive), with a fifth in construction (Ormiston Road/Preston Road). In addition, seven special vehicle lanes were delivered and dynamic streets continue to be investigated and designed, with implementation commenced for Main Highway, Ellerslie.</p> <p>Auckland Transport has established a focus area to grow external revenue to reduce reliance on council funding. This includes advocacy for increased infringement fees (effective from October 2024), automated camera monitoring of special vehicle lanes, and beginning optimising media procurement and advertising revenue growth. This work will continue into 2024/2025 through a re-tender of out-of-home media services.</p>
Challenges	<p>Public transport patronage was significantly impacted by COVID-19 and is still recovering. Based on the current recovery trend, it is expected that boardings will reach pre-COVID levels (more than 100 million) in the next two years.</p> <p>Safety on the public transport network is a concern that is being addressed through deployment of Transport Officers and roll-out of bus driver screens.</p>

Enabled Tāmaki Makaurau: Regulations

Objective	Regulations that enable economic development
Actions	5 action areas (13 sub-actions)
Highlights	<p>Improving evaluation of planning and zoning rules</p> <p>Better evaluation of planning and zoning rules have been achieved by improvements to Section 32 reporting of economic opportunity cost considerations relative to housing within the context of more enabling zoning for the Auckland Unitary Plan (AUP). All section 32 reports for major plan changes now include peer review by the Chief Economist Unit. Current examples include the Chief Economist Unit's involvement in the preparation of the natural hazards plan change and the investigation of mandatory rainwater tanks. Continuation of housing related opportunity costs considerations through evidence on Plan Change 78. Plan change 78 has progressed to hearings on the city centre provisions, however the remainder of the hearings have been placed on hold by the PC78 Independent Hearings Panel. It is anticipated that through changes to the RMA and the National Policy Statement on Urban Development over the next year that the future of these Plan Change 78 hearings will be resolved.</p> <p>Improving consenting processes</p> <p>Council is working with the Ministry of Business Innovation and Employment (MBIE) to ensure that our optimised customer-focused, end to end, web-based building consenting/certification tool is built to meet the needs of both other local government sector participants and MBIE's regulatory change roadmap.</p> <p>We have continued to develop and expand our use of remote inspections using digital applications. We are currently delivering about 400 inspections via Artisan (remotely).</p>



Enabled Tāmaki Makaurau: Regulations	
	<p>We consider the quality of the builders QA records and then determine to what extent we will rely solely on their self-inspection records. The government is promoting greater use of this type of system nationally. We have expanded applicant access to inspection records through their portal access to MyAuckland. The model documents scope was reduced to cover off only a detailed analysis of RFI's. We have shared this with industry and MBIE to inform their regulatory system change agenda. We are working with NZIA and the University of Auckland to continue the work to complete original scope.</p> <p>Improving consultation processes</p> <p>We continue to see strong preference for digital engagement (submission levels) for large scale consultations. Across the eight largest consultations in 2024 59 per cent of submissions were via the online form. For the 2024-2034 Long-Term Plan consultation 44 per cent of submissions came from digital sources (including 2 per cent via email). The proportion of online submissions is lower in some cases due to the success of the Community Partner programme in boosting engagement with typically under-represented ethnic communities which generates a larger number of paper submissions. The introduction of "Billie" for the LTP consultation provided a physical, interactive way for communities to engage with the concept of the trade-offs required in budget proposals. Given its success it will be re-used in similar future consultations.</p> <p>The council further progressed the use of deliberative democracy (DD) processes at Auckland Council with participatory forums held for the LTP engaging early with both Council demographic advisory panels and the general public. In addition, we engaged early with the community about the content of the consultation feedback form via a workshop with community representatives.</p> <p>Simplifying bylaws and permitting</p> <p>Work to standardise the film permitting approval process is almost complete with a proposed Auckland Unitary Plan change being progressed that includes standards for filming activities on scheduled Sites and Places of Significance to Mana Whenua. The standards have been co-designed with Mana Whenua and the screen industry.</p> <p>Ensure infrastructure is adequately funded and financed</p> <p>Work to review development contributions is progressing to reflect the capital expenditure decisions in the Long-Term Plan 2024-2034 and to include investments beyond 2034 to support growth in the Investment Priority Areas of the Inner Northwest, Mt Roskill, Tamaki, and Māngere. The Council is proposing for the new development contributions policy to take effect from February 2025 and is currently consulting on the policy.</p>
Challenges	<p>Whilst we have continued to advocate for mandatory building warranties it is not a current priority for MBIE at this time and we have no active work with MBIE in place.</p>



Performance measures

Within the Economic Development Action Plan, actions are detailed together with the accountable CCO or Auckland Council directorate (action owner), completion timeframe, and Long-Term Plan activity budget alignment. Where applicable, performance measures and 2023/2024 targets from the Long-Term Plan 2021-2031 and/or CCO statements of intent are aligned to the actions.

The table below sets out reported results for 2023/2024 (and 2021/2022 and 2022/2023 or reference) against the 2023/2024 targets as set out in the Long-Term Plan 2021-2031 and other documents.

PERFORMANCE MEASURES	2021/2022 Result	2022/2023 Result	2023/2024 Update Result	2023/2024 Target
Destination Tāmaki Makaurau				
Attributable value of private sector investment (including screen) secured over the year	\$197.2m	\$325m	\$352	\$200m³
Number of people who are issued tickets to attend Auckland Live, Auckland Zoo, Auckland Art Gallery, NZ Maritime Museum and Auckland Stadiums venues and events	746,476	2.07m	2.09m	2.08m
Contribution to regional GDP from major and business events attracted or supported	\$30.2m	\$74.2m	\$142.8m	\$71m
Net promoter score for Auckland Unlimited audiences and participants (willingness of customers to recommend a product or service to others)	54	45	49	40
Number of programmes contributing to the visibility and presence of Māori in Tāmaki Makaurau	101	88	87	40
Percentage of city centre targeted rate programme delivered on time and within budget	58%	63%	91%	80%

³ As a result of funding cuts in 2023/2024, TAU has reduced its SOI target against this measure from \$200m to \$100m.



PERFORMANCE MEASURES	2021/2022 Result	2022/2023 Result	2023/2024 Update Result	2023/2024 Target
Local Tāmaki Makaurau				
Net new dwellings (housing units) related to town centre intensification	358	364	135	350
Commercial / retail gross floor area (GFA) or net lettable area (square metre)	n/a	n/a	n/a	29,000
Monthly average occupancy rate for tenantable properties (commercial)	93%	94%	97%	85%
Number of council contracts with local suppliers	117	137	146	100 +
Skilled Tāmaki Makaurau				
Direct council contract value awarded to diverse suppliers*	3.4%	4%	4.8%	5% +
Total council subcontract value awarded to Māori and/or Pasifika businesses or social enterprises*	10%	n/a	n/a	15% +
Number of quality employment opportunities for members of target communities created through council contracts*	198	207	222	200
Number of learners through Trades Training programme	102	135	185	190 +
Percentage of female learners through Trades Training programme	35%	26%	19%	30%



PERFORMANCE MEASURES	2021/2022 Result	2022/2023 Result	2023/2024 Update Result	2023/2024 Target
Future Tāmaki Makaurau				
Number of businesses that have been through an Auckland Unlimited programme or benefited from an Auckland Unlimited intervention (per annum)	11,976	1,499	n/a	3,000 ⁴
Number of Māori businesses that have been through an Auckland Unlimited programme or benefited from an Auckland Unlimited intervention (per annum)	1,080	101	135	150 ⁵
Enabled Tāmaki Makaurau: Infrastructure				
Percentage of the total public transport operating costs recovered through fares	23%	22%	31%	25% ⁶
Total public transport boardings	41m	71m	87m	107m
Share of Auckland growth in trips taken up by public and active modes (morning peak)	n/a	n/a	n/a	n/a
Percentage of contracts incorporating waste considerations in procurement processes	Process in review	n/a	n/a	100%
Percentage of contracts incorporating carbon emission reduction strategies in procurement processes	Process in review	n/a	n/a	100%
Enabled Tāmaki Makaurau: Regulations				
Percentage of building consent applications processed within 20 statutory working days	72%	69%	81%	100%

⁴ As a result of funding cuts in 2023/2024, TAU has removed this measure from its SOI and will not be reporting against it.

⁵ As a result of funding cuts in 2023/2024, TAU has reduced its SOI target against this measure from 150 to 50.

⁶ This target has been revised to 36-41 per cent.



PERFORMANCE MEASURES	2021/2022 Result	2022/2023 Result	2023/2024 Update Result	2023/2024 Target
Percentage of Auckland Unitary Plan changes and notices of requirement processed within statutory timeframes	100%	100%	100%	100%
Percentage of non-notified resource consent applications processed within 20 statutory days	71%	66%	88%	100%
Percentage of notified resource consent applications processed within statutory time frame	79%	68%	63%	100%
Percentage of customers satisfied with overall quality of resource consents service delivery	62%	73%	74%	70%
Business floorspace consented by area (square metre)	607,656	493,472	735,788	n/a
Number of film permits granted per annum	619	686	629	n/a

*Procurement related targets can be found in the [Sustainable Procurement Objectives](#).



What's next?

This is the final Economic Development Action Plan 2021-24 Progress Report, marking the end of the three-year term of the plan. When it was developed, the Economic Development Action Plan 2021-24 was intended to 'fill a gap' in economic development policy for Auckland Council following the expiration of the 2011-21 Economic Development Strategy and in a post COVID-19 environment when the economic future of Auckland and the fiscal future of Auckland Council were both uncertain. There is no plan in the near future to develop a new economic development plan.

CCO Reform

The Governing Body and Mayor have agreed to significant changes in the way economic development services will be delivered through Auckland Council in the future, including the re-establishment of economic policy capability within Auckland Council to support decision-making across all council activities. This will include the ability to assess the impact and cost effectiveness of the council group's policy interventions on productivity growth in the Auckland region.

In addition, it has been agreed by the Governing Body and Mayor that the functions of economic development will move from Tātaki Auckland Unlimited to within council, with Tātaki retaining the delivery of destination and major event activity (with council responsible for the relevant strategy and policy). Tātaki will also retain the management of regional facilities.

Further, the Governing Body has agreed that Eke Panuku's functions will be integrated into Auckland Council to strengthen the council's ability to coordinate planning, strategy and delivery in a place-based way, including around strategic growth opportunities and large-scale development.

Final implementation will be undertaken by the Chief Executive by 1 July 2025, as delegated by the Governing Body.

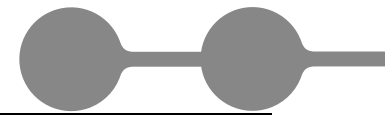


Appendix 1: Progress indicators – measure descriptions

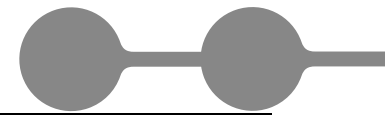
Progress indicator: measure description	Data source	Latest available data as at June 2021*	Data date	Latest available data as at June 2022	Data date	Latest available data as at August 2023	Data date	Latest available data as at August 2024	Data date
Destination Tāmaki Makaurau									
Visitor spend (percentage increase, total domestic spend, total international spend) (current dollars) *total dollar amount of spending by domestic and international visitors to Auckland	Infometrics: Regional economic profile	\$8,731m (tourism spend)	y/e March 2020	\$4,138m	y/e March 2021	\$4,214m (tourism spend)	y/e March 2022	\$7,687m (tourism spend)	y/e March 2023
		-1.1% increase (tourism spend)	y/e March 2020	-52.6% decrease (tourism spend)	y/e March 2021	1.8% increase (tourism spend)	y/e March 2022	82.4% increase (tourism spend)	y/e March 2023
		51.1% of total spend from international spending	y/e March 2020	12.3% of total spend from international spending	y/e March 2021	12.6% of total spend is from international spending	y/e March 2022	34.5% of total spend is from international spending	y/e March 2023
Growth in number of business units and average business size (employees)	Infometrics: regional economic profile (SNZ business demography)	2.5% (growth in BU), 4.5 average size (employees per business unit)	y/e Feb 2020	1.2% (growth in BU), 4.4 average size (employees per business unit)	y/e Feb 2021	5.2% (growth in BU), 4.3 average size (employees per business unit)	y/e Feb 2022	2.0% (growth in BU), 4.3 average size (employees per business unit)	y/e Feb 2023
Economic quality - diversity, jobs, high skilled *The economic quality domain is made of up the following indicators: economic diversity (HHI index); jobs per 100 residents; percentage of jobs that are highly skilled; percentage employed in knowledge-intensive industries; percentage employed in declining industries.	Prosperity Index (TAU)	6.2/10	2020	6.2/10	2020	N/A		N/A	
Businesses difficulty in finding skilled labour *A score of greater than 100 shows more optimism than pessimism. The QSBO calculates a net figure as % of businesses expecting an improvement) minus % expecting a worsening.	NZIER: Quarterly survey of business opinion (RIMU)	-80.5%	June 2021 quarter	-83.5%	June 2022 quarter	-42.9%	June 2023 quarter	23.4%	June 2024 quarter
Ease of doing business	World Bank global ranking	#1	2020	N/A		N/A		N/A	



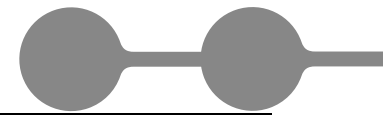
Progress indicator: measure description	Data source	Latest available data as at June 2021*	Data date	Latest available data as at June 2022	Data date	Latest available data as at August 2023	Data date	Latest available data as at August 2024	Data date
Local Tāmaki Makaurau									
Local contribution to regional growth (GDP) *Gross Domestic Product (GDP) measures the value economic units add to their inputs. Auckland's share of industry output is based on the share of employment measured in the Linked Employer Employee Data (LEED).	Infometrics: regional economic profile (GDP per filled jobs)	2.4% regional GDP growth	y/e March 2020	-1.3% regional GDP growth	y/e March 2021	4.5% regional GDP growth	y/e March 2022	4.2% regional GDP growth	y/e March 2023
Local employment growth (growth in number of filled jobs)	Infometrics: regional economic profile	1.9% regional employment growth	y/e March 2020	-0.3% regional employment growth	y/e March 2021	2.9% regional employment growth	y/e March 2022	2.5% regional employment growth	y/e March 2023
Aucklanders' sense of pride in their local area (percentage of those that agree/strongly agree they have pride in their local area)	Quality of life survey	63%	2020	63%	2020	56%	2022		
Connectedness - access to education, work, internet (prosperity index) *The connectedness domain is made of up the following indicators: average commute time to tertiary institutions; average commute time to closest metropolitan centre; average commute time to work; proportion of people with access to the internet at home.	Prosperity Index (TAU)	6.2/10	2020	N/A		N/A		N/A	
Skilled Tāmaki Makaurau									
Average weekly wage by ethnicity (\$, real)	StatsNZ: Household labour force survey	\$1579 (total)	June 2021 quarter	\$1596 (total)	June 2022 quarter	\$1620 (total)	June 2023 quarter	\$1638 (total)	June 2024 quarter
		\$1799 (European)	June 2021 quarter	\$1798 (European)	June 2022 quarter	\$1793 (European)	June 2023 quarter	\$1850 (European)	June 2024 quarter
		\$1452 (Māori)	June 2021 quarter	\$1378 (Māori)	June 2022 quarter	\$1507 (Māori)	June 2023 quarter	\$1492 (Māori)	June 2024 quarter
		\$1206 (Pasifika)	June 2021 quarter	\$1256 (Pasifika)	June 2022 quarter	\$1307 (Pasifika)	June 2023 quarter	\$1312 (Pasifika)	June 2024 quarter
		\$1360 (Asian)	June 2021 quarter	\$1423 (Asian)	June 2022 quarter	\$1463 (Asian)	June 2023 quarter	\$1452 (Asian)	June 2024 quarter



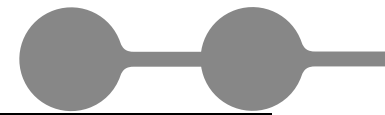
Progress indicator: measure description	Data source	Latest available data as at June 2021*	Data date	Latest available data as at June 2022	Data date	Latest available data as at August 2023	Data date	Latest available data as at August 2024	Data date
Skills and labour force participation and qualifications *The Skills and Labour Force Domain is made of up the following indicators: percentage of people starting school who have attended early childhood education; percentage of school leavers enrolled in tertiary within one year of leaving; percentage of school leavers who have NCEA level 2 or above; percentage of working-age population with a level 3 qualification.	Prosperity Index (TAU)	7.0/10	2020	7.0/10	2020	N/A		N/A	
Employment by skill level (low-skilled vs highly-skilled) for Total and Māori *Highly skilled occupations typically require a bachelor degree or higher qualification and include professionals such as accountants, teachers, and engineers, as well as most managers such as chief executives.	Infometrics: regional economic profile	38.3% highly-skilled and 34.4% low-skilled (total Akl)	y/e March 2020	38.7% highly-skilled and 34.1% low-skilled (total Akl)	y/e March 2021	38.9% highly-skilled and 33.8% low-skilled (total Akl)	y/e March 2022	39.0% highly-skilled and 33.7% low-skilled (total Akl)	y/e March 2023
		28.9% highly-skilled and 43.4% low-skilled (Māori Akl)	y/e March 2020	29.3% highly-skilled and 43.0% low-skilled (Māori Akl)	y/e March 2021	29.8% highly-skilled and 42.6% low-skilled (ā Akl)	y/e March 2022	29.6% highly-skilled and 42.6% low-skilled (Maori Akl)	y/e March 2023
Household prosperity income, home ownership, rental affordability, unemployment	Prosperity Index (TAU)	7.0 / 10 (household prosperity score)	2020	N/A		N/A		N/A	
Educational achievement of Aucklanders generally, young people, Māori and Pasifika peoples (proportion of those that have at least Level 4 qualifications and above).	StatsNZ: Household labour force survey (custom data for RIMU)	33% Māori, 26% Pasifika and 37% 20-24 yrs have at least Level 4 qualifications	y/e Dec 2021 (moving annual average)	35% Māori, 26% Pasifika and 39% 20-24yrs have at least Level 4 qualifications	y/e Dec 2021 (moving annual average)	36% Māori, 27% Pasifika and 35% 20-24yrs have at least Level 4 qualifications	y/e Dec 2022 (moving annual average)	38% Māori, 29% Pasifika and 35% 20-24yrs have at least Level 4 qualifications	y/e Dec 2023 (moving annual average)
		53% of total Auckland have at least Level 4 qualifications		53% of total Auckland have at least Level 4 qualifications		53% of total Auckland have at least Level 4 qualifications		55% of total Auckland have at least Level 4 qualifications	



Progress indicator: measure description	Data source	Latest available data as at June 2021*	Data date	Latest available data as at June 2022	Data date	Latest available data as at August 2023	Data date	Latest available data as at August 2024	Data date
Future Tāmaki Makaurau									
Percentage of people employed in knowledge intensive and creative industries *Knowledge-intensive industries are industries that satisfy two basic criteria: At least 25 per cent of the workforce must be qualified to degree level and at least 30 per cent of the workforce must be employed in professional, managerial, as well as scientific and technical occupations.	Infometrics: regional economic profile (SNZ business demography)	35.3% of employment is in knowledge intensive industries	y/e March 2020	35.7% of employment is in knowledge intensive industries	y/e March 2021	36.0% of employment is in knowledge intensive industries	y/e March 2022	36.1% of employment is in knowledge intensive industries	y/e March 2023
	Knowledge Auckland: Creative Sector report 2020	5.2% of total businesses are in the creative sector (3.5% contribution to Auckland's GDP and 3.6% of Auckland's employees)	y/e March 2020	5.2% of total businesses are in the creative sector (3.5% contribution to Auckland's GDP and 3.6% of Auckland's employees)	y/e March 2021	5.4% of total businesses are in the creative sector (3.8% contribution to Auckland's GDP and 3.6% of Auckland's employees)	y/e March 2022	5.4% of total businesses are in the creative sector (4.0% contribution to Auckland's GDP and 3.7% of Auckland's employees)	y/e March 2023
Industries in Auckland with a comparative advantage (location quotient) *an area has a location quotient larger than one when the share of that industry in the area's economy is greater than the share of the same industry in the national economy.	Infometrics: regional economics profile	50% (27/54) of industries in Auckland have a comparative advantage to total NZ - Highest (1.9 location quotient) is insurance and superannuation funds	y/e March 2020	48% (26/54) of industries in Auckland have a comparative advantage to total NZ - Highest (1.9 location quotient) is insurance and superannuation funds	y/e March 2021	44% (24/54) of industries in Auckland have a comparative advantage to total NZ. Highest is Insurance & Superannuation Funds (1.9 location quotient), Telecomms, Internet & Library Services (1.7), and Finance (1.6).	y/e March 2022	44% (24/54) of industries in Auckland have a comparative advantage to total NZ. Highest is Insurance & Superannuation Funds (1.9 location quotient), Telecomms, Internet & Library Services (1.7), and Information Median Services (1.6).	y/e March 2023

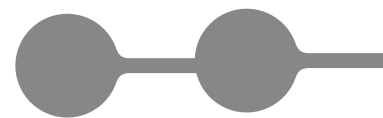


Progress indicator: measure description	Data source	Latest available data as at June 2021*	Data date	Latest available data as at June 2022	Data date	Latest available data as at August 2023	Data date	Latest available data as at August 2024	Data date
Level of diversification of the Auckland economy (HHI) *This data represents the normalised Herfindahl–Hirschman Index which measures the level of diversification of the Auckland economy. An index of 0 represents a diversified economy with economic activity evenly spread across all industries. The higher the index, the more concentrated economic activity is on a few industries.	Infometrics: regional economics profile	312 (HHI of 0 = highest diversification)	y/e March 2020	332 (HHI of 0 = highest diversification)	y/e March 2021	350 (HHI of 0 = highest diversification)	y/e March 2022	350 (HHI of 0 = highest diversification)	y/e March 2023
Biggest industry contributors to GDP This measure shows the industry that made the largest contribution to total annual GDP in Auckland)	Infometrics: regional economics profile	Professional, scientific and tech services (contributed 10.3% of total GDP)	y/e March 2020	Professional, scientific and tech services (contributed 10.5% of total GDP)	y/e March 2021	Professional, scientific and tech services (contributed 11.0% of total GDP)	y/e March 2022	Professional, scientific and tech services (contributed 11.3% of total GDP)	y/e March 2023
Percentage of Auckland businesses that undertook research and development over the last 12 months	Auckland Unlimited: Business survey	39%	2019	42%	Sep-21	N/A		N/A	
Enabled Tāmaki Makaurau: Infrastructure									
Residents that agree that public transport is easy to get to	Quality of life survey	64%	2020	N/A		58%	2022	N/A	
Proportion of Auckland's Metropolitan Centres served by the Rapid Transit Network (note that the number of Metropolitan Centres increased to 11 in 2022, with the addition of Drury following Plan Change 48 becoming operative).	Auckland Council Transport Strategy Team	6/10	2021	7/11	2022	7/11	2023	7/11	2024
Business activity - size, growth, self-employment (prosperity index)	AUL: Prosperity index	4.2/10	2020	N/A		N/A		N/A	



Progress indicator: measure description	Data source	Latest available data as at June 2021*	Data date	Latest available data as at June 2022	Data date	Latest available data as at August 2023	Data date	Latest available data as at August 2024	Data date
Enabled Tāmaki Makaurau: Regulations									
Hectares of business zoned land under the Auckland Unitary Plan	Auckland Council: Spatial Database Engine (SDE)	6,316 ha	Feb 2021	6,320 ha	May 2022	6,362	May 2023	6,382	Sept 2024
Number of dwellings consented and consents by dwelling type (high density = terraced housing and apartments, excludes retirement units)	Auckland Council (data drawn from infometrics regional construction outlook, residential consents)	19,035 dwellings consented	y/e June 2021	21,609 dwellings consented	y/e June 2022	19,085 dwellings consented	y/e June 2023	13,855 dwellings consented	y/e June 2023
		62% high density	y/e June 2021	69% high density	y/e June 2022	72% high density	y/e June 2023	68% high density	y/e June 2023
Perception that council keep people informed on how their rates are spent	Auckland Council: Citizens insights monitor	31%	2020 (Q4)	30%	2021 (Q4)	26%	2022 (Q4)	27%	2023 (Q4)
Perception that council demonstrates good value for ratepayers money	Auckland Council: Citizens insights monitor	17%	2020 (Q4)	15%	2021 (Q4)	14%	2022 (Q4)	13%	2023 (Q4)

* All data sourced from Infometrics uses 2020 data as the baseline, which covers the year March 2019 to March 2020.



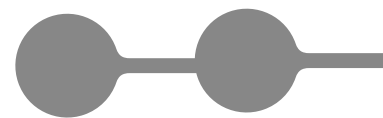
Appendix 2: EDAP progress aligned to Māori outcomes

Destination Tāmaki Makaurau: Attracting people and investment

- 'Discover Auckland', the online platform which digitises the Tāmaki Makaurau visitor experience and enables providers to use and upload content continued to be developed over 2023/2024, incorporating the Tāmaki Makaurau Auckland Place Brand tohu throughout the site. By the end of 2023/2024, plans were well in train to launch 'Treasures of Tāmaki Makaurau Auckland', a new section on Discover Auckland aimed at enhancing the visibility and reach of Māori-owned businesses and iwi enterprises within Auckland's vibrant visitor economy. The initiative marks a significant milestone in promoting Auckland's unique Māori tourism offerings, incorporating Māori visitor attractions and businesses (Action 1.1).
- In June, TAU hosted the award-winning US Travel show Barefeet with Michela Mallozi and sponsored two episodes featuring Māori culture, dance, song and kai, with a focus on the special significance of Matariki and Māori performing arts. Filmed over six days, the episodes showcase the new Ngāti Whātua Ōrākei waka, a Umu kohukohu Whetū ceremony, the Waimahara art installation in Myers Park, the Whatua te ao Matariki showcase, Te Kahui o Matariki installation, a haka on Eden Park and a private tour of the All Blacks Experience (Action 1.1).
- Throughout June, TAU hosted several familiarisation tours for the Business Events and Trade sectors, highlighting key Māori tourism businesses such as Te Hana, Te Mahurehure, and Te Wehi Haka (The Haka Experience). Additionally, Auckland Convention Bureau (ACB) incorporated a cultural storytelling element, featuring Dane Tumahi and Kingi Makoare from Ngāti Whātua Ōrākei, providing a moving introduction to Māori culture. ACB also partnered with Dane Tumahai (Ngāti Whātua Ōrākei) to create a Welcome to Tāmaki Makaurau video for an international bid presentation in Milan, Italy to host the next World Congress on Earthquake Engineering, which would attract up to 3500 visitors to Auckland if successful (Action 1.1).
- TAU delivered 87 programmes contributing to the visibility and presence of Māori in Tāmaki Makaurau in 2023/2024 across its events, shows, performances and exhibitions. Programmes and initiatives included support for the M9 series of speaking events, extensive Matariki focussed education programmes and celebrations, internal capability building programmes for TAU staff, and a series of events focussed on Māori voyaging as part of the first Auckland Wooden Boat Festival (Action 1.2).
- The City Centre Action Plan consists of ten city-wide programmes targeting social, economic, environmental and cultural elements of the city. One of these is *Advancing Mana Whenua outcomes* including:
 - strengthening Treaty relationships with mana whenua,
 - preparing a plan to advance mana whenua outcomes that apply to the five pou of the city centre,
 - identifying employment and skills opportunities in city-centre projects to offer Māori businesses and professionals, and
 - exploring partnering and development opportunities with iwi (Action 1.5)

Local Tāmaki Makaurau: Enabling thriving local economies

- Eke Panuku continued to work collaboratively with a wide range of partners to deliver urban regeneration programmes across Tāmaki Makaurau Auckland with a focus on town centres and locations agreed with Auckland Council. Partnerships with iwi mana whenua o Tāmaki Makaurau were pivotal to the delivery of programmes as they provide a regenerative approach. This approach



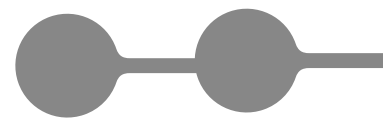
ensures Auckland Council is giving back to the natural environment and the people of Tāmaki Makaurau while also acknowledging the strong cultural history and identity of this place. (Action 2.1)

Skilled Tāmaki Makaurau: Supporting quality jobs and skill development

- Over the summer, four tertiary students of Māori or Pacific descent joined TAU through the TupuToa 12-week internship programme to gain real-world professional experience and expand their professional and personal horizons. This is the third year TAU supported this important Kaupapa (Action 3.2).
- Amotai has 190 buyer members and 2350 Māori and Pasifika supplier businesses registered around the country. There are 921 Amotai suppliers in Auckland, and they are growing in size. In 2023/2024 Amotai saw a 32 per cent increase in Māori businesses with an annual turnover of \$1 million plus (total of 212 businesses in Tāmaki Makaurau). Auckland Council Group also spent \$21 million with Amotai suppliers. Amotai also launched the world's first indigenous buyer maturity matrix, Tere Ki Tai. In 2023/2024, Amotai has engaged a third of their buyers to complete Tere Ki Tai and the data shows that in 2022/2023 that cohort of buyers spent \$437 million over 1461 contracts with Amotai suppliers (Action 3.4).
- A report released by the Whāriki Māori Business Network showed a TAU-supported Whāriki initiative to promote and showcase Māori businesses during FIFA Women's World Cup 2023 resulted in increased trade for participating pakihi Māori (Action 3.4).

Future Tāmaki Makaurau: Preparing businesses for Auckland's future

- The vision for Te Puna Creative Quarter was launched to the creative industry and community on 16 November. Te Puna is a collaboration between TAU and west Auckland-based iwi Te Kawerau ā Maki. Te Puna aims to be a world-class hub for screen, video gaming, creative tech, music, arts and performing arts – the first of its kind for New Zealand. After the successful launch, the focus shifted to engagement planning with mana whenua with an interest in the area. Invitations to hui in the New Year, with supporting information, were sent out to nine iwi (Action 4.1).
- Business cases developed by TAU secured more than \$3.3 million from the Auckland Council Māori Outcomes Fund for use over the next three years. The funds will be used to support three Māori Economic Innovation hubs: Te Puna Creative Innovation Quarter, Reserve TMK, and Te Ngahere (GridMNK); plus Māori tourism and employment initiatives, the establishment of a Māori Economic Development 10-Year Strategic Action Plan, and to support rangatahi performing arts (Action 4.2).
- An 18-month pilot with Tāmaki Regeneration Company to establish the Reserve Māori and Pacific innovation hub in Glen Innes was successfully completed and the emerging hub's community is building (Action 4.2).
- 135 Māori business have been through a TAU programme or benefited from a TAU intervention in 2023/2024. Results reflect the large number of Māori businesses that have been tenants or through a programme at the TAU-supported innovation precinct at GridMNK and also The Reserve innovation precinct in Glen Innes (Action 4.2).
- Climate Connect Aotearoa started a built environment challenge guided by research into green jobs and the 'turning point' of Tāmaki Makaurau Auckland's economy. The challenge aimed to collaboratively develop a green jobs and skills pilot programme for the region's construction and infrastructure sector, focusing on the Māori and Pacific supply chain and its workforce (Action 4.2).
- Launched in July 2023, He Kete Mātauranga is a space within the Climate Connect Aotearoa website to support businesses and communities in building climate resilience through Māori knowledge



systems and frameworks. As an extension of He Kete Mātauranga, Climate Connect Aotearoa hosted a June 2024 hui that brought together Māori businesses, iwi and hapū representatives, mātāwaka organisations, climate innovators, environmental organisations, academia and communities. The event took an in-depth look into Māori knowledge systems, practices, ways of being, and how they are applied within climate change innovation (Action 4.3).

Enabled Tāmaki Makaurau: Infrastructure: Infrastructure that enables economic development

- Ngā Puna Pūkenga employed 222 people in 2023/2024, meeting its target of placing 210 people back into sustainable work. Thirty-seven employers were actively engaged in the programme and employing new staff in 2023/2024. Māori and Pacific owned businesses feature strongly in the programme, making up 65 per cent of active employers (41 per cent Māori owned businesses; 24 per cent Pacific owned businesses (Action 5.1).

Enabled Tāmaki Makaurau: Regulations: Regulations that enable economic development

- Work continued on developing an indigenous film protocol and proposed Unitary Plan change related to filming on Sites and Places of Significance to Mana Whenua. In September 2023, a collaborative working group made up of Mana Whenua, film industry and TAU representatives was established by TAUL in support of these goals – resulting in positive engagement with iwi, hapū and industry. The draft plan change is expected to go out for public consultation in the first quarter of the next financial year (Action 6.4).

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