

A New Era for Economic Development?

Michael Barnett

CEO – Auckland Chamber of Commerce

Chair - Regional Economic Development Forum

Chair - AucklandPlus

Two views

Royal Commission

- A regional economic development agency for Auckland with an economic development plan to guide decisions

Government

- An economic development plan for the Auckland region and clarification of the roles and functions of local government in Economic development

Regional Roles and Functions

- City / Regional roles significant
- International examples – London, Melbourne, Brisbane
- Cities competing with cities internationally
- Must position ourselves to compete
- Mandate from the plan
- Resources to deliver

Developing the Plan

- Regional leadership
- The example - Metro Project Action Plan
- Process in place
- Ready made vehicle – AREDF
- Working with Government
- Why reinvent the wheel?

Inside the plan?

- Leadership
- Infrastructure
- Marketing / attraction
- Labour markets
- Business growth / productivity
- Social objectives?
- Environmental Sustainability?

Ending Fragmentation

Current situation

- Multiple agencies
- Different objectives
- Different mandates

Unity of purpose

- Bringing economic development together
- Business Development, Tourism, Major Events, Investor attraction
- Under one umbrella – one plan, one agency

A New Era

Five key elements

- The plan – regionally led, action focussed
- The agency - fit for purpose delivery model
- Strong mandate
- One set of objectives
- Resources in place

A New Era

Questions??