

ECONOMIC DEVELOPMENT ACTION PLAN 2021-24

Long-term strategic outcomes

Auckland Plan

Opportunity and Prosperity

Auckland is prosperous with many opportunities and delivers a better standard of living for everyone

AUCKLAND PLAN 2050

Te Tāruke-ā-Tāwhiri:
Auckland's Climate Plan

A resilient and low carbon economy

Kia Ora Tāmaki Makaurau

Kia ora te umanga: Māori Business, Tourism and Employment

Three-year objectives for Auckland

<p>Destination Tāmaki Makaurau</p> <p>Attracting people and investment</p>	<p>Local Tāmaki Makaurau</p> <p>Enabling thriving local economies</p>	<p>Skilled Tāmaki Makaurau</p> <p>Supporting quality jobs and skill development</p>	<p>Future Tāmaki Makaurau</p> <p>Preparing businesses for Auckland's future</p>	<p>Enabled Tāmaki Makaurau: Infrastructure</p> <p>Infrastructure that enables economic development</p>	<p>Enabled Tāmaki Makaurau: Regulations</p> <p>Regulations that enable economic development</p>
<p>Guiding Principles</p>	<p>Transitioning to a low carbon and regenerative economy</p>		<p>Supporting economic opportunities for Māori</p>	<p>Responding to communities of greatest need</p>	

Progress indicators against the objectives (reported annually)

<ul style="list-style-type: none"> Visitor spend Business growth and reputation Economic quality (diversity, jobs, high-skilled) 	<ul style="list-style-type: none"> Local contribution to region Local employment growth Access to work, education and internet 	<ul style="list-style-type: none"> Income equity Skills and labour force participation Educational participation and achievement 	<ul style="list-style-type: none"> Knowledge intensive and creative industries Comparative advantage Business innovation 	<ul style="list-style-type: none"> Access to jobs Accessibility to public transport Business activity 	<ul style="list-style-type: none"> Building and construction activity Business zoned land Value for money (council services)
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Actions to be delivered across Council Group (reported annually)

<p>Enhance Auckland's reputation as a destination to live, work, study, play, visit and invest (AUL)</p>	<p>Regenerate town centres to ensure they thrive (EP)</p>	<p>Support young people to develop skills and connections that lead to quality career opportunities (CMT, AC)</p>	<p>Build on Auckland's industry strengths as a diversified economy (AUL)</p>	<p>Lead impactful procurement practices (AC)</p>	<p>Achieve better, quantifiable evaluation of planning and zoning rules (AC)</p>
<p>Attract, deliver and develop major events, shows, performances and exhibitions (AUL)</p>	<p>Support local boards in their contribution to economic outcomes (AC, AUL, AT)</p>	<p>Support Māori and Pasifika peoples to transition into higher quality employment (AC, AUL)</p>	<p>Expand Auckland's innovation support and infrastructure (AUL)</p>	<p>Explore avenues for more efficient and resilient infrastructure systems (AC, AT, WSL, AUL)</p>	<p>Ensure consenting processes are fast, pragmatic and fit-for-purpose (AC)</p>
<p>Attract investment into Auckland that creates high quality employment outcomes (AUL)</p>	<p>Establish a consistent approach to local economic places of focus (AUL, AC)</p>	<p>Partner to improve STEM and digital equity across south and west Auckland (CMT, AC)</p>	<p>Prepare for a more uncertain future (AC)</p>	<p>Transition infrastructure to a climate positive future (AC, AT, WSL)</p>	<p>Produce a more informed consultation process for significant investment (AC)</p>
<p>Attract talent to help fill skill shortages (AUL)</p>	<p>Ensure local businesses benefit from existing support programmes (AUL, AT, AC)</p>	<p>Support Māori and Pasifika business ownership (AUL, AC)</p>			<p>Simplify and standardise bylaws and permitting (AUL, AC)</p>
<p>Develop the city centre in alignment with the City Centre Masterplan (AC, AUL, AT, EP)</p>		<p>Advocate for a fairer share of investment to transform south and west Auckland's economies (AC, AUL)</p>			<p>Ensure infrastructure is adequately funded and financed (AC)</p>