



Auckland City creative industries draft action plan Summary of Workshop Feedback 1st June 2006

Thank you to all participants who attended the creative industries workshop on 1 June at the Auckland Town Hall Reception Lounge. Auckland City was delighted with the turnout and the active participation from a broad range of the creative sector, other businesses, government agencies, and industry organisations. The feedback from the participants was informative and valuable to the development of the action plan.

After listening to what the sector had to say at the workshop and analysing the feedback, the council is considering the range of ideas suggested and how they can be reflected in the action plan.

This document summarises the background to the draft action plan, the sector workshop process, key outcomes from the workshop and the next steps Auckland City will be taking.

Draft creative industries action plan

In 2005, Auckland City launched *Snapshot: Auckland's creative industries*, a research report aimed at better understanding the issues and opportunities for Auckland's creative industries. [Snapshot](#) provided information and insights into the nature, motivations and aspirations of over 400 stakeholders in Auckland's creative industries and established that the sector is an important economic driver for the city with great growth potential.

In response to the *Snapshot* research, Auckland City is committed to producing an action plan that helps build on the vital contribution that the creative sector makes to Auckland.

The council has developed a draft action plan which includes three platforms that address what the sector told us they wanted from council in the *Snapshot* research. These platforms have a series of strategies and actions that outline a way forward for council to support the growth of the creative industries.

To date, the draft action plan has been developed through consultation with a range of parties, including input from elected representatives, council officers and the council's creative industries advisory group.

The action plan is designed to align with other Auckland City plans and strategies such as the CBD Into the Future strategy, the Arts Agenda, the Events Strategy and the Urban Design Framework. Taking into account the constraints and environment that the council operates within, the plan includes the opportunity for council to both facilitate and partner on creative industry projects.

Workshop Process

The purpose of the workshop was to obtain input and feedback from the creative industries sector and key stakeholders on the draft action plan.

Workshop participants were provided three platforms for discussion.

- **Raise Profile:** increasing the visibility of Auckland's creative enterprise – through marketing, advocacy and creative sector events.

- **Support Enterprise:** enhancing Auckland's creative industries competitive advantage in the regional, national and global economy – through supporting business growth, fostering ideas and emerging talent and enhancing key business drivers.
- **Create Environment:** being more creative industries friendly and building understanding between the creative sector and Auckland City – through enhancing relationships, undertaking research and improving our urban environment

For each platform, participants were asked to imagine that they were in the future and describe what success would look like if the platform goal had been achieved. Participants then considered the strategies and action areas for each platform and identified new actions and actions that could be enhanced. In the final workshop activity for each platform, the participants were asked to place three red dots on the ideas that they considered most useful to the creative sector.

Workshop Outcomes - what you told us and what we learned

Auckland City has reviewed the feedback and is encouraged by participants support for the strategic direction of the draft action plan.

In examining the feedback, we found that the platform considered most useful and important to the participants was 'Support Enterprise'. Within this platform, the strategies and actions that participants said were most useful were 'business growth' and 'fostering ideas and emerging talent'.

The platform identified as the next most important was 'Raise Profile' and within this the participants highlighted that 'creative sector events' was a very important strategy.

The participants provided feedback at both a strategic and detailed level, with comments encompassing issues and opportunities both within and outside of the scope of the action plan. In particular, the sector's comments demonstrated a desire to realise Auckland's potential and to play a role in shaping the future of and vision for the city. The participants provided feedback that was relevant, useful and insightful in helping to shape the final action plan.

We noted from the workshop discussion that:

- The sector is thinking about the bigger picture whilst also identifying the issues individuals face in specific industries.
- There was a high level of consistency in the discussion and themes that emerged.
- The platforms Support Enterprise, Raise Profile, and Create Environment are inter-dependent and need to be considered holistically.

Key Themes

Some of the key themes that emerged from the workshop discussion include:

Support Enterprise

- growing Auckland's reputation as a source of and magnet for creative talent
- increasing connections and collaboration both within the sector and across the economy
- support for increased professional development, mentoring and incubation
- building global connectedness
- increasing understanding of intellectual property and the commercialisation of ideas

Raise Profile

- increasing the visibility and recognition of the creative sector
- bolder leadership
- creating a strong and unified city and regional brand
- building on and promoting Auckland's unique identity – both bicultural and multicultural
- building on and promoting Auckland's role as destination and gateway
- growing and promoting Auckland's arts, creative and cultural events

Create Environment

- support for creative precincts and hubs
- better balancing council's regulatory and enabling roles
- support for an improved urban environment
- recognition of importance of the CBD
- need for key infrastructure – both hard and soft.

The creative industries draft action plan workshop notes can be accessed here. (Link to PDF's)

Next Steps

Auckland City is in the process of integrating feedback from the sector and stakeholders into the action plan. The action plan will be rolled out over the next five years. Auckland City will look for opportunities to partner on specific actions and projects in the implementation of the plan.

Following approval by the Economic Development and Sustainable Business Committee, the final action plan will be published in late 2006. A more detailed internal implementation plan will then be developed to deliver the final action plan.

Thank you again to all the participants who contributed to the creative industries workshop. Auckland City appreciates the ideas, time, commitment and level of engagement the sector offered.

Auckland City welcomes any further feedback you may have on the action plan.

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