

**BEFORE THE ENVIRONMENT COURT
I MUA I TE KOOTI TAIAO O AOTEAROA**

ENV-2018-AKL-000078

IN THE MATTER of the Resource Management
Act 1991 (**RMA**)

AND

IN THE MATTER of the direct referral of
applications for resource
consent for the necessary
infrastructure and related
activities associated with
holding the America's Cup in
Auckland

BETWEEN **PANUKU DEVELOPMENT
AUCKLAND**

Applicant

AND **AUCKLAND COUNCIL**

Regulatory Authority

**EVIDENCE CRAIG GARETH JONES ON BEHALF OF
PANUKU DEVELOPMENT AUCKLAND
(EVENT LEGACY)
7 AUGUST 2018**

1. QUALIFICATIONS AND EXPERIENCE

1.1 My full name is Craig Gareth Jones.

1.2 I am the Chairman of the AUT Tourism Advisory Board and a member of the New Zealand Recreation Association and New Zealand Events Association. I hold post graduate qualifications in Geography (Human Geography) (MA Hons) from Auckland University and Tourism and Management and Planning (PGDipBusAdmin with Distinction) from Massey University.

1.3 I have had considerable experience working on the planning, development and implementation of events, tourism, sports, recreation, cultural and community developments over the past 20 years. Selected examples include the following:

- a) Writing educational modules on strategic and business planning for events for the Ministry of Business, Innovation and Employment and the New Zealand Events Association (2016). These modules were adapted into training workshops which I deliver nationally for the New Zealand Events Association (2016-18).
- b) Undertaking national and regional sports facility strategies that include consideration of event issues and infrastructure. These strategies have been undertaken for national sports organisations and regional sports organisations in partnership with Sport New Zealand (2000-2018).
- c) Researching, planning and developing tourism and cultural infrastructure for clients such as the Department of Conservation, New Zealand Maori Arts and Crafts Institute, Auckland Council, Te Papa, Auckland Museum and private organisations.
- d) Researching, evaluating and optimising events and event components throughout New Zealand, including the Quesnstown Winter Festival, World Masters Games, and Commonwealth Games bid analysis.
- e) Researching and developing community infrastructure such as youth facilities, sports facilities, arts centres, pop-up temporary activations, theatres, museums and visitor and cultural centres.

1.4 I have been engaged by Panuku Development Auckland (**Panuku**) to provide legacy planning advice. My involvement commenced in January 2018.

1.5 I advise that I have read the Code of Conduct for Expert Witnesses contained in the Environment Court Practice Note 2014 and to the extent that I am giving expert evidence, have complied with it in preparing this evidence. I confirm that the issues addressed in this evidence are within my area of expertise and I have not omitted material facts known to me that might alter or detract from my evidence.

2. **BACKGROUND AND RESEARCH UNDERTAKEN**

2.1 Since January 2018 I have undertaken a range of research into the legacy use of the spaces and wharf areas created as a result of the application. The methodology has included phone interviews, face-to-face interviews, workshops, secondary data reviews, and site visits. A wide range of individuals and organisations have been engaged with, including but not limited to Auckland Tourism, Events and Economic Development (**ATEED**), Auckland Council (**Council**), Panuku, the New Zealand Maritime Museum (**Maritime Museum**), interpretive consultants, creative agencies, event and production producers, and regional and national sports organisations.

2.2 This research has explored both on-water legacy utilisation (in areas such as the Wynyard Wharf south water space and outer Viaduct Harbour), as well as shore-based areas (such as the Wynyard Point works and the Hobson Wharf Extension and breakwaters). Attached to my evidence are copies of correspondence from a number of parties I have had discussions with, and these are referred to where relevant below.

3. **SCOPE OF EVIDENCE**

3.1 My evidence relates to the legacy use of the application in respect to events, tourism, arts and community development, and will cover the following matters.

- a) Context (the demand for certain legacy activities and spaces);
- b) The Legacy 'Canvas' (how we could use the spaces);
- c) Comments on the Auckland Council Section 87F Report;
- d) Comments on submissions; and

e) Conclusions

4. SUMMARY OF EVIDENCE

4.1 I believe that the application generates very strong legacy benefits for Auckland. Strong demand exists for all the spaces, both on and off water, that are being created under the application. Research has identified strong demand for the Hobson Wharf extension, especially for longer duration pop-up events (particularly those with a maritime connection) and marine trade shows. The wharf extension, given its size and location, would also be a viable site after the ten year Cup period for a destination building, such as a cultural centre, or Maritime Museum extension, if at that stage ongoing America's Cup use or similar was not a priority.

4.2 Strong demand also exists for use of the Wynyard Point Works, particularly bases C – G. I believe retaining all or some of the base buildings for medium term legacy benefit would be advantageous. Numerous sports and events entities have expressed a desire to use these spaces between Americas Cup events, or after the ten-year consent expires (or until such time as the Wynyard Point Park is developed). However, should the bases be removed immediately after Cup use the space can still meet outdoor event, sport and community demand.

4.3 The Wynyard Wharf South water space meets the demand for flat-water short course paddling events that are focused on showcasing sports to a wider audience. This space accommodates activities that were previously undertaken in the less safe and optimal Outer Viaduct Harbour.

5. RELEVANT FACTS AND CONTEXT

5.1 In this statement of evidence, I do not repeat the project description and refer to the summary of the application in the evidence of Mr Rod Marler (Panuku).

5.2 In the application documents a Legacy Benefits report was included. My evidence builds on that report and responds to questions raised or concerns expressed by other parties.

6. CONTEXT – THE DEMAND FOR CERTAIN LEGACY ACTIVITIES AND SPACES

6.1 In this section demand for both outdoor and indoor legacy activities and spaces are discussed.

6.2 I believe it is important to adopt a wide view of legacy opportunities associated with the application. The opportunities start at the Wynyard Hobson area and radiate out to the viaduct precinct and wider CBD. Successful vibrant coastal cities are made up of integrated waterfront and CBD areas working together rather than in silos. A mix of marine, coastal and land-based activities combined create vibrant community legacies. Therefore, at certain times land-based activities have equal validity in waterfront areas.

Outdoor Demand – On Water Events and Infrastructure

6.3 Sheltered water with good raised observation from the shoreline is desirable for several on-water activities such as waka ama, dragon boat races, stand up paddleboard, canoe racing, and more social activities like raft races. Areas enclosed by breakwaters and wharfs offer the benefit of not being so weather dependent from an event planning perspective. Areas offering a straight paddling line of about 250m offer a good short course environment, more aligned to social / corporate level activities and demonstration events to showcase sports

6.4 Auckland has few such semi-enclosed flat-water spaces with good breakwaters and quality land-based viewing opportunities. Many of those that do exist are disrupted by scheduled ferry services, or recreational boat traffic. The new Wynyard Wharf South water space provides for more sheltered water and removes the existing car ferry, making for a better on-water event environment. It is also not a thoroughfare for recreational craft (which is what limits the quality of the Outer Viaduct Harbour for such events). Waka ama, dragon boating and paddling organisations have all expressed a desire to explore this new water space. Attached to my evidence as **Attachment 1** is a copy of a letter from Canoe Racing New Zealand.

6.5 During larger marine events, such as tall ship regattas and on-water boat shows, it is essential to have suitable mooring areas adjacent to publicly accessible wharfs and hard stand areas. At peak-use event periods, these moorings are in short supply and often result in ships being more widely spread across wharves than is optimal from an

event logistics and visitor experience perspective. This has been the case with some past, tall ship events in Auckland.

- 6.6** Panuku and ATEED have indicated they are seeking to further expand the range of tall ship events. The proposed Hobson Wharf extension offers both increased mooring capacity and associated dry wharf space in a centralised location around the Maritime Museum to facilitate an expansion. I believe this centralisation will create a better critical mass for regatta events and result in an improved visitor experience.
- 6.7** On-water boat shows are unique in that they involve large numbers of visitors moving on and off boats from a combination of permanent and temporary pontoon jetties. A key requirement is sheltered water so that both boats and jetties have the least movement possible. These sheltered environments are created from a combination of wharfs and breakwaters. The extension of Hobson Wharf and the development of the associated breakwaters, and under wharf structures provides a significantly improved area of flat water inside the outer viaduct opposite the existing boat show on-water display area. This environment will enable the expansion of on-water boat displays in a central location.
- 6.8** Another area of demand that was raised by several creative event and production agencies was the ability to accommodate on-water show and stage spaces (aligned to the necessary dry seating areas). Internationally these events are not uncommon, but have historically been difficult to stage in Auckland (because of commercial ship moorings, ferry and recreational boat movements, and shore-based seating arrangements). These events take many forms, but normally involve a large barge being used for some form of stage or show experience, with the audience being on land. These events are best described as longer duration pop-up productions (which are discussed further in paragraphs 6.16 and 6.19 of my evidence).
- 6.9** Augusto Ltd (an Auckland creative agency) have been working on a show that involves the use of a large barge with associated on-shore-based facilities. This show, using Hollywood intellectual property, is designed for the national and international market. It is specifically designed for waterfront locations as this backdrop forms a core part of the experience. Augusto Ltd believes a potential location such as the Hobson Wharf extension with its good on and off water infrastructure would be an ideal environment

for shows such as theirs (see the letter from Augusto Ltd, attached to my evidence as **Attachment 2**).

- 6.10** Without the Hobson Wharf extension, I consider undertaking shows such as this would require significant reorganisation of moorings, boat traffic and on-shore spaces at a level that has historically made such events non-viable.
- 6.11** Other creatives, such as Fresh Concept., have also expressed that the Hobson Wharf extension's unique characteristics (water access, mooring opportunities, large hard stand area, central CBD location and maritime backdrop) offer the creative event and production community new and interesting opportunities that have historically not existed, or if they have existed have been impossible to unlock because of commercial wharf access issues. This space is seen as providing Auckland a unique maritime production backdrop with strong on-water opportunities (see the letter from Fresh Concept attached to my evidence as **Attachment 3**). I agree with these suggestions as they align with my industry experience.

Outdoor Demand – Shorter Duration Land and Sea Events

- 6.12** Short duration events of between a day or five days are in high demand in Auckland. Many of these types of events are already present in the Viaduct area. This demand is best illustrated by the high number of approaches being made to Panuku, ATEED and Council for space and by the event sector stating they cannot find space in CBD and waterfront locations. This has also been my industry experience.
- 6.13** The Auckland On-Water Boat Show is one example of an established event that runs annually for four days in September and utilises the Viaduct Events Centre, pop-up pavilions and temporary pontoons for on-water boat displays (as discussed in paragraph 6.7). The show has continued to express a desire to expand both its on and off-water capacity, with an emphasis on hard stand space for pavilions and trailer boats. Historically, the show has not been able to meet the demand in this area. The Hobson Wharf extension will enable some of this demand to be met. It will also likely be beneficial for the boat show in the period when the Viaduct Event Centre is occupied by Emirates Team New Zealand (assuming Base B is unoccupied).

Outdoor Demand – Longer Duration Pop-Up Events

- 6.14** The demand for outdoor flat hard stand spaces is substantial in the waterfront and CBD. Many of the spaces that were historically available for wider event use have either already been developed over the last twenty years or have had event activities partially or totally displaced (through physical design, management changes, or new commercial fee structures associated with private land).
- 6.15** Spaces in more public areas, such as Aotea Square and central city parks, were reported by the event sector as not being available for longer duration pop-up events.
- 6.16** Some of the greatest demand for hard stand space exists among the longer duration pop-up productions, or events. These events may run anything from two weeks to four months (or in some instances longer). They are increasingly being developed and tested in New Zealand for export internationally. They are characterised by:
- a) The development of specialist pop-up and pack-down facilities (performance spaces and support areas).
 - b) A significant degree of flexibility / scalability being required with a gross floor area of circa 7,000 – 7,500 m² offering advantages.
 - c) Longer opening seasons (more akin to theatre productions than events).
 - d) Audiences of between 700 – 1,000 per show.
 - e) Ongoing marketing campaigns targeting a wider geographical audience.
- 6.17** Two examples of this style of longer duration pop-up production include the Pop-Up Globe and the Pleasuredome. Both offer insights relevant to this evidence.
- a) The Pop-up Globe has capacity for 700-850 (with backstage event staff of 50) per show. Approximately 100,000 people attend over a five-month season.
 - b) The Pop-up Globe has reported that there are very few useable event spaces in the city available for longer term pop-up events. They have a strong preference for being located within the CBD near accommodation, bars and restaurants.

- c) In 2017, the Pop-up Globe was displaced to the Ellerslie Race Course. The events Artistic Director has stated that the proposed Hobson Wharf extension would be an ideal location for the Pop-Up Globe and that they “would be interested in exploring this further when circumstances allow” (see the correspondence attached to my evidence as **Attachment 4**).
- d) The musical Pleasuredome was developed by Augusto Ltd and Rod Tapert in 2017. A 740-seat pop-up venue was purpose built for the musical. Over a 12 week season the event attracted 57,000 people.
- e) The Pleasuredome developers, after a long period of searching, were unable to find a central city location for the production. They had been particularly looking for opportunities in the Silo Park area, but the lack of space and relevant infrastructure meant they were forced to move elsewhere (Attachment 2), away from their favoured CBD location.
- f) Augusto Ltd is working on other substantial projects using Hollywood intellectual property, which could potentially be premiered in Auckland “if the applicable space and infrastructure was accessible and available” (Attachment 2).

6.18 From a waterfront perspective, neither of these event examples are marine focused. However, these types of events can be staged when higher priority marine focused events are not in operation.

6.19 From a strategic and economic development perspective, I favour these types of longer duration pop-up events on the waterfront. The rationale for this is that:

- a) They regularly attract audiences of between 700-1,000 people for each performance over a session that runs for weeks or months. This level of activity is ideal because local infrastructure and businesses are better able to cope and absorb the financial benefits. By comparison one-off short duration events (over say one or two days) with tens of thousands of people can often

flood local businesses, making it difficult to maximise revenue generation due to capacity constraints (such as physical size and staff capacity) or displace a business's more regular clientele¹.

- b) My research also demonstrates that people attending these types of shows have higher levels of disposable income to spend on accommodation, dinner, drinks and shopping. Integrating longer duration pop-up events into waterfront precincts with strong hospitality, accommodation and retail offerings facilitates greater spending.
- c) Stronger word of mouth and destination marketing opportunities emerge with these events because of the duration of the season. The time exists to build up word of mouth referrals from past audiences and media reviews and therefore attract more people from outside Auckland.

6.20 Sports codes like basketball, futsal and volleyball have also expressed a desire to use outdoor spaces (in particular the Wynyard Wharf when bases C-G are removed) on a longer duration pop-up basis. This could see the development of court surfaces and associated infrastructure (such as hoops and fencing). This is seen as a way of activating the space for community orientated social sports via either casual or structured programming. All codes believe demand would be very high, with basketball pointing to the heavy utilisation of the existing half court at Silo Park as an illustration of this. Given the location of this area, I believe it is less essential to have a maritime use focus.

Outdoor Demand – Shorter Duration Land Events

6.21 Silo Park is widely seen within the event and community sectors as being a hugely successful space for community activations and events. The vibrant Silo Park Summer Programme is now in its 8th year and runs for three to four months with emphasis placed on Fridays and Saturdays. Event developers have stated that this space cannot always keep up with demand, or that it lacks the space required for some types of

¹ I do not consider this to be the case with the Americas Cup, or its associated events which will be well planned and integrated and who's audience aligns well with existing businesses in the Viaduct precinct.

activities. This assertion is supported by my observations, feedback from Council, and from event and activation companies (Attachments 2 and 3).

- 6.22** The areas in the Wynyard Point working in legacy mode (until the headland park design is resolved) can offer opportunities to accommodate additional activities that cannot currently be accommodated in Silo Park. The space also enables a connection to Silo Park and runs along the primary waterfront axis, making it ideal for activation.

Indoor Demand – The Bases

- 6.23** Proposed Consent Condition 6² states that all Bases B-G will be removed no later than six months after any loss of the America's Cup during the ten-year consent period, and in any event all Bases B-G are to be removed at the end of the ten-year period. I consider it appropriate to outline the demand for indoor event spaces to underscore the significance of this concession being made by Panuku.
- 6.24** Far greater legacy benefit would be derived from retaining some, or all the bases in the medium term, until either the Wynyard Point Park is developed (in the case of bases C to G), or the final utilisation of the Hobson Wharf extension is decided (in the case of base B). Any further temporary retention of these bases would need to be subject to a separate resource consent.
- 6.25** Should the opportunity arise, between each America's Cup event, for certain bases to be available for trade shows, creative activities or sports events, research indicates they would be heavily utilised.
- 6.26** Indoor event demand for flexible shell spaces (i.e. warehouse type spaces with large stud heights) amongst the creative and arts sectors is high in the CBD and the waterfront (Attachments 2 and 3). The number of such spaces has diminished significantly in the past two decades, as these types of structures (in and around the waterfront and CBD) have been demolished or refurbished. Shed 10, one of the last remaining such spaces, has been increasingly difficult to book as the international

² See the Applicant's Proposed Conditions of Consent (7 August 2018) attached to the evidence of Karl Cook and Vijay Lala as Attachment A (**Proposed Consent Conditions**).

cruise ship season has continued to grow, leading to event bookings being declined or displaced. The Cloud also has serious functionality limitations for staging certain types of events.

- 6.27** Having simple, robust shell spaces provides maximum creative flexibility for event developers. This enables spaces to be re-imagined and re-purposed for different types of shows and events on a frequent basis. Most importantly for event developers this can be done far more cost effectively in a basic shell space than in one of higher specification. International examples of such spaces include Carriageworks in New South Wales. Two photos of Carriageworks are attached to my evidence in **Attachment 5**.
- 6.28** Having these types of indoor spaces in a waterfront or CBD location is beneficial from both the event organisers and wider economic perspectives. For the event organiser, it makes it easier to attract an audience. This is due to factors such as having a known central location, greater accommodation options and an ability to cluster opportunities such as a dinner, drinks and the show in one place. These same factors assist in driving higher overall spend rates and increasing the economic benefits.
- 6.29** The sports sector at both the structured and social sports levels is also facing a significant deficit of indoor court spaces (of a nature that could be temporarily accommodated within the proposed base buildings). Recent research³ undertaken for the Council, Sport New Zealand, Aktive and six sports codes identified a significant deficit of indoor court space in the central city area. A copy of the research reports preliminary key findings is attached to my evidence as **Attachment 6**.
- 6.30** The Council is actively working on several facility partnerships to try and bring on the new indoor court supply within the CBD and surrounding suburbs. These Council partnerships, if they are fulfilled, will still fall well short of meeting the community demand for active indoor space.

³ Auckland Indoor Court Plan, 2018, Visitor Solutions and Market Economics – In draft.

6.31 The sports codes of basketball, futsal (indoor football) and volleyball all expressed interest in utilising the base buildings (C to G) should they become available in legacy mode (up until the time the Wynyard Point Park is developed) (attached to my evidence as **Attachments 7 and 8** are letters showing interest from New Zealand Football and Basketball New Zealand). They envisaged opportunities for showcasing their sports in a public location and running social sports programmes that are in high demand in the CBD. Such use would require a separate resource consent to temporarily retain the buildings.

7. THE LEGACY 'CANVAS'

Hobson Wharf

7.1 I see the Hobson Wharf extension as a key legacy component of the application. I believe demand exists to warrant the wharf extension to be advanced at its proposed size of approximately 7,000m². This would ensure the full legacy potential of the wharf is maintained.

7.2 The Hobson Wharf extension is set back from the primary waterfront axis running east-west. Given its configuration, it is a branch location and not a through-route for most casual pedestrian traffic. I consider in every-day non-event mode it will have less pedestrian movements than the areas along the main axis. Generating the highest levels of utilisation will require the placement of destination activities or facilities on the Hobson Wharf extension.

7.3 I see the Hobson Wharf extension potentially serving several key roles when in legacy mode.

- a) In non-event and community activation mode (and without built structures), I see the space performing the role of a quieter passive break-out area for people wanting to get away from others. For example, quietly eating lunch, or contemplating issues during the day. Having these types of quieter reflective spaces (together with more active zones) within a precinct is important as it provides people a spectrum of opportunities. During weekdays some people seek to temporarily escape from the stresses of the working environment. I

consider the wharf extension will perform this role during most daytime weekdays (regardless of whether evening pop-up events are in place).

- b) As a key site for longer duration pop-up events (both marine and non-marine focused) that are themselves destination attractions. These types of events are ideal because they are strong attractors, with developed marketing initiatives and pre-sold tickets (and are less reliant on door sales). Being off the main waterfront axis is therefore not a disadvantage: in fact, it serves as an advantage (in areas such as security and crowd control). The location of hospitality businesses and accommodation in and around the precinct is also a strong benefit (and one well aligned to the likely audience profiles). Most importantly, the potential site constraints such as a 2,000 people wharf capacity (Beca analysis in the evidence of Mr Paul Musson demonstrates a conservative egress capacity of at least 2,000 people) are not a handicap given performance seating numbers for the majority of these events would be below this level.
- c) As a flexible hard stand space supporting marine focused event activities, such as the boat shows or seafood festival types of events.
- d) A built destination attraction would also be a viable legacy use on the wharf extension. Such an attraction would need to be integrated into Auckland's tourism and leisure network and have a strong pulling power with a critical mass (size) sufficient to attract visitors. Ideally, an ability to leverage off the maritime location would also be advantageous. Two examples of such a facility would include an expansion of the Maritime Museum, or the development of a cultural facility.

7.4 To enable a range of opportunities I believe it is essential that the Hobson Wharf extension is at least 7,000m² in size. Any reduction below this size would limit the potential legacy value of the site, especially when the types of legacy uses have yet to be firmly established. Attached to my evidence as **Attachment 9** is a Preliminary Legacy Event Options report that I have prepared with Boffa Miskell for Panuku to illustrate how Hobson Wharf and its vicinity could be used in the legacy situation.

7.5 In my opinion, the 7,000m² would be a size that enables:

- a) Flexibility in staging longer duration pop-up events (accommodating stages both on and off water, structures, food and beverage support areas, mustering areas, truck access, and community access ways) (Attachments 2 and 9).
- b) A built destination attraction with indoor interpretive galleries, support spaces and outdoor display areas. Connections to sheltered water access are also likely to be a strong point of difference for this potential location (Attachment 9).
- c) Sufficient space to configure marine equipment (such as trailer boats) during marine trade events (such as the on-water boat show) (Attachment 9).
- d) Enough space to accommodate future large legacy events of the size, or similar to, the Americas Cup. For example, if the Americas Cup was to return after the ten year period, a base and public viewing areas could still be accommodated there.

7.6 Discussions with the creative community have outlined a diversity of ways the Hobson Wharf extension could be unlocked for longer duration pop-up events, especially those with a maritime theme. Although the following use examples remain preliminary, it is important to reflect how the event and creative industries have started to embrace this potentially unique opportunity. Of note:

- a) The most excitement has been generated from being able to have a flexible space with strong water and associated hard stand space. The opportunity to consider large floating barge 'stages', that until this time have largely been logistically prohibitive in existing Auckland locations, is attractive. Initial thinking from the sector suggests such stages could be positioned on the eastern side of the Hobson Wharf extension facing an audience based on the wharf extension. This directs the performance away from the Princess Wharf Apartments (which would be behind the stage, thus reducing potential noise and light spill).
- b) An ability to use large water and light displays was another opportunity that presents itself much in the same way as those at Vivid in Sydney. Examples of the on water light and projection shows from Vivid Sydney are attached to

my evidence as **Attachment 10**. Smaller scale displays could also be integrated into on-water stage performances, further enhancing the connection with the maritime location.

- c) Using the marine backdrop to form part of an ever-changing production set would also be a unique opportunity.

7.7 Any events or activities on the Hobson Wharf extension would clearly need to work within Council guidelines, controls, and if necessary obtain any consents. I do not view this as inhibiting the use of the Hobson Wharf extension given similar requirements exist across other event areas throughout the waterfront and CBD.

7.8 Given the level of demand emerging for this space (especially from longer duration pop-up events), it is likely to be necessary to prioritise use to productions and events with a marine focus and then 'plug the gaps' with those events that have less of a marine alignment.

7.9 A cultural centre and an extension to the Maritime Museum are both legacy options that have been identified in the Ngati Whatua Orakei Whaia Maia section 274 notice, America's Cup Wynyard Hobson: Legacy benefits for Auckland report and discussions with the Maritime Museum. Clearly both suggestions would require in-depth feasibility and business case analysis before they were to even advance through the necessary political and planning processes. Other issues such as leases would also need to be fully explored (especially given the Maritime Museum's lease expires in 2027). This said, I believe each of these options remain viable legacy opportunities. This potential legacy use is also held by others in the sector (see correspondence from Locales in **Attachment 11**) and by the Maritime Museum itself (attached to my evidence as **Attachment 12**).

7.10 The concept of a Maori Cultural Centre in Auckland has been raised for over 25 years. Numerous sites have been discussed but a final approach and site has yet to crystallise. It also appears in ATEED's current tourism strategy.

7.11 Having researched and developed numerous visitor facilities and cultural centres I believe the Hobson Wharf extension offers the following opportunities:

- a) A central city location close to accommodation, tourist facilities, public transport and cruise ships.
- b) A location that aligns with one of the potentially key interpretive themes of a Centre, that of navigation, the sea and migration. This interpretive theme also has alignment to potential waka tours. This would provide an activity-based point of difference to other cultural centres in New Zealand
- c) A site large enough, at circa 7,000m², to accommodate both indoor and outdoor spaces (such as mustering areas, interpretive galleries, educational teaching spaces, offices, service areas, cafe, water access pontoons, viewing decks, theatre and external display areas).

7.12 Although opportunities for a Maritime Museum extension remain equally unresolved, I believe the Hobson Wharf extension offers opportunities to address some of the Museum's spatial challenges. These include:

- a) Museum access configurations that have long been acknowledged as not working efficiently.
- b) Optimised gallery spaces that are more flexible than the long narrow galleries of the current design. Any new gallery spaces should afford greater width.

7.13 Adopting a clean slate approach to the existing Hobson Wharf structures and the proposed extension should also not be discounted in legacy mode. Taking this approach could lead to significant optimisation of any number of legacy outcomes which have already been outlined. It also underscores the importance of maintaining the maximum footprint of the wharf extension.

Halsey Wharf

7.14 The Halsey Street Wharf remains largely unchanged in legacy mode, except for a breakwater extension. This breakwater assists in creating sheltered water to the west of the wharf. In legacy mode, this site will serve as an exceptional raised viewing area

looking down onto the Wynyard Wharf South water space and the associated on-water events that I believe will flourish in this environment. In effect, this area (when not utilised by the fishing fleet) will become part of an aquatic stadium with viewers being able to look down on water events from four sides (given that the breakwaters are also publicly accessible (Attachment 9)).

- 7.15** Modifications to the Viaduct Events Centre, such as the inclusion of large doors (created to accommodate the boats in Cup mode) on the eastern side of the building will further enhance its functionality as an events space in legacy mode.
- 7.16** I envisage the Halsey Wharf to continue facilitating the same kinds of events that it already hosts.

Wynyard Wharf / Brigham Street South

- 7.17** It is likely that in legacy mode the Wynyard Point Works (the site of bases C – G) will not immediately be transformed into its final legacy mode, the proposed Wynyard Point Park. I believe this park is the best long-term legacy outcome. Prior to the park being established, however, the area can serve an important interim legacy purpose as either an open hardened landscape, or one with structures still in place (although proposed condition 6 requires the removal of all structures and retention would require a separate consent).
- 7.18** As outlined in my earlier evidence, I believe retaining all, or some of the bases, would deliver stronger legacy benefits in the medium term (until the park can be developed) than removing them. Removal is at odds, I believe, with current community demands. Any temporary retention of such facilities would clearly require a separate resource consent process.
- 7.19** Even with the structures removed however, the space throws up many interesting opportunities that are also in demand. These include:
- a) Expanding the successful Silo Park design and activation style north to meet capacity issues currently being experienced in Silo Park (especially over the summer season). This would see the creative style of landscaping developed further, but in a way that offered new opportunities.

- b) The introduction of multi-use games areas (MUGA) that facilitate both traditional games, such as basketball and football, as well as new games that the users invent themselves. These MUGA can be scaled from larger courts down to those suitable for two to six players. MUGA have proved hugely successful in Europe and parts of Asia and are a way of activating a cross section of the community in social sports. Sports codes have offered to assist with the introduction of MUGA on the site when in legacy mode.
- c) Developing more traditional court spaces also remains a strong opportunity. The most likely assets to be explored would be basketball or futsal courts that could then be used as event space when required. Beach volleyball courts are also an opportunity. Existing sports codes have expressed a desire for such facilities on the site.
- d) Creation of additional short-term flexible event spaces (as an event overlay). The underlying landscape would be designed to remain multifunctional in keeping with the Silo Park design approach.
- e) The introduction of temporary buildings would be of benefit (assuming all the bases were removed) to assist in facilitating winter events and activities in the precinct.

On Water

7.20 The most important on-water legacy components that could be created are:

- a) Additional sheltered water in the Wynyard Wharf South water space (suitable for water events involving paddling type activities). Of importance here is the fact that this water is almost in a stadium environment. This water could accommodate a 250m course with 7-9 lanes (Attachment 9). Several codes have expressed interest in these areas (Attachments 1).
- b) Additional sheltered areas suitable for pontoon use in event mode (serving events like the On-Water Boat Show (Attachment 9).

Indicative Legacy Event Programme and Activation

7.21 Based on available data an indicative legacy event programme has been outlined to illustrate how activation may develop. A copy of the indicative legacy event programme is attached to my evidence as **Attachment 13**. The relevant planning provisions that apply to Hobson Wharf are dealt with in the planning evidence.

8. COMMENTS ON THE COUNCIL REPORT

The Hobson Wharf Extension

8.1 Ms Skidmore at 4.25 states that “The poor connectivity and dislocation of the Wharf extension from the primary waterfront axis reduces its suitability as an event space in legacy mode”. Further at 4.29 Ms Skidmore states “I do not agree that the legacy space will be suitable for events”. I disagree with this broad-brush statement, which I believe does not sufficiently differentiate between event types.

8.2 Different spaces are suitable for different styles and types of events. The Hobson Wharf extension is certainly not suitable for some styles of events, such as large music concerts with audiences greater than ten thousand people for example. What is important is to assess the space's characteristics and match it to the most appropriate event types.

8.3 Many of the characteristics of the Hobson Wharf extension that have been perceived as weaknesses become advantages for certain types of events. A perceived constraint of limiting event size to a maximum of 2,000 people is only a constraint if your event is designed for more than this number. Holding an event in a cul-de-sac is only a disadvantage if you are reliant on walk past pedestrian traffic for attendees. Equally, being off the main pedestrian axis on a wharf offers significant advantages in areas such as event security and the creation of an event atmosphere.

8.4 The important factor is aligning your space with the most appropriate events. My analysis indicates that the best events for the Hobson Wharf extension space are those that are destination activities that pull people to the site. These are:

- a) longer duration pop up events ideally with a marine connection. Importantly, most of these events are designed for an audience capacity of under 1,000;

- b) tall ship regattas (mooring and associated interpretive and mustering areas);
and
- c) hard stand space for trade events (such as the On-Water Boat Show).

8.5 Ms Broadbent at 9.14.5 states that “further analysis [is] required in relation to egress and capacity on Hobson Wharf and Halsey Wharf using pedestrian modelling”. I believe that this work is essential to inform a legacy management plan for the Hobson Wharf. However, this in no way changes the event legacy outcomes I have outlined earlier in my evidence given a very conservative loading of 2,000 people has been used (and many of the actual events discussed have audience numbers well below this figure).

8.6 Ms Skidmore at 4.29 states that “In my opinion, the area would be best suited as a destination with a purpose-built facility rather than a general open space for public realm events.” While I disagree with Ms Skidmore regarding event use I do strongly agree that a built destination attraction / facility would be a positive legacy outcome. Especially if this facility had a strong cultural, arts, tourism, and / or community development focus. It would be essential for such a facility to achieve a “destination” status.

8.7 In 4.27 Ms Skidmore states “While the location of Base B will result in some reduced outlook to the outer Harbour, the extent of this obstruction will not be significant in the context of the extensive views available from the waterfront”. I agree with this assertion. I believe this adds weight to the acceptability of a destination facility (such as a cultural centre or museum extension) in legacy mode on Hobson Wharf. Certainly, from my experience in the tourism and leisure industry I believe it will have no detrimental impacts on the appeal of the waterfront and will in fact be an enhancement.

8.8 In 5.4 Ms Skidmore comments on Viaduct Harbour Holdings Limited’s (VHHL) suggestion to develop alternative public access options for the end of the proposed Hobson Wharf extension. These options were suggested only if VHHL’s favoured approach of reducing the wharf extension by ten metres was not implemented. Ms Skidmore stated “As an alternative, the VHHL submission suggests that this 10m access area could be provided by way of a temporary structure that could be removed

following completion of the event. If this is feasible, I consider it to be a suitable mechanism to reduce the permeant extent of the expansion area". I disagree that this is a suitable mechanism because it reduces the legacy potential of the site. I comment on these issues more in section 9 of this evidence.

Other Legacy Issues

- 8.9** Ms Skidmore notes in 4.26 that "the proposal includes a number of breakwaters that will be publicly accessible. This will increase the opportunity for the public to experience the waterfront from a number of vantage points". I agree that these breakwaters will have good amenity value. I see them being especially beneficial in on-water event mode, they will create a stadium effect around the Wynyard Wharf south water space.
- 8.10** In 4.30 Ms Skidmore notes that "the removal of the SeaLink Ferry and the creation of a new temporary public space adjacent to Silo Park (as shown in Figure 8 of the Urban Design report) will make a positive contribution to the open space network and the diversity of spaces along the primary waterfront axis". I agree with Ms Skidmore. I would go further to say that the removal of the SeaLink Ferry also makes the Wynyard Wharf south water space even more usable for on-water events.
- 8.11** Ms Skidmore in 4.31 states that "Planning and implementation of the Headland Park for Wynyard Point together with development of the adjacent Wynyard Wharf is likely to take some time." I agree with this statement and the assertion from Ms Skidmore that "The remediation of the land and upgrading of the structures as part of this proposal will provide a legacy for the establishment of these future activities at the southern end of Wynyard Point. This will be a positive outcome" (4.31). Given these factors and the level of demand that exists I believe the best medium-term legacy (until the Headland Park for Wynyard Point is developed) would be the retention of at least some of the base buildings for public arts, culture, community and sports use subject to obtaining resource consent to allow this.

9. COMMENTS ON SUBMISSIONS AND MATTERS RAISED BY SECTION 274 PARTIES

Viaduct Harbour Holdings Limited (#33)

- 9.1** In relation to the Hobson Wharf extension, in 4(h) of its submission VVHL states that “There is no functional need to extend Hobson Wharf in that way or benefiting arising from such extension other than to provide for the temporary occupation of it by an AC36 syndicate for the purposes of the AC36 event”. I disagree with this statement and refer to the legacy benefits outlined earlier in this evidence statement.
- 9.2** VVHL states in 4(j) of its submission that “The northernmost 10m of the proposed 72m extension has been identified as public open space, for the purpose of pedestrian access”. VVHL goes on to challenge the need for this space stating in 4(j)(i) that “there is no functional need for or benefit arising from such access during the AC36 event as: The access will not provide views over Base B operations. The access is likely to be closed to the public on major event days because of the health and safety risk involved in allowing significant numbers of pedestrians along a lengthy but narrow cul-de-sac”. Further in 4(j)(ii) VVHL state “VVHL considers that there is no functional need for or benefit arising from such access following completion of the AC36 event”. I disagree with all the above assertions made by VVHL.
- 9.3** I believe that:
- a) There is clear and functional need for this area of public access in America’s Cup event mode, as it creates an active edge as boats enter and leave the outer viaduct. It will be a key viewing area as boats from both Bases A and B exit and enter. It creates an entree portal, which is important from both an event activation and television filming perspective.
 - b) The area will provide access around Base B so that people can view into the base from both the east and west.
 - c) The space will be managed and controlled like all event spaces. The space is no more complex than any number of international or national wharf environments that have been successfully used for events. I can see

absolutely no reason for this space to be closed to the public in America's Cup event mode.

- d) Following completion of the Americas Cup the Hobson Wharf extension has many potential legacy uses, either for events or with a built structure (such as a museum of cultural centre).

9.4 In 5(b) of its submission, VHHL seeks "a reduction in the extent of works authorised under the Wynyard Hobson Proposal by deleting the northernmost 10m of the proposed extension to the Hobson Wharf". I am opposed to this because it will have the following impacts:

- a) The public will be shut out from accessing the end of the Hobson Wharf extension during the Americas Cup as Base B will be fully at the northern most extent of the wharf. This would run counter to the needs outlined in 9.3a) of this evidence.
- b) The footprint of the wharf would be reduced limiting potential options for either legacy events or buildings. Any reduction of useable hard space below the circa 7,000m² outlined in the proposal would run counter to identified legacy demands (see section 6 in this evidence).

9.5 In relation to the VHHL submission on reducing 10m from the Hobson Wharf extension I note:

- a) In the Landscape and Visual Effects joint witness statement it is stated in 4 "We agree from a landscape and visual effects perspective the suggested removal of the northern 10m portion of the Hobson Wharf Extension would have not alter the level of effects to any more than a very limited extent".
- b) Ms Skidmore in 5.4 states "As I have set out in my assessment, I consider the additional public access to the water's edge provided by the wharf extensions and breakwaters to be positive and I do not consider the removal of public access in this area would be an improved outcome."

9.6 VHHL state in 5(c) of its submission that if the size of the wharf is not reduced permanently by ten metres then a series of alternatives approaches should be

considered to deliver public access during the America Cup event. In Ci and Cii VHHL state these conditions as “require the northernmost 10m of the proposed extension to Hobson Wharf to be provided by way of temporary structure (e.g. floating pontoons or cantilevered structures attached to the wharf); and require the removal of the northernmost 10m of the proposed extension to Hobson Wharf within 3 months of the completion of the 2021 AC36 event”. I am opposed to both these approaches.

- 9.7** All these VHHL suggestions reduce the legacy potential of the Hobson Wharf extension for either events or destination facilities. The strength of the Hobson Wharf extension for legacy use is its size and shape.
- 9.8** In my experience, both VHHL temporary public access solutions are non-viable. I believe pontoons on the outside face of the wharf would not be safe for spectators given their position low in the water in a high boat wake zone. The movement and wave wash over these pontoons would present a significant health and safety risk. Ramping up and down from the wharf to the pontoons would also limit space and accessibility.
- 9.9** I also consider demolishing a section of viable wharf 3 months after the first Americas Cup event in 2021 represents an astonishing waste of ratepayer and tax payer money, doubly so when the demand for utilisation of this space clearly exists.
- 9.10** VHHL in 5(d)i and 5(d)ii of its submission requests conditions that “Prevent the use of the Base B building for any activity unrelated to the 2012 AC36 event” and “Require the removal of the Base B building on the Hobson Wharf Extension within 3 months of the completion of the 2021 AC36 event”. I am opposed to these or any similar conditions that would limit the immediate legacy benefits between events. I would point to the fact that Ms Skidmore in her report 4.27 states Base B will in the wider context not be a significant obstruction (see 7.8 of this evidence). The Maritime Museum, the on the Water Boat Show and the wider creative event sector have also expressed a desire to use Base B should it be available between America Cup events.

Ngati Whatua Orakei Whaia Maia Ltd (#40)

- 9.11** Ngati Whatua Orakei Whaia Maia states in 8 of its submission that the “Proposed consent conditions should include (in particular) establishment of a mana whenua

Maori/Polynesian cultural centre within the footprint of the proposed extension to Hobson Wharf and / or its waterfront surrounds as a legacy project to recognise and celebrate Ngati Whatua Orakei's, and Hga Iwi o Tamaki's mana whenua relationships, with the Waitemata and the wider Pacific. I consider with respect to the Hobson Wharf extension a space of this shape and circa 7,000m² is sufficient to establish such a cultural centre if it was found to be a favoured development site.

Other s274 parties

9.12 I have read the other section 274 party notices and submissions that touch on legacy outcomes. I believe my evidence outlined earlier sufficiently covers these issues.

CONCLUSION

9.13 I believe that the proposal has strong legacy benefits for Auckland and should be developed as outlined. Reducing the size of the Hobson Wharf extension would be detrimental to maximising these legacy benefits. Further enhancement to the project's medium-term legacy benefits in the Wynyard Point Works area would be achieved if some or all of Bases C-G were retained until the Wynyard Point Headland Park is developed. The creation of the Wynyard Wharf south water space creates good on-water paddling outcomes.

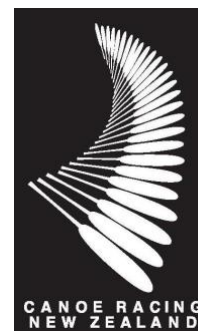
Craig Jones

7 August 2018

1 August 2018

Attachment 1

0281



Visitor Solutions
L2, 8 Teed St
Newmarket
Auckland
Attn: Craig Jones
By email

Dear Craig,

AMERICA'S CUP DEVELOPMENT LEGACY

I am writing in support of the draft proposal for an America's Cup development which has been prepared for Panuku Development Auckland. The proposal provides for a new breakwater adjacent to the Viaduct Basin, which would create a new potential venue for kayaking events in central Auckland.

Depending on the configuration, the proposed development would allow for a course of up to 250m in length. The area surrounding the water would create a natural grandstand from which to view races. This could provide a unique venue for sprint racing events, and from our point of view would be a great opportunity to bring our sport to the public. Given the paved and green areas in the sketch, it could even be an ideal venue for an Auckland schools championship or similar event.

In addition, this development might provide a new venue for the start/finish of ocean ski events, and for waka ama racing, both sprint and long-distance.

Aside from the potential to run racing, this development would create a new area of calm, controlled water in Auckland. This could provide a great venue for community "learn to paddle" initiatives, and general water safety education.

Thank you for your consideration. Please do not hesitate to contact me if you have any questions regarding my feedback.

Yours faithfully,

Tom Ashley
CEO
021 84 83 70

Proud to be associated with:



AUGUSTO

THINKERS & MAKERS

Craig Jones
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SHED 8, UPPER DECK, CITYWORKS DEPOT,
90 WELLESLEY ST W, AUCKLAND,
1010, NEW ZEALAND

AUGUSTO.CO.NZ

24th July 2018

To whom it may concern,

This letter is to support the full extension of the Hobson Point wharf and the repurposing of the Wynyard wharf cup bases to enable legacy projects for local & international audiences after the Americas cup.

I am a producer at Augusto who alongside Rob Tapert (Xena, Spartacus) co-created and produced the smash hit musical Pleasuredome The Musical in 2017. This immersive entertainment experience played to 57,000 people over 12 weeks in a 740 seat venue which we purpose built. For a long time we were trying to find a way to bring this into the city, and specifically the Silo Park area, but the lack of space and relevant infrastructure meant we were forced to move elsewhere. This event injected several million dollars into the local economy, and proved there is a desire for these high concept immersive entertainment experiences. I am currently working on multiple immersive entertainment projects around the world, some with large Hollywood IP, and there could be a real chance to premiere some of this work in Auckland, New Zealand if the applicable space and infrastructure was accessible & available.

It is clear that there is a lack of flexible, multipurpose performance and experience spaces in the city, especially down by the water which is a stones throw to Auckland's main transport hub of Britomart. The venues that do exist are constantly booked up, expensive and more importantly, the old traditional sit-down 'theatre' venues which offer very little flexibility. That model is dying, and new and young audiences desire a superior and more interesting presentation of entertainment. These spaces need to be flat open areas, in order to 'pop-up' interesting structures, or covered 'black-box' spaces with a blank canvas where they can be transformed into whatever the experience requires.

Also, one or two day events are not the 'bread & butter' of the industry, they are the festival cornerstones that only happen a few times a year. In between these festival events, there are entertainment experiences that can run for a longer period of time with 600 - 1000 per evening attending. This supplements the bigger events and means the precinct needs to be scalable and have the ability to cater to a range of presentations.

There needs to be infrastructure like toilets, power, staging, lighting and seating available to the area to attract these events. The size needs to be it's proposed 7000 square metres to get the maximum benefit for legacy projects, any less will be shortsighted in planning for the future of Auckland.

Globally there is a large trend towards the staging of work in, on and around the water. This allows the use of the water surface as a performance or viewing space, whether it be a flotilla, a barge or platform. There is also a trend of projecting light and images onto water features, which has proven to be very popular for major metropolitan cities as both an installation piece, as well as within staged performances. You only need to jump across to Sydney to see the success of opera on the water outside the Sydney Opera House, and now it has become an annual fixture. Rain, hail or shine, audiences enjoy the feeling of being amongst the elements. You only need to see how the pop - up Globe do it here in Auckland to see that it is not an argument that the weather will turn people away. If you build it, THEY WILL COME!

One of the shows we are currently working on in New York is set on a barge filled with shipping containers, removing the obstacle of expensive real estate in the city, it allows us to be extremely

0283

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portable up and down the east coast of the USA. This is using a well known global IP out of Hollywood, and they love the idea. This show would be a perfect fit for the Hobson Wharf extension.

The Hobson wharf extension specifically needs to keep it's proposed area of 7000 square metres and not be reduced in size. Otherwise it risks being unusable for the reasons outlined above. It also needs to be able to have public and loading access around the whole area to create an exciting festival atmosphere, not only for the cup itself (not doing so is akin to having your rugby audience watching from outside the stadium!) but for any legacy events to provide the greatest blank canvas for content producers and creators. Cutting it back limits our options significantly.

Please don't hesitate to get in touch if you have any questions.

Charlie McDermott
Creative Producer
021 528 333

T +64 9 555 8080
HELLO@AUGUSTO.CO.NZ

SHED 8, UPPER DECK, CITYWORKS DEPOT,
90 WELLESLEY ST W, AUCKLAND,
1010, NEW ZEALAND

[AUGUSTO.CO.NZ](https://www.augusto.co.nz)

Fresh Concept.

25-07-18

To whom it may concern,

This letter is to give Fresh Concept's opinion on the fantastic opportunities that the Hobson Wharf extension would leave to my industry; being that of events, activations, and placemaking.

Over the past 8 years, Fresh Concept has worked closely along the relatively recently opened waterfront of Auckland, in particular, the spaces between Silo Park and Queen's Wharf.

Fresh Concept has been delivering the Silo Park summer programme over the past seven seasons and over this time we have seen an increase in approaches and requests from the private events sector to be involved or alternatively ask advise for a suitable place for their proposed activities. We have had the same kind of uptake and interest from the community, not for profit & charity sectors.

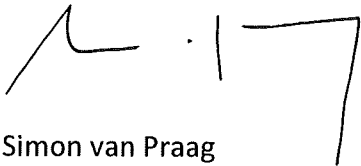
All of them interested in spaces that there are a distinct lack of along the waterfront, and also within the city centre itself.

Having looked at the proposed extension - and if it was considered that the legacy would hold events with elements like power and water accessible to the site - it would be a sitter for such activities as water theatre & cinema, arts festival events and installations, as well as a raft of other commercial and community activities.

With its proximity to the city centre and a format that lends itself to a controlled entrance, this space will also add a great connection to new water-based activities and those existing within the Auckland calendar, and would also open up a wide range of domestic possibilities and exciting new international projects.

Please don't hesitate to contact me if you require further feedback.

Sincerely,



Simon van Praag
Managing Director

Simon van Praag

Email:
simon@freshconcept.co.nz

Telephone:
+64 21 212 7900

Skype:
simon.van.praag

Website:
www.freshconcept.co.nz

Address:
PO Box 1708, Shortland Street
Auckland 1140, New Zealand

carboNZero
ISO 14064-1:2006 • certified organization

Dear Craig,

It was good to meet with you yesterday to discuss the potential use of the Hobson Wharf extension space as a legacy event space.

From a Pop-up Globe perspective, we note the following:

1. The size of the space is excellent as an event space. At 7000m² it is a good size to host a Pop-up Globe, and would allow space for ancillary structures and F&B provision.
2. The weight loading of the space as discussed would be ample to permit the safe erection of a Pop-up Globe (Approx 240 tonnes), and there is good access for containers and trucks for set up and supply.
3. The space would allow a capacity of around 1000, at the moment. Pop-up Globe has a capacity for 700-850 audience members, plus backstage and event staff of 50. So the current capacity would be ideal for Pop-up Globe - and no doubt for many other similar events.
4. It would be advantageous to future-proof the site and allow greater audience capacity by expanding the width of the access walkway through the use of a 'bolt-on' extra walkway. If this expanded the capacity of the site to say 1500 people, this would allow us to provide extra events that would run alongside our theatre events, such as education or 'activation' events.
5. As a destination event, where most tickets are purchased in advance, and that does not rely on 'walk-up', the site is ideal. We would site our box office and ticketed entry-point likely at the entry to the walkway at the Quay Street end, next to the Maritime Museum. This would provide advantages to us in terms of visibility, safety/people management etc.
6. There are very, very few useable event spaces in the city, as we have discovered while searching for sites for Pop-up Globe. Pop-up Globe ideally requires a 40m x 50m site for the building and construction, with an additional area for F&B etc. The Hobson Wharf extension space would have been ideal for us to use when we launched Pop-up Globe in 2016, and we believe it could provide an excellent legacy event space for the city.
7. The benefit to local business and to the city as a whole of an event such as Pop-up Globe, where approximately 100,000 people attend over five months, can be much greater than individual bigger events, where say 20,000 people attend on a single evening, coupled with the higher per-capita spend that often accompanies visitors to events like Pop-up Globe

Spreading the attendance also means that local restaurants and accommodation providers are not overloaded by too many people arriving at the same time. For most businesses, having 800 people walking past is actually of more benefit than 20,000 trying to access services at the same time.

We support the view that this space should be retained as a legacy event space for the city. We believe that the capacity at 1000 people is completely acceptable and would not have, for example, prevented us from using the space for Pop-up Globe. In fact, it would make an ideal location for a future Pop-up Globe, and we would be interested in exploring this further when circumstances allow.

Best wishes,

Dr Miles Gregory
Artistic Director & Founder
Pop-up Globe
0220 464 425



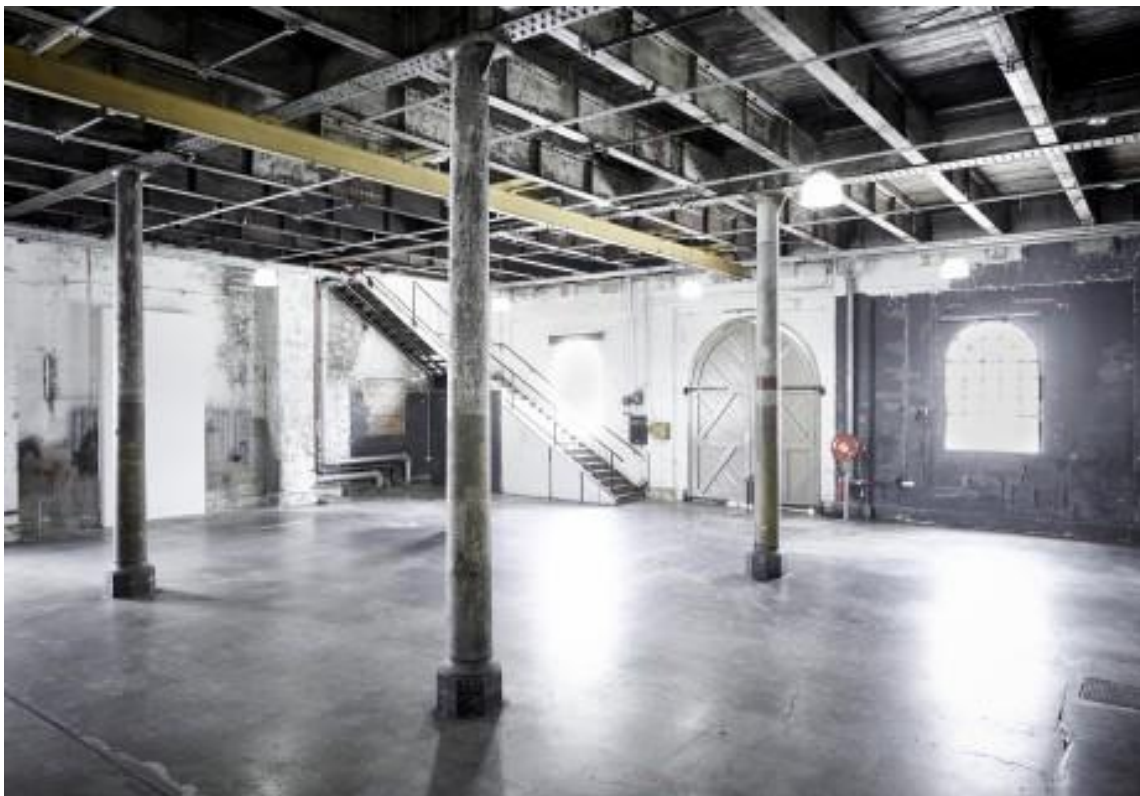
Pop-up Globe. The game's afoot...
New Zealand: www.popupglobe.co.nz
Australia: www.popupglobe.com.au
Facebook: facebook.com/PopupGlobe
Twitter: [@popupglobe](https://twitter.com/@popupglobe)
Instagram: [@popupglobe](https://instagram.com/@popupglobe)

The above information from Pop-up Globe is confidential. No part of this document or attached documents may be disclosed in any manner to a third party without the prior written consent of Pop-up Globe.

Attachment 5: Carriageworks, Australia.



Carriageworks, Bay 21 Space (Area 356.4m², Dimensions 13.2 x 27m, Ceiling Height 11.70m, Wall Height 6.40m, Truss Height 9.06m).



Carriageworks, Elston Room (Area Approx. approx. 325m², Dimensions approx. 18.1 x 17.95m, Beam Height 5.40m)



Auckland Council: Indoor Sports Facilities Plan – Key Points

Market Economics (M.E) and Visitor Solutions (VS) have been commissioned to investigate Auckland's supply and demand of indoor sports facilities. This investigation is concerned with the current position as well as the outlook for the network and is primarily focused on six codes, Volleyball, Futsal, Netball, Badminton, Basketball and Table Tennis. Numerous studies over the past twenty years have indicated an undersupply of indoor facilities. Considering Auckland's high population growth and the historic pressures on indoor sport facilities, a part of the investigation focuses on identifying ways to optimise the network's current performance.

The project is currently in the data analysis phase so only high level preliminary analysis is available.

The purpose of this summary is to:

- Illustrate the anticipated size of the future demand,
- Highlight the spatial distribution of the pressures,
- Give a very initial, high-level indication of the anticipated costs associated with the improvements – both capital and operational.

Current situation and outlook

New Zealanders are, by and large, an active population but there are underlying trends that are impacting on the overall level of demand for sport facilities. Examples include:

- The shifting population structure (population ageing),
- A change in the ethnic mix,
- Changes in Auckland's urban form (intensification and greenfield developments),
- The cost of accommodation and housing affecting the ability to pay to participate in sport activities,
- Increasing demands on participants' time and how sporting codes respond to these pressures (such as shorter game formats like Action Netball).

These trends are also showing up in Auckland's indoor sport environment and responding to these pressures is critical to firstly maintain current sport participation and, secondly, to increase participation.

Several studies into sports facilities have been completed, including the National Facilities Strategy for Indoor Sports (2013) as well as studies focusing on specific codes e.g. Auckland Central Basketball Venue Feasibility Study (2014), Auckland Netball Centre Feasibility Study (2014), Auckland Regional Netball Facilities Plan (2015), Needs Assessment for Colin Maiden Park (2014), to name a few. All these studies highlight the need for additional facilities.

As part of the assessment into the current use of the Auckland's indoor sport facilities (for the six codes), the sport codes were interviewed and their information/data¹ were reviewed. Facility usage figures, the number of users (members) and the location of users (home address) relative to the facilities used were reviewed. An online survey was undertaken to collect additional information about the spatial distribution of users. This information is being used to understand the travel patterns (e.g. distances) of users when they interact with the sport facilities and provides an ability to consider the demographic attributes associated with different users. At the same time, the survey provides an ability to look at the relative location of venues against Auckland's future growth areas.

Taking the revealed spatial patterns (from the surveys) and overlaying the anticipated population changes (age shifts as well as the change in population totals) provides a 'first cut' indication of the likely change in demand. Of course, this approach assumes that the ratio of players as a share of population (by age cohorts) stays the same. It does not reflect the potential players who are currently unable (or chose not to) to access facilities, a lift in use arising from better provision, or any provision to address the existing shortfall. In other words,

¹ When available.



based solely on the anticipated population changes, the level of demand for indoor court is expected to grow. Based on the distance participants are currently travelling to use the facilities and the expected growth patterns (of where people will live in the future), the analysis suggests that demand will increase by between 20% and 25% over the next 15 years to 2033². Under a high population growth scenario, the growth is anticipated to be even higher coming in at between 29% and 34%. Looking further into the future to 2043 (in 25 years) the demand is expected to be even higher at between 22% and 36% under a medium growth scenario and 36% to 51% under a high growth scenario. The following table provides a breakdown of the population driven growth for the six sport codes included in this study.

Table 1: Population driven change in demand

Year	Growth	Volleyball	Futsal	Netball	Badminton	Basketball	Table Tennis
2033	Medium	22%	22%	21%	24%	20%	25%
	High	30%	30%	29%	32%	30%	34%
2043	Medium	24%	24%	22%	33%	21%	36%
	High	37%	37%	36%	45%	36%	51%

The analysis suggests that, going forward, the demand for indoor court space is expected to continue to grow and while there is some uncertainty around the scale of the growth it will be significant. Certain codes are likely to see greater growth than others due to demographic and participation factors. This observation is true for Table Tennis and Badminton as these two codes tend to have players from a wide range of age cohorts.

In crude terms currently, all existing secondary data indicate we have an undersupply of facilities (across all the codes being examined³). Putting this fact aside and assuming the existing network (of approximately 109,000m²) had no shortfall, to keep pace with projected change (at a very conservative 20%) we would still need to bring on stream approximately 22,000 m² of active floor space (or the equivalent of approximately 36 basketball courts). Assuming an additional 5,500m² of support spaces⁴ are required in addition to the active floor space the total facility requirement is 27,500 m². At a rate of \$3,500/m² this would equate to approximately \$96m at today's rates⁵. Considering price escalation at 3%, then in five years' time the cost would be \$111m.

What is most disturbing is that these assumptions clearly underestimate the required supply and yet we still have costs in excess of \$100 million dollars. If we retain the assumptions above but adjust the percentage of projected change by 25% and 30% (assuming even growth) by 2033 the impact is significant. Table 1 indicates this demand (which is still an undersupply given the factors outlined above) in terms of equivalent basketball courts.

Table 2: New additional space required by 2033 (in Basketball Court-Size Equivalents)

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
At 20% ↑	0	2	5	7	10	12	14	17	19	22	24	26	29	31	34	36
At 25% ↑	0	3	6	9	12	15	18	21	24	27	30	33	36	39	42	45
At 30% ↑	0	4	7	11	14	18	22	25	29	32	36	40	43	47	50	54

² Under a medium growth scenario.

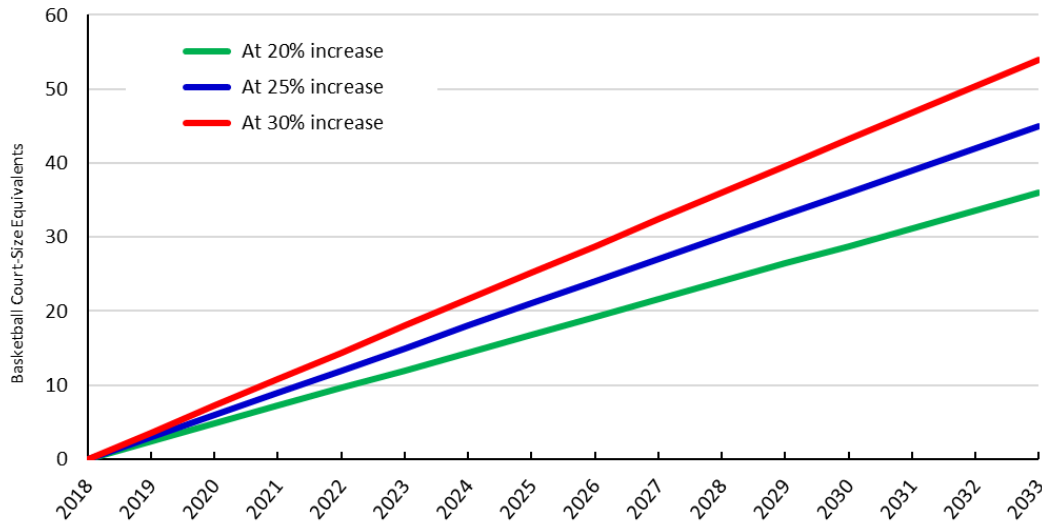
³ National Facilities Strategy for Indoor Sports (2013), Auckland Central Basketball Venue Feasibility Study (2014), Auckland Netball Centre Feasibility Study (2014), Auckland Regional Netball Facilities Plan (2015), Needs Assessment for Colin Maiden Park (2014)

⁴ Conservatively set by architects at 25% of the active floor space.

⁵ Rates have been set by a Quantity Surveyor and reflect only the building costs (excludes land costs and other fees). These rates are set at the lower end of the spectrum. Actual built cost may be higher than \$3,500 m².



Figure 2: New additional space required by 2033 (in Basketball Court-Size Equivalents)



Spatial distribution of the pressures

There are several growth areas across Auckland that will need to be addressed/considered when adjusting the network configuration. These include growth in the north-west of Auckland (Massey North, Whenuapai), North Auckland (Millwater, Wainui, Dairy Flat area), Central Auckland (intensification), South Auckland (Drury, Takanini, Pukekohe, Karaka). These growth areas will capture a quarter of new households over the next 30 years. Sixty to seventy per cent of the growth will occur in the existing urban area (i.e. through intensification). Large shares of the intensification are expected around areas such as: Central Auckland, New Lynn, Glen Innes, Albany and near most centres across the city.

In terms of the spatial pressure points, the analysis shows that currently users travel significant distances (with long travel times) especially when accessing higher order competitions. However, the surveys also suggest that there is a secondary layer of activity that tends to be focused at the community level facilities (mostly focused around the Leisure Centres).

This means that looking forward, the growth is anticipated to be targeted towards the more 'regional facilities' that cater for the competitive players. At the local level, the growth in population will put pressure on the facilities by way of increasing demand for the facilities from other conflicting uses e.g. using the courts for holiday programmes and other sport codes (e.g. gymnastics, social play etc.). Spatially, the pressure is expected to increase around the larger facilities such as Bruce Pullman Centre, the North Shore Events Centre, ASB Stadium, North Harbour Netball Centre, Allan Brewster Leisure Centre, Auckland Table Tennis Centre and the Badminton Hall (Gillies Ave).

These increases will put further strain on Auckland's traffic network and limit peoples' ability to participate in strong competitions at these venues. Some of the feedback (via the survey) suggests the distances to facilities (as well as traffic considerations) are already limiting the growth and inhibiting participation. Overall the accessibility to facilities was the fourth most important point raised during the survey and this issue was identified across all the codes. This was behind access to 'more facilities', 'better quality facilities' and the 'cost to access facilities'. Between 80% and 90% of respondents indicated that there were insufficient facilities.



Other points

There are several subtle differences and common points between the codes that will impact on, or influence, the options that are available to reconfigure the indoor court network. These points (based on the surveys) include:

- Seasonality:
 - Netball and Volleyball revealed a higher level of seasonal patterns with a drop-off in the off-season. Table Tennis and Badminton revealed low seasonal patterns (more all year-round use).
 - The travel patterns (home vs away) is relatively insensitive to seasonal considerations across the other codes. Futsal and Basketball's travel patterns are not affected by seasonal considerations
- Perceptions of growth and access to facilities:
 - Futsal and Basketball have the highest growth (based on percentage respondents that agreed with the statement that 'the sport is growing really fast').
 - Access to facilities is a key issue across the codes, but Basketball and Volleyball appear to have the highest pressure (survey based), with Table Tennis and Badminton towards the lower end of the spectrum.
Given the multi-cultural nature of Futsal and Basketball, it can be expected that these codes' facilities will need to also take cultural patterns into account.
 - All players expect to increase their participation over the next 5 years.

Suggested way forward

Given the demands and supply, and budget constraints, that we are facing today and those that are projected, we must be creative in the way we meet our future facility needs. This will include such things as:

- Building new facilities (increasing new supply),
- Changing the use of existing facilities to create a more strategic and coordinated network (optimisation of existing supply),
- Developing partnerships with organisations such as the Ministry of Education,
- Changing existing competition and league programmes to spread the load out over the calendar year,

In the coming months as our analysis is completed we will have a better understanding of existing and projected facility shortfalls and our proposed options. Clearly however developing new facilities will be essential.

Americas Cup Legacy Project - New Zealand Football

Expression of Interest

Hi Craig,

This is an informal expression of interest for the Americas Cup Legacy project at Wynyard Wharf.

New Zealand Football would be very interested in this space. We could look at placing a portable playing surface down on the concrete pad for large scale community and event use.

It would be necessary for us to tie in Auckland Football Federation as priority users of the football/futsal activity of this venue. I would imagine there would be plenty of unaffiliated organisations also interested, which we would in not support.

Key opportunities:

Informal activity and open community use

Regular competitions

Club / School Futsal Festivals

Futsal National League Games

I am happy to provide a formal letter of support / interest when required.

Thanks,



Josh Margetts

New Zealand Football

Futsal Development Manager

Phone | 021 859 428

Email | josh.margetts@nzfootball.co.nz



25 July, 2018

Craig Jones
Visitor Solutions
Level 2, 8 Teed Street
Newmarket, Auckland

Dear Craig,

Basketball New Zealand and our local Auckland Associations would be interested in utilising the potential space made available as a result of the America's Cup Legacy project, specifically the Wynyard Point Works and bases C – G. As a member of the Auckland Indoor Courts Facility Project Leadership Group, it's evident that there is already substantial demand for more indoor court space, particularly in and around the CBD area. The current lack of space means local associations are in the very unfortunate position of not being able to facilitate and programme more leagues/competitions in order to service this demand, resulting in long waiting lists.

If bases C – G were to remain after the 10 year consent period, both Basketball New Zealand (BBNZ) and our local associations (Auckland Basketball Services Limited & Harbour Basketball) would be interested in utilising this space in order to service the current demands as well as other activations.

If bases C – G were to be removed following the 10 year consent period, BBNZ and our local associations would still be interested in utilising the hard space area if it was converted into a multi-use games area with court space.

Activities, both indoor and outdoor, that could be activated at the site of bases C – G include:

- **3x3 basketball activation:** 3x3 would be played at a recreational (MUGA), association and national level (i.e. 3x3 national tour, 3x3 Secondary Schools)

It's also worth noting that 3x3 is now an Olympic sport and is seen as an important element when promoting increased participation in basketball. The finals weekend of the 3x3 national was recently held at 'The Cloud' but a dedicated basketball site in the CBD would be of more value.

- **Local association activation:** the potential to programme social and recreational leagues. More venue space would also provide opportunities to expand the current club structure in the CBD (see ABSL current club structure - <http://absl.basketball/Club-Directory>). Clubs would utilise indoor and outdoor



space.

- **Other:** Holiday programmes, utilising indoor and outdoor spaces, would be programmed in the CBD. Indoor spaces would also be utilised as a potential training facilities. There would be interest to activate spaces for training at an association as well as national level (i.e. NZ national teams and visiting national teams).

Please don't hesitate to contact us if you require any additional information.

Yours sincerely,

Daniel Dawick
Manager, Basketball Development & Technology

Attachment 9

AMERICA'S CUP 36 Wynyard Hobson Proposal

PRELIMINARY LEGACY EVENT OPTIONS

PREPARED FOR:

PANUKU DEVELOPMENT AUCKLAND

02 August 2018



1. Hobson Wharf - On Water Cinema



Prepared for Panuku Development Auckland



0 100m
1:3,000 @ A3



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2. Hobson Wharf Longer Duration Pop Up



Prepared for Panuku Development Auckland



0 100m
1:3,000 @ A3



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3. Hobson Wharf Maritime Museum Extension



Prepared for Panuku Development Auckland



0 100m
1:3,000 @ A3



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4. Hobson Wharf Auckland Cultural Centre



Prepared for Panuku Development Auckland



0 100m
1:3,000 @ A3



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5. Major Event Activation - All of Viaduct



Prepared for Panuku Development Auckland



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6. Auckland On Water Boat Show



Prepared for Panuku Development Auckland



0 100m
1:3,000 @ A3



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7. Auckland Tall Ships Festival/ Regatta



Prepared for Panuku Development Auckland



0 100m
1:3,000 @ A3



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8. Racing Lanes



Prepared for Panuku Development Auckland



0 100m
1:3,000 @ A3



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9. Large Auckland Harbour and Seafood Festival



Prepared for Panuku Development Auckland



0 100m
1:3,000 @ A3



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Attachment 10: On Water Light and Projection Shows – Vivid Sydney





To whom it may concern,

Introduction

Locales have been asked to provide a perspective on the potential legacy use of the Hobson Wharf extension. Locales has developed a significant range of cultural visitor experiences throughout New Zealand, Australia, Europe and Turkey. Our award-winning visitor experiences include Nga Tapuwae NZ First World War Trails, The Waihi Gold Discovery Centre and we are soon to launch Tupapa – an experience that tells the story of voyaging waka hourua and settlement in the Tairāwhiti region across sculptural, signage, web and mobile media.

Hobson Wharf Legacy Options

In our opinion the wharf could be developed as a significant cultural maritime experience that incorporates a blend of exhibition, events and water-based experiences and product that leverage Aotearoa New Zealand's unique maritime heritage.

Most contemporary visitor experiences combine large, open-plan, flexible exhibition spaces alongside access to outdoor sites. This allows flexibility for groups, education audiences, special events and also independent visitors. Ideally this would be a large, broad space with significant ceiling height, with good indoor/outdoor options and access for large objects and taonga. With this in mind, a large a space as possible would also allow for a range of adjacent outdoor gathering spaces.

The wharf site is also perfectly positioned to provide access to flat water for waka and other water-based tours, activities and shows. This provides a unique opportunity, as far as we are aware in New Zealand, to provide a tightly connected interpretive, educational, event experience alongside on-water activities and products for visitors.

One option could be to further extend and develop the Maritime Museum offering, with a new large exhibition space that utilises the public access to the water and perhaps builds on the Tamaki Makaurau heritage of waka and seafaring. This option would leverage the existing administrative and curatorial expertise of the Maritime Museum and provide a unique Auckland-centric offering.

Another option is to develop an independent and specifically Polynesian/Māori cultural centre that provides a holistic waka/voyaging experience. Themes and topics such as navigation, migration, waka hourua, waka technology, return voyages, adaptation to Aotearoa, Māori waka – could all be explored through exhibition and outdoor experiences with a distinctively Polynesian/Māori voice.

In our opinion either of these options would provide a unique legacy visitor experience on Hobson Wharf which will appeal to both domestic and international visitors.

Chris Hay
Director
Locales
www.locales.co.nz
24th July 2018

Attachment 12

Craig Jones
Director
Visitor Solutions
Via email - craig@visitorsolutions.net



**New Zealand
Maritime
Museum**
HUI TE ANANUI A TANGAROA

24 July 2018

Dear Craig,

Thank you for your phone call and subsequent email. My understanding is that you are seeking feedback from the New Zealand Maritime Museum regarding the legacy opportunities that may be achieved for our organisation in the context of the building works to facilitate the 36th America's Cup in Auckland in 2021.

The options are myriad and are of course dependant on the final scope of works especially in the vicinity of the Museum premises. At this stage we have only seen initial plans, however there are potential exciting opportunities that could exist with the extension to Hobson Wharf and general improvements to the precinct in which the Museum sits. These include, but are not limited to:

- Adding to the Museum's collection of New Zealand yachting and sailing innovation related artefacts.
- Improvement to the Museum marina space and increased protection for the heritage fleet through breakwater and under wharf work.
- Reworking of the Museum entrance and western side to increase visitor amenity and access.
- Potentially, additional deeper water berthage attached to the museum precinct for visiting heritage vessels, via the medium of the extended wharf.
- Greatly increased public space at the north of Hobson Wharf, and the opportunity to create a second entrance directly into Blue Water Black Magic.
- Opportunity to work with the holder of any building housed on the Hobson Wharf extension to leverage building space (including temporary building space) for special exhibition and historical interpretation.
- Long term, the wharf extension offers major potential for an extension to the Museum, and one that would allow far greater additional flexibility than the current wharf footprint.

While some of these matters are effectively an extensions of business as usual and would always be sought by the Museum, others would require consultation, business casing and strategic interrogation to see whether they were desirable; nor is the list in any way exhaustive. I would also like to point out that without resolution of the Museum's lease situation, which expires in 2027, some of these matters are moot – especially the last.

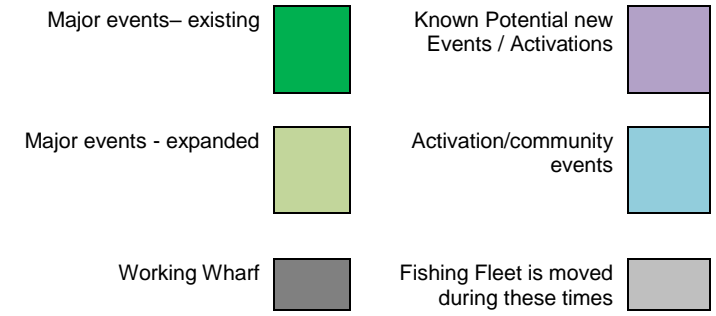
However, in short, it is evident that in the context of the plans we have seen to date there is definitely potential to see very positive legacy outcomes from the AC36 works. I and my colleagues at New Zealand Maritime Museum look forward to the opportunity to explore the opportunities further.

Yours,


Vincent Lipanovich
Museum Director
New Zealand Maritime Museum

Indicative Legacy Events and Activation Calendar

Attachment 13



	SPRING			SUMMER			AUTUMN			WINTER		
	September	October	November	December	January	February	March	April	May	June	July	August
Working Wharf	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey
Wynyard Wharf South Water Space and Halsey Wharf Marine & water-based events (includes land-based elements)												
Volvo Ocean Race					Green	Green	Green	Green				
Millennium Cup						Green						
Anniversary Day Regatta					Green							
Tamaki Herenga Waka Festival					Green							
Waka Ama Championhips (senior)								Light Blue				
Waka Ama Championship (Junior)			Light Blue									
Great Waka Ama race								Light Blue				
King of the Harbour									Green			
Dragon Boat Festival						Green						
Waka Ama Sprint Nationals						Light Green						
Other paddling events (when space is available)					Purple	Purple	Purple	Purple	Purple			
Seaweek							Purple	Purple				
IVF World Waka Ama Sprint Championships						Light Green						
Pacific Coastal yacht races		Light Green										
Tall Ship Regattas				Light Green	Light Green	Light Green						
Other international sailing/power boat events			Light Green	Light Green								

	SPRING				SUMMER				AUTUMN				WINTER			
Auckland On-water Boat Show																
Ocean Swim series																
Triathlon																
Red Bull Foiling sailing																
Matariki (including waka)																
NZ 49ers Nationals																
Portage Crossing																
Land events – festivals, sports, community, cultural																
International Buskers Fest																
Auckland Marathon																
Auckland Arts Festival																
New Year's Eve																
Anniversary Weekend																
Heritage week																
Heritage Festival																
Art Week																
Architecture week																
Bravehearts																
Exhibitions																
Activations – major event additional activity, leverage activity																
Trade Shows																
Diwali, Lantern, Pasifika festival expansion																
NZ Fashion Week																

Wynyard Quarter and Wynyard Point Works events and activations – potential expansion																
Summer at Silo Park																
Wynyard Quarter Birthday																

Auckland Art Fair												
Auckland Photography Fest												
Rainbow Machine												
Modular Pump												
e-Bike activations												
Multi Use Games Areas (MUGA)												
Indoor Structured Social Sport (Only if Bases available)												
Indoor Arts and Cultural Activations (Only if Bases available)												
Outdoor Structured Social Sports												
Container Gym (red bull)												
Sculpture walk												
Urban Field Days												
Piano's night out												
UNESCO Jazz Festival												
Jaguar Car Show												
Diner en Blanc												
Conservation week												

	SPRING			SUMMER			AUTUMN			WINTER		
	September	October	November	December	January	February	March	April	May	June	July	August
Hobson Wharf Extension Marine & water-based events (includes land-based elements)												
Longer Duration Pop-up theatre i.e Pop-up Globe, Pleasure dome. With maritime themes given priority.												
Activations – major event additional activity, leverage activity												
Trade Shows												

	SPRING			SUMMER			AUTUMN			WINTER		
Tall Ship Regattas												
Tall Ship Pop Up Interpretation												
Auckland On-water Boat Show												
Maritime Museum Pop Up Exhibitions (If Base B available)												