



AucklandPlus

PROFILE

Auckland is a great place to live, work, do business and invest. AucklandPlus is the region's economic development agency. We're working collaboratively with local, regional and national organisations and business leaders to further develop Auckland's international competitiveness.

We create solutions to improve regional economic performance. Our focus is developing an internationally competitive region with an inclusive and dynamic economy that is a great place to live and conduct business, where skilled people work in successful enterprises buzzing with innovation.

We are responsive to the challenges of economic transformation - our connections to key stakeholders allow us to facilitate and broker actions needed for sustainable economic development.

Over the last few years we have developed skills and expertise in the design and implementation of initiatives that will drive the region to be internationally competitive by:

- Transforming Auckland into a world-class destination
- Developing a skilled and responsive labour force
- Increasing Auckland's business innovation and export strength.

"Today the world is about cities competing globally for talent, events, investment, business and visitors. AucklandPlus is focused on taking action to position Auckland as an internationally competitive city-region. Auckland's success is New Zealand's success so positioning Auckland as a world-class city-region is vitally important for the whole country."

- *Michael Barnett*, Chair AucklandPlus Advisory Board and Auckland Regional Economic Development Forum.

Our work includes coordinating the development of a single brand identity, working to capitalise on the opportunities the Rugby World Cup 2011 brings, supporting the development of major projects to encourage innovation and acting as a single point of contact for potential and current investors. Our regional outlook sees us managing a range of short and long-term initiatives to advance Auckland's transformation into a high-income, knowledge-based market economy including sector specific projects funded by the Ministry of Economic Development, New Zealand Trade and Enterprise, other government agencies and the region itself.



Tourism Auckland's visitor campaign is one of many examples of Brand Auckland in action

Brand Auckland

Brand Auckland epitomises Auckland's spirited, energetic character and the fusion of cultures here.

The brand, developed with input from throughout the Auckland region and beyond, is available for agencies to tell Auckland's stories, build our reputation and promote the region as a destination to live, visit, work, do business, play and invest.

More information: www.brandauckland.com



Rugby World Cup 2011 has the potential to deliver a great boost to Auckland's economy

Rugby World Cup 2011

Auckland will be at the centre of the action when New Zealand hosts the Rugby World Cup 2011. As host of the Final, Semi Finals and Bronze Final, Auckland will be in the global spotlight like never before.

Preparation for 2011 is well underway. AucklandPlus is one of several organisations working collaboratively to make the next Rugby World Cup the best yet. We aim to ensure positive economic development outcomes and a sustainable economic legacy for the region by highlighting and developing business opportunities, attracting investment and boosting skills development.

More information: www.auckland2011.com

AUCKLANDPLUS

opportunities

CONTACT US

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