

BID Program - Our Diverse and Changing Environments

10 April 2017

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Auckland's Changing Environment



- Auckland's projected to receive 94% of the prime working-age (24-54yrs) growth to 2043.
- Auckland's 'super diversity' is projected to increase, diversity is not limited to ethnicity.
- Age, gender, sexuality, disability, nationality, religion and culture are all factors that contribute to the diversity dividend.

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Ethnic and Cultural Diversity



- Auckland is home to people from over 200 different ethnicities
- Auckland's future will be increasingly linked to Pacific nations and to Asia, with one in three people in Auckland expected to identify with an Asian ethnicity by 2038.
- Benefits appear to be best realised by those cities that exhibit openness to others.
- The economic benefits of ethnic and cultural diversity need to be actively leveraged.

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Generational Diversity



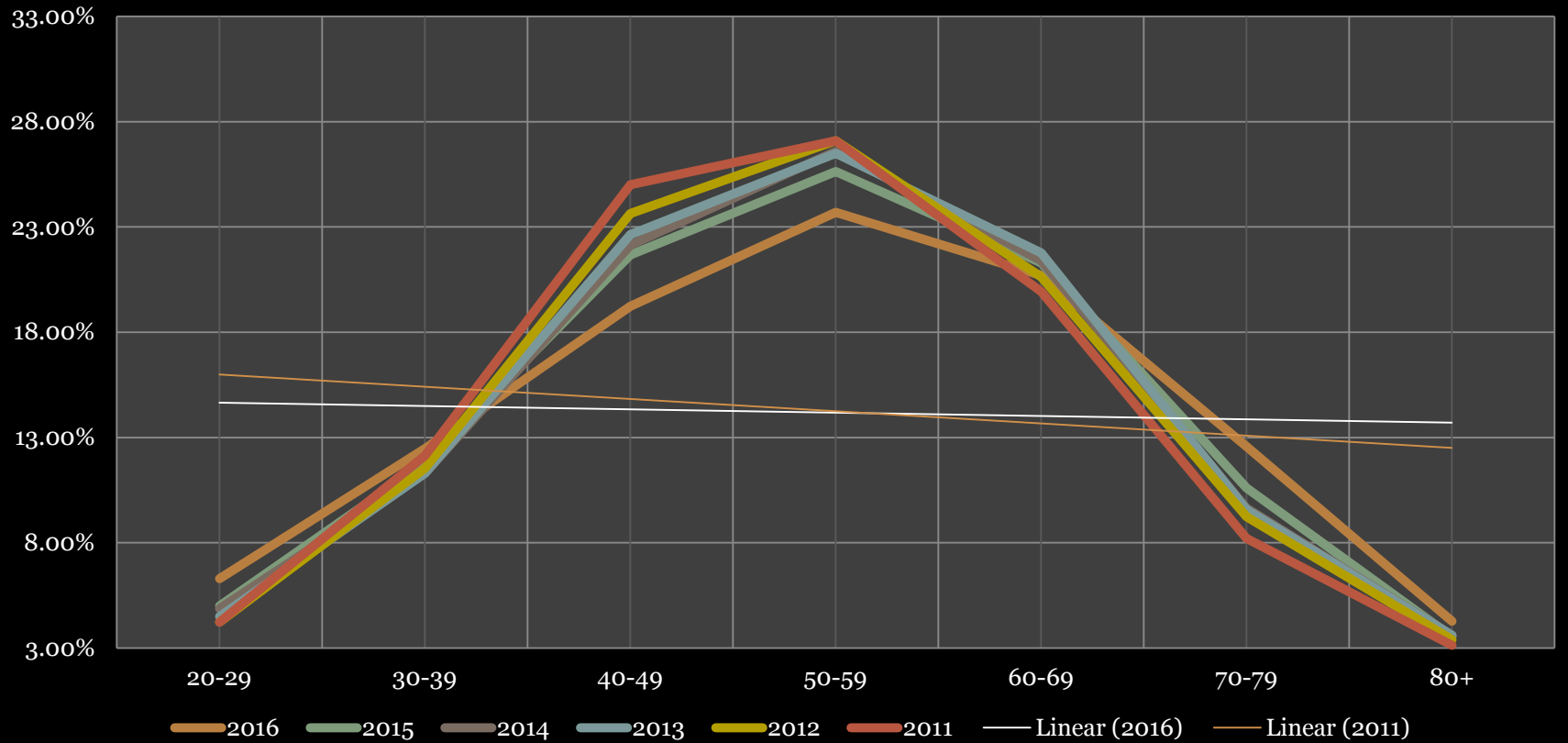
- Auckland's over 65 population is growing faster than any other age group.
- Compared to the rest of NZ, this group is more ethnically diverse and less likely to own their own home.
- Auckland also has a more youthful population than other cities in NZ.
- Among young people aged 0 – 24 just over half are European, nearly a quarter identify as Asian.
- Over half of the current Māori and Pacific population in Auckland is under 25.

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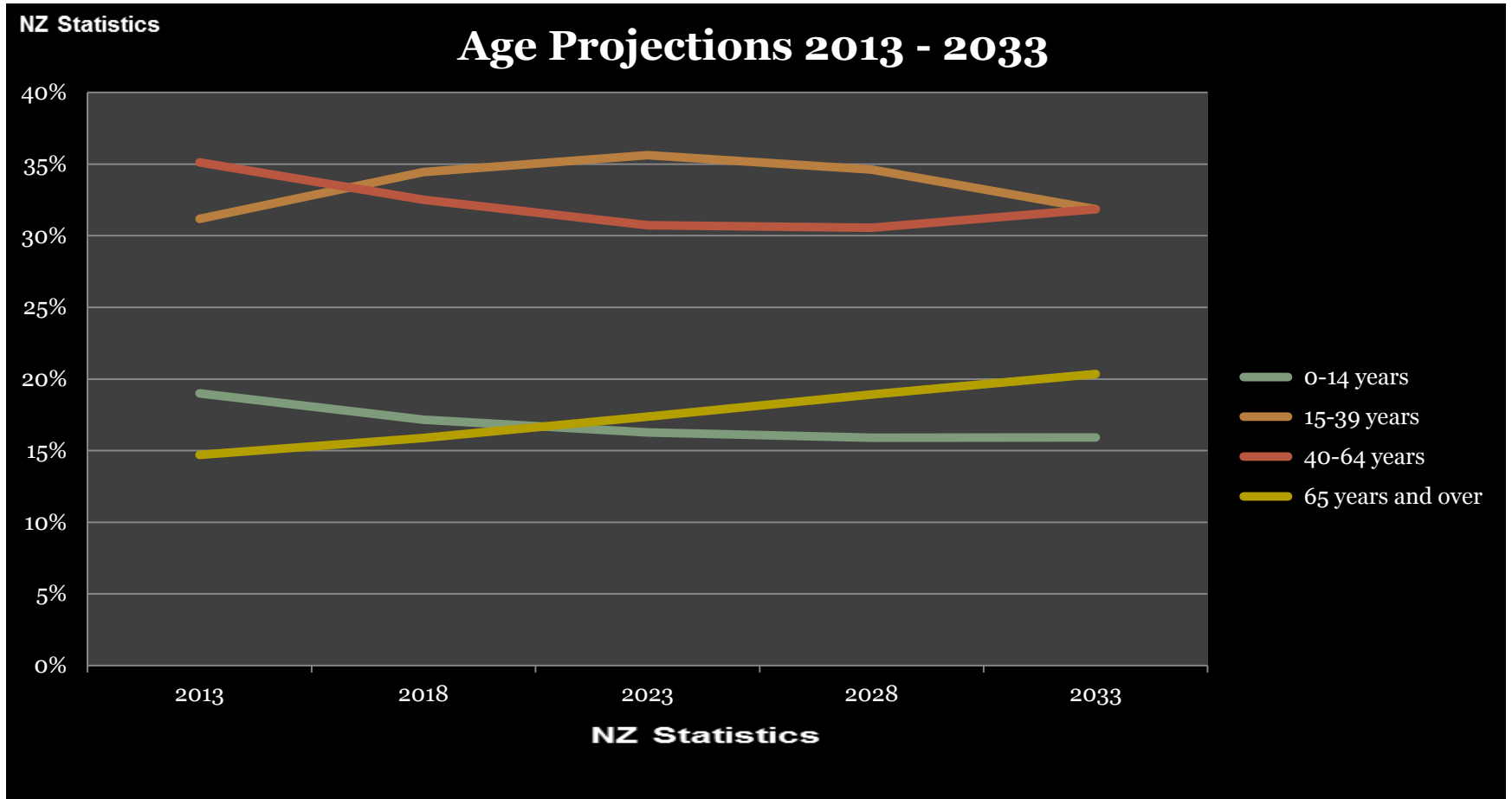
The age group of your customers



Age % of Spenders



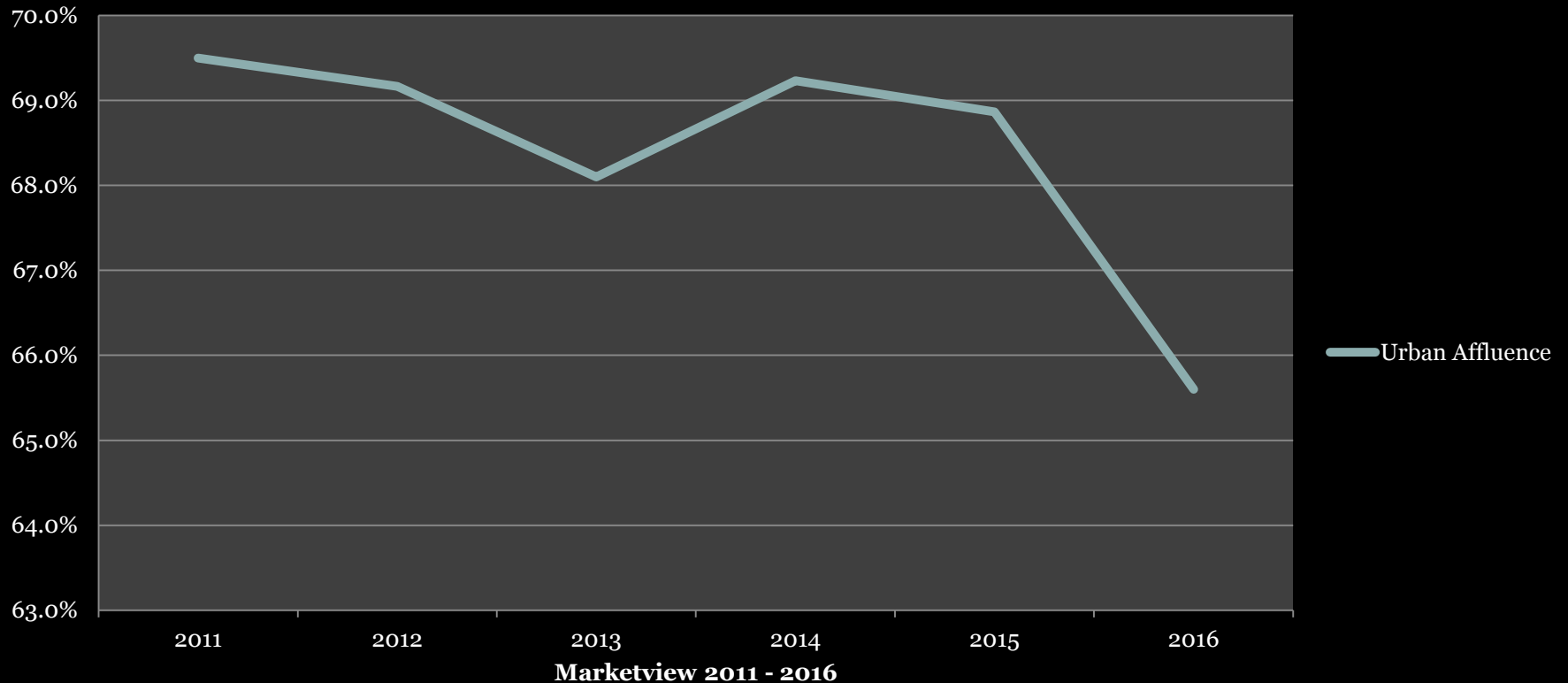
Preparedness - Projected Changes



Trends - Top Customer Segmentation



Top Spend % Urban Affluence 2011-2016

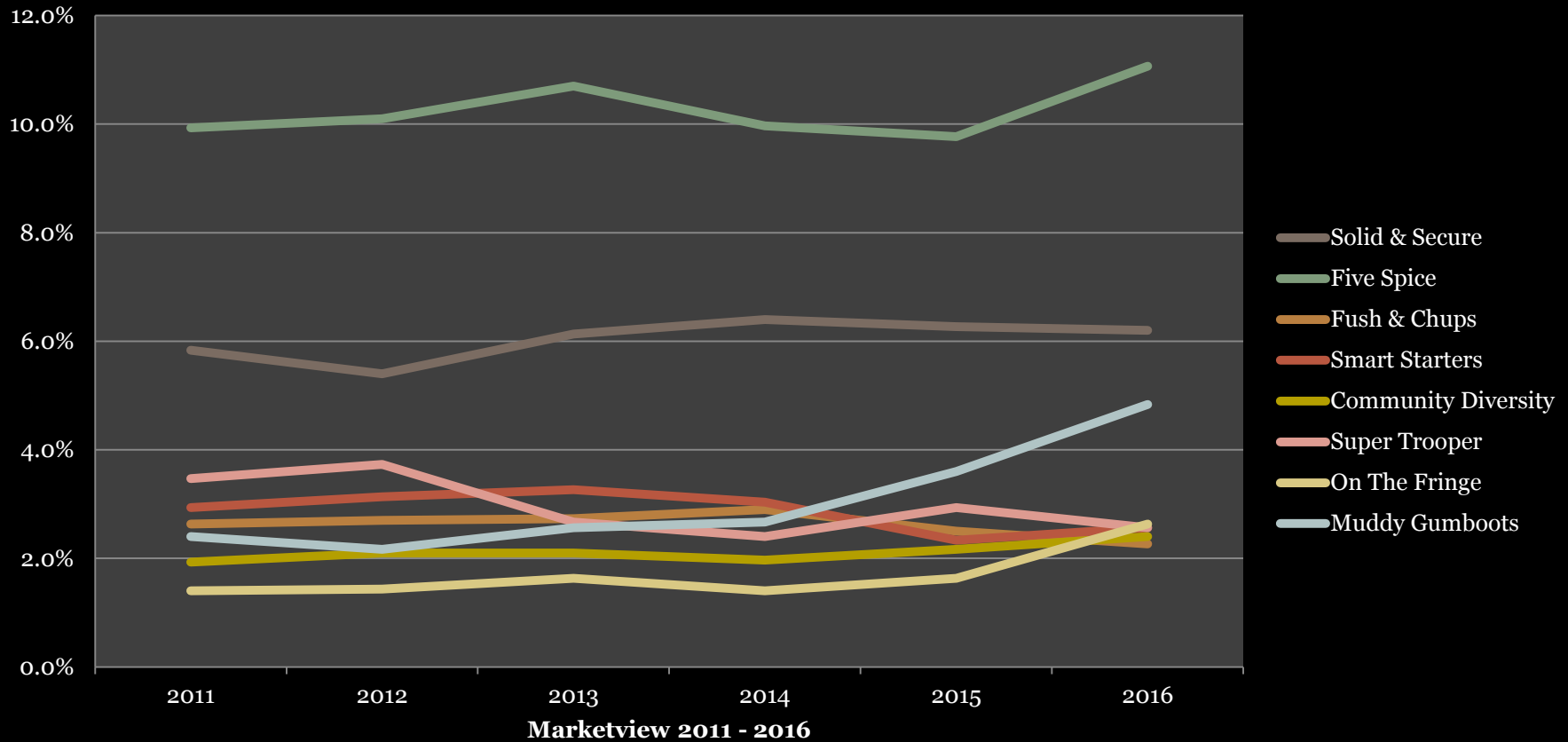


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Trends - Other Customer Segmentations



Characteristics of People Spending



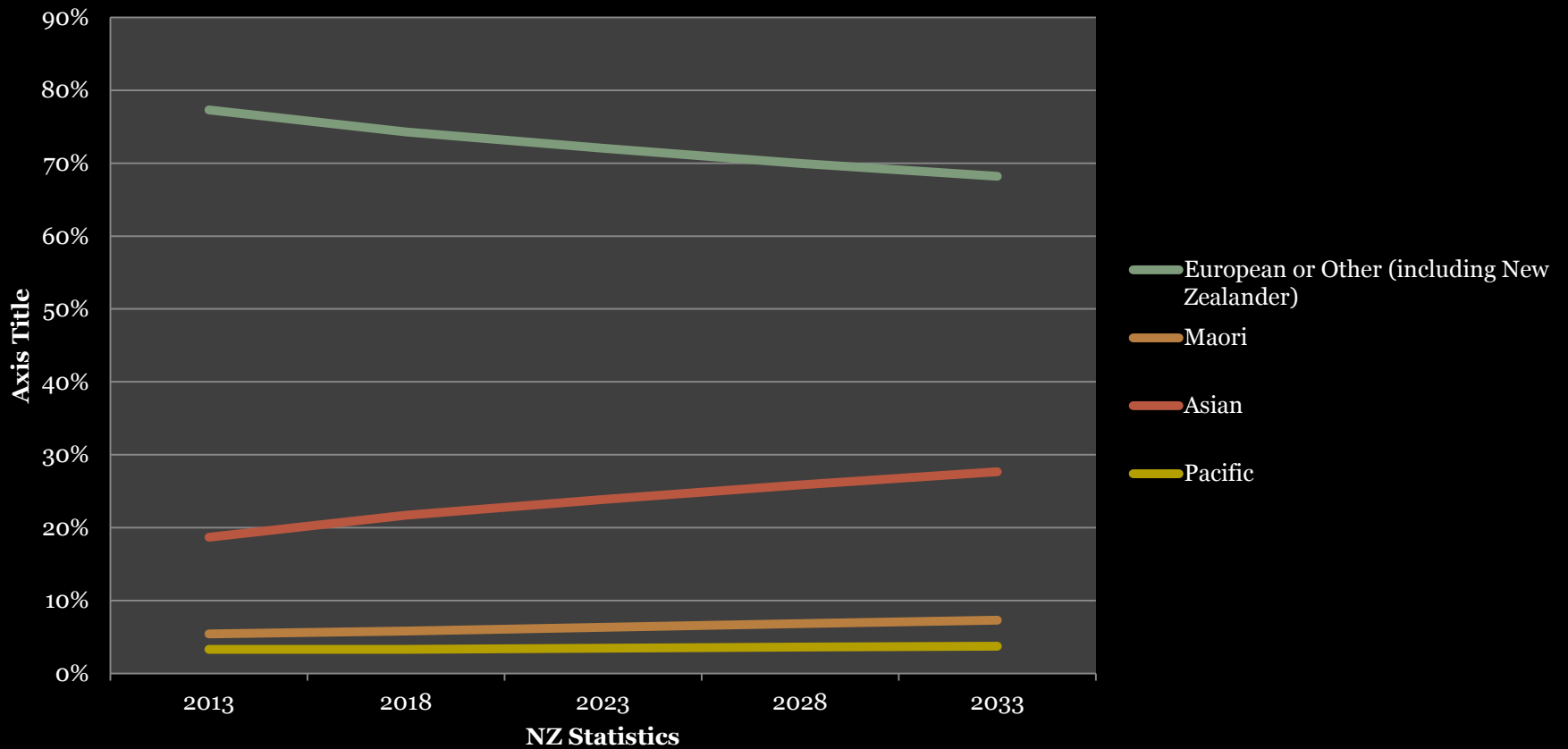
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Preparedness - Projected Changes



Ethnic Group Projections 2013 - 2033



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Diversity Dividend – Decision Makers



- Diversity is recognised as an essential and desirable feature of global cities.
- Research tells us that diverse and cohesive cities attract talent, tourists and entrepreneurs from around the world.
- This adds vitality to the fabric of the city and to the economy, and cities that are more intentional in their approach, tend to do better.
- At Governance levels, diversity enhances creativity, innovation, and financial performance.

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References



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- Bank of New Zealand ***Diversity delivers a distinct competitive advantage.*** Diversity Case Study 2014
- Richard Florida, *Cities and the Creative Class*, 2003
- <http://www.aucklandcouncil.govt.nz/EN/plansspoliciesprojects/reports/Pages/censusinaucklandhome.aspx> - ethnicity trends in Local Board areas

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