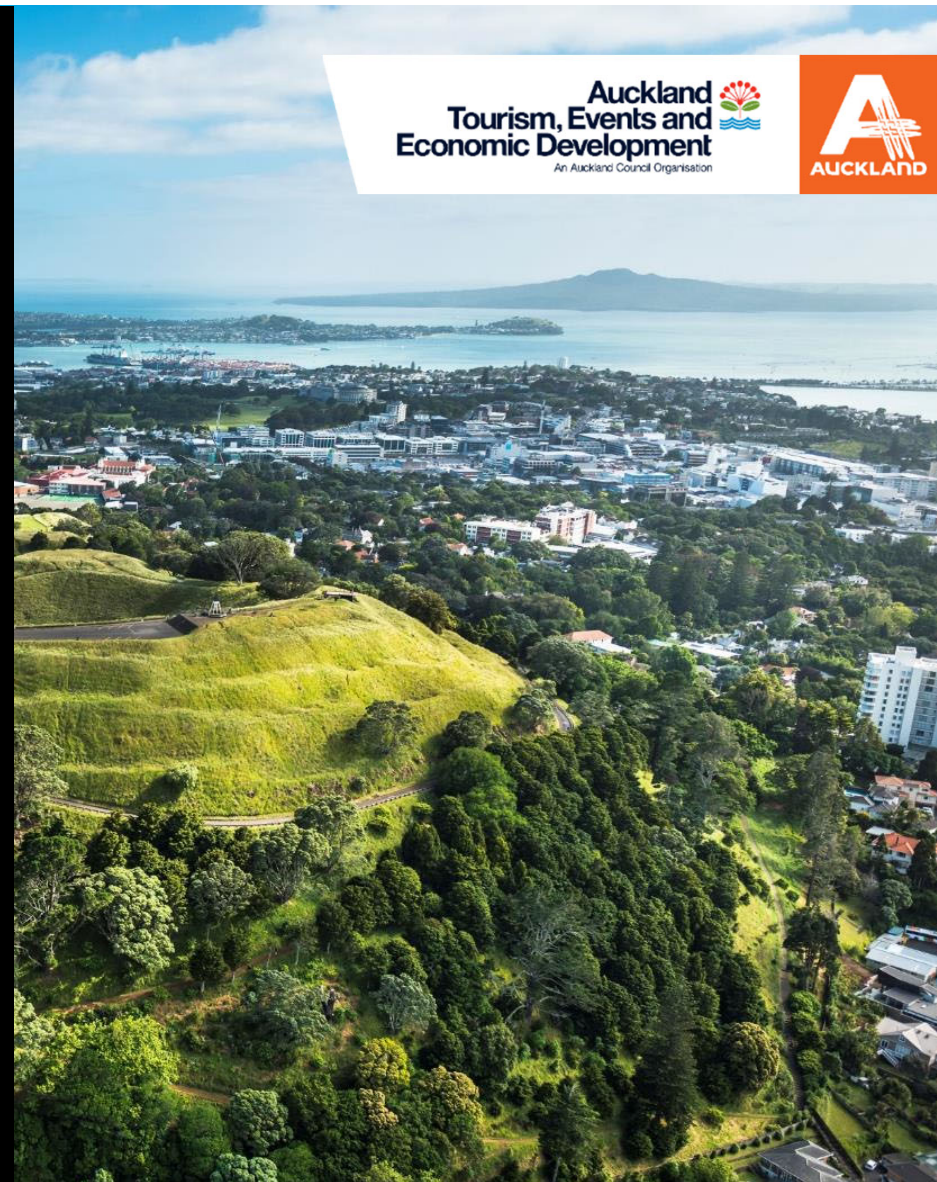


Supporting Local

Local Boards Elected Member Forum
August 2020

aucklandnz.com



Why are we here?

ATEED 2020/21 SOI has four areas of focus

- Driving investment into Auckland
- **Rebuilding the regional economy from the neighbourhood up**
- Showcasing a vibrant and resilient Auckland
- Supporting innovation and business.

Covid-19

Potential impacts on Auckland:

- Estimated 50,000 people could lose their jobs
- Uncertainty for the foreseeable future
- Impact on Māori
- Impact on Pacific people
- Impact on south and west Auckland
- Tourism will need to innovate
- Climate neutral policies to shape the recovery
- Further increases in alert levels could increase the impacts

Covid-19

ATEED Covid-19 Business Survey

to gauge how they are doing and what guidance they need

- 53% said they had 'broadened digital marketing and social media to engage new customers' and 'revised product, service or experience offerings'
- Other responses included initiating or updating business continuity planning (45%), targeting new markets (40%) and enabling more flexible working practices (35%)
- Only 5% of respondents said they had not done anything, made any changes or were not planning any changes to their business

ATEED Surveyed 1000 businesses between 19-June to 3 July

We expect the next survey to have very different results.

Covid-19

Business Survey

to gauge how they are doing and what guidance they need

- Businesses now want support for business growth and sustainability (55%); business strategy and planning (50%); and marketing (45%)
- 63% respondents reporting COVID-19 has had a significant or very significant impact on wellbeing and stress
- 52% said the cost of accessing advice was the main thing preventing them from accessing the support they need; followed by uncertainty about how long the COVID-19 situation would last (40%); and not knowing what support is available (38%)
- Sole traders were more likely to report not knowing what advice and support is available, where to access it or if they were eligible, while large-scale businesses were more likely to think the support was not applicable to them.

ATEED can help Auckland businesses access government-funded expert advice via the Regional Business Partner network.

Please let your local businesses know they can find out more and access this advice via

aucklandnz.com COVID-19 update pages

ATEED SOI Action 2

**Rebuilding from the
neighbourhood up**

What is Local?

- 21 Local Board Areas
- 48 Business Improvement Districts
- Business Association areas
- Urban redevelopment areas
- Urban regeneration programmes
- Future urban areas
- Auckland's neighbourhoods / villages



How do we tell the local economic picture?

- 21 local economic overviews
- Auckland Prosperity Index
- Employment land studies
- Retail spend data
- South and West Auckland data diagnostic into impacts of Covid-19 for short term and long term (Prosperity Report)
- Working with partners e.g., TSI, TWI, Business Associations, companies on examples of local successes and projects.

How ATEED can influence local ED outcomes?

- Understanding key investments by the government, Council Group and partners:
 - Auckland Transport
 - Panuku Development Auckland
 - Plans and Places
 - Auckland Plan
 - Local Board Plans
 - Business Association Strategic Plans
 - Local board LDI budget
 - ATEED – ED plans, Destination plans
 - Talent programmes – BuildAKL, Go with Tourism, Screen skills

Our task

As manager of the local economic team:

- Support local by providing data and evidence to inform projects and places
- Inform and support my colleagues operating locally e.g., on investment attraction, business growth, events
- Define an Auckland economic development agency's role at the local level
- Have strong, collaborative cross-Council relationships
- Promote and champion Local, especially in a Covid affected world.