



Parnell Inc Media Release
For Immediate Release – 22 December 2009

Parnell's location as Creative Quarter now officially recognised

The latest Auckland City Council report 'Auckland's Creative Industries – The Numbers 2009'¹ signifies that Parnell is increasingly being recognised as Auckland's Creative Quarter.

"Parnell and neighbouring Newmarket has 13% of Auckland City's creative sector employment and is seen as a key employment centre for design, advertising and architectural services," said Parnell Inc.'s Creative Manager Debbie Harkness.

"This new report shows that that Parnell/Newmarket area is increasingly seen by design businesses as the place to be, with more than 220 design businesses located in our area. Many major advertising agencies are well established in Parnell, and a growing number of graphic design businesses and architectural practices are relocating here."

Creative industries are defined as those industries that have their origin in individual creativity, skill and talent, and have a potential for wealth and job creation through generating and exploiting intellectual property. The industry classification for 'Design' comprises of advertising services, architectural service and graphic design businesses.

With many large design businesses in Parnell, the report shows that more than a quarter of Auckland's design employment is now located in the Parnell/Newmarket area.

"It's rewarding to have these figures confirm Parnell as Auckland's Creative Quarter – an identity that Parnell Inc., Parnell's business association, recognised in our branding earlier this year," Ms Harkness said.

"The valued connections between Parnell's creative businesses, aided by our thriving restaurant and café scene, together with the proximity to the CBD and easy motorway access to greater Auckland, makes Parnell an attractive option for creative businesses. We're very pleased to make this unique contribution to the ongoing success of this great city, Auckland," Ms Harkness said.

For further information please contact:

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¹ **Snapshot: Auckland's creative industries report** is a summary and analysis of feedback from over 400 stakeholders in the creative industries. Auckland city conducted this research to understand the needs of the sector and the role of the council in supporting economic growth of the creative industries in the city. The economic impact of the creative industries on Auckland is significant. The creative industries have been identified by the New Zealand government as a business sector that is capable of generating a transformational change in New Zealand's economic performance.