



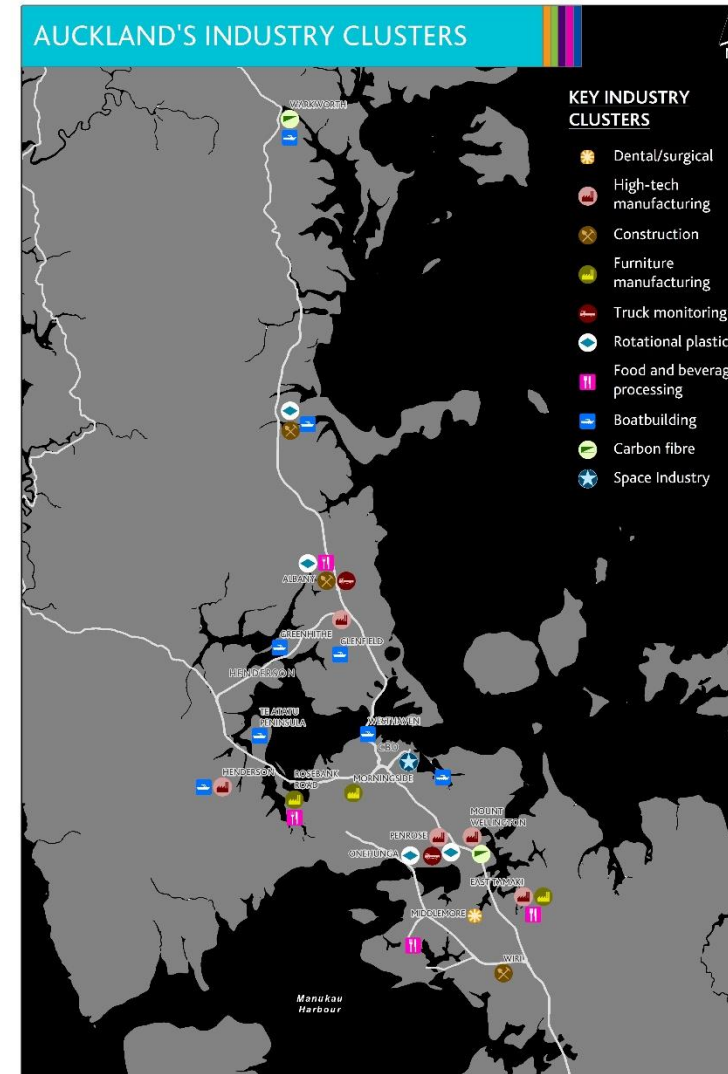
Auckland's innovation corridor

Brett O'Riley, CEO, ATEED



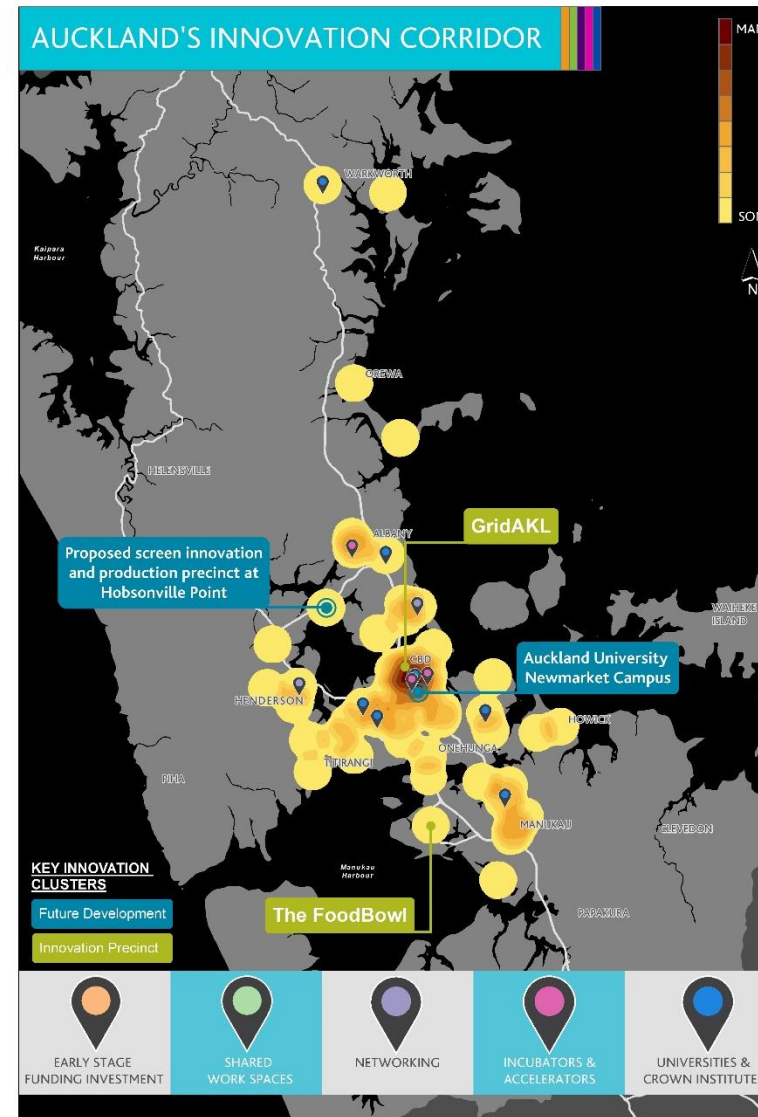
Auckland's industry clusters

- Dental/surgical (tools and wheelchairs)
- High-tech manufacturing
- Construction
- Furniture manufacturing
- Truck monitoring
- Rotational plastics
- Food and beverage processing
- Larger boatbuilding
- Carbon fibre
- Space industry



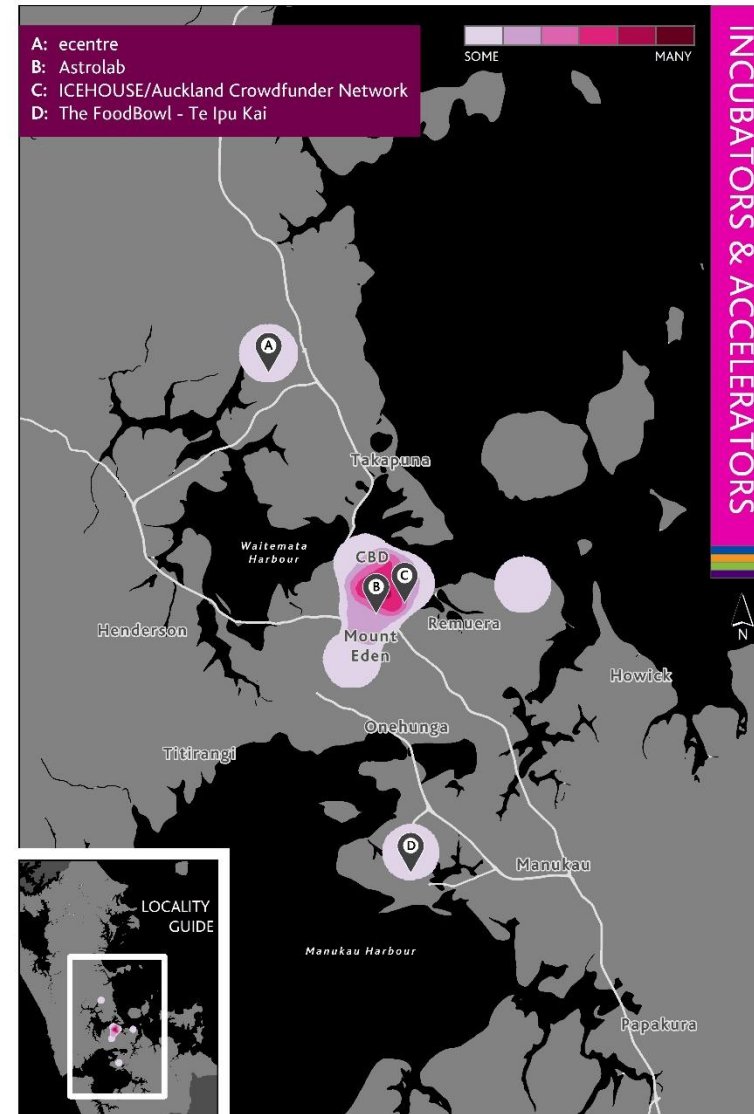
The innovation ecosystem

- Auckland has a wide range of innovation along the innovation corridor from Warkworth to Manukau, and near the airport.
 - Incubators and accelerators
 - Early stage funding
 - Shared work spaces
 - Networking events
 - R&D



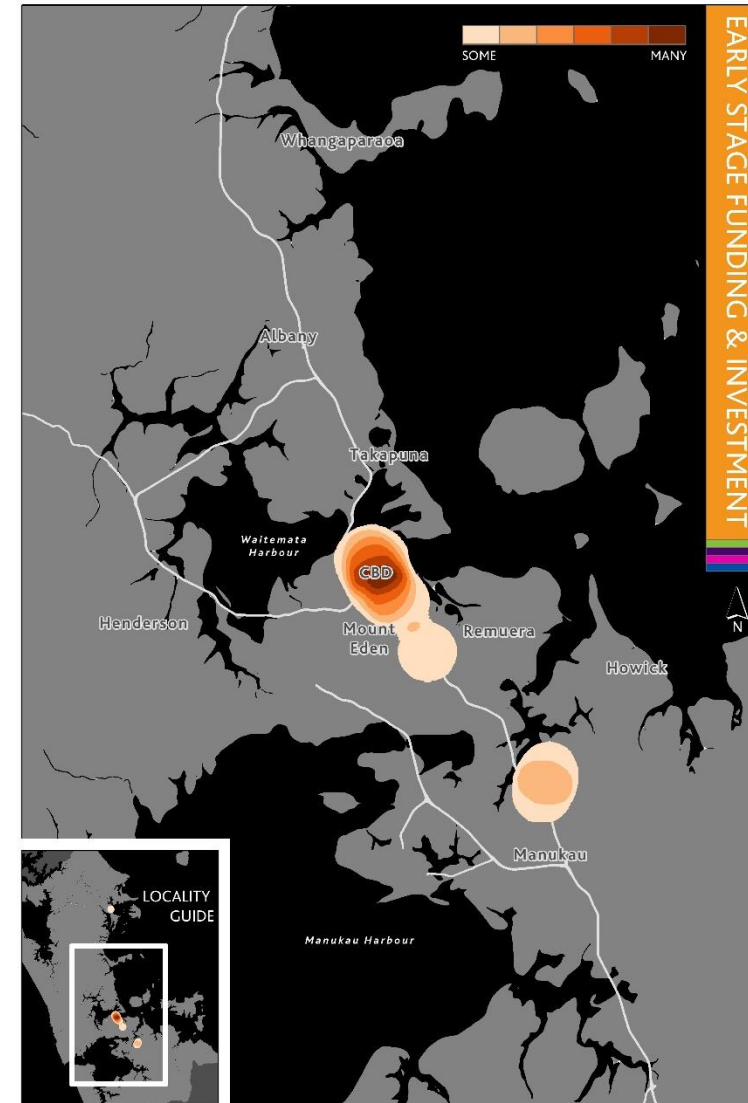
Incubators & Accelerators

New Zealand second out of 189 countries in World Bank's 2015 Ease of Doing Business survey and first for starting a business, getting credit and protecting minority investors; and second for registering a property.



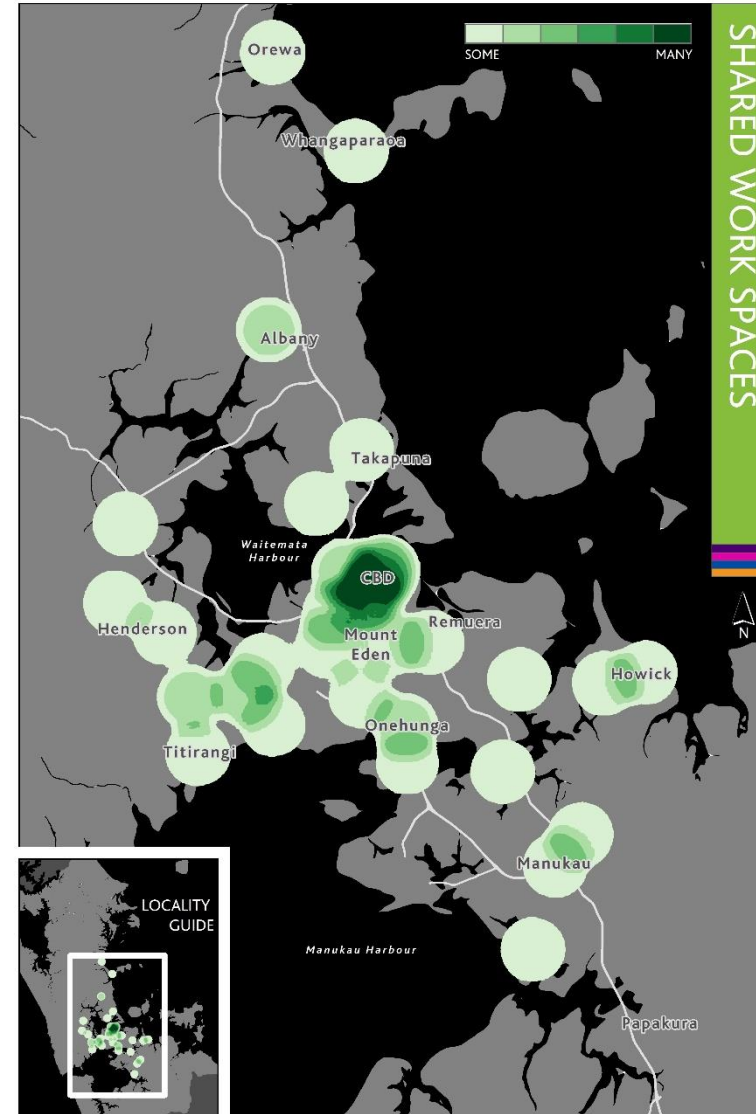
Early Stage Funding & Investment

New Zealand fourth most attractive country for foreign direct investment on Global Opportunity Index – Economic Think Tank Milken Institute, California.



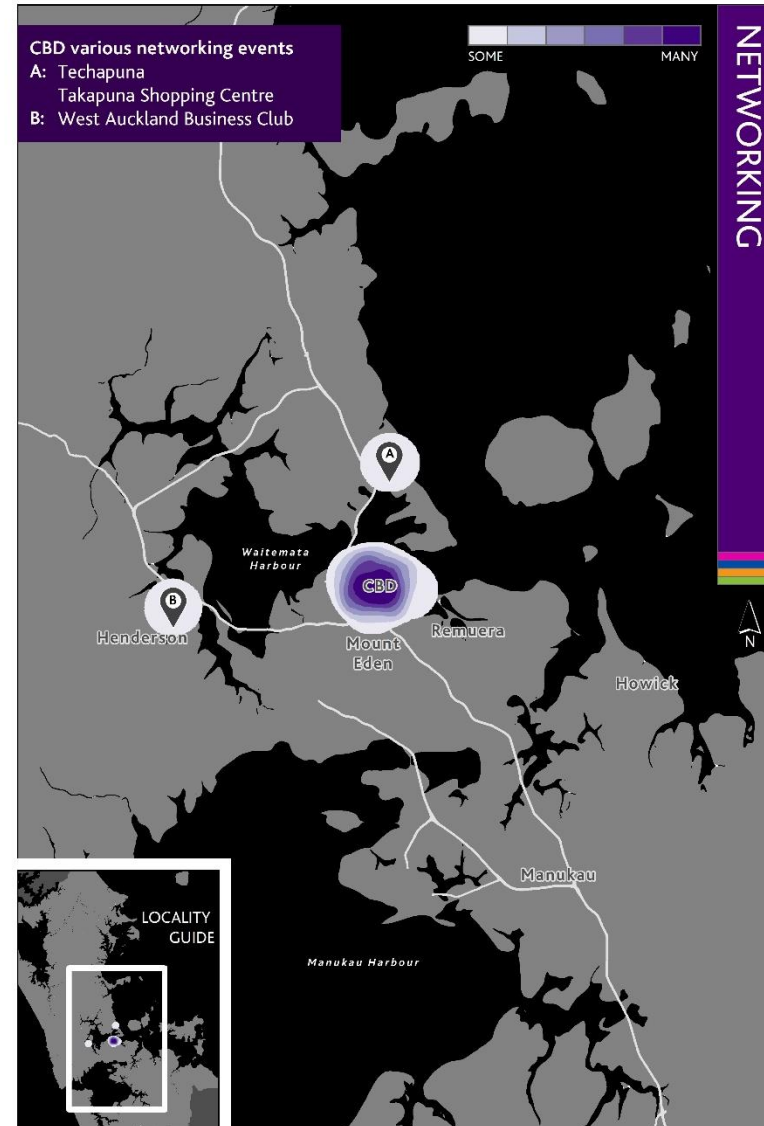
Shared Work Spaces

Auckland third most liveable city in the world for globally mobile talent – Mercer’s 2015 Quality of Living survey.



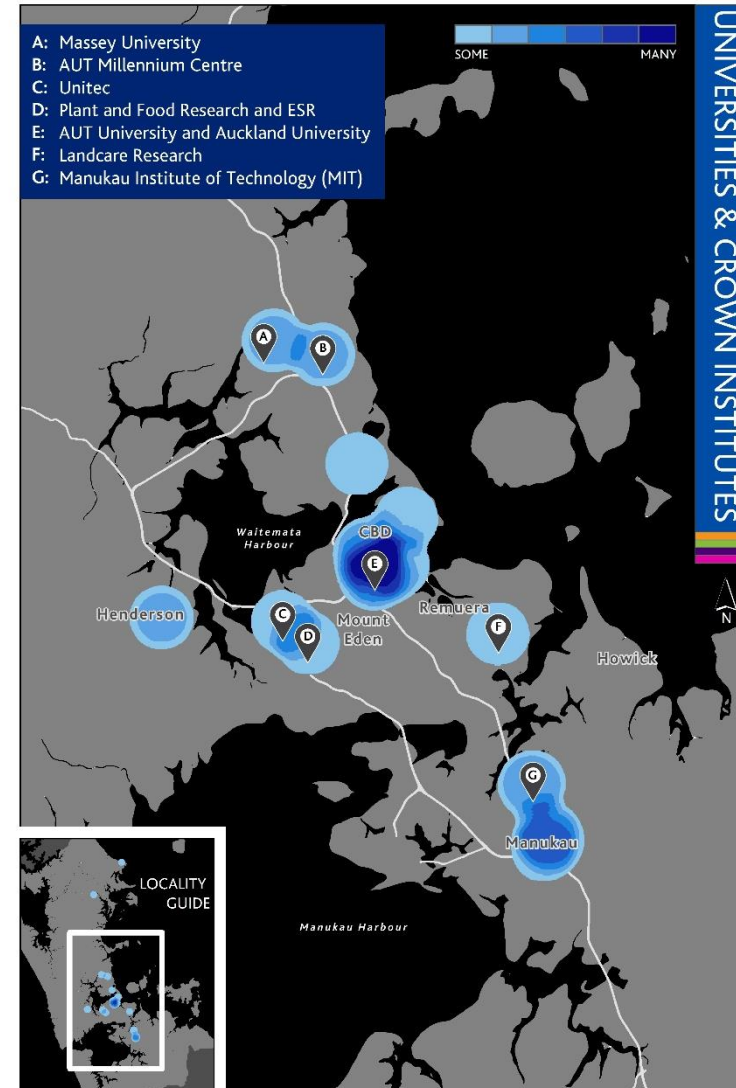
Networking

Auckland fast becoming an innovation hub of the Asia-Pacific region.



Universities & Crown Institutes

- Massey
- AUT Millennium Centre
- Unitec
- Plant and Food Research and ESR
- AUT & Auckland University
- Landcare Research
- MIT
- NIWA



The challenge, opportunity and aspiration

- To aspire to Auckland Council's vision of becoming an innovation hub of the Asia-Pacific Rim
- Build on Auckland's entrepreneurial foundations and develop innovation-led entrepreneurship as a key driver for Auckland's economic growth

To achieve this Auckland must aspire to the following by 2025



Increase research and development (R&D) intensity rates to OECD averages (NZ Baseline: 1.27, OECD: 2.38 (2012))



Formally connect with innovation hubs across the Asia-Pacific region and become an innovation leader in the region



Generate additional GDP impact per annum of \$8 billion from enhanced R&D and innovation activity



Increase the number of business which are actively innovating to 60 per cent (Baseline: 42 per cent (BOS Survey 2011))



Innovation based industries

12%

of the business population

21,000 innovation based companies

12%

of Auckland's workforce

93,000 employed in innovation based companies

13%

of Auckland's economy

GDP of \$10.5bn

8%

higher GDP per company

than the Auckland average

15%

higher productivity rate

than the Auckland average





Image: New Zealand Story



Talent is key

276,000

Inward migration

2014

12%

Of Auckland businesses

Actively recruiting
outside of Auckland

79%

Of tech employers
planning to hire in 2015

Only 20% to replace
staff

200+

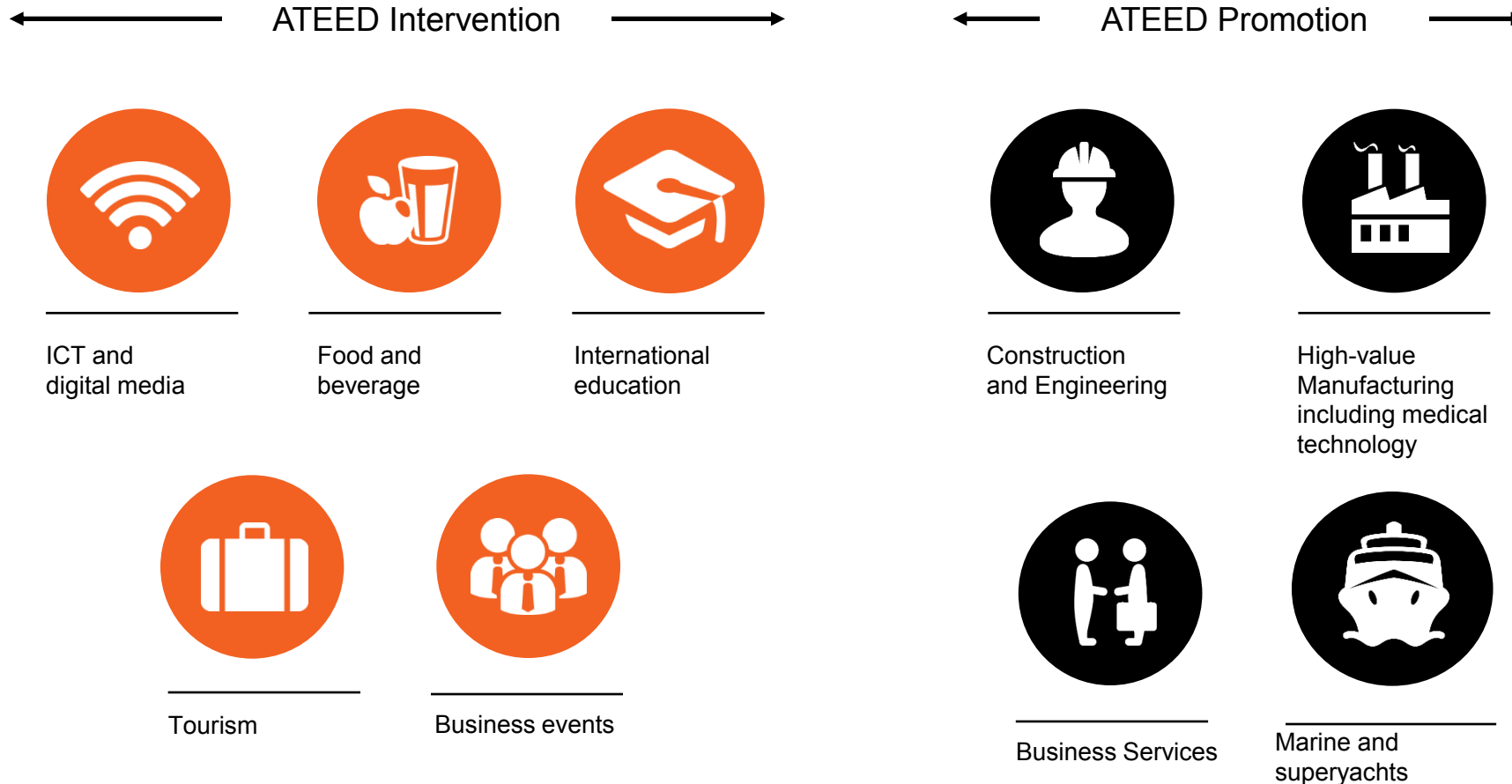
Ethnic groups

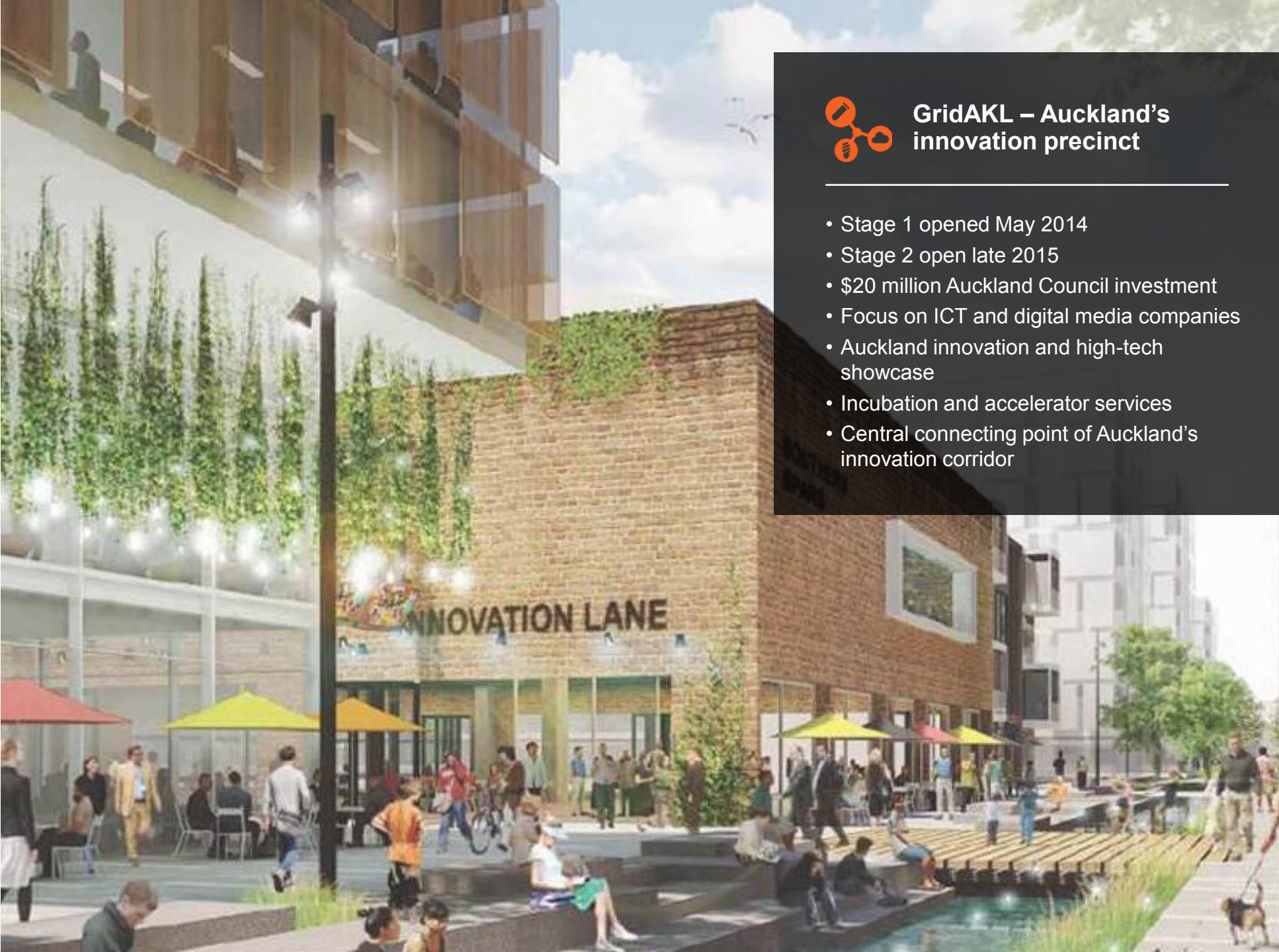
Living in Auckland

**'A place where talent
wants to live'**

– Sir Paul Callaghan

Auckland's sectors of competitive advantage





GridAKL – Auckland's innovation precinct

- Stage 1 opened May 2014
- Stage 2 open late 2015
- \$20 million Auckland Council investment
- Focus on ICT and digital media companies
- Auckland innovation and high-tech showcase
- Incubation and accelerator services
- Central connecting point of Auckland's innovation corridor



The FoodBowl – Te Ipu Kai

- New Zealand Government (Callaghan Innovation) joint venture
- State-of-the-art commercial-scale pilot plant facility
- Designed for companies to develop, test and prove new food and beverage products
- Close to Auckland International Airport
- International export standard certification



Banking technology

- Banks need to be on top of it's game in terms of technology, innovation and cyber security, which should be part of disaster planning.
- The threats to cyber security is rapidly escalating, and banks need to innovate and meet customers' needs.
- Quoting David McLean, Westpac chief executive: "Around the world, there are dozens of startups targeting the profitable segments of the banking and finance business. We have to invest in new tools that meet customer needs and not leave the space for the startups to come and get business." – *NZ Herald's Mood of the Boardroom*.

**Auckland
Tourism, Events and
Economic Development**
An Auckland Council Organisation



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