

# CREATE AUCKLAND 2030

Navigating towards a  
global creative capital

[aucklandnz.com/createakl2030](http://aucklandnz.com/createakl2030)

Tātaki  
Auckland  
Unlimited



# CREATE AUCKLAND 2030

is a 10-year plan to grow the creative economy in Tāmaki Makaurau Auckland.

Led by Tātaki Auckland Unlimited, the plan recognises, acknowledges and at times will integrate with many other creative economy based plans and aspirations from regional, national and international partners.



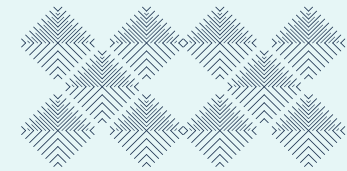
It is the outcome of comprehensive collaboration and engagement with public and private partners across the government, social and industry sectors. Co-development with the sector is integral to this work, and we acknowledge our relationship with our Advisory group, Champions and Challengers group and other sector professionals. The full list of people who supported the development of Create Auckland 2030 can be found at the [end of this document](#).

Tātaki Auckland Unlimited prioritised the creative economy as a key part of our work to create cultural, social and economic opportunities that contribute to, enrich, and transform our region, place and people.

With the effective implementation of this plan, we forecast that by 2025 there would be an increase of over 9000 new creative sector jobs.

Naaku te rourou,  
naau te rourou,  
ka ora ai te iwi.

With your basket and my basket,  
the people will thrive. We can  
achieve more by working together.



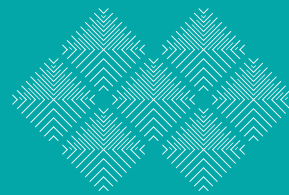
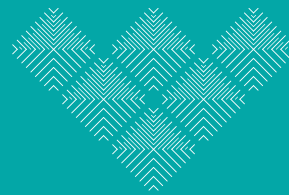
# HE MUKA

Raised in South Auckland, Tongan-Saami tātatau artist Terje Koloamatangi Klavenes created this artistic piece to symbolise the pedagogy of our process and implementation of Create Auckland 2030.

The traditional creative modes of making, usually carried out by tohunga (expert practitioner), require the skilful manipulation of ideas and material to create form and function embodied with beauty, harmony and symmetry. This is relevant and still evident today whether operating in analogue or digital spaces, from te toi whakairo to gaming.

Terje's design replicates the process of weaving, overlapping, intertwining and binding individual strands; brought together to form a new whole, an interconnected network of people, ideas and material.

Similarly, Create Auckland 2030 is the result of a process that weaves ideas, people and opportunities together to understand how best to navigate Tāmaki Makaurau Auckland towards a global creative capital.



# GUIDING PRINCIPLE

Manaakitanga underpins this bold vision for Tāmaki Makaurau Auckland as we discover, explore and implement ecosystem wide activity demonstrating how we celebrate, support and enable the creative economy as pivotal to our wellbeing, intrinsic to regional identity and key to our economic transformation.



# VISION

Tāmaki Makaurau  
Auckland navigating  
towards a global  
creative capital.





## MISSION

We celebrate, support and enable the creative economy as pivotal to our wellbeing, intrinsic to regional identity and key to our economic transformation.



# STRATEGIC FRAMEWORK

**VISION:** Tāmaki Makaurau Auckland navigating towards a global creative capital.  
**MISSION:** We celebrate, support and enable the creative economy as pivotal to our wellbeing, intrinsic to regional identity and key to our economic transformation.

## Key Focus Sectors



Convergent Creative Content\*

\*film, television, immersive tech, digital interactive, gaming.



Māori Creative Economy



Creative Technology



Pacific Creative Economy



Music

## Key Focus Areas



Pathways



Commercial Essentials



Spaces and Places



Local Procurement



Fund, Invest, Export

## System Stewardship



Mission-Focused



Human-Centric



Equity Accessibility\*\*

\*\*Providing the space for everyone to have full and fair access to opportunities for the betterment of their life, their family and their future.



Data Collection

# RESEARCH FINDINGS

## The Stakeholders



We engaged with businesses, sector organisations, community organisations, Auckland Council, council-controlled organisations, central government, ministries, delivery agencies, and education providers.

## The Provocation



As we synthesised the data for this plan, persistent themes emerged as our Provocation. Participants emphasised they wanted increased cohesion across the sector ecosystem, calling for impactful collaboration with a goal to enable more opportunities for economic transformation.

## What the Research Told Us is Needed



Increase



Cohesion



Increase



Collaboration

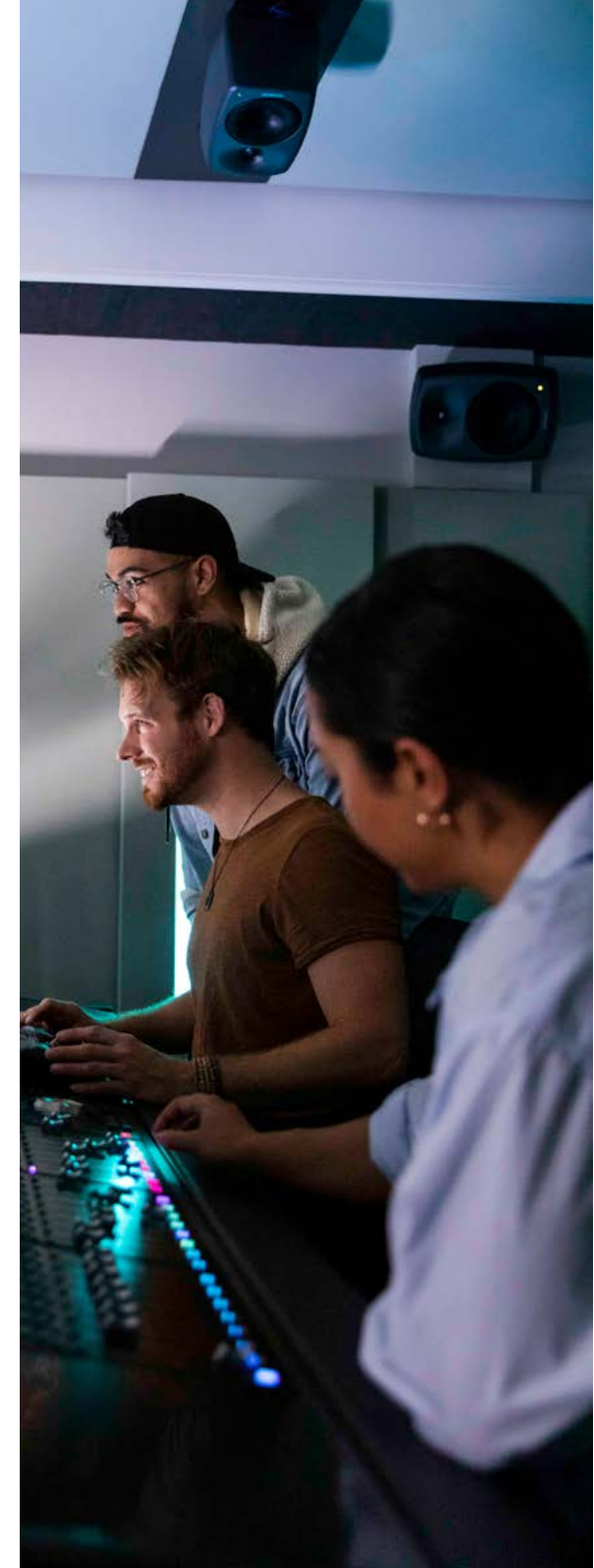


Increase



Opportunity

Manaakitanga



## What do increased cohesion, collaboration and opportunity look like?

Across the spectrum of the creative economy ecosystem, stakeholders told us they want to focus impact in these areas:

### Identity



Most stakeholders want to see themselves or their business being reflected in the stories about their region. Whether self-created or through mainstream media outlets, authenticity is key.

### Support



Across all sectors we heard that business support is needed. Ranging from understanding where to start in the sector to expanding a business' market reach.

### Quality Jobs



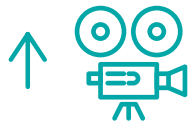
From both an employer/ business and employee/ contractor perspective, everyone agreed that creative tech is a good place to disrupt low household incomes, with tech-intensive and higher paid jobs.

### Accessibility



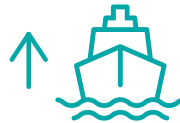
Across the spectrum of impact, we looked at everything from public transport for creative tertiary study, parking spaces for musicians, spaces and places to work, create, collaborate to funding and resources.

### Talent



Working alongside industry, businesses and potential candidates, stakeholders focused on talent pipelines; covering the discovering, development, upskilling and training of talent in anticipation of the forecast increase in creative economy jobs.

### Exports



Businesses explicitly asked for support in areas of expansion of market reach, product development and defining the creative 'Aotearoa' story to an international audience.

### Funding



Accessing, navigating and understanding the ecosystem of funding and resources for creative businesses and individuals needs to be easier; this includes investment.

### Data



There is a need for a unified approach in determining what is measured, how it is measured, and that progress in any industry that places human-centric design at its core, cannot necessarily capture relevant data with our current linear economic data markers.



# KEY FOCUS SECTORS DELIVERED WITH SYSTEM STEWARDSHIP

These are our key focus sectors and areas. We are focusing on these sectors because they are dominant in Tāmaki Makaurau, compared with the rest of Aotearoa, and as new technology and the skills required for the labour market evolve, we expect our focus areas to shift and expand over time.

When we consider the sectors we work within, to enable the activity required to transform our region into a global creative capital, the key focus areas and actions need to be considered within the wider context of the creative economy ecosystem to maximise benefits.



## ACTIONS

Each key focus area has a number of targeted actions, activities, initiatives and programmes to be delivered across the key focus sectors and a number of subsectors. For effective delivery, partnering and collaborating with many agencies, groups and organisations is fundamental and imperative. These actions have been discussed with myriad groups. Many actions are already underway or complete. This plan will be reviewed annually with industry and future actions added to achieve the vision of a global creative capital.



## Key Focus Area



## Pathways

What does 'Pathways' look like?

- Developing a pipeline of talent for job growth predicted in creative tech over the next 10 years
- Working closely with tertiary providers and industry developing programmes and pathways that serve industry, nurture creativity, and create transformation
- A digital platform developed for the sector supporting the navigation of creative careers and business opportunities



### Pathways

Pathways	When
Toi Mai participation	Underway
Tech Accelerator App	Complete
Ecosystem Platform	Underway

## Key Focus Area



### Commercial Essentials

What does ‘Commercial Essentials’ look like?

- Accessibility to resources and support
- Creative business skills support
- Back-boning: creative businesses are fully immersed in an environment with commercial support
- Acknowledge diverse ways of learning
- Learning by osmosis; immersion in shared services model where commercial incentives are collectivised
- Normalising an understanding of intellectual property, copyright, patents and trademarks



### Commercial Essentials

Sustainable Creative Careers

Creative Business Skills

When

Underway

Underway

## Key Focus Area



### Spaces and Places

What does ‘Spaces and Places’ look like?

- Identifying / developing initiatives enabling access to better resources, spaces
- Studio infrastructure investment
- Investigating creative districts e.g., music, film, tech etc
- Investigating creative tech hubs
- Shared creative working spaces
- Investigating expansion of potential economic streams such as night-time economy



### Spaces and Places

Spaces and Places	When
UNESCO City OF Music	Ongoing
Click Studios Hub	Complete
Click Studios 2	Complete
Performing Arts Studio Infrastructure	Ongoing
Henderson Creative Precinct	Exploration
Tāmaki Precincts	Exploration
Auckland Locations Film Partnership Agreements	Ongoing
Auckland Film Studio – new sound stage build	Underway
Key regulatory enablement screen / studio infrastructure	Ongoing

## Key Focus Area



## Local Procurement

### What does ‘Local Procurement’ look like?

- Place-based procurement of services and products
- Utilising local and central government’s procurement services and products as a means to lean into opening the door for more business to vie for larger contracts, and work collaboratively with similar suppliers; economic transformation
- Connecting graduates and/or curated individuals for paid internships into real-world situations e.g., event graduates working in the business events team, tech graduates into creative tech partners businesses



### Local Procurement

Major Events and Business Events

Creative sector procurement strategy

Amotai Platform (addition of creative services)

### When

Ongoing

Underway

Underway

## Key Focus Area



## Fund, Invest, Export

### What does 'Fund, Import, Export' look like?

- Investigating funding for intellectual property development
- Investigating an incubator for nurturing ideas
- Investigating a bespoke creative sector export programme developed in partnership with sector and industry
- Investigating leveraging relevant major events
- Attract major international creative business events to Tāmaki Makaurau
- Supporting the establishment of a Pacific artist collective



### Fund, Invest, Export

Fund, Invest, Export	When
Screen production attraction programme	Ongoing
Creative IP development fund	1-3 years
Export programme	1-3 years
Investigating international promotional presence	1-3 years
Mahi Moana	Underway

# DETERMINING SUCCESS

As the stakeholders see themselves within the framework of this plan, they understand that these factors constitute success for the people and place they serve.

## Mission-Focused



Who else is working in this space, who might want to collaborate, and what is it that we are trying to achieve, can our work be strengthened by working together, what are the parts of the whole?

## Human-Centric



The pandemic has shifted our markers for success. As a result, we need to ensure we design with agility and flexibility for a new era.

## Equity Accessibility



The pandemic has exacerbated equity gaps across society. This requires us to think about providing space for everyone to have full and fair access to opportunities for the betterment of their life, their family and their future.

## Data Collection



There is a necessity for continuous improvement and sharing data with others. Who else is working in this space; what is it that we are trying to achieve? Can it be strengthened with others; how can we assist others in this space? To support thinking around data collection, the observation nodes need to be created by designers; simple and adequate metrics to be developed and aggregated.

We were told by our stakeholders that both quantitative and qualitative data collection are imperative to the authentic telling of our creative economy story, celebrating our successes and learning from our failures.

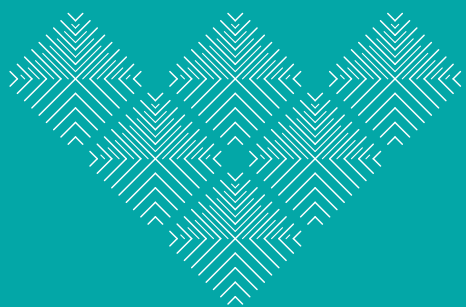
Determining success through standard GDP metrics is important, as is understanding how to enhance that data in context of the lives of the people we serve, their dreams and their aspirations as we navigate towards a more cohesive and collaborative region to become a global creative capital.



# TĀMAKI MAKAURAU AUCKLAND

Navigating towards  
a global creative  
capital

We celebrate,  
support and enable  
the creative economy  
as pivotal to our  
wellbeing, intrinsic to  
regional identity and  
key to our economic  
transformation.



## CREATE AUCKLAND 2030 FRAMEWORK

Below is an overview of Create Auckland 2030. For more detailed information regarding why and how we are engaged in this space please contact Tātaki Auckland Unlimited - [Michael.Brook@aucklandnz.com](mailto:Michael.Brook@aucklandnz.com).

### Key Focus Sectors



Convergent  
Creative Content



Māori Creative  
Economy



Creative  
Technology



Pacific Creative  
Economy



Music

### Key Focus Areas



Pathways



Commercial Essentials



Spaces  
and Places



Local  
Procurement



Fund, Invest,  
Export

### System Stewardship



Equity  
Accessibility



Mission-Focused



Human-Centric



Data Collection

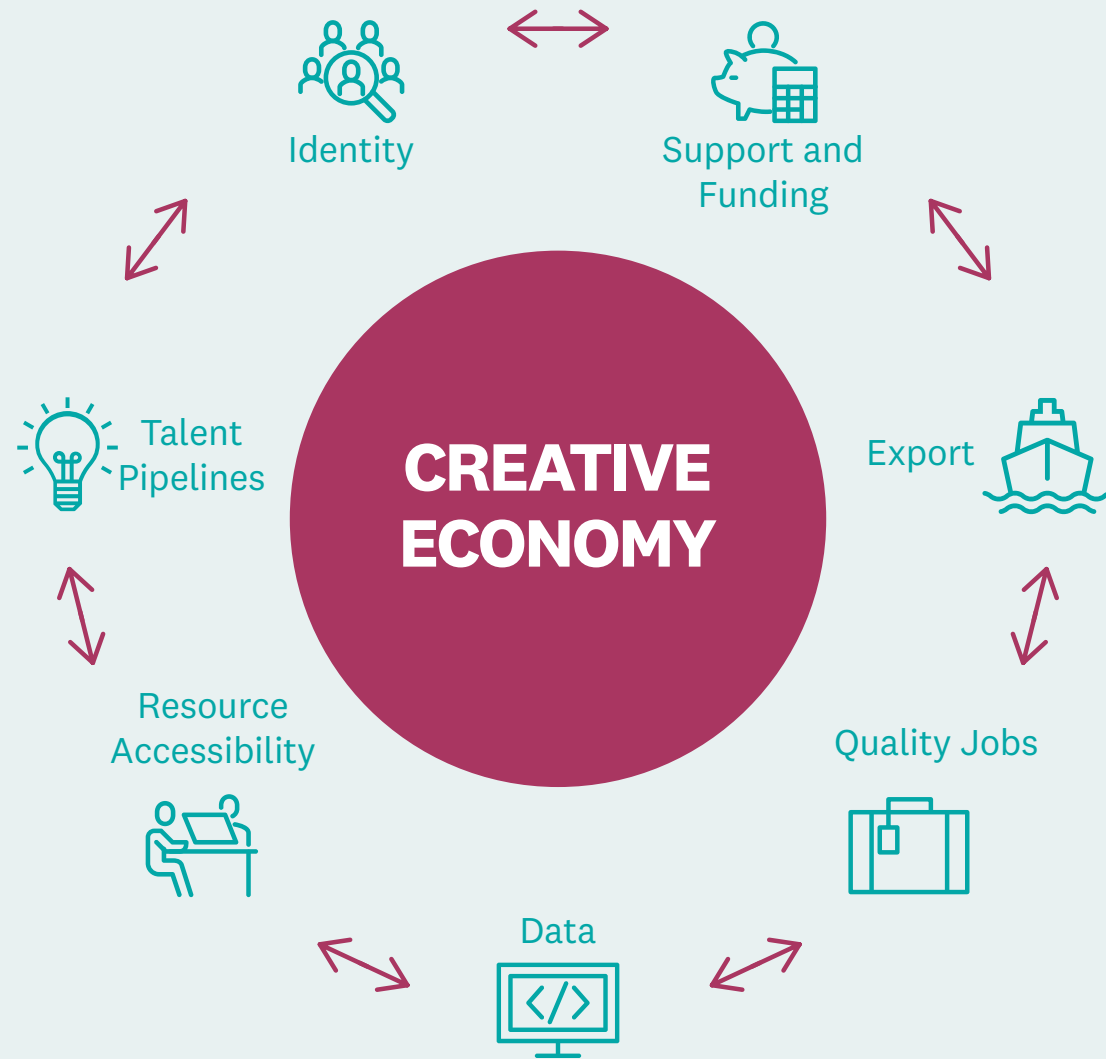
Manaakitanga

## Activities

This plan works across government, social and industry sectors, encompassing community and small-medium business.

It relies on collaborative partnerships, mission-focused investment, a thorough understanding of the current infrastructure and policy to enable the delivery of innovative initiatives. These initiatives will have an impact on the key focus areas, guiding our people, region and place as we navigate our way towards a global creative capital.

## Impact



# ACKNOWLEDGEMENT OF STAKEHOLDERS

Create Auckland 2030 was created with input from Aucklanders from all walks of life who graciously shared their insights, experiences and time.

## Our Advisory Group

Amy Malcolm, Frith Walker, Grant Baker, Maru Nihoniho, Mark Roach, Sam Ramlu, Stephen Knightly, Tanu Gago, and Victoria Blood.

## Our Champions and Challengers Group

Alice Shearman, Aliesha Staples, Alison Taylor Sinclair, Brian Kassler, Dionne Christian, Fasitua Amosa, Heather Stonyer, Jeff Szusterman, Jonathan Wilcken, Sally Campbell, Lily Richards, Linda Blincko, Martin Carroll, Matthew Goldsworthy, Nikora Ngaropo, Patricia Watson, Rachel Copp and Rohan Adarkar.

## Our region-wide workshops

Terje Koloamatangi Klavenes, Barbara Darragh, Brendon Durey, Martin Sutcliffe, Roger Murray, Raymond Sagapolutele, Gene Rivers, Joel Umali, Aroha Awarau, Keu Iorangi, Louise Tu'u, Josh Cesan, Manawa Udy, Raynor Cocker, Siobhan Connelly, Julia Barnes, Megan McSweeney, Gina Dellabarca, Mirla Edmundson, Stallone Vaiaoga-Ioasa, Elise Sterback, and Calvin Culverwell.

## Our industry experts

Xiexie Allannah Kalafatelli, David Beeche, David Pannett, David Stuart, Felicity Letcher, Gina Williamson, Helaina Keeley, Jasmine Millet, Jeremy Taylor, John Ferguson, Jonathan Brielski, Jono Bishop, Karen Waaka-Tibble, Lauren Sweetman, Leilani Kake, Katherine MacNeil, Lissy Cole, Liz Civil, Luana Walker, Malcolm Lawry, Marie Jenkins, Marissa Brindley, Matthew Metcalfe, Michael Moynahan, Neria Brewerton, Dr Parin Rafiel-Thompson, Paula Browning, Rosanne Liang, Rudi Robinson, Sarah Leo Anderson, Kura Te Ua, Scott Jacobson, Shona McCullagh, Stuart Turner, Tania Pouwhare, Trevor Yaxley, Tui Rutherford and Xanthe Sulzberger.

We would also like to acknowledge Alex Hawea, Allan Xia, Courtney Meredith and the team at Tautai Trust, Cath Andersen, Dione Joseph, Dylan Pellet, Graham Bodman, Iokapeta Magele-Suamasi, Jason Te Mete, Jeremy Taylor, Jessica Laing, Naomi Singer, Richard McWha, Jarcinda Stowers-Ama, and Ross Cunningham.

## Our community

Creative communities of Vunilagi Vou (led by Ema Tavola) and Youth Arts New Zealand (led by Matthew Goldsworthy) helped shaped this plan by sharing their perspectives at the workshops.

To provide the wider creative community of Tāmaki Makaurau with the opportunity to submit thoughts and ideas for the plan, we created a website for submissions. We received feedback from across the motu that was invaluable in ensuring we captured the voices of many Aucklanders, within the region and beyond.

## A word of thanks

We would like to thank everyone who took the time to share their insights. In a sector where 'engagement fatigue' is a reality, we are not only grateful for your presence but your willingness to reimagine and commit to working together to build a creative region we can all be proud of.

## Thank you!

**The Create Auckland 2030 team  
Tātaki Auckland Unlimited**



[aucklandnz.com/createaki2030](http://aucklandnz.com/createaki2030)



Tātaki  
Auckland  
Unlimited

