

Memos to Elected Members – America’s Cup update

Martin Shelton (Programme Director, America’s Cup) and Michael Goudie (Relationship Manager, 2021 Major Events, ATEED), have provided the following two attached memos for your information.

If you have any queries relating to the memo or the America’s Cup programme, please contact the programme management office at americascuppmo@aucklandcouncil.govt.nz.

‘Activating Auckland around America’s Cup’ has been provided as a separate file, should you wish to share it with your contacts interested in activation opportunities. If this interests you or your networks, please contact AC36 Activations Lead, Brad Pivac, at brad.pivac@aucklandnz.com for further information.

Attachments:

1. 20190916 Memo to Elected Members on America's Cup
2. 20190916 Activating Auckland around America's Cup

Memorandum

16 September 2019

To: All elected members and the Independent Māori Statutory Board

Subject: **Update on the America's Cup programme**

From: Martin Shelton - Programme Director America's Cup

Contact information: americascuppmo@aucklandcouncil.govt.nz

Purpose

1. To provide a progress update on the America's Cup programme.

Summary

- *This memorandum provides an update on the infrastructure upgrades and event planning underway in preparation for the 2021 America's Cup event.*
- *An America's Cup activation framework has been developed to ensure Aucklanders, stakeholders and visitors feel engaged and experience a range of benefits through hosting the America's Cup in 2021. 'Activating Auckland around America's Cup' has been provided as a separate file (see Attachment A), should you wish to share it with any community or business contacts who may be interested in activation opportunities arising from the America's Cup.*
- *Detailed event and city planning for the America's Cup is underway, and the infrastructure build is on track for delivery by late 2020.*
- *Leverage and legacy plans, currently under development, will focus on adopting multi-partner initiatives that deliver to the programme outcomes of place, economic wellbeing, participation and storytelling via a collaborative approach.*
- *The America's Cup Programme Management Office will continue to provide progress updates to elected members and the Independent Māori Statutory Board in the lead up to the America's Cup event in 2021.*
- *If you have any queries relating to this memorandum or the America's Cup programme, please contact the programme management office at americascuppmo@aucklandcouncil.govt.nz*

Context

2. The America's Cup programme and the Wynyard Edge Alliance, responsible for delivering the essential infrastructure, were established in 2018 to enable Tāmaki Makaurau, Auckland and New Zealand to host the 36th defence of the America's Cup in 2021.
3. Background information on the America's Cup programme was provided to all elected members in a memorandum dated 28 March 2019. Further workshop updates were provided to Devonport-Takapuna, Ōrākei, and Waitemata Local Boards, and Auckland City Centre Advisory Board in July 2019.

Update on America's Cup challengers

4. Four challengers are confirmed for the 2021: Luna Rossa (Challenger of Record, Italy), American Magic, INEOS Team UK and Stars and Stripes Team USA. Malta Altus Challenge and DutchSail AC36 (Netherlands), late challengers for the America's Cup, have withdrawn from the event.

Discussion

America's Cup event planning and city integration

5. Auckland Council and the Crown (represented by Ministry of Business, Innovation and Employment) have entered into a Host Venue Agreement with Emirates Team New Zealand and America's Cup Event Limited.
6. The agreement defines the rights and obligations of each of the parties and allows for the detailed event planning to continue in close collaboration with America's Cup Event Limited. Emirates Team New Zealand established America's Cup Event Limited to manage the delivery of the America's Cup events in Auckland for both the on-water racing and the America's Cup race village.
7. An inter-agency steering group is progressing with event planning in the city and has established working groups that include the relevant agencies and America's Cup Event Limited. These groups will plan the operational detail to ensure the city continues to function effectively in the lead up to and during the event.
8. To provide accurate data for event crowd and traffic management planning and delivery, Auckland Tourism, Events and Economic Development has contracted a crowd modelling expert to develop an understanding of high-pressure areas in Wynyard Quarter, Quay Street and the Race Village (to name a few).
9. An America's Cup activation framework has been developed by Auckland Tourism, Events and Economic Development to ensure Aucklanders, stakeholders and visitors feel engaged and experience a range of benefits through hosting the America's Cup (see Attachment A). The parameters and scope of the framework are determined by aspects of the Host Venue Agreement and event partnership obligations between the Hosts and America's Cup Event Limited. Feasibility, budget and operational components are also key drivers of the framework.
10. The dates for the Prada Cup challenger selection series and the Christmas race are due to be confirmed by the Challenger of Record in mid-2020 as defined in the Protocol of the 36th America's Cup.
11. The Challenger of Record and Emirates Team New Zealand are discussing the possibility of holding an additional America's Cup World Series regatta in Auckland in November 2020. This is due to be confirmed by the end of November 2019.

America's Cup infrastructure

12. Construction of the America's Cup infrastructure is on track for delivery within the required timeframes. A detailed list of construction milestones for 2019 is provided in Table 1 below (green cells have been completed).

Table 1. America's Cup programme milestones for 2019

Milestone	Timing
Decision on Hobson Wynyard resource consent amendment expected from Auckland Council and Independent Commissioner	End of March 2019
Host Venue Agreement (including Superyacht Agreement, Master-base Agreement and Viaduct Event Centre Lease) finalised and signed by parties	April 2019
New permanent link road from Brigham Street to Hamer Street completed	April 2019
Dredging of the outer Viaduct Harbour completed	June 2019
Berths and water space by Halsey Wharf handed over to Emirates Team New Zealand	May 2019

Legacy, leverage, and data and evaluation frameworks endorsed by Joint Chief Executive Group	June 2019
Dredging of Wynyard Basin commences	May 2019
Late challengers confirmed	July 2019
Building Platforms for bases C and D on Wynyard Point handed over	August 2019
Legacy and leverage plans endorsed by Joint Chief Executive Group	Late September 2019
Hobson Wharf extension complete and handed over to Challenger of Record to construct their team base building	October 2019
Data and evaluation plan endorsed by Joint Chief Executive Group	November 2019
Additional World Series event in Auckland confirmed by Challenger of Record	November 2019

13. The Wynyard Edge Alliance achieved its first two milestones in May 2019 by handing over the floating infrastructure for Base A, Emirates Team New Zealand and the delivery of Breakwater 8 located on the western edge of Hobson Wharf to provide the environment required for the Emirates Team New Zealand to launch their boats safely.
14. The building platforms for Bases C and D were handed over in early August 2019. Construction of the Hobson Wharf extension is progressing well. Work has started on Wynyard Point.
15. In addition to the America's Cup infrastructure, the relocation of the SeaLink ferry terminal and extension of the Daldy Street stormwater outfall are progressing well. Both are part of the auxiliary works budgeted for within the council's current long-term plan.
16. Auckland Seaplanes was relocated to its new site allowing Wynyard Edge Alliance to carry out repairs to Wynyard Wharf.

America's Cup leverage and legacy

17. The leverage and legacy project seeks to identify, maximise the opportunities and evaluate the outcomes from hosting the America's Cup in 2021. Through targeted leverage and legacy activity, Auckland and New Zealand's reputation can be enhanced to deliver on key environmental, economic, social and cultural outcomes.
18. Leverage and legacy frameworks, endorsed by Joint Chief Executive Group on 24 June 2019, have focused on coordinating and delivering shared initiatives, which support the four America's Cup programme outcomes of place, economic wellbeing, participation and storytelling.
19. The frameworks will guide the leverage and legacy plans, which are currently being developed and will be presented to the Joint Chief Executive Group in late September 2019. These plans will focus on multi-partner initiatives that deliver outcomes via a collaborative approach, recognising the spirit and importance of collective action as expressed in the America's Cup whakataukī:

*He waka eke noa
Kia eke panuku, kia eke tangaroa*

*We're in this waka together
Through all our efforts, we will succeed.*

20. The Mana Whenua Kaitiaki Forum is contributing to the development of leverage and legacy plans in relation to the mana whenua outcomes that the forum is seeking to achieve from the America's Cup event. Mana whenua is also represented in the Leverage and Legacy Project Steering Group and in each of the workstreams; leverage, legacy, and data and evaluation.

Next steps

21. Elected members, the Independent Māori Statutory Board, and the Auckland City Centre Advisory Board (or equivalent following the local government elections) will continue to receive progress updates in the lead up to the America's Cup event.
22. If you have any queries relating to this memorandum or the America's Cup programme, please contact the programme management office at americascuppmo@aucklandcouncil.govt.nz

Attachments

Attachment A – Activating Auckland around America's Cup

16 September 2019

Tēnā koe

Activating Auckland around America's Cup

By way of background, as part of co-hosting the 36th America's Cup (AC36) presented by Prada, Auckland Tourism, Events and Economic Development (ATEED) has been tasked with leading the City Planning and Integration Project. Within this project, the Auckland-focused Activation Framework has been developed to achieve the primary objective *'To ensure Aucklanders, stakeholders, and visitors feel engaged and experience a range of benefits through hosting the 36th America's Cup'*.

This activation framework will provide opportunities for organisations, communities and businesses to undertake leverage activity to generate additional environmental, economic, social and cultural outcomes in the form of an Auckland-focused AC36 activations programme over the period January 2021 to March 2021 in locations outside of the race village.

Delivery of the AC36 Programme is a partnership between the Hosts (Crown and Auckland Council), Mana Whenua and America's Cup Event Limited (ACE) led by the Joint Chief Executive Group (AC36 JCEG), the governing body for AC36 Programme. The principle role of AC36 JCEG is to provide strategic leadership, decision-making and integration across the AC36 Programme, ensuring the programme vision, outcomes and benefits are achieved.

The Auckland-focused AC36 Activation Framework has been endorsed by AC36 JCEG and we have begun engaging with key stakeholders to make them aware of the opportunities to get involved in this project. The [guidance document](#) went live on 4 September 2019.

The framework aligns with the overall AC36 Programme vision to ***'Ignite the passion - celebrate our voyages'*** and whakataukī ***'He Waka Eke Noa. Kia Eke Panuku, Kia Eke Tangaroa. We're in this waka together. Through all our efforts, we will succeed.'*** This vision was agreed by the Mana Whenua Kaitiaki Forum.

There are two strands in the Activation Framework as a means of prioritising and allocating application support.

'Strand One' would be available to those events and communities within close proximity of the racing and race village, and are likely to be most impacted.

'Strand Two' would be available to those within the Auckland region who are not necessarily as close to the race courses or race village, but like 'Strand One' will seek to maximise opportunities due to the event being held in Auckland and will enhance the overall experience for local residents and visitors.

Resources will be prioritised to 'Strand One' as there is a need to manage public health and safety operational requirements and reputational expectations, ensuring a great experience for locals and visitors first and foremost, as well as meeting our Hosts' obligations within the Host Venue Agreement. However, 'Strand Two' will play a large part in ensuring benefits and opportunities for Aucklanders are spread across the region.

To meet the criteria outlined within the Auckland-focused AC36 Activation Framework, applicants must align their plans to the Activation Outcomes which are encompassed under the Event Concept guiding principles: **Place, Economic Wellbeing, Participation and Storytelling**, which will result in achieving the primary objective - 'To ensure Aucklanders, stakeholders, and visitors feel engaged and experience a range of benefits through hosting the 36th America's Cup'.

In order to receive support for either Strand One or Two, there will be an application process outlined within the [guidance document](#) that has been developed and is available now.

Within Auckland, the focus must be from an operational delivery perspective to ensure the region is able to function during the delivery of the event (with health and safety being the primary factor), whilst also providing opportunities for those seeking to maximise benefits from hosting the 36th America's Cup in Auckland.

A digital solution will be developed to deliver on the needs of the Auckland-focused AC36 Activation Framework under the umbrella of ATEED's wider marketing strategy for the abundant event offering in Auckland 2021. The desired outcome is that the AC36 Activation digital solution will be integrated either within or alongside the event deliverer (ACE)'s official digital offering around key event information.

The Activation Framework is Auckland-focused due to the location of the event; however, it takes into consideration the Emirates Team New Zealand Fanzones (delivered by ACE) and acknowledges Crown as a host partner, reserving the right to be involved in leverage opportunities both within Auckland and across New Zealand.

If the Auckland-Focused Activation Framework interests you, your business or your partners, please contact AC36 Activations Lead Brad Pivac at brad.pivac@aucklandnz.com for further information.

Ngā mihi nui | Kind regards

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Major Events
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