

24 April 2018

Draft Master Plan

Summary of public feedback

1. Since 2016, Ports of Auckland Limited (POAL) has undertaken extensive work to develop a new master plan based on the recommendations of the Port Future Study (PFS).
2. The PFS identified that additional berth length was needed to fulfil the short and medium term capacity requirements for general cargo handling (vehicles, bulk and other freight).
3. The time period chosen for the draft master plan was 30 years. This was based on a reasonable estimate of the time it could take to plan and build a new port for Auckland.
4. A number of other inputs influenced the shape of the plan:
 - a. Council plans for the wider waterfront, including the need for additional cruise and ferry infrastructure, public space and transport needs.
 - b. Public input on previous port development plans dating back to 2011.
 - c. Focus group and survey work carried out for Ports of Auckland by UMR
 - d. Discussions with stakeholder groups
 - e. Discussions with freight owners and shipping lines to better understand likely freight flows and the expected size and shape of ships over the 30-year plan period.
5. The draft 30-year master plan was released for public comment on 2 November 2018. It received extensive media coverage, which was backed up with a three month advertising campaign across Auckland print media, outdoor, online and at POAL's SeePort Festival. All public promotion directed people to a dedicated master plan website where they were able to give feedback.
6. When surveyed in December 2018, 29% of Aucklanders said they were aware of the plan, a reasonable number.
7. The digital advertisements were 'served' over 8 million times, which converted to nearly 36,000 unique visits to the master plan website. Facebook and Instagram posts reached 245,759 people. SeePort Festival was attended by over 72,000 people, which is equivalent to nearly 5% of the Auckland population.
8. Despite the wide coverage, the response rate was relatively low. 265 people responded to the website survey and 547 people reacted to the Facebook posts. 57% of people who responded to the website survey supported the proposals, with 27% opposed. On Facebook, 89% 'liked' the plans and 6% were 'angry'.
9. In addition to the public information campaign, we contacted directly all 366 people who emailed us in 2015 to express their opposition to the Bledisloe wharf extensions. 11 people responded: 8 were opposed to the master plan, 2 were neutral and one was supportive of the new approach.
10. POAL has also met with a number of key stakeholders to discuss the plan in more detail. This includes representatives from Urban Auckland, the Royal New Zealand Yacht Squadron, Port User Groups, the Waitemata and Devonport & Takapuna Local Boards, Heart of the City, Ngāti Whātua Ōrākei, Tainui and others. In general, the response has been supportive, with some specific questions raised with regard to aspects of particular projects.

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11. Overall, Ports of Auckland has found that the response to this draft master plan has been low-key and more supportive compared to the response to previous port development plans.

Local Board Input

12. Both the Waitemata Local Board and the Devonport & Takapuna Local Board have been briefed and have given verbal feedback to POAL. The Waitemata Local Board, in which Ports of Auckland is located, has a key role in place-making in the Central City and POAL expects to work closely with the Board on relevant projects. POAL will continue to engage with both Boards on relevant master plan projects and keep both Boards updated on port matters.

Maori Outcomes

13. As noted Ports of Auckland has met with Ngāti Whātua Ōrākei as Mana Whenua, and also Tainui. Our meeting with Ngāti Whātua Ōrākei was the start of relationship building, and POAL has given a commitment to engage with them over individual projects which may have specific impacts. There is potential for commercial opportunities and/or partnerships with iwi. POAL will continue to engage with iwi on individual master plan projects and keep iwi updated on port matters and we will look to broaden our engagement beyond the two iwi noted above.