



Auckland City Council's public art collection includes over 200 art works, monuments, features and fountains and it is growing. Over the past five years more than 30 new public art works have been installed and further works are in the planning phase.¹⁷

What we are doing now

Fostering the growth of the creative sector

Auckland City Council is already a significant supporter of creative and artistic endeavour. Traditionally that support has been measured in cultural terms. *Blueprint* reflects the council's commitment in an economic context.

To that end, *Blueprint* contributes to the council's economic development strategy and is aligned with its other plans and strategies. These include: the urban design framework, CBD public art work development plan, Our Future Auckland, Auckland's CBD – Into the future, the events strategy, and the Arts Agenda.

Auckland City Council fosters the growth of the creative sector through a range of initiatives and activities such as:

- sponsoring, organising and facilitating a range of **signature and community events** in the city. These include: Auckland Festival, Air New Zealand Fashion Week, New Zealand Music Awards, New Zealand Screen Awards, Pasifika, Lantern Festival, Matariki,

Diwali Festival of Lights, Music in Parks, Auckland Art Fair, Writers and Readers Festival, Sculpture on the Gulf, Auckland Architecture Week, the Walters Prize and Auckland Triennial. Auckland City Council also sponsors one-off events in other creative industry sectors such as design and digital media

- assisting the **performing arts** through the council's long-standing Arts Alive programme. Arts Alive supports the professional arts by building audiences and developing Auckland's performing arts infrastructure that includes resources, skills, information, professional support and networks
- enlivening the central city's **public spaces** through the Living Room programme which is part of Auckland's CBD – Into the future strategy. The Living Room promotes the concept of the CBD as being the 'living room' and invites the creative sector to submit proposals for temporary events/installations/interventions in the CBD
- developing and maintaining one of the most significant collections of the visual arts in New Zealand. The Auckland Art Gallery Toi o Tāmaki

¹⁷ www.aucklandcity.govt.nz/whatson/arts/publicart

is owned and managed by the council. The council is undertaking a multi-million dollar development which will reinvent the gallery for the 21st Century and increase accessibility for the community. The gallery's electronic catalogue of 13,500 works is the first web-accessible database of the complete collection of any public gallery in New Zealand, and is among relatively few internationally. The Auckland Art Gallery is in partnership with AUT University to support the Auckland Triennial to 2013

- transforming the CBD into a dynamic and vibrant centre of culture and business activity. The CBD has developed as a cluster of distinct areas or quarters, each with its own characteristics, uses and functions. These areas are known as Aotea Quarter, Learning Quarter, Victoria Quarter and Britomart Precinct
 - **Aotea Quarter** – is positioned for transformation as a key part of the revitalisation of Auckland city's CBD. The Aotea Quarter lies at the heart of Auckland's CBD and will further develop as Auckland's civic core, cultural heart and arts and entertainment hub. The Quarter includes the city's major arts and cultural infrastructure such as The Auckland Art Gallery, the Auckland Town Hall, the Aotea Centre, the Civic Theatre and the Central City Library. Economic value will be built for the city through the quarter's arts, culture, entertainment and convention activity
 - **Town Hall Arts Precinct** – as part of the wider Aotea Quarter the council is pursuing the development of an arts precinct in the area south of the Town Hall. The precinct will bring together a mix of arts groups, performance venues, rehearsal spaces, creative businesses, cultural agencies, cafés and bars and provide a home for some of the city's key performing arts groups, where they create, rehearse and present their work
 - **Q Theatre** - is a core component of the Town Hall Arts Precinct. The council provided the land and buildings, a

major capital contribution and a commitment of ongoing operational funding towards the project. The theatre will offer flexibility in terms of stage and seating with 350 seats. Q Theatre complements the Town Hall, Civic Theatre, Aotea Centre and smaller venues like the Silo Theatre and the Classic Comedy Club to enhance the existing arts and cultural facilities in this area

- **Learning Quarter** – Auckland City Council is in partnership with the University of Auckland and AUT University to develop a place-based plan to guide the social, economic, cultural and environmental development of the area over the next 10 years. The Learning Quarter aims to leverage the opportunities that come from having two of the country's most important universities in the economic heart of the city – through establishing a distinctive urban hub of learning, teaching and research in Auckland city and raising the profile of the area in the city, region, country and the world
- **Victoria Quarter** – Auckland City Council's Victoria Quarter plan has set the framework for revitalising the quarter; encouraging new businesses (particularly from the creative sector); creating a network of new parks, squares and plazas from Victoria Park to the core of the CBD; improving passenger transport and pedestrian facilities; and recognising and celebrating the area's heritage features

"We should be able to operate as a region rather than being focused on parochial patch protection. Regional platforms can reflect differences but we need to deliver as an integrated region, not be fragmented."

Michael Barnett | Chair of the Auckland Regional Economic Development Forum, 2006



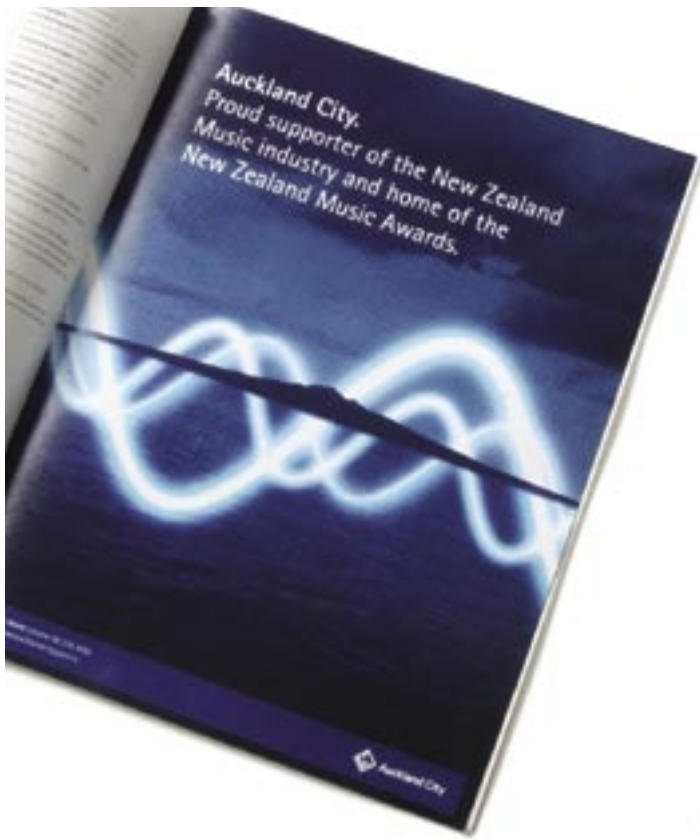
Local Auckland artist Dan Tippet, assisted by DLT Daryl Thompson, was commissioned by Auckland City Council to create this mural located in Kingsland. The work shows how public art can foster an understanding of Auckland city's unique identity, and be a dynamic expression of our multicultural heritage.



Three quarters of Auckland city's creative sector employment is located in the CBD and CBD fringe areas.¹⁸

- **Britomart Precinct** – five hectares in downtown Auckland are being turned into a lively precinct of shops, cafes, apartments, businesses and public open spaces. This is the largest heritage restoration project undertaken in New Zealand, at a total cost of \$350 million. The revitalisation of the precinct by Bluewater Management Company includes renovating existing heritage buildings and erecting up to eight new buildings for a mix of retail, commercial and residential uses. Several buildings are being used as interim tenancies by the creative sector and a growing number of events take place within the precinct
 - funding all of the facilities managed by **The Edge**, including the Civic Theatre, The Aotea Centre and the Town Hall. This support includes investment of close to \$4 million annually to support The Edge's public and creative programmes
 - providing major annual funding to a number of key arts organisations in the city, including the Auckland Philharmonia, the NBR New Zealand Opera, Auckland Theatre Company and Auckland Festival. These organisations are vital components of the city's cultural infrastructure and provide significant cultural and economic benefits to the city, including employment opportunities and pathways for many artists and people working in the performing arts industry and related creative businesses
 - working with others in the region to establish and provide ongoing support for **Film Auckland**, the industry-led regional marketing office for screen production. The council's support for the screen production industry helped secure the first Major Regional Initiative for the Auckland region. This \$2 million grant from New Zealand Trade and Enterprise's (NZTE) regional partnership programme involves developing regional infrastructure with a new sound stage, a capability building programme and international marketing of Auckland and New Zealand's screen production industry
 - increasing opportunities for the inclusion of art within the design and development of the city including within major new capital works and in the development of many of the city's public facilities, parks and streetscapes. The council's CBD public art plan identifies 55 development opportunities within the CBD where public art could be sited in the future. Auckland City Council's public art programme provides opportunities for artists and other design professionals
 - establishing relationships with and providing resource support to local artists throughout Auckland city. **Auckland City Libraries**, owned and managed by Auckland City Council, is committed to supporting and promoting new and unsigned authors, musicians and artists. Libraries are used as popular venues for events such as author talks and book readings and NZ Music Month events. In addition, space is provided for artists to display and promote their work. Libraries also encourage unsigned musicians to lodge copies of their CDs in the Library's 'Made in Auckland' music collection. Library collections provide inspiration and information about the latest trends in the creative sectors, both in New Zealand and globally.
- In addition, Auckland City Council plays a leadership role in the region and it guides, supports and contributes to a number of regional economic development initiatives. These include the Metro Project – an action agenda for the Auckland region's economic development – and planning for the successful hosting of the Rugby World Cup 2011. These regional initiatives will lead to opportunities to grow and promote Auckland's creative sector.

¹⁸ Statistics New Zealand 2006, Auckland City Council 2007



Auckland City Council proud supporter of the New Zealand music industry and sponsor of the **New Zealand Music Awards**



Auckland City Council proud sponsor of the **Auckland Art Fair**



Auckland City Council proud sponsor of the **Auckland Writers and Readers Festival**



Auckland City Council strategic partner and proud sponsor of **Air New Zealand Fashion Week**

Investing in signature events

Case study – New Zealand Fashion Week

Auckland city is the home of Air New Zealand Fashion Week, a key event attributed to helping put the New Zealand fashion industry on the world map. Fashion Week has become a highlight event on the Auckland events calendar.

New Zealand Fashion Week founder and managing director Pieter Stewart says that, "as well as established designers gaining a stronger foothold in international markets, there are many emerging designers who are also achieving orders. It is most important for Air New Zealand Fashion Week to promote and show the consolidated industry as well as the fresh and less established designers to international buyers and media, as these are the faces of tomorrow and the future of this growing industry".

A strategic partner of Fashion Week, Auckland City Council has sponsored the event since its inception in 2001, acknowledging the significant financial, creative and dynamic contribution the fashion industry and fashion designers make to the city and the country as a whole.

"Since 2005, the council has become hugely involved in the event. The council has listened to what we need, been accessible and supportive, and looked for ways in which they could help us," says Stewart. "Recognising the challenges posed by the venue, they facilitated our working there in as many ways as they could. In addition to this, they supplied sponsorship and an events manager, and really got involved in the public day and in supporting up-and-coming design talent."

Another crucial aspect of Auckland City Council's patronage is its partnership with the AUT University School of Art and Design. Fashion is a huge economic driver, with Fashion Week alone injecting \$33 million into the New Zealand economy, and the council is acutely aware of the need to foster new and emerging talent to help grow the industry.

Desna Jury, head of AUT University's School of Art and Design, says Auckland City Council's collaboration with the university on the Fashion Week project is of enormous value to their students. The partnership gives students the opportunity to participate in a unique project that showcases their work and ideas.

Since 2005, Mayor Dick Hubbard has played a high-profile role in the New Zealand Fashion Week project. In 2005, he was 'dressed' for the event by a design student, and in 2006 he wore new mayoral robes designed as part of course work by third-year AUT Bachelor of Design (Fashion) student Michelle Boyes. Boyes designed robes for the mayor to wear to the opening night of Air New Zealand Fashion Week and the garment was on display during the week amongst well-known design labels, such as Karen Walker. The robes showcased sustainable materials and featured iconic Auckland images such as Rangitoto, created with Swarovski crystals. The Mayor's involvement underlines Auckland City Council's commitment to supporting emerging talent and fostering Auckland's creative sector.



"It is most important for Air New Zealand Fashion Week to promote and show the consolidated industry as well as the fresh and less established designers to international buyers and media..."

Pieter Stewart | Founder and managing director,
New Zealand Fashion Week

Nurturing talent

Case study – Music in Parks

Bringing free music to the people, nurturing creative talent and maximising the use of Auckland's wonderful parks was the impetus behind the Music in Parks programme. A follow-on from People In Parks, it began in 1992 with a series of regular concerts that still take place annually, from January to March.

Pitsch Leiser, manager festivals and community events at Auckland City Council, says the concert series was, and continues to be, based around the notion of quality original music performed by local entertainers.

Funded by Auckland City Council with the support of a number of key sponsors, Music in Parks helps local musicians raise their profiles and develop an audience, providing a stepping-stone to further their musical careers.

"The music industry has grown enormously since 1992, and New Zealanders have embraced local music. Music in Parks is about encouraging musicians to play what they want to play," says Leiser.

Music in Parks has been a useful vehicle that showcases a diverse range of musical genres for a number of New Zealand musicians at various stages in their careers.

Nathan Haines already had a following in 1992 when he played for Music in Parks before going on to make his name in the UK; and Te Vaka (at the time called Spirit of Play) performed one of its first public concerts at Music in Parks. Te Vaka then went on to play WOMAD UK. Music in Parks has also provided a stepping stone for names such as Mark de Clive-Lowe and Mahinarangi Tocker.

As an emerging band, Goldenhorse performed at Tahaki Reserve for Music in Parks in 2001. The band's manager, Michael Keating, says it is a great way for up-and-coming musicians to lift their profile and gain live experience.

"Music in Parks recognised the talent and potential of bands such as Goldenhorse before commercial radio picked up their songs," he says. "Goldenhorse has continued to do Music in Park gigs. They like doing them because they're often in unique parts of Auckland where you don't normally have the opportunity to play. Often they're big family events, so Music in Parks gives musicians access to a wider audience than they'd usually play to."

Keating says Goldenhorse's Music in Parks concerts were particularly helpful at an early stage in the band's career because they removed the risk element and the costs of performing live by offering a guaranteed fee.

Annually, Music in Parks invests a significant amount of money into local music. Each year between \$50,000 and \$100,000 goes into musicians' pockets in fees.



"Music in Parks is a great way for up-and-coming musicians to lift their profile and gain live experience."

Pitsch Leiser | Manager, festivals and community events, Auckland City Council

"That makes Auckland City Council one of the more significant employers of musicians over the summer," says Leiser. "It allows musicians to do what they do best. When you look at the summer concert programme, it used to be only the council doing it. Now there are more private organisations putting on free concerts. Music in Parks has become a generic term that everyone uses to refer to any free concerts in parks."

Building a sense of place

Case study – Karangahape Road

The diversity, individuality and bohemian history of Karangahape Road draw a wide range of creative people to work and live in this dynamic part of the city. As part of Auckland's CBD – Into the future strategy, Auckland City Council has carried out extensive streetscape upgrades in order to enhance Karangahape Road's unique mainstreet character and improve the physical environment, making it an even better place to live, work and visit.

To date, the council has spent nearly \$3 million on street upgrades of K' Road. Steve Hodge, founder of the streetwear label Illicit and co-owner of the hip Misery Boutique, says the upgrades have tidied up K' Road and had a positive impact on retail businesses, bringing more shoppers. Having lived and worked in the area for a decade, he likes its unaffected nature.

"It's not pretentious. It is what it is – a place where a lot of creative people hang out," he says.

Barbara Holloway, manager of the Karangahape Road Business Association, is a strong advocate for the arts, and says the character, history and human scale of the buildings along K' Road attract creative people to the area.

"Creative people want to work in unusual, alternative spaces with cheap rent, and K' Road offers both of those things," says Holloway.

The location, history and people of K' Road have contributed to creating a platform for some of Auckland's most promising and established creative talent. The increasing number of galleries based on K' Road and in the wider Newton area form a key part of this platform.

Michael Lett, art dealer, says he enjoys being located on one of Auckland's most lively streets. "It's an interesting part of town. K' Road's central location, its villaggy atmosphere and 24-hour nature, make the area a dynamic and stimulating place to do business."

The Karangahape Road Business Association's arts manager, Nora West, was engaged to promote the unique cultural identity of the area and foster a broad range of creative activities. The council has provided financial support for work on public projects, such as the re-creation of the iconic VAANA peace mural and ARTWALK K' Road (a free, guided art gallery tour). She also assists in a range of public and private projects such as light installations and fringe theatre.

Auckland City Council has contributed to the regeneration of this area, which has brought a range of subtle spin-offs that complement K' Road's sense of place. "Our surveys show that the upgrade has attracted increased investor confidence in the area," says Holloway about the recent developments.



"Creative people want to work in unusual, alternative spaces... and K' Road offers both of those things."

Barbara Holloway | Manager, Karangahape Road Business Association

Design-led place making

Case study – urban design and architecture

Auckland is an internationally renowned city that looks attractive, functions well and makes us feel proud. Imagine that? Auckland City Council certainly has.

Having listened closely to the public, the council has established The Mayoral Task Force on Urban Design to help devise a process to ensure Auckland reaches its full potential and becomes recognised as a sustainable design-led city.

Leading this work is the council's urban design group manager, Ludo Campbell-Reid. Campbell-Reid says, "Good urban design is about 'place-making'. It is the glue which can hold cities together and with the correct approach, can help bridge the political, physical and professional divides that may exist. Auckland is at a tipping point in its history. Auckland is a great city with a great future and the council wants to work with others to shape it.

"As we move forward we want to design a city of the future that has more intensive growth areas to minimise the impact on the physical infrastructure and protect our unsurpassed natural environment. Incorporating elements of Auckland's unique Maori and Pacific Islands' heritage and culture will also instil a powerful sense of identity and pride, whilst at the same time making the city even more attractive to overseas visitors."

Improving public transport and the quality of public open space across the city is a key imperative of the council's work. "Urban design is all about people and we want to create a city which is more accessible, attractive and safe. In particular, we want to redress the imbalance between cars and people and put people first. If we do all of these things successfully, we will end up with a complete city that is more compact, human, green, connected and beautiful," says Campbell-Reid.

Auckland City Council has already embarked on an ambitious 10-year programme to transform the streets and open spaces of the CBD into those of a world-class city. Converting the Central Post Office in the Britomart precinct to become the regional transport hub, rail station and commercial centre has been a very successful example of protecting and capitalising on the heritage significance and assets of Auckland. In 2006, the conversion received an award from the New Zealand Institute of Architects.

One of Auckland's key initiatives is the establishment of the Urban Design Panel which provides a vehicle for leaders in the architecture, landscape architecture and development industry to provide design advice to the council on major development projects in the city. This initiative fosters a collaborative approach to achieving the highest standards of urban design quality in private and public developments.

Architect Pete Bossley, chair of the Auckland Branch of the New Zealand Institute of Architects, is pleased that the council is



"We need to start to appreciate Auckland. It's a fantastic city, but it can be a lot better."

Pete Bossley | Chair of the Auckland Branch of the New Zealand Institute of Architects

backing quality urban design initiatives. "We need to start to appreciate Auckland. It's a fantastic city, but it can be a lot better," says Bossley. "Having a recognised expert leading an urban design charge is a very positive thing. It is part of the gradual recognition of the importance of quality architecture and planning. There's so much that can be done to encourage new and radical ideas and spark public debate."

One such initiative, the People's Choice Mayoral Urban Design Awards, launched in 2006, is an innovative way to engage the wider community in debate on urban design and ensure it is not just the domain of architects, designers, developers and local authorities. The awards allow Aucklanders to nominate buildings, places and spaces they believe follow the principles of good urban design.

Supporting enterprise

Case study – screen production

For many international moviegoers, films such as *The Piano*, *Once Were Warriors*, *Whale Rider*, *The World's Fastest Indian*, and *Sione's Wedding* play a big role in shaping their impressions of New Zealand.

Our magnificent landscape was showcased in *The Lord of the Rings* trilogy, *The Last Samurai* and *River Queen*. Films such as *Whale Rider*, *No. 2* and *Rain* give a taste of our lifestyle and cultures; while our acting and producing talent came to the fore in the *Hercules* and *Xena* television series.

New Zealand is known as a cost-effective and easy place to produce feature films, and our film and television industry is one of our biggest money earners. Screen production is heavily concentrated in Auckland city, with 93 per cent of regional and 54 per cent of national employment located in the city.¹⁹ The New Zealand screen industry recorded gross revenue of over \$2.6 billion in the 2005 financial year.²⁰

The Auckland region is the powerhouse that drives much of this industry, with screen production in the Auckland region accounting for three quarters of all the screen production activity in New Zealand.²¹

Auckland has a strong history of producing local dramas, television commercials, international television and film projects, supported by skilled and experienced crews, innovative technological capability, state of the art post-production facilities and regional infrastructure and resources.

One of the first city councils to be accredited as 'film friendly' by Local Government New Zealand, Auckland City Council is committed to ensuring the sustainable development of the screen production industry. The council has a dedicated team that facilitates the use of locations for a range of screen production activity.

Pete Rive chair of Film Auckland says, "Auckland City Council is committed to Film Auckland's goal of making Auckland one of the world's most 'film friendly' locations. The council wants the screen industry to grow and wants to partner with us to make it happen. Their proactive approach to improving broadband capability is ambitious and praiseworthy."

Robin Scholes, development producer of Eyeworks Touchdown, is positive about Auckland's cultural diversity being portrayed in recent successful television series and feature films. "Auckland has a wonderfully diverse cultural mix and this is the wellspring of many successful series and feature films – for example think *bro'Town*."

Scholes believes, "Auckland's Asian stories will come to the fore. Auckland City Council hosted the signing of the 2006 first official co-production with Singapore between Eyeworks Touchdown and MediaCorp RainTree Pictures, which was presided over by the Prime Ministers of both countries."



"Auckland City Council is committed to Film Auckland's goal of making Auckland one of the world's most 'film friendly' locations..."

Pete Rive | Chair of Film Auckland, Auckland region's screen production marketing office, 2006

Scholes says, "co-productions with China, Korea, India and Singapore will increasingly be part of Auckland's future. Auckland has the size and the skill base to support screen production and the more we do here, the more people are being trained to increase our capacity. Auckland provides large immigrant communities as translators, cast and extras and no other city has our capacity to cater for such a wide range of production".

The CBD location of Eyeworks Touchdown in Auckland enables easy access to the range of specialist business and suppliers to the industry based in Auckland. "The range and diversity of the screen production business is nowhere more manifest and visible than it is in Auckland," says Scholes.

¹⁹ Statistics New Zealand 2006, Auckland City Council 2007

²⁰ www.stats.govt.nz

²¹ www.stats.govt.nz

Accelerating creative business

Case study – enterprise development programmes

How can Auckland continue to be a powerhouse of creative ideas? The Arts Regional Trust (ART) has been working in partnership with public and private sector interests to develop programmes that back Auckland's creative and cultural entrepreneurial talent.

ART's three new investment programmes were conceived to help grow the arts, cultural and creative industries: ART Enterprise will work in partnership with key organisations; ART Venture will focus on experienced creative entrepreneurs and their projects; and ART Source will support emerging entrepreneurial talent in Manukau city.

These programmes are based on the success of the CUBE, an accelerator programme launched as a regional partnership in 2004. CUBE was supported by Creative New Zealand, through its regional strengths strategy; ART; the former Community Employment Group and the city councils of Auckland, Waitakere, Manukau and North Shore.

CUBE provided \$200,000 seed funding to four recipients, as well as mentoring and commercialisation expertise. The entries were judged in two categories: commercial and not-for-profit ideas in the arts, creative and cultural sectors.

One of two winners of the not-for-profit category was Ponsonby gallery Objectspace. The gallery is a unique public space that allows object-makers to exhibit their work in a non-commercial environment. "It is about fuelling their professional development and giving them the chance to experiment," says Objectspace director Philip Clarke.

Winning a \$50,000 grant and access to a business mentor through the CUBE programme provided an invaluable boost to the gallery's profile and its long-term financial viability.

"It was fantastic to get our name out there in the early stage. We are a very small organisation and suddenly we went from nothing to being on people's radar. It helped us quickly become established in the broader visual arts infrastructure," says Clarke.

"The grant also gave us confidence financially and in terms of our general mission. We were able to develop some strategic initiatives and create new opportunities for object-makers. Having a business mentor helped extend our networks into new areas more quickly and easily."

Clarke says the win also had a positive spin-off for the broader creative industry. "Objectspace provides a special service to the creative industry as a whole. We're able to assemble unique combinations of people – textile and ceramic artists, jewellers, designers – who wouldn't normally gather together, encouraging professional and social relationships between artists, collectors, dealers and supporters."

The chair of the Arts Regional Trust, Dr Hinemoa Elder, reinforces the need for supporting and building on existing networks, as well as new investment initiatives to facilitate the work of creative entrepreneurs.



"It is about fuelling professional development and giving the creative sector the chance to experiment."

Philip Clarke | Director, Objectspace

"ART is working to build depth, scale and connections which enable more people, creative and cultural entrepreneurs, to contribute to building a great region," says Elder. "We are only one player, with limited resource, so we're excited about working in partnership with Auckland City Council to build these opportunities."



Eighty-two per cent of Aucklanders agree that the arts help define who we are as New Zealanders.²²

What we know

Auckland is home of the creative industries

With its wealth of talented and highly creative people and businesses, Auckland is, without a doubt, the hub of New Zealand's creative industries.

In addition to being the undisputed centre of television, advertising, commercial radio, commercial music and publishing industries, and the country's largest media market, Auckland is also a major market for the performing and visual arts.

Auckland is the home of a diverse range of high-profile creative events, businesses, and practitioners that benefit not only the city and the region, but also the entire country. These include:

- the New Zealand fashion industry and Air New Zealand Fashion Week, Pasifika, Auckland Festival
- the major television broadcasters and production companies
- the major record companies, live music performance, music video production, the Big Day Out, the New Zealand Music Awards,

the centre of the commercial music industry and a national magnet for artists in the commercial music context

- the majority of the country's architects, designers, film producers, directors and crews, as well as the service agencies associated with these industries
- a number of highly innovative creative talents in areas such as digital animation, mixed-media event production, interactive media and game development
- the highest concentration of artists and creative practitioners in New Zealand.

The Auckland region, including Auckland city (which accounts for half of the region's employment²³) is essential to New Zealand's economic future. And when it comes to the creative industries, Auckland is New Zealand's major host.

The Auckland region has half of the nation's creative sector jobs. Of all the cities in New Zealand, Auckland city has the highest number of people employed in the creative industries.

²² Creative New Zealand, New Zealanders and the arts: Attitudes, attendance and participation, 2005

²³ Statistics New Zealand 2006, Auckland City Council 2007

The creative sector in Auckland city is sizeable and significant

The creative sector has approximately 13,100 employees located in Auckland city. This equates to 4.3 per cent of the city's total employment. In comparison, the creative sector accounts for 1.9 per cent of total national employment. In Auckland city, the creative sector is similar in total employment size to the construction industry.²⁴

Creative sector employment is concentrated in three sub-sectors

The design sub-sector (made up of advertising, architecture and graphic design) contributes 5250 employees. It is the largest source of employment in the creative industries, followed by the screen production and radio sub-sector (film, television, video and radio), with 3580 employees and the publishing sub-sector (comprising newspaper, book and periodical publishing) which has 3154 employees. These sub-sectors make up over 90 per cent of total creative sector employment in Auckland city.²⁵

Auckland city is a significant centre of the region's creative sector employment

The majority of creative sector activity in the Auckland region occurs in Auckland city, with 79 per cent of the region's creative sector employment.²⁶

Auckland city is a significant centre of New Zealand's creative sector employment

Of all New Zealand's cities, Auckland city has the largest number of people employed in the creative industries. Of New Zealand's creative sector workforce, 39 per cent is located in Auckland city, compared with Auckland city's 17 per cent share of New Zealand's overall workforce.²⁷

Creative sector employment is concentrated in the CBD and fringe areas

Creative sector employment in Auckland city is located primarily in the CBD (38 per cent) and CBD fringe areas (38 per cent), which include Ponsonby, Newton, Grafton, Newmarket and Parnell. This means that three quarters of Auckland city's creative sector employment is located in the CBD and fringe areas.²⁸

Growth in New Zealand's creative sector employment has primarily been concentrated in Auckland city

Employment in the creative industries in Auckland city between 2000 and 2006 grew at nearly three times the national creative sector employment growth rate.²⁹

The creative sector in Auckland city is a significant contributor to GDP

The creative sector's stand-alone contribution to Auckland city's GDP (Gross Domestic Product) is estimated at over \$1.7 billion for 2006, which is 7 per cent of the city's total GDP. The creative sector is also an enabler of economic activity in other sectors.³⁰

Auckland city plays a specialised role in the regional economy

Auckland city provides 75 per cent of the region's finance and insurance jobs, 81 per cent of information communication technology (ICT) jobs, 79 per cent of the creative industries (design, screen production and radio, publishing, visual arts/crafts, photography, performing arts and music), 71 per cent of communication services, and 68 per cent of regional employment in property and business services.³¹

Auckland city is a dominant economic player both regionally and nationally.

Auckland city remains the business centre of New Zealand. The city provides jobs for 306,876 people, which is 51 per cent of the region's employment.³²



Auckland city is home of the New Zealand Music Awards, the music industry's national awards event that celebrates excellence in recorded music.

²⁴⁻²⁹ Statistics New Zealand 2006, Auckland City Council 2007

³⁰ Market Economics Ltd 2006

³¹ Statistics New Zealand 2006, Auckland City Council 2007

³² www.stats.govt.nz

Related policies and publications

Auckland's CBD – Into the future strategy

Auckland's CBD – Into the future strategy and action plan sets out how Auckland's CBD will be developed into a vibrant and dynamic business and cultural centre. It is the guiding document for transforming and revitalising the CBD.

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

Art in the CBD – CBD public art work development plan

The CBD public art work development plan aligns public art with the disciplines of urban design, architecture and planning. Ideas and practices of art, architecture and urban design are joined with theories and experiences of the city, social relations and public space to reflect and enhance the bicultural/multicultural situations and landscapes of Auckland.

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

Our Future Auckland

Auckland City Council has a responsibility under the Local Government Act 2002 to find out what things the community thinks are important for Auckland's future well-being. These are called community outcomes and they outline what Auckland city wants to be like in the future.

Our Future Auckland was developed in consultation with the public who identified 21 outcomes as important for Auckland's future. These outcomes are reviewed by the community and updated every six years.

www.aucklandcity.govt.nz/council/projects/futureauckland

Arts Agenda

The Arts Agenda key themes are: building Auckland's unique identity through the arts; participation and accessibility for all Aucklanders; and creating a vibrant and flourishing arts and cultural sector.

Realising a Treaty relationship through arts and culture is integral to all of this. A key initiative of the Arts Agenda is to develop protocols and processes for integration of an arts component in the development of public spaces and facilities.

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

Events strategy

The events strategy provides a platform for Auckland to become a more event-friendly city and has three key goals. Goal one focuses on developing the council as a more event-friendly organisation; goal two includes strategies and guiding principles for a calendar of citywide events; and goal three is about developing venues and outdoor spaces for large events. The strategy sets out to achieve a calendar of events that reflects Auckland's identity and build on its strengths. Events are based around four themes: Maritime/harbours, ethnic and cultural diversity, creative and artistic talent, active outdoor/sporting.

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

CBD urban design framework

The CBD urban design framework proposes an integrated and collaborative approach to urban design aimed at both private and public sector delivery of new developments, spaces and policy documents. It structures the council's economic, social, spatial and operational policies regarding urban design into a single document.

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

Snapshot: Auckland's creative industries

Auckland City Council has conducted qualitative and quantitative research into the creative sector to better understand the physical, social and economic environments associated with creative cities. *Snapshot:*

Auckland's creative industries is a research report that provides information and insights into the nature, motivations and aspirations of over 400 stakeholders in Auckland's creative industries. The research has helped to better understand the issues and opportunities for Auckland's creative industries and established that the sector is an important economic driver for the city and has great growth potential.

www.aucklandcity.govt.nz/auckland/economy/creative

Starkwhite report: Rethinking Auckland as a Creative City

The Starkwhite report provides Auckland City Council with an excellent opportunity to further develop its role and enhance Auckland's economic and cultural success. The report examines how best to use Auckland's arts and cultural assets in a way that positions Auckland as a creative city located at the creative edge of the knowledge economy.

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

Photography credits

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bro'Town - New Zealand's first animated adult sitcom based on the comic genius of the multi-talented Naked Samoans Theatre Group.

Key organisations

ART (Arts Regional Trust)
www.artsregionaltrust.org.nz

Arts Advocates Auckland
www.artsauckland.org.nz

Artists Alliance
www.artistsalliance.org.nz

Australasian Performing
Rights Association (APRA)
www.apra.co.nz

ASB Community Trust
www.asbtrusts.org.nz

AucklandPlus
www.aucklandplus.com

AUT University
www.aut.ac.nz

Book Publishers Association
of New Zealand (BPANZ)
www.bpanz.org.nz

British Council
www.britishcouncil.org/nz

Chamber of Commerce
www.chamber.co.nz

Committee for Auckland
www.aucklandnz.org

Communication Agencies
Association of New Zealand
(CAANZ)
www.caanz.co.nz

Creative New Zealand
www.creativenz.govt.nz

Designers Institute of
New Zealand (DINZ)
www.dinz.org.nz

Economic Development Association
of New Zealand (EDANZ)
www.edanz.org.nz

Fashion Institute of
New Zealand (FINZ)
www.finz.org.nz

Film Auckland
www.filmauckland.com

Intellectual Property Office
of New Zealand (IPONZ)
www.iponz.govt.nz

Invest Auckland
www.investauckland.com

Ministry of Culture and Heritage
www.mch.govt.nz

Ministry of Economic Development
www.med.govt.nz

New Zealand Institute of
Architects (NZIA)
www.nzia.co.nz

New Zealand Music Industry
Commission (NZMIC)
www.nzmusic.org.nz

New Zealand Film Commission
www.nzfilm.co.nz

NZ On Air
www.nzonair.govt.nz

New Zealand Trade
and Enterprise (NZTE)
www.nzte.govt.nz

Pacific Business Trust
www.pacificbusiness.co.nz

Te Puni Kokiri
www.tpk.govt.nz

The Big Idea (TBI)
www.tbi.co.nz

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