

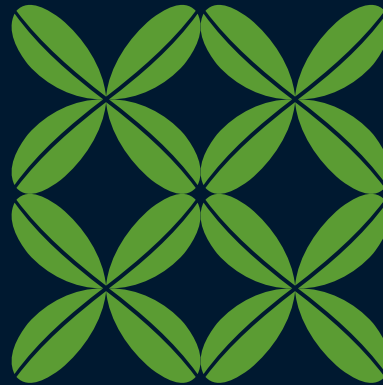
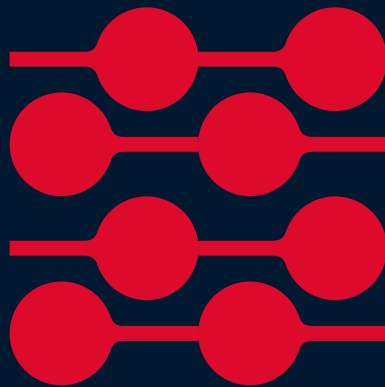
TE MAHERE WHANAKE ŌHANGA

ECONOMIC DEVELOPMENT
ACTION PLAN 2021-24



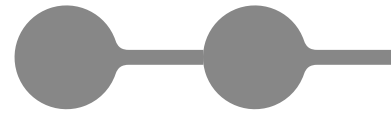
Progress report

November 2023



Contents

- Purpose of this report.....2
- Monitoring and reporting framework3
- Progress on our guiding strategies..... 4
- Progress indicators..... 4
- Action progress overview 8
- Action progress summary..... 9
- Action highlights and challenges.....10
- Performance measures.....18
- What’s next?.....22
- Appendix 1: Progress indicators – measure descriptions.....23
- Appendix 2: EDAP progress aligned to Māori outcomes.....27



Purpose of this report

The purpose of this report is to show progress on Te Mahere Whanake Ōhanga: 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 deliberate intent to work closely together to provide a clear and directive plan for economic development over the period 2021-2024.

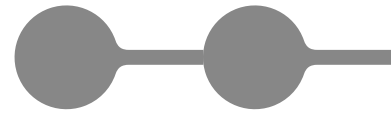
Taking direction from Auckland’s key strategic document, the Auckland Plan 2050, and other important strategies including Te-Tāruke-ā-Tāwhiri: Auckland’s Climate Plan and Kia ora Tāmaki Makaurau: Council’s Māori Outcomes Framework, this plan has a clear purpose:

*“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.

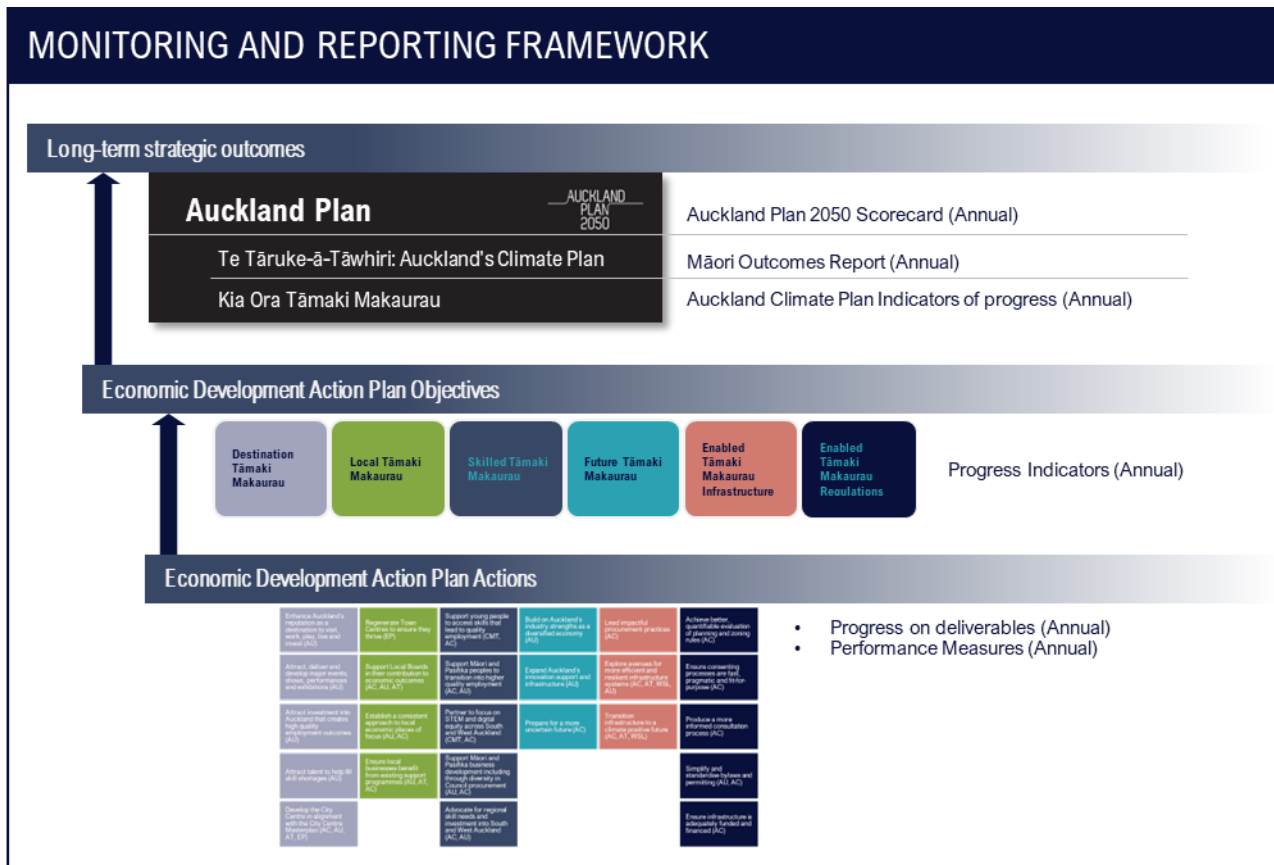
To ensure consistency, these progress reports align with the Auckland Plan 2050 and Annual Plan monitoring and reporting cycles. This is the second progress report since the plan was adopted in July 2021.

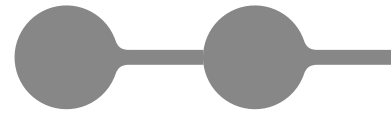




Monitoring and reporting framework

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

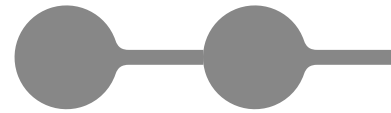
Progress indicators

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

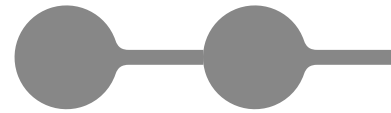
The results for 2022/23¹ below reflect the latest available data as at August 2023. The indicators provide a guide to assess if progress is being made in these areas. Progress is measured against the baseline of 2020/21. While progress is not only the direct result of activities of the plan, lack of 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

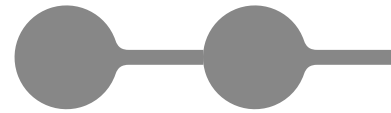
¹ Please note that the data reported in the table does not necessarily refer to the financial year. This is the case for all the time periods captured. Refer to Appendix 1 for details.



PERFORMANCE MEASURES	2020/21 Baseline	2021/22 Result	2022/23 Update Result	Tracking
Destination Tāmaki Makaurau				
Tourism spend (current \$)*	\$8,814m	4,252m	\$4,045m	↓
Business growth (units)*	2.2%	1.1%	5%	↑
Economic quality – diversity, jobs, high skilled	6.2/10	N/A	N/A	...
Businesses difficulty in finding skilled labour ((-) indicates that businesses expect a worsening)	(-) 80.5%	(-) 83.5%	(-) 42.9%	↑
Ease of doing business – World Bank global ranking	#1	N/A	N/A	...
Local Tāmaki Makaurau				
GDP growth*	2.5%	-1.7%	4.5%	↑
Employment – growth in the number of filled jobs*	1.6%	-0.5%	3.2%	↑
Pride in local area	63%	N/A	56%	↓
Connectedness – access to education, work, internet	6.2/10	N/A	N/A	...
Skilled Tāmaki Makaurau				
Average weekly wages (inflation adjusted, \$2023)	\$1,528 European \$1,741 Māori \$1,405 Pasifika \$1,167	\$1,545 European \$1,740 Māori \$1,334 Pasifika \$1,215	\$1,567 European \$1,733 Māori \$1,457 Pasifika \$1,265	↑
Skills and labour force participation and qualifications	7.0/10	N/A	N/A	...
Highly skilled - percentage of jobs in highly skilled occupations*	38.3%	38.7%	38.9%	—



PERFORMANCE MEASURES	2020/21 Baseline	2021/22 Result	2022/23 Update Result	Tracking
Household prosperity – income, home ownership, rental affordability	7.0/10	N/A	N/A	...
At least level 4 qualifications	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	—
Future Tāmaki Makaurau				
Knowledge intensive employment*	35.5%	35.3%	36.1%	—
Percentage of businesses in the creative sector	5.2%	5.2%	5.4%	—
Comparative advantage 31/54 industries in Auckland have a comparative advantage to total New Zealand**	57% (31/54)	57% (31/54)	46% (25/54)	↓
Diversification score (HHI index of = highest diversification)*	30.9	33.2	34.3	↑
Contribution of professional, scientific and tech services to GDP (highest % contribution to GDP of any sector)*	10.2%	10.5%	9.5%	—
Innovative business – businesses undertaking research and development	39%	42%	N/A	...
Enabled Tāmaki Makaurau: Infrastructure				
Accessible public transport – residents agree that public transport is easy to get to	64%	N/A	58%	↓
Metropolitan centres serviced by a Rapid Transit Network **	6/10	7/11	7/11	—
Business activity – size, growth, self-employment	4.2/10	N/A	N/A	...



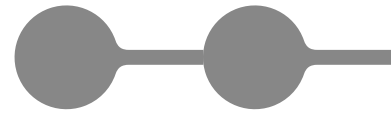
Enabled Tāmaki Makaurau: Regulations				
Business zoned land (hectares)	6,316	6,320	6,362	—
Dwellings consented	19,035	21,609	19,085	—
Percentage of new consents that are high density i.e. terraced housing and apartments (excludes retirement units)	62%	69%	72%	↑
Council transparency – residents agree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

*All data sourced from Infometrics uses 2020 data as the baseline, which covers the year March 2019 to March 2020. The most recent data (2022/23) is for the year ending March 2022 and therefore covers a period that was still heavily impacted by COVID-19 related restrictions – particularly in Auckland. 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.

- ▶▶ 7 indicators are broadly tracking positively – these are in the areas of GDP growth, business and employment growth, wage growth and quality compact development.
- ▶▶ 8 indicators show no change from the baseline year.
- ▶▶ 7 indicators have no new data.
- ▶▶ 6 indicators appear to be tracking negatively – these are in the areas of tourism spend, residents’ feelings of pride of their local area, accessibility of public transport, and perceptions of council demonstrating good value for money on rates. Some of these are largely due to pandemic related impacts and should experience some recovery in the near future.

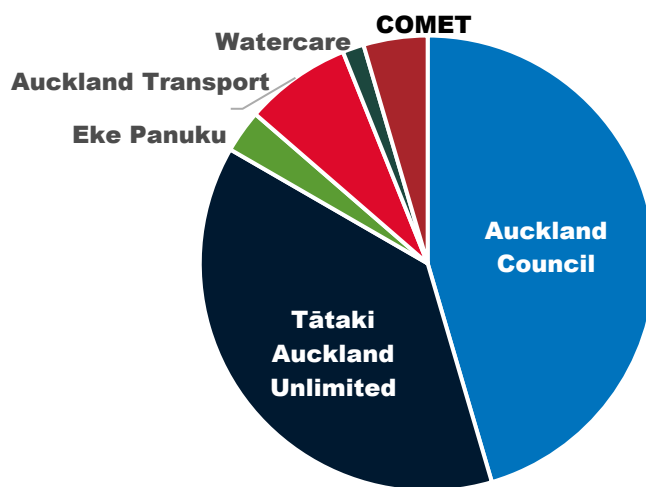
Refer to [Appendix 1](#) for detailed descriptions of the measures.



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

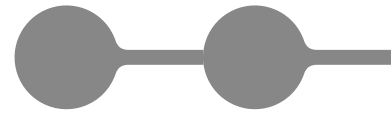


While a large number of actions within this plan cut across multiple parts of council and are delivered through collaboration between council and CCOs, for the purposes of reporting;

- 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

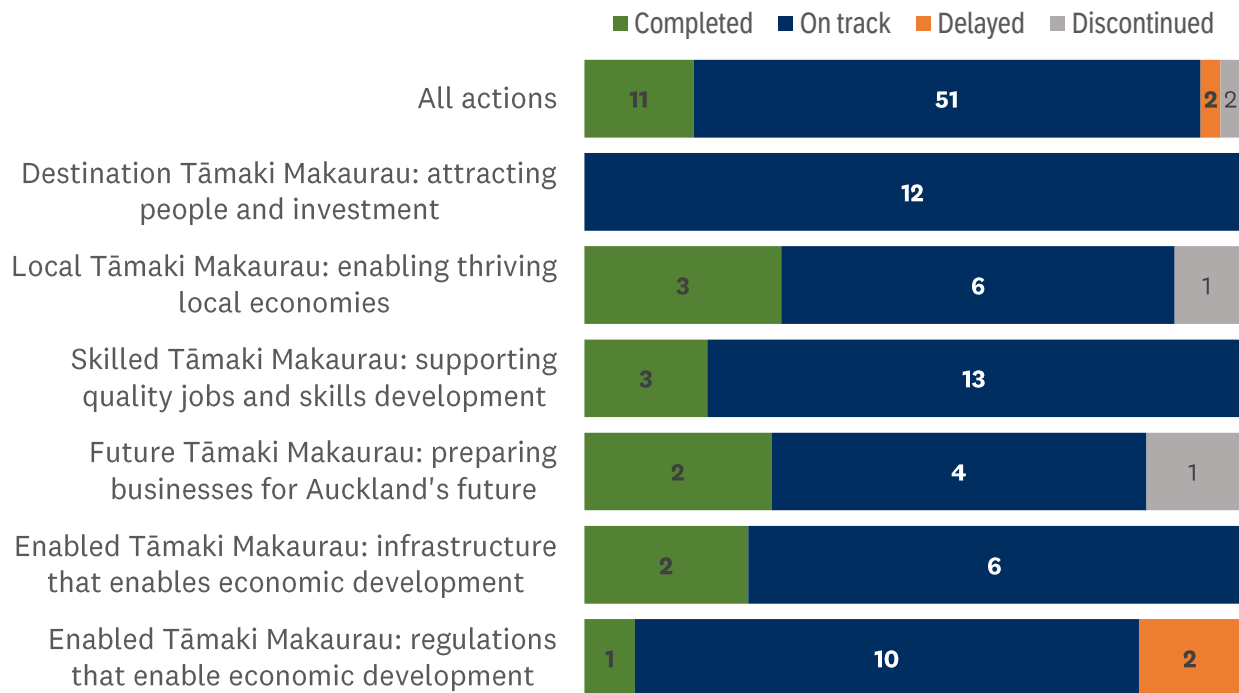


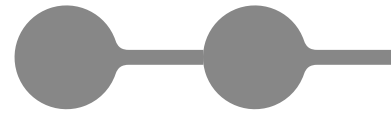
² Through the 2023/2024 Annual Budget process, council agreed that COMET will become a stand-alone, independent organisation (no longer a CCO).



Action progress summary

Across the 66 sub-actions, the majority (77 per cent) remain on track (51 actions). Eleven actions have been completed, two have been delayed and two have been discontinued.

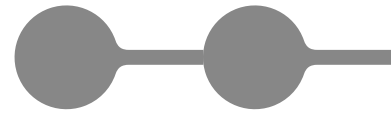




Action highlights and challenges

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 Tātaki Auckland Unlimited (TAU) has continued to build the range of brand assets available in the Auckland brand library and has partnered both across council and with a range of external partners to accentuate the Auckland place brand through destination marketing campaigns such as <i>Auckland is Calling</i> and <i>Elemental AKL</i>.</p> <p>The Digital Auckland project progressed well throughout the year and in May, TAU soft-launched 'Discover Auckland', an online platform which digitises the Tāmaki Makaurau visitor experience and enables providers to use and upload content. The platform will ultimately attract more visitors and support the prosperity of the region’s visitor economy.</p> <p>Supporting destination management Destination management plans for Waiheke and Aotea Great Barrier islands were completed, in collaboration with local operators and iwi, and will be implemented in the coming year. A plan for Matakana was also completed.</p> <p>Attracting and supporting major events With the end of COVID-19 restrictions most of the major sporting and cultural events, shows and exhibitions were back, including TAU’s delivery of two of the region’s most-loved cultural festivals – Diwali and Pasifika – and hosting of the Frida Kahlo and Diego Rivera exhibition at the Auckland Art Gallery. In addition, TAU supported the delivery of the Rugby World Cup 2021 (played in 2022), World Rally Championship, FIFA Women’s World Cup 2023 (in 2022/2023 TAU hosted the official draw event at Aotea Square and the play-off tournament at North Harbour Stadium), 2022 ITM Auckland SuperSprint, and the Ed Sheeran and Harry Styles concerts.</p> <p>Attracting investment Invest Auckland has kept interest in Auckland high through publishing 22 articles focusing on Auckland’s key sectors and investment eco-system, supported by 191 posts on the Invest Auckland LinkedIn page. A website refresh is nearly complete and has seen all pages updated and new sector pages added.</p> <p>TAU has continued to support investment into the screen industry. Te Pūtahi, two new 2,000 square metre sound stages at council-owned Auckland Film Studios in Henderson, were completed in 2022/2023 and 742 film permits were issued for filming on public land for a range of international, local productions and commercials.</p> <p>TAU’s Screen Auckland unit released a roadmap this year to guide the industry’s sustainable development in Tāmaki Makaurau.</p> <p>The most significant project has been dealing with the implications of Council Unitary Plan changes regarding Sites and Places of Significance to Mana Whenua. During the year, TAU consulted industry about changes to the Auckland Unitary Plan Sites and Places of Significance to Mana Whenua, which recognises the importance of particular sites to the region’s iwi. TAU is working with iwi and stakeholders on solutions that balance the needs of all parties, and received support from the Planning, Environment</p>



Destination Tāmaki Makaurau

and Parks Committee to pursue a change to the Unitary Plan which – with the agreement of iwi – will support filming, while respecting the significance of certain areas to mana whenua.

Developing the city centre

The City Centre Action Plan was approved by the Eke Panuku board in 2023. This collaborative plan will help us achieve a thriving city centre as envisioned in the City Centre Masterplan. A focus on enhancing the people experience in the city centre has involved a significant activation and placemaking programme delivered with key city centre partners and supported by the government’s Local Activation Fund as part of Auckland Council’s efforts to support the city centre to recover following COVID-19 lockdowns.

Auckland Transport has work underway to deliver Access for Everyone, the City Centre Bus Plan, parking, loading, and servicing plans and a road safety programme. The next phase of work on Access for Everyone (A4E) will develop a programme of works to achieve A4E outcomes in alignment with the ongoing regeneration programme for the city centre. A significant programme of work is happening to integrate the CRL with public spaces, public transport and development projects. This includes a focus on maximising opportunities around the new stations. For example, a significant programme of works involving Auckland Council, Auckland Transport, Watercare Ltd and Eke Panuku is being delivered within the Aotea/Midtown precinct to enhance the urban realm environment and create better connections to and within the city centre in conjunction with the CRL Te Waihorotiu Station.

Challenges

Through the 2023/2024 Annual Budget process, Auckland Council was forced to make significant funding cuts in a number of areas to achieve a balanced budget. Among these cuts, TAU’s general rates funding was reduced by \$34.5m, to help meet the council’s operating deficit. The area most impacted is economic development which includes those focused on promoting Auckland offshore as a destination to live, work, invest and visit.

TAU’s ability to invest in future events has also been very limited with the major events fund fully committed. The timing of the Supreme Court decision on the Accommodation Provider Targeted Rate meant that the reintroduction of the rate could not be considered for the 2023/2024 Annual Budget. As a result, beyond August 2024 there are very few major events confirmed and no future funding is confirmed to facilitate bidding for future events.

The screen writers strike in the US has had an impact on the pipeline of international activity into Auckland’s screen sector over the first half of 2023.

Restoring the reputation of the city centre as a vibrant and safe place to visit will continue to be a challenge for 2023/2024.

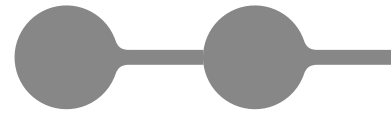
Local Tāmaki Makaurau

Objective Enabling thriving local communities

Actions 4 action areas (10 sub-actions)

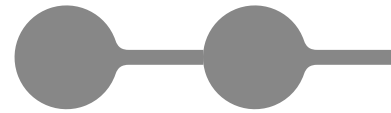
Highlights Regenerating town centres

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. Projects currently



Local Tāmaki Makaurau	
Challenges	<p>happening include the next phase of the Te Ara Awataha in Northcote and Te Whakaoranga o te Puhinui in Manukau. This involves a recent land acquisition to support the objectives of Te Whakaoranga o te Puhinui. Eke Panuku has invested to improve amenity and vibrancy of town centres to attract further investment, residents and visitors, for example, Hayman Park destination playground, Waiwhaririki Anzac Square stage 1 in Takapuna, and the Clifton Court upgrade in Panmure. Concept plans have been approved by local boards for Stadium Reserve in Papatoetoe and Catherine Plaza in Henderson.</p> <p>Supporting local boards TAU produced Local Economic Overviews to brief freshly elected local board members in late 2022. Strategic overview sessions were also held with local boards to inform them about crucial insights, including key economic places in their areas, and the role each local board area plays within Auckland's regional economy. Additionally, TAU has been supporting local boards to develop their Locally Driven Initiatives and Local Economic Development programmes over the next three years.</p> <p>Through the Auckland Council Sustainable Procurement Objectives, 137 local board contracts were awarded to local suppliers against a target of 100 contracts within local board areas.</p> <p>Planning local economic places The package of information to describe the key economic places of Auckland has been completed. The economic places narrative is currently in development and is expected to be completed within 2023/2024. The economic masterplan for the Southern Corridor was completed, with support of a large stakeholder group, and delivered at a stakeholders' forum in April 2023 with the Minister for Auckland.</p> <p>Supporting local businesses Delivery of the Regional Business Partner programme was transferred from TAU to the Auckland Business Chamber at the end of 2021/2022.</p> <p>The Auckland Transport Connected Communities programme has been discontinued due to budget constraints. However, the Great North Road Newton corridor project is being progressed to the extent that funding allows.</p>
Challenges	<p>Local transport programmes are being reviewed and re-prioritised where necessary due to budget reductions confirmed by Auckland Council in June 2023.</p> <p>The Auckland Transport Connected Communities programme has been discontinued due to budget constraints.</p> <p>TAU's programme to support local boards to develop Locally Driven Initiatives and Local Economic Development programmes has also been 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 Youthtown successfully took over as the owner of the Youth Employability Programme (YEP) from February 2023. Youthtown has made great strides expanding YEP nationally and continues to build a national community of practice among its delivery</p>



Skilled Tāmaki Makaurau

partners. In addition, a council-delivered Youth Economy programme has seen 240 rangatahi Māori and Pasifika youth engaged in high quality training or employment that offers a career pathway.

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. All of the rangatahi designers have entered high value employment or training. The prototype cohort has ended and the Southern Initiative (TSI) intends to move resources to establish TTR as a flagship programme working across major economic development initiatives.

Supporting Māori and Pacific peoples into higher quality employment

Project Ikuna, run by TAU, delivered 2,049 Micro-Credentials over 2022/2023 against a goal of 1,550 Micro-Credentials (over-delivering by 499) to Pasifika workers. More than 250 employers offered Project Ikuna Future Ready Courses in 2022/2023, and the demand for 2023/2024 is so great that the Project Ikuna team has allocated all available spots/funding to deliver on its contractual obligations with MBIE, which is 3,450 people being awarded a digital badge for completing one of the twelve micro-credential courses.

The Uptempo programme, delivered by The Southern Initiative, has supported 115 Pasifika 'aiga from south and west Auckland (534 individuals) assisting 187 people into higher paid work and 173 Pacific peoples into training.

Improving STEM and digital equity in south and west Auckland

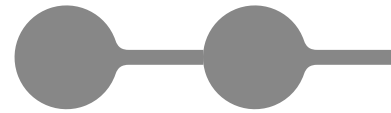
From January to June 2023, 13 new projects to undertake STEM research in their communities were supported by COMET – 8 in south Auckland and 5 in west Auckland. In addition, support continues for 7 ongoing projects that have been extended from 2021/2022 funding rounds. Council continues to support the growth and capacity of a number of digital inclusion delivery partners and the wider digital equity ecosystem. For example, council is on track to provide support to Mission Ready in developing a level 3 Tech Career Exploration course for school leavers and to continue development and design of Mission Technician, an online tech navigator platform for rangatahi. In addition, leadership and governance support has been provided to Recycle a Device to refurbish 1,200 laptops and train 400 rangatahi to refurbish computers. The council has donated 300 laptops to Recycle a Device.

Supporting Māori and Pacific business ownership

Amotai has over 199 buyer organisations and 1,753 Māori and Pasifika businesses registered around the country. During 2022/2023 Amotai worked on over \$205m of procurement opportunities and put forward approximately 1,437 Māori and Pasifika businesses for the opportunities.

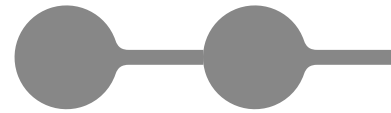
TAU's three-year funding agreement (July 2022–June 2024) has contributed significantly to Whāriki, the Māori business network, being able to increase its own capability and activity whilst at the same time attracting other investment. Key 'wins' for Whāriki this year include:

- partnering with the Auckland Employment and Manufacturers Association and gaining a seat at the Board table
- partnering with Callaghan Foundation which included taking on-board a secondment position at a CEO leadership level



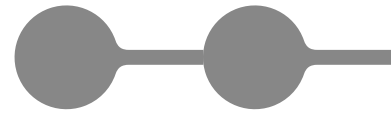
Skilled Tāmaki Makaurau	
	<ul style="list-style-type: none"> - successfully connecting Pakihi Māori to Te Matatini opportunities and developing a leverage programme for the FIFA Women’s World Cup 2023. <p>Advocate for a fairer share of investment to transform south and west Auckland’s economies The Southern Initiative and The Western Initiative have funded a community organisation to also contribute to the Green New Deal programme to create new regenerative, circular and low carbon jobs and enterprises that improve incomes and wealth creation for local people. Te Taiwhanga Rangatahi has co-designed a pathway forward to engage more Māori and Pasifika young people in the green economy and Uptempo developed the country’s first green micro-credential.</p>
Challenges	<p>Timetabling and staffing constraints continue to impact on delivery of the Youth Employability Programme in Auckland.</p> <p>2023/2024 funding cuts have 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>TAU has successfully delivered key actions from Tech Tāmaki Makaurau strategy, including the launch of the Migrants in Tech community event series and <i>Auckland is Calling</i> – an attraction campaign targeting international tech talent, which achieved 200,000 unique website views in two months. Aerospace Auckland Inc. was also launched last year. It connected 400 industry experts to support growth of the emerging space sector in Aotearoa New Zealand. TAU facilitated the NZ CleanTech Mission to Singapore in partnership with Callaghan Innovation and New Zealand Trade and Enterprise. It also enabled five emerging deep tech companies to showcase their technology and innovation to a Prime Ministerial trade delegation from Finland.</p> <p>TAU formed a partnership with Callaghan Innovation, NZTE, Ara Ake, Kiwinet, NZ Growth Capital Partners, Science for Technological Innovation National Science Challenge, and Auckland UniServices to support CleanTech innovators with R&D and investment to cluster and grow the CleanTech sector.</p> <p>The inaugural Creative Commercial Essentials training programme, one of the key actions from the Create Auckland 2030 strategy, was launched to 42 Auckland creative enterprises. The programme was delivered by The Big Idea with support from TAU.</p> <p>The Tech Tāmaki Makaurau micro-website was also launched. It features industry news, research, and an Auckland-wide tech events calendar.</p> <p>Expanding Auckland’s innovation ecosystem TAU continued to support the region’s innovation network, which included 142 companies representing 1,220 individuals across the two GridAKL hubs in Wynyard Quarter at the end of 2022/2023. Across the region, GridMKN supported 99 founders through the Tukua programme; the Tāmaki Innovation Hub ‘(Reserve)’ supported 138 founders and Click Studios in Avondale was home to 13 creative technology businesses, representing 41 individuals.</p>



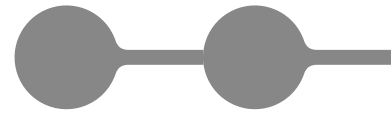
Future Tāmaki Makaurau	
	<p>The climate innovation hub, Climate Connect Aotearoa (CCA), was launched in October 2022. This was followed by the launch of a Knowledge Map that brought together existing climate resources to help businesses, organisations and individuals build knowledge and capacity for action. An energy challenge on local energy sharing was also launched and engagement and development of the food challenge was underway in 2022/2023. The CCA website expansion was nearly complete, to go live in July. This includes a full te reo Māori translation, an impact measurement dashboard, He Kete Mātauranga, and Climate Link – a universal search function that directs people to resources, connections, funding, and opportunities more quickly. Interviews were also being held for the Regional Climate Leadership Group (of which CCA provided establishment funding) with key stakeholders to identify the potential role of the group, membership and governance. The group will support challenges for CCA as they arise.</p> <p>Preparing for an uncertain future Application of futures thinking and practices continues through refresh of key strategies and plans, which between 2021 and 2023 included: Regional Parks Management Plan, I am Auckland - the Children and Young People's Strategy, Open Space, Sport and Recreation Framework, as well as other work related to the future for local government review, updates to the Auckland Plan, management of material recovery facilities, future of green skills, and the future of library services.</p>
Challenges	As a result of budget cuts for 2023/2024, TAU's creative team - Create Auckland 2030, was disestablished. This will have an impact on the delivery of the <i>Create Auckland 2030</i> strategy. The TAU Tech Industry team was halved which will impact delivery of <i>Tech Tāmaki Makaurau</i> including a decline in support for innovation services and place support such as GridManukau.

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 developed 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 207 people in 2022/2023, meeting its target of placing 200 people back into sustainable work. Thirty-three employers were actively engaged in the programme and employing new staff in 2022/2023. Māori and Pacific owned businesses feature strongly in the programme, making up 76 per cent of active employers (48 per cent Māori owned businesses; 27 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, implementing wastewater reuse opportunities. The Mangere recycled water plant, which supports the Central Interceptor, was completed in June</p>



Enabled Tāmaki Makaurau: Infrastructure	
	<p>2023. The Rosedale Park recycled water irrigation pilot is being consented with council.</p> <p>Auckland Transport continues to identify and evaluate opportunities for raising additional revenue through existing assets, including a new media services agreement. They are also exploring long-term sponsorship partnerships. A specific oversight group is being established to put forward and track additional revenue earning activities.</p> <p>Work is ongoing to optimize existing transport networks, including delivery of the Network Performance and Intelligent Transport System’s programmes in conjunction with Waka Kotahi and working across the Auckland Council group to advocate for, and support, the future introduction of congestion pricing.</p> <p>Transitioning infrastructure to a climate positive future We continue to work towards transitioning infrastructure towards a climate positive future. A Climate Impact Assessment Tool has been completed which will be embedded as a decision-making tool across the council.</p>
Challenges	<p>Public transport patronage was significantly impacted by COVID-19 and is still recovering. The aim for 2023/2024 is to be at 85 per cent of pre-COVID-19 patronage / revenues. A specific cross-AT action group has been established to maintain focus on patronage recovery and growth.</p> <p>Funding constraint has meant that the planned recycled water ice rink at the Rosedale Watercare plant has been put on hold. Northern Ice Sports is still committed to the project and are in the process of trying to source funding for project rescoping.</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 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. There is ongoing work to understand housing related opportunity costs for NPS-UD and recent RMA amendments for Medium Density Residential Development.</p> <p>In the context of the National Policy Statement on Urban Development, height to boundary changes within the Terraced Housing and Apartment Building (THAB) and the Mixed Housing Urban (MHU) Zone are to be more enabling (than the operative AUP) and the spatial extent of both THAB and MHU is to be significantly increased. Delivery is to occur through notification of plan change 78 in 2023/2024.</p> <p>Improving consenting processes 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</p>



Enabled Tāmaki Makaurau: Regulations

consenting/certification tool is built to meet the needs of both other local government sector participants and MBIE's regulatory change roadmap.

We have continued to develop and expand our use of remote inspections using digital applications. A pilot project is underway to support reduced regulatory oversight of plumbing and drainage works using a QA system based on remote inspection/ QA technology (Artisan) that we assisted BRANZ to develop. New consent portal functionality has been introduced that dramatically increases the speed for customers to upload and download files and visibility of application progress. We continue to work on a BRANZ funded initiative with Auckland University and IANZ (Model Documents Project) to develop best practice building consent application documentation guidance. We continue to participate in cross industry forums to improve the national regulatory framework.

Improving consultation processes

Council continues to grow a suite of online tools to drive engagement, including the newly established Engagement HQ platform. There is a strong preference for digital engagement; over 75 per cent of submissions from our Annual Budget 2023/2024 came from digital sources, including via email and through the council's website.

Council is also becoming increasingly involved in deliberative democracy methodologies, working with the public on what they consider to be important, before any formal consultation takes place. The first pilot project, Te Hono, has just been completed involving the disability community giving their views on service delivery in the new facility which is proposed to be built in the Avondale area in the future.

Simplifying bylaws and permitting

Council's Planning, Environment and Parks Committee unanimously supported a joint TAU/Council request to pursue a plan change for filming on scheduled Sites and Places of Significance to Mana Whenua. The next project phase involves developing the plan change, a MOU with iwi (consultation is currently underway), and protocols for industry.

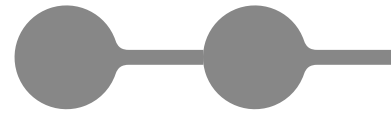
Ensure infrastructure is adequately funded and financed

Work to review development contributions is progressing in response to both the upcoming Long-Term Plan 2024-2034 and to take a 30-year view for the Investment Priority Areas in the 10-year budget. The time horizon for determining the cost base for development contributions is being progressively extended from 10 to 30 years. A 30-year programme of proposed works for Drury was endorsed at Governing Body in April 2023.

Challenges

Whilst we have continued to advocate robustly for mandatory building warranties it does not appear to be a top priority for MBIE at this time.

Investigations into the viability of multi-site resource consents for filming and major events is ongoing but have been delayed due to focus being prioritised on issues related to the relatively recent requirement under Schedule 12 of the Auckland Unitary Plan for filming activity to obtain a resource consent to operate at Sites and Places of Significance to Mana Whenua.



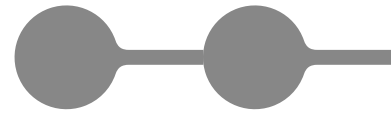
Performance measures

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 2022/2023 (and 2021/2022 for reference) against the 2023/2024 targets as set out in the Long-Term Plan 2021-2031 and other documents.

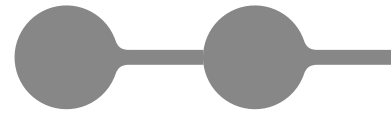
PERFORMANCE MEASURES	2021/2022 Result	2022/2023 Update Result	2023/2024 Target
Destination Tāmaki Makaurau			
Attributable value of private sector investment (including screen) secured over the year	\$197.2m	\$325m	\$200m³
Number of people who are issued tickets to attend Auckland Live, Auckland Zoo, Auckland Art Gallery, NZ Maritime Museum and Auckland Stadiums venues and events	751,857	2.08m	2.08m
Contribution to regional GDP from major and business events attracted or supported	\$30.2m	\$74.2m	\$71m
Net promoter score for Auckland Unlimited audiences and participants (willingness of customers to recommend a product or service to others)	54	45	40
Number of programmes contributing to the visibility and presence of Māori in Tāmaki Makaurau	101	88	40
Percentage of city centre targeted rate programme delivered on time and within budget	58%	63%	80%

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



Local Tāmaki Makaurau			
Net new dwellings (housing units) related to town centre intensification	358	364	350
Commercial / retail gross floor area (GFA) or net lettable area (square metre)	n/a	n/a	29,000
Monthly average occupancy rate for tenantable properties (commercial)	93.4%	94%	85%
Number of council contracts with local suppliers	117	137	100 +
Skilled Tāmaki Makaurau			
Direct council contract value awarded to diverse suppliers*	3.4%	4%	5% +
Total council subcontract value awarded to Māori and/or Pasifika businesses or social enterprises*	10%	n/a	15% +
Number of quality employment opportunities for members of target communities created through council contracts*	198	207	200
Number of learners through Trades Training programme	102	135	190 +
Percentage of female learners through Trades Training programme	35.3%	26%	30%
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	3,000⁴

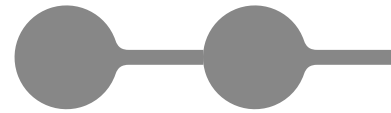
⁴ As a result of funding cuts in 2023/2024, TAU has removed this measure from its SOI and will not be reporting against it.



Number of Māori businesses that have been through an Auckland Unlimited programme or benefited from an Auckland Unlimited intervention (per annum)	1,080	101	150⁵
Enabled Tāmaki Makaurau: Infrastructure			
Percentage of the total public transport operating costs recovered through fares	23%	22%	25%⁶
Total public transport boardings	41m	71m	107m
Share of Auckland growth in trips taken up by public and active modes (morning peak)	n/a	n/a	n/a
Percentage of contracts incorporating waste considerations in procurement processes	Process in review	n/a	100%
Percentage of contracts incorporating carbon emission reduction strategies in procurement processes	Process in review	n/a	100%
Enabled Tāmaki Makaurau: Regulations			
Percentage of building consent applications processed within 20 statutory working days	71.6%	72%	100%
Percentage of Auckland Unitary Plan changes and notices of requirement processed within statutory timeframes	100%	100%	100%
Percentage of non-notified resource consent applications processed within 20 statutory days	71%	69%	100%
Percentage of notified resource consent applications processed within statutory time frame	79.2%	67%	100%
Percentage of customers satisfied with overall quality of resource consents service delivery	62%	71%	70%

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 with the introduction of free fares for under 13s and half price fares for under 25s.



Business floorspace consented by area (square metre)	607,656	378,846	n/a
Number of film permits granted per annum	619	742	n/a

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



What's next?

Changes as a result of the 2023/2024 Annual Budget process

Through the 2023/2024 Annual Budget process, Auckland Council was forced to make significant funding cuts in a number of areas to achieve a balanced budget. Among these cuts, TAU's general rates funding was reduced by \$34.5m, to help meet the council's operating deficit, and the TAU Board (the Board) was asked to prioritise the remaining general rates funding on facilities and events and to focus less on branding and economic development.

As a result of this, the Board was forced to make a range of cuts to services for 2023/2024 including:

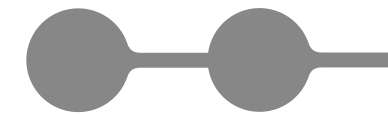
- Reducing the range of economic development programmes.
- Reducing the major events programme.
- Reducing expenditure on marketing the city and the region.
- Increasing prices, taking into account the community's ability to pay.
- Reducing low patronage, subsidised and free activities.

Aligned with these service cuts, TAU also cut 200 FTEs. These cuts will have a material impact on a number of actions in the Economic Development Action Plan – in particular under the themes of Destination Tāmaki Makaurau, Local Tāmaki Makaurau, Skilled Tāmaki Makaurau and Future Tāmaki Makaurau.

In addition, through the 2023/2024 Annual Budget process, council also agreed that COMET will become a stand-alone, independent organisation (no longer a CCO) and that COMET's council funding will reduce over the next three years. This is likely to have an impact on actions led by COMET within the Skilled Tāmaki Makaurau theme.

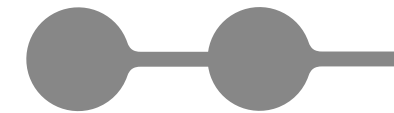
Nevertheless, Auckland Council will continue to deliver on the actions in this plan for which there continues to be a mandate and funding. Protecting and enhancing our communities' economic, and wider wellbeing in the face of ongoing changes at the local, national and global level will mean looking for opportunities to innovate and do things differently and taking active steps to ensure an equitable transition for all communities.

We will continue to review our economic development progress to test our underlying assumptions, identify emerging issues, respond quickly to change and assess the need for longer term, Auckland-wide economic strategies to ensure we are ready for what lies ahead.

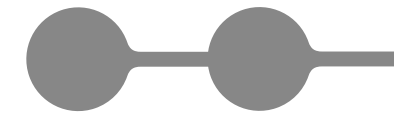


Appendix 1: Progress indicators – measure descriptions

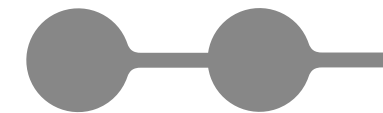
Progress indicator: measure description	Data source	Latest available data as at June 2021*	Data date	Latest available data as at June 2022	Data date	Latest available data as at August 2023	Data date
Destination Tāmaki Makaurau							
Visitor spend (percentage increase, total domestic spend, total international spend) (current dollars) *total dollar amount of spending by domestic and international visitors to Auckland	Infometrics: Regional economic profile	\$8,814m (tourism spend)	y/e March 2020	\$4,252m (tourism spend)	y/e March 2021	\$4,045m	y/e March 2022
		3.6% increase (tourism spend)	y/e March 2020	-51.8% decrease (tourism spend)	y/e March 2021	-4.9%	y/e March 2022
		54.5% of total spend from international spending	y/e March 2020	15.3% of total spend from international spending	y/e March 2021	15.1% of total spend is from international	y/e March 2022
Growth in number of business units and average business size (employees)	Infometrics: regional economic profile (SNZ business demography)	2.2% (growth in BU), 4.5 average size (employees per business unit)	y/e March 2020	1.1% (growth in BU), 4.4 average size (employees per business unit)	y/e March 2021	5.0% (growth in BU), 4.3 average size (employees per business unit)	y/e March 2022
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 (Tātaki Auckland Unlimited)	6.2/10	2020	6.2/10	2020	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
Ease of doing business	World Bank global ranking	#1	2020	N/A		N/A	
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)	2.5% regional GDP growth	y/e March 2020	-1.7% regional GDP growth	y/e March 2021	4.5% regional GDP growth	y/e March 2022
Local employment growth (growth in number of filled jobs)	Infometrics: regional economic profile	1.6% regional employment growth	y/e March 2020	-0.5% regional employment growth	y/e March 2021	3.2% regional employment growth	y/e March 2022



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 (Tātaki Auckland Unlimited)	6.2/10	2020	N/A		N/A	
Skilled Tāmaki Makaurau							
Average weekly wage by ethnicity	StatsNZ: Household labour force survey	\$1528 (total) \$1405 (Māori) \$1167 (Pasifika) \$1316 (Asian) \$1741 (European)	June 2021 quarter June 2021 quarter June 2021 quarter June 2021 quarter June 2021 quarter	\$1545 (total) \$1334 (Māori) \$1215 (Pasifika) \$1377 (Asian) \$1740 (European)	June 2022 quarter June 2022 quarter June 2022 quarter June 2022 quarter June 2022 quarter	\$1567 (total) \$1457 (Māori) \$1265 (Pasifika) \$1415 (Asian) \$1733 (European)	June 2023 quarter June 2023 quarter June 2023 quarter June 2023 quarter June 2023 quarter
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 (Tātaki Auckland Unlimited)	7.0/10	2020	7.0/10	2020	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
		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 (Māori Akl)	y/e March 2022
Household prosperity income, home ownership, rental affordability, unemployment	Prosperity Index (Tātaki Auckland Unlimited)	7.0 / 10 (household prosperity score)	2020	N/A		N/A	

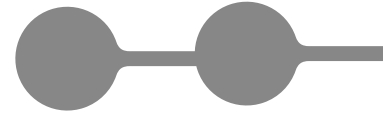


<p>Educational achievement of Aucklanders generally, young people, Māori and Pasifika peoples (proportion of those that have at least Level 4 qualifications and above).</p>	<p>StatsNZ: Household labour force survey (custom data for RIMU)</p>	<p>33% Māori, 26% Pasifika and 37% 20-24 yrs have at least Level 4 qualifications 53% of total Auckland have at least Level 4 qualifications</p>	<p>y/e Dec 2021 (moving annual average)</p>	<p>35% Māori, 26% Pasifika and 39% 20-24yrs have at least Level 4 qualifications 53% of total Auckland have at least Level 4 qualifications</p>	<p>y/e Dec 2021 (moving annual average)</p>	<p>36% Māori, 27% Pasifika and 35% 20-24yrs have at least Level 4 qualifications 53% of total Auckland have at least Level 4 qualifications</p>	<p>y/e Dec 2022 (moving annual average)</p>
Future Tāmaki Makaurau							
<p>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.</p>	<p>Infometrics: regional economic profile (SNZ business demography)</p>	<p>35.5% of employment is in knowledge intensive industries</p>	<p>y/e March 2020</p>	<p>35.3% of employment is in knowledge intensive industries</p>	<p>y/e March 2021</p>	<p>36.1% of employment is in knowledge intensive industries</p>	<p>y/e March 2022</p>
	<p>Knowledge Auckland: Creative Sector report 2020</p>	<p>5.2% of total businesses are in the creative sector (3.5% contribution to Auckland's GDP and 3.6% of Auckland's employees)</p>	<p>y/e March 2020</p>	<p>5.2% of total businesses are in the creative sector (3.5% contribution to Auckland's GDP and 3.6% of Auckland's employees)</p>	<p>y/e March 2021</p>	<p>5.4% of total businesses are in the creative sector (3.7% contribution to Auckland's GDP and 3.6% of Auckland's employees)</p>	<p>y/e March 2022</p>
<p>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.</p>	<p>Infometrics: regional economics profile</p>	<p>57% (31/54) of industries in Auckland have a comparative advantage to total NZ - Highest (1.8 location quotient) is insurance and superannuation funds</p>	<p>y/e March 2020</p>	<p>57% (31/54) of industries in Auckland have a comparative advantage to total NZ - Highest (1.8 location quotient) is insurance and superannuation funds</p>	<p>y/e March 2021</p>	<p>46% (25/54) of industries in Auckland have a comparative advantage to total NZ. Highest is insurance and superannuation funds (1.9 location quotient), telecoms, internet and library services (1.7), and finance (1.6).</p>	<p>y/e March 2022</p>
<p>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.</p>	<p>Infometrics: regional economics profile</p>	<p>30.9 (HHI of 0 = highest diversification)</p>	<p>y/e March 2020</p>	<p>33.2 (HHI of 0 = highest diversification)</p>	<p>y/e March 2021</p>	<p>34.3 (HHI of 0 = highest diversification)</p>	<p>y/e March 2022</p>



Biggest industry contributors to economic growth (GDP)	Infometrics: regional economics profile	Professional, scientific and tech services (10.2% share of total)	y/e March 2020	Professional, scientific and tech services (10.5% share of total)	y/e March 2021	Professional, scientific and tech services (9.5% share of total)	y/e March 2022
Percentage of Auckland businesses that undertook research and development over the last 12 months	Tātaki Auckland Unlimited: Business survey	39%	2019	42%	Sep-21	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
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
Business activity - size, growth, self-employment (prosperity index)	AUL: Prosperity index	4.2/10	2020			N/A	
Enabled Tāmaki Makaurau: Regulations							
Hectares of business zoned land under the Auckland Unitary Plan	Auckland Council: Spatial Database Engine (SDE)	6316 ha	y/e Feb 2021	6320 ha	y/e May 2022	6362	y/e May 2023
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
		62% high density	y/e June 2021	69% high density	y/e June 2022	72% 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)
Perception that council demonstrates good value for ratepayers money	Auckland Council: Citizens insights monitor	17%	2020 (Q4)	15%	2021 (Q4)	14%	2022 (Q4)

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



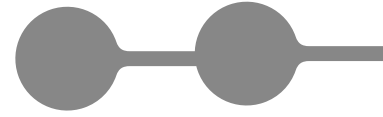
Appendix 2: EDAP progress aligned to Māori outcomes

Destination Tāmaki Makaurau: Attracting people and investment

- TAU partnered with several Mana Whenua to support photo shoots and collection of images highlighting work undertaken as kaitiaki that can be used as collateral for their work and shared as part of promoting the Auckland region of Wairuatanga (one of Tāmaki Makaurau Auckland's four place brand themes that is used to promote the region, focusing on Auckland's modern Māori identity as being unique and part of everyday life). (Action 1.1)
- 'Discover Auckland', an online platform which digitises the Tāmaki Makaurau visitor experience and enables providers to use and upload content was launched at the end of 2022/2023. It uses the Tāmaki Makaurau Auckland Place Brand tohu throughout the site and incorporates Māori visitor attractions and businesses. (Action 1.1)
- TAU has worked with Auckland Council on the Auckland is Calling campaign. A single creative idea, including the Tomokanga (entrance way / gateway), were used for local and domestic marketing of what's on in Auckland. (Action 1.1)
- TAU delivered 88 programmes contributing to the visibility and presence of Māori in Tāmaki Makaurau in 2022/2023 across its events, shows, performances and exhibitions. (Action 1.2)
- Te Matatini Herenga Waka Herenga Tangata is estimated to have made a direct economic contribution of almost \$22m to Tāmaki Makaurau - the highest contribution of all Te Matatini events evaluated over the years. Auckland Council Group invested \$1.3m towards the festival, with TAU as the lead agency. While the economic impact was significant, the boost in cultural pride and wellbeing for Māori in Tāmaki Makaurau and across Aotearoa was also invaluable. (Action 1.2)
- TAU made progress on the development of the Henderson Creative Quarter masterplan that supports the screen and creative sectors. TAU's project team worked with Te Kawerau a Maki to formalise a partnership. This represents a long-term potential for economic transformation, creativity and innovation for Mana Whenua, mataawaka and west Auckland more broadly. The brand and narrative work for the Creative Quarter that collaborates with Te Kawerau-a-Maki was underway at the end of the financial year. (Action 1.3)
- The City Centre Masterplan has a transformational move and outcome that relates to embedding Māori outcomes and identity in the city centre. (Action 1.5)

Local Tāmaki Makaurau: Enabling thriving local economies

- Eke Panuku worked 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. Our partnerships with iwi mana whenua o Tāmaki Makaurau have been pivotal to the delivery of our programmes as they provide a regenerative approach. This approach ensures we are 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)
- Destination Management Plans for Waiheke, Aotea Great Barrier Island and Matakana were completed in 2022/2023. They were developed in consultation with the local community, including with local iwi. (Action 2.3)
- 101 Māori business have been through a TAU programme or benefited from a TAU intervention in 2022/2023. In addition, Tātaki Auckland Unlimited received \$500k in funding from MBIE in June



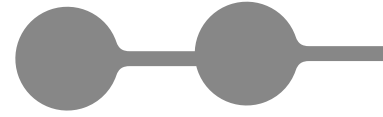
2022 for a 12-month facilitation programme, aimed at upskilling small businesses and pakihi Māori in digital marketing and technology tools. (Action 2.4)

Skilled Tāmaki Makaurau: Supporting quality jobs and skill development

- The council-delivered Youth Economy programme has seen 76 Māori rangatahi engaged in high quality training or employment that offers a career pathway. (Action 3.1)
- Auckland Council continued working with secondary schools on initiatives that encourage young people to complete secondary education. New initiatives were developed to accelerate young Māori and Pasifika peoples into the green economy and green skill jobs. (Action 3.1)
- Graduate recruitment in Auckland Council didn't meet the targets for Māori and Pasifika candidates in 2023 due to a late start in the process. The Māori outcomes plan for improving Māori recruitment and career progression is under review for 2024. (Action 3.2)
- Amotai has over 199 buyer organisations and 1,753 Māori and Pasifika businesses (84% of them are Māori or Māori / Pasifika-owned businesses) registered around the country. During 2022/2023 Amotai worked on over \$205m of procurement opportunities and put forward 1,437 Māori and Pasifika businesses for the opportunities. (Action 3.4)
- Amia was procured to pilot a cultural capability programme with two significant tech companies. The pilot programme aims to address findings from Te Au Hangarau - research identifying barriers to rangatahi Māori participation in the tech industry. (Action 3.4)
- TAU's three-year funding agreement contributed significantly to Whāriki being able to increase its own capability and activity in 2022/2023 whilst at the same time attracting other investment. Key 'wins' for Whāriki included: partnering with the Auckland Employment and Manufacturers Association and gaining a seat at the Board table, partnering with Callaghan Foundation which included taking on-board a secondment position at a CEO leadership level, continuing to evolve and innovate through developing technology to support and connect members in Tāmaki Makaurau and successfully connecting pakihi Māori to Te Matatini opportunities and developing a leverage programme for FIFA Women's World Cup 2023. (Action 3.4)

Future Tāmaki Makaurau: Preparing businesses for Auckland's future

- The GridAKL team (part of TAU) joined forces with HTK Group, a Māori professional services organisation, to accelerate the development and growth of Māori and Pacific entrepreneurship in Tāmaki Makaurau. As part of the partnership, TAU was providing HTK Group with permanent co-working spaces at the start-up campus GridAKL/John Lysaght, where they host monthly Māori business wānanga. (Action 4.1)
- In conjunction with Spark Foundation, TAU commissioned Te Au Hangarau research to understand which factors influence participation and success of Māori in the tech industry. (Action 4.1)
- TAU formed partnerships with Te Matarau and Pasifika in IT to co-design activity that supports clustering and connection of Māori and Pacific tech firms, and their workforce. (Action 4.1)
- Reserve, an innovation hub located in Glen Innes town centre, was officially launched in July 2022 by Tāmaki Regeneration (TRC) in partnership with TAU to stimulate business growth in the Tāmaki area, with a focus on Māori and Pacific entrepreneurs. (Action 4.2)
- Climate Connect Aotearoa, a climate innovation hub, was launched by TAU in October 2022. In addition to supporting Māori outcomes across all challenge areas, the hub aims to support the delivery of Te Puāwaitanga ō te Tātai priority in Te Tāruke-ā-Tāwhiri. This will be achieved through



the development of a Māori-led programme to enable sustainable circular Māori economic development and grow Māori business systems. (Action 4.2)

Enabled Tāmaki Makaurau: Infrastructure: Infrastructure that enables economic development

- Ngā Puna Pūkenga employed 207 people in 2022/2023, thereby meeting the target of placing 200 people back into sustainable work. Māori and Pacific-owned businesses featured strongly in the programme, making up 76 per cent of active NPP employers (48 per cent Māori owned businesses; 27 per cent Pacific owned businesses). (Action 5.1)
- Auckland Council is progressing well with the wider adoption of its sustainable procurement strategy across the group. Eke Panuku has published their own targets which has increased the original ambition of AC's targets, including 10 per cent of direct spend and 25 per cent of indirect spend with Māori-owned businesses and social enterprises in south and west Auckland. (Action 5.1)

Enabled Tāmaki Makaurau: Regulations: Regulations that enable economic development

- Council's Planning, Environment and Parks Committee supported a joint TAU/Council request to pursue a plan change for filming on scheduled Sites and Places of Significance to Mana Whenua. (Action 6.4)

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