

Attachment B: Easter Sunday Trading – Alignment to Auckland Council’s Strategic Objectives

Plan	Objective	Alignment/Impact
Auckland Plan: Auckland’s people	<ul style="list-style-type: none"> • be a fair and inclusive city, and an accessible and well-connected city • Strengthen communities. 	Decisions related to Easter Sunday trading will impact Auckland’s people as well as businesses. Decisions may be seen by Auckland’s diverse communities as producing economic benefit or impacting on opportunities for social, family leisure, cultural or religious activity.
Auckland’s Māori	<ul style="list-style-type: none"> • creating a relationship where Māori are fully engaged in decisions concerning matters of significance to them • making smarter decisions about how best to support Māori aspirations • forming sustainable partnerships with Māori that have mutually beneficial, Auckland-wide outcomes 	A relatively high proportion of Māori work in retail. This may be seen as either a positive or a negative thing by Māori employees and business owners. Auckland council has a commitment and an obligation to meaningful engagement with Māori on such decisions. Māori may be concerned that any decision relating to Easter Sunday trading may impact on whānau, leisure and cultural activities.
Auckland’s Economy	<ul style="list-style-type: none"> • Grow a business-friendly and well-functioning city. • Develop a creative, vibrant international city. 	Provides increased opportunities for retailers to trade and generate revenue. Provides employees with more opportunities to engage in paid work. Provides more opportunities for consumers including international visitors to engage in retail activity.
Auckland’s Recreation and Sport	<ul style="list-style-type: none"> • Promote individual and community wellbeing through participation and excellence in recreation and sport. 	Retaining the status quo could maintain opportunities for Aucklanders’ participation in sport and recreation with continued benefits to wellbeing (e.g. retail workers will have an additional day off to engage in sport and recreation). Expanding Easter Sunday trading may reduce Aucklanders’ engagement in recreation and sport.
Auckland Council Performance Plan	<ul style="list-style-type: none"> • Focus area 1: Engaging and enabling communities. Data show Aucklanders have low levels of trust in council. 	Engagement with Aucklanders on decision making in regards to a policy or retaining the status quo is important in contributing to Council’s performance in regarding to engaging and enabling communities and increasing trust in council.

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The Māori Plan	<ul style="list-style-type: none"> • Whakawhanaungatanga - Develop vibrant communities: “A city/region that caters for diverse Māori lifestyles and experiences.” • Rangatiratanga - Enhance leadership and participation “People engaged in their communities’ • Manaakitanga - Improve Quality of life “Satisfaction with our environments and standard of living.” • Kaitiakitanga - Ensure Sustainable Futures “Intergenerational reciprocity” 	<p>Decisions on Easter Sunday trading may have social, cultural and economic impacts on Māori. As Treaty of Waitangi partners council has both an obligation and commitment to seek the views of Māori on Easter Sunday trading.</p>