

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

Document C Workshop Notes Q2 and Q3 - Support Enterprise

To enhance Auckland's creative industries competitive advantage in the regional, national and global economy

TABLE EXPLANATION: Document C 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. Enable business growth in Auckland's creative industries	1.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy	
	1.2. Work with national agencies that encourage international links between New Zealand creative industries businesses and offshore markets	
	1.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	1.4. Assess the opportunity for council assistance for access to affordable work-space, including rehearsal and performance space.	<ul style="list-style-type: none"> • Across the sector
	OTHER	<ul style="list-style-type: none"> • More multinationals – firms of scale • Big initiatives to support SME's • Change culture of corporate contribution • Central government commitment to emerging

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		talent
2. Foster creative ideas and emerging creative talent	2.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	2.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	
	2.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	
	2.4. Investigate opportunities to better connect creative industries with the aspirations of students.	
	2.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
	OTHER	<ul style="list-style-type: none"> • Redesign the No8 wire approach – Get it right instead of she'll be right • Need a big bang, too incrementally focused
3. Nurture entrepreneurial business skills and enhance key business drivers	3.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	
	3.2. Identify opportunities to support enterprise and incubator development initiatives	
	3.3. Develop and support opportunities for increased connection between Auckland's different cultures to enhance creativity and innovation	

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GROUP TWO		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
4. Enable business growth in Auckland's creative industries	4.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy	
	4.2. Work with national agencies that encourage international links between New Zealand creative industries businesses and offshore markets	<ul style="list-style-type: none"> • Build relationships with new cities e.g. Eastern Europe, Mexico, Iceland, Chile, Singapore.
	4.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	4.4. Assess the opportunity for council assistance for access to affordable work- space, including rehearsal and performance space.	
5. Foster creative ideas and emerging creative talent	5.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	5.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	
	5.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	
	5.4. Investigate opportunities to better connect creative industries with the aspirations of students.	
	5.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
	OTHER	<ul style="list-style-type: none"> • Making a creative business information – paying speakers for sharing expertise • Local film and TV funding body • Focus on aspirations and needs of

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		<p>experienced people and connecting/building relations with emerging creative talent</p> <ul style="list-style-type: none"> • Profile and support collaboration between sectors and cities • More cross sector collaboration but in a more informal setting
6. Nurture entrepreneurial business skills and enhance key business drivers	6.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	
	6.2. Identify opportunities to support enterprise and incubator development initiatives	
	6.3. Develop and support opportunities for increased connection between Auckland's different cultures to enhance creativity and innovation	
	OTHER	<ul style="list-style-type: none"> • Lack of collaboration • Break down competition

GROUP THREE		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
7. Enable business growth in Auckland's creative industries	7.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy	
	7.2. Work with national agencies that encourage international links between New Zealand creative industries businesses and offshore markets	
	7.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	7.4. Assess the opportunity for council assistance	

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	for access to affordable work- space, including rehearsal and performance space.	
8. Foster creative ideas and emerging creative talent	8.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	8.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	
	8.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	
	8.4. Investigate opportunities to better connect creative industries with the aspirations of students.	
	8.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
9. Nurture entrepreneurial business skills and enhance key business drivers	9.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	
	9.2. Identify opportunities to support enterprise and incubator development initiatives	
	9.3. Develop and support opportunities for increased connection between Auckland's different cultures to enhance creativity and innovation	
	OTHER	<ul style="list-style-type: none"> • Lack of business acumen – addressed through incubators/mentors and specialized professional advisors • Financial support, seed funding, investment needed at different stages of careers address sustainability of careers • Factoring – assisting cash flow • Tap into international and new local markets

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- IP
- Transport
- Better communication e.g. database re: events being planned.

GROUP FOUR		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
10. Enable business growth in Auckland's creative industries	10.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy	
	10.2. Work with national agencies that encourage international links between New Zealand creative industries businesses and offshore markets	
	10.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	10.4. Assess the opportunity for council assistance for access to affordable work- space, including rehearsal and performance space.	
	OTHER	<ul style="list-style-type: none"> • Cultural hubs integrating public and private sector money
11. Foster creative ideas and emerging creative talent	11.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	11.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	<ul style="list-style-type: none"> • Government funding to support (currently none)
	11.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	<ul style="list-style-type: none"> • Networking Guild – Developing professional guild system for all sectors of creative industries • Council funds secretary for Guild • Introduce apprenticeships and guidance,

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		support and mentors
	11.4. Investigate opportunities to better connect creative industries with the aspirations of students.	<ul style="list-style-type: none"> • Create physical spaces for enabling creative interaction for the younger creatives “creative collisions”
	11.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
	OTHER	<ul style="list-style-type: none"> • Innovation and training – funding, partnering with employers, international company innovation office in NZ, creative and commercial partnering and brokering system
12. Nurture entrepreneurial business skills and enhance key business drivers	12.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	<ul style="list-style-type: none"> • More expectation of bringing ideas to life and action • Intellectual property • Understanding and promoting business
	12.2. Identify opportunities to support enterprise and incubator development initiatives	<ul style="list-style-type: none"> • Venture capital • Bringing product and talent to market
	12.3. Develop and support opportunities for increased connection between Auckland’s different cultures to enhance creativity and innovation	<ul style="list-style-type: none"> • Bringing cultural entrepreneurship

GROUP FIVE		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
13. Enable business growth in Auckland’s creative industries	13.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy	<ul style="list-style-type: none"> • Develop sponsorship strategies e.g. UK Arts and Business strategy • Develop mentor schemes
	13.2. Work with national agencies that encourage	

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	international links between New Zealand creative industries businesses and offshore markets	
	13.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	13.4. Assess the opportunity for council assistance for access to affordable work- space, including rehearsal and performance space.	
	OTHER	<ul style="list-style-type: none"> • Leadership role here • Grow Alliances
14. Foster creative ideas and emerging creative talent	14.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	14.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	<ul style="list-style-type: none"> • Map career paths • Umbrella strategic plan for p.d • Schemes that value the young entrepreneur
	14.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	
	14.4. Investigate opportunities to better connect creative industries with the aspirations of students.	<ul style="list-style-type: none"> • Grow youth opportunities • Increase participation
	14.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
	OTHER	<ul style="list-style-type: none"> • Recognise advocates in the sector • Create clear entry points • Auckland city facilitate partnership with

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		<p>government re; development funding for creative sector</p> <ul style="list-style-type: none"> World Trade Fair – hub of new ideas and innovation.
15. Nurture entrepreneurial business skills and enhance key business drivers	15.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	<ul style="list-style-type: none"> Breaking barriers between education business and creative sectors Developing creative sector infrastructure – self generating creative sector Create new money pathways Address pathways through compliance issues Change of mindset ‘Walk the Talk’ Investment opportunities Transport issues Issues – networking across the sector and private/public partnerships Council need a can do attitude National access to frequencies Grow alliances goes hand in hand with excellent clear communications plan.
	15.2. Identify opportunities to support enterprise and incubator development initiatives	
	15.3. Develop and support opportunities for increased connection between Auckland’s different cultures to enhance creativity and innovation	

GROUP SIX		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
16. Enable business growth in Auckland’s creative industries	16.1. Develop and support initiatives that connect the creative sector with other industry sectors and	<ul style="list-style-type: none"> Access to and leverage from other sectors

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	enhance their role as an enabler across the economy	
	16.2. Work with national agencies that encourage international links between New Zealand creative industries businesses and offshore markets	
	16.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	16.4. Assess the opportunity for council assistance for access to affordable work- space, including rehearsal and performance space.	
	OTHER	<ul style="list-style-type: none"> • Communication creating connectivity e.g. websites database • Access to international markets • Research into appropriate markets to help CI grow • Access to market feedback
17. Foster creative ideas and emerging creative talent	17.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	17.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	<ul style="list-style-type: none"> • Note: include primary and secondary
	17.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	
	17.4. Investigate opportunities to better connect creative industries with the aspirations of students.	
	17.5. Continue to develop appropriate performing	

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	arts and visual arts infrastructure in Auckland city	
	OTHER	<ul style="list-style-type: none"> Enhance prosperity > sector > better remuneration and better recognition
18. Nurture entrepreneurial business skills and enhance key business drivers	18.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	<ul style="list-style-type: none"> Includes lack of recognition of creative industries at career level.
	18.2. Identify opportunities to support enterprise and incubator development initiatives	<ul style="list-style-type: none"> Skilled mentoring Access to development finance
	18.3. Develop and support opportunities for increased connection between Auckland's different cultures to enhance creativity and innovation	

GROUP SEVEN		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
19. Enable business growth in Auckland's creative industries	19.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy	
	19.2. Work with national agencies that encourage international links between New Zealand creative industries businesses and offshore markets	
	19.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	19.4. Assess the opportunity for council assistance for access to affordable work- space, including	

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	rehearsal and performance space.	
	OTHER	<ul style="list-style-type: none"> Intellectual property is protected and value. Highlights relationship between unions and alliances and incomes ensured. New funding model – review funding structures, value IP, reflect commercial enterprise environment Look at means for transport to enable connectivity
20. Foster creative ideas and emerging creative talent	20.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	20.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	
	20.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	
	20.4. Investigate opportunities to better connect creative industries with the aspirations of students.	
	20.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
	OTHER	<ul style="list-style-type: none"> Career and educational pathways – understanding and business skills partnership Creative entrepreneur Scheme – sustainable career and success stories
21. Nurture entrepreneurial business skills and enhance key business	21.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	

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drivers	21.2. Identify opportunities to support enterprise and incubator development initiatives	
	21.3. Develop and support opportunities for increased connection between Auckland's different cultures to enhance creativity and innovation	

GROUP EIGHT		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
22. Enable business growth in Auckland's creative industries	22.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy	<ul style="list-style-type: none"> • TLA's need to be more savvy in ways to secure funding • TLA's need to address tensions in supporting regional initiatives • Sustaining existing people and enterprise and collection of information – IP is valued and collected
	22.2. Work with national agencies that encourage international links between New Zealand creative industries businesses and offshore markets	<ul style="list-style-type: none"> • MFAT • MSD • British Council • Film Commission • Music Industry Commission • Creative NZ • Trade and Industry • MED • Tourism
	22.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	22.4. Assess the opportunity for council assistance for access to affordable work- space, including rehearsal and performance space.	<ul style="list-style-type: none"> • Other subsidies for industries that don't need spaces e.g. writers and publishers e.g. South Town hall – council to buy and provide more

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23. Foster creative ideas and emerging creative talent	23.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	23.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	<ul style="list-style-type: none"> • Clear career paths • Mentoring • Accepted achievement levels
	23.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	<ul style="list-style-type: none"> • Emerging talent is not restricted by age • Students value and supported for arts and creative aptitude
	23.4. Investigate opportunities to better connect creative industries with the aspirations of students.	<ul style="list-style-type: none"> • Not just young people – it should be all people.
	23.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
24. Nurture entrepreneurial business skills and enhance key business drivers	24.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	
	24.2. Identify opportunities to support enterprise and incubator development initiatives	
	24.3. Develop and support opportunities for increased connection between Auckland's different cultures to enhance creativity and innovation	

GROUP NINE

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STRATEGIES	ACTIONS	CI SECTOR COMMENTS
<p>25. Enable business growth in Auckland's creative industries</p>	<p>25.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy</p>	
	<p>25.2. Work with national agencies that encourage international links between New Zealand creative industries businesses and offshore markets</p>	<ul style="list-style-type: none"> • Agencies/cities or individuals? • Media relations • Collaborations too!
	<p>25.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries</p>	
	<p>25.4. Assess the opportunity for council assistance for access to affordable work- space, including rehearsal and performance space.</p>	<ul style="list-style-type: none"> • We need to make art + design more accessible to the average punter and not just affordable for the very rich. If we can work with arts groups to provide affordable cluster space to display reasonably priced quality art by aspiring artists and publicize well through e.g. inserts into arts section or The Herald (or cooler ways of promoting i.e. stencil art on pavements, billboards/posters e.t.c, then we can start to build broader understanding/profile/appreciation of the creative sector. • Corporate sponsorship
<p>26. Foster creative ideas and emerging creative talent</p>	<p>26.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector</p>	
	<p>26.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent</p>	

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	26.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	<ul style="list-style-type: none"> • International Tertiary Education institutions • Public galleries • Working and developing more connectedness with the tertiary sector
	26.4. Investigate opportunities to better connect creative industries with the aspirations of students.	<ul style="list-style-type: none"> • Fostering the value of the arts with this request through educational tours.
	26.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
27. Nurture entrepreneurial business skills and enhance key business drivers	27.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	
	27.2. Identify opportunities to support enterprise and incubator development initiatives	
	27.3. Develop and support opportunities for increased connection between Auckland's different cultures to enhance creativity and innovation	

GROUP TEN		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
28. Enable business growth in Auckland's creative industries	28.1. Develop and support initiatives that connect the creative sector with other industry sectors and enhance their role as an enabler across the economy	
	28.2. Work with national agencies that encourage international links between New Zealand	

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	creative industries businesses and offshore markets	
	28.3. Utilise Auckland City's international relationships to promote and grow Auckland's creative industries	
	28.4. Assess the opportunity for council assistance for access to affordable work- space, including rehearsal and performance space.	
29. Foster creative ideas and emerging creative talent	29.1. Support the objectives of the Auckland City Arts Agenda to foster the growth of talent and ideas in the arts and creative sector	
	29.2. Partner with others on initiatives that contribute to the professional development of emerging creative talent	
	29.3. Engage with tertiary institutions to understand how they assist to develop Auckland's creative and economic potential	
	29.4. Investigate opportunities to better connect creative industries with the aspirations of students.	
	29.5. Continue to develop appropriate performing arts and visual arts infrastructure in Auckland city	
30. Nurture entrepreneurial business skills and enhance key business drivers	30.1. Work with business development agencies that are addressing barriers to growth and building capability in the sector	
	30.2. Identify opportunities to support enterprise and incubator development initiatives	
	30.3. Develop and support opportunities for increased connection between Auckland's different cultures to enhance creativity and innovation	<ul style="list-style-type: none"> • Educating for enterprise – link with economics.