

The background of the cover is a collage of images representing Auckland's economy and infrastructure. At the top left, there's a green field with a yellow construction crane. To its right, a row of colorful shipping containers (red, blue, green) is shown. On the right side, a modern building with a curved glass facade and blue-tinted windows is visible. At the bottom, a night-time view of the Auckland city skyline is shown, with the Sky Tower prominently lit up. A large, dark blue diagonal banner across the center contains the title in white text.

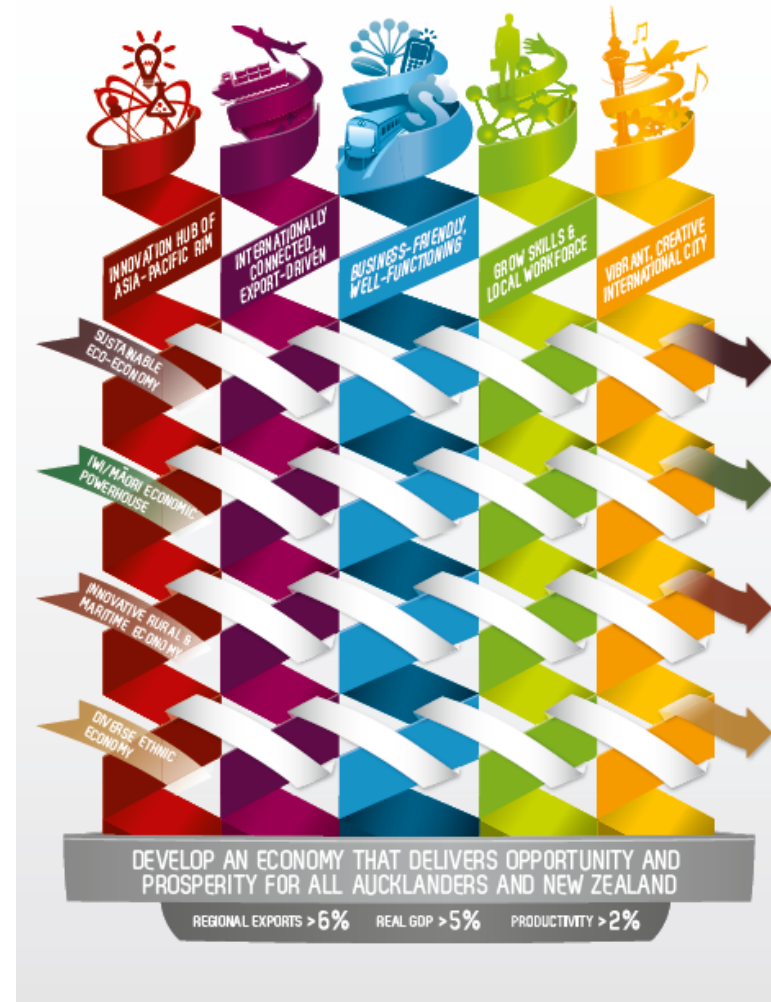
AUCKLAND'S ECONOMIC DEVELOPMENT STRATEGY

Pathways Conference, Wellington, 22 October 2013

2040 - AUCKLAND'S VISION

“THE WORLD’S MOST LIVEABLE CITY,
WITH AN ECONOMY THAT DELIVERS
OPPORTUNITY AND PROSPERITY FOR
ALL AUCKLANDERS AND NEW ZEALAND.”

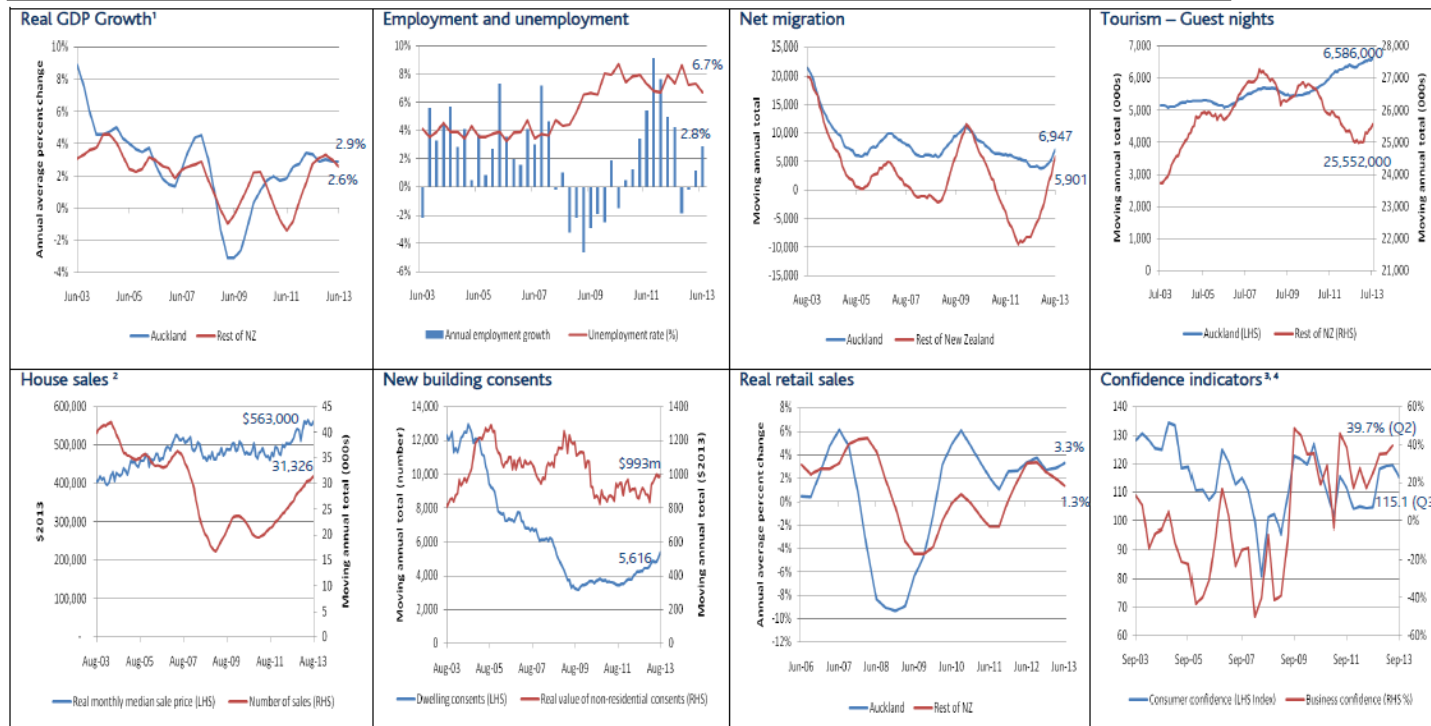
- > Auckland Plan created by and for Auckland, creates the vision for the next 30 years
- > Supporting strategies include the Auckland Economic Development Strategy 2012-2022
- > Ambitious economic targets to lift GDP per capita, across five strategic priorities



AUCKLAND'S ECONOMY - SNAPSHOT

Auckland Economic Update – October 2013

Data is for Auckland Region unless otherwise stated



Primary contact:

Melanie Luen – Economist

✉ Melanie.Luen@aucklandcouncil.govt.nz

☎ 09 354 2188

Other contacts:

Geoff Cooper – Chief Economist

✉ Geoff.Cooper@aucklandcouncil.govt.nz

☎ 09 354 2012

Rachael Logie – Senior Economist

✉ Rachael.Logie@aucklandcouncil.govt.nz

☎ 09 367 6923

Sources:

All data is from Statistics New Zealand unless otherwise stated below:

(1) Infometrics, Regional Economic Database. There have been major revisions to the method employed by Statistics New Zealand to calculate GDP. This flows through to regional GDP estimates. GDP estimates are subject to change and/or revisions. (2) Real Estate Institute of New Zealand. (3) Westpac McDermott Miller. Values over 100 indicate more optimists than pessimists. (4) New Zealand Institute of Economic Research, Quarterly Survey of Business Opinion. Measures the net percentage of firms that believe the general business situation will improve in the next six months.

Disclaimer - The information in this document is given in good faith and has been obtained from sources believed to be reliable and accurate at the date of preparation, but its accuracy, correctness and completeness cannot be guaranteed.

AUCKLAND'S PEOPLE

- > Largest Māori population in New Zealand: 19 Iwi and mata whenua; more than half under 20 years
- > By 2031, Māori and Pacific peoples will represent nearly half of Auckland's new labour force entrants
- > One of the highest proportion of overseas born of any OECD city - 45 percent of the workforce
- > Over half of all migrants to New Zealand settle in Auckland
- > Auckland's Asian population is expected to rise from 19 percent in 2006, to 27 percent in 2021

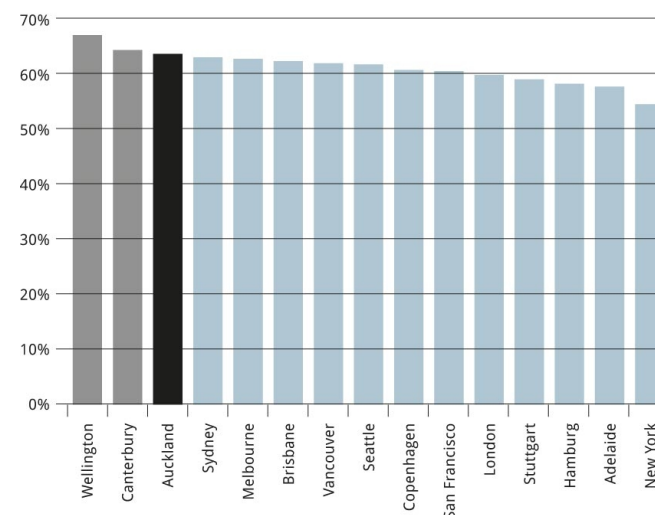


Source: John Ling (凌偉衡)

SKILLS & WORKFORCE

- > Most complex regional economy - relatively thick labour market
- > Occupational mix by skills profile similar to Wellington - concentrations of highly skilled
- > Qualification levels higher than national average– but significant differences by ethnicity
- > Monitoring suggests since 2010 employer difficulty in finding skilled labour - despite unemployment
- > Youth unemployment – up to 31 percent amongst 15-19 year olds – concentrated by ethnicity and gender

G. EMPLOYED SHARE OF WORKING-AGE POPULATION (15 AND OVER), 2011



18. INTER-REGIONAL LABOUR MIGRATION

ANNUAL AVERAGE 2001 TO 2011

PEOPLE MOVING TO EMPLOYMENT IN ANOTHER REGION,
AS A PERCENTAGE OF ALL EMPLOYEES IN SOURCE REGION

		TO										
		Northland	Auckland	Waikato	Bay of Plenty	Gisborne/Hawke's Bay	Taranaki/Manawatu-Wanganui	Wellington	Tasman/Nelson/Marlborough/West Coast	Canterbury	Otago	Southland
FROM	Northland		6%	1%	1%	0%	0%	0%	0%	0%	0%	0%
	Auckland	1%		1%	1%	0%	1%	1%	0%	1%	0%	0%
	Waikato	0%	5%		2%	1%	1%	1%	0%	1%	0%	0%
	Bay of Plenty	0%	3%	3%		1%	1%	1%	0%	1%	0%	0%
	Gisborne/Hawke's Bay	0%	2%	1%	2%		2%	2%	0%	1%	0%	0%
	Taranaki/Manawatu-Wanganui	0%	3%	2%	1%	1%		3%	1%	1%	0%	0%
	Wellington	0%	4%	1%	0%	1%	2%		1%	2%	0%	0%
	Tasman/Nelson/Marlborough/West Coast	0%	2%	0%	0%	0%	1%	2%		4%	1%	0%
	Canterbury	0%	2%	0%	0%	0%	1%	2%	1%		2%	0%
	Otago	0%	2%	0%	0%	0%	0%	1%	1%	5%		2%
	Southland	0%	1%	0%	0%	0%	0%	0%	1%	3%	5%	
	Total		9%	6%	11%	11%	10%	12%	11%	9%	12%	11%

Source: Statistics New Zealand, NZ Institute of Economic Research

AUCKLAND EDS ACTIONS

Ensure Auckland is globally connected and engaged in order to leverage, business, investment and cultural opportunities

- > Facilitate linkages between business and migrants New Zealand expats and overseas students to leverage offshore expertise and investment



Increase Auckland's workforce participation and labour productivity

- > Deliver improvements in literacy language and numeracy to raise productivity, particularly for Maori and Pacific Peoples, and with a strong connection to the Southern Initiative
- > Facilitate targeted interventions to improve skills outcomes for Pacific Peoples
- > Facilitate targeted interventions to improve skills outcomes for new migrants and refugees



AUCKLAND EDS ACTIONS

Build, attract and retain skills to better match Auckland's needs

- > Identify critical skills shortages and create a better match between skills supply and skills demand
- > Facilitate the attraction and retention of skilled workers in (key industries)



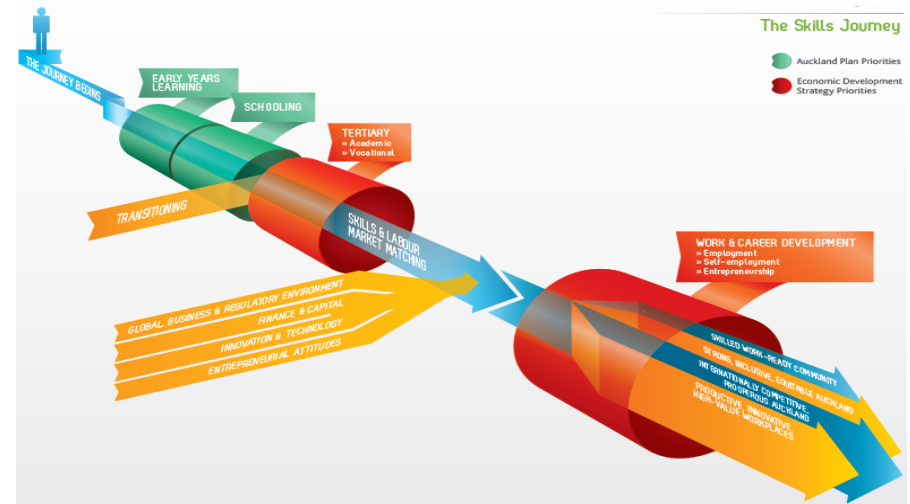
Support Pacific and migrant cultures to create a unique visitor talent and investment proposition

- > Support Pacific peoples entrepreneurship initiatives that build on rich cultural heritage and connections to countries of origin and create cultural innovation for commercialisation
- > Support migrant entrepreneurship initiatives that leverage talent and international connections in a cultural capacity



GROWING SKILLS & WORKFORCE

- > Council recognises learning is a life-long processes, beginning in early childhood
- > A partnership approach to implementation is essential to delivering Auckland's vision
- > Key national, regional, and sub-regional implementation partners to grow skills and workforce include i.e.:
 - Central government
 - Auckland businesses
 - Local Boards
- > National policy settings particularly important for international migration, and investment, which flows through Auckland



PARTNERSHIP IN PRACTICE - example

- > Auckland Regional Settlement Strategy designed to strengthen responsiveness to settlement through collective action
- > Traverses economic, cultural, and social settlement actions to enhance settlement outcomes
- > Auckland Council co-Chairs an Economic Settlement Action Leadership Team, and Community Settlement Action Leadership Team
- > Supported by wider Council engagement and support to migrant communities – place making, events, arts and culture etc.



SUMMARY

- > Migration is central to the story of successful global cities
- > Auckland needs to be playing its role as New Zealand's global city, in a highly competitive global market for skills
- > Getting the migration and labour market settings right in Auckland, goes a long way to getting the settings right for New Zealand's economic development
- > We don't yet have all of the information we need about regional investment in education and skills – or the role of migration in national and regional labour markets

"THE REAL CITY IS MADE OF FLESH, NOT CONCRETE."

Ed Glaeser, Triumph of the City, 2012

