

Blueprint

Growing Auckland's creative industries

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Blueprint - Our plan to grow Auckland city's creative industries

Auckland city's creative sector is alive and flourishing, and its vision for Auckland is one that I certainly share.

However, there is a lot more we can do to promote and foster our city's creative practitioners. Their unique skills – design sensitivity, creativity, visual sophistication, innovation and flair – need to be showcased and supported.

In 2005, we launched a report called *Snapshot: Auckland's creative industries*. From it, we wanted to better understand the issues and opportunities faced by Auckland's creative industries.

As a result of our findings, we now have an agenda for action – one that matches our vision of creating a city that attracts talent, nurtures ideas and embraces our unique 'critical mass' in the creative industries.

Blueprint plans to foster the growth of creative industries through strategies aimed at guiding our involvement in the sector and building on our strong concentration of creative industries' talent over the next 10 years.

Taking a holistic and complementary approach, *Blueprint* distinguishes the creative industries as an integral part of a global city and a sustainable economy.

As Aucklanders, we should all be delighted that our city generates, attracts and retains so many creative businesses, and we should celebrate the social, cultural and economic wealth that this brings to the region.

Auckland City Council is committed to working alongside the creative sector to realise Auckland's economic and cultural value, and to grow the sector. This will undoubtedly help us compete on an international scale and will see Auckland become known as a great city with a great future.

Let's help the city's creative industries flourish.



Mayor Dick Hubbard



Firehorse Films have produced and created *bro'Town* – a firm television favourite with Kiwi audiences.

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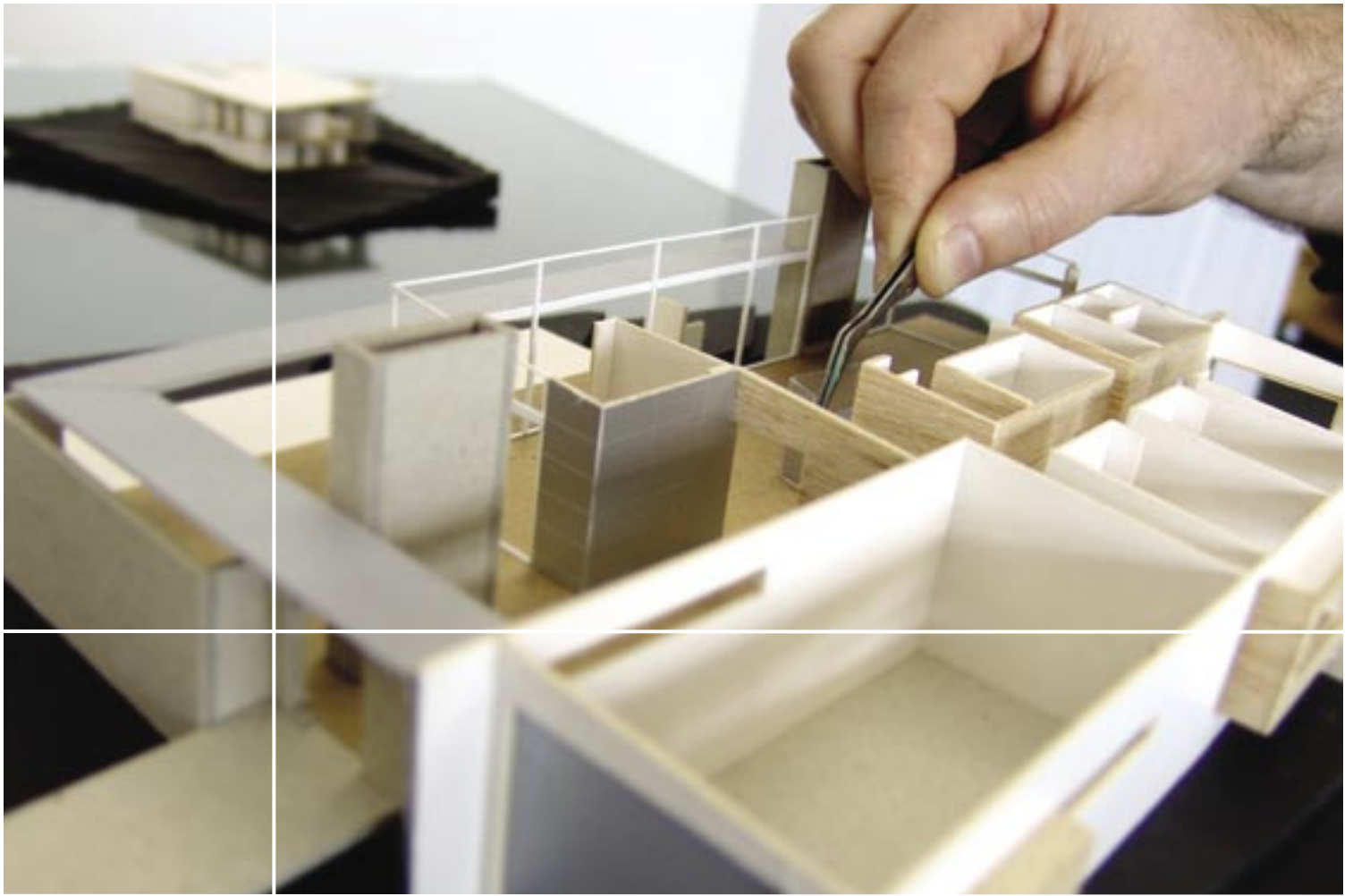
Creating the plan

Blueprint has been considered and approved by Auckland City Council's Economic Development and Sustainable Business Committee. The plan has been developed by the council's Economic Development Group with input from the creative sector, elected representatives, officers from across the organisation, the council's creative industries' advisory group and key stakeholders from the business sector and government. The advisory group has contributed to the development of *Snapshot* and *Blueprint* and will continue to work with Auckland City Council to assist with implementing the action plan. Advisory group members include: Gisella Carr, Te Papa; Sandi Morrison, Chair of the Economic Development Association of NZ (EDANZ); Elisabeth Vaneveld, The Big Idea Trust; Baruch ter Wal, Lee ter Wal Design; Desna Jury, AUT University; Pradeep Sharma, University of Glamorgan, Wales; and Paul Manning, OgilvyMetro.

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May 2007



Design (advertising, graphic design, designer fashion and architecture) represents 40 per cent of the city's creative sector employment.¹

What Blueprint is all about

Growing Auckland city's creative industries

Blueprint is an agenda for action. It is Auckland City Council's response to research that highlighted Auckland's significant economic strength in the creative industries. *Blueprint* will result in the council actively promoting and assisting Auckland city's creative industries to greater national and international economic success.

Blueprint is an action plan that follows two reports commissioned by the council which highlight the city's economic potential in the creative industries. The 2002 Starkwhite report *Rethinking Auckland as a Creative City: Concepts, Opportunities and Practical Steps*² revealed how the creative industries could give Auckland a launch pad for accelerating opportunities in the emerging creative economy. In 2005, *Snapshot: Auckland's creative industries*³ explored the economic contribution creative industries make and the challenges

they face. The *Snapshot* report deepened our understanding of the creative industries and highlighted key strengths that make Auckland home of the creative sector.

Snapshot also identified a significant opportunity: the creative industries can play a fundamental role in helping Auckland city (and New Zealand) overcome its economic challenges in the 21st Century. Many international studies show that creative industries act as key enablers in the wider economy. Some, such as design and advertising, add value across many sectors of the economy – from agriculture to manufacturing and services. Others, such as film and music, are themselves substantial export earners. On a more subtle level, the creative industries help make our city a lively, exciting and interesting place in which to live and work, in turn attracting and retaining more creative talent to help drive our economic future. Our creative industries also shape our cultural identity, increasingly a key attribute in a globally competitive economy.

¹ Statistics New Zealand 2006, Auckland City Council 2007

² Starkwhite report – www.aucklandcity.govt.nz/council/documents/starkwhite

³ *Snapshot* report – www.aucklandcity.govt.nz/council/documents/snapshot

The result

Blueprint sets out our vision to grow the creative industries and our ambitions for the sector under three main goals. The plan will be implemented over the next 10 years.

These goals are to:

raise profile – Auckland's creative industries are acknowledged both nationally and internationally as world class

support enterprise – Auckland's creative industries provide competitive advantage in the regional, national and global economy

create environment – Auckland is a stimulating city to work and live in, with infrastructure and council policies that foster creativity and enterprise.

Blueprint contributes to the council's economic development strategy, which sets out the direction for the city's economic growth and development. We will know *Blueprint* has worked when Auckland's creative industries employ many thousands more talented workers and generate substantial export returns.

What are the creative industries?

The council uses a definition of creative industries that is broadly comparable to international studies and has grouped the creative industries into six key sub-sectors:

- design (including graphic design, architecture, advertising and designer fashion)
- publishing (including books, periodicals and newspapers)
- music
- performing arts
- visual arts, crafts and photography
- screen production and radio (including film, television, video and digital media).

Creative industries are defined as those industries that have their origin in individual creativity, skill and talent, and have a potential for wealth and job creation through generating and exploiting intellectual property.⁴

To read the *Snapshot* report, go to:

www.aucklandcity.govt.nz/council/documents/snapshot

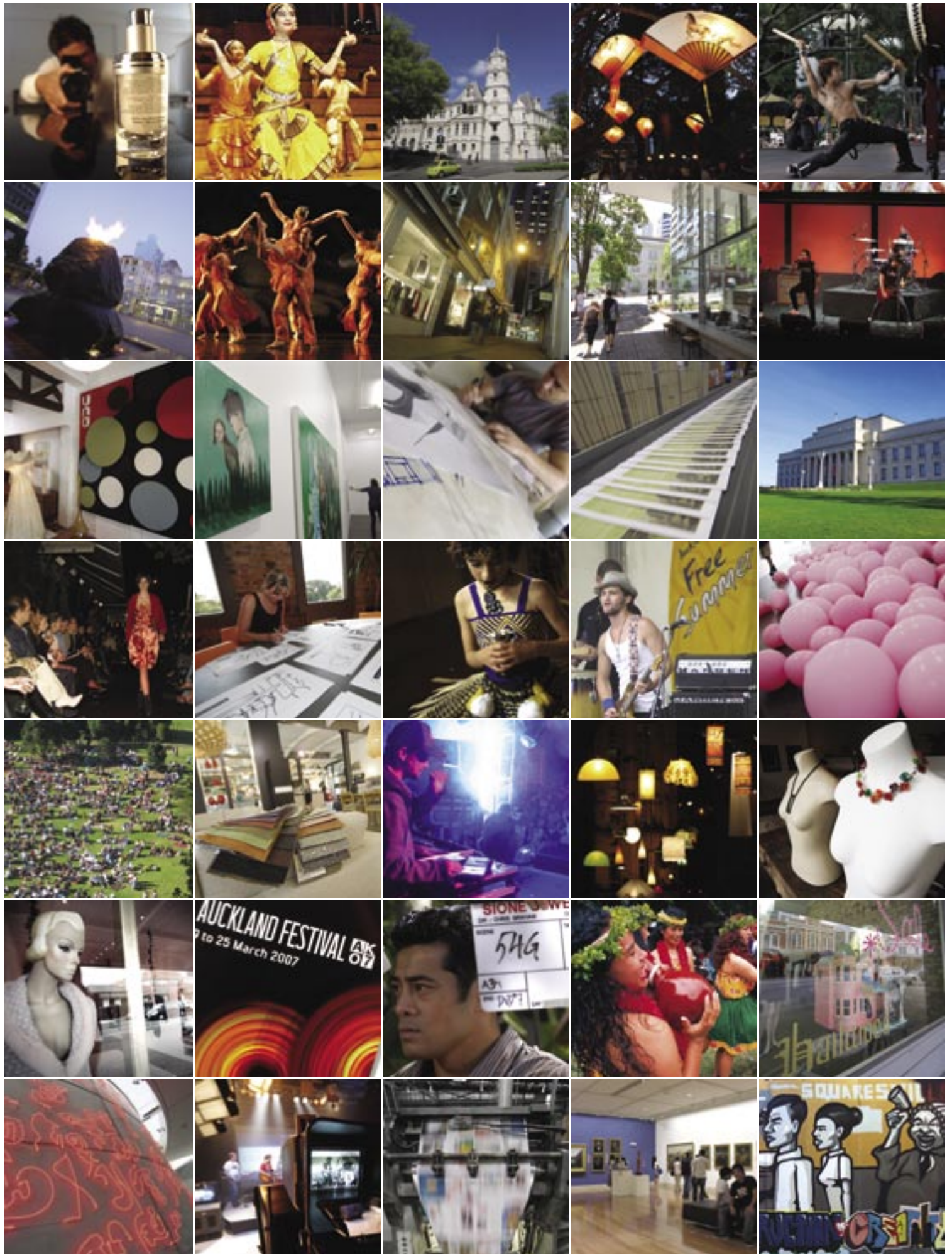


“New Zealand needs an effective world city if it is to succeed in the global economy. Creative industries help all cities to be more innovative and productive, spawning new products, services and jobs, and they also contribute significantly to the ‘quality of place’ that attracts, retains and services other high-value activities. Of course, creative industries also add a sense of dynamism to the way we lead our modern lives and can engage us all imaginatively on the paths we tread. The creative industries in Auckland city are an indispensable element of what is needed to make the Auckland region the purposeful world city that New Zealand needs.”

Greg Clark | Lead advisor, City and Regional Development, United Kingdom Department for Communities and Local Government and Chair of the OECD LEED Forum of Cities and Regions.

AUT University's Textile and Design Lab based in Auckland city is a cutting-edge facility that enables innovation in the design and fashion industry.

⁴United Kingdom Creative Industries Taskforce, Creative Industries Mapping Document. United Kingdom Department for Culture, Media and Sport, 2001



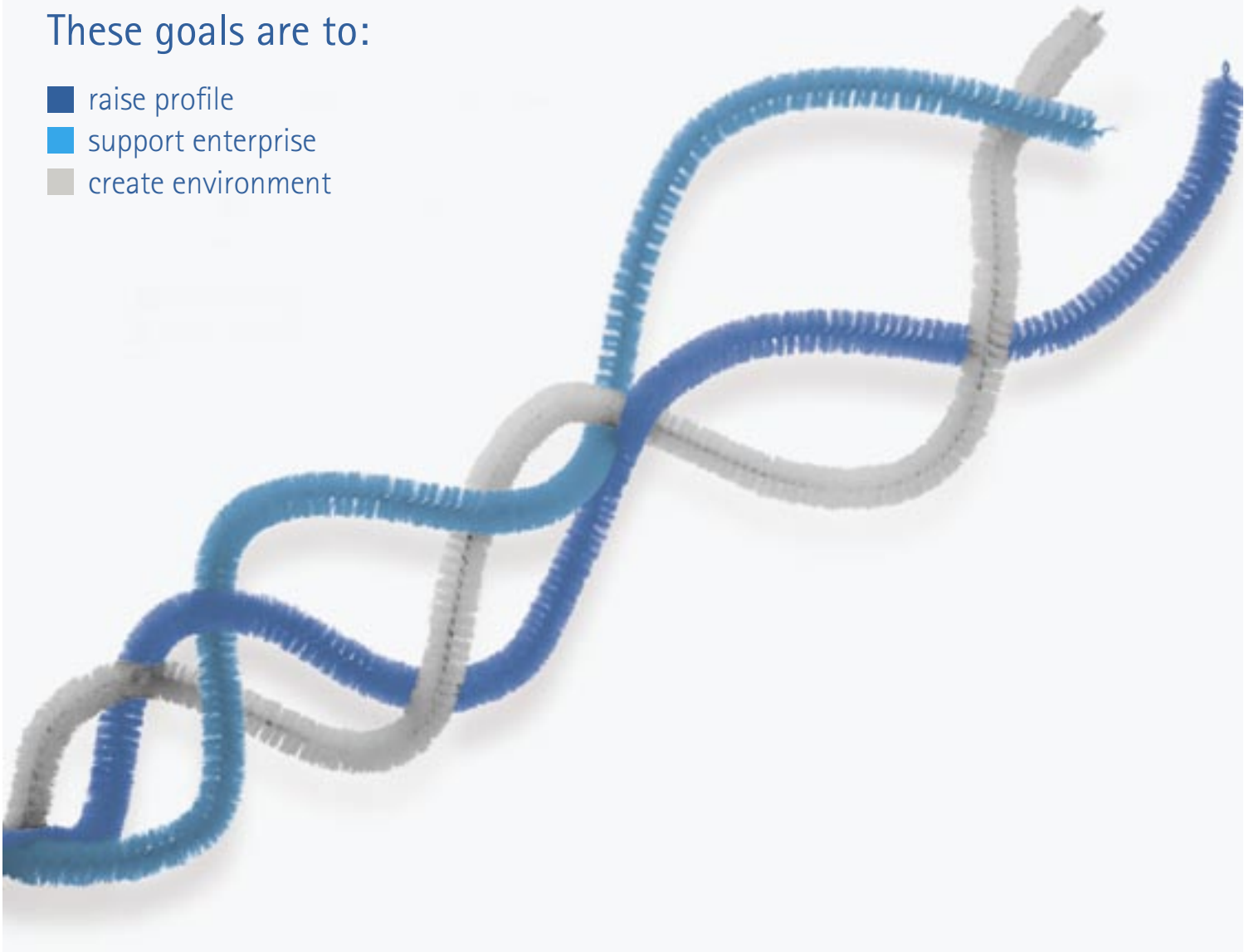
Agenda for action

Three goals; nine strategies; one vision

During its research for the *Snapshot* report, Auckland City Council listened to what the creative sector and stakeholders had to say. In response, the council identified three goals that provide the framework for this action plan.

These goals are to:

- raise profile
- support enterprise
- create environment



Implementing the strategies and actions within each goal will contribute to our vision to grow Auckland city's creative industries and enhance the city's economic performance on a sustainable basis. These three goals are interconnected and they work together in a cyclical way, which means performance in one area has flow-on effects in other areas.

Goal 1: Raise profile

Outcome: Auckland's creative industries are acknowledged both nationally and internationally as world class

Through the *Snapshot* research, the sector expressed a desire to be more visible and to gain recognition for its role as an important economic driver. Many people working in the creative industries value the range of diverse events in Auckland and want to see more of these. They consider Auckland to be a city rich with creative activity and unique cultural diversity.

Key strategy 1:

Promote Auckland's creative sector within New Zealand and internationally

Actions:

- showcase the diversity of the creative industries, including people, businesses and places
- market the arts as a key component of the creative industries.

Goal 2: Support enterprise

Outcome: Auckland's creative industries provide competitive advantage in the regional, national and global economy

Another finding of the *Snapshot* research was the sector's wish to be better connected both locally and globally. The talent and skills of creative industries need nurturing to help them grow their businesses, increase exports, commercialise their ideas and better realise valuable intellectual property.

Key strategy 4:

Foster the growth of business opportunities for Auckland's creative sector

Actions:

- work with national agencies to address barriers to growth, build capability in the sector and encourage links between New Zealand's creative industries and international markets
- support incubation, acceleration and enterprise development initiatives
- support the growth of key and high-growth sub-sectors such as screen production, design, digital media and music
- foster connections between Auckland's diverse cultures and creative sector business opportunities.

Goal 3: Create environment

Outcome: Auckland is a stimulating city to work and live in, with infrastructure and council policies that foster creativity and enterprise

The *Snapshot* research found a high-quality urban environment is a critical factor in the economic success of the creative sector. While they have the same business needs as others and require the backing of a business-friendly council, creative sector companies also need access to the right technology.

Key strategy 7:

Enhance Auckland city's urban environment

Actions:

- implement the council's urban design framework
- advocate for others to sign up to the New Zealand Urban Design Protocol
- implement a design-led approach to relevant capital works projects
- promote good urban design in Auckland city
- implement the CBD public art work development plan.

Strategy 2:

Promote Auckland's creative sector as a key economic driver

Actions:

- contribute to developing and implementing city, regional and national strategies that grow the creative industries
- make the creative industries a key part of Auckland's investment and tourism attraction programmes
- promote the creative industries through Auckland City Council's international relationships.

Strategy 3:

Enhance Auckland's creative enterprise through significant events

Actions:

- develop and grow signature, major and community events that support creative enterprise
- sponsor business events that support the growth of the creative industries
- develop and grow creative events that enliven the CBD
- promote opportunities for the creative sector to contribute to the successful hosting of international events, including the Rugby World Cup 2011.

Strategy 5:

Develop career pathways for creative talent

Actions:

- connect the aspirations of talented young people with the creative industries
- contribute to the career development of emerging and established creative practitioners.

Strategy 6:

Deepen our understanding of the creative sector and its aspirations

Actions:

- enhance relationships with the sector, organisations and tertiary institutions that develop the economic potential of the creative industries
- conduct research on the growth of the creative industries and its diverse sub-sectors.

Strategy 8:

Be creative industries friendly

Actions:

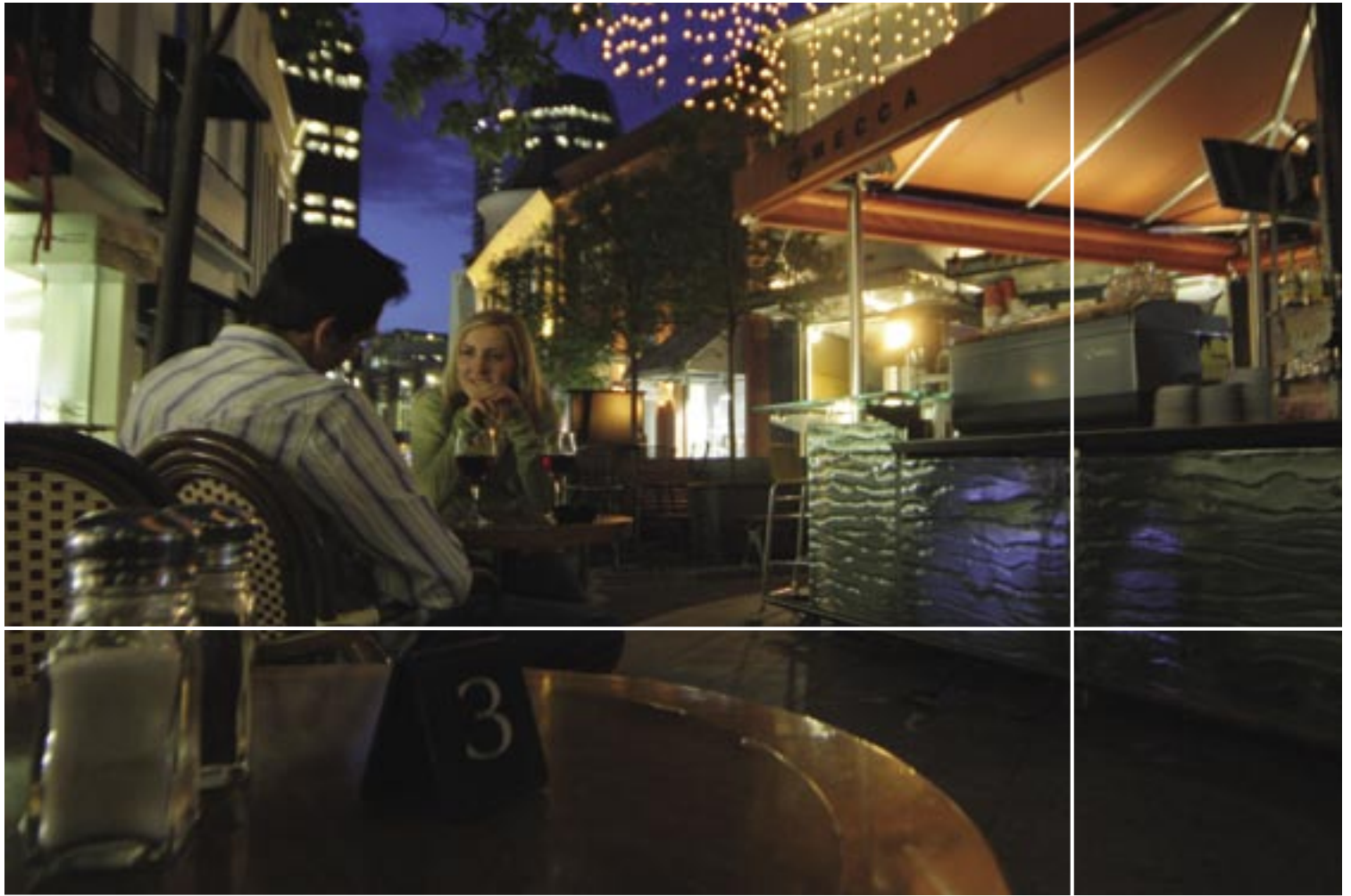
- incorporate the requirements of the creative industries into the council's approach to its regulatory environment, transport policies and priorities, and information technologies (such as broadband)
- highlight opportunities for creative sector input to Auckland City Council projects and initiatives
- assess the opportunity for the council to assist with providing affordable workspace for the creative sector.

Strategy 9:

Develop creative places

Actions:

- develop creative quarters within the CBD. In particular, Aotea Quarter, Learning Quarter, Victoria Quarter, and the Britomart Precinct
- develop and promote the CBD fringe and vibrant local centres that support creative industries
- develop the Town Hall Arts Precinct
- contribute to the development of Q Theatre
- make the Auckland Art Gallery an iconic cultural facility.



Half of national creative sector employment is in the Auckland region.⁵

Why this matters

Creative industries influence economic growth

Worldwide, the creative sector is recognised as an important element of the knowledge economy, acting as a significant employer and revenue generator. When supported by appropriate infrastructure and correctly harnessed, knowledge and intellectual property are sizeable economic assets.

In the United Kingdom, the sector contributes more to export revenue than the insurance and construction industries, and twice that of the pharmaceutical industry.⁶ London's creative sector is a key driver of its growth, expanding faster than any major industry except financial and business services.⁷ Auckland city is New Zealand's fastest growing centre of the creative industries, with creative sector employment increasing at nearly three times the national creative sector employment growth rate.⁸

Internationally, the success of films such as *The Lord of the Rings* trilogy, *The World's Fastest Indian* and *Whale Rider* have made screen production the standard-bearer of the creative industries in New Zealand and have increased our awareness of their inherent value.

In addition, we recognise the creative industries as an enabler in the wider economy. They provide leadership in thinking, ideas and design capabilities, and add value across all spheres of economic activity – from innovation, research and development to investment.

Skills and talents deployed by the creative sector enhance other sectors of the economy. For example, good design (in its broadest sense) is a key to good business, giving us a competitive advantage internationally in industries as diverse as forestry, manufacturing and fashion design.

⁵ Statistics New Zealand 2006, Auckland City Council 2007

⁶ www.culture.gov.uk

⁷ www.london.gov.uk

⁸ Statistics New Zealand 2006, Auckland City Council 2007

Auckland, like many cities, recognises the impact that a strong cultural base has on the region's economy, particularly in terms of tourism and regional identity. The creative industries are a significant platform on which Auckland can position and brand itself, amalgamating cultural identity and economic growth.

The creative industries play an equally important role as the beating heart of a creative city. A thriving creative sector, in turn, generates an exciting, stimulating city with great lifestyles, amenities, and rich cultural and social environments. Such a vibrant environment then attracts more creative thinkers, innovators and knowledge-economy entrepreneurs across the whole economy.

Auckland competes not just nationally but internationally for talent, attention and revenue. As Richard Florida notes, "to remain innovative [a nation] must continue to attract the world's sharpest and most creative minds. And to do that, it needs to invest in further development, from both internal and external sources, of its talent base. Because wherever talent goes, innovation, creativity and economic growth are sure to follow".⁹

Auckland is not alone in identifying the creative industries as economic drivers. In New Zealand, the objective of the central government's Economic Transformation Agenda is to develop a high income, knowledge-based economy that is innovative and creative.¹⁰ The government has highlighted the creative industries as one of three sectors it will assist because of their potential for transformative change.¹¹ Internationally, the creative industries have been embraced by economic development agencies in most major cities. According to the British Government, "it is the only sector that every region of the United Kingdom has identified as a priority area for economic growth".¹²

Collectively, the city of Auckland and the greater region has critical mass in New Zealand's creative industries, giving the region a substantial economic resource. It is the job of the creative sector and public agencies to understand and respond to the key economic challenges New Zealand faces as a whole – the need to increase exports, add value and commercialise intellectual property to increase wealth creation. Maximising the economic potential of creative production requires harnessing the commercial opportunities that are generated in the interaction between arts, creativity, culture and the marketplace.

Auckland may have critical mass but it cannot afford to rest easy. The purpose of *Blueprint* is to accelerate growth from what is indisputably a substantial base. Auckland can build on its strength as a magnet city by better utilising the creative industries to attract people to visit, live and work here, providing a positive economic spin-off for the region and the whole country.

"Encouraging [the creative] industries is one of the most powerful means of enhancing the city's identity and distinctiveness, while simultaneously creating employment and generating social capital. In a world where every place is beginning to feel and look the same, cultural products and activities mark one place from the next. And tangible differences creates competitive advantage."¹³

Charles Landry | *The Art of City-Making*, 2006



Screen production is heavily concentrated in Auckland city, with 54 per cent of national employment located in the city.¹⁴

⁹ Florida, R. (2000) *The Flight of the Creative Class*. New York, Harper Collins

¹⁰ www.med.govt.nz

¹¹ www.nzte.govt.nz

¹² "Developing Entrepreneurship for the Creative Industries", United Kingdom Department for Culture, Media and Sport, 2004

¹³ Landry, C. (2006) *The Art of City-Making*. United Kingdom and United States of America, Earthscan

¹⁴ Statistics New Zealand 2006, Auckland City Council 2007



Fifty per cent of the national employment in periodical publishing is located in Auckland city.¹⁵

What we want

To raise profile, support enterprise and create environment

If the agenda in *Blueprint* is realised, over time Auckland city will become known for:

- its rich resources and talent in the creative industries
- providing an environment that promotes and encourages creative industries
- attracting and retaining creative industry businesses
- having a strong arts sector connected to the creative industries
- high quality urban design
- being the leading hub of New Zealand's creative industries
- creative enterprises emerging across and out of Auckland's culturally diverse population.

Thanks to the information revealed by *Snapshot*, we've learnt that businesses, industries, public sector agencies, economic and cultural sector commentators, and the council all want the same thing: to dramatically lift the profile and value of creative industries. We share a vision – to grow Auckland's creative industries.

In particular, our research found that the aims of the industry and the council include:

- using Auckland's unique cultural mix as a driving force behind creative output
- understanding and enhancing the physical and virtual infrastructure essential to the growth of creative industries
- making Auckland city a creative industries friendly environment
- developing strategies to attract and retain creative industries businesses
- contributing to the success of Auckland-based creative industries

¹⁵ Statistics New Zealand 2006, Auckland City Council 2007

- improving the urban-design quality of the city to provide a stimulating environment in which creative industries can flourish
- encouraging greater leadership, advocacy and promotion of Auckland's creative industries.

Auckland city's creative industries are a key contributor to Auckland City Council's vision to become a successful and globally competitive city rich with creativity and innovation.

The council's economic development strategy aims to assist sustainable economic growth based on lifting productivity and incomes, and recognises Auckland's strengths in key industries. The strategy addresses the importance of Auckland city to regional and national economic performance and explores opportunities to leverage Auckland's relative size and density.

The creative industries are a key strength for Auckland city and are highlighted in the council's economic development strategy along with other key sectors.

The council will continue to work in collaboration with partners and the creative sector to build on actions that assist the growth of the sector. Working in partnership with central government and relevant agencies, the council will implement the actions in *Blueprint*, and undertake its role as leader, promoter and enabler.

How we will know?

How well we achieve these aims will be measured through economic indicators such as GDP growth; the increase in the number of employees and the number of businesses in the sector; the increase in exports; qualitative analyses showing that international visitors and the local population see Auckland as a highly creative city; and through ongoing engagement with the creative sector.

"We'll be globally established as the hot place to visit, to buy from and to get content from. We'll have capitalised on our current positioning... Overseas people will be saying, 'that's a place I want to partner with, do business with, undertake R&D with, manufacture with', right across the board and in a high-value context."

Dame Cheryl I Sotheran | *Snapshot: Auckland's creative industries, 2005*



New Zealand Fashion Week is a significant economic driver, injecting \$33 million annually into the New Zealand economy.¹⁶

¹⁶ www.nzfashionweek.com