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 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

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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 process, 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

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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