

I hereby give notice that a meeting of the City Centre Advisory Panel will be held on:

Date: Monday 16 December 2024
Time: 2.00pm
Meeting Room: Tuhono, Generator Meeting Suites
Venue: Level 4, HSBC Tower, 188 Quay Street
Auckland Central

City Centre Advisory Panel OPEN AGENDA

MEMBERSHIP

Chairperson	Mr Scott Pritchard	Independent
Deputy Chairperson	Mr Patrick Reynolds	Transport sector
Members	Dr Natalie Allen	Urban design sector
	Ms Haehaetu Barrett	Social Sector (Lifewise)
	Ms Viv Beck	Business associations (Heart of the City)
	Mayor Wayne Brown	Auckland Council
	Ms Kiri Coughlan	Tertiary education sector (University of Auckland)
	Mr George Crawford	Property sector (Property Council of NZ)
	Mr Neville Findlay	Retail sector representative
	Ms Bernie Haldane	Arts, culture and events (Auckland Arts Festival)
	Mr Jamey Holloway	Business associations (Karanga-a-hape Road Business Association)
	Mr Grant Kemble	Mana whenua (Ngāti Whātua Ōrākei representative)
	Cr Mike Lee	Waitematā and Gulf Ward Councillor, Auckland Council
	Ms Amy Malcolm	Tertiary education sector (Auckland University of Technology)
	Mr Adam Parkinson	Residents' association (City Centre Residents Group)
	Mr Antony Phillips	Residents' association (City Centre Residents Group)
	Ms Helen Robinson	Social sector (Auckland City Mission)
	Ms Genevieve Sage	Waitematā Local Board Chair, Auckland Council
	Ms Debbie Summers	Tourism and travel sector (ID Tours)
	Mr Alec Tang	Sustainability and climate change

Tam White
Senior Governance and Relationship Advisor
9 December 2024

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Note: The reports contained within this agenda are for consideration and should not be construed as Council policy unless and until adopted. Should Members require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.

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- 6. Advice and Feedback on Draft Mayoral Proposal for the Annual Plan 2025/2026**
- 7. Integrated Transport Networks: Advice and Feedback on Room to Move City Centre**

1 Ngā Tamōtanga | Apologies

An apology from member Neville Findlay for absence has been received.

2 Te Whakapuaki i te Whai Pānga | Declaration of Interest

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

3 Te Whakaū i ngā Āmiki | Confirmation of Minutes

That the City Centre Advisory Panel:

- a) whakaū / confirm the ordinary minutes of its meeting, held on Monday 21 October 2024, as a true and correct record.

4 Ngā Pakihi Autaia | Extraordinary Business

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“An item that is not on the agenda for a meeting may be dealt with at that meeting if-

- (a) The local authority by resolution so decides; and
- (b) The presiding member explains at the meeting, at a time when it is open to the public,-
 - (i) The reason why the item is not on the agenda; and
 - (ii) The reason why the discussion of the item cannot be delayed until a subsequent meeting.”

Section 46A(7A) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“Where an item is not on the agenda for a meeting,-

- (a) That item may be discussed at that meeting if-
 - (i) That item is a minor matter relating to the general business of the local authority; and
 - (ii) the presiding member explains at the beginning of the meeting, at a time when it is open to the public, that the item will be discussed at the meeting; but
- (b) no resolution, decision or recommendation may be made in respect of that item except to refer that item to a subsequent meeting of the local authority for further discussion.”

5 Chair's report

To note the Chair's October 2024 memo which was circulated to the Planning and Policy Committee.

Attachment: Chair's memo of the October City Centre Advisory Panel meeting

6. Advice and Feedback on Draft Mayoral Proposal for the Annual Plan 2025/2026

To endorse the feedback provided to Councillors on the Mayoral proposal for the Annual Plan 2025/2026.

Attachment: City Centre Advisory Panel Feedback to the Annual Plan 2025/2026

7. Integrated Transport Networks: Advice and Feedback on Room to Move City Centre

To endorse the advice and feedback from the Integrated Transport Working group on Room to Move City Centre.

Attachment: City Centre Advisory Panel advice and feedback.

Minutes of a meeting of the City Centre Advisory Panel held on 21 October 2024 at 2.00pm, at Tuhono. Generator Meeting Suites, Level 4, HSBC Tower, 188 Quay Street, Auckland

PRESENT

Chairperson	Mr Scott Pritchard	Independent
Deputy Chairperson	Mr Patrick Reynolds	Transport sector
Members	Dr Natalie Allen (online)	Urban design sector
	Ms Viv Beck	Business associations (Heart of the City)
	Ms Noelene Buckland (alternate)	Residents' association (City Centre Residents Group)
	Ms Kiri Coughlan	Tertiary education sector (University of Auckland)
	Mr Neville Findlay	Retail sector representative
	Mr Jamey Holloway	Business associations (Karanga-a-hape Road Business Association)
	Mr Grant Kemble	Mana whenua (Ngāti Whātua Ōrākei representative)
	Cr Mike Lee (online)	Waitematā and Gulf Ward Councillor, Auckland Council
	Ms Amy Malcolm	Tertiary education sector (Auckland University of Technology)
	Ms Genevieve Sage	Waitematā Local Board Chair, Auckland Council
	Ms Debbie Summers	Tourism and travel sector (ID Tours)

APOLOGIES

Ms Haehaetu Barrett	Social Sector (Lifewise)
Mayor Wayne Brown	Auckland Council
Mr George Crawford	Property sector (Property Council of NZ)
Ms Bernie Haldane	Arts, culture and events (Auckland Arts Festival)
Mr Adam Parkinson	Residents' association (City Centre Residents Group)
Mr Antony Phillips	Residents' association (City Centre Residents Group)
Ms Helen Robinson	Social sector (Auckland City Mission)
Mr Alec Tang	Sustainability and climate change

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- 4. Ngā Pakihi Autaia | Extraordinary Business**
- 5. City Centre Targeted Rate Annual Report 2023/2024**
- 6. Chair's report**

1 Ngā Tamōtanga | Apologies

Resolution number CCAP/2024/15

Moved by Chairperson S Pritchard

seconded by Member A Malcom

That the City Centre Advisory Panel:

- a) **Whakaae / accept the apologies from Mayor Wayne Brown for absence on business, Bernie Haldane, Adam Parkinson, Antony Phillips, Helen Robinson, Alec Tang, George Crawford and Haehaetu Barrett for absence.**

Carried

2 Te Whakapuaki i te Whai Pānga | Declaration of Interest

There were none.

3 Te Whakaū i ngā Āmiki | Confirmation of Minutes

Resolution number CCAP/2024/16

Moved by Member K Coughlan

seconded by Deputy Chair Reynolds

That the City Centre Advisory Panel:

- a) **whakaū / confirm the ordinary minutes of its meeting, held on Monday 24 June 2024, as a true and correct record.**

Carried

4 Ngā Pakihi Autaia | Extraordinary Business

There were none.

5 City Centre Targeted Rate Annual Report 2023/2024

Resolution number CCAP/2024/17

Moved by Member D Summers

seconded by Member V Beck

That the City Centre Advisory Panel:

- a) **receive the City Centre Targeted Rate Annual Report 2023/24.**

Carried

6 Chair's report

Resolution number CCAP/2024/18

Moved by Chairperson S Pritchard

seconded by Deputy Chair P Reynolds

That the City Centre Advisory Panel:

- a) **note the Chair's August 2024 memo to the Policy and Planning Committee.**

Carried

2.41pm

The chairperson thanked members for their attendance and attention to business and declared the meeting closed

CONFIRMED AS A TRUE AND CORRECT RECORD OF A
MEETING OF THE CITY CENTRE ADVISORY PANEL
HELD ON

DATE:.....

CHAIRPERSON:.....

Chair's report - 21 October 2024

File No.:

Te take mō te pūrongo

Purpose of the report

1. To provide the background and context for endorsing the Chair's report from the 21 October 2024 meeting.

Whakarāpopototanga matua

Executive summary

2. As part of a strengthened communication process, a Chair's report summarising key discussion points and recommendations from the 21 October 2024 City Centre Advisory Panel meeting was shared with the Mayor's Office, members of the Policy and Planning Committee, the Waitematā Local Board, the Auckland Policy Office, and the Joint Executive City Centre Steering Committee.
3. The attached Chair's report is presented for noting.

Horopaki

Context

4. The City Centre Advisory Panel is composed of approximately 20 representatives from key sectors and industries, appointed by the Mayor at the beginning of each council term.
5. The panel's purpose, as outlined in its Terms of Reference, is to:
 - Provide expert advice: Leverage sector, industry, and lived experience to support the council group in shaping strategic direction and priorities, ensuring the city centre evolves as a thriving, vibrant hub for all.
 - Offer civic leadership: Champion the city centre, advocating for its present and future potential, and supporting the case for necessary change.
 - Advocate for best value: Represent the interests of City Centre Targeted Ratepayers, ensuring optimal value from targeted rate investments.
6. To strengthen communication between the panel and key council decision-makers, the Chair signalled at the 26 August 2024 meeting an intention to submit a Chair's memo to the relevant council committee following each panel meeting.
7. Following the 21 October 2024 Panel meeting, a Chair's memo was submitted to key stakeholders, including:
 - The Mayor's Office
 - Chair and Councillors of the Policy and Planning Committee
 - Waitematā Local Board Chair and Members
 - Head of the Auckland Policy Office
 - Chair and Members of the Joint Executive City Centre Steering Committee
8. This report, which captures key discussion points and recommendations from the 21 October 2024 Panel meeting, is now presented for noting.

Ngā koringa ā-muri

Next steps

9. The panel formally notes the Chairs report from the 21 October 2024 meeting.
10. A Chair's report will be produced after each meeting.

Ngā tūtohunga

Recommendation/s

That the City Centre Advisory Panel:

- a) note the Chair's report from the 21 October 2024 meeting.

Ngā tāpirihanga

Attachments

11. Attachment 1: Chair's report from the 21 October 2024 meeting.

Ngā kaihaina

Signatories

Author	Simon Oddie – Priority Location Director – City Centre
Authoriser	Simon Oddie – Lead Officer

21 October 2024

To: Policy and Planning Committee

CC: Mayors Office; City Centre Executive Steering Committee; Head of Auckland Policy Office

Auckland Council

135 Albert Street

AUCKLAND

Dear Chair Richard Hills and members of the Policy and Planning Committee,

I would like to take this opportunity to thank the committee for receiving this Chair's memo as a record of the discussion of the most important issues from our most recent meeting on 21 October 2024.

City centre data and insights

The Advisory Panel discussed the latest city centre metrics from the July-August 2024 period. Positive trends in safety metrics are welcomed and testament to the work and investment that has gone into this space. These improvements go a long way to helping the perceptions of the city centre, contributing to a more inviting atmosphere.

However, economic indicators reflect the challenging winter period, influenced by a nationwide recession affecting businesses across New Zealand, not just in the city centre. When compared with the same period last year, the data highlights the significant positive impact of last winter's FIFA Women's World Cup compared with this year, underscoring the importance of attracting more major events to Auckland and the city centre.

Negative perceptions about access remain a significant barrier to people visiting the city centre. It is crucial to dispel the idea that the city centre is difficult to reach. The panel strongly urges Auckland Transport and the council group to prioritise addressing both real and perceived access challenges. This includes providing clear information to drivers on parking options and routes into the city, as well as highlighting the many public transport services available. Enhanced wayfinding systems are also needed to make navigating the city centre more intuitive and welcoming for all visitors.

Visitor attraction and promotion

The panel held a productive discussion on visitor attraction and promotional activities in the city centre, expressing optimism about the current focus and mix of initiatives being implemented collaboratively by the Business Improvement Districts (BIDs) and the council group. While forward accommodation bookings are looking positive, the panel noted a concerning decline in cruise visits this year and for the coming year.

A primary concern raised was the impending lack of major events funding beyond June 2025. The panel views funding for major events as essential, given their proven economic, cultural, and social benefits, which significantly contribute to Auckland's vibrancy and appeal. Without sufficient funding, the city risks losing its competitive edge, particularly as Australian cities continue to invest heavily in this area.

The panel is particularly concerned about the potential strain this funding gap may place on the City Centre Targeted Rate (CCTR). The CCTR, funded by city centre businesses and residents, should not be required to cover initiatives that would typically fall under regional or national funding.

The panel strongly advocates for the council and central government to expedite the introduction of alternative funding solutions, such as a bed tax or visitor levy, to enable the resumption of major event funding from FY26 onwards.

The lack of certainty around future funding has already begun to impact the event pipeline, creating an unsustainable situation. If a bed tax or similar alternative cannot be implemented soon, the panel urges the council to identify other solutions to ensure funding for major events is available in FY26, safeguarding the economic and cultural vitality of Auckland's city centre, while a permanent funding solution is identified.

City Centre Targeted Rate (CCTR)

The panel received the CCTR accountability report, which highlighted the progress made possible through the targeted rate which is paid only by city centre ratepayers. The panel appreciates seeing the tangible outcomes this funding has enabled, reflecting the commitment of city centre stakeholders to enhance the area.

The panel raised several questions about the allocation of CCTR funds, particularly whether initiatives should have been funded by general rates or other sources. Since the CCTR is a specific pool of funding provided by city centre businesses and residents, there is a need for greater clarity on the role of the targeted rate as part of the overall council group funding of the city centre.

The panel supports the process of developing advice over the remainder of its current term on the potential extension of the funded CCTR programme beyond its current end date. Importantly, any extension should clearly define the CCTR's role alongside other funding sources. The panel looks forward to providing guidance on future priorities for the city centre, ensuring these are appropriately reflected in any proposed extension of the CCTR programme.

Panel priorities

The panel had an in-depth discussion on progress against its priorities, areas of focus for the remainder of its term, and feedback on direction from the Mayor and Councillors for the Annual Plan.

Through this discussion, panel members emphasised the need for the council's political leadership to adopt a strong, ambitious vision for Auckland and the city centre. The panel believes that for Auckland to excel, it must set high goals and aim to exceed them.

While the panel remains optimistic about the long-term potential of the city centre, it recognises that medium to long-term opportunities are currently overshadowed by immediate challenges facing city centre communities. Balancing a positive vision with action on pressing needs is essential.

Residential community

Growing the residential population is a critical long-term goal, and the panel believes progress on this front should be faster. The city centre currently lacks a cohesive sense of community, which the panel considers a priority for the council group if it is to grow the population here. The panel acknowledges the important work recently started to empower the City Centre Residents Group as a stronger and more equitable voice for residents. Leveraging partnerships to drive progress across multiple areas is seen as an effective approach. In addition to work in this area, the panel is looking forward to an update at its next meeting on baseline data and recommended initiatives to advance this priority.

Community and visitor safety

The panel is encouraged by visible improvements in city centre safety due to a coordinated approach between central government, local initiatives, and an increased police presence. The panel commends the council's role in unifying multiple parties in this integrated approach. While progress is evident, continued efforts are needed to ensure that public perceptions align with reality. The panel is keen to review funding settings supporting community wellbeing outcomes in early 2025 to reaffirm anticipated investment in this space.

Enhancing vibrancy and experience

Progress has been made in promoting vibrancy through increased investment in promotional activities, local events and activations, yet future funding constraints for major events threaten this progress. The panel sees significant opportunity in maintaining a robust events calendar and promoting the cultural identity of the city centre as a unique selling point.

The panel advocates for alternative funding to be used to support regional tourism and major events, which are essential for city centre growth, noting that the targeted rate's focus in this area should be on initiatives that provide direct value to city centre businesses and residents.

Additional attention is needed for cleaning, maintenance, and essential amenities, such as public toilets, to improve the visitor experience.

Integrated transport networks

The panel expressed frustration with the pace of progress on transport network integration, especially as accessibility is crucial to addressing here and now challenges as well as maximising the success of the City Rail Link (CRL). Planning for traffic circulation is essential for improving access and informing future capital investment. In the lead-up to the CRL's opening in 2026, clarity is needed on how transport systems will operate, including a loading and servicing plan for businesses. The panel appreciates new wayfinding efforts and urges swift resolution of operational issues, such as loading and servicing, Authorised Vehicle Only area fines, and rideshare pick-up and drop-off zones. It is essential to ensure that ongoing transport planning enhances access rather than creating new barriers to visitation.

Premier learning and innovation hub

Establishing a premier learning and innovation hub is a top priority, with exciting developments already underway, led by the two universities and supported by the council and other organisations. The panel recognises the opportunity for growth through increasing student accommodation, noting that only 50% of current University of Auckland accommodation applications can be accepted. Expanding accommodation aligns with the goal of growing the residential population. Over the next 12 months, the panel intends to prioritise enhancing the student experience in the city centre.

Increasing climate resilience

The panel is interested in positioning the city centre as a leader in sustainable outcomes and seeks to understand the specific opportunities and leverage in achieving this. Beyond resilience, the panel sees potential to promote sustainable practices that benefit the city's reputation and environment.

Central wharves masterplan

The upcoming expansion of waterfront access presents a valuable opportunity. The panel is keen to explore the benefits of this space and how it can contribute to the vibrancy and appeal of the city centre.

Celebrating tangata whenua

The panel emphasises the importance of celebrating and recognising the cultural significance of tangata whenua within the city centre and the vital role this plays as both an attraction and a unique feature of the area. This includes recognising Te Tōangaroa as the world's first tangata whenua precinct. The panel fully supports efforts to better integrate this precinct into the city centre, not only by enhancing physical connections but also by strengthening cultural and social ties that reflect the city centre's unique identity and heritage.

Benefits of sector collaboration

The panel acknowledged collaboration was a critical success factor in beginning to address issues around safety in the city centre and asked that learnings from this work be captured and applied elsewhere.

Next meeting: Monday 16 December, 2-5pm

Yours sincerely

Scott Pritchard
Independent Chair

CITY CENTRE ADVISORY PANEL

Advice and Feedback on Draft Mayoral Proposal for the Annual Plan 2025/2026

File No.:

Te take mō te pūrongo Purpose of the report

1. To provide the background and context for endorsing the panels advice and feedback on the draft Mayoral Proposal for the Annual Plan 2025/2026.

Whakarāpopototanga matua Executive summary

2. The City Centre Advisory Panel was invited to provide advice and feedback on the Mayor's priorities for the 2025/2026 Annual Plan and Budget.
3. To ensure a comprehensive response, the Panel convened a workshop on 21 November to discuss the draft Mayoral Proposal. Key feedback points were agreed upon during the workshop and further refined through rounds of feedback from panel members. The finalised advice was approved by the Chair and submitted to the Mayor's Office and Councillors on 27 November 2024.
4. Formal endorsement of the final advice will be sought from the full panel at its meeting on 16 December 2024.

Horopaki Context

5. The Mayor and Councillors invited Auckland Council's advisory panels to provide advice and feedback on the 2025/2026 Annual Plan, which represents Year 2 of the Long-Term Plan 2024-2034. The feedback will inform the Mayor's final proposal, which is scheduled to guide decision-making in December 2024.
6. The Panel was first introduced to the 'Mayor and Councillor direction to the council group' for the 2025/2026 Annual Plan at its meeting on 21 October 2024. Initial discussions and feedback were captured at this time.
7. The draft Mayoral Proposal and supporting staff advice for the 2025/2026 Annual Plan were released on 19 November 2024. This information was shared with the Panel to provide context for their review and response.
8. To support the development of the Panel's advice, a working group was formed. The working group convened on 21 November for a workshop to review the proposal, carry forward key points raised at the October meeting, and agree on the Panel's feedback and advice.
9. A draft advice document was shared with all Panel members on 22 November for additional feedback and refinement. Suggestions from the wider panel were incorporated, and the Chair approved the final advice on 27 November. The advice was submitted to the Mayor's Office and Councillors on the same day.
10. Formal endorsement of the final advice will be sought from the full Panel at its 16 December 2024 meeting.

Ngā koringa ā-muri Next steps

11. The panel formally endorses its advice and feedback on the draft Mayoral Proposal for the Annual Plan 2025/2026.

Ngā tūtohunga Recommendation/s

That the City Centre Advisory Panel:

- a) endorse the Panels advice and feedback on the draft Mayoral Proposal for the Annual Plan 2025/2026

Ngā tāpirihanga Attachments

12. Attachment 1: Panels advice and feedback on the draft Mayoral Proposal for the Annual Plan 2025/2026

Ngā kaihaina Signatories

Author	Simon Oddie – Priority Location Director – City Centre
Authoriser	Simon Oddie – Lead Officer

Date: 27 November 2024

His Worship Mayor Brown and Councillors
Auckland Council
135 Albert Street
AUCKLAND

Your Worship and Councillors

Draft Mayoral Proposal: Annual Plan 2025-2026

Thank you for the opportunity to provide feedback on the Mayoral priorities for the 2025-26 annual plan and budget.

The City Centre Advisory Panel is made up of members who represent the business, retail, residents, local board, universities, design, climate, arts and culture, tourism (domestic and international), social sectors and tangata whenua of central Tāmaki Makaurau. We have interests throughout the Auckland region and New Zealand, we bring industry expertise as well as lived city centre experience.

We are committed to the success of Auckland. We are very clear that a successful city and region needs a strong, beating heart. Because of this, it is our view that the city centre must be a key priority for the council group and therefore receive a greater focus in the direction document.

This is the nation's largest employment, education, transport, and tourism hub, as well as a place of deep cultural and historic significance, and we urge the council group to continue to play a leadership role in advocating for the city centre. We all want the city centre to be a place of pride, a destination of choice, and a place to bring visitors, family, and friends.

We believe that the success of our city centre is critical to the whole region and nation and would encourage the Mayor and Councillors to recognise this more visibly in this direction for the next ten years.

Auckland (New Zealand) is competing on a global scale and therefore a safe, resilient, desirable, and welcoming city centre is critical for Auckland to be competitive now and into the future. The City Centre Masterplan is a key guiding document, and we want to reiterate our collective support for its vision and outcomes and encourage the Council to more strongly reflect this.

In November 2023, the panel identified six key focus areas as part of our input into the Long-term Plan process. We believe these are still relevant and essential for the Mayor and Councillors to prioritise during deliberations on the Annual Plan 2025/26. These focus areas are critical to ensuring the continued success and resilience of the city centre and addressing its most pressing challenges:

1. **Community and Visitor Safety:** Continue improving community and visitor safety, building on the progress already made, and ensure public perceptions reflect the improved reality.
2. **Enhance Vibrancy and Experience:** Foster a vibrant and engaging city centre experience that attracts residents, workers, and visitors alike.
3. **Grow a Thriving Residential Population:** Support the growth of a thriving residential population by setting and working towards ambitious growth targets.
4. **Premier Learning and Innovation Hub:** Position the city centre as a world-leading hub for learning and innovation, unlocking its potential to drive growth and opportunity.

5. **Maximise Value of Integrated Transport Networks:** Improve access to and within the city centre through integrated transport networks, maximising the benefits of the City Rail Link while addressing the operational needs of the city.
6. **Increase Climate Resilience:** Strengthen climate resilience by advancing emissions reduction initiatives and implementing adaptation measures in line with Auckland's Climate Plan.

During our most recent panel workshop, the panel emphasised the importance of celebrating and acknowledging the cultural significance of tangata whenua within the city centre. This recognition is seen as integral to shaping the future development of the city centre in a way that honours its cultural heritage and strengthens its identity.

Specific feedback related to the headlines of the 2024 Mayoral proposal is outlined below:

1. Council finances

Funding destination marketing and major events

Concerns were raised about the structure and funding of destination marketing and major events. The panel stressed the importance of clarity and sustainable funding for these functions and provided the following feedback:

- The impending lack of major events funding beyond June 2025 is a significant concern, both in short term delivery as well as longer-term confidence in procurement of attractions.
- The panel considers funding for major events non-negotiable due to their proven economic, cultural, and social benefits, which play a key role in Auckland's vibrancy and appeal.
- Without adequate funding, Auckland will lose its competitive edge, especially as Australian cities continue to heavily invest in destination marketing and major events.
- The impacts of reduced investment in this area are being evidenced through a worrying drop in cruise visits to Auckland and an inability to compete against other large cities.
- The panel strongly urges the council and central government to fast-track the introduction of alternative funding solutions, such as a bed tax, to address the \$7 million budget shortfall and enable the resumption of major event funding from FY26 onwards.
- Reductions in funding for these activities are not cost savings but economic losses.
- Any scenario where the \$7 million shortfall is not addressed is unacceptable, as this equates to an economic loss of additional GDP of between \$21m and \$35m annually, with rolling procurement impact building in subsequent years.
- If a sustainable funding mechanism cannot be agreed upon, the panel strongly advocates for Council to provide bridging funding to ensure momentum is maintained and the events pipeline remains intact.
- The panel is aware of two potential options to bridge the \$7 million funding gap: an incremental increase in general rates and the International Visitor Levy (IVL). The panel urges swift decision-making to provide certainty and allow sufficient time to plan and build the event pipeline.

Implications for City Centre Targeted Rate

- The panel strongly believes that the City Centre Targeted Rate (CCTR) should not be treated as a fallback funding option to cover shortfalls in general rates, including for major events and destination marketing.
- The CCTR is already being utilised beyond its original purpose. During its current term, the panel requested an increase in CCTR investment to address funding gaps in activities such

as destination marketing, economic development, major events and safety and wellbeing outcomes. This was intended as a temporary measure to mitigate risks to the city centre's ability to attract visitors, stemming from Council budget shortfalls.

- The panel was clear that this additional funding should not extend beyond the current allocation and does not support further reliance on the CCTR for activities traditionally outside its intended scope.

2. Structural reform

The panel has taken an outcome-focused approach to the structural reforms proposed in the Draft Mayoral Proposal, prioritising the results it seeks rather than specifying where functions should be delivered.

- Panel members noted that the current horizontal structure, where similar functions are delivered across multiple agencies and teams, is seen to result in duplication of efforts and confusion in leadership of delivery of outcomes.
- The panel are clear that urban regeneration, economic and cultural development, and integrated transport are essential to the success of the city centre and require strong alignment.
- Regardless of where urban regeneration and economic and cultural development are positioned within the Council group, these functions must receive dedicated funding and resources.
- The panel stresses the importance of ensuring these functions are not overshadowed by broader Council operations and that their focus remains on delivering critical outcomes for the city centre and Auckland as a whole.
- The panel also noted the importance of stability and taking a multi-year, long term strategic approach when it comes to urban regeneration, economic and cultural development and the attraction of major events (including business events).
- The panel identified significant transition risks, particularly the potential loss of institutional knowledge within Council-Controlled Organisations (CCOs). The Council is urged to actively address these risks to maintain continuity and safeguard valuable expertise.

Urban Regeneration

- Place-centred regeneration leadership for the city centre is vital. Success in this area will depend on a strong mandate, clear accountability and support across Council agencies and teams, with sufficient funding and resources to ensure successful implementation.
- The panel emphasises the need for clearer, more direct leadership from a single point of accountability, supported by a stronger mandate, dedicated funding, and targeted resources to deliver outcomes in these areas. A key outcome is to enable more efficient and effective engagement with stakeholders and partners.
- The panel supports the principles and intent outlined in points 71 and 72 of the Draft Mayoral Proposal and aligns with the high-level outcomes for structural reform.

Transport

- Integrated transport networks are another cornerstone of a thriving and well-functioning city centre. The panel recommends that transport planning and implementation be more strongly aligned with and accountable to place-based outcomes.

Economic and Cultural Development, Destination Marketing

- The panel believes that economic and cultural development, destination marketing and major events (including business events) require a dedicated budget and skilled and focused team to maintain a long-term, sustainable pipeline of activities and the marketing and promotion of Auckland as an attractive place to visit and live.
- Concerns were raised about the potential impact of the proposed changes on Auckland's destination marketing. Agility in this area is essential for success, and the panel encourages the Council to ensure this is preserved in any chosen delivery model.

3. Growth – planning and paying for it

- The panel acknowledges the Council's successful role in facilitating urban growth in key areas such as Wynyard Quarter and encourages the continuation of such efforts to support sustainable city centre development with a strong focus on residential living.
- The panel emphasises the importance and relevance of the City Centre Masterplan to Auckland's future and stresses the need for continued investment in its implementation to deliver long-term benefits.
- Aligned with the Future Development Strategy, the city centre is a critical hub for accommodating future population and economic growth, supporting the vision of a quality, compact city. Councils' investment needs to reflect this.
- The panel encourages the Council to work with central government to remove regulatory barriers that hinder affordable and flexible city centre growth. This includes addressing outdated rules, such as those that restrict office building conversions, and reviewing potential urban planning blockers, such as view shaft regulations, which could limit thoughtful and sustainable development.
- The panel suggests the Council incentivise development in areas where infrastructure is already in place to encourage efficient growth and optimise existing investments. In this sense, the panel supports introducing levers such as variable development contributions that reflect the availability of existing infrastructure, ensuring efficient use of resources while incentivising growth.
- The panel recommends creating policies to address development and activity deadzones within the city centre, ensuring these areas contribute to the city's vibrancy and functionality.

4. Safety and security

- The panel acknowledges that recent investments have significantly improved safety and security in the city centre, with additional police patrols playing a key role in these positive outcomes.
- Increased investment through the CCTR has successfully supported improved safety and wellbeing outcomes. Building on this success, the panel will review its funding settings to ensure the CCTR continues to deliver the greatest impact for the benefit of the city centre. This includes whether there should be greater focus on wellbeing and social outcomes.
- However, the panel highlights that funding safety initiatives was not the original intent of the CCTR and strongly encourages the Council to identify alternative funding sources through the Annual Plan process to sustain these initiatives over the long term.
- The panel underscores the importance of maintaining a strong pipeline of major events, cruise ship arrivals, and day-to-day activations, including local events. These activities not only attract more people to the city centre but also enhance safety and security outcomes by fostering a vibrant and well-utilised public realm.

5. Other considerations

- **Time-of-Use Charging** - The panel supports the Time-of-Use Charging initiative in principle and advocates for an evidence-driven approach to its implementation. It is noted that current timelines suggest this initiative will be introduced after the opening of the City Rail Link (CRL), which should inform its planning and rollout.
- **Premier Learning and Innovation Hub** - Establishing a premier learning and innovation hub is a top priority for the panel, and it believes this objective should be given greater prominence in the Council's Annual Plan and Long-term Plans. The panel sees significant opportunities in enhancing the experience for students in the city centre, positioning Tāmaki Makaurau and the city centre as a leading tertiary destination.

Yours sincerely



Scott Pritchard
Independent Chair
CITY CENTRE ADVISORY PANEL

Integrated Transport Networks: Advice and Feedback on Room to Move City Centre

File No.:

Te take mō te pūrongo Purpose of the report

1. To provide the background and context for endorsing the Integrated Transport Working Groups advice and feedback from the workshop held on 29 October 2024

Whakarāpopototanga matua Executive summary

2. On 29 October, Auckland Transport facilitated a workshop with the Transport Working Group, providing an update on the "Room to Move" initiative and proposed plans for public consultation.
3. The workshop provided an opportunity for panel members to give feedback on parking management and the proposed implementation plans. The attached document summarises the working group's feedback for the panel's endorsement.

Horopaki Context

4. The panel has identified "maximising the value of Integrated Transport Networks" as a key priority. This aims to improve accessibility within and around the city centre by leveraging the benefits of integrated transport networks, including the City Rail Link (CRL), while also addressing operational needs.
5. A key focus of this priority is the management of kerbside space in the city centre. The goal is to enable place-based outcomes while accommodating the wide range of operational demands in the area. This includes essential functions such as loading and servicing, as well as pick-up and drop-off requirements.
6. On 29 October, Auckland Transport facilitated a workshop with the Panel's Integrated Transport Working Group, inviting all panel members to attend. The workshop provided an overview of work to date on the "Room to Move" initiative for the city centre. It also introduced proposed plans for public consultation, with a particular focus on addressing the challenges related to loading and servicing in the midtown area.
7. During the workshop, Auckland Transport staff sought feedback from the panel on various aspects of parking management and strategies for communicating the proposed changes. The feedback will be used to refine and shape the materials for public consultation to ensure they are clear, targeted, and effective.
8. The working group's feedback has been collated and is attached for endorsement by the panel.

Ngā koringa ā-muri Next steps

9. The panel endorses the Integrated Transport Working Groups advice and feedback on Room to Move City Centre.

Ngā tūtohunga

Recommendation/s

That the City Centre Advisory Panel:

- a) endorse the Integrated Transport Working Groups advice and feedback on Room to Move City Centre.

Ngā tāpirihanga Attachments

10. Attachment 1: Integrated Transport Working Group: Advice and feedback on Room to Move City Centre

Ngā kaihaina Signatories

Author	Simon Oddie – Priority Location Director – City Centre
Authoriser	Simon Oddie – Lead Officer

CCAP Transport Working Group Workshop

Topic: Room to Move – Auckland Transport - presentation and workshop

Date: 29 October 2024

Members Present: (In person) Patrick Reynolds (chair), Viv Beck, Jamey Holloway, Noelene Buckland, Anthony Philips, Dr Natalie Allen, (Online) Alec Tang, Scott Pritchard, George Crawford, Bernie Haldane

Staff: Claire Covacich (AT), Eric Van Essen (AT), Daniel Chapman (EP), Werner Pretorius (AT), Matthew Rednall (AT) Allyn Sims (AT) Jenny Larking (AC) Tracy Ogden-Cork (AC) Tam White (AC) Christine Mitchell (online)

Materials: Staff provided a powerpoint presentation to assist the members in its workshop.

Objectives:

The Draft Room to Move in the City Centre Plan will move to public consultation in February 2025.

The stated objectives of the workshop were to:

- Provide an overview of the work to date developing Room to Move in the City Centre,
- Outline the proposed plans for public consultation, including plans to address loading and servicing challenges in the midtown area.
- Seek feedback from the panel on various aspects of parking management and communicating the proposals to refine and shape the materials for public consultation.

Integrated Transport Working Group response:

- In general the working group expressed the view that Room 2 Move City Centre is a minor and scattered response to an important issue. It lacks strategic intent, focusing on minor changes to the existing street pattern without attempting to explore wider opportunities.
- Fails to align meaningfully with the CCMP, to explore how the place aims of the CCMP can most efficiently and effectively be supported by changes to servicing and delivery patterns and processes.
- Again, the committee pointed out that a traffic circulation plan is really key to all street space allocation decisions.
- While all present are aware of anecdotal issues with delivery, no data around on this was presented.
- Engagement with service and delivery industry to not only discover what isn't working well, but also to explore what could be done differently, is also missing.
- There was a request for the inclusion of a description of current state on maps proposing change.
- The working group requested urgent exploration of time-based controls as well as space-based ones, as is common in city centres around the world. As this is a way to increase both the service and delivery access and people and place quality in the same space,

just at different times. This could be trailed in High St for example, particularly as this is a narrow street without off street parking. Outreach to key delivery and service providers and businesses needs to part of this work.

- Increased use of physical barriers over fines is likely to attract less negative publicity, and just be more effective, so long as sufficient alternatives are provided. Including a wider use of moveable barriers such as rising bollards, to enable flexibility, and time based solutions.
- Ride hail management is another system that impacts both positively and negatively on the city centre, competes spatially with all street users, including with service and delivery. Exploration of controls around pick-up and drop-off, in order to give it its own dedicated spaces while restricting it from others, is urgently needed. This is clear to any good understanding of the masterplan, and A4E.
- Also not covered was any consideration of the Low Emission Zone ambition in the CCMP. What changes to service and delivery practices does this entail.
- The working group believes that the Room to Move (R2M) initiative requires a more sophisticated and holistic approach, recognising the broader range of issues it intersects with. While Auckland Transport (AT) may view certain elements as outside the scope of R2M, the working group sees this narrow scope as a critical flaw. Without a broader, more ambitious, and strategically aligned approach, there is a risk that time and resources will be misdirected, resulting in limited impact.
- This challenge may be attributed to the fragmented nature of city centre management, with the development of the Access for Everyone (A4E) response sitting within Auckland Transport rather than being led by the city centre's lead agency. Given that the City Centre Masterplan (CCMP) is a place-led vision, the working group believes the transport response would be significantly strengthened if it were guided by a place-focused lead. This shift would enable a more integrated and outcomes-driven approach, ensuring that transport initiatives align more effectively with the broader regeneration goals of the city centre.