

CONSULTATION AND RESEARCH

Brand Auckland has been developed with input from a wide range of sources. Extensive desk top research and literature reviews, interviews, workshops, global surveys and focus groups have all formed a part of the development of Auckland's regional identity.

One-on-one Interviews

20 prominent Aucklanders, including all Auckland mayors (2007), and selected business and community leaders were interviewed (face to face or via phone) to gauge their views on the reputation, culture, competition, positioning, issues, and ideals of Auckland.

The Auckland Workshops

81 people participated in four workshops held in May 2007. Attendees came from a broad cross section of Auckland including private enterprise, education, community based organisations, sports, arts and culture and the public sector. The workshops focused on future aspirations, ideals, current strengths and weaknesses, and teams worked through a series of exercises that required them to envision their ideal Auckland.

Vox Pop Interviews

Vox pop "on the street" interviews gathered spontaneous opinions on Auckland from 85 people in Auckland, Wellington and Christchurch.

KEA Survey

A survey through the Kiwi Expat Association's (KEA) database of 21,000 Kiwis and other 'friends of New Zealand' around the world had a response from 113 people in 20 countries (Australia, Indonesia, Barbados, Germany, China, Hungary, Japan, Malaysia, Netherlands, New Zealand, Oman, Philippines, Singapore, South Africa, Spain, Switzerland, Turkey, UAE, United Kingdom and USA).

Enterprise IG Global Survey

135 people from Enterprise IG offices in 15 cities around the world responded to the survey that helped to gain an international perspective of Auckland as a place (Bangalore, Bangkok, Dubai, Dublin, Hamburg, Hong Kong, Jakarta, Johannesburg, London, Moscow, New York, Paris, Shanghai, Stockholm and Sydney)

Desk Research

Desk research included, but was not limited to, the following sources:

Presentations, surveys and reports:

- Metro Auckland Project: Report of the International Team, July 2006
- 2006 Census of population and dwellings, initial report March 2006
- Marketing Auckland's CBD, Emanate Ltd, June 2007
- Mercer HR Quality of Living Survey March 2007
- Auckland's Creative Industries, Auckland City, 2005
- BluePrint, Growing Auckland's Creative Industries, Auckland City, 2007
- Quality of Life Survey 2006, Auckland City/TNS, 31 January 2007
- Auckland as a Destination, Simpson Grierson Research Services Team, August 2006
- The Case for Auckland, Committee for Auckland August 2006



- Auckland's Contribution to Government Surplus in 2005, Committee for Auckland, July 2006
- The Role of Auckland in meeting New Zealand's productivity challenge, The New Zealand Institute 28 February 2006
- Environmental Awareness Survey (Auckland Regional Council)
- Community Outcomes (Auckland Regional Council)

Literature and publications:

- The Penguin History of New Zealand, Michael King, Penguin 2003
- The Cities Book, Lonely Planet, 2006
- Best of Auckland, Lonely Planet, 2006
- Where to Live in Auckland, Barbican, 2006
- Living and working in New Zealand, Joy Muirhead, How to Books, 2002
- New Zealand, Footprint, 2001
- New Zealand, Dorling and Kindersley, 2001
- Auckland, A Portrait, Ralph Talmont, Barkfire 1997
- Auckland and Beyond, New Holland, 1998
- Auckland before the Harbour Bridge, Graham Stewart, Grantham House, 2002
- Auckland A Pictorial History, Richard Wolfe, Random House, 2002
- Auckland, A City in Literature, Witi Ihimaera, Existe, 2003
- Invest in Auckland (DVD), Committee for Auckland/AREDS, 2005
- Way of the JAFA, Lee Baker with Benjamin Crellin, The guide to surviving Auckland and Aucklanders.

Opinion/speeches/Blogs:

- www.publicaddress.net
- Making the most of 2011 Year of Rugby World Cup, Rob Fisher, Chairman
- Simpson Grierson
- Project Auckland, The New Zealand Herald, November 11 2006
- Prime Ministers State of the Nation Speech, 13 February 2007
- Tomorrowland, Metro, April 2007

Newspapers:

- The Sunday Star Times
- The Herald on Sunday
- The Aucklander
- The New Zealand Herald
- National Business Review
- City Scene
- The Weekend Herald

Websites:

- aucklandnz.com
- lonelyplanet.com
- brandchannel.com
- immigration.govt.nz
- citymayors.com
- placebranding.com
- auckland-airport.co.nz
- citiesandregions.com
- bigcities.govt.nz





Magazines:

- Metro
- North and South
- Pulp
- Listener
- Pavement
- Real Groove

Thinktanks/Organisations:

- The New Zealand Institute
- NZedge
- Champions for Auckland
- Maxim
- Committee for Auckland
- Kea

