

Auckland City Creative Industries Draft Action Plan Sector Workshop – Feedback Notes, 1st June, 2006.

Document B Workshop Notes Q2 and Q3 – Raise Profile

To increase the visibility of Auckland’s creative enterprise

TABLE EXPLANATION: Document B is a record of the notes from Auckland City’s creative industries sector workshop. The notes reflect participants’ response to two questions. Question 2: “Look at the action areas in the diagram. Is there anything else you would like to add?” and Question 3: “Put a red dot by the actions that are a priority for you”. The notes show the groups’ response to each of the 3 platforms of the draft action plan. The sector’s response to Q2 is recorded in the right hand column – ‘CI sector comments’. This column shows the ideas and comments that participants wrote next to specific actions. The ideas that were not linked directly to an action have been placed in the row ‘OTHER’. Participants’ response to Q3 is shown using a colour coded system (see dots key) to highlight the number of dots participants allocated to ideas, based on their assessment of priority. The actions highlighted in grey were not discussed at the workshop in detail, as they are actions that council is already progressing.

DOTS KEY

Blue 1- 2 dots

Pink 3- 4 dots

Red 5-10 dots

Green 10 +dots

GROUP ONE		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
1. Develop a marketing campaign to promote Auckland’s creative sector in New Zealand and internationally	1.1. Collaborate with sector <i>Collaborate with the creative sector to develop a marketing campaign to promote the sector.</i>	
	1.2. Promote Auckland’s creative sector as a strength of the region.	<ul style="list-style-type: none"> Needs to be an inclusive strategy not just the sector
	1.3. Promote Auckland City’s commitment to the creative industries	
	1.4. Promote role models and success stories <i>Promote the creative sector, including role models and success stories that highlight the diversity of Auckland’s creative industry.</i>	<ul style="list-style-type: none"> Protection of IP promoted as a key element of Auckland
	1.5. Use council’s tools and assets to showcase the creative industries.	
	OTHER	

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2. Form strong links with regional and national agencies	2.1. Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies.	
	2.2. Investment and tourism attraction to leverage creative industries <i>Use the creative industries as a key part of Auckland's investment and tourist attraction programmes</i>	<ul style="list-style-type: none"> • Pushing international links, representation on boards etc
	OTHER	<ul style="list-style-type: none"> • TV programme profiling
3. Enhance Auckland City's presence in creative sector events	3.1. Grow major events <i>Develop an approach to grow signature and major creative sector events</i>	
	3.2. Investigate opportunities to support the growth of cultural creative sector events	
	3.3. Continue to develop Auckland City's community events that contribute to the growth and success of Auckland's creative industries	
	3.4. Sponsor business and industry creative sector related events	
	3.5. Enliven the CBD <i>Develop and support creative events that enliven the CBD</i>	

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GROUP TWO		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
4. Develop a marketing campaign to promote Auckland's creative sector in New Zealand and internationally	4.1. Collaborate with sector Collaborate with the creative sector to develop a marketing campaign to promote the sector.	<ul style="list-style-type: none"> Targeted international marketing campaigns Selling the NZ Brand Building international networks
	4.2. Promote Auckland's creative sector as a strength of the region.	
	4.3. Promote Auckland City's commitment to the creative industries	
	4.4. Promote role models and success stories <i>Promote the creative sector, including role models and success stories that highlight the diversity of Auckland's creative industry.</i>	
	4.5. Use council's tools and assets to showcase the creative industries.	
	OTHER	
5. Form strong links with regional and national agencies	5.2. Provide leadership Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies.	<ul style="list-style-type: none"> Nurturing local talent
	5.3. Investment and tourism attraction to leverage creative industries Use the creative industries as a key part of Auckland's investment and tourist attraction programmes	<ul style="list-style-type: none"> Comprehensive database of 'things to do' e.g. events calendar Increasing the quality and variety and promoting our product

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6. Enhance Auckland City's presence in creative sector events	6.1. Grow major events <i>Develop an approach to grow signature and major creative sector events</i>	<ul style="list-style-type: none"> Promoting NZ talent over-seas. Getting international buyers, giving them accessibility to our market.
	6.2. Investigate opportunities to support the growth of cultural creative sector events	
	6.3. Continue to develop Auckland City's community events that contribute to the growth and success of Auckland's creative industries	
	6.4. Sponsor business and industry creative sector related events	
	6.5. Enliven the CBD <i>Develop and support creative events that enliven the CBD</i>	
	OTHER	<ul style="list-style-type: none"> Comprehensive, easy to use, free accessible venues database

GROUP THREE

STRATEGIES	ACTIONS	CI SECTOR COMMENTS
7. Develop a marketing campaign to promote Auckland's creative sector in New Zealand and internationally	7.1. Collaborate with sector <i>Collaborate with the creative sector to develop a marketing campaign to promote the sector</i>	<ul style="list-style-type: none"> High profile half price ticket booth Free city mix Media support – engaged informed supportive journalists and critics Link small groups together to lobby large institutional bodies e.g. government More forums on regular basis with action based approach and mandate to achieve this (regional/national) Sharing cross-sector knowledge – central database of creative sector knowledge with adequate resources to operate them

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		<ul style="list-style-type: none"> Note: leadership and marketing campaign connect up e.g. promotion/advocacy, public and private sponsorship.
	7.2. Promote Auckland's creative sector as a strength of the region.	
	7.3. Promote Auckland City's commitment to the creative industries	
	7.4. Promote role models and success stories <i>Promote the creative sector, including role models and success stories that highlight the diversity of Auckland's creative industry.</i>	
	7.5. Use council's tools and assets to showcase the creative industries.	
8. Form strong links with regional and national agencies	8.1. Provide leadership <i>Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies</i>	
	8.2. Investment and tourism attraction to leverage creative industries <i>Use the creative industries as a key part of Auckland's investment and tourist attraction programmes</i>	
9. Enhance Auckland City's presence in creative sector events	9.1. Grow major events <i>Develop an approach to grow signature and major creative sector events</i>	<ul style="list-style-type: none"> Grow minor events Think big e.g. large event on the Harbour
	9.2. Investigate opportunities to support the growth of cultural creative sector events	
	9.3. Continue to develop Auckland City's	

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	community events that contribute to the growth and success of Auckland's creative industries	
	9.4. Sponsor business and industry creative sector related events	
	9.5. Enliven the CBD <i>Develop and support creative events that enliven the CBD</i>	

GROUP FOUR		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
10. Develop a marketing campaign to promote Auckland's creative sector in New Zealand and internationally	10.1. Collaborate with sector <i>Collaborate with the creative sector to develop a marketing campaign to promote the sector.</i>	<ul style="list-style-type: none"> Develop strong Auckland brand with Arts/Events component that Arts can sit within. This is reflective and engaged based on distinctiveness of Auckland. Problem here is that it is rather isolating. There needs to be greater interaction
	10.2. Promote Auckland's creative sector as a strength of the region.	
	10.3. Promote Auckland City's commitment to the creative industries	
	10.4. Promote role models and success stories <i>Promote the creative sector, including role models and success stories that highlight the diversity of Auckland's creative industry.</i>	
	10.5. Use council's tools and assets to showcase the creative industries.	

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11. Form strong links with regional and national agencies	11.1. Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies.	
	11.2. Investment and tourism attraction to leverage creative industries <i>Use the creative industries as a key part of Auckland's investment and tourist attraction programmes</i>	
12. Enhance Auckland City's presence in creative sector events	12.1. Develop an approach to grow signature and major creative sector events	<ul style="list-style-type: none"> Don't ignore/forget minor events - Gestalt approach of wholeness. Recognise they often come from smaller events.
	12.2. Investigate opportunities to support the growth of cultural creative sector events	
	12.3. Continue to develop Auckland City's community events that contribute to the growth and success of Auckland's creative industries	
	12.4. Sponsor business and industry creative sector related events	<ul style="list-style-type: none"> Greater link up of destination marketing. Ties to brand of Tourism Auckland
	12.5. Enliven the CBD Develop and support creative events that enliven the CBD	<ul style="list-style-type: none"> Problematic if not regional. Think small local areas, not just CBD and our uniqueness lies outside the CBD.

GROUP FIVE

STRATEGIES	ACTIONS	CI SECTOR COMMENTS
13. Develop a marketing campaign to promote Auckland's creative sector in New Zealand and internationally	13.1. Collaborate with sector <i>Collaborate with the creative sector to develop a marketing campaign to promote the sector.</i>	<ul style="list-style-type: none"> Creative industry walking maps – mobile use. Digital infrastructure re: promotion and access Market central space (e.g. Te Papa central

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		theme in Wellington marketing). <ul style="list-style-type: none"> • Use quarter idea in promotion
	13.2. Promote Auckland's creative sector as a strength of the region.	
	13.3. Promote Auckland City's commitment to the creative industries	
	13.4. Promote role models and success stories <i>Promote the creative sector, including role models and success stories that highlight the diversity of Auckland's creative industry.</i>	
	13.5. Use council's tools and assets to showcase the creative industries.	
14. Form strong links with regional and national agencies	14.1. Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies.	
	14.2. Use the creative industries as a key part of Auckland's investment and tourist attraction programmes	<ul style="list-style-type: none"> • Expand and develop this action – see central package idea on Q1
15. Enhance Auckland City's presence in creative sector events	15.1. Develop an approach to grow signature and major creative sector events	<ul style="list-style-type: none"> • See Piggy backing comment (Q 1)
	15.2. Investigate opportunities to support the growth of cultural creative sector events	
	15.3. Continue to develop Auckland City's community events that contribute to the growth and success of Auckland's creative industries	
	15.4. Sponsor business and industry creative sector related events	
	15.5. Enliven the CBD	

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	Develop and support creative events that enliven the CBD	
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GROUP SIX		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
16. Develop a marketing campaign to promote Auckland's creative sector in New Zealand and internationally	16.1. Collaborate with sector <i>Collaborate with the creative sector to develop a marketing campaign to promote the sector.</i>	<ul style="list-style-type: none"> • Inbound tourism operators • Creative Portal • "Auckland Gets It" what? Everything! • Note: A weakness of previous marketing campaigns is the feeling that you need the other areas (advocacy and events) to support the campaign. Can't stand alone.
	16.2. Promote Auckland's creative sector as a strength of the region.	<ul style="list-style-type: none"> • One brand for Auckland region • Promote creatively what is happening in Auckland • Potential to collaborate across the region • Places to showcase – NZ design, export
	16.3. Promote Auckland City's commitment to the creative industries	
	16.4. Promote role models and success stories <i>Promote the creative sector, including role models and success stories that highlight the diversity of Auckland's creative industry.</i>	
	16.5. Use council's tools and assets to showcase the creative industries.	
17. Form strong links with regional and national agencies	17.1. Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies.	
	17.2. Use the creative industries as a key part of Auckland's investment and tourist	

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	attraction programmes	
18. Enhance Auckland City's presence in creative sector events	18.1. Grow major events <i>Develop an approach to grow signature and major creative sector events</i>	
	18.2. Investigate opportunities to support the growth of cultural creative sector events	
	18.3. Continue to develop Auckland City's community events that contribute to the growth and success of Auckland's creative industries	
	18.4. Sponsor business and industry creative sector related events	
	18.5. Enliven the CBD <i>Develop and support creative events that enliven the CBD</i>	

GROUP SEVEN

STRATEGIES	ACTIONS	CI SECTOR COMMENTS
19. Develop a marketing campaign to promote Auckland's creative sector in New Zealand and internationally	19.1. Collaborate with sector <i>Collaborate with the creative sector to develop a marketing campaign to promote the sector.</i>	<ul style="list-style-type: none"> • Make collaboration between region a key performance indicator in job descriptions of 'key influencers' in each region. • Collaboration of creative industries with other sectors to raise profile. • Auckland is also a 'funnel' for creative industries from Northland into the rest of NZ and the world.
	19.2. Promote Auckland's creative sector as a strength of the region.	

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	19.3. Promote Auckland City's commitment to the creative industries	
	19.4. Promote role models and success stories Promote the creative sector, including role models and success stories that highlight the diversity of Auckland's creative industry.	
	19.5. Use council's tools and assets to showcase the creative industries.	
20. Form strong links with regional and national agencies	20.1. Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies	<ul style="list-style-type: none"> • Who? • Found where? • Are there other leaders?
	20.2. Investment and tourism attraction to leverage creative industries Use the creative industries as a key part of Auckland's investment and tourist attraction programmes	
21. Enhance Auckland City's presence in creative sector events	21.1. Develop an approach to grow signature and major creative sector events	<ul style="list-style-type: none"> • Encourage private sector investment in events e.g. creative industries sponsorship of sports events
	21.2. Investigate opportunities to support the growth of cultural creative sector events	
	21.3. Continue to develop Auckland City's community events that contribute to the growth and success of Auckland's creative industries	
	21.4. Sponsor business and industry creative sector related events	
	21.5. Enliven the CBD Develop and support creative events that enliven the CBD	<ul style="list-style-type: none"> • Night time events • All night cafes and bars with galleries

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GROUP EIGHT		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
22. Develop a marketing campaign to promote Auckland's creative sector in New Zealand and internationally	22.1. Collaborate with sector Collaborate with the creative sector to develop a marketing campaign to promote the sector.	<ul style="list-style-type: none"> Promote skills base and expertise Promote local resources e.g. locations and people
	22.2. Promote Auckland's creative sector as a strength of the region.	
	22.3. Promote Auckland City's commitment to the creative industries	
	22.4. Promote role models and success stories Promote the creative sector, including role models and success stories that highlight the diversity of Auckland's creative industry	
	22.5. Use council's tools and assets to showcase the creative industries.	
23. Form strong links with regional and national agencies	23.1. Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies.	<ul style="list-style-type: none"> Make partnerships with international cities – sister cities Provide mentoring
	23.2. Use the creative industries as a key part of Auckland's investment and tourist attraction programmes	
24. Enhance Auckland City's presence in creative sector events	24.1. Develop an approach to grow signature and major creative sector events	<ul style="list-style-type: none"> Spontaneous free/sponsored night time performance/music to enliven CBD @ night. This needs to be in-conjunction with other events otherwise it won't work i.e. retail open till midnight

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	24.2. Investigate opportunities to support the growth of cultural creative sector events	
	24.3. Continue to develop Auckland City's community events that contribute to the growth and success of Auckland's creative industries	
	24.4. Sponsor business and industry creative sector related events	
	24.5. Enliven the CBD <i>Develop and support creative events that enliven the CBD</i>	<ul style="list-style-type: none"> • Night markets 24/7 city CBD • Connect CBD

GROUP NINE

STRATEGIES	ACTIONS	CI SECTOR COMMENTS
25. Develop a marketing campaign to promote Auckland's creative sector in New Zealand and internationally	25.1. Collaborate with sector <i>Collaborate with the creative sector to develop a marketing campaign to promote the sector.</i>	<ul style="list-style-type: none"> • Not just the creative sector – e.g. trade and tourism
	25.2. Promote Auckland's creative sector as a strength of the region.	
	25.3. Promote Auckland City's commitment to the creative industries	
	25.4. Promote role models and success stories <i>Promote the creative sector, including role models and success stories that highlight the diversity of Auckland's creative industry.</i>	
	25.5. Use council's tools and assets to showcase the creative industries.	

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26. Form strong links with regional and national agencies	26.1. Provide leadership to ensure Auckland city benefits and contributes to regional and national sector strategies.	<ul style="list-style-type: none"> • Influence powerful decision makers • Collaboration at the highest levels – corporate, government, private sector and with Arts community • Built into all strategies for future across city • Don't raise profile until basic things are sorted.- International level.
	26.2. Investment and tourism attraction to leverage creative industries Use the creative industries as a key part of Auckland's investment and tourist attraction programmes	
27. Enhance Auckland City's presence in creative sector events	27.1. Grow major events Develop an approach to grow signature and major creative sector events	
	27.2. Investigate opportunities to support the growth of cultural creative sector events	
	27.3. Continue to develop Auckland City's community events that contribute to the growth and success of Auckland's creative industries	
	27.4. Sponsor business and industry creative sector related events	<ul style="list-style-type: none"> • Budgets need priority
	27.5. Enliven the CBD Develop and support creative events that enliven the CBD	<ul style="list-style-type: none"> • Hub, but not just CBD • Make it 24/7