



# ATEED

Leading the successful transformation  
of Auckland's economy



# HE MIHI

*E tū noa ana nga maunga  
whakahii i te riu o  
Tāmaki Makaurau.  
E whakaruruhau ana  
i nga ahikaa mai tawhiti.  
E maumahara ana  
i te nguha a Mataoho.*

*Rātou kua poto ki tua o te ārai,  
e moe e okioki.*

*Tātou te hunga ora e kawe ana i te  
aronganui mō te pai me te whai rawa o  
Tamaki, tēna rā tātou katoa.*

*The volcanic cones of Tāmaki Makaurau  
stand as sheltering monoliths to the people  
from an ancient heritage who have kept  
the home fires burning as a symbol of  
remembrance of Mataoho whose rage  
created this beautiful landscape.*

*To those who have passed into the night,  
may you find eternal rest.*

*For those of us who have been left behind  
to build the most liveable city in the world,  
greetings to us all.*



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# Foreword

The hugely successful Tripartite Economic Summit Auckland 2016, and the impressive line-up of events in the inaugural Techweek AKL 2016, showcased our region's world-class capability in an unprecedented way.

Cities around the world are increasingly the drivers of global trade and investment, and as our region's economic growth agency, Auckland Tourism, Events and Economic Development (ATEED) focuses on city to city relationships which create opportunities for trade growth. This year, we continued to foster our business-focused relationships with cities including Guangzhou, Los Angeles, Brisbane, Singapore, San Francisco, Qingdao, Ningbo and Busan.

Our highlights this year reflect ATEED's continued evolution and shifting focus areas. In our first two years, we prioritised growing the visitor economy as a way to underwrite the amenity of the city and improve its liveability. Having achieved excellent progress in that area, we focused on developing Auckland's culture of innovation and entrepreneurship – a crucial driver of economic growth – in specific advanced industries.

We are making great strides. In January, Auckland's growing international reputation as a city on the move received further recognition, being named for the first time in the respected JLL Top 20 City Momentum Index compiled by global commercial real estate firm Jones Lang LaSalle in its 2016 report *The Rise of the Innovation-Oriented City*.

Delivering on council's goal for Auckland to become a major innovation hub of the Asia-Pacific enables us to raise Auckland's international profile, improve international connectivity through trade, and attract new business and fresh talent. These outcomes drive Auckland's brand and identity, which in turn attracts new investment, entrepreneurs, businesses, talent, high-value visitors and major events.

We have played a significant part in the pleasing sustainable growth of key sectors where Auckland is globally competitive, including screen and digital, and food and beverage.

This growth will help us to attract companies and investors to the region. We take a comprehensive approach that looks at every potential growth angle for our advanced industries – from foreign investment attraction, to working with sector

organisations to design and bid for business events which will boost both the industry in Auckland, and the visitor economy.

Our work is driven by a strategic framework based on key priorities. This year, we tightened our strategic framework from six to five pillars – given the natural overlap of our previous priorities to 'grow a skilled workforce' and 'enable education and talent', we designed a combined strategy: 'grow and attract skilled talent'.

This highlights document is presented around priorities, and includes just some of this year's success stories in what was a great year of delivering tangible results for Auckland's economy. This year, we've developed an infographic snapshot of our highlights which is designed to provide you with a quick insight into the breadth of our work.

Few of our achievements would have been possible without the valued input of our diverse partners. Our cornerstone principle of *kotahitanga* – or shared purpose – drives our collaboration with an ever-increasing number of private and public sector organisations. There is no doubt that with shared resources, knowledge, skills and connections, we can achieve exponential outcomes for our region.

We are also committed to seizing opportunities which emerge through our connections and world trends. Our project to lead the development and opening of a globally unique AR/VR facility was a prime example of how we focus on catalysts which will inspire our region's globally competitive advanced industries.

Auckland  
Tourism, Events and  
Economic Development  
An Auckland Council Organisation



Our strategy to attract high-value visitors continues to mature, and we are increasingly investigating ways to work with partners to achieve the region's growth targets through alternative funding models. This reflects council's directive to reduce our reliance on ratepayer funding, and deliver efficiencies across the business.

As part of council's wider priorities, we this year increased our focus on programmes which help to reduce social inequality. We can make a significant contribution by accelerating the prospects of Auckland's young people.

This will come from delivering initiatives which encourage youth entrepreneurship and create employment pathways, raise living standards for all Aucklanders in an innovation-based export-focused economy, and enhance Māori business, tourism and major events and therefore significantly lift Māori social and economic wellbeing.

I am proud to present the economic growth highlights we delivered on behalf of Auckland Council this year, and thank the ATEED team for its outstanding dedication and contribution to our region.

**David McConnell**  
ATEED Board Chairman

## ATEED'S ECONOMIC CONTRIBUTION TO AUCKLAND



### Build a culture of innovation and entrepreneurship

**\$1.5m** Callaghan Innovation R&D grants administered

**4,000+** businesses involved in/benefitted from ATEED programmes/interventions

**1,000+** actively managed businesses in the Regional Business Partner programme

10,000+

attendees at inaugural ATEED-curated Techweek AKL 2016

**130+** entrants in DigMyIdea Maori Innovation Challenge

**56** businesses in GridAKL, Auckland's innovation precinct at Wynyard Quarter

**100** companies engaged with at The FoodBowl – Te Ipu Kai food and beverage innovation facility



### Attract business and investment

**680+** delegates at Tripartite Economic Summit – Auckland 2016; **300+** business meetings

**6** multi-nationals arrived in Auckland with ATEED's help, **3** expanded their local operations

\$30m+

new deals for Auckland by August 2016 as a result of the Tripartite Economic Summit

**567** film permits issued to film in public open spaces for productions worth **\$165m+**

**81** multi-nationals and investors actively managed in the Aroha Auckland programme

**\$249.7m** GDP from **11** deals affected by ATEED



### Grow and retain skilled talent

**\$350m** more GDP from the international student economy with ATEED's help

41

more companies signed to the Youth Employer Pledge

**3900+** job seekers and **140+** employers at **2** JobFests = **170+** job offers to unemployed youth

**1400+** students at **52** Auckland schools in Lion Foundation Young Enterprise Scheme

**\$1.6m** of NZTE Capability Development Vouchers facilitated

**130+** entries in the inaugural IDEAstarter youth entrepreneurs competition



### Grow the visitor economy

**283,000+** additional visitor nights

**11** new international business event bids won by Auckland Convention Bureau (worth future **\$17m+** to economy)

\$43.7m

new GDP from major events portfolio investment

**\$300,000** saved from i-SITE network operating costs

**\$250m+** new GDP injected by the cruise ship season with ATEED's help, supporting **4000+** jobs



### Build Auckland's brand and identity

**325,000+** video views of *Beyond Your Backyard* domestic tourism campaign, helping create a **\$14m+** increase in spending by Aucklanders in the region during spring

**3.7m+** visits to aucklandnz.com managed by ATEED, site named in world's top **25** tourism websites (skift.com)

50,000+

people engaged in the Global Auckland project to define a new global identity for the region



Watch a video highlighting the growth of Auckland's visitor economy



## MAJOR ACCOLADES FOR AUCKLAND



**- WINNER -  
BEST MEDIUM  
SPORTS CITY**

SportBusiness Ultimate  
Sports Cities Awards  
2016

**- 4TH -  
BEST SPORTS  
CITY**

SportBusiness Ultimate  
Sports Cities Awards  
2016

**- WINNER -  
MOST INNOVATIVE  
ECONOMIC GROWTH  
STRATEGY**

Corporate LiveWire's  
Innovation & Excellence  
Awards 2016

**- SILVER -  
ADVERTISING  
CAMPAIGN**

International Economic  
Development Council's  
Excellence in Economic  
Development Awards  
2016

**- SILVER -  
BEST MULTIMEDIA/  
VIDEO PROMOTION**

International Economic  
Development Council's  
Excellence in Economic  
Development Awards  
2015

**- WINNER -  
INNOVATION  
EXCELLENCE**

New Zealand Sport and  
Recreation Awards  
2016

**- WINNER -  
BEST MAJOR  
EVENT STRATEGY**

SportBusiness Ultimate  
Sports Cities Awards  
2016

**- BRONZE -  
SPECIAL PURPOSE  
WEBSITE**

International Economic  
Development Council's  
Excellence in Economic  
Development Awards  
2016

**- SILVER -  
SPECIAL EVENT  
CAMPAIGN**

International Economic  
Development Council's  
Excellence in Economic  
Development Awards  
2016

**- 5TH -  
FOREIGN DIRECT  
INVESTMENT  
STRATEGY**

fDi Asia-Pacific Cities of  
the Future  
2015/2016

**- WINNER -  
BEST EVENT  
SECURITY**

SportBusiness Ultimate  
Sports Cities Awards  
2016



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Build a culture of innovation  
and entrepreneurship

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### Why?

Auckland wants to be an innovation hub of the Asia-Pacific region. Our long-term prosperity depends on being a place where smart thinkers want to be, and want to start innovation-driven businesses which target global markets from day one.

We need a culture of innovation and an environment which makes it easy for entrepreneurs to start and grow a business in Auckland's globally competitive advanced industries. Innovation-driven businesses grow faster and employ more skilled Aucklanders in higher paid jobs. They attract investment from multi-national companies and individual investors.



### How?

ATEED's main role is to enable, facilitate and connect. We partner others – including corporates, industry clusters, government agencies, universities and research institutions – to build an environment which supports innovation and collaboration, and to expand and link locations across Auckland where innovation occurs.

We also invest Council funds in facilities and programmes which help innovative Auckland businesses start, thrive and get ready to export. Through our support of the GridAKL community, including the Wynyard Quarter precinct, the Uptown innovation hub and the AR/VR Garage, and The FoodBowl – Te Ipu Kai, we are focused on developing infrastructure which supports innovation and entrepreneurship in key advanced industries which invest in research and development, and have workforces with higher levels of science, technology, engineering and maths (STEM) skills – these sectors typically grow faster, export more and pay better at all employment levels.

We work in partnership with Māori business leaders to deliver a range of interventions which develop Māori business capability and grow Auckland's Māori economy.





Left Tech-for-non-Tech at TechWeek AKL 2016



## Achievements

Auckland's journey towards being a major innovation hub of the Asia-Pacific region made major strides this year with more significant milestones for GridAKL – Auckland Council's innovation precinct at Wynyard Quarter – and the inaugural Techweek AKL 2016, which shone a spotlight on the region's thriving innovation ecosystem.

Virtual and augmented reality showcases, and start-up competitions were highlights among the more than 55 great innovation-focused events held in Auckland during May's Techweek AKL (see more on page 12). The event was a catalyst and created momentum for our work with partners to drive the establishment of the AR/VR Garage, Auckland's internationally connected AR/VR commercial test bed in Eden Tce which opened just three months later (see more on page 19).

Innovation clusters continued to emerge across Auckland during the year, highlighting the way one significant intervention – Council's ATEED-led investment and facilitation of GridAKL – can help to drive a regional culture of innovation and entrepreneurship. We have a programme designed to build on that momentum by expanding the GridAKL community and partner with emerging hubs at Uptown (Eden Tce), Devonport Wharf, Motat, the Grow North hub

involving Massey University and BNZ, and Smales Farm.

In late 2015, GridAKL moved to the refurbished character Lysaght Building, which is leased from Pānuku Development Auckland, and features smart technology provided by GridAKL foundation partner Huawei. It now houses nearly 60 businesses, including GridAKL partner BizDojo's incubation operations and the Auckland operation of InnoHub, the Guangzhou-based incubator which signed an agreement with ATEED (on behalf of Auckland) during the year.

Construction is underway for the Wynyard Quarter precinct's first new building, and interest from prospective tenants is high. Preliminary planning is taking place for a second new GridAKL building to be completed in 2019.

The inaugural DigMyIdea Māori Innovation Challenge took place in late 2015 (see more on page 14).

The FoodBowl – Te Ipu Kai, a state-of-the-art food and beverage production and test facility near Auckland Airport (our joint venture with Callaghan Innovation), continued to fuel growth in Auckland's world-class food and beverage sector. Nearly 100 companies held a total of about 380 trials or production runs during the year. Nearly 250 people attended workshops at the facility, and it delivered several record months of revenue earned.

A prominent example of The FoodBowl's value was Manuka Health, one of the country's most promising high-value food producers.

The company booked the freeze drier facility for the entire second half of this financial year, continuing work at The FoodBowl since late 2014 to develop an ingredient which has enabled Manuka Health to commercialise its product CycloPower.

In another boost to Auckland's food and beverage sector, we involved 26 emerging businesses in our 'Made of Auckland' pop-up space at The Auckland Food Show 2016; and we helped four companies gain a place on Auckland's stand at the influential Fine Food Australia trade show in September 2015.

We hosted Auckland's first Sports Technology Forum in March 2016, in partnership with Callaghan Innovation and High Performance Sport New Zealand. This forum was the start of a significant focus on growing the sports technology sector opportunity, in partnership with the AUT Millennium Centre and other key partners.

This year, our research and development specialists helped Auckland companies successfully apply for \$1.5 million in Callaghan Innovation grants through the Government's Regional Business Partner Network (RBP) programme. We have been re-appointed as the Government's RBP delivery partner across Auckland until mid-2019.



### What's next?

The opening of GridAKL's first new building in mid-2017 with us as head lessee, will be another fantastic milestone for GridAKL and the wider Auckland innovation community.

In addition, we will lease space to expand GridAKL into the refurbished Mason Brothers building, which is scheduled to open next July. Each building will house a mixture of start-ups, small and medium-sized businesses, and corporates, and – along with a planned second new building – will form a much larger GridAKL precinct by 2020.

We will continue to develop collaborative initiatives to grow Auckland's advanced industries.

We will collaborate on the second Techweek. Following the success of the inaugural event, the Government announced its intention to make this a national event from 2017.

Further DigMyIdea Māori Innovation Challenges will keep inspiring Aotearoa's top emerging entrepreneurs to turn their innovative ideas into reality.



Left AR/VR Garage



## INNOVATION IN THE SPOTLIGHT

The inaugural Techweek AKL 2016 was a huge success with more than 10,000 Aucklanders and visitors attending 55 events focused on tech topics including virtual and augmented reality, nanotech, biotech, big data and gaming.

The May event attracted 86 speakers – including 30 from overseas who are world leaders in their fields – and achieved our goal of showcasing the technological expertise that Auckland and New Zealand is home to, and provide a means for innovators and entrepreneurs to connect.

We curated Techweek AKL 2016 in association with the New Zealand Technology Industry Association (NZ Tech) and Callaghan Innovation.

The Minister for Economic Development, Steven Joyce, was impressed with the event and the Techweek concept has now become a national event. We will work with other regions and Government agencies to deliver this in 2017.

The Hi-tech Awards and Magnify events were highlights of the week and dovetailed nicely with the Tripartite Economic Summit – Auckland 2016 (see more on page 18). Magnify superbly demonstrated the world-class capability of Auckland's augmented and virtual reality (AR/VR) sector, and created the momentum for a new facility which opened just three months later (see more on page 19).

*More than 10,000  
Aucklanders and visitors  
attended 55 events.*



## ABEL SOFTWARE SETS SIZEABLE GLOBAL TARGET

Auckland-based Abel Software, which delivers a world-class, integrated business management system, believes it's on track to become a \$500 million business within 35 to 40 years.

After completing development of its Abel® Enterprise Resource Planning (ERP) business management software in 2006, the innovative Auckland firm's revenue has grown an average 20 per cent a year since then. About 50 per cent of its revenue comes from exporting.

"If we can keep growing at this pace, we will achieve our goal," says Abel's Business and Channels Manager, Jane Mattsen. "We know our product offering is right for the growing small

and mid-sized businesses and achieving the half billion dollar mark will take two generations."

Mattsen's co-founder Allan Baird, the coding whiz, calculates that when \$500 million is struck Abel would have 1500 staff, including 350 software developers, and its distributors would be handling sales, installation and first-line customer support around the world.

Baird's son Callum, Abel's Software Development Manager now, would be firmly entrenched as joint Managing Director. The distributors would be based in United States, Britain, Australia and New Zealand but Baird and Mattsen are confident the head office will remain in Auckland in bigger premises.

The privately-owned company operates out of two neighbouring properties on the North Shore. With valuable help from our business advisors, Abel has developed a clear business plan – it has a strong belief in its product and it knows where it's heading.

Abel became a founding member of iTec (IT Export Cluster) on the North Shore, and we organised a facilitator and presentations on specialist areas such as exporting, intellectual property, human resources, sales and marketing, governance and strategic planning.

We have provided Abel with vital networking opportunities and business connections, including NZTE, and it organised a meeting with two prominent businesses, which are already operating in the United States market. These companies were happy to share professional

services contacts and market knowledge with Abel.

We also arranged for Abel to participate in San Diego University's executive MBA programme which resulted in free market research.

Mattsen says "the research confirmed what we thought and highlighted areas we needed to focus on for further expansion into the US. The research provided us a list and breakdown of potential distribution partners, and the demographics – even one of the MBA attendees is interested in taking a distributorship.

"ATEED helped us with training, contacts, working smarter and growing the business. They understand our business and product and they have become a valued partner. They even pass possible new clients our way when they believe there will be a good fit," she says.



*More than 130 people entered DigMyIdea, submitting almost 100 ideas.*

### **BIG IDEAS TAKE OUT DIGMYIDEA**

A handful of big digital ideas stood out from the pack to win the inaugural DigMyIdea Māori Innovation Challenge.

We launched DigMyIdea – which called for Aotearoa’s top emerging entrepreneurs to submit a digital business idea with the potential to go global – in partnership with Ngā Pū Waea, the National Māori Broadband Working Group (now disbanded), and with the support of Poutama Trust and Callaghan Innovation.

Entrants were required to outline a digital business idea with a focus on economic outcomes for Māori, and economic outcomes that may include opportunities for New Zealanders to earn income, create new business or export.

More than 130 people entered DigMyIdea, submitting almost 100 ideas. The top five entries in two categories – 19 years and over (‘mauri tū’) and 15-18 years (‘mauri oho’) – took part in workshops at Manukau Institute of Technology.

The finalists – from Auckland all the way south to Clyde – received advice and mentoring to further develop their ideas before presenting their final pitches to a panel of judges.

A financial educational software program, an ‘app’ that encourages people to socialise with their friends in real life, and a digital consultancy for small and medium companies, were judged the best ideas.

Brittany Teei (Ngai Tahu) of Auckland won the mauri tū category, pitching KidsCoin – a software program that teaches successful money management skills to students.

Hang (an app which encourages users to socialise with their friends in real life pitched by Josh Arnold (Ngā Puhī) of Auckland), and Kokiri Digital (a digital consultancy for small and medium companies pitched by a team from Te Puke) were joint winners in the mauri oho category.

The winners received a business start-up services package and support to the value of \$10,000, and technology packages from sponsors including 2Degrees.

The standard of ideas was high, and the workshop weekend led to some of the competitors collaborating on new business ideas.



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Attract new business  
and investment

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### Why?

Attracting overseas companies and investors to Auckland will create jobs and increase capital available to spend on innovation and business expansion in industries where Auckland is globally competitive.

Some of those industries need major infrastructure development. International investors and companies can help.



### How?

Auckland competes with cities world-wide to attract multi-national companies and investors. We take a proactive, professional, approach to marketing Auckland's investment case and building global connections:

- We identify opportunities in Auckland's advanced industries which will appeal to multi-national companies and investors (our target is to attract at least five multi-national or New Zealand companies to the region each year, or help those already here to significantly expand)
- We collaborate with other agencies, international partner cities, and industry organisations to showcase Auckland's most dynamic sectors and infrastructure opportunities. This approach includes both in-bound hosting and external trade missions
- We engage and assist the top multi-national companies and investors already in Auckland through a highly targeted programme.





## Achievements

The Tripartite Economic Alliance Auckland 2016 we delivered in May on behalf of Auckland Council was the culmination of a year's planning and engagement with industry organisations and officials in all three tripartite cities. It attracted about 700 delegates, including more than 150 in Mayor-led delegations from Auckland's sister cities and alliance members Los Angeles and Guangzhou.

Auckland's outstanding summit followed on from the inaugural event in Los Angeles in June 2015. (Read more about our summit on page 18).

Our Business Attraction and Investment (BA&I) unit facilitated the establishment or expansion in Auckland of nine multi-national or domestic companies, and secured investment deals worth an estimated \$328.5 million. Read about how we helped a new international company come to Auckland on page 21.

The Aroha Auckland programme – which promotes regular engagement with the top multi-national companies and investors in Auckland – made major strides during the year. The programme now includes 81 companies being actively managed, with our investment specialists helping to meet their needs. This has huge potential for growing jobs and investment into the region.

During the year, we hosted a number of international business and investment delegations from key target markets. Singapore is one of the world's busiest travel and commercial hubs and its investors and high net worth individuals are an increasingly important target for us. In a two-day programme this year we introduced visiting representatives of a Singapore-based investment company to key managers of seven growing and globalising Auckland companies to understand the possible future investment opportunities they offer.

Our Screen Auckland team issued a record 567 permits for filming on open public spaces across the region. Those shoots were worth an estimated \$165 million to the region's economy. This year, our screen attraction specialist played a key role in bringing new productions to the region worth \$47 million.

During the year, we helped facilitate many of the numerous productions based in Auckland including the second season of hit Australian TV series *800 Words* – a co-production with Auckland's South Pacific Pictures, the country's largest production company – and the second season of Executive Producer Rob Tapert and Starz Entertainment's cult TV show *Ash vs Evil Dead*. Auckland-based animation company HuHu Studios is working on the 3D movie *Beast of Burden*, a co-production with China Film Animation.

The BBC filmed a new season of *Wanted Down Under* around Auckland, with British families considering immigrating being shown what a new life in Auckland could be like.

The filming of Warner Brothers and China's Gravity Pictures feature film *MEG* began during the year – a massive boost for Auckland's screen industry. Our screen team helped the production come to Auckland, where it was shot at Auckland Film Studios, a specially constructed site in Kumeu, and on location in the Hauraki Gulf out from

Gulf Harbour, and the Tamaki Strait at Waitawa Bay, on Auckland's south-east coast.

During the year, we worked with the screen industry and other stakeholders to find a solution to a major issue for Auckland – the lack of world-class studio infrastructure. A wider council group discussion with developers and key local industry players about other possible sites and operating models made significant progress.

By November 2016, ATEED had entered into discussions with the owners of the Kumeu site used for *MEG* about ways the land and current facilities could be secured for Auckland's screen industry as a long-term site for feature filming. A key to that would be ATEED leasing the site.

There is strong interest from international productions to use the site in the future, if it is secured. The discussions included the possibility of the land owners designing and building at least one sound stage – which could effectively double Auckland's screen studio assets. A site of this kind would attract companies involved in supporting screen production and give Auckland a world-class point of difference in the international market.

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**Our Screen Auckland team issued a record 567 permits for filming on open public spaces across the region.**



## What's next?

We will continue our lead generation programme to attract productive investment into Auckland's advanced industries, plus key projects and initiatives.

Our screen team is negotiating with several major international film productions about them using Auckland as a base.

A key focus will be on achieving outcomes contained in NZTE's Project Palace report into New Zealand's shortage of quality hotel accommodation – particularly to attract international investment into new hotels.

We will continue to help Auckland companies identify and progress opportunities created by the Tripartite Economic Alliance, particularly aiming towards the third summit in Guangzhou next year.



*The direct foreign investment generated by the summit at this point stands at \$30 million, with more forecast to come.*

### SUMMIT DELIVERS FOR AUCKLAND

The numbers tell the Tripartite Economic Summit Auckland 2016's success story: the number of delegates (nearly 700) exceeded the expected attendance of 300, and the international delegations (90 from China and 60 from the US) exceeded our targets of 50 from each.

The 300 formal business matched meetings held at the BNZ Business Activation Lounge was a great result in terms of one of the key summit aims and its theme – making connections. There were many more informal connections made between businesses.

The direct foreign investment generated by the summit at this point stands at \$30 million, with more forecast to come.

The summit focused on five sectors where Auckland has world-leading companies and expertise, significant opportunity for growth, and is globally competitive: advanced materials (such as composites); high-value foods; new media (entertainment/digital); smart data; and urban design.

We were able to secure an outstanding line-up of speakers and expert panellists, and the

unique business matching programme enabled companies to progress deals and partnerships.

The fact that Prime Minister John Key, three New Zealand Government ministers, and senior Chinese trade official Madam Li Xiaolin attended and spoke, showed the level of credibility achieved by the summit.

It was a major catalyst for new export opportunities for Auckland companies, and we also anticipate significant future inbound investment by entrepreneurs and companies which were part of the visiting business delegations and were excited about Auckland's proposition.

We have a programme in place to help Auckland companies convert the business opportunities created by the summit into actual deals and partnerships, and maintain momentum towards the third summit in Guangzhou 2017.



## GARAGE DOORS OPEN

The Magnify event during Techweek AKL 2016 demonstrated the world-class capability of Auckland's augmented and virtual reality (AR/VR) industry. We seized on the momentum created to work with partners to find an infrastructure solution which could help the sector thrive and connect internationally.

The AR/VR Garage is the result. Opened by Hon Steven Joyce and Auckland Mayor Len Brown just three months after Techweek, it establishes Auckland as an international hub for this hot technology. It has strong working alliances with global industry leaders, being the Oceania base of the influential US-based VR Society, which also has chapters in Beijing and Canada. The society last year secured about US\$170 million of VR projects for its global member studios including Walt Disney Studios, Pixar, Marvel, Universal Studios and DreamWorks Animation.

The VR/AR Association, a New York-based organisation with satellite sites in London, Amsterdam and Singapore, is setting up a New Zealand chapter in the AR/VR Garage; and the International Game Developers Association also has a presence.

Auckland's growing AR/VR community includes game developers, screen and film producers, animators, educators and digital storytellers, and the AR/VR Garage will help grow New Zealand's global digital industry footprint, jobs and investment.

With the support of the AR/VR Garage's partners, including corporate partners Datacom and Microsoft, its tenants have subsidised access to technology and tools which they would not be able to otherwise afford; they can easily connect with potential partners in the co-working space; source local and international contacts, and the wider support services they need.

The Garage enables companies to have a global advantage from day one – they can scale up much faster, connect with the big international industry players, and showcase their work to major international tech investors.

The two buildings had 12 tenant companies by November 2016 benefitting from a globally unique collaborative operating model involving industry, major corporates, tertiary and research institutions, local and central government agencies and key international players.

Importantly, the Garage includes project research and development space where virtual teams from around the world can collaborate on a commercial project pipeline.

## MAIN REACTOR GOES OUT ON A (SEVERED) LIMB

Behind the unremarkable door of a nondescript industrial precinct building in the Auckland suburb of Henderson, is a disturbing scene – one part alien birthing unit; one part abattoir; and one part medieval torture chamber.

But rather than prompting screams and a call to emergency services, the gruesome pile of innards from a large bovine and the grimacing severed head of a large bald gentleman is just another day at the office for Roger Murray and his wife Felicity Letcher.

They are the creative and business brains behind world-class special effects workshop Main Reactor. With their team of up to 20 technicians, they have contributed incredibly realistic props, costumes and stage sets for a growing list of local and international feature films, television shows and commercials.

*The Shannara Chronicles* (MTV and Sonar Entertainment) and *Ash v Evil Dead* (Starz Entertainment) are two new names proudly added to the company's lengthening list of credits.

Roger is right at home supervising the use of buckets and buckets of fake blood. For *Ash v Evil Dead*, that meant up to 150 litres in big scenes, and new ways of chain saws being used to cut things which are a lot softer than a pine log.

Main Reactor, founded in 2002, forged its reputation through a succession of feature film productions including *The Last Samurai*,

*The Lion, The Witch and the Wardrobe*, *Avatar*, and *Crouching Tiger Hidden Dragon II: The Green Destiny* and continues to shock, thrill and excite worldwide audiences through its work.

The company is a key contributor to Auckland's screen production industry, which delivered more than \$900 million revenue to Auckland's economy in 2015 according to Statistics NZ.

Main Reactor is renowned for its work on the television series *Spartacus* for Starz – with its signature bloody gladiator fights lent brutal realism by the magic created in the workshop. The legacy of that work is a 'library' of scars which new clients can select from, like a macabre menu.

Felicity says ATEED has helped Main Reactor achieve its growth ambitions.

"Word of mouth is incredibly important in our industry, and it has been great to have Screen Auckland explain what we have done and can do to visiting producers scouting the region. ATEED has also done a lot of work on proposals to improve Auckland's screen infrastructure, which is crucial for attracting larger international productions."

Main Reactor's current focus are opportunities in the global medical industry – particularly for their world-leading work on prosthetics which has attracted the interest of the University of Auckland. ATEED's international investment specialists have helped connect Main Reactor with potential overseas markets for this new venture.



ATEED is also helping Main Reactor explore potential research and development grants from government agency Callaghan Innovation which could help the company's work in this area.

Main Reactor's hugely realistic prosthetics are ideal for testing and training emergency room staff team work. They have already been used at Auckland Hospital and there are plans for the training to be rolled out at North Shore Hospital.

Roger has used his ingenious methods to produce three scenarios for emergency room teams to be confronted with: a nasty stab wound, a burst appendix, and a leg severed by an explosion.

"We are quite excited about the potential for growth. It's massive really. The medical simulation market globally is huge," says Roger.

Adds Felicity: "It's the great cross over between the make believe of the film world and the very real medical world, and something that can actually save lives."

## IT'S RAINING CEPHALOPODS

Our Screen Auckland team facilitated a unique commercial this year for General Electric with a theme of raining octopuses.

Many global TV commercials are filmed in Auckland, with producers taking advantage of the diverse locations, expert fast-turnaround crews, and often the seasons being opposite those in the Northern Hemisphere. General Electric's commercial was shot in Auckland at locations including Monte Cecilia Park, Britomart, Avondale and Mt Eden.

Specialised equipment was required to make the rain and octopus effects. Cannons were used to shoot octopus in the air and fall with the rain effects, and basketball players were brought in especially for their accurate octopus tossing skills.

No real octopuses were harmed in the filming of this commercial, which screened in the huge US market.



Watch the Toonz animation show reel



Watch the General Electric commercial

## AUCKLAND HITS RIGHT NOTES FOR TOONZ

The arrival of one of world's largest animation production companies in Auckland has provided a major boost for the fast-growing industry in this country.

Toonz Entertainment New Zealand, part of the Toonz Media Group, set up here with the help of our business attraction specialists to develop and produce content for local and international markets.

After establishing its Auckland office in 2015, Toonz quickly formed partnerships with local companies for pre-production work on an animated feature film and a television series.

Mark Nicholls, director of Toonz Entertainment NZ, says: "Toonz wanted to extend its reach into Australasia and use the large pool of New Zealand talent."

Nicholls says ATEED provided great support for the introduction of company's arrival: "Whether it's connecting us to industry partners, hosting international executives at the ICC Cricket World Cup 2015, or just supporting us with industry events, ATEED are always connecting with us – and making sure they can support us to help create a sustainable business here in New Zealand."

A key shift for the company is to concentrate on developing, and often jointly owning, new intellectual property (IP) in New Zealand. Through co-productions, Kiwi companies can access the Toonz platform and distribute jointly-owned content around the world.

"New Zealand has some great (animation) talent, and we are excited by the opportunities the New Zealand office can bring to the group overall," he says.

Toonz Entertainment NZ engaged Wellington-based Mechanic Animation to complete the pre-production work for the animated feature film, *Beijing Safari*. The work took 11 months and involved up to 30 artists with an internationally-recognised director based in Boston, a line producer from Europe. The animation production was completed in India.

The company was introduced to another Kiwi project called *Darwin And Newts*, a TV series of 40 eleven-minute episodes which encourages a pre-school brother and sister to explore simple science ideas to fix things.

Toonz Entertainment NZ has established a studio of artists in Auckland for pre-production for *Darwin And Newts*. The directors are Janine Morrell-Gunn and Emma Gribble, and the series will be completed in mid-2017.

Toonz has invested in the project, along with the New Zealand Film Commission, NZ On Air, and Whitebait Media, and it will screen on TV2 in New Zealand.

"This was one of the key reasons we started the office in New Zealand – to find New Zealand-based IP that we can co-fund, co-produce and then take them to the world," says Nicholls.

## PROJECT PALACE PROGRESS

While Auckland's, and New Zealand's, visitor economy is booming, it's clear there is a shortage of major hotel accommodation options in the nation's tourism and business event focal points.

We worked with NZTE to find a solution to that shortage and enable inbound investment, and this developed into the 'Project Palace' hotel investment and attraction project in combination with central government and partner agencies in Rotorua, Wellington, Christchurch and Queenstown.

Economic Development Minister Steven Joyce announced the project findings which identified the demand profile for new hotels and incorporates input from various stakeholders.

We have been working closely with investors and property owners to coordinate demand and supply options. In the initial programme phase we concentrated our search for suitable hotel sites in Auckland's CBD.

The leads were passed to NZTE, with further qualification work underway to develop a more detailed opportunity profile on each site. NZTE held an international investment roadshow through Australia and Asia to showcase the opportunities for investors.

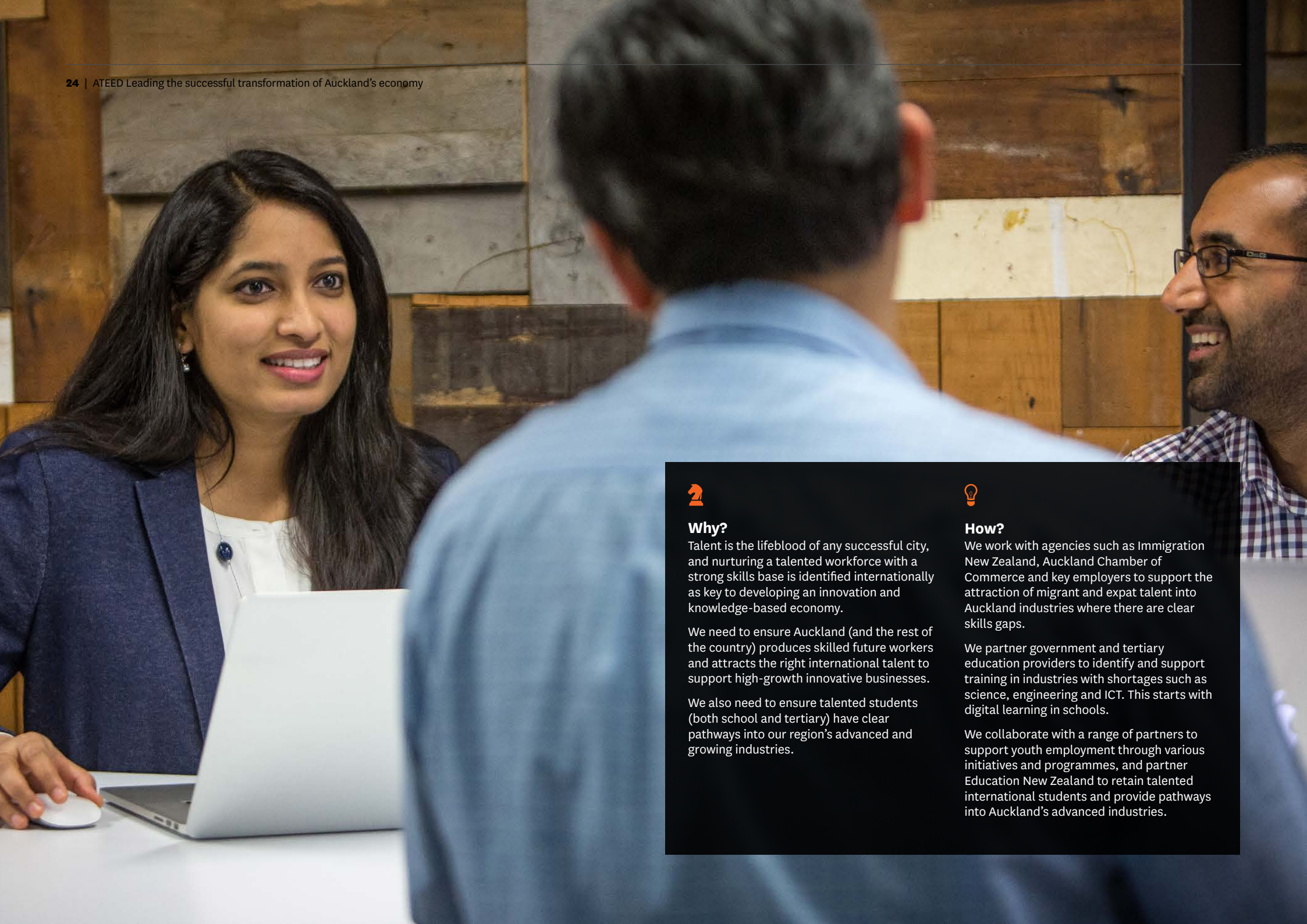




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Grow and attract  
skilled talent

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### Why?

Talent is the lifeblood of any successful city, and nurturing a talented workforce with a strong skills base is identified internationally as key to developing an innovation and knowledge-based economy.

We need to ensure Auckland (and the rest of the country) produces skilled future workers and attracts the right international talent to support high-growth innovative businesses.

We also need to ensure talented students (both school and tertiary) have clear pathways into our region's advanced and growing industries.



### How?

We work with agencies such as Immigration New Zealand, Auckland Chamber of Commerce and key employers to support the attraction of migrant and expat talent into Auckland industries where there are clear skills gaps.

We partner government and tertiary education providers to identify and support training in industries with shortages such as science, engineering and ICT. This starts with digital learning in schools.

We collaborate with a range of partners to support youth employment through various initiatives and programmes, and partner Education New Zealand to retain talented international students and provide pathways into Auckland's advanced industries.





## Achievements

ATEED's ground-breaking Auckland Regional Partnership Agreement with Immigration New Zealand helped drive initiatives to attract talented migrants for Auckland's key growth sectors this year, with a particular focus on the skilled workers needed to help to grow Auckland's ICT sector.

Our project to develop a value proposition for skilled migrants was completed by the end of February 2016, and was tested with businesses and skilled migrants. It forms the basis of digital content and our sector recruitment campaigns for Auckland's advanced industries in partnership with business and industry.

In partnership with the Auckland Chamber of Commerce, we hosted stands at Working International's Perth job expo focused on construction, engineering and infrastructure roles – two sectors in Auckland with significant skills shortages as an unprecedented wave of new building activity continues.

Our International Education unit organised the International Education Conference in Auckland, which attracted more than 150 education providers to discuss ways to develop the region's value proposition for international students.

Our team delivered three important six-month projects in partnership with Education New Zealand. The first, which also involved Immigration New Zealand, was focused on enhancing the international student experience in Auckland and targeting students looking to find employment after graduating.

The second focussed on initiatives to tell the Auckland international education story. We have developed the first group of four promotional videos featuring international students who have studied in Auckland and completed a pathway into employment in New Zealand.

Increasing the capability of Auckland's international education sector was the focus of the final project. We help the industry to develop new products to attract more international students into Auckland, including an opportunity to offer a Māori tourism product for the USA Study Abroad market that combines education, tourism and cultural elements. We finalised a series of promotional videos just after the financial year ended.

We facilitated Study Auckland, which has a base of more than 150 education provider members, and led a number of capability workshops for members in collaboration with Immigration New Zealand, Education New Zealand, New Zealand Qualifications Authority, and the Ministry of Education.



Tackling significant youth unemployment across Auckland is a major focus for Auckland Council – through its Youth Connections unit in partnership with ATEED. Our programmes supported by The Tindall Foundation include the success of the Youth Employer Pledge project which makes the employment process much easier for both employers and young people.

By the end of June 2016, our team had secured more than 50 companies to the pledge, including a number of major Auckland construction and hospitality companies which are now fully engaged in the employment of young talented Aucklanders.

Building on the successful launch of JobFests in February 2015, there were two highly successful JobFest events during the 2015/16 year and one after the reporting period finished, each delivered in partnership with the Ministry of Social Development, and Careers New Zealand. (See more on page 28).

During the year, ATEED worked with industry to develop a construction and infrastructure recruitment campaign to raise awareness of opportunities in the sector, where there are significant shortages due to the major building projects underway in Auckland. Called #buildAKL, the social media-based campaign was launched at the fourth JobFest after year end.

Our delivery of the Lion Foundation Young Enterprise Scheme (YES) in the 2015 school year saw more than 1400 students from 52 Auckland schools compete in another successful programme, with Auckland teams placing first and third overall at the nationals, and gaining five excellence awards. Check out some of the great work at this year's *Dragon's Den* style event and budding young food entrepreneurs taking part in YES were this year given an opportunity of a lifetime: to take their food products to market at Auckland's premier food show thanks to ATEED and the Auckland Food Show.

Six winners of the second annual IDEAS Starter, an ATEED-supported competition for entrepreneurial Aucklanders aged 15-24 which had a highly successful pilot in 2014/15, were announced in May 2016. The popular challenge received nearly 140 entries. Business mentors work with the winners - which included an app to help young people share their feelings through colours, a pocket water meter, and an idea to attract more school girls into science, technology, engineering and maths - to gauge if the ideas can be commercialised.

Through our delivery of the Regional Business Partner Network, we actively managed 1042 businesses, and facilitated more than \$1.6 million in NZTE Capability Development Vouchers to improve the management skills of small to medium enterprises.



### What's next?

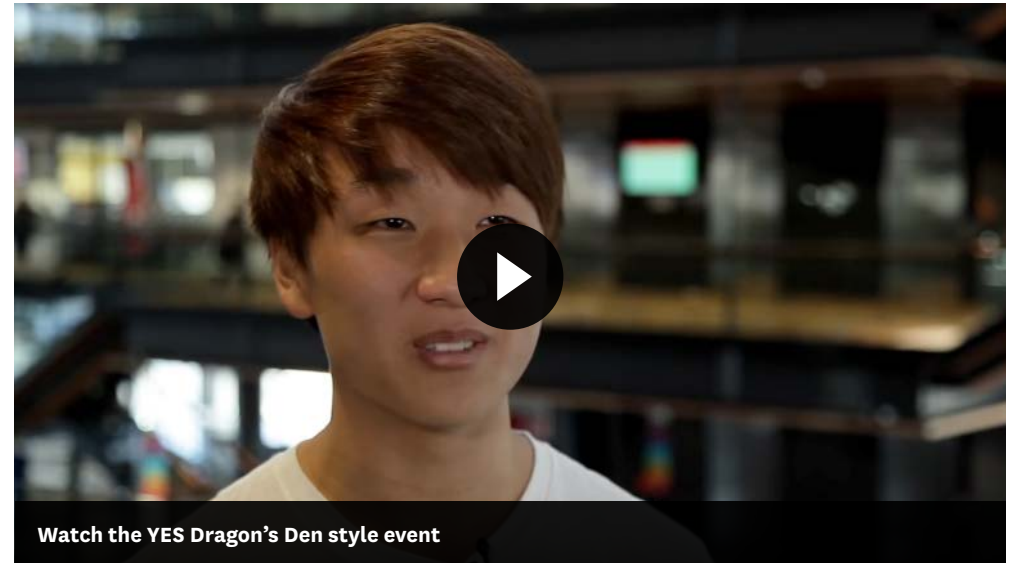
In 2016/17, we will continue to work with our partners to build on the success of the JobFest and Employer Pledge programmes.

There will be an expansion of the activity with Immigration New Zealand focused on attracting migrants and returning expats into skills gaps in Auckland.

We will work with COMET, another council-controlled organisation and also an independent charitable trust whose role is to support education and skills across Auckland, to deliver the Science in Society pilot in South Auckland.

We will work with Council and a number of government agencies on initiatives to improve international student safety and wellbeing.

We will take part in a Study Auckland trade mission to Japan as part of our ongoing work with the member organisations to develop the international education market.



Watch the YES Dragon's Den style event



Watch the YES food entrepreneurs at the Auckland Food Show

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## FUELLING YOUTH EMPLOYMENT

Auckland's Youth Employer Pledge initiative, which we deliver as part of the Tindall Foundation-funded Auckland Council Youth Connections programme, reached its target of 50 Youth Employer Pledge partners by the end of June 2016.

Some of Auckland's largest employers are now on board with the pledge, and between them, they have committed to more than 450 entry-level jobs and work experience opportunities for young people in Auckland. Pledge partner representatives participated in two Youth Employer Pledge networking events hosted by partner businesses (The Warehouse and EY), which focussed on new school to employment pathways and workforce planning, respectively.

A number of pledge partner employers also participated in the south Auckland Ministry of Business, Innovation and Employment co-design lab Youth Attitudes project, and co-design initiatives to increase youth employment in the retail, construction/infrastructure, and digital/ICT sectors.





## JOB FESTS PROVE POPULAR

The second and third very successful JobFests were held in the 2015/16 year, and another after the reporting period. The latter two packed out The Cloud on Queens Wharf in downtown Auckland.

The two JobFests held during the reporting year attracted more than 3,900 job seekers and more than 140 employers, resulting in more than 170 offers to unemployed youth for jobs greater than 30 hours a week.

We deliver JobFests with Youth Connections. The Ministry of Social Development and Careers New Zealand are also partners on JobFest, with the support of the Tindall Foundation. Auckland Transport provides free public transport to JobFests, allowing young people from across Auckland to attend.

The latest event saw the launch of #BuildAKL, an exciting interactive social media campaign which aimed to get 4,000 young people into Auckland's booming construction and infrastructure sector, which is a key driver of Auckland's economic growth but is suffering a serious skills shortage.

Jobseekers were encouraged to register for #BuildAKL to learn more about the construction and infrastructure sector via content shared on Facebook, Snapchat and Instagram.

Twenty finalists will be selected to compete for 10 four-week paid work placements within the sector.

With nearly 25,000 young Aucklanders not in employment, training or education, we want to lift the lid on the diverse range of job opportunities within the sector by using social media channels which are popular with under 25 year olds.



Watch this video to hear what job seekers and employers had to say about the 2016 event

## CONFERENCE FOCUSED ON STUDENT GROWTH

Auckland continues to attract the largest number of international students in New Zealand, with a 15 per cent increase in the 2015 calendar year – growth we help to fuel by a range of initiatives and by delivering the Study Auckland programme for more than 130 member organisations.

The annual ATEED Auckland International Education Conference at The Hilton Auckland attracted more than 160 delegates from Study Auckland member schools who heard from an exciting line-up of presenters.

The theme of the conference was building Auckland's reputation as a destination for international students and finding ways to support this record growth in student numbers sustainably.

This year, the conference included breakout sessions facilitated by industry experts, such as 'making the transition from international student to successful Aucklander' – an important focus for ATEED as we try to ensure international talent can help fill the region's skill shortages.

That session featured panellists who were all originally international students and have gone on to become business leaders in Auckland.

Another conference focus was a discussion about the need for the growth in international student numbers being matched with equal attention to managing Auckland's reputation overseas.

## PARTNERSHIP KEY TO TALENT SEARCH

The regional partnership ATEED signed with Immigration New Zealand in 2014 continues to make significant progress towards remedying the skills shortage for high growth potential Auckland companies.

The partnership enables Auckland businesses to attract and retain migrants who have the skills and inward investment that Auckland needs to enhance its economy.

Immigration NZ provides a customised service to support businesses that can deliver high-value jobs in Auckland's competitive and technology enabled sectors, where skills are in global demand and the competition for talent is strong.

Our role is to help tell the Auckland 'business' story, and profile Auckland as a great place to live and work for talented people with in-demand skills.

Two Auckland companies helped by ATEED and Immigration NZ are aircraft manufacturer Innova Composite Helicopters NZ and games developer Grinding Gear Games.

Innova employed a Briton and a Texan through the regional partnership agreement – two experts who will play a crucial part in ensuring Innova's new, state-of-the-art composite helicopter is certified for general aviation by the Civil Aviation Authority in New Zealand and US Federal Aviation Administration.



Immigration NZ helped Innova navigate the immigration process and facilitated the two successful applications.

Grinding Gear Games, one of Auckland's most innovative game developers with more than 14 million international players, was able to recruit a Polish composer to provide world-class expertise, and a French technical advisor, through the partnership.



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Grow the visitor  
economy

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### Why?

High-value visitors inject new money into the economy and create jobs for Aucklanders – particularly in the service sector. Major sporting and cultural events, attractions and experiences, restaurants and shopping precincts which appeal to visitors also help make Auckland a more exciting place to live, and a more attractive place for migrants, businesses, investors and students.

International business people who come to Auckland for conferences, or major events such as global sporting tournaments are ideal targets for tailored programmes to showcase the region's opportunities for investment or business expansion, and for local export businesses to connect with.

An enhanced visitor economy will contribute to Auckland's emergence as a global city.



### How?

We explore all cross-industry opportunities connected to the visitor economy. For example, we help bids for business events connected to Auckland's growth industries, and create specific business-showcasing events to coincide with global sporting tournaments.

We market Auckland to high-value visitors from around New Zealand and from select target countries who can deliver the most economic impact including: tourists interested in golf, equine, marine and screen activities (including super yacht owners); and business event attendees. Our focus includes ensuring the region's strong Māori identity and contemporary culture are woven into the visitor offering, and we help to develop Auckland's Māori tourism capability.

We collaborate with various local and international organisations and companies to market Auckland as a unique destination – not an arrival and departure point. We build partnerships with agencies and the industry to increase Auckland's ability to bring in and cope with more visitors, including the growing cruise ship market.

We work with partners to build a world-class major events portfolio, and build our annual international business events schedule.

We identify gaps in Auckland's visitor attraction offerings and work with partners to fill them.



### Achievements

Auckland's portfolio of 36 major events injected \$43.7 million into the regional economy in 2015/16 and generated more than 283,000 visitor nights.

A booming visitor sector was highlighted by a record-breaking summer for international arrivals, and January's record 715,000 guest nights (up 3.8 per cent on 2015) with the biggest growth occurring from international markets, according to the Ministry of Business, Innovation and Employment's Commercial Accommodation Monitor.

In Australia, Auckland's largest market, we continued to work closely with Flight Centre and other partners including Tourism NZ to grow visitation with a particular focus on marketing Auckland as a short break destination. It was pleasing to see Auckland ranked as third most preferred Easter destination for Australians this year.

In China – our second largest inbound market – we expanded the golf, equine, and marine high-value visitor programme to include the screen sector, recognising the huge potential

growth in activity between China and New Zealand stimulated by the screen co-production arrangements within the Free Trade Agreement, and the profile that Auckland can gain through this activity. We worked on the programme now known as GEMS with partners including Rider Horse Group, China Cup, Royal Hong Kong Yacht Club, Mission Hills Resorts, Nicklaus Club, NZ Film Commission, AIAL, China Southern Airlines – with the target of stimulating trade, investment and tourism for Auckland.

In the third key market – the United States – we continued to develop our partnerships with Virtuoso, American Express and Travel Leaders to attract high-value visitors, in collaboration with a range of operators and Tourism NZ. Waiheke Island and Matakana continue to receive rave reviews from visitors and a host of international travel publications and web-sites.

In the year to 30 June 2016, our programmes contributed to the number of visitors to Auckland from the US growing by nearly 10 per cent; Chinese visitor arrivals in Auckland rising 23 per cent; and from Australia growing by more than 5 per cent.

We successfully delivered the inaugural Tāmaki Herenga Waka Festival in partnership with Tāmaki Makaurau mana whenua on Auckland Anniversary Weekend 2016.

Tāmaki Makaurau has a rich Māori identity, linked with 19 different mana whenua and mataawaka, and the festival was a chance for Aucklanders and visitors to learn more about our unique Māori heritage and contemporary culture. Read more on page 34.

The Tāmaki Herenga Waka Festival sits proudly alongside Auckland's other annual cultural anchor events – the Lantern, Pasifika, and Diwali festivals.



On behalf of Auckland Council, we invested in a portfolio of recurring annual sporting, arts and cultural events – such as the Downer NRL Auckland Nines, New Zealand Fashion Week, and Auckland Pride Parade – and one-off highlights including the Pop-up Globe theatre (see more on page 35), *Cats*, *Phantom of the Opera*, and Ed Sheeran. Major events are supported by destination marketing campaigns, such as the NRL Auckland Nines Boys *Ultimate Weekend* promotion.

In November 2016, ATEED announced its investment on behalf of Council in the McKayson New Zealand Open golf tournament. The 2017 event will be the first LPGA-sanctioned tournament in New Zealand, and bring home town star Lydia Ko and 100 of the world's top women golfers to Auckland. It will be an unprecedented opportunity to showcase Auckland's golf courses and visitor experiences to the massive Asian golfing market.

Planning by our subsidiary company World Masters Games 2017 proceeded well, with milestones including the successful launch in February of the global athlete registration process.

Our Auckland Convention Bureau (ACB) team was focused on delivering the Auckland Business Events Plan in conjunction with industry. Of critical importance is attracting events which will help to reduce seasonality in Auckland's visitor market, and support growth and investment in key industry sectors. ACB created a new marketing sales tool promoting business events in Auckland.

ACB won 11 international conferences during the year – these will make an estimated \$17.1 million contribution to Auckland's regional economy when they take place. The team supported 29 international bids during the year and 22 had moved through to submission by year end.

There has been strong interest in the New Zealand International Convention Centre with ACB working on a number of promising bids, many in conjunction with Tourism NZ. NZICC is due to be completed in 2019 and will ensure Auckland is able to compete with rivals in the Asia-Pacific for larger scale major conferences.

Our Māori Tourism Development Programme supported the Auckland Rima Tourism Cluster's efforts to engage the Australian market, and clusters of Māori tourism operators near both Auckland Airport and Woodhill.

The 2015/16 cruise ship season – which began in October and ran until the end of September 2016 – was another strong one, with 34 ships scheduled to make 105 calls into Auckland, bringing almost 250,000 passengers and nearly 90,000 crew. The ships' visits were projected to inject an estimated \$252 million into Auckland's economy and support more than 4000 jobs.

We continued to support local tourism clusters in Auckland's Franklin and Rodney regions, and on Great Barrier and Waiheke islands.



### What's next?

We will take the final steps on Auckland's journey towards hosting World Masters Games 2017 – which is expected to involve more than 25,000 participants and supporters, and be the largest major event held here since Rugby World Cup 2011.

The year will also see the DHL NZ Lions Series 2017, and Rugby League World Cup 2017. These events will provide major opportunities to have concurrent business events.

The 2015/16 growth in the number of visitors from Japan (up 21 per cent year-on-year) reflects potential future opportunities which will be explored. We will continue to grow our international consumer marketing presence in key target markets alongside partners including Tourism New Zealand, Auckland Airport, and Flight Centre Australia.

We will grow the extent of the successful regional tourism clusters to help increase connections and promote local areas. We will continue to improve how we provide information to visitors, particularly through digital channels and the i-SITE network.



Watch the line up of major events in 2017



Watch the triumphant welcome home event for the Rugby World Cup 2015-winning All Blacks

## TĀMAKI HERENGA WAKA FESTIVAL A GREAT SUCCESS

Queens Wharf was transformed into an outstanding showcase of our region's unique Māori culture when we successfully delivered the inaugural Tāmaki Herenga Waka Festival in partnership with Tāmaki Makaurau mana whenua on Auckland Anniversary Weekend.

Tāmaki Makaurau has a rich Māori identity, linked with 19 different iwi, and the festival was a chance for Aucklanders and visitors to learn more about our unique local Māori history, heritage and contemporary culture.

The programme was designed to give people the chance to see leading Māori artists and practitioners up close, and have a go at traditional crafts and games, paddle a waka, or learn some Te Reo.

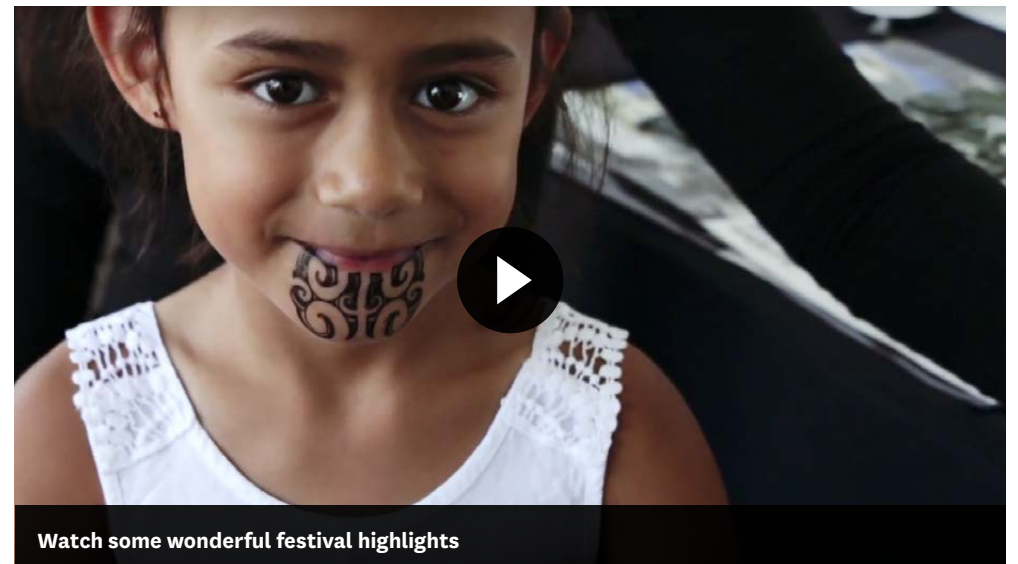
Traditional Māori storytelling and healing were on offer beside contemporary Māori art and kai, and an extensive musical programme, showcasing both established and emerging Māori artists and DJs.

**Right** Tāmaki Herenga Waka Festival

The free, family-friendly festival took place at The Cloud on Queens Wharf in downtown Auckland, and festival-goers were enthusiastic about its relaxed, positive atmosphere.

A beam of light shone upwards from the summit of Rangitoto each night of the festival. The large-scale outdoor light activation, Te Haeata o Rangitoto, was a joint pilot project led by Ngā Mana Whenua o Tāmaki Makaurau (the Tāmaki Collective) and supported by ATEED. It was the first phase of a project to celebrate the return of the 21 tūpuna maunga and motu that formed part of the 2014 Deed of Settlement between the Crown and Ngā Mana Whenua o Tāmaki Makaurau.

The Tāmaki Herenga Waka Festival will be one of Auckland's annual cultural anchor events alongside the Lantern, Pasifika, and Diwali festivals.



## ATEED SUPPORTS SUCCESSFUL MĀORI TOURISM GRANT

Our Destination Development team helped to secure a \$50,000 grant to raise the profile of Tāmaki Makaurau and Te Tai Tokerau (Northland) Māori tourism experiences in China, the US and South America.

We worked with global award-winning tourism operator TIME Unlimited and other operators to secure one of two \$50,000 Auckland Airport Four Seasons Five Senses Grants, which will be used to grow market awareness and business opportunities, and strengthen the working relationship between the parties involved by creating travel itineraries that promote experiences which link to Māori themes, events and stories

We worked on the grant application in collaboration with Tāmaki Makaurau operators TIME Unlimited, Te Haerenga, Waka Quest, Tāmaki Paenga Hira (Auckland Museum), Tāmaki Hikoi and Te Hana; and Te Tai Tokerau operators Waitangi Treaty Grounds, Footprints Waipoua, Taīamai Tours, Dune Rider, Salt Air/Motu Kokako Trust and Taute Gallery. This included working to secure endorsement from Northland Inc and NZ Māori Tourism.

NZ Māori Tourism Co-founder and Director Ceillhe Sperath, of Ngapuhi descent, says the grant will assist them to showcase New Zealand's compelling point of difference: "Our proposal is to share our unique knowledge of being Māori and enhance the visitor experience with our strong values of kinship, hospitality and mutual exchange of cultural understanding."

## POP-UP GLOBE INNOVATION WOWS AUDIENCES

We were proud to support the largest festival of Shakespeare ever held in the Southern Hemisphere when more than 280 actors from nine leading New Zealand theatre companies played to audiences at the Pop-up Globe Theatre in the Aotea Precinct.

A world-first re-creation of Shakespeare's second Globe Theatre, the construction of the three-storey dimensionally accurate 900-person theatre and the season of performances marked the 400th anniversary of William Shakespeare's death. It created a sensation.

Audiences were treated to some of Shakespeare's greatest works: *Twelfth Night*, *Romeo and Juliet*, *Much Adoe About Nothing*, *The Tempest*, *Titus*, *Antony & Cleopatra*, *Hamlet*, and *Henry V*.

Running for 12 weeks with 128 performances from February to April 2016, most of which sold out, the Anthony Harper Auckland season at Pop-up Globe 2016 sold more than 100,000 tickets including 20,000 to dedicated schools matinees, and was extended twice due to popular demand.

The stunning theatre – which was the brainchild of founders Dr. Miles Gregory and Tobias Grant – was runner up in the 'People's Choice' category of the New Zealand Innovation Awards, and won 'Best Regional Event' at the New Zealand Association of Event Professionals annual awards.

The theatre's success has prompted a second season at a new and improved theatre set in the beautiful gardens at Ellerslie Racecourse in 2017.





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Build Auckland's  
brand and identity

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### Why?

A great brand and identity can help Auckland stand out from its global competitors.

A clear and compelling brand story, and value proposition, will attract investors, entrepreneurs, innovators, tourists, events, students and skilled migrants. Each will bring extensive benefits to Auckland and its economy.



### How?

We develop brand identities specifically for domestic and international markets, and work with partners to ensure they are used by all organisations which market Auckland.

We promote Auckland's brand and identity consistently across all business, tourism and major event activity. We ensure Māori identity, which is a key point of difference for Auckland, is included.





## Achievements

The Global Auckland Project to develop a new story for Auckland made good progress. The project's first three stages were completed during the year and delivered the draft *Global Auckland Story* – a powerful and unique global narrative for the region.

The research was some of the most in-depth ever completed about what makes Auckland unique and the characteristics which contribute to the city's DNA. The resulting themes about Auckland were tested with international audiences in the US, China and Australia – part of the extensive validation to ensure the story is an authentic reflection of Auckland that can resonate with 1.5 million Aucklanders, and each of Auckland's global target audiences which include: investors, multi-national businesses, entrepreneurs, high-value visitors, international students, major event organisers, and talented migrants.

Learnings gleaned from engaging mana whenua around the historical threads of the Māori name Tāmaki Makaurau were significant contributors to the story.

It was a significant task, but we believe we have developed an incredibly powerful narrative territory that can help to unite Aucklanders, inspire talented people to come to Auckland to work, invest and do business, and to encourage high-yield visitors to experience all Auckland has to offer.

Another key output from a parallel project (Sectors Project) was to inform how Auckland's overall value proposition applies to three primary sectors – 'Aucklanders', 'Experience Seekers', and 'Wealth Creators'. More specifically, it provides the substance about why Auckland is the place desired by many to play, work, invest and live. The value propositions and substantiators were developed by subject matter experts and extracted maximum value from the Discovery research undertaken in the Global Auckland Project. The value propositions were then tested and validated with external target audiences before being finalised.

The Global Auckland Project has been the cornerstone of our work to define Auckland's global business and investment proposition in a way that reflects our history as Tāmaki Makaurau and our future as one of the most diverse and successful cities in the world.

Several key marketing campaigns during the year helped to further shape Auckland as a vibrant city of events and world-class visitor experiences.

Visits to [aucklandnz.com](http://aucklandnz.com), the region's website, exceeded the 3 million target for the year by nearly 500,000.



## What's next?

The Global Auckland Project was just the first stage in a journey for the Auckland Council group as guardians of Auckland's story.

To mirror the success of the New Zealand Story developed by NZTE, Tourism NZ and Education NZ, we need to build the tools and resources to engage Council's corporate partners and primary audiences, and have an effective plan in place to roll out the story to the global market place.

In parallel with Global Auckland's next phases, we will continue to develop the region's domestic brand. This will include the extension of current campaign initiatives and new initiatives.

We are going to refresh [aucklandnz.com](http://aucklandnz.com) to improve the experience for users and create efficiencies.

*Visits to [aucklandnz.com](http://aucklandnz.com), the region's website, exceeded the 3 million target for the year by nearly 500,000.*

## ALL KIWIS WELCOME (AND AUSSIES TOO)

This year we launched a number of campaigns to build the 'AKL: *The Show Never Stops*' domestic tourism proposition, including 'Stellar Spring Line-up', and 'Beyond your Backyard' which featured actress Robyn Malcolm encouraging Aucklanders to explore the region during summer. The campaign's seven short videos covered some of the lesser known things to do around Auckland: Huia and Whatipu; Awhitu Peninsula; Matakana Coast; Great Barrier Island; Pohutukawa Coast; Hauraki Gulf & Islands; and NorthWest Country (Kumeu).

Results from the campaign included: 325,526 total video views which prompted action from 61 per cent of those who saw them, and 34 per cent of consumers who were aware of the campaign taking a short trip within the Auckland region as a result. The campaign helped create a \$14.2 million (12.3 per cent) increase in spend by Aucklanders in Auckland during spring.

In partnership with CCO Regional Facilities Auckland, we launched an autumn domestic marketing campaign - 'Arts are Alive: Auckland's Autumn of the Arts' - which encouraged New Zealanders to visit in the March to June shoulder season.

Across the Tasman, our '09 Seconds in Auckland' campaign in November starred rugby league personality Benji Marshall showcasing Auckland as a unique and exciting world class short-break holiday destination for Australians. Auckland was subsequently rated by an online survey as one of the top five Easter destinations being considered by Australians. The 'Aussie, Aussie, Aussie' joint marketing project with Auckland Airport leveraged our partnership with Tourism New Zealand, and partnership with Flight Centre Australia.

Our International Marketing team worked on a campaign with Travel Associates (Flight Centre's high-end consumer brand in Australia) to highlight Auckland as a short break destination.

As part of this, Travel Associates agents visited Auckland with a film crew to create videos for the campaign's hub page and social posts, and for promoting Auckland through other Travel Associates channels in the future.



For more information

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