Vision and values for Auckland

“The world’s most liveable city”

Inclusive  Courageous  Prudent  Fair  Innovative
Auckland’s advantage

- New Zealand’s largest, only international and “super-diverse” city
- Economic hub - commercial, manufacturing centre - 33% GDP
- Rates well internationally for “liveability”
- Gateway for migrants and most stay
- Generally high level of migrant satisfaction
Migrant hopes and dreams

- Lifestyle
- Children’s education
- Clean environment
- Safe environment
- Education and employment opportunities

Integration of immigrants programme
Auckland’s ethnicity (2006 – 2021)

Source: Statistics New Zealand®
Central/local government response

- Auckland Regional Settlement Strategy
- Council services
- Governance
ARSS - Achievements 2007 - 2009

• Platform for sectors and their development – e.g. district health boards and local government
• Over 50 partners: government, non government, community networks… and growing
• New tools, resources, service and capability innovations, know how
• Strengthened frontline provision of settlement information
• 30 action milestones completed
• Influenced the way New Zealand thinks about settlement and Auckland
Auckland Council – “business as usual”

• Communications
• Events
• Libraries
• Workforce development
• Community development
Pacific Peoples Advisory Panel
But -

- Discrimination persists
- Increased competition for skills
- Changing migrant patterns - “brain churn”
- Wasted potential - skills and connections
- How much inclusion?
Need for transformational change

- Auckland Plan
- Community Development Strategy
- Auckland Economic Development Strategy
- Regional Settlement Strategy
Spatial Planning

Four key objectives -

• Improving quality of life

• Socio-economic wellbeing

• Responsible management of the environment

• A land use plan in the public interest

PEOPLE AND QUALITY OF LIFE - values and choices

A strong, inclusive and equitable society that provides opportunity for all Aucklanders

• Putting children and young people first

• Reducing inequalities

• Connecting and strengthening communities
Ethnic Forums

- Auckland - a hub of skills and innovation where talents of migrants and refugees are tapped
- Promote education, research, IT and electronics
- International students find pathways into employment
- Auckland – a destination for lifestyle, choice and tourism
- Big and small events – cultural diversity as normal and not “exotic”
- Maintain environmental sustainability
Ethnic Peoples Advisory Panel

- Advance civil, political, economic, social and cultural rights for all communities
- Job creation to enhance settlement
- Advocate to employers to remove institutional racism
- Consider social, cultural and religious dimensions of access to public amenities
- Support integration and communication through interaction across different communities – Maori, Pacific and Ethnic
Wider communities on cultural diversity

- Maori and Pacific peoples and their cultures sets Auckland apart, unique in the world
- Migrants and refugees are an integral part of Auckland
- Retain and support expression of local identities
- Celebrations and events helps to connect communities – reduce isolation, increase cross cultural understanding
- Design and programming of social and community infrastructure must reflect diverse cultures and needs
Auckland Unleashed ➔ Draft Plan

Community summits
Forums
Fono

Written submissions
Stakeholder meetings
Technical papers
AUCKLAND’S VISION

THE WORLD’S MOST LIVEABLE CITY - TE PAI ME TE WHAI RAWA O TĀMAKI

OUTCOMES: WHAT THE VISION MEANS IN 2040

A FAIR, SAFE AND HEALTHY AUCKLAND
A GREEN AUCKLAND
AN AUCKLAND OF PROSPERITY AND OPPORTUNITY
A WELL CONNECTED AND ACCESSIBLE AUCKLAND
A BEAUTIFUL AUCKLAND THAT IS LOVED BY ITS PEOPLE
A CULTURALLY RICH AND CREATIVE AUCKLAND
Five transformational shifts

1. **Accelerate** the prospects and opportunities of Auckland’s **children and young people**

2. **Strongly** commit to environmental action and **green and sustainable growth**

3. **Outstanding** public transport within one network

4. **Radically** improve the quality of urban living

5. **Substantially** raise living standards for all Aucklanders and **focus on those most in need**
Auckland’s People

CHAPTER 1
AUCKLAND’S PEOPLE

STRATEGIC DIRECTION 1
CREATE A STRONG, INCLUSIVE AND EQUITABLE SOCIETY THAT ENSURES OPPORTUNITY FOR ALL AUCKLANDERS

PRIORITIES

1
PUT CHILDREN AND YOUNG PEOPLE FIRST

2
IMPROVE THE EDUCATION, HEALTH AND SAFETY OF AUCKLANDERS, WITH A FOCUS ON THOSE MOST IN NEED

3
STRENGTHEN COMMUNITIES
Priority 3 – Strengthen Communities

**DIRECTIVE 1.7**
Support community-led development and work with communities to develop leadership, skills and capacity.

**DIRECTIVE 1.8**
Promote inclusion, reduce discrimination and remove barriers to opportunity and participation, particularly for disadvantaged groups.
Community Development Strategy

• Mayor’s statement in New Year

• Auckland as “global exemplar” for inclusion and tolerance

• Principles and values that will drive transformational change in community well-being
AN INTERNATIONALLY COMPETITIVE AND PROSPEROUS ECONOMY FOR ALL AUCKLANDERS THROUGH A STEP CHANGE IN EXPORTS AND INTERNATIONALISATION

1. Auckland is a Business-friendly and Well-functioning City

2. Auckland is an Innovation Hub of the Asia-Pacific Region

3. Auckland is Internationally Connected and Export Driven

4. Auckland is Investing in People to Grow Skills and Local Workforce

5. Auckland is a Vibrant, Creative World City

CREATING A SUSTAINABLE ECO ECONOMY

FACILITATING AN IWI/MAORI ECONOMIC POWERHOUSE

DEVELOPING AND ENHANCING AN INNOVATIVE RURAL AND MARITIME ECONOMY

SUPPORTING A DIVERSE ETHNIC ECONOMY

"These performance goals, when achieved, would result in the Auckland economy improving 20 places in 20 years against other OECD cities."
SUPPORTING A DIVERSE ETHNIC ECONOMY

Where we have great potential:

- Relatively young, ethnically diverse population offering vitality, flexibility and creativity
- Home to more than 150 cultures
- Highest levels of international migration in the world, third to Toronto and Vancouver
- Globally connected – valuable networks and entry points into international markets
**WHAT YOU TOLD US**

- Tap migrant knowledge and international networks to promote Auckland as a competitive provider in the international education market

**DRAFT ECONOMIC DEVELOPMENT STRATEGY**

- Support development of the export education sector through aligning international marketing efforts, building business capability and leveraging alumni
- Ensure Auckland is globally connected and engaged
WHAT YOU TOLD US_
• Migrant unemployment, under-employment
• Opportunities for identifying migrant skills and talent
• Adult ESOL
• Equal Employment Opportunities
• Capacity of migrant and refugee service providers
• Relevant education and facilities

DRAFT ECONOMIC DEVELOPMENT STRATEGY_
• Increase Auckland's workforce participation and productivity growth
• Identify critical skill shortages to better link industry needs and education supply
WHAT YOU TOLD US

• Promote cultural diversity
• Auckland brand, centre of excellence
• Tap migrant knowledge and international networks to promote Auckland as a tourism and international event/conference centre

DRAFT ECONOMIC DEVELOPMENT STRATEGY

• Auckland is nationally and internationally recognised as having exceptional visitor and event experiences
• Promote Pacific and migrant cultures to create a unique visitor, talent and investment proposition
Auckland Regional Settlement Strategy implementation

2009 – 2014 Auckland Settlement Action Plan

Settlement Action Leadership Group (SALT) – delivery steering groups

1. Connect Mainstream Services
   - 1.1 Regional Settlement Information
   - 1.2 Enhancing Frontline services

2. Connect Economic Value
   - 2.1 Skills Development
   - 2.2 Migrant entrepreneurs
   - 2.3 Recruitment
   - 2.4 Retention

3. Connect Communities
   - 3.1 Host innovation
   - 3.2 Newcomer participation

4. Connect Infrastructure
   - 4.1 Monitoring & Evaluation
   - 4.2 Communication activities
   - 4.3 Collaborative tools

Ensuring the Strategy’s Effectiveness

Mainstream SALT

Economic SALT

Communities SALT

Right information and services at the right time in the right way

Enhancing labour and enterprise market productivity

Building Social Cohesion

Steer

Focus

Outcomes

Auckland Council
‘Turning the curve’ on Auckland’s settlement outcomes – SALT Project 2011

Priority | Core Strategy / related activity | Auckland Regional Settlement Strategy
---|---|---
The economy | Auckland Economic Development Strategy | Economic SALT & Action Plan (July onward)
Arts, Culture, Heritage & Lifestyle | Being identified | Communities SALT & Action Plan (September onwards)
Infrastructure | Being identified | Mainstream SALT & Action Plan (November onwards)
Inclusive Auckland

Migrants feel:

• Valued
• Belonging
• Included
• Recognised
• Legitimised

Social cohesion: Paul Spoonley et. al. 2005