

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

Document D Workshop Notes Q2 + Q3 - Create Environment

To be more creative industries friendly and build understanding between the creative sector and Auckland City

TABLE EXPLANATION: Document D 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. Build Understanding Get to know the sector	1.1. Strengthen relationships between the sector and Auckland City <i>Create opportunities for representative bodies of the various creative industries to build relationships with Auckland City</i>	<ul style="list-style-type: none"> Regional co-ordination A super city for the region
	1.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	1.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	
	1.4. Economic analysis <i>Monitor economic data on growth of creative</i>	<ul style="list-style-type: none"> Vital to co-ordinate and share this across sectors

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	<i>industries and the perception of Auckland as a creative industries friendly city</i>	<ul style="list-style-type: none"> • Ensure it is credible and robust
	OTHER	<ul style="list-style-type: none"> • Standardised and readily available for CI • Education for CI re: economy – work to change mindset • A clear Pacific brand • Creative Landscapes instead of Creative Environments
2. Facilitate a creative industries friendly environment	2.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	2.2. Be a business friendly council – through policies, regulatory framework and infrastructure. <i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i>	<ul style="list-style-type: none"> • 20 hours a day public transport including Sundays! • Structural environment with the protection of IP
	OTHER	<ul style="list-style-type: none"> • Fully supportive TV and Radio • Leading Pacific centre in world but multicultural nature
3. Enhance Auckland's urban environment	3.1. Implement the CBD Urban Design Framework	<ul style="list-style-type: none"> • Creative input into changing, refurbishment and design of buildings – stop ugly buildings
	3.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	3.3. Develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	<ul style="list-style-type: none"> • Not just CBD – in town centers too! • 24 hours a day • Britomart, Wynyard Point, Victoria Park and Quarter, K Rd, Viaduct (not just for drinking)

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		<ul style="list-style-type: none"> Recognise Auckland's cultural and ethnic diversity
	3.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	
	3.5. Contribute to the development of the New Theatre Initiative.	
	3.6. Progress the development of the Auckland Art Gallery upgrade	
	3.7. Advocate for a design led approach to relevant capital works projects	<ul style="list-style-type: none"> Art works and sculptures as an intrinsic component
	3.8. Implement the CBD Public Artwork Plan	

GROUP TWO		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
4. Build Understanding Get to know the sector	4.1. Strengthen relationships between the sector and Auckland City <i>Create opportunities for representative bodies of the various creative industries to build relationships with Auckland City</i>	<ul style="list-style-type: none"> Sharing Cross fertilization
	4.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	4.3. Enhance council's research programme to better understand our strengths in particular	

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	sub-sectors and to identify those with potential for high growth	
	<p>4.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i></p>	<ul style="list-style-type: none"> • New economic models that make this possible
	OTHER	<ul style="list-style-type: none"> • Attract international anchor tenant • Incentive package – e.g. Ireland • Promotion – make links and sell the creative city concept • Promote Auckland as a resource of innovative creative city. • Human dynamics – Education to all levels of human living • Moral and human dimension missing – people are important • People are central to this • Creativity is valued
5. Facilitate a creative industries friendly environment	5.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	<p>5.2. Be a business friendly council – through policies, regulatory framework and infrastructure.</p> <p><i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i></p>	
	OTHER	<ul style="list-style-type: none"> • Build on our diversity – promote the creative interface of this concept • ‘Nation of firsts’ • “Melting pot of the New”

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		<ul style="list-style-type: none"> Employ the artists to create the environment idea of 'set design'
6. Enhance Auckland's urban environment	6.1. Implement the CBD Urban Design Framework	<ul style="list-style-type: none"> Residential everywhere – mixed use Auckland belonging to NZ
	6.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	6.3. Develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	
	6.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	
	6.5. Contribute to the development of the New Theatre Initiative.	
	6.6. Progress the development of the Auckland Art Gallery upgrade	
	6.7. Advocate for a design led approach to relevant capital works projects	
	6.8. Implement the CBD Public Artwork Plan	

GROUP THREE		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
7. Build Understanding Get to know the sector	<p>7.1. Strengthen relationships between the sector and Auckland City</p> <p><i>Create opportunities for representative bodies of the various creative industries to build relationships with</i></p>	<ul style="list-style-type: none"> Quarterly sector Auckland City wide consultation

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	<i>Auckland City</i>	
	7.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	7.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	
	7.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i>	<ul style="list-style-type: none"> Information to enable united sector to lobby influences e.g. central government
	OTHER	<ul style="list-style-type: none"> Transport, vehicle and pedestrian
8. Facilitate a creative industries friendly environment	8.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	8.2. Be a business friendly council – through policies, regulatory framework and infrastructure. <i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i>	
	OTHER	<ul style="list-style-type: none"> Scope nation of virtual events. Technology can revolutionise access to events More support fro safe use of new and found spaces Events facilitation – One stop shop

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		<ul style="list-style-type: none"> approach Auckland City policy alignment with regulatory wings of Auckland City Council
9. Enhance Auckland’s urban environment	9.1. Implement the CBD Urban Design Framework	
	9.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	9.3. Develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	
	9.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	
	9.5. Contribute to the development of the New Theatre Initiative.	
	9.6. Progress the development of the Auckland Art Gallery upgrade	
	9.7. Advocate for a design led approach to relevant capital works projects	
	9.8. Implement the CBD Public Artwork Plan	
	OTHER	<ul style="list-style-type: none"> Visible fringe and emerging artist spaces Consider suburban, regional centers of natural mass Safety and user issues Balance with aesthetic issues Consider cultural demographic change in forward planning Creative /design ethic in all industry planning – universal design – access for mixed ability

GROUP FOUR		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
10. Build Understanding Get to know the sector	10.1. Strengthen relationships between the sector and Auckland City <i>Create opportunities for representative bodies of the various creative industries to build relationships with Auckland City</i>	
	10.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	10.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	
	10.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i>	
11. Facilitate a creative industries friendly environment	11.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	11.2. Be a business friendly council – through policies, regulatory framework and infrastructure. <i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i>	<ul style="list-style-type: none"> Shared regulatory framework across TLA's

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12. Enhance Auckland’s urban environment	12.1. Implement the CBD Urban Design Framework	
	12.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	12.3. Develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	<ul style="list-style-type: none"> • Greater than CBD focus
	12.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	
	12.5. Contribute to the development of the New Theatre Initiative.	
	12.6. Progress the development of the Auckland Art Gallery upgrade	
	12.7. Advocate for a design led approach to relevant capital works projects	
	12.8. Implement the CBD Public Artwork Plan	
	OTHER	<ul style="list-style-type: none"> • Leadership and empowerment and transparency e.g. in council, • More public space available at ground level e.g. for pedestrians • Retaining heritage buildings • Developing buildings built on economical principles • Bring artists into development of building projects • Develop Harbour /Britomart /Tankfarm as creative quarter

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GROUP FIVE		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
13. Build Understanding Get to know the sector 14.	14.1. Strengthen relationships between the sector and Auckland City <i>Create opportunities for representative bodies of the various creative industries to build relationships with Auckland City</i>	
	14.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	14.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	
	14.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i>	
	OTHER	<ul style="list-style-type: none"> • Transport • Cut red tape • Pedestrian friendly environment • Personal safety
15. Facilitate a creative industries friendly environment	15.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	15.2. Be a business friendly council – through policies, regulatory framework and infrastructure. <i>Advocate for a business friendly approach to be</i>	<ul style="list-style-type: none"> • Build a brand and throw money at it • Fast tracking options • Contact points

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	<i>taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i>	
16. Enhance Auckland's urban environment	16.1. Implement the CBD Urban Design Framework	
	16.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	16.3. Develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	
	16.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	
	16.5. Contribute to the development of the New Theatre Initiative.	
	16.6. Progress the development of the Auckland Art Gallery upgrade	
	16.7. Advocate for a design led approach to relevant capital works projects	
	16.8. Implement the CBD Public Artwork Plan	
	OTHER	<ul style="list-style-type: none"> • Duplicate Halsey St – foot traffic only and connected to city • Non climate dependent arts environments in CBD

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GROUP SIX		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
17. Build Understanding Get to know the sector	17.1. Strengthen relationships between the sector and Auckland City <i>Create opportunities for representative bodies of the various creative industries to build relationships with Auckland City</i>	
	17.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	17.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	
	17.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i>	
	OTHER	<ul style="list-style-type: none"> • Build understanding with the sector on how/where the sector can collaborate • Reputation – Leadership – Advocacy – be bold at every level • Accountability – delivery on plans etc 360 degrees across all areas. • Forums for exchanging information and inspiration including virtual.
18. Facilitate a creative industries friendly environment	18.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	18.2. Be a business friendly council – through policies, regulatory framework and	<ul style="list-style-type: none"> • Supporting infrastructure – transport • Security and safety (nighttime, economy

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	<p>infrastructure. <i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i></p>	<p>and policing).</p> <ul style="list-style-type: none"> • Appropriate venues/spaces available and accessible links new and cross-function venues • Education training and industry connections strengthened. • After hours important to leisure activity • Reputation>brand
19. Enhance Auckland’s urban environment	19.1. Implement the CBD Urban Design Framework	
	19.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	19.3. Develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	
	19.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	
	19.5. Contribute to the development of the New Theatre Initiative.	
	19.6. Progress the development of the Auckland Art Gallery upgrade	
	19.7. Advocate for a design led approach to relevant capital works projects	
	19.8. Implement the CBD Public Artwork Plan	

GROUP SEVEN		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
20. Build Understanding	20.1. Strengthen relationships between the sector and Auckland City	<ul style="list-style-type: none"> • Get rid of “city of sails”, ‘space to create’

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Get to know the sector	<i>Create opportunities for representative bodies of the various creative industries to build relationships with Auckland City</i>	
	20.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	20.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	
	20.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i>	
21. Facilitate a creative industries friendly environment	21.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	21.2. Be a business friendly council – through policies, regulatory framework and infrastructure. <i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i>	<ul style="list-style-type: none"> • Change attitudes to urban noise – 24 hour a day activity • Create public space conducive for things to happen • Regulate to support the industry – time and process • Transport – better connected • Replace 'friendly' with 'championing' or 'value CI environment'. • Immigration policy – pro creative.
22. Enhance Auckland's urban environment	22.1. Implement the CBD Urban Design Framework	
	22.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	22.3. Develop creative quarters within the CBD. In	

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	particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	
	22.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	<ul style="list-style-type: none"> • Choreographic Space
	22.5. Contribute to the development of the New Theatre Initiative.	
	22.6. Progress the development of the Auckland Art Gallery upgrade	
	22.7. Advocate for a design led approach to relevant capital works projects	
	22.8. Implement the CBD Public Artwork Plan	
	OTHER	<ul style="list-style-type: none"> • Making affordable space for creative industries – space for new business variety of space • Preserve old buildings • See tank farm developed as a mixed use space – or develop with cluster focus integrating art with space. • Space age sustainable eco friendly water usage and recycling e.g. Stockholm

GROUP EIGHT		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
23. Build Understanding Get to know the sector	23.1. Strengthen relationships between the sector and Auckland City <i>Create opportunities for representative bodies of the various creative industries to build relationships with</i>	<ul style="list-style-type: none"> • With other sectors and region

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	<i>Auckland City</i>	
	23.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	23.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	
	23.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i>	<ul style="list-style-type: none"> • More detail on particular sub-sector • More understanding of our events
	OTHER	<ul style="list-style-type: none"> • Circuit of WiFi (e.g. matches the toll zone) • Celebrate the amateur sector
24. Facilitate a creative industries friendly environment	24.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	24.2. Be a business friendly council – through policies, regulatory framework and infrastructure. <i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i>	<ul style="list-style-type: none"> • Council is creative > leads by doing • Creative thinking into this – carrots and sticks • Tax incentives • In policy questions invite wide input
25. Enhance Auckland's urban environment	25.1. Implement the CBD Urban Design Framework	
	25.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	25.3. Develop creative quarters within the CBD. In	

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	particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	
	25.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	<ul style="list-style-type: none"> Cultural hubs being public and private sector partnerships
	25.5. Contribute to the development of the New Theatre Initiative.	
	25.6. Progress the development of the Auckland Art Gallery upgrade	
	25.7. Advocate for a design led approach to relevant capital works projects	<ul style="list-style-type: none"> Better walking environment (too car friendly)
	25.8. Implement the CBD Public Artwork Plan	

GROUP NINE		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
26. Build Understanding Get to know the sector	26.1. Strengthen relationships between the sector and Auckland City <i>Create opportunities for representative bodies of the various creative industries to build relationships with Auckland City</i>	
	26.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	26.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	

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	26.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i>	
	OTHER	<ul style="list-style-type: none"> • Cultural diversity everywhere • Sustainable business environment • Transport – integrates cities, connects people, people medium
27. Facilitate a creative industries friendly environment	27.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	27.2. Be a business friendly council – through policies, regulatory framework and infrastructure. <i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i>	
28. Enhance Auckland’s urban environment	28.1. Implement the CBD Urban Design Framework	
	28.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	28.3. Develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	
	28.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	
	28.5. Contribute to the development of the New	

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	Theatre Initiative.	
	28.6. Progress the development of the Auckland Art Gallery upgrade	
	28.7. Advocate for a design led approach to relevant capital works projects	
	28.8. Implement the CBD Public Artwork Plan	
	OTHER	<ul style="list-style-type: none"> • Ensure more innovation not more historicism • Diversification – integrate art/commercial spaces

GROUP TEN		
STRATEGIES	ACTIONS	CI SECTOR COMMENTS
29. Build Understanding Get to know the sector	29.1. Strengthen relationships between the sector and Auckland City <i>Create opportunities for representative bodies of the various creative industries to build relationships with Auckland City</i>	
	29.2. Better understand the role of other organizations in developing the economic potential of the creative industries	
	29.3. Enhance council's research programme to better understand our strengths in particular sub-sectors and to identify those with potential for high growth	
	29.4. Economic analysis <i>Monitor economic data on growth of creative industries and the perception of Auckland as a creative industries friendly city</i>	<ul style="list-style-type: none"> • Includes social capital

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	OTHER	<ul style="list-style-type: none"> • Streamlining processes • Finding champions in Auckland City • One Stop Shop • Regular communications • Regular dialogue
30. Facilitate a creative industries friendly environment	30.1. Take a unified council approach across the Arts Agenda, Events Strategy, Open Space Strategy, economic development initiatives and other relevant strategies.	
	30.2. Be a business friendly council – through policies, regulatory framework and infrastructure. <i>Advocate for a business friendly approach to be taken in key council infrastructure projects relevant to creative industries. These include the Digital Strategy, Regulatory Environment, Transport policies and priorities.</i>	
	OTHER	<ul style="list-style-type: none"> • Design relationship with AC required • Film Auckland model with Auckland City applied across other sectors of creative industries
31. Enhance Auckland’s urban environment	31.1. Implement the CBD Urban Design Framework	
	31.2. Advocate for others to sign up to the New Zealand Urban Design Protocol.	
	31.3. Develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter and the Britomart Precinct.	
	31.4. Progress the development of an arts precinct behind the Town Hall (South Town Hall)	
	31.5. Contribute to the development of the New Theatre Initiative.	
	31.6. Progress the development of the Auckland Art Gallery upgrade	
	31.7. Advocate for a design led approach to relevant capital works projects	
	31.8. Implement the CBD Public Artwork Plan	