

From: [Hugh McGuire](#)  
 To: [BUS: Long Term Plan](#)  
 Subject: Long Term Plan submission  
 Date: Friday, 17 April 2015 3:25:18 p.m.

<b>Name</b>	Hugh McGuire
<b>Email</b>	hughmcgkiwiana@gmail.com
<b>Postcode</b>	6012
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	The Island Bay one costs about \$1 million to construct, I certainly suggest that this is affordable to send on that. Then the council should continue saving and investing more cycle route, this shall not be like Auckland. It's got to be the safest place to enjoy.
<b>Would you like to deliver an oral submission to council in person?</b>	No
<b>I would like to volunteer for Generation Zero -Yes</b>	yes

From: [Lisa Melville](#)  
 To: [BUS: Long Term Plan](#)  
 Subject: Long Term Plan submission  
 Date: Friday, 17 April 2015 4:04:18 p.m.

<b>Name</b>	Lisa Melville
<b>Email</b>	lisamelville@yahoo.com
<b>Postcode</b>	6012
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	Karori is another suburb where separated cycle lanes are sensible. Karori has the highest child population under 10, and separated cycle lanes would help get the younger population on their bikes, particularly to school which would ease road congestion. Karori also has the second highest rate of commuters cycling to work, and has the Makara mountain bike park - which creates a lot of cycling traffic.
<b>Would you like to deliver an oral submission to council in person?</b>	No

# WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

Name ..... yachanes Menfun .....

Signature ..... *Yachanes* .....

Address ..... 11 Alighton building Mount Cook .....

Phone ..... 02102983255 .....

Email ..... Yone.haile@yahoo.com .....

I wish to make an oral submission

**From:** [Ann Mitcalfe](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Submission on the 10 year plan 2015-2025  
**Date:** Friday, 17 April 2015 4:20:38 p.m.

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Wellington City Council (WCC) 10 year plan (LTP) SUBMISSION - due 5pm Friday 17 April 2015

I will be away from New Zealand at the time usually arranged for speaking in support of submissions.

I trust this submission will receive due consideration as if orally supported.

I have made a number of specific suggestions, in this submission, as well as making comments upon general themes which others may comment upon also.

I look forward to receiving your reply to each suggestion, in due course.

### LONG TERM PLAN REVIEW

We need to make smart choices with the money that we have and we need to invest in the future.

WCC has occasionally used a narrow "monetaristic" approach when attempting to measure and forecast GDP.

There are better ways to measure real growth, sustainable long-term growth, which take into account more than purely financial gain.

I suggest that this broader economic measure of GDP is a better measurement tool in our long term planning processes.

Otherwise our planning fails through the incorrect assumption that purely physical, structural growth, such as new roads and buildings, are the only important items to measure.

Instead I believe WCC can help itself and our region by establishing a "win-win" situation, through also measuring and budgeting for specific improvements in air and water quality; in biodiversity;

in public health standards; in community education; in heritage assets; in mental health; and in social justice and in equity - giving priority of management and funding to those projects and forms of growth which are truly sustainable.

This path or model for sustainable "growth" provides all of us with better futures and a better environment.

Such "Green" growth is productive

I suggest we continue to "manage demand ahead of investing in new assets"

We can lead the way in developing and funding sustainable solutions and alternatives in transport, land use, asset management, resource management.

These sustainable solutions provide new employment and attract new residents and businesses - for the long-term.

Narrower economic benefits also increase significantly - more retail sales and higher house values are examples.

Green growth and sustainable growth offer very positive cost-benefit ratios as well,



particularly important in times when our Council is short of cash.

## REGIONAL STRATEGIES

We should aim to be more economically co-operative and more economically sustainable within our region as well as within our city - not the narrow focus of economically "competitive".

By WCC clearly working in partnership with other cities and local bodies and educational institutions and community groups, we will achieve much more for Wellington.

Competition does not produce the best results between individuals or within our nation.

Role-modelling partnership, co-operation, teamwork and shared expertise has a long-term beneficial impact on our community.

## WELLINGTON'S PARKS AND RESERVES

**We do not need to fund extra buildings in our parks and reserves.  
That is an area in which budgetary savings can immediately be made**

Any "improvements" in this 10-year span, above the Pest Management and native biodiversity improvements (pest animal and plant management, for example) specifically submitted for, should concentrate on developing and maintaining easy and medium grade tracks for walkers and cyclists, especially tracks which can be used by commuters as well.

Tracks such as this should be increased in urban areas, so that commuters can choose to walk for part or all of their journeys, along tracks which have been routed away from the exhaust emissions of vehicular traffic.

**As a top priority, though, we should fund measures which will improve the particular local vegetation and air and water quality of our area.**

Therefore I add these matters into my support for the long term aim for increasing native biodiversity and improved health of native species.

I do not support any reductions in the total environmental grants pool.

I submit that we should increase this pool and widen the environmental parameters to which it can be applied.

This assists our region while the national environmental grants pool has been shrinking.

## EXTENSION OF PEST CONTROL IN OUR NATURAL AREAS

Greater Wellington Regional Council (GWRC) has budgeted for the extension of pest control programmes.

These protect and enhance the unique heart of Wellington, the natural features which make our Wellington region special.

WCC needs to budget and act in accord with these GWRC measures, strongly now and throughout this 10-year span, otherwise we lose forever our irreplaceable natural heritage.

Eradicating pest plants and pest animals should be a very high priority for funding in this

LTCCP. Controlling is the next best option, where eradication is impossible.

All investments in natural assets should prioritise ecological i.e. on-the-ground benefit.

Funding for natural open space and native biodiversity improvement should be increased.

## WATERFRONT

Like Otari, our waterfront is a national "jewel" and a public asset.

Maintaining our waterfront as public space, without new buildings upon it, is my first priority.

This fits well with WCC's wish for budgeting austerity in this long term plan. Also, we should not be permitting buildings in historic (let alone current) flood zones.

My next priority for our waterfront is improvement of water quality and air quality.

In our planning and building controls, we should increase our use of natural-soak areas around urban and rural development.

We should not permit new hard-paved areas, in order to reduce run-off of pollution into the harbour.

There should be increased allowance in this long term plan for improving our development planning and control systems.

Where WCC owns or manages land with drainage into the harbour (and other coastal areas),

this plan should increase its budget for massed natural flood-protection plantings, from native local vegetation sources, not from planting poplars and willows.

I commend WCC for Waitangi Park on our waterfront. More of these sustainable land-use initiatives should be budgeted for.

The LTP's weeding and plant-care budget for Waitangi Park itself should be increased.

This LTP must budget more for sustainable land management practices by WCC.

This will reduce and then eliminate erosion (and the resulting sediment build-up in our waterways and harbour).

This LTP should have an increased budgetary allowance for the control of discharge from ships and smaller seagoing vessels;

for the elimination of as well of effluent and nutrient runoff from our city's rural outskirts;

plus elimination of discharge of industrial waste into our waterways.

This 10-year span should see the complete implementation of the "Polluter Pays" principle for Wellington.

These submissions apply also to other areas of our Wellington coastline, such as Makara

and Lyall Bay.

#### WCC LANDS

Similarly with these suggestions for LTP funding of sustainable land management practices,

I have submitted re encroachments that WCC enshrine in its long-term planning and policies the important principle that no WCC land be permitted for encroachment or sold to private interests e.g. through road stoppings, if there is any ecological use for the land as natural open space, without structures built upon it.

This principle should be applied to all public lands owned or managed by WCC. If we had implemented it in earlier LTPs , we would not be having to budget \$3 million for the purchase of small pockets of inner-city land as "pocket-parks".

Many small public areas soon become useful to our community for local power generation sites; communal composting facilities; community gardens; recreation activities and other creative or communal purposes as yet undefined.

We will need such areas of public land in order to achieve our previous LTP's aim of completely renewable electricity powering Wellington.

I support this and submit that we strengthen it in this 10 year span.

#### SMALLER COMMUNITY ASSETS

Around our city there is a range of smaller community assets already in existence: play areas; local swimming pools such as the Khandallah summer pool; arts centres; libraries; community centres.

We have an ageing population. We want to increase the feelings of wellbeing in our community and public safety. We want to foster creativity.

I submit that we should be retaining and repairing these local assets, as a priority over this 10 year period.

Another inexpensive LTP innovation should be the overpainting (in neon colours if need be) of sports-court shapes e.g. tennis court and fives-court outlines, on little-used carpark areas, to encourage alternative healthy use in off-peak times, when these hard-paved areas lie empty, wasted.

As private vehicle use declines, these kinds of multi-use public land options become more and more viable - and safer.

#### PUBLIC TOILETS

This LTP needs an increased budget allowance for public toilets to be installed and maintained in more places

(essential for our goal of increased domestic and international tourists around Wellington).

It also needs more allocated for better management of the automatic toilets.

In other cities, not just Wellington, there have been problems after moving to "automatic" public toilet systems.  
Most often these problems arise through/are compounded by the automated doors.

Clearer signs as to how the doors operate e.g. how to open or close them manually from the inside are needed.

## TRANSPORT/REGIONAL DEVELOPMENT

Wellington needs to direct the resources we have towards a transport system fit for the future by upping investment in better buses and trains, safety upgrades and maintenance, and targeted projects to help freight, especially with \$4 a litre petrol potentially returning onto our horizon.

Specific examples of where our own LTP could be improved, therefore, are:

- We should be doing much more (and sooner) towards achieving our stated goals of
  - "fewer greenhouse emissions" in our region , and
  - "changing transport habits to low carbon alternatives.

Instances are:

- all roading management measures, which make non-carbon transport and communal (public) forms of passenger and freight transport easier, should be advanced ahead of any measures to increase carrying capacity for private vehicular transport
- no new roads should be constructed, particularly not billion dollar canyons up a hill, like Transmission Gully.
- We should be charging for car parking in the city, seven days a week.
  - Carparking is infrastructure which costs money to build and maintain, seven days a week.
  - To continue to ensure fairness, since many people just pop into the city to pick something up, the proposed minimum charge of \$1 should not be implemented however.
  - If people are just going to have a vehicle parked in the city for 10 minutes, they should only have to pay for 10 minutes.
  - Yet, greenhouse gas emissions are just as destructive on Saturday and Sunday, as they are Monday to Friday, and just as destructive whether parking for 10 minutes or 10 hours.
  - Thus we need to offer better alternatives to private vehicle use, seven days a week
- Clearly, public transport needs to be better funded / prioritised, so that we

have an improved service. This means

- more frequent services over more routes across the greater city, without fare increases.
  - more routes through the inner city, rather than so many buses travelling through the same few bus-stops in town.
  - services continuing through the evenings and weekends
- The current high usage by Wellingtonians, of public transport, should be **INCREASED** further.
    - Therefore we should retain non-rates funding at 70% for the passenger transport network or increase that non-rates portion.
  - I STRONGLY SUPPORT our strengthening of the rail infrastructure network.
  - In this, we need to ensure we cater further for cyclists and other non-motorised forms of transport also - to link with trains and be able to travel upon them.
  - Inexpensive examples of how to achieve this are:
    - Install bike racks on buses asap, certainly in this 3-year span, not wait any longer
    - Provide more and better quality cycle parking at train stations
    - Create dedicated bike lanes to make cycle commuting safer.
  - I support the "Cycle Aware Wellington" 11-point plan for the council to "really get cycling rolling in this great city!".
    - Please adopt their sensible suggestions for ways to inexpensively meet our transport targets
    - In addition, I suggest we should increase our non-rates funding of our Cycle Network past 5%

#### SHARING EXPERTISE

I believe WCC should link more with all the tertiary education facilities in Wellington, in order to benefit from the immense expertise offered by staff and students.

We should be using their workshops and assignment / team design projects to develop new and best-practice models for all the areas of WCC work.

Thus we simultaneously engage the interest of new generations and improve our own processes.

#### COMMUNITY GROUPS

Already WCC has been working well with community environment groups, such as Friends of Ohariu Stream, Southern Environmental Association and Makara Peak Mountain Bike Park.

Recreational and creative groups have also received support.

This is how Wellington should be seen - co-operative, with a powerful volunteer culture; creative and productive.

LTCCP funding for these community groups should be increased and maintained at a higher level.

#### WATER

Our city's residential and commercial water use can and should be much better managed.

Since we lose so much of our expensive, treated water through leaky delivery pipes, we should not simply build more dams/storage reservoirs.

That is to waste more water and money in two areas simultaneously.

"Plug" our leaking delivery pipes, within the budget and timespan of this LTP.

Implement better ways to use and replace our existing treated water supply, since it is treated to drinking water standard.

Don't store and treat water when it's not required for human health eg for drinking and cooking.

Don't continue to flush treated drinking water down our toilets, nor wash cars with it and water gardens from it.

Instead: support local businesses and educational institutions in the design, sale and installation of rainwater storage for each home in our region, not just the few new homes.

There needs to be planning policy plus budgetary allowance in this LTP for these measures.

I do not support commercialisation and eventual privatisation of our water systems, in Wellington city,

a feature that has been happening globally and is not to be copied.

I distinguish such privatisation and use of water for individual commercial advantage (both totally undesirable)

from essential awareness of the comparative scarcity of water

and from appreciation of water as a natural resource to be shared and conserved.

I add here that we need to strengthen education and awareness programmes, to show people that wasting our water really does hurt us - in the pocket now as well as through the loss of natural areas and rivers and streams in the future.

For those individual residential properties which have volunteered to measure and conserve their water use,

I do SUPPORT this LTCCP proposal that there be some rates remission available for voluntary residential water meters.

#### WASTE

I submit that Waste Reduction and return of waste to source - "Product Stewardship" - should become the norm in Wellington city.

We have spoken of this in previous WCC policies yet not implemented it.

This LTP is where we should be implementing Product Stewardship through an appropriate budget allocation.

It will save us even greater expense in the future.

WE should strengthen our funding and programmes which move us towards less waste.

#### SALARY AND WAGE EQUITY

A large portion of the budget allocation for this next 10-year span is, appropriately, salaries and wages.

However please re-consider, as a municipal organisation, whether the current disparity in salary and wage levels within the Council is something you would like to continue. I do not believe we should be increasing the gap between the "haves" and the "have nots", in our Capital City.

Re-allocating at least 10% of the current "top-level management" salaries across to the wages of the lower waged Council employees, across the board, would be an appropriate financial management move.

There is no time better than long-term planning for instituting equity within a workplace or a city.

I look forward to your response to these suggestions on our Long Term Plan.

Ann Mitcalfe  
4 Hadfield Terrace  
Kelburn  
Wellington 6012  
ph 64 21 215 2219



From: [Kelly Moen](#)  
 To: [BUS: Long Term Plan](#)  
 Subject: Long Term Plan submission  
 Date: Friday, 17 April 2015 3:36:53 p.m.

<b>Name</b>	Kelly Moen
<b>Email</b>	kel.moen@gmail.com
<b>Postcode</b>	6021
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	The less dead cyclists the better.
<b>Would you like to deliver an oral submission to council in person?</b>	No

# WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

I need for support my family especially my son, N also need to pay everything we need.

Name Alana Mose

Signature Alan

Address 46 Moun ST. 909 BERKELEY BALLARD

Phone .....

Email .....

I wish to make an oral submission

Organisation: Medical Students for Global Awareness (MSGA) Wellington

On behalf of: Students studying at the University of Otago, Wellington who are interested in reducing health inequities and improving health outcomes.

Postal address: P.O. Box 7343, Mein Street, Newtown, Wellington South, University of Otago, Wellington

Email: [wendy.zhu15@gmail.com](mailto:wendy.zhu15@gmail.com)

Interest in health inequities, and the health and wellbeing of children and youth. We believe that Council plans have a considerable impact on the health of their population, and therefore any plans should actively try to address disparities and problems such as obesity, and sustainability for the future generations of Wellington.

**Strongly agree with they cycle network and public transport**

WCC council plans need to recognise the importance of having sustainable as well as healthier ways of transport around the city, both improving wellbeing of individuals and the environment. A strong emphasis on the safety of cyclists is needed.

**Comments on the urban development plan and general comments**

The 10-year plan as laid out by the Council has some great ideas but there seems to be little or no emphasis on children and young adults, especially given that the Council has committed to becoming a Child Friendly City. We strongly believe that being a Child (and Youth) Friendly City should be included as one of the defined and priority items in the Council's Sustainable Growth Agenda and is subject to specific planning and investment.

**We would like to speak with the Council in person** and share ideas that would help the Council focus on the city's youth, particularly to ensure the promotion and protection of their health and wellbeing. This includes providing the city with more public drinking fountains and making it easier for children to make healthier lifestyle choices by restricting fast food outlets around schools.

Ms Geraldine Murphy  
 Apt 2B, 126 Wakefield St, Te Aro, Wellington  
 0274 507804  
[innercityassociation@gmail.com](mailto:innercityassociation@gmail.com)



**INNER  
 CITY  
 ASSOCIATION**

Representing  
 Wellington  
 Inner City  
 Residents and  
 Businesses

Yes, I want to speak at a submission hearing.

I am making this submission as an organisation – Inner City Association

This submission represents the views of 35 members in response to ICA's survey. This is 10% of all members; 82% residential property owners; 38% business property owners (30%) and business leasees. 40%(10) are in buildings with a s124 notice; 52% (13) are in buildings that have been confirmed as not earthquake prone; 8% (2) are in buildings that do not have a s124 notice but are planning to undertake seismic strengthening.

#### **Invest for growth or business as usual?**

69% of respondents support the 'invest for growth' approach to the LTP, with 31% supporting business as usual. Of the proposals outlined in the LTP, the priorities for respondents are:

1. Improved management of key infrastructure (nearly 80%)
2. Screen and tech industries, inner city regeneration, real transport choices (59%). Of these, aspects of the inner city regeneration (6 respondents) and the cycling/bus proposals (4 respondents) were viewed as positive things in the Draft LTP. The urban development agency is not widely supported.
3. Strengthening town centres (38%)
4. Reigniting our sense of space, new and improved venues (35%)
5. A longer airport runway (29%). This proposal rated highest (seven respondents) in response to the question on what aspect caused the most concern in the Draft LTP, with four respondents viewing it as positive. Two respondents questioned the business drivers for the proposal, and the risks to ratepayers if it failed.
6. New visitor attractions (23%)
7. Revitalise the Civic Square (18%)

The majority (50%) of respondents support or strongly support the resulting rates increase to support the 'invest for growth' approach; 30% opposed or strongly opposed and 20% were neutral.

#### **Earthquake strengthening issues**

##### ***CAB and Central Library***

ICA strongly opposes WCC's proposal to undertake further strengthening on the CAB and Central Library buildings (46% of respondents strongly oppose or oppose, 29% are neutral and 22% support or strongly support).

There was insufficient information given in the LTP Consultation document to fully inform ratepayers on what was proposed. Advice from WCC officials in response to our request for the seismic rating of these buildings stated that engineers have advised that neither building is considered earthquake prone, with the CAB at 60-65% of NBS, and the Central Library 60% of NBS. Engineers have stated that there are some 'vulnerabilities' that are around 30-40% of NBS, but the buildings are not earthquake prone. Further, the engineers' advise that for the CAB at least those vulnerabilities would not fail in a moderate earthquake. WCC is proposing to spend \$16.8m to get the two buildings to 'at least as close as practicable to 67% NBS). Aren't the buildings already there? There are many owners that would love to have this seismic rating. There are many owners of buildings that are quite happy with this seismic rating.

Spending \$16.8m on these two buildings is an inefficient use of public money. The \$16.8m could be more productively used to help owners strengthen heritage and non-heritage buildings with s124 notices that have to strengthen. 52% of respondents support or strongly support using the \$16.8m to provide financial support to owners who have to strengthen and are unable to access finance to fund their shares. 20% oppose or strongly oppose and 29% is neutral.

There are body corporates of buildings with s124 notices that are actively investigating strengthening options and some of these projects are at risk of not proceeding because some owners cannot finance their share of the costs. Costs of strengthening proposals for some buildings, particularly heritage buildings, are so high it is not economically viable to do so. Other body corporates are spending thousands trying to find an affordable strengthening option and having to go to several engineers due to poor quality of advice.

WCC's earthquake strengthening policy to get all buildings to over 67%, which ICA has always opposed, is helping to drive up demand and costs of the engineering and construction resources and spread the incorrect perception that unless the building is over 67% it is not safe. This drives down values of buildings, which has a flow on effect on owners' ability to get finance. Several respondents raised concerns about the lack of support for residential apartment owners for earthquake strengthening.

#### *Heritage buildings*

The heritage status and constraints are creating additional financial pressures on some owners. ICA supports the proposals to increase the size of the Built Heritage Incentive Fund and the rates remission increases for heritage buildings (66% support or strongly support; 15% oppose; 20% neutral). This financial support is appreciated, but ICA believes WCC should go further and review its approach to the heritage building policy to reduce the financial impact on private owners for a public benefit (71% strongly support or support; 23% are neutral; 6% oppose or strongly oppose).

Councillors were to consider options for addressing built heritage, natural hazard and economic resilience issues in light of the financial impacts of strengthening listed buildings on private owners at a workshop in August 2014. This discussion did not take place at that workshop, but it needs to be had urgently. Hard decisions have to be made locally and nationally.

#### *Strengthening other Civic Centre buildings*

The majority of respondents (53%) supported WCC leasing out land and office space to fund the strengthening of the Civic Centre; 24% were neutral; of the 24% that opposed, 18% strongly opposed this proposal. Other respondents raised concerns that:

- EQ strengthening was a waste of money, particularly where buildings are not earthquake prone
- Leasing for 99 years (to finance the strengthening) was effectively selling the land.

### **Other initiatives of particular interest to ICA**

#### *Urban development agency*

By a small margin, respondents opposed (39%) WCC establishing an urban development agency that would be likely to have the authority to buy and develop land and buildings in the inner city; 30% were neutral and 30% supported. There is a potential conflict of interest for WCC, which is the regulatory agency enforcing s124 notices and approving strengthening proposals through the consent process. What will the market value be if some of these buildings have s124 notices, WCC will not agree to the strengthening proposal, dropping values and owners cannot finance strengthening?

One respondent commented that WCC is not a development company and should not develop this capacity. WCC should be able to achieve the desired outcomes by other means (eg, District Plan). Another respondent felt that such an agency may also assume authority to sell council property.

#### *Monitoring of compliance by licensed premises*

ICA does not accept that the current service levels for inspection of licensed premises are adequate. WCC has advised that the increase in the public health funding is not related to inspection activities when there are an additional 217 licensed premises that need to be monitored at 'peak' hours, in addition to the annual inspection.

The Draft LTP assumes that current services meet service level expectations. ICA questions the basis for this given the increased expectations of the District Licensing Committee for monitoring and reporting of licensed premises, particularly to monitor the effectiveness of conditions that are set on licences. Ratepayers should not fund all the costs of the inspection activities, particularly for late trading licensed premises. There is a primarily private benefit from the late night trading economy for the bar owners and their customers.

WCC officers advise that an Alcohol Fees Bylaw is being considered. ICA supports this investigation and looks forward to the outcome. ICA submits that this review should include the costs of monitoring the CCTV cameras from 2am-5am on peak nights (Thurs – Sat); (80% support, 17% neutral, 3% oppose). Volunteers monitor these cameras from 8pm – 5am; the 2am – 5am shifts are the hardest to fill, but are also the most important to cover, particularly on Friday and Sat nights. Local Hosts could be expanded so that one person is allocated to cover those critical shifts.

### **Other feedback about the Draft LTP**

- Focus on economic growth: this was noted as a positive aspect of the Draft LTP by 4 respondents. Seven respondents, however, raised concerns about the lack of detail on which to make informed decisions.

There are no obvious criteria in the documents to see how WCC selected these initiatives as providing the best value for money, particularly those that are to create economic growth. WCC is using 'commercial sensitivity' as a reason not to provide data on which the proposals are



based, but more transparency is needed. For example, there is no indicative full cost for the film museum or how the partnership funding will be split, so it is hard to judge the value of using \$30m of ratepayers' money.

Several initiatives refer to a business case being developed; more information from those business cases has to be available to ratepayers before a final decision is made. There is a high risk that support for an initiative through this consultation process is viewed by WCC as providing the mandate to proceed. WCC has to be transparent about the level of risks that ratepayers are being exposed to before a final decision is made. WCC has to be transparent about providing timely opportunities for directly affected residents and businesses to have real input through the design and implementation process.

- Concern that limited inner city green space is being used by businesses (eg, Karaka Café and St Johns Bar) removing these areas from public use during peak demand times. It should also be noted that the diagram of the outdoor licensed areas are not displayed by either of these businesses, as required.
- Other initiatives were suggested for the LTP: putting a roof on Westpac Stadium to attract more events to Wellington and build visitor growth (using Dunedin's Forsyth Barr stadium as an example where this has occurred) and expand the rail connection from the railway station to Courtenay Place and Newtown. Two people thought the film museum was a positive thing, while one was concerned about WCC's involvement in this.
- Small businesses: a concern was raised that there was no acknowledgement in the Draft LTP that small businesses need support, and the level of support for small businesses continues to be a concern for ICA. For example, is WCC committing to Xmas lights/decorations/trees in this LTP? We have heard that 2014 was a one-off and retailers have to justify this expenditure again?

## Conclusion

In summary, it is an ambitious plan for economic growth and ICA supports that overall approach based on the responses to our survey. It does, however, raise questions about whether WCC has the capacity and capability to manage and deliver the diverse range of initiatives. The public does not have the information to evaluate whether WCC's criteria and prioritisation is appropriate; that is a concern. ICA has areas of major concern, such as the \$16.8m on strengthening the CAB and the Central Library, when these are not earthquake prone.

The Draft LTP states 'Our decisions will be open to scrutiny' (p21 of consultation document). Decisions can only be open to scrutiny by making adequate data available, in an accessible format, with sufficient time, prior to decisions being made. WCC needs to do more to deliver on this statement as this LTP is implemented.



## WELLINGTON CITY COUNCIL 2015-25

### LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

Name ..... Kahasay Neguse .....

Signature .....  .....

Address ..... 38 Awamutu Lane Lower hutt .....

Phone ..... 0210324512 .....

Email ..... FnagnKahasay-35@Yahoo.COM.AU .....

I wish to make an oral submission

**From:** [Joanna Newman](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Draft Long Term Plan Submission  
**Date:** Friday, 17 April 2015 4:51:05 p.m.

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## 1. Heritage

I agree with the proposed increase in the Built Heritage fund – it is not only important to preserve significant heritage buildings (e.g. apartment blocks), but is important to ensure people can stay in their homes. I would like to see the Fund increased. I also urge that funding be allocated to St Gerard’s Monastery, which is not only a Mt Victoria landmark but one of the most iconic Wellington heritage buildings.

While the fund is important, however, it will not go far in protecting Wellington’s “sense of place”; for that a wider view of heritage is required. Valuing and retaining built heritage in areas such as Mt Victoria is an important contributor to Wellington’s sense of place, and also to “city vibrancy”. It is one of the things which attracts and retains skilled, creative residents and draws tourists, thus making an important contribution to the economy.

I am concerned that Council repeatedly disregards its own District Plan and allows developments and subdivisions in Mt Victoria which breach its rules (e.g. 13 Porritt Avenue, 78 Ellice Street). I ask that this situation be addressed. We also urge Council to give more weight to the Demolition Protocol and only allow demolition of pre-1930 buildings if there is no other option.

I also support a heritage audit being carried out in Mt Victoria. This would provide Council and the public with comprehensive and accurate information about heritage characteristics and values, providing a database to inform District Plan development, aid consent decisions, and inform other decisions and activities. Such a holistic view of the environment would help ensure that the value of this high-profile heritage area could not be slowly and inadvertently whittled away until it was effectively destroyed. Such destruction would be detrimental to tourism, the visual interest and attractiveness of the city, to residential character and to rating/property values. (We support Mt Victoria Residents’ Association’s background paper on a heritage inventory.)

## 2. Kent and Cambridge Terraces

In principle, I support upgrading of Kent and Cambridge Terraces. Large parts of them, however, remain Canal Reserve land and governed by a Trust Deed. A Reserve management plan, as required under the Reserves Management Act, should be developed before planning on any redevelopment gets underway to provide the essential framework for this. All existing Reserve management plans contain the statement “provide Wellington City Council with a clear framework for day to day management and decision making”, and one is also required for the Canal Reserve. This is a very important part of the Wellington landscape and also borders the intensely residential Mt Victoria, so we would also like to see a formal review of District Plan provisions for this area before planning gets underway.

### 3. Basin Reserve

We are concerned to read the following on Pg 42 of the *Statements of Service Provision*:  
*Improvements are also needed to the vehicle network. We support NZTA's programme for Wellington, which aims to unlock the city's economic potential by improving transport routes into the city, and from the city to the airport.*

This implies that Wellington City Council supports NZTA's attempt to overturn the Board of Inquiry decision on the Basin Reserve flyover and its proposal to build the flyover, buildings on the Basin Reserve and related works. I strongly oppose the flyover because of the adverse impact on the heritage of the Basin Reserve, the surrounding landscape and southern Mt Victoria.

I strongly support the very-overdue allocation of funding to maintain the seriously neglected Basin Reserve. However, while I understand that the Basin Reserve Master Plan is supposedly still an 'outline', I have the following concerns:

- There is still no reserve management plan for the Basin Reserve, which is an essential pre-requisite and framework for any development of this nationally significant Reserve and a requirement under the Reserves Act. This must be an immediate action and be developed before the Master Plan is worked up in more detail. Funding should be allocated for this in the Long Term Plan.
- I am concerned that there has not been wider consultation on development of this outline.
- In principle, I support refurbishment of the Groundsman's Cottage but defer judgment until what is meant by "incorporate it into the building design" is explained.
- I oppose demolition of the old Museum Stand and support its strengthening and refurbishment.
- I am extremely concerned to see that a "Northern Gateway and player pavilion" described as "operating facilities that include offices for Wellington Cricket, fit for purpose entrance/ticketing facilities . . . etc" are in the plan. This looks very like the original NZTA plan. If space for buildings is an issue, we question why Cricket Wellington has its offices within the Basin Reserve. (The Phoenix and The Hurricanes, for instance, do not have offices within sporting venues.)

In addition, the Basin Reserve is registered as an Historic Area in the National Register of Heritage New Zealand and it is therefore a serious omission that it is not included in the District Plan. The Council should take immediate action to remedy the omission and include the Basin Reserve in the District Plan heritage inventory.

I would also like to see a Wellington heritage expert be appointed to a Board, which is otherwise weighted unduly towards cricket.

### 4. A longer airport runway

I am not in favour of Council pursuing this, when long-haul airlines have clearly indicated that they will not fly here. This seems to highlight that insufficient research has been

done on the matter.

## 5. Civic Square

I support ideas such as more ground floor activity and opening up of Civic Square to surrounding streets. (It has already been hugely enhanced by removal of the 'bridge' between the library and the civic buildings). However, I do not support leasing land to allow construction of buildings on Jack Ilott Green or the Michael Fowler Centre carpark. If Council were (as was once proposed) planning to extend the conference centre itself, by building a sympathetic, low-rise building on the Michael Fowler Centre carpark, I might reconsider the latter.

I do not support the spending of \$16.8m on earthquake strengthening of the Library and council office blocks. These buildings meet earthquake requirements, if not 100%, and are therefore not a priority for ratepayer funding.

## 6. Peace and conflict museum

I strongly oppose funding and construction of a separate Peace and Conflict Museum.

## 7. International Film Museum

I do not support spending \$30m on an "international" film museum. If anything is to be considered for spending by WCC, it might be a museum to Wellington film-makers and I would support additional funding for Wellington Museums Trust to do this properly. I believe an "international" film museum is more the province of Te Papa. If the museum is intended to be largely about Peter Jackson's movies, it could be funded mostly by him and even located in Miramar - this could be an additional tourist attraction to add value to the journey to Miramar for those interested in film, travelling round the beautiful Wellington bays.

## 8. Waterfront

I am not opposed to the proposal for redevelopment of Frank Kitts Park, though I think it is important to retain the name for historical purposes. I feel the Chinese Garden design looks a bit soulless but, above all, would not like to ever see an entry fee to it charged, as happens with most Chinese gardens overseas. I believe it is essential that the current width of the paved area to the seaward side is not reduced at all. Council must also ensure that round the rest of the waterfront a similar width of public movement space is provided – and I particularly refer to the areas which are currently proposed to be developed opposite the Post Office (which development I strongly oppose). The movement space in front of Shed 5, for instance, is far too narrow and often unpleasant with competing cyclists, pedestrians, dogs, prams etc.

## 9. Transport

I strongly support the development of a "high-frequency, low-emission" public

transport network. This does not mean, however, returning to diesel buses. I also do not support long 'bendy' buses, which are unsuitable for Wellington's streets. I believe Wellington City Council could better spend some of the millions proposed for projects such as the museums above and strengthening the library and Council offices on a visionary, future-proof, public transport system, such as modern trams.

Joanna Newman  
20 Porritt Avenue  
Mt Victoria  
Wellington 6011



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Telephone 04 380 2020 • Facsimile 04 389 2477

**17<sup>th</sup> April 2015**

**To: Wellington City Council**

**Re: Submission on WCC draft Long Term Plan**

Newtown Union Health Service (NUHS) supports the call that the Wellington City Council (WCC) should identify the commitment of the Council to the Living Wage as a specific objective and commit to its full implementation in the WCC Long Term Plan 2015-2025.

NUHS provides primary health care to over 6,500 low income people in the Southern and Eastern suburb of Wellington. The NUHS staff providing primary health care services, see first-hand the effects of low incomes on our patient's health and wellbeing. Our service is provided from two sites, covering those from more than 45 ethnicities, with many clients having English as their second language and from a wide range of socioeconomic quintiles. We offer physical and mental health services, patient advocacy, acute and chronic health management, end of life care, refugee health care, and outreach services. Poverty and low incomes lead to declining health outcomes for our patients as well as having greatly increased social costs in our community and city.

Insecure and low incomes prevent people from being able to take the care necessary to manage their own health condition adequately. There is a well-established relationship between good working conditions and health outcomes. Higher incomes and stable employment contribute not only to better income security but also enable people to better participate in their communities and in society. This increases the wellbeing of not only our people but also the wider community wellbeing.

It is for these reasons that NUHS are working and uniting with other organisations which are committed to addressing poverty and inequality and why we publicly support the Living Wage campaign.

NUHS endorses the objective of the Living Wage campaign, of the right of workers to a Living Wage, that enable them and their families to not only meet their basic needs but also to live with dignity and participate as active citizens in society. We support the Living Wage campaign objective which calls on Government, employers and society as a whole to strive for a Living Wage, as a necessary step to reducing inequality and poverty in our society.

NUHS is a member organisation of Living Wage Aotearoa and we are in the process of moving to become a Living Wage accredited employer organisation. We have joined delegations in 2013 and 2014 who have submitted to the WCC Annual Plan in support of the Living Wage. Max Rashbrooke editor of *Inequality: A New Zealand Crisis* was the key note

speaker at our 2014 AGM. We are supportive of the Newtown Living Wage Hub, which has just been established to provide support for people and businesses in Newtown, who support the Living Wage and want to see the wider adoption of the Living Wage in Newtown.

There would be a major positive impact for WCC in the Long Term Plan to come out in support of the implementation of the Living Wage for all staff –employed, those working in and Council Controlled Organizations and contracted staff. It would be a signal that local government is concerned about poverty and inequality in the city. It would signify support of the recognition that poverty and inequality affects everyone, diminishes us all and has a great social and economic cost.

Support from the WCC for the Living Wage will be a strong signal to businesses, employers, non-governmental organizations and community groups to join the Living Wage campaign and keep up the momentum that has been established and is fast-growing.

Yours sincerely

A handwritten signature in black ink that reads "Fiona Osten". The signature is written in a cursive, flowing style.

Fiona Osten  
**Manager Newtown Union Health Service**



**Talava Sene**

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**Subject:** FW: close of time for submission upload tomorrow  
**Attachments:** Feedback to WMBEGI and WCC final.pdf; WMBEGI cover note for submission 2015-04-17 v06 final.pdf; WMBEGI bus plan v9 final.pdf  
**Importance:** High

**From:** Chris Nicholls [<mailto:chris.nicholls@myabc.co.nz>]  
**Sent:** Friday, 17 April 2015 9:05 p.m.  
**To:** Karyn Stillwell; Phil Becker  
**Cc:** Matt Farrar; Anthony Edmonds; [David.Perks@wellingtonz.com](mailto:David.Perks@wellingtonz.com); James Winchester; [livia.esterhazy@yahoo.co.nz](mailto:livia.esterhazy@yahoo.co.nz); Ash Burgess; Ben Wilde; Caleb Smith; Sam Knowles; David Halliday; Wendy Riseley  
**Subject:** Re: close of time for submission upload tomorrow

hi Karyn

It's after 5pm which may have **actually** been the cut off time, although as you say this wasn't notified on the web site ....

The submission form has now disappeared and I am unable to upload the files.

You have the files that I sent as PDF earlier in the day, these are our final documents.

Here they are again for your reference.

Grateful your assistance in getting these loaded up into the system, many thanks.

I note that there was the online form where I needed to give my name, contact details, etc. Let me know if you need any further information than you already have.

Many thanks and have a great weekend

Chris

Chris Nicholls  
Director  
Ascent Business Consulting  
027 332 3466  
[www.myabc.co.nz](http://www.myabc.co.nz)

PO Box 21  
Wellington 6140  
New Zealand



Mr Matt Farrar

Davanti

Matt.farrar@davanti.co.nz

Dear Matt

**Re: Feedback on "The best little city in the world for mountain biking"**

Creating and maintaining Wellington as a desirable place to live and work for highly educated, tech focused people is of high interest to us at Trade Me. Mountain biking is part of the puzzle to help us achieve it.

A high proportion of our staff cycle for either sport, recreation or transport and of those, mountain biking is often a highly rated option. We have roughly 10% of staff who use the bike as their main method of transport to get to and from work. This number appears to be consistently rising. We provide excellent shower facilities, fresh towels and drying cupboards for gear, all of which enhances the attractiveness to cycle to work.

We have a high proportion of people in the 25 to 40 age bracket, with many having young families who frequently utilize mountain biking as a core family recreation on the weekend as well as for their on individual interest and benefit.

We have a strong group of hard core riders like myself who mountain bike daily to work using off road tracks and gain tremendous value through health, friendship and business networks benefits.

The mountain biking amenity the city has created is one reason why many in Trade Me continue to love Wellington as a place to live and work. We regularly have offshore and out of town business people in disbelief at the level of mountain bike amenity we have within 5 minutes of our office and in my case an ability to ride a Super D course to and from work creates many an envious rider. I've read through your study and broadly understand the proposal. We support you in this initiative and any future investment in mountain biking by the Wellington City Council.

Having visited a number of cities who have successfully invested in mountain biking I would strongly support Wellington lifting its investment in this aspect of community amenity. Wellington has been ahead of the curve but we note that investment will need to continue in order to stay ahead.

I wish you all the best with this the proposal.

Yours Sincerely

A handwritten signature in black ink, appearing to read "Nigel Jeffries". The signature is fluid and cursive, with a long horizontal stroke at the end.

Nigel Jeffries

Head of Trade Me Property

**From:** Rod Drury <[Rod.drury@xero.com](mailto:Rod.drury@xero.com)>  
**Date:** Wednesday, 25 March 2015 12:03 pm  
**To:** Matt Farrar <[matt.farrar@davanti.co.nz](mailto:matt.farrar@davanti.co.nz)>  
**Cc:** "[andrew.maddever@xero.com](mailto:andrew.maddever@xero.com)" <[andrew.maddever@xero.com](mailto:andrew.maddever@xero.com)>  
**Subject:** Re: FW: Mountain Biking Initiative

Wellington is uniquely positioned between harbour and hills. We're already finding easy access to sports activities is a drawcard to attract new staff to Wellington. Our fantastic mountain biking is well known by locals and this initiative turbocharges that and will help us continue to attract the worlds best talent to the worlds best city.

**Rod Drury**

CEO, Xero - Beautiful accounting software

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**From:** Mike Brough <[mike@dotlovesdata.com](mailto:mike@dotlovesdata.com)>  
**Date:** Wednesday, 8 April 2015 10:40 pm  
**To:** Matt Farrar <[matt.farrar@davanti.co.nz](mailto:matt.farrar@davanti.co.nz)>  
**Subject:** Mountain Bike Business Case - support

Hi Matt,

Thanks for sending through the draft executive summary for making Wellington the Best City in the World for Mountain Biking. Based on what I read and my personal experience, I am a strong supporter.

I moved to Wellington after returning from my O.E in 2006 and quickly became hooked on mountain biking. The accessibility of the trails and the ability to mountain bike to and from work on quality trails were a big factor in me deciding to put my roots down in Wellington.

I agree that Wellington is mountain biking's best kept secret and am frequently reminded about a general lack of awareness of what Wellington has to offer. With some targeted investment, Wellington has all the ingredients to build on a solid foundation and position itself as a real destination for mountain biking.

A constant challenge of running a business in Wellington is trying to recruit top talent with specialised skill sets into the city. In a lot of cases, the attraction of Auckland in particular is too strong. In my opinion, positioning Wellington as the best City in the World for Mountain Biking would help to strengthen the appeal of living and working in Wellington.

Let me know if I can provide anymore help to support the business case.

Cheers  
Mike

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**Mike Brough**

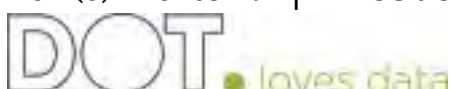
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The logo for DOT loves data, featuring the word 'DOT' in a large, outlined font, followed by a small green dot and the words 'loves data' in a smaller, lowercase font.



Level 7  
Hope Gibbons Building  
7 Dixon Street  
Wellington 6011

23 March 2015

Wellington City Council  
PO Box 2199  
Wellington 6140

Dear Councillors,

Springload is writing to support a recent initiative looking at the economic benefits that can be realised through promotion and investment in mountain biking.

We are a design-led digital services company of around 30 people. We employ a lot of our staff from overseas because there is a real shortage of candidates in New Zealand (and particularly in Wellington) who have appropriate industry skills. Our staff are mainly a younger demographic and have been attracted to what Wellington has to offer, and what it can offer in the future.

We love the outdoors. We have a lot of mountain bikers and trampers at Springload who hit the trails in the weekend, and on their daily commute to and from work. We endorse and encourage cycling as a way to improve and maintain a healthy lifestyle.

We do believe that this initiative will add to the attraction of Wellington as a place to live and work. The economic benefits through staff recruitment and retention will have a positive impact on our business and assist general economic growth for the region. We are excited by the possibilities of this proposed investment in the development and expansion of the trail network.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Alan".

Alan Doak | **General Manager** | Springload



26 March 2015

Wellington City Council

**Re: proposal to make Wellington the best mountain biking city in the world**

Dear Councilors,

I understand that there is a group of interested business people and biking enthusiasts who are putting together a proposal for council as to how to make Wellington a truly world class mountain biking destination. I think this is a fantastic idea; as a business owner, keen cyclist and as a Wellingtonian.

I recently returned to New Zealand after spending 5 years in Colorado, USA, setting up and running a US office for another great Wellington company and exporter – phil&teds. I've seen first hand, the very strong links between 'bike & beer', specifically great craft beer and mountain biking. Fort Collins Colorado, where I set up the business, was home to North America's 3<sup>rd</sup> biggest craft brewery, New Belgium Brewing (annual turnover in excess of USD 200 million). The brewery was created after the founder took a 'fat tire' bike ride through Belgium drinking beer. The city has over 100 miles of mountain biking trails. In San Diego, the 2<sup>nd</sup> most popular tourist destination after the famous San Diego zoo, is a craft brewery. Beer tourism exists and is strong, as is the link between bikes and (great) beer.

I'm now helping to grow the Garage Project business into a global brewery based out of Wellington. We now sell around the country as well as a fast growing export business in Australia, Norway, Sweden, Finland and (soon) USA. As we grow, attracting great talent is essential. We've grown our headcount by 20% in the last 6 months. We've already had two great examples of how Wellington's great mountain biking has attracted talent to the business. Carrie McLachlan is an experienced craft beer brewer who was working for Australia's most successful craft brewery, Little Creatures (who were bought by Lion Australia for AUD 380 million), recently approached Garage Project wanting to join our team. Carrie is the Western Australia and Victoria state mountain biking champion. She specifically noted the Wellington mountain biking trails and scene as a key reason for her move to Wellington and Garage Project. As business manager, I joined Garage Project in Oct 2014 having returned from Colorado and after having been offered an opportunity to be CEO of fast growing Auckland based exporter. The pull of the Wellington trails was a key part of my decision to come to Wellington.

Having seen the strong links between beer and bikes that exist in North America and due to our location in Aro Valley, at the base of a great trail network, Garage Project is very supportive of the mountain biking community, from the regular flow of bikers through our cellar door, to sponsoring riding events, to a soon to be released beer aimed squarely at the biking community.

The key opportunity I see that exists for Wellington in becoming the greatest mountain biking destination in the world, is the fact that all other (considered) great mountain biking cities in New Zealand are both, less urban and don't have the trail network right on the city fringe. We see 'bike tourists' come through the brewery, who have come to Wellington to access great riding right in the city, drink great craft beer, go to a show, and eat at world class restaurants. This combination is not something other cities in New Zealand are able to offer. I'm convinced that with some focused resource and effort to better link transport and infrastructure, encourage more entry level riders and link the trail network, Wellington will be a truly great biking destination, bringing people and economic benefit to the city.

I hope you will get right in behind this great initiative for the city and would be happy to discuss further with you over the phone or in person.

A handwritten signature in black ink, appearing to read "Jason Crowe". The signature is fluid and cursive, with a large initial 'J'.

Jason Crowe  
Business Manager  
Garage Project

29 March 2015

Wellington City Council

Dear Councilors

I am writing in support of Wellington adopting a comprehensive strategy to maximize the benefits of its natural attributes as a great place for mountain biking.

Over the past 15 years I have been involved in growth companies that have brought over 1400 jobs to Wellington – most notably Kiwibank, Xero and Magritek. Success of these growth companies required attracting and retaining highly skilled knowledge workers who from a purely career basis had significantly greater opportunity in cities with much larger commercial sectors than in Wellington. In my judgement the key factor for achieving this has been the balanced quality of life offered by Wellington city and region.

For many, quality of life means being easily able to access a range of outdoor activities from work or home. Mountain biking is one activity that many Wellington desk-bound professionals are passionate about. So I am particularly pleased that the Council is considering options to further develop and improve Wellingtons mountain biking trails.

When it comes to competing globally there are many areas in which Wellington doesn't have natural advantages. Let's make sure we maximize the areas where we have obvious advantage and it is relatively easy to do so.

Yours Sincerely



Sam Knowles

Growthcom – Governance and Advisory





Date: 25 March 2015

**Wellington Office**  
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P.O Box 570  
Wellington  
[www.davanti.co.nz](http://www.davanti.co.nz)

Wellington City Council

Dear Councillors

Wellington City Council has sponsored developing a business plan looking at the economic benefit resulting from a greater investment in mountain biking.

Wellington's mountain biking was a key factor in my decision to return from the UK and live in Wellington.

My company Davanti Consulting has grown from 35 to 55 people in Wellington in the last 18 months. The Wellington lifestyle and in particular urban mountain biking is a strong feature of our recruitment campaigns. Many of our overseas hires and university graduates have been influenced to join Davanti and live in Wellington because of the mountain biking on offer here.

I believe the investments proposed in the WCC business plan will ensure that the "best kept secret" – Wellington Mountain biking, is exposed and many like-minded people will choose to further their career or grow their business in Wellington.

Yours sincerely

**Matt Farrar**  
Director and Co-owner  
+64 29 289 9697 | [www.davanti.co.nz](http://www.davanti.co.nz)



**CLEMENGER BBDO**

31 March 2015

Wellington City Council  
101 Wakefield Street  
Wellington 6011

Dear Councilors,

I have been a proud Wellingtonian for almost 10 years now. Moving here from Sydney Australia, quite a few Aussies and Kiwis alike were questioning me as to 'why I was going against the tide?'

The questions got even louder and stronger when we had family issues, which would have led to most people moving 'back home'.

Well, home – even after a year in Wellington – was here. A very large component of this was the access I had to mountain biking. The lifestyle I had to raise my children, work, but then get out there among it, minutes from home or work for that matter, was priceless. I couldn't go back. The diversity of tracks from Wainui to Makara to Aro Valley and much more, continue to be a major part of my decision to call Wellington home.

Which is why I am a huge supporter of the business plan looking at the economic benefit resulting from a greater investment in mountain biking. I see immense benefits in the direction this initiative is taking and would support any future investment in mountain biking made by Wellington City Council. It's a way of life here.

I currently run Clemenger BBDO in Wellington, an advertising agency of 60 staff. We have over 20 riders here alone. Last week I believe some of my team, along with a few from our partner media agency and another digital agency went up to Crank Works in Rotorua spending a week there together. Mountain biking certainly strengthens the communication agency network here in Wellington...of course the ideal would be to see such an event as this in Wellington!

I would be happy to discuss any of this further.

Best Regards,



**Livia Esterhazy**  
Managing Director

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AUCKLAND | MELBOURNE | SYDNEY | BANGKOK | LONDON | LOS ANGELES

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Hello Councillors,

I understand that the WCC is sponsoring the investigation into the economic benefits that Mountain Biking can bring to the region.

I'm a commercials and film director and could be based anywhere in the world as the company that I contract to is global. My work is mainly based in Europe and Australia but I choose to live in Wellington. A big reason/ in fact the only reason that we have chosen to stay in Wellington is because of the lifestyle that we live here.

Wellington is the easiest city in New Zealand to Mountain bike in, and (having travelled to many a mountain bike destination) from what I've seen it may be the best in the world with its close city proximity. I own 2 mountain bikes and in any given week I'm peddling cross country for 3 or 4 hours. I love it and have built a house at an entry to one of my favourite trails.

I was one of the first of my peers and friends to get into mountain biking and it seems that my enthusiasm has been eclipsed by those that I've managed to attract to the sport. Someone said to me that MTBiking has become the golf of our generation (I'm now 43) I think that might well be true. My wife and her friends all Mountain Bike, and riding is a way for them to catch up with each other without kids interrupting them.

Mountain biking is definitely one of the many great lifestyle benefits that our city has to offer, for me its one of the most important and from what I've seen its also become one of the most popular and can only grow from here. In terms of longevity, I've also got kids in the WORD mountain biking programme that is very popular (they are turning kids away) its a growth sport.

We got into it even though our parents hadn't - for every Mum and Dad that does it there will be kids that will be sure to follow, the first generations of children with parents that have mountain biked are only just leaving home.

My kids interest in the sport is another factor in us staying on in Wellington.

Keep up the good work it helps to keep my wife off my back about moving to Barcelona. People that Mountain Bike are people you want to have in Wellington. I've been offered a number of jobs overseas that I've accepted only on the basis that it's shot in New Zealand and use fellow kiwis. It's good for our economy to keep me here in Wellington

PS. It's also in the interest of tourism to Wellington that middle aged men wearing lycra ( like me ) disappear into the hills on their bikes.

Your Sincerely  
Mark Albiston

Mark Albiston | Director  
Office: +6492023390 | Mobile: +6421425243 | Skype: markalbiston | <http://www.thesweetshop.tv>

Wellington City Council

Dear Councillors

I am aware that the Wellington City Council has sponsored developing a business plan looking at the economic benefit resulting from a greater investment in mountain biking.

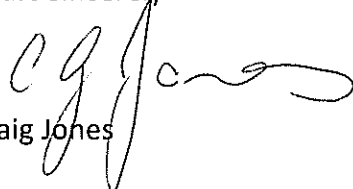
Mountain biking, the beaches and the local natural resource in the Wellington area have played a significant role in terms of influencing my decision to run my business from Wellington.

We provide IT training all over the country - Auckland, Wellington and Christchurch and due to Wellington's lifestyle benefits, which include having easy access to some of the best mountain biking and trails, a number of our students from other areas specifically come to Wellington for our course to take advantage of our riding options.

Their decision to base their courses here in Wellington directly creates economic benefits not only to us, but they clearly require accommodation, restaurants and entertainment while here for their 5-10 day courses.

Auldhouse is encouraged that Wellington City Council is focusing on further developing Wellington's trail network and its associated infrastructure. This is likely to have a further flow on effect to our business and those that interact with us indirectly and directly.

Yours sincerely



Craig Jones

**Craig Jones | Wellington Sales Manager**

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**AULDHOUSE**  
— we make people smarter —



NZ'S MOST AWARDED MICROSOFT  
TRAINING PARTNER  
GOLD LEARNING SOLUTIONS PARTNER OF THE YEAR  
2007, 2008, 2009, 2010, 2012, 2013, 2015



## Brett Hudson

National List Member of Parliament

Matt Farrar  
Director  
Davanti Consulting  
Wellington

7 April 2014

Dear Matt

I believe the Wellington Mountain Biking Economic Growth Initiative (WMBEGI) represents a fantastic opportunity for Wellington. For a host of reasons - from food, café culture and entertainment, through to creative and tech industries - Wellington is already seen as the best city in the world by so many of its residents. To add international recognition as the best mountain biking destination to that list is a vision worthy of the city and its people.

My congratulations to you and your colleagues for the boldness in preparing and proposing such an aspirational initiative. The work you have done to identify and quantify benefits of increased tourism, migration and health is commendable.

We are indeed fortunate to have a network of mountain biking trails so close to heart of the city and accessible to residents and visitors alike. I believe your plan to better integrate the network and to develop trails that can cater to all ages and capabilities of riders would greatly enhance the value of these assets to the city.

We are acknowledged as the "coolest little capital" in the world today. Initiatives such as yours will ensure we remain so into the future. I would like to add my endorsement to your proposal and extend my best wishes for the next steps. If I am able to be of assistance, please do not hesitate to contact me.

Regards

A handwritten signature in blue ink, appearing to read 'Brett Hudson'.

**Brett Hudson**  
National List MP  
Based in Ōhāriu

Parliament  
PH: +64 4 817 9239  
E: Brett.Hudson@parliament.govt.nz  
Private Bag 18888 Wellington, 6160

The logo for the National Party, featuring a stylized 'N' with a map of New Zealand inside it, and the word 'National' below it.  
**National**  
www.national.org.nz

Electorate Office  
PH: +64 4 478 0628  
E: Gay.Ballance@parliament.govt.nz  
Level 2, 29 Broderick Rd Johnsonville  
2822

March 2015

Wellington City Council

Dear Councillors,

I have involvement in a number of cycling organisations, including the NZ Cycle Trail and Cycling NZ, and have seen the significant benefits improved cycling infrastructure can bring to a region. From both an economic and health standpoint having more locals cycling and more visitors coming to Wellington to cycle is clearly beneficial.

The WMBEGI plan is bold and in my view does a very good job in covering the actions needed to make Wellington a great mountain biking destination. The Wellington region has already invested in the Rimutaka Cycle Trail, one of the NZ Cycle Trail's Great Rides, and I see this plan as very complementary to that investment.

I am supportive of the plan and endorse the recommendations it contains.

Yours faithfully

Richard Leggat  
Chairman - NZ Cycle Trail

# studiopacificarchitecture

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16<sup>th</sup> April 2015

Wellington City Council  
Economic Initiatives Development Fund Committee  
PO Box 2199  
Wellington 6140

To Whom It May Concern:

## **In support of business case: for consideration by Wellington City Council's "Economic Initiatives Development Fund Committee"**

As a keen but part time mountain bike rider I write in support of the business case proposal to the Wellington City Council Investment Economic Initiatives Development to enhance the mountain bike trail network and to attract new riders and visitors to Wellington.

Wellington topography is perfect, offering a broad range of trail biking options within minutes of the CBD. The opportunity to attract a growing adventure tourist market that already enjoy the cultural and arts offering so well developed in Wellington is strongly supported.

The opportunity exists by providing a more developed mountain bike track network to add additional nights to a Wellington stop over for national and international visitors. The benefits of this are obvious, with the hospitality industry and cultural attractions also benefiting from these increased visitor nights.

As a father with young children, I am also aware that the current network of tracks are generally suitable for more advanced riders. The development of close and readily available beginner and intermediate tracks is also strongly supported.

Having just spent the Easter break in Rotorua for the second year in a row and also having made special trips to other parts of the country to experience mountain biking through the year, I have witnessed the large investment by other local and regional councils into the mountain biking industry. Other centres have developed infrastructure in support of mountain biking, making the stay an extremely enjoyable and effortless family holiday. The opportunity exists for Wellington to build on its reputation as a city that celebrates its natural attributes and resources but also attracts a type of traveller used to getting out 'amongst it', who already enjoy Wellington's unique personality and character.

Investment by the Wellington City Council into this business tourist and recreational growth area is encouraged and supported. The mountain biking initiatives will help to provide an additional layer of richness to the visitor and Wellington residence alike.

Yours Faithfullv.



**Stephen McDougall**  
Studio of Pacific Architecture Ltd

Studio of Pacific Architecture Limited  
**Directors** Nicholas Barratt-Boyes | Stephen McDougall | Evzen Novak  
**Senior Principal** Michael Davis | **Principals** Daryl Calder | Simon Hardy | Marcellus Lilley | Marc Woodbury  
**Senior Associate** Peter Mitchell | **Associates** Frances Moughan | James Wallace



Marcel van den Assum  
4 Wharemauku Road  
Raumati 5032  
Kapiti Coast

4 April 2015

Wellington City Council,

Dear Councilors

I am aware that the Wellington City Council is developing a business plan to determine the economic benefit from a greater investment in mountain biking.

As an angel investor in, and director of, early stage high growth companies, I am very conscious of the wider eco-system that encourages technology and business creativity. Entrepreneurs and their teams are drawn to an environment that not only offers capital and capability to support their ventures, but offers social interaction and physical activities that inspire, rejuvenate and relax.

Wellington is leading New Zealand in entrepreneurial initiatives. Most of the startups I meet with have mountain bikes parked in the office to get to work or go for a blast during the day, which tends to be long and demanding. The benefits of having such a draw card, bringing Kiwis to the city and many from offshore, is literally immeasurable.

You need to believe it is fundamental to a holistic vision for Wellington's social and economic development!

I encourage the Wellington City Council to further develop the trail network and supporting infrastructure.

Yours sincerely



Marcel van den Assum  
Chairman  
Angel Association New Zealand

Comment on the Proposal to Develop Mountain Biking in Wellington.

These comments are based on opinion, not analysis but I consider them to be relevant and well founded.

I was born in Wellington, lived here twice as a CEO/MD (NZ Institute of Economic Research; and Comalco NZ/ a Rio Tinto MD); and since since 1988 as a Company Director/Chairman (including BNZ, OceanaGold, Carter Holt Harvey, Ports of Auckland, National Australia Bank, Leighton Contractors Pty Ltd; and working in numerous other Private Sector and Public Sector roles. I represented Wellington in rugby and surf life saving.

I strongly support the development of mountain biking (MTB) facilities in Wellington, on a significant, internationally competitive scale.

- The geography generally, terrain and climate are ideal.
- It is an excellent, healthy recreation, and sport, for a wide range of ages and abilities.
- It is a very accessible (economically) and flexible activity, for individuals or groups. It doesn't need large stadia or major infrastructure
- It appeals, in many respects, to many people.
- It complements Wellington's aspiration as a liveable, widely appealing city.

Wellington aspires to be a high tech, innovative centre. MTB appeals to many who work in those sectors.

It is not age limited. I bike for recreation 4 - 6 days most weeks.

A number of my friends/colleagues in the 50s, 60s, and 70s, including senior business leaders and retirees - male and female, are very keen and active participants.

The development of facilities should accommodate older participants, including those who just want to "smell the roses" and finds roads too dangerous. This is a potentially important aspect.

It would be a significant adjunct internationally and domestically to Wellington's image and reputation.

I spend time at Ohakune and on the Central Plateau. I have seen the development of biking there in recent years, in all forms, with a very positive impact on the community, economy and visitors. I have also seen its positive impact at places like Whistler and Vail. It has become a major off-season attraction for these ski resorts.

In Wellington, it can be a 12 - month attraction.

Kerry McDonald

Matt Farrar  
Queen St  
Mount Victoria  
Wellington



## Re: Mountain Biking in Wellington

Dear Matt

I appreciate the chance to lend my support to the cause of mountain biking in Wellington. The reasons for my interest in this topic are as follows:

- As the owner of both a data science (Harmonic Analytics) and an agritech (Regen) company in Wellington, I have a particular interest in attracting the brightest STEM graduates, primarily statisticians, environmental scientists and software engineers. These graduates reflect the new generation of kiwis and immigrant graduates, they are fit and enjoy the outdoors. Having a choice of mountain biking options from the office at lunchtime is a real advantage of living in Wellington.
- As a Trustee of the Mount Victoria community centre, New Crossways. We promote various outdoor and fitness initiatives to the community at large. With increasing rates of depression related illnesses, maintaining fitness levels is important for vulnerable residents, particularly teenagers and mothers.
- I am a father of and I would like all of them to enjoy mountain biking on safe, well managed trails

Please don't hesitate to ask for further clarification or support.

Yours Sincerely

A handwritten signature in blue ink that reads "Phil Shepherd". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Phil Shepherd**

CEO, Harmonic Analytics Ltd

Wellington City Council

Dear Councillors

I am aware that the Wellington City Council has sponsored developing a business plan looking at the economic benefit resulting from a greater investment in Mountain biking.

I am an owner of an established recruitment company in Wellington. Over the last 17 years we have placed a large number of professionals into executive roles within the Wellington region. A fair proportion of these candidates have come from outside of Wellington and often overseas.

A common theme that comes up when we ask them about why they have chosen Wellington over Auckland for example is its ease of getting around. Whilst this includes our excellent public transport system but also the proximity to world class mountain bike trails. They just cannot believe that they can leave work at lunch time and in 5 mins be on some of the best terrain in New Zealand.

We believe Wellington needs every possible edge it has to retain and attract top quality talent and this is one of the things that we can offer that other cities can't.

It is hugely encouraging that the Council is focusing on developing Wellington trail network and its associated infrastructure.

Please keep up the good work on this.

Kind regards



**Rob Woodward**

**Director**

**Find Recruitment Limited**

Level 13, 342 Lambton Quay, PO Box 25-015, Wellington 6146  
04 471 0164

[www.findrecruitment.co.nz](http://www.findrecruitment.co.nz)



ANDREW MURRAY

GYNAECOLOGIST FERTILITY SPECIALIST LAPAROSCOPIC SURGEON

1 April 2015

Wellington City Council  
PO Box 2199  
Wellington 6140

Dear Councillors

I understand that Wellington City Council is currently sponsoring a business plan looking at the economic benefit resulting from greater investment in mountain biking in the Wellington region.

I am writing to support this initiative.

My skills and qualifications are such that I could choose to live anywhere within Australia or New Zealand and enjoy a satisfactory professional life. One of the main reasons I have chosen to locate my practice in Wellington is due to the fantastic lifestyle that this city affords us.

In particular the network of mountain biking trails that are within five minutes of both my home and work are a significant factor in my decision to remain here. In addition I know that it has also formed a critical part in the decision of several of my recent employees' decision to work here as well. I have been able to attract other health professionals to work alongside me here in Wellington due to their own interests in mountain biking which can be pursued with ease here.

Because of my professional status I do get to enjoy the income that comes from that. The Wellington economy in turn benefits from that.

I absolutely support Wellington City Council focusing on further developing Wellington's trail network and associated infrastructure. This will contribute to attracting high calibre business people and professionals who will in turn contribute significantly to the Wellington economy.

Yours sincerely

**DR ANDREW MURRAY**  
Medical Director  
MBChB FRANZCOG CREI  
Gynaecologist and Fertility Specialist



30 March 2015

Wellington City Council

Planit Construction  
PO Box 2508  
Wellington 6140  
P 04 380 1958  
021 397 710



### Mountain Biking in the Capital

Dear Councillors,

I am writing in support of the work I understand a group of individuals are doing to develop a business plan funded by the council looking into the economic value of Mountain biking in Wellington

I (and my family) are keen mountain bikers and am happy to have my business based in Wellington due to the ready access to good mountain biking trails and their proximity to the city. However having just returned from Rotorua this past weekend for Crankworx I would say this is the benchmark in New Zealand for mountain biking and its associated infrastructure at the moment and if I could run the business I do from there I would probably move there for this reason.

For this reason I strongly support further development of the mountain biking infrastructure in Wellington as not only will it be good for me and my family but it will attract others to Wellington and enable me to attract and retain staff for the same reason.

Yours sincerely,

Rowan Hannah  
rowan@planitconstruction.co.nz

**Planit Construction are Award winning Registered Master Builders, Licensed Building Practitioners,  
Future Proof Building Partners.**



39 Fairview Crescent  
Kelburn  
Wellington

26 March 2015

Wellington City Council

Dear Councillors,

I have had the opportunity to review the executive summary of the business case prepared by the Wellington Mountain Biking Economic Growth Initiative (WMBEGI). I wholeheartedly endorse this proposal as an exciting low-cost but high-value economic initiative that would deliver a wide range of societal, environmental and economic benefits to Wellington.

I have lived in Wellington for four years and am currently moving from a senior executive role in a Crown Entity to a similar role in one of New Zealand's top five public companies. My decision to retain my residence and family in Wellington has been significantly influenced by the rapidly growing mountain biking community here and the many tangible and intangible benefits it brings to the urban-natural lifestyle unique to Wellington. I will be establishing a Wellington office to facilitate this professional lifestyle decision.

The clear economic benefits of the WMBEGI initiative are underpinned by a powerful Social Enterprise approach that reflects the global movement toward mountain biking as a social rallying point that better integrates communities, cultural groups, generations and tourism through use of a single network infrastructure.

I welcome the Wellington City Council's intent to develop the cycling infrastructure here and I support the WMBEGI initiative as a means to increase the attraction of Wellington as a place to visit, live, work and play.

Yours sincerely



Stephen Hunt



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PO BOX 37546 Parnell, Auckland  
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F 0064 9 368 7892  
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31<sup>st</sup> March 2015

Wellington City Council.

Dear Councillors,

I am delighted to hear council is considering a business case looking at the benefits from greater investment in mountain biking in Wellington.

I'm not sure how many Wellington people ride bikes but if my experience of clients at our high end menswear store is anything to go by, it's a lot.

It would be no exaggeration to guess that probably half (conservatively) of my top clients ride a bike and that group is split between roadies and MTB with many of them doing both. They are high earning and influential, the kind we need to attract and retain. This group cherish the current MTB track that exists and crave more. It certainly true there's nothing like it in Auckland and little prospects for significant change. This fact is often lamented by my clients who have moved to Auckland. As for Christchurch, they've seen the light so we should be careful not to hand them the lead.

If Wellington was to promote track building even more and then promote that as a major tourism draw card overseas, I can foresee Wellington becoming the number one city MTB destination in the world. This would be a major accomplishment and a wonderful claim to be able to make.

The number of cyclists has grown a lot in the last few years and so has the trail network. I say Wellington should capitalise (forgive pun) on this and not simply rely on osmosis. I support Wellington investing in the potential mountain biking offers our cool little city.

Yours sincerely,



Rex Massey-Molloy.

Wgtn Director.

021 744 000.

rmasseymolloy@workingstyle.co.nz

21 March 2015

Wellington City Council

Dear Councillors

I am aware that the Wellington City Council has sponsored developing a business plan looking at the economic benefit resulting from a greater investment in mountain biking.

For me mountain biking and the Wellington trail network have played a significant role in terms of influencing my decision to run my business from Wellington.

While it is easy to argue that it makes more financial sense to move my company to Auckland, this would mean foregoing Wellington's lifestyle benefits, which include having easy access to incredible mountain biking and trails.

The decision to base my business here directly creates economic benefits like employment, as well as providing financial benefits to our Wellington suppliers, which includes companies like PWC, the Public Trust, Deloitte, and DLA Piper.

It is hugely encouraging that Wellington City Council is focusing on further developing Wellington's trail network and its associated infrastructure. This reflects that I believe mountain biking plays a key role in attracting people (and retaining them) to live and work in Wellington.

Yours sincerely



Anthony Edmonds

17 April 2015

Wellington Mountain Biking Economic Growth Initiative (WMBEGI)  
c/- L3, 1 Woodward Street  
Wellington  
[chris@nicholls.co.nz](mailto:chris@nicholls.co.nz)  
027 332 3466

Draft Long-term Plan  
Wellington City Council  
Policy and Reporting (COPO01)  
PO Box 2199  
Wellington 6140

Dear Sir / Madam

The Wellington Mountain Biking Economic Growth Initiative (WMBEGI) is pleased to present the Wellington City Council (WCC) with this business plan identifying the economic benefits to the city and region that results from investing in developing and promoting Wellington's mountain bikes resource.

Our vision and objective is for Wellington to be recognised globally as the best city in the world for mountain biking.

Achieving this bold vision requires leveraging a range of factors that make Wellington unique and are at the heart of our competitive advantage as a city. This includes our stunning natural environment and the connectivity between the trail network and the city. We believe there is no other city in the world that has comparable mountain biking experiences so close to a cool urban city. This point of difference, if leveraged appropriately, is why tourists, visitors and new residents will come to Wellington.

Achievement of this vision will also see mountain biking making a significant contribution towards various initiatives contained within Wellington's 10-year plan (2014 to 2025). The potential role of mountain biking includes:

- Bringing more visitors and tourists to Wellington.
- Playing a key role in supporting smart and sustainable economic growth, particularly through attracting and retaining talented people to Wellington. Globally cities are in competition to attract people, jobs, trade and investment. A key component of Wellington's point of difference in this competition is the lifestyle offered by activities like mountain biking.
- Providing opportunities to host major events.
- The trail network and associated biking activity contributing to the development of transport choices for an efficient and sustainable transport network.

Today Wellington city has over 100 kilometres of existing mountain biking trails that connect to the urban and suburban environs. The close proximity of this trail network to the city centre and suburbs creates a unique point of difference not just in New Zealand but globally.

While mountain biking in Wellington is good (easily described as great), it is not world class. Having once been New Zealand's home of mountain biking, Wellington runs the risk of falling behind other cities and regions that are currently investing in their mountain biking resources.

To move to being recognised globally as the best city in the world for mountain biking requires leveraging Wellington's existing trail network. There are a number of gaps that have been identified that need to be filled, including entry-level family trails and iconic rides in and around the city. It is strongly recommended that the development of these trails is also considered in the context of WCC designing Wellington's on and off-road cycle network, which is a key requirement needed to ensure that cycling can become a major future transport option for Wellington residents.

Examples of other gaps include marketing, signage and iconic events. Given our natural competitive advantage of having an extensive trail network so close to an urban centre, closing these gaps will result in Wellington returning to being New Zealand's mountain bike capital, and lift Wellington to being recognised globally as the best city in the World for mountain biking.

From a marketing perspective there are four segments that we are targeting, being:

- People considering moving to Wellington for work educational and lifestyle opportunities.
- The travelling mountain biker (tourists).
- Residents who live and play in Wellington.
- The urban experience tourist who is cross-sold a mountain biking experience.

The proposed initiatives within this business plan drive approximately \$2.5 million per year of long run benefits from tourism, comprising \$1.7 million from visiting mountain bikers, and a further \$0.8 million from other visitors, including conference delegates and urban experience tourism. This is equivalent to the creation of 50 new full-time jobs for the Wellington region, spread amongst the tourism, cycling and hospitality industries.

Residents and skilled workers, attracted to Wellington for the mountain biking lifestyle on offer, are estimated to bring an additional \$2 million to \$5 million per year in long run economic benefit. Feedback collected from a range of senior Wellington business people during the preparation of this report points to these types of activities (mountain biking) playing a role in influencing their decision to base themselves and their business activities in Wellington. Examples of this feedback have been included in the Support and Endorsements section of this report.

Health benefits, including in particular reduced mortality, are estimated at approximately \$10 million to \$12 million per year.

In order to achieve the benefits of this business plan, the additional total cash programme costs over a 10-year period for both capital and operating is estimated at \$1.3 million per year. The proposed average spend for mountain biking related activities is just under \$2.7m per year, being \$1.3m per year above the existing WCC baseline of \$1.4m per year.

Private sector investment needs to be a significant contributor to the funding of this plan. Seed funding is sought from WCC to fund the majority of the first year's proposed investment. Subsequent years will be significantly funded by the private sector including individuals and Wellington businesses.

Accordingly WMBEGI will become a member-funded entity, with membership comprising corporates, individuals, biking related entities, and other key stakeholder groups. The entity should be a charitable trust vehicle with strong representation from WREDA, WCC, other RTOs and the private sector. A model similar to the Queenstown Trails Trust is preferred see:

<http://www.odt.co.nz/news/queenstown-lakes/313477/trails-trusts-10-year-vision-fulfilled>

### Next steps

The following is proposed as next steps:

- Seek approvals to proceed to presentations to WCC Economic Growth and Arts Committee, and to Community, Sport and Recreation Committee.

- Use this paper to solicit and confirm interest in the concepts outlined by WMBEGI from a broad range of key stakeholders.
- Secure funding to proceed with Phase 1.

Phase 1 2015/16 costs are estimated as \$300,000 for the set up and first year running of the WMBEGI. We believe private sector can fund \$100,000 of this amount. WCC also needs to increase its operational spend to support this business plan. We are proposing an additional \$400,000 for 2015/2016

#### Funding request 1:

Initiative	Amount	Responsibility/Positioning
Trail Network Development	\$300,000	WCC – Funding over and above existing budget
Signage	\$50,000	WCC – Funding over and above existing budget
Marketing	\$50,000	WCC – Funding over and above existing budget.
<b>Total</b>	<b>\$400,000</b>	

#### Funding Request 2:

WMBEGI is seeking a \$200,000 grant from WCC in the 2015/16 financial year. This grant will enable WMBEGI to kick start the activities covered in the attached business plan.

WMBEGI will then seek private sector funding in the order of \$5m -10m over the next 10 years to execute on the business plan. In practical terms, the \$200k from WCC will be used to engage a key senior resource as chief executive of the proposed entity, covering their salary and all related costs for the first year of operations.

It is noted that the activity contained within the business plan will require significant additional private sector funding to be raised in the future by WMBEGI.

Yours sincerely



Chris Nicholls  
WMBEGI Project Manager

# WELLINGTON RECOGNISED GLOBALLY AS THE BEST CITY IN THE WORLD FOR MOUNTAIN BIKING

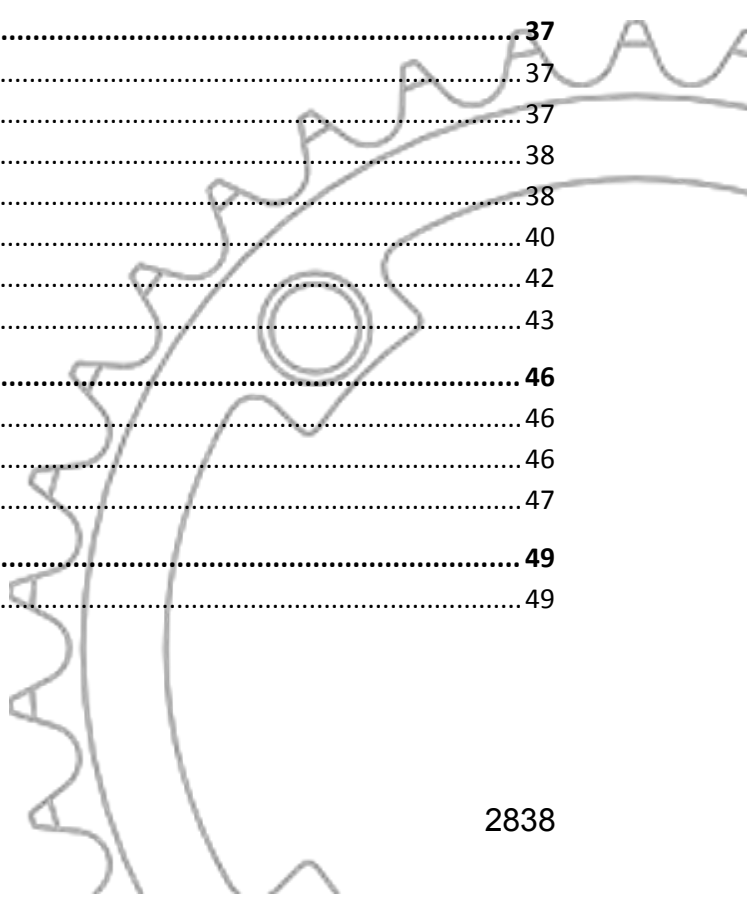
2015

BUSINESS CASE: FOR CONSIDERATION BY  
WELLINGTON CITY COUNCIL'S "ECONOMIC  
INITIATIVES DEVELOPMENT FUND  
COMMITTEE"



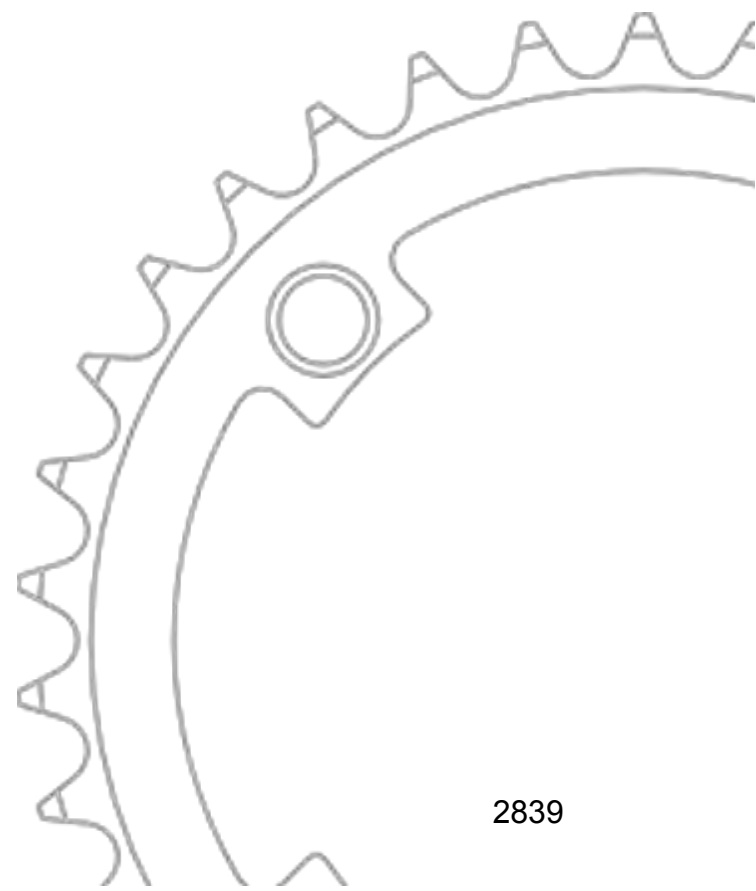
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## SUPPORT AND ENDORSEMENTS

### SUPPORT

A number of people have provided technical expertise and advice used in the preparation of this report. Expertise in different areas has been provided by:

- Wellington regional tourism - David Perks (WREDA)
- Marketing - Livia Esterhazy (Managing Director Clemenger BBDO)
- Mountain biking - Ashley Burgess (WORD), Caleb Smith (Spoke Magazine) and Julie Moularde
- Legal – James Winchester (Simpson Grierson)
- Governance and business – Sam Knowles (Director)
- Business and mountain biking – Ben Wilde (Georgian Partners and Trail Fund NZ)
- Business – Matt Farrar (Davanti Consulting) and Anthony Edmonds (Implemented Investment Solutions)
- Business Case Specialist – Chris Nicholls (Director - Ascent Business Consulting)
- Business Case Writing and Editing – Wendy Riseley (Ascent Business Consulting)

Thank you to the people who have contributed their time and effort into producing this report on a voluntary basis.

Thank you also to all of the people who have contributed to this report through providing feedback and participating in the consultation process. This includes (but is not limited to):

- Tim Brown and Phillipa Harford (Infratil)
- Kevin Bowler (Tourism New Zealand)
- Jim Boulton (Director)
- Richard Leggat (Bike NZ, Tourism NZ, NZ Cycle Trail)
- Mandy Kennedy (Queenstown Trail Trust)
- Simon Kennett (Greater Regional Wellington City Council)
- Evan Freshwater (NZ Cycle Trail)
- Jonathan Kennett (Kennett Brothers)
- Michael Jacques (Karapoti)
- Jill Ford (Bike Jam)
- Marco Renalli (Mark Renall) (PNP Cycle Club)
- Leasa Carlyon (Wellington BMX Club)
- Stephen Hunt (Air New Zealand)
- Jeff Carter (NZ Trail Solutions and South Star Shuttles)
- Jamie Stewart (Makara Peak Supporters)
- David Preece (Wellington Mountain Biking Club)
- Patrick Morgan (Cycling Advocates Network)
- Rob MacIntyre (Mana Cycle Club)
- David Mulholland and Phillip Eyles (NZTA)
- Porirua City Council, Hutt City Council, Upper Hutt, Wairarapa Regional Council, Kapiti (via regional park and recreation workshop participation)
- Melaine Aiken (Sport Wellington)
- Dr John Randal (Victoria University)
- Dave Bamford (Tourism Consultant)

- Simon Holdsworth (Director and Evander Management)
- Ian Cassells (The Wellington Company)
- Mark Vivian (Movak)
- Frazer Allan – Deputy Vice Chancellor Engagement VUW
- David Waugh (Mud Cycles)
- Ian Burke (Burkes Cycles)
- Bill Hickman (Burkes Cycles)
- Jason Crowe (Garage Project)
- Richard Shirtcliff (Tuatara Brewery)
- Adele Fitzpatrick (Head of Marketing, Loyalty NZ)
- David Lee (Counselor WCC)
- Mike Kelliher (Just MTB - tour operator)
- Helen Player (PWT / WREDA - Digital Marketing Manager)
- Olivier Lacoua (GM CQ Comfort and Quality Hotels)
- Nigel Welsh (Owner operator of On Yer Bike Wellington)
- Karyn Stillwell (WCC)
- David Halliday (WCC)

Members from this project have engaged with:

- TLA trail and park managers from Kapiti, Wairarapa, Upper Hutt, Hutt City, Porirua, and Wellington.
- Mountain bike parks and clubs including Wellington Mountain Bike Club, Makara Peak Supporters, Mana Cycling Group.
- Government administrators and policy makers including representatives from MBIE, NZTA, TNZ, and PWT.
- Events managers, including Karapoti, PNP, Kids Bike Jams.
- Business owners including hotels, bike shops, buses and airports.
- Trail builders and funders.
- Other jurisdictions including Queenstown and Rotorua.
- Potential private sector investors and influential people who want to see Wellington prosper and attract and retain good people.

## ENDORSEMENTS

Attached are endorsements from a range of businesses and individuals. These letters provide an insight into the importance that mountain biking provides, particularly in regards to attracting and retaining people to live, work, and play in Wellington.

The endorsements contained in this report highlight the importance of mountain biking to a wide range of groups and people in Wellington.

## EXECUTIVE SUMMARY

### BACKGROUND

Wellington City Council (WCC), Wellington Regional Economic Development Agency (WREDA) and a number of Wellington business people have partnered to develop this business plan, identifying the economic benefits to the city and region as a result of investing in developing and promoting Wellington's mountain biking resources.

Considerable investment has been made into the Wellington mountain bike trail network over the past 20 years. It is recognised that Wellington is mountain biking's best kept secret and a great opportunity exists to enhance this trail network, to market Wellington as a mountain bike destination and to attract more visitors and new residents to the region.

To unlock the potential that mountain biking offers, a bold vision supported by a business plan identifying marketing, track/infrastructure development and the ensuing economic benefits is appropriate. This initiative is currently known as the Wellington Mountain Biking Economic Growth Initiative (WMBEGI).

### THE OPPORTUNITY FOR WELLINGTON

#### MOUNTAIN BIKING CURRENTLY IN WELLINGTON

Wellington has an incredible variety and reach of trails with over 100 kilometres of trail network that connect to the urban and suburban environs. The close proximity of this trail network to the city centre and suburbs creates a unique point of difference not just in New Zealand but globally. Much of the network can be accessed without the need of a car and encourages outdoor exploration and adventure from within the urban centre. Riding Wellington's trail network provides a unique perspective, insight and experience of Wellington's natural environment and surrounds.

The existing trails have been designed and built predominantly by a dedicated community of volunteers, with ongoing maintenance and support often provided by the local councils. The result of this combined effort is an impressive existing value of trail network representing a foundational labour investment of approximately \$4 million (based on an estimate of 100 kilometres at an average of \$40,000 per kilometre).

While mountain biking in Wellington has often been described as great, track development has not been aligned to a bold vision for Wellington. Missing in its focus has been novice and family riders, as well as, grade 5/6 professionally built tracks that create a "buzz" amongst expert bike community. In addition, some of the amateur track building has created inconsistent grades and gradients.

Wellington is New Zealand's founding home of mountain biking. However, in recent times the city has been surpassed by other mountain biking destinations such as Rotorua, Nelson and Queenstown.

## INVESTMENT BY OTHER REGIONS

Many New Zealand regions are investing heavily in mountain biking facilities. Rotorua has recently had a \$2 million upgrade to its Skyline gondola to enable mountain bike trail riding and further significant investment is proposed. Since 2010, Queenstown has spent approximately \$7 million, plus volunteer effort, to develop its mountain biking offering. Christchurch has recently announced a \$22 million investment in a dedicated mountain bike park with a chairlift / gondola uplift solution.

## GROWING MARKET

It is estimated that there are approximately 24,000 mountain bikers throughout the Wellington region. Participation in all forms of cycling is experiencing significant growth. Cycle commute riding in Wellington increased by 73% between 2006 and 2013. Statistics, provided by Bicycle Industry Association of NZ, show that New Zealanders imported 1.1 million bikes in the five years to 2012. It is envisaged that cycling in all forms, including electric cycles, will form a key part of providing real transport choices for an efficient and sustainable region.

The Government is supporting cycling with Tourism investment in NZ Cycle trail and NZTA investment in cycle commuter paths. Australia is also showing significant growth in participation of both cycling and mountain biking. Spending by international visitors to New Zealand is expected to grow by 25 per cent to \$8.3 billion by 2020, according to the New Zealand Tourism Sector Outlook 2014-2020 released September 2014 by the Ministry of Business, Innovation and Employment. The growth of both NZ tourism spend and cycling globally is important in terms of this plan, it underpins the forecast numbers contained in this report regarding the potential tourists and visitors that will come to Wellington in the future.

## THE OPPORTUNITY

Globally, cities are in competition to attract people, jobs, trade and investment. A key component of Wellington's point of difference in this competition is the lifestyle offered by activities like mountain biking.

The opportunity for Wellington is based on the convergence of several key factors:

- A stunning natural environment and connectivity between the trail network and the city. Wellington's key strength and competitive advantage is the uniqueness of a large green belt and hills that touch and meld into the city.
- The extensive investment that has been made into the Wellington mountain bike trail network to date.
- The growth of mountain biking as a sport/tourist activity in recent years.
- The absence of any marketing around Wellington as a mountain bike destination.

The three key economic development opportunities for Wellington are based on:

- Increased tourism (visitor numbers and spend);
- Migration (attraction and retention of residents); and
- Health benefits to Wellington citizens.

There are many mountain bike destinations around the world, and in New Zealand, that could deservedly argue they are more attractive destinations for mountain bike tourists than

Wellington. However, most of these destinations are towns with economies based around tourism and often, mountain biking is often only available for half of the year.

Few cities can offer the following:

- A green belt with hills and mountain bike trails coming into the city;
- The ability to commute to and from work via mountain bike trails;
- All season riding; and
- Trails that cater to all levels of riders.

These factors provide Wellington’s real point of difference and competitive advantage, which is having great mountain bike trails connected to a cool urban environment.

## THE VISION

Wellington has the opportunity to be recognised globally as the best city in the world for mountain biking.

Achieving this bold vision requires leveraging a range of factors that make Wellington unique, and are at the heart of Wellington’s competitive advantage. This includes Wellington’s stunning natural environment and the connectivity between the trail network and the city. There is no other city in the world that has comparable mountain biking experiences so close to an urban city. This point of difference, if appropriately leveraged, is the reason tourists, visitors, and new residents will come to Wellington.

A summary of how Wellington currently compares to other top mountain bike cities is below. A “city” is assumed to require a population of at least 100,000 people, an economic hub, and an international airport and a public transport network. The full competitive analysis is contained in Appendix I.

	Suburban Trail Network	Metropolitan Trail Network	Trail Accessibility	Transport Infrastructure	Job Opportunity	Business Opportunity	Cultural Activities	Bike Awareness	Year Round Trail Access
Vancouver	✓✓✓	✓	✓	✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓
Wellington	✓✓	✓✓✓	✓✓✓	✓	✓✓	✓✓	✓✓	✓	✓✓✓
Colorado Springs	✓✓✓	✓✓	✓✓✓	✓	✓	✓	✓	✓✓✓	✓
Salt Lake City	✓✓	✓	✓✓	✓✓	✓✓✓	✓✓✓	✓✓	✓✓	✓
Grenoble	✓✓	✓	✓✓	✓	✓	✓	✓✓	✓✓✓	✓✓
Christchurch	✓✓	✓	✓✓	✓	✓✓	✓✓	✓	✓	✓✓✓

## GAPS AND INITIATIVES

Notwithstanding Wellington’s unique geography and the investment already made in the trail network, there are current gaps in Wellington’s offering. To achieve the vision, some of the key areas that need to be addressed include:

- Specific Wellington mountain biking content, marketing, promotion and awareness.
- Improved signage and trail information.
- A joined up coordinated approach targeted at making it easier to land, unpack and ride, including integrated transport, accommodation, and tourism solutions.
- One or two 'Epic rides', enabled through more seamlessly integrated trails throughout the Wellington region.
- Iconic mountain bike events and in particular the marketing and support for such events.
- Increase in the number of entry-level trails (grade 2/3) that are easily accessible from the city.
- High-end grade 5/6 trails peppered throughout the region that attract professional riders and 'sell the dream' to a wider segment of mountain bikers.
- Improved amenities and support for mountain bike parks.
- Uplift solutions in key parts of the trail network that attract a broader range of riders.
- Other key regional facilities, including an internationally accredited downhill park, and cross country / enduro courses.

## PROPOSED INFRASTRUCTURE INITIATIVES

Some of the key initiatives include:

- Signage - Trail park signs; Brown street signs, smartphone navigation aids.
- Bike friendly accommodation and transport – airport facilities, support for accommodation providers to "bike friendly" their accommodation, etc.
- Professional trail building and training of volunteers;
- Creation of new trails – Epic trails, grade 2-3 trails, grade 5-6 trails, more "flow trails", children skill areas, indoor mountain bike park, Gravity parks
- Facilities – bike wash areas, bike repair stands;
- Uplift solution – mountain bike park shuttle service and/or gondola.

## MARKETING STRATEGY AND INITIATIVES

It is essential that the project leverage the WREDA (PWT) approach for overall tourism attraction to Wellington. This platform is ideal as it connects the project's vision to a platform that already has significant investment in it, namely: *"It's never just a mountain bike ride when it's in Wellington"*.<sup>1</sup>

The most vital strategic marketing imperative is awareness, specifically, telling the Wellington Mountain biking story.

The next strategic imperative is to allow the bridges from awareness to consideration to the purchase channel to be as easy, seamless and inspirational as possible. This approach focuses on ensuring the right content is available at the right point in a customer's journey.

Key target segments include:

- Travelling mountain biker
- Urban experience tourist

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<sup>1</sup> <http://www.wellingtonnz.com/discover/its-never-just-a-weekend/>



- Potential Wellington resident

Events are an essential initiative. Wellington already hosts a number of events. The calendar is jam-packed with outdoor activities vying for the wallet and attention of both residents and the adventure tourism market. However, a world-class event would be invaluable for putting Wellington back on the map for mountain bike tourism.

## COSTS, ECONOMIC BENEFITS

The proposed initiatives within this business plan drive approximately \$2.5 million long run tourism benefit per year, comprising \$1.7 million from visiting mountain bikers, and a further \$0.8 million from other visitors, including conference delegates and urban experience tourism. This is equivalent to the creation of 50 new full-time jobs for the Wellington region, spread amongst the tourism, cycling and hospitality industries.

Residents and skilled workers, attracted to Wellington for the mountain biking on offer, are estimated to bring an additional \$2 million to \$5 million per year in long run economic benefit. Feedback collected from a range of senior Wellington business people during the preparation of this report points to these types of activities (mountain biking) playing a role in influencing their decision to base themselves and their business activities in Wellington. Examples of this feedback have been included in the Support and Endorsements section of this report.

Health benefits, in particular reduced mortality, are estimated at approximately \$10 million to \$12 million per year.

In order to achieve the benefits of this business plan, the additional total cash programme costs over a 10 year period for both capital and operating is estimated at \$1.3 million per year. The proposed average spend for mountain biking related activities is just under \$2.7m per year, being \$1.3m per year above the existing WCC baseline of \$1.4m per year.

Mountain biking trail and infrastructure development has to date not been considered within the context of the development of a wider commuter cycle network in and around Wellington. WMBEGI believe the business case for more Wellington cycle lanes to improve safety for cycle commuters could be improved by considering mountain bike trail investment as an option for certain suburb to city commutes.

## FUNDING AND PARTNERSHIPS

There are a number of initiatives within this plan that both central government and the private sector are interested in supporting. New Zealand Tourism has funds that will be made available to support private sector mountain bike initiatives that are likely to be attractive to New Zealand visitors.

Private sector investment needs to be a significant contributor to the funding of this plan. Seed funding is sought from WCC to fund the majority of the first year's proposed investment. Subsequent years will be significantly funded by the private sector including individuals and Wellington businesses.

NZTA have indicated that off road commuter trails are not excluded from being eligible for their cycle commuter network funding. NZTA's requirement is that the trails need to form part of an integrated commuter network plan that supports cycle commuting from suburbs to, and from, the city. WCC cycleway management team are not at this stage, however, considering any off road alternatives in the planning work they are undertaking.

The vision and opportunities this plan presents will encourage a number of private sector investors seeking to capitalise from forecast growth in tourism and the commensurate increase in mountain bikers looking to migrate to Wellington.

A number of positive discussions have taken place around the opportunity to develop Shelley Bay, Corrections Department land and the whole Miramar peninsula greenbelt into a world-class tourism site. An opportunity to develop an indoor mountain bike facility has also been identified and will be explored further.

Future funding and support (in addition to that from the private sector) will also be sought from across the community, including WCC, local councils in the Wellington region, GWRC, WREDA, grant agencies such as charitable trusts, New Zealand Lottery Grants, and potentially central government (e.g. MBIE tourism fund, NZTA cycle fund).

## GOVERNANCE

WMBEGI proposes that this initiative needs an appropriate governance structure, including the involvement of WREDA as sponsor / chair, and a trust vehicle with strong regional representation from both RTOs and private sector. A model similar to the Queenstown Trails Trust is preferred see:

<http://www.odt.co.nz/news/queenstown-lakes/313477/trails-trusts-10-year-vision-fulfilled>

The following entities are proposed as part of the governance for WMBEGI:

Board - Comprised of WCC, WREDA, and private sector representatives. The WMBEGI board could continue in its current state. The Board is currently comprised of:

- Wellington regional tourism - David Perks (WREDA)
- WCC – Karyn Stillwell
- Marketing - Livia Esterhazy (Managing Director Clemenger BBDO)
- Mountain biking - Ashley Burgess (WORD) and Caleb Smith (Spoke Magazine)
- Legal – James Winchester (Simpson Grierson)
- Governance and business – Sam Knowles (Director)
- Business and mountain biking – Ben Wilde (Georgian Partners and Trail Fund NZ)
- Business – Matt Farrar (Davanti Consulting) and Anthony Edmonds (Implemented Investment Solutions)

The Chief Executive will be tasked with setting up the charitable trust, driving initiatives and ensuring private sector funding is secured to enable the plan to achieve its 10 year vision.

## PROGRAMME PRIORITISATION AND NEXT STEPS

### PROGRAMME PRIORITISATION

Key initiatives for year one include:

- Governance - Formalising governance arrangements including securing an appropriate management resource for WMBEGI entity (to be renamed). Setting up a suitable charitable trust and membership based entity that can raise and manage grants, donations, membership fees, etc.
- Marketing, information and awareness campaigns that include:
  - Working with WREDA to develop mountain biking marketing strategy;
  - Developing a Wellington Mountain Biking brand and story;
  - Communications plan and sector consultation;
  - Development of mountain biking collateral that links to and is on WellingtonNZ.com;
  - Development of a social media strategy and implementation.
- Events - A feasibility study and market assessment into the most appropriate event(s) for Wellington that align to the WMBEGI vision including a new key event to be agreed and held for summer/Autumn 2015/16.
- Trail Network key initiatives include:
  - A 5 year roadmap for trail development for Wellington city and the wider region that supports the vision;
  - Completion of 2 new trails – a grade 2-3 urban trail and a Grade 5-6 iconic trail;
  - Feasibility assessment of regional interconnected trail networks for epic rides;
  - Commence building, linking, improving an epic trail.
- Signage - Improved and consistent signage installed around key Wellington trails, helping to lead riders to and through the Wellington trail network.
- Partnerships - Secure funding partners and develop funding plan for WMBEGI going forward.
- Develop comprehensive database of key stakeholders. Implement communication strategy with stakeholders.

Subsequent years will be planned in more detail as the programme is progressed.

### NEXT STEPS

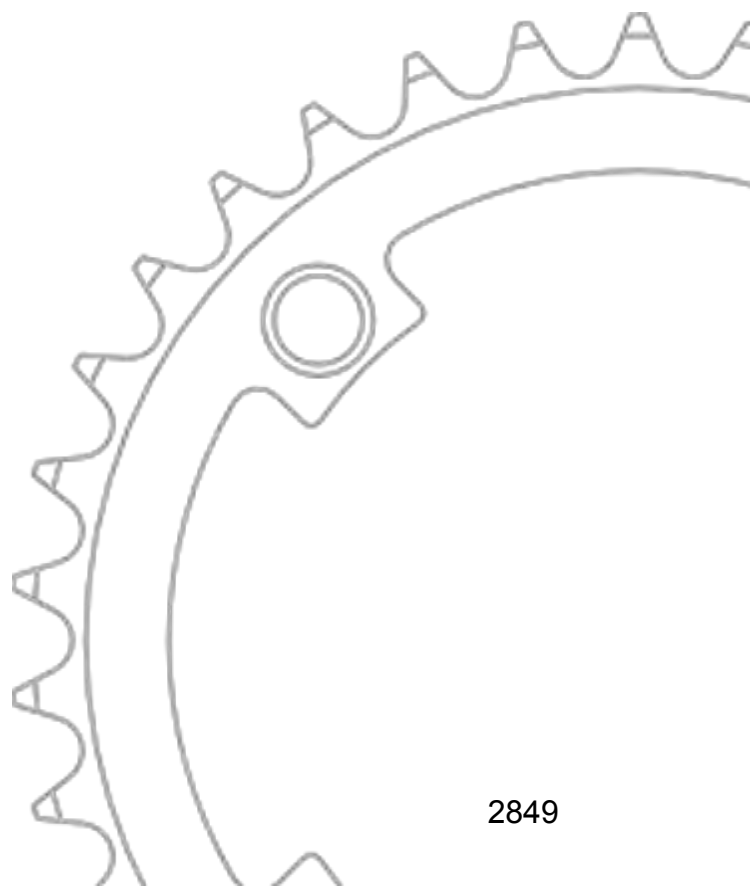
The following is proposed as next steps from the publication of this paper:

- Seek approvals to proceed to presentations to WCC Economic Growth and Arts Committee, and to Community, Sport and Recreation Committee
- Use this paper to solicit and confirm interest in the concepts outlined by WMBEGI from a broad range of key stakeholders.
- Secure funding to proceed with Phase 1.

- Phase 1 2015/16 costs are estimated as \$300,000 for the set up and first year running of the WMBEGI. We believe private sector can fund \$100,000 of this amount.
- WCC also needs to increase its operational spend to support this business plan. We are proposing an additional \$400,000 for 2015/2016

### New Funding sought for 2015/16

Initiative	Amount
Entity set up and general manager resource costs	300,000
Marketing, information and awareness	50,000
Trail network	300,000
Signage and way-finding	50,000
<b>Total Funding Requested 2015/16</b>	<b>700,000</b>



## THE STRATEGIC CASE - VISION, BENEFITS AND KEY PERFORMANCE INDICATORS

### KEY POINTS

#### Vision for Wellington mountain biking:

- Wellington, the world's best mountain biking city.

#### Current state:

- Incredible variety and reach of trails, a pioneer in mountain biking, fantastic urban trail connectedness
- However, Wellington is falling behind other Regional Tourism Organisations (RTOs) such as Rotorua, Queenstown and Christchurch.
- High cycling participation rate, both commuters and recreational
- Government emphasises cycling, in particular NZ Cycle Trail and Wellington's 'Great Ride'
- Wellington has a bid for part of the \$200 million of investment money for cycle related projects throughout New Zealand

#### Growth in Tourism:

- Predicted growth in international visitor numbers and their spending.

#### Gaps:

- Marketing, promotion and awareness
- Signage and trail information
- A packaged and coordinated approach,
- Integrated transport, accommodation, tourism solutions.
- Epic rides
- Entry level trails at grade 2-to-3 level that are easily accessible to the urban centres,
- High end grade 5 to 6 level trails
- Integrated trails throughout the region,
- Iconic and participation events
- Improved amenities
- Uplift/shuttle solutions
- Key regional facilities: downhill park, cross country and enduro races

#### Opportunity:

- Research shows growth in cycling and cycling related activities both internationally and domestically.
- Proposal supports NZ Cycle Trail and Wellington's bid for part of the \$200 million of investment money for cycle related projects throughout New Zealand
- Due to the proximity of trails to urban population, a coordinated regional strategy would result in better return on investment and resource use
- Grade 2+ trails would provide benefits to all levels of riding from families and novices to more experienced riders, connecting them to grade 3+ trails.

#### Competitive Analysis:

- Many councils, such as Rotorua, Queenstown and Christchurch, are heavily investing in mountain biking facilities

- Wellington is unique to other RTOs due to its urban proximity and large-scale industry and government.
- Wellington compares favourably in a global competitive analysis

Benefits include:

- New money from new visitors or visitors who stay longer
- New money from resident migration and settlement
- Health and wellbeing benefits to residents

## VISION

**Wellington, the world's best mountain biking city.**

A bold vision for Wellington is required to maximise the potential economic growth provided by mountain biking. To establish Wellington as **the world's best mountain biking city**, a central focus will be to leverage Wellington's urban connection to off-road trails. This will allow visitors and Wellingtonians to enjoy the best mountain biking has to offer and will, in turn, increase tourism and attract people to live and work in Wellington.

## CURRENT STATE

Wellington is currently one of mountain biking's best kept secrets. Within the immediate vicinity, there is an established 100 km network of regularly used trails that reward riders with expansive breath-taking views and hugely varied terrain. A unique feature of Wellington mountain bike trails is their connection to many parts of the city. This ensures much of the network can be accessed without the need of a car and encourages outdoor exploration and adventure within the urban centre.

The proximity of the urban population base to the hills and the unique nature of the town belt bring mountain biking front and centre in Wellington. As a result, Wellington has an enthusiastic mountain bike community with a large urban base able to fund and support trail development. The existing trails have been designed and built predominantly by a dedicated community of volunteers, with ongoing maintenance and support often provided by the local councils. Notably, Wellington was the first region to develop a community-based trail building network within a council. The result of this combined effort is an impressive existing value of trail network representing a foundational labour investment of approximately \$4 million (based on an estimate of 100 km at an average of \$40,000 per kilometre).

Wellington's climate is well-suited to cycling. Wellington receives less annual rainfall than Auckland and the same annual hours of sun as Auckland, Christchurch and Alexandra. Moderate temperatures in the Capital ensure riders do not bake in the heat and, while the region is known for its wind, this dries the trails. The large proportion of bush trails provides protection from the elements and a more consistent riding experience in any type of weather conditions.



Wellington is the proud owner of New Zealand's first mountain bike park; Makara Peak in south Karori, established in 1998. The Makara Peak Mountain Bike Park Supporters comprise local residents, walkers, runners, conservationists and mountain bikers who support the park through volunteer work and an annual membership subscription. The park relies heavily on volunteer labour, donations and grants to build and maintain tracks and carry out conservation work. Over 4,500 volunteer hours are spent developing and maintaining the park each year. Although there are numerous recreation reserve areas in Wellington that are developed mainly through volunteer efforts, Makara Park remains the most popular. For these efforts the park has won numerous awards over the last 15 years.

The Greater Wellington region is home to New Zealand's longest running mountain bike event, the Karapoti. The Karapoti is held annually in the Akatarawa ranges between the Hutt Valley and Otaki and attracts competitors from around the world.

## GAPS

Wellington is New Zealand's founding home of mountain biking. In recent times, however, the city has been surpassed by other mountain biking destinations such as Rotorua, Nelson and Queenstown. These areas have recognised and seized the opportunity by employing professional trail builders, coordinating planning and marketing to specific segments and integrating transport and accommodation solutions.

The current gaps in Wellington's offering are over a range of areas as outlined below. This report proposes that these gaps are closed over the next 3-to-5 years with new capital investment, and supported over the longer term by a robust operating and maintenance programme:

- Mountain biking content, marketing, promotion and awareness,
- Signage and trail information
- A joined up coordinated approach targeted at making it easier to land, unpack and ride, including integrated transport, accommodation, and tourism solutions.
- 'Epic rides' enabled through more seamlessly integrated trails throughout the Wellington region.
- Iconic events and participation events, and in particular the marketing and support for these events
- Entry level trails at grade 2/3 level that are easily accessible to the urban centres,
- High end grade 5/6 trails peppered throughout the region that attract professional riders and 'sell the dream' to a wider segment of mountain bikers
- Improved amenities and support for parks
- Uplift solutions in key parts of the trail network that improve rider experience
- Other key regional facilities, including an internationally accredited downhill park, and cross country / enduro courses



## MARKETING AND A JOINED UP COORDINATED APPROACH

- Wellington already has an amazing trail network. Where these trails are, and just how good they are, seems to remain one of Wellington's best kept secrets.
- A key gap in Wellington's overall proposition therefore includes having a joined up approach between a range of tourism and hospitality functions, including better marketing and information, and creating a more seamless and easy to access end-to-end rider experience.

## ENTRY LEVEL TRAILS CLOSE TO THE URBAN CENTRES IS A KEY GAP

- Currently, there is an under-supply of grade 1 to 3 trails.<sup>2</sup> The existing grade 1 and 2 trails are mainly away from the larger population base of Wellington City. The following trail "heat map" shows the most well ridden tracks (both road and off-road). Overlaid in yellow dashed boxes are the two main off road grade 1 and 2 trails, being the Hutt River Trail and the Wainui bike park. Note that a 1.3 km grade 2 trail has been recently added to Miramar.

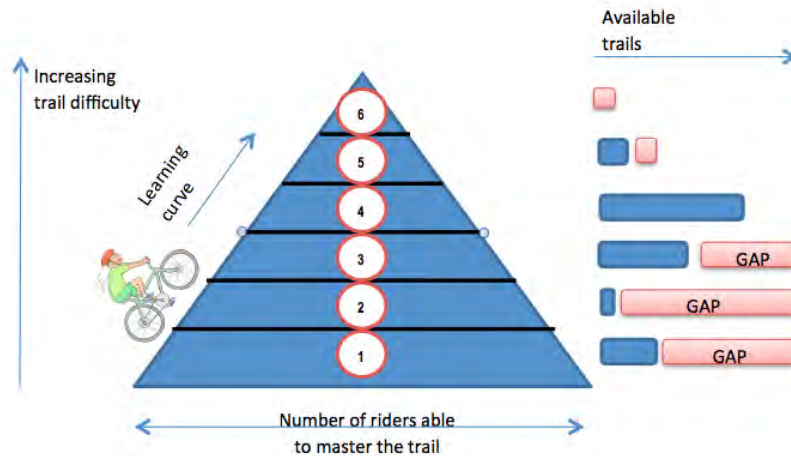
Figure 1



<sup>2</sup> For more information on the NZ Cycle Trail grading system, see: <http://www.nzcycletrail.com/plan-your-ride/nzct-trail-grades>.

- The recreational pyramid applied to mountain biking is shown below. Grade 1 trails are easiest, and grade 6 trails are hardest.

Figure 2



- While there are a lot of trails in Wellington for competent mountain bikers, the largest segment comprised of families, children and novice riders (both local and tourist) is not well served. As seen from the trail supply situation (shown in relative terms approximately on right hand side), Wellington's trail network is not well matched to the potential market segments.
- The Wellington City Council is focussing on the grade 2 gap. Recent completed trails include: the Centennial Reserve Miramar 1km loop, South Coast Kids trail and Karori Park. However, more trails are needed to be able to target the potential market segments for the easiest grade trails.

#### WORLD CLASS GRADE 5/6 TRAILS HELP TO SELL WELLINGTON TO A WIDER SEGMENT OF RIDERS

- World class grade 5/6 trails can create a 'buzz' amongst the expert global mountain biking community as "must ride trails". Having these trails endorsed by high profile riders on social media and popular mountain bike web sites, would also help to draw in the less skilled riders who want to be able to say they rode the same trails, albeit without the large jumps and drops.

#### TRAIL DESIGN AND DEVELOPMENT IS CRITICAL

- Trail design is a key ingredient to having a successful mountain biking experience. From a joined-up regional perspective, trail development could be better aligned to a bold vision for Wellington. Current trails (often even those trails marked as lower grades) best suit high intermediate and advanced riders. Amateur trail building can create inconsistent grades and gradients, with sudden surprises on trails that go beyond the indicated trail level. Frequent trail 'drop-offs'

make easier trails risky. As a result, riders can end up on trails too difficult for their ability level. Professional trail builders can create a safer and more reliable trail network by guiding trail construction and design.

## OPPORTUNITY

Mountain biking participation has been growing consistently in New Zealand. In 2008, 6.1% of the New Zealand population participated in mountain biking<sup>3</sup>. Based on this estimate, there are conservatively 24,000 mountain bikers in the capital region, and 11,000 of these in Wellington City with an increasing proportion of older more active people and those interested in social riding, such as fun rides and family groups. As a result, growth of participation in mountain biking in the proximity of urban centres, and hence close to home, is most likely to increase.

TNZ research information shows a positive 47% trend in growth from international cycling tourism 2008 to 2012.<sup>4</sup> While mountain biking is a popular past-time amongst Wellington residents, participation in all forms of cycling is experiencing growth. For example, commute riding in Wellington increased by 73% between 2006 and 2013.<sup>5</sup> Statistics, provided by Bicycle Industry Association of NZ, show that New Zealanders imported 1,103,311 bikes in the five years to 2012. According to a recent TrailFund survey, Wellington mountain biking participation rates are above national average.<sup>6</sup>

This proposal supports the Government's emphasis on cycling. In particular, it is complementary to the New Zealand Cycle Trail<sup>7</sup> by providing linked up trails, integrated infrastructure and encouraging related tourism services for Wellington's "Great Ride"<sup>8</sup>.

This proposal also complements Wellington's bid for part of the \$200 million of investment money for cycle related projects throughout New Zealand.<sup>9</sup>

With this community enthusiasm already in place, there is ample opportunity for further refinement and expansion to the present trail network. Mountain biking trails, connecting cycle ways and related services could be integrated and be more fit-for-purpose. This would result in greater utilisation of mountain biking trails and services in the Wellington region.

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<sup>3</sup> 6% of population, linked to Sparc NZ research and other international %, Gemba Regional Insights Report April 2011 - March 2012

<sup>4</sup> Refer to Tourism NZ 2013 Study into International Cycling Tourism

<sup>5</sup> Census 2013

<sup>6</sup> For more detail, refer to Trail Fund 2014 Rider Survey, Julie Moulard as well as Appendix A.

<sup>7</sup> Refer to [www.nzcycletrail.com](http://www.nzcycletrail.com)

<sup>8</sup> Refer to [www.wellingtonnz.com](http://www.wellingtonnz.com)

<sup>9</sup> Refer to the Great Harbour Way initiative currently under proposal at Wellington City Council.

In addition, a coordinated regional strategy, supported by improved information and awareness would result in better return on investment and resource use. This is supported by the proximity of the trails to a large urban population. It also creates the potential to cross-sell into international and domestic tourism for an enhanced urban experience, as well as, into more niche segments of destination mountain bikers from New Zealand and Australia.

A readily accessible and interconnected network of grade 2+ trails built to a professional standard with good “flow” can:

- Encourage families and novice riders (a large untapped segment of the market);
- Provide trails for tourists and visitors to Wellington to use, linking the city’s urban and greenbelt areas;
- Connect up other great grade 3+ rides around Wellington;
- Encourage visitors to stay longer and ride more trails in and around where they are staying (they will be less likely to stay on if they have to drive to another location to ride);
- Provide a network of commuter trails, thereby easing congestion on the streets and providing a safer, healthier option for transit around the city; and
- Enable commercial enterprise, including the development of “iconic” rides and events, which would strengthen Wellington’s position as a preferred destination for mountain biking.

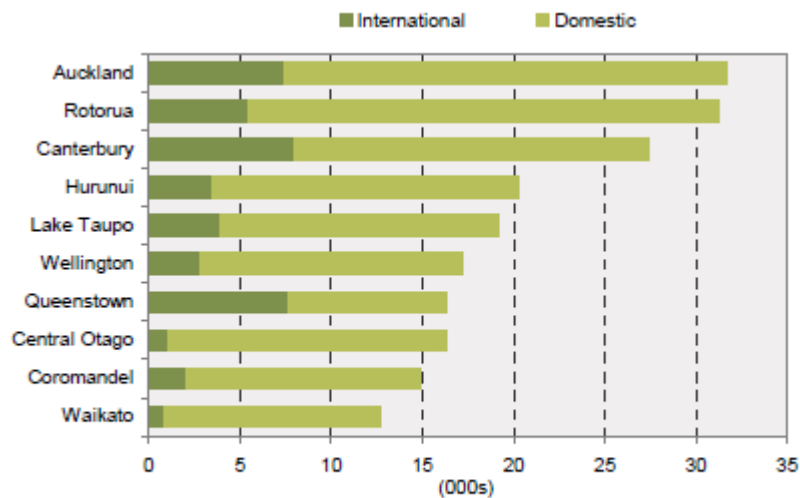
## COMPETITIVE ANALYSIS

Many regions are investing heavily in mountain biking facilities. Rotorua has invested, and continues to invest, in its mountain biking facilities. These include a \$2 million upgrade to the gondola Skyline to enable mountain bike trail riding and further proposed investments, including accommodation facilities, in the Whakarewarewa Forest trail park. Since 2010, Queenstown has spent approximately \$7 million, plus volunteer effort, to develop mountain biking. Queenstown is currently revamping its strategic plan and looking to invest further. It boasts a large base of trail networks, dedicated downhill parks supported by the Queenstown Gondola and heli-biking. In addition, a number of the ski fields including Coronet Peak offer summer mountain biking with chair lift services. Christchurch has recently announced a \$22 million investment in a dedicated mountain bike park with a chairlift / gondola uplift solution.

If Wellington does not act soon it risks missing out on this burgeoning market. The Government is also supportive of investment in cycling infrastructure as this supports their national cycleway initiative. Government has also set aside a further \$200 million of funding to seed fund initiatives via NZTA around the country relating to improving cycling infrastructure.

## TNZ 2009 Competitive Analysis Tourism Sector Profile:

Figure 3 Main RTOs Where International and Domestic Tourists Cycle 2004 to 2008



*Tourists who participated in the same activity more than once in the same RTO are only counted once.*

Wellington provides a strong point of difference to other mountain bike areas and can complement other mountain bike regions when packaging New Zealand as a destination for mountain biking adventure tourism. It features a unique urban proximity experience in contrast with other major mountain bike areas in the country:

- Rotorua – The focus is on uplift flow trails. It is not primarily an urban experience, nor can it offer this.
- Queenstown – The focus is on uplift flow trails, cross country, and a scenic environment. However, it is expensive to get to and while it can be a very exciting tourist town destination, and one of the jewels in New Zealand's crown, it is also not really an urban experience.
- Christchurch – The proposed new mountain biking area is new and specific. It is slightly removed from the city and potentially exposed to the elements with little tree and native bush cover. While it could be marketed as an urban experience, the proximity of the city centre to trails is less convenient than Wellington.

Compared to Rotorua and Queenstown, Wellington is a city with large-scale industry and government. Consequently, it provides significant employment and business opportunities and can attract different skill sets than Rotorua or Queenstown, both of which are limited in offering primarily tourism-related work or business opportunities.

The Wellington region embodies an urban proximity, culture coffee, craft beer, shows, an all year 'round event calendar, shopping, restaurants and family entertainment. It also features stunningly scenic views of hills-to-sea, and with the development of region-wide "epic" interconnected rides there will be plenty of variety and exciting options to explore.

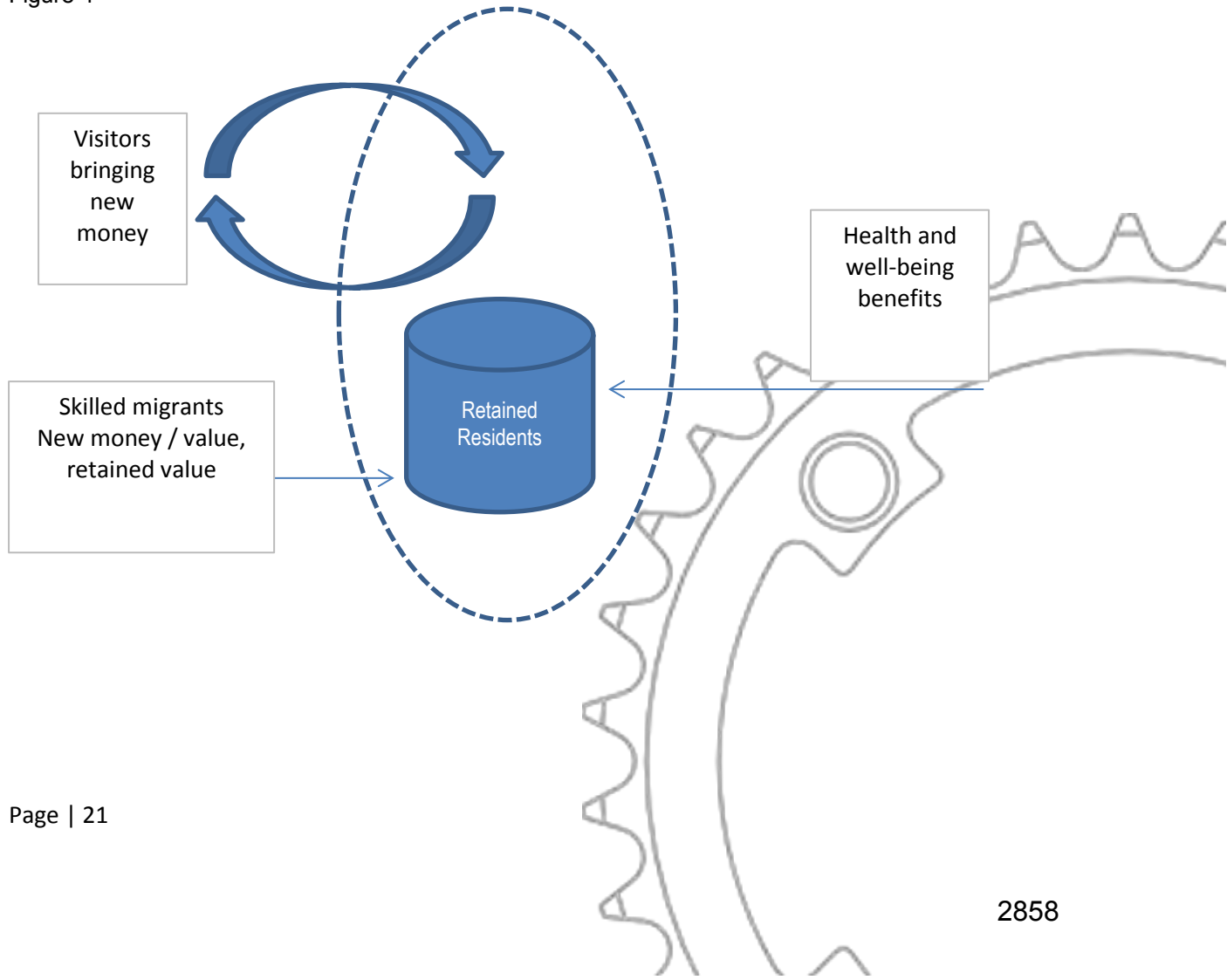
A summary of how Wellington currently compares to other top mountain bike cities is below. A “city” is assumed to require a population of at least 100,000 people, an economic hub, and an international airport and a public transport network. The full competitive analysis is contained in Appendix I. This analysis puts Wellington second behind Vancouver, Canada, as a potential top mountain biking city.

	Suburban Trail Network	Metropolitan Trail Network	Trail Accessibility	Transport Infrastructure	Job Opportunity	Business Opportunity	Cultural Activities	Bike Awareness	Year Round Trail Access
Vancouver	✓✓✓	✓	✓	✓✓✓	✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓
Wellington	✓✓	✓✓✓	✓✓✓	✓	✓✓	✓✓	✓✓	✓	✓✓✓
Colorado Springs	✓✓✓	✓✓	✓✓✓	✓	✓	✓	✓	✓✓✓	✓
Salt Lake City	✓✓	✓	✓✓	✓✓	✓✓✓	✓✓✓	✓✓	✓✓	✓
Grenoble	✓✓	✓	✓✓	✓	✓	✓	✓✓	✓✓✓	✓✓
Christchurch	✓✓	✓	✓✓	✓	✓✓	✓✓	✓	✓	✓✓✓

## BENEFITS

The implementation of this initiative will bring with it a range of benefits to the Wellington community.

Figure 4





The benefits are described in Table 1 below.

Table 1: List of Benefits

Main Benefits	Description and Possible Measures
<b>Significant economic impact:</b>	
<ul style="list-style-type: none"> <li>• Attraction and retention of:               <ul style="list-style-type: none"> <li>○ key talent and business to Wellington</li> <li>○ skilled migrants</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Adds value to the Wellington economy through introduction of new wealth and job creation , helps to retain key influential people</li> <li>• This aligns with Positively Wellington Tourism’s “Destination Wellington” initiative.</li> <li>• Consistent with Wellington 10 year plan (2015 – 2025) in relation to supporting smart and sustainable economic growth. Plays a role in attracting people to live and work in Wellington.</li> </ul>
<ul style="list-style-type: none"> <li>• Contributes to NZ Tourism, adding to a portfolio of options for cross-selling into urban tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Attracting tourists and increasing their length of stay benefits the service &amp; hospitality industry.</li> <li>• Visitors may visit with the primarily purpose of mountain biking, or may visit Wellington for the urban experience and be cross sold to a mountain bike experience</li> <li>• NZ’s image as one of the premier mountain bike destinations in the world will be enhanced with Wellington being the 3rd jewel in New Zealand’s MTB crown, aligned with Rotorua and Queenstown.</li> <li>• Consistent with Wellington 10 year plan (2015 – 2025) in relation to bringing in more tourists and visitors.</li> </ul>
<b>Health and well-being:</b>	
<ul style="list-style-type: none"> <li>• Improved health and well-being for residents</li> <li>• Improved health benefits for trail users, including runners and walkers</li> </ul>	<ul style="list-style-type: none"> <li>• Regular cyclists enjoy a fitness level equal to that of a person ten years younger (National Forum for Coronary Heart Disease)</li> <li>• Cycling at least twenty miles/week reduces the risk of heart disease to less than half that for non-cyclists who</li> </ul>

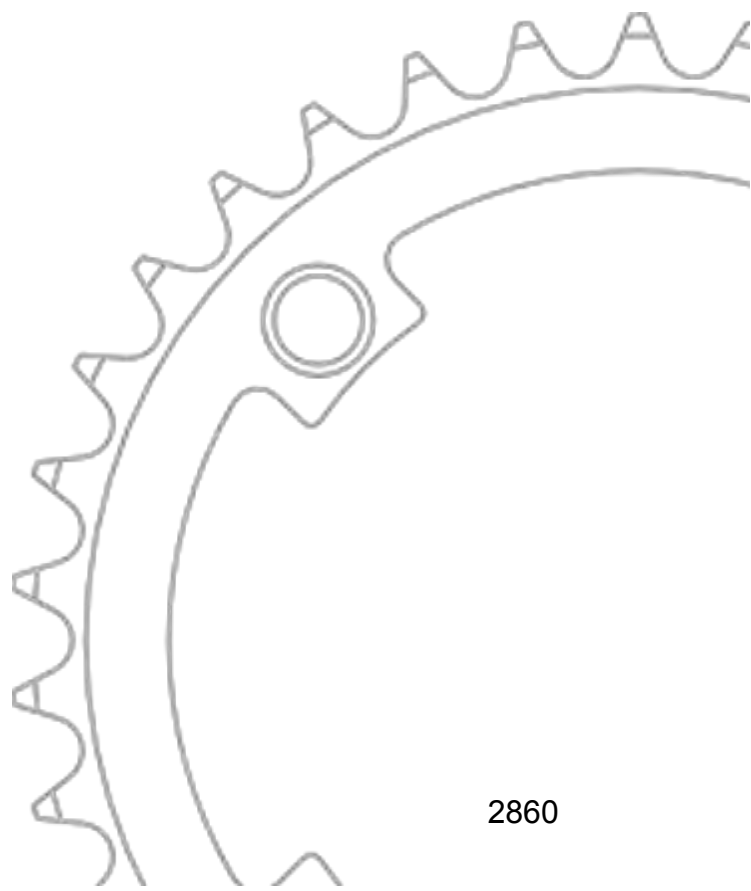


Main Benefits	Description and Possible Measures
	<p>take no other exercise (British Heart Foundation).</p> <ul style="list-style-type: none"> <li>• Road Safety: Trails provide lower accident rate per cycling trip by getting cyclists off the roads.</li> <li>• Reduced emissions by providing an alternative option for commuters.</li> <li>• Contributes toward providing real transport choices for an efficient and sustainable transport network.</li> </ul>

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#### Community:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• School programmes, training programmes</li> <li>• International sporting success</li> <li>• Access to outdoors and getting people outside</li> <li>• Multi-use tracks</li> <li>• Ecological benefits - improving biodiversity - eg, planting trees</li> </ul> | <ul style="list-style-type: none"> <li>• Makes Wellington a better place to live, work and play.</li> <li>• Encourages participation in sports.</li> <li>• Teaches life skills (transport).</li> </ul> |
|--|--|



## INITIATIVES – IDENTIFICATION AND PRIORITISATION

### KEY POINTS

The initiatives in this proposal include:

- Marketing
- Improved signage (way finding)
- Bike-friendly accommodation and transport
- Trail-building professionals and training
- Creation of new trails and specialty parks
- Events and programmes
- Facilities: bike wash and repair stands
- Uplift systems

These initiatives have been prioritised. Key initiatives for year one include:

- **Governance** - formalise governance arrangements in place including an appropriate management resource for WMBEGI entity (renamed).
- **Marketing, information and awareness campaigns** that include:
  - Working with WREDA to develop mountain biking marketing strategy;
  - Developing a Wellington Mountain Biking brand and story;
  - Communications plan and sector consultation;
  - Development of mountain biking collateral on WellingtonNZ.com;
  - Development of a social media strategy and implementation.
- **Events** - A feasibility study and market assessment into the most appropriate event(s) for Wellington that align to the WMBEGI vision including a new key event to be agreed and held for summer/Autumn 2015/16.
- **Trail Network key initiatives** including:
  - A 5 year roadmap for trail development for Wellington city and the wider region that supports the vision;
  - Completion of 2 new trails – a grade 2-3 urban trail and a Grade 5-6 iconic trail;
  - Feasibility assessment of regional interconnected trail networks for epic rides;
  - Commence building, linking, improving an epic trail.
- **Signage** – Working with WCC to improve and consistent signage installed around key Wellington trails, helping to lead riders to and through the Wellington trail network.
- **Partnerships** - Secure funding partners and develop funding plan for WMBEGI going forward.
- **Stakeholder communication** - Develop comprehensive database of key stakeholders. Implement communication strategy with stakeholders.

Subsequent years will be planned in more detail as the programme is progressed.

## INTRODUCTION

Several initiatives are proposed to best move towards the presented vision and realise the opportunities in a pragmatic and affordable manner. The key focus behind each initiative is urban trail connectedness.

Planned properly within a long term strategy, the entire Wellington region could be connected via mountain bike trails. For example, the region could host an almost non-stop eastern trail network, from Upper Hutt down to Eastbourne and Pencarrow Heads, and on the western reaches, from Upper Hutt across Lower Hutt to Porirua, the western hills Skyline, to the South Coast. The result of this approach is that every major suburban area along this network could have a designated beginner area and set of feeder trails, with some having hub or spoke centres, which would include event centres and training facilities. There would be nothing like this in New Zealand.

These trails are already substantially built out. They now need the strategy to coordinate resources and development plans. While the development of new trails is key, tying all the initiatives together into a coherent end-to-end experience for visitors will highlight the unique nature of Wellington and is one of the reasons why Wellington has the potential to be the **world's best mountain bike city**.

## INITIATIVES

The following initiatives have been proposed to address the gaps indicated in the above Strategic Case:

### MARKETING

- Leverage the drive from Tourism NZ to target the Australian market and make better use of the shoulder seasons to boost output from the existing tourism capabilities and accommodation stock.
- Package offerings up with other products (e.g.: Te Papa, conferences, major events) and to work at the "NZ Inc" level with other centres, including Rotorua, Christchurch and Queenstown for a more effective outcome for New Zealand.
- Package up a twin MTB experience for tourists to come to Wellington and Rotorua or Queenstown.
- Position Wellington as an important hub to the South Island, and get visitors to stay another day to experience what the region has to offer.
- Leverage the existing WellingtonNZ web site and its marketing and technical capabilities, and its large customer base (2 million site views per year, with a large following of around 270,000 people across e-newsletters and social media, and a high level of understanding of the demographic profile within this group). The site could be enhanced with the addition of:

- Embedding content and widgets e.g.: trail forks mountain bike trail GPS mapping<sup>10</sup>
  - Links to other third party web sites, e.g.: tour guides, bike parks, accommodation, etc.
  - Booking capabilities
  - Scheduling and itinerary development
  - Maps and Application Programming Interfaces (APIs) to enable 3<sup>rd</sup> parties to innovate on resources provided through the website
  - Investment into Google "paid search" functionality
  - Smart phone, multi device ready
  - The Great Walks web site from DoC is a good example of a potential design approach, with embedded video, tours, bookings, experiences, maps, etc.<sup>11</sup>
- Refresh the content on the WellingtonNZ site and “get the word out”, linking to a range of online content and social media, e.g., mountain biking in Wellington is like “xxx”. As part of this, host top billing sports people with large social media followings:
    - Run a series of hosted 'families' (pay to host these people, show them the trails, the urban experience)
    - Bring bloggers, Instagram influencers, Facebook users with a large community of followers
    - As part of hosting these top billing individuals, WMBEGI / WREDA would have an agreement in place for these celebrity sports people to mention the places they stayed, the trails they rode and the service that they received while here.
    - This is akin to product placement, embedded marketing, and is a very popular and powerful marketing tool currently being deployed by many major marketing firms.
    - This approach is win-win, in that it also enables professional riders and high end sporting individuals to travel and experience the world.
    - An option here to further promote Wellington as a destination is to perhaps run a competition, offering a free trip to the winner.
  - Improve the content on the existing site, making it ‘deeper’ and more personalised. For example, ‘a day in the life of ...’ to show the end user experience end-to-end of various segments of the market (refer to Appendix E – Profiles “A Day in the Life...”)
  - Create levels of marketing and information –
    - Broad reach, higher level information, selling the dream of coming to Wellington to work and play.
    - Practical and logistical information about how to get to Wellington, booking and tours, trail information, accommodation, apre ride, events, etc.
    - Detailed near real-time information about “how to” on the day, etc. GPS trail navigation, transport connections, tour operator contact details, emergency services, etc.

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<sup>10</sup> Refer to <http://www.trailforks.com/>

<sup>11</sup> Refer to DoC: <http://www.greatwalks.co.nz/lake-waikaremoana?gclid=CImav4GrksQCFQ9vvAodW2kAbg>

## SIGNAGE (WAY FINDING)

- **Trail Park Signs:**
  - The signage at Makara Bike Park has recently been greatly improved. Trail signs indicate trail gradient, descriptions of trail conditions and provide riders with a clear understanding of what obstacles, jumps, drop-offs or built structures they can expect. Other signs suggest loops or provide a guide to the park.
  - Expanding similar signage to the other trails around Wellington would provide consistency throughout the entire trail network.
  
- **Brown Street Signs:**
  - Signage on the roadways could guide people to their destination bike trail and bring mountain biking to the forefront of people’s minds even when away from the trails.
  
- **Smartphone Navigation Aids:**
  - With the advent of location sensitive hand-held smart phone devices, riders in many parts of the world are now able to download smartphone applications (or “apps”) informing them of:
    - the trail network they are riding on;
    - where they are on the trail network;
    - the distance left to travel for a specific route option;
    - the degree of difficulty of the trail;
    - other relevant information about safety and amenities, and;
    - related local tour guide and travel package information.
  - This is currently a gap for the Wellington market. With relatively low investment and effort, it is likely trail information could be exposed to third party web sites and application providers, who can package the information up and sell to mountain bikers wanting to have this service in their phones.
  - Priced correctly (for example, the [Trailforks application](#) is ‘free’, while the [Rotorua application](#) is only \$13) these apps can help to improve information for visitors and locals and ‘transform’ the riding experience.

## BIKE-FRIENDLY ACCOMMODATION AND TRANSPORT

In order to highlight the urban cycle experience, there needs to be integrated support from the rest of the community, including transportation and accommodation.

Transport from the airport should be available with racks for carrying bikes or ample room to take bike bags. This could include shuttles, special buses and certain trains able to transfer riders to specific trail parks. A special ticket could be developed to cater for riders wanting to transit from park to park over a period of days using combinations of public transport and shuttle services. For larger regular services, a guide or assistant may travel on the bus or train to introduce and overview the trail parks while riders are in transit, and potentially upsell to tours and training packages.

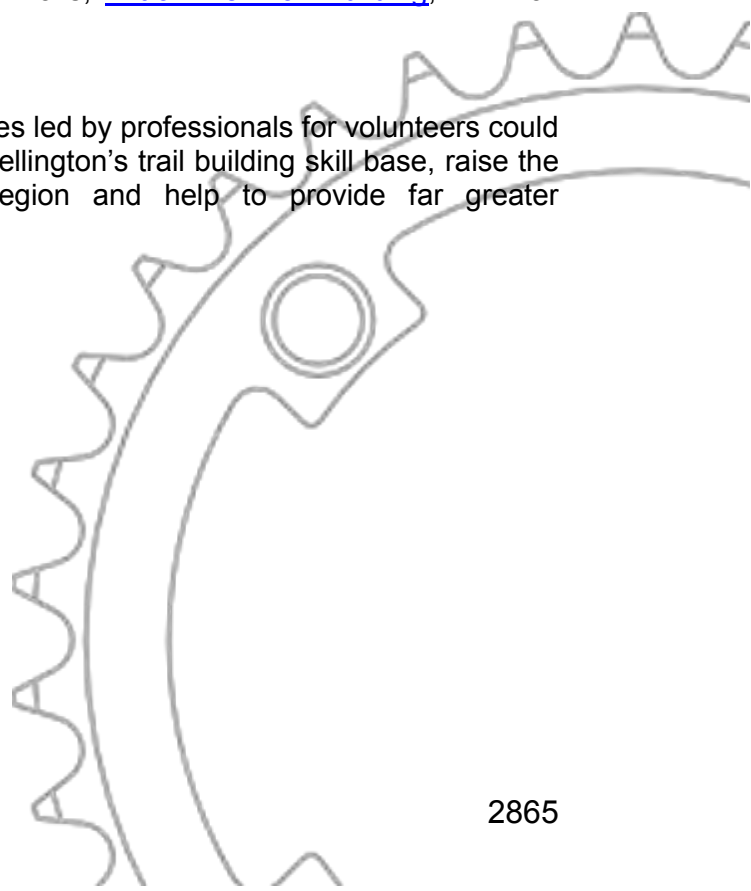
Bike friendly accommodation could include:

- secure bike storage facilities

- bike hire and rental from the hotel, motel, backpackers or camping ground
- a selection of private sector hire operators from convenient locations, including the Wellington waterfront. This could include e-bikes.
- tours and events that arrange for pick up and drop off at the hotel
- well-informed staff, with supporting brochures and maps, able to advise riders on the most appropriate trails connecting and surrounding the city and matched to rider ability, interest and time available
- ticket sales from hotel for transport and park access (as appropriate)
- Après ride services, including bike wash, storage, food and beverages.
- leveraging Wellington's boutique brewery industry could also play an important part of creating the overall experience for riders

## TRAIL-BUILDING PROFESSIONALS AND TRAINING

- **Professional Trail Builders:**
  - Wellington's trails have been largely developed through an enthusiastic volunteer network.
  - In some situations, Wellington has perhaps been too timid in creating trails, with volunteer trail builders concerned about the impact to the surrounding bush and the visual impact of removing trees. This has led to many trails being more difficult for riders than originally intended, such as needing to navigate root systems and narrow, windy sections. This type of riding requires increased levels of skill, alertness and agility.
  - With an active re-planting programme, and appropriate trail design, the foliage and trees along trails will grow back stronger and arguably better than before. In addition, an option exists for replanting with a higher number of native trees in keeping with the area.
  - To develop the trails to a consistent level and aligned to an international trail grading system, professional trail builders need to be engaged to manage the next phase of urban trail development. This is now a recognisable trend throughout New Zealand, with trail building becoming a nationally competitive marketplace. Some examples of professional trail builders in New Zealand include: Empire of Dirt, Southstar Trails, [Extra Mile Trail Building](#), NZ Trail Solutions and [Graeme Morgan](#).
- **Training:**
  - Putting in place trail building courses led by professionals for volunteers could help to strengthen and broaden Wellington's trail building skill base, raise the standard of trails across the region and help to provide far greater consistency between the parks.





## CREATION OF NEW TRAILS

The International Mountain Biking Association (IMBA) has developed a wide variety of trail types, including Gateway, Flow and Epic trails. Adopting such a taxonomy would allow Wellington to move forward and meet world best practice. Imported into Wellington's urban environment, it would attract a diverse range of people covering all skill levels.

- **Epic Trails:**
  - Epic trails are challenging singletrack iconic paths that wind through the backcountry.
  - In Wellington, these trails could connect the various mountain bike trails around the Greater Wellington region and provide extra challenge to more advanced riders who want to extend their Wellington Mountain Bike experience and see more of the area.
  - Some examples include joining Paekakariki to the Red Rocks on Wellington's south coast, and linking from Red Rocks around the south coast to Makara on the west coast, and then through to the [Great Ride](#).
  - An epic ride suggestions, which would be on par with the 42 Traverse ride on the Central Plateau, would involve a train ride from Wellington to Paekakariki. The ride would begin at Paekakariki to Queen Elizabeth II Park, then travel up the MTB trail through Whareroa Farm Park. It would then travel along Campbell's Mill road, dropping into the second half of the Karapoti and heading down into Upper Hutt. This suggestion would only require minor investments, such as: attending to trail bike limitations and restrictions, speed limits and signage and information.
- **Gateway Trails (Grade 2-3 Urban Trails):**
  - Gateway trails are entry to intermediate level trails that are positioned to be accessible to a larger amount of the public. The trails are not intimidating and generally do not include jumps or obstacles. They provide an excellent introduction to mountain biking.
  - As outlined in the Strategic Case, Wellington's largest trail gap is in the area of grade 2-3 urban trails. These would appeal to the urban tourist, children and novice riders, commuters and other recreational riders and users. To fill the gap, it is estimated that 25km of grade 2-3 trails are required.<sup>12</sup>
- **Higher end grade 5-6 trails peppered throughout the region:**
  - World class grade 5-6 trails can create a 'buzz' amongst the expert global mountain biking community as "must ride trails". Having these trails endorsed by high profile riders on social media and popular mountain bike web sites, would also help to draw in the less skilled riders who want to be able to say they rode the same trails, albeit without the large jumps and drops.
- **Flow Trails:**
  - One-way flow trails allow cyclists to "flow" down the hill without pedalling or stopping, enjoying a luge-like experience. Turns are banked and trails are

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<sup>12</sup> Subject to feasibility studies and land access.



interspersed with jumps. The terrain rolls in a way that is consistent and predictable.

- Currently, trails in Wellington are inconsistently technical with surprises that go beyond the indicated trail grade level. A focus on the development of flow trails in Wellington built by professional trail builders, similar to what is found in Rotorua, would significantly address this issue.
- **Speciality Parks:**
    - Skills Areas: While Skills Areas exist at Makara Bike Park and Mt Victoria, smaller skills areas in the suburbs would provide easy access for children and beginner riders.
    - Indoor Mountain Bike Park: An indoor skills area, along the lines of the 'AirDome' in Whistler, Canada,<sup>13</sup> would attract riders of all abilities and provide opportunities to improve riding skills in a fun and novel environment. While this would be a private sector investment based on its own investment case, it would be easier to implement if the investments proposed in this business plan are carried out.
    - Beginner Mountain Bike Park: Additionally, a beginner-style mountain bike park centrally located (for example, in Mt Victoria, Miramar, Johnsonville, Korokoro or Crofton Downs) encompassing approximately 5km of trails would create a hub where cycling activities can be promoted for parents, beginners and social riders.
    - Gravity Parks: Gravity parks able to (subject to feasibility, consultation and approval) host downhill and enduro events, could be located at Colonial Knob (Porirua) and potentially at Te Ahumairangi Hill (previously known as Tinakori Hill). Makara Peak could also be considered for a gravity park, although recent feedback from the supporters club would indicate this is a less desirable location.
    - International Cycling Union (ICU) Race Venue and Village: This could be built on Mount Victoria, leveraging existing infrastructure, such as the cycling velodrome.
  - For further trail suggestions worthy of consideration as part of the next phase, see Appendix B.
  - Other examples include:
    - Miramar mountain biking trails extended as part of a wider set of tourism development opportunities.
    - Leveraging existing transport infrastructure that could be used at certain times of the day. Eg, Pohl Hill uplift with Wellington City Buses or similar.

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<sup>13</sup> <http://bike.whistlerblackcomb.com/information/airdome/index.aspx>

## EVENTS

Wellington already hosts a number of events, and the calendar is jam packed with outdoor activities vying for the wallet and attention of both residents and the adventure tourism market.

According to local Wellington operators, the event market for mountain biking has plateaued somewhat. While the recession may have slowed growth, it is equally likely that other regions are attracting greater discretionary spend and rider volumes through their innovation and investment in infrastructure. [‘Crankworx’](#) Rotorua March 2015 is a case in point, with an estimated 750 riders taking part, of which 80% are from overseas. Wellington could be targeting this type of major mountain biking event, which includes both local and national rider participation.

Events relating to mountain biking in and around the Wellington region include:<sup>14</sup>

- “The Karapoti”
  - One of New Zealand’s longest standing mountain biking events. This attracts around 1,000 riders per year from all around New Zealand and the world, and is a rugged slug-fest, not for the faint hearted.
- PNP series
  - The PNP Cycling Club of Wellington run MTB Races and hold Social Rides throughout the year.
- “Porirua Grand Traverse”
  - This event set in spectacular surroundings offers six different event options appealing to all ages and ability levels.
- “Wainuiomata 6 Hour Wurdz”
  - Individuals or teams race in the Wainuiomata Trail Park to complete the most loops within a 6 hour timeframe.
- Participation events open to the community, examples include:
  - Rimutaka Rail Trail
  - Go by Bike Day
  - Ruamahanga Trail Ride (Wairarapa)
  - Social bike rides e.g., Revolve, Hutt Valley MTB Club, Kapiti Cycles MTB

With greater linkages between regions, and potentially making greater use of ridgelines, iconic trails can be created, over which new events can be developed.

Currently, there are a large number of mid-range events competing for the same customer base. Establishing and launching events, such as “life changing” iconic events or beginner / novice weekly low cost events, that cover the ends of the spectrum could capture untapped markets especially that of the novice market, an entry point to the sport. Unfortunately, the limited supply of beginner trails is an issue. Increasing these trails could help open the market. As an example, an enduro 12 hour event with a 5-10km loop would open up the sport to entry level riders, as well as the corporate market.

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<sup>14</sup> Not an exhaustive list.

A world class event leveraging the urban nature of Wellington would help to put Wellington back on the map for mountain bike tourism. For example, the UCI Mountain Bike World Cup<sup>15</sup> co-organised by the Kennett Brothers<sup>16</sup>, held at Mount Victoria in 2002, was heralded as a great success. This event also helped to put Rotorua on the world map in 2006.

Arthur Klap, Sports Impact, has the following to say about events:

*Looking at the World Champs in Rotorua 2006: the legacy of this is that Rotorua gets a significant amount of tourism dollars out of mountain biking. It helped to put Rotorua on the map. One of the keys to successful events is to hold them within easy access of a large urban population. e.g., the Mount Victoria world championship events. However, it does depend on what you are trying to highlight, and an elite international event can be expensive to run.*

*Alternatively, a quality participation event promotes why people should come here and mountain bike themselves ... In terms of what we are trying to achieve, we should possibly stay away from major events. For better returns, we likely want urban population and urban tourism participation and experience of mountain biking. We can then leverage the city attractions, the new convention centre, the urban trail connectedness, and other reasons people come to Wellington.*

The scoping and creation of an event could be part funded WREDA / WCC. For example, the WREDA “major events team” could provide support from a marketing, infrastructure and logistics perspective. Funding could be a combination of sponsor, fees, and public purse.

## FACILITIES

- **Bike Wash Areas:**
  - Makara Bike Park has bike-washing facilities that allow cyclists to clean their bikes at the end of a muddy ride before loading onto vehicles. Interspersing similar bike washstands throughout the central city would allow commuters to get the trail dirt off their bikes before heading into the office.
- **Bike Repair Stands:**
  - As an additional feature, compact bike repair facilities are being introduced in the Wellington city. These promote safer and more enjoyable riding experiences by allowing quick repairs to mechanical issues, which might otherwise have halted the entire ride.

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<sup>15</sup> Union Cycliste Internationale, refer to [http://en.wikipedia.org/wiki/UCI\\_Mountain\\_Bike\\_World\\_Cup](http://en.wikipedia.org/wiki/UCI_Mountain_Bike_World_Cup)

<sup>16</sup> [http://en.wikipedia.org/wiki/Kennett\\_Bros](http://en.wikipedia.org/wiki/Kennett_Bros)

## UPLIFT SYSTEM

Many bike parks around the world originated as ski resorts (Morzine and Whistler, for example). For those parks, an uplift system is already integrated through the chair lifts. In contrast, bike parks such as Oregon and Rotorua have developed a shuttle service in lieu of chair lifts. The advantage of a shuttle service is its flexibility. Trails are not restricted to originating at chair lift exits.

Wellington's cross-country terrain provides a different value proposition to Rotorua and Queenstown. As such, a shuttle uplift system is not an essential "must have" for the region. However, it would be a definite asset in certain parts of the trail network, ideally suiting mountain bike parks, which focus on flow or downhill trail systems. Incorporating such a shuttle service would likely work best as a commercial user pays venture operated for the gravity and endure parks.

Obtaining planning approval and design for access roads, permits and licenses, for example, could be part of the initial phase. This would legitimise what is currently a volunteer ad-hoc cost recovery effort from keen riders who get together on social media sites to organise small shuttle runs.

## PRIORITISATION

It is important to prioritise the initiatives, in order to reduce the investment risk and bring the benefits forward as early as possible. It is equally important to note, however, that this is a portfolio of initiatives and a degree of investment is required on all fronts over a longer period of time in order to truly drive the forecast benefits.

At a high level, and in the formative years of this programme, the emphasis should be as follows:

- Improved marketing and information of Wellington's existing mountain biking capabilities, and testing and sampling of the proposed target market segments
- Investigation into new trails and working with industry to create an integrated approach
- Packaging of existing capabilities and working with Tourism NZ, other centres and WREDA to ensure Wellington appropriately leverages the wider "NZ Inc" approach and becomes an integral and useful part of this promotional package
- Building out new capabilities, including easier and more accessible grade 2-3 urban trails, epic trails (grade 3-4), and a peppering of more difficult grade 5-6 trails throughout the region
- Development of participation events and iconic and epic rides that help to draw people in, leveraging other cycleway initiatives such as Wellington's Cycle NZ 'Great Ride' over the Rimutaka Ranges.

The initiatives are outlined in more detail below:

Table 2: Phase 1 of Programme Prioritisation

**Phase 1: July 2015 through June 2016**

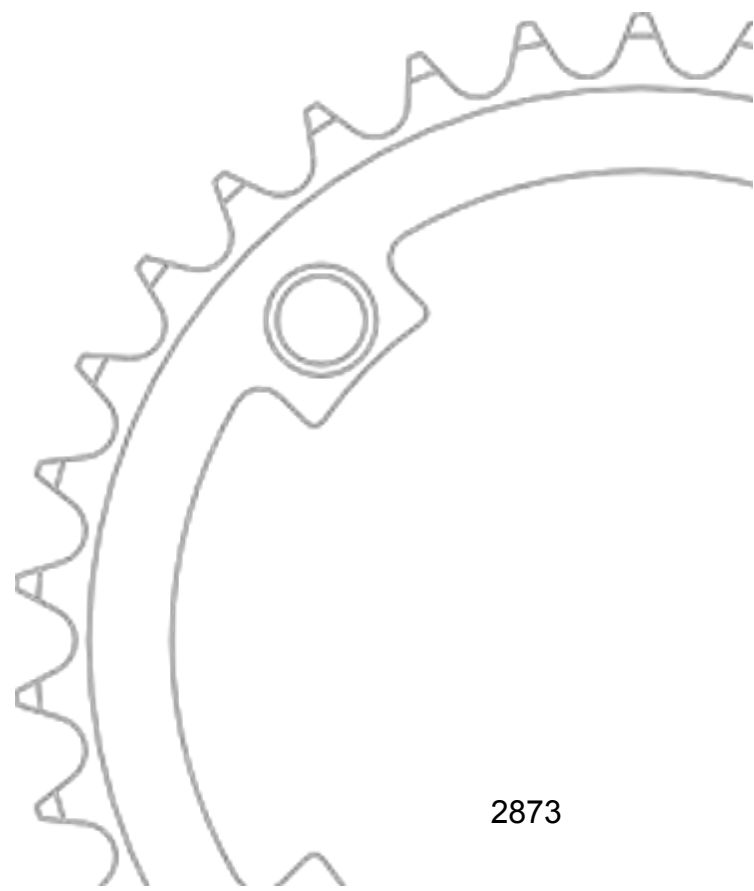
- Design and agreeing governance arrangements to be put in place for the new entity
    - Confirm most appropriate governing body
    - Set-up and incorporation of governing body
    - Recruitment to the governing body
    - Recruitment and setting of performance targets for appropriate management resource to the WMBEGI entity
- 
- Marketing, information and awareness campaigns for what Wellington already has to offer
    - Develop a Wellington Mountain Biking brand, story and comms platform. A single unifying tone, photography and videography style to insure cut through and attribution to Wellington. Using the already developed Wellington Story.
    - Consultation with NZ Tourism, PWT, Grow Wellington and the developing WREDA to understand their communication plans and calendar so as to develop a complimentary calendar of communication to leverage their activity.
    - Development of core communication elements to integrate into the partner initiatives as outlined in bullet point above.
    - Development of the mountain biking pages on WellingtonNZ.com as well as creating the beginnings of the end-to-end funnel (i.e. from awareness to purchase).
    - Once the story is developed, a sales tour of the key tourism and accommodation centres in Wellington to create awareness of the Wellington Mountain Biking focus in the trade. Allowing workshops to further enhance the communications strategy from the trade themselves.
    - Development of a social media strategy and implementation.
    - A more detailed set of market segment analysis, surveys and information gathering.
    - Commission of a survey to investigate more specifically who comes to Wellington, and who could come to Wellington, and what their needs are
- 
- Development of the Wellington end-to-end experience
    - Sector consultation
    - Sector communications and investment plan
    - Marketing support for initiatives
    - Sharing of information and management of collaboration activities
    - Management of pilots and market testing
- 
- Funding and partnerships with public / private sector – the “Wellington Deal”
    - Set up a membership entity
    - Consider and implement a number of funding vehicles, including grants, contributions in kind, donations and sponsorship.
    - Secure 20 smaller partners
    - Secure 2-3 larger PPP initiatives to MoU level

### Phase 1: July 2015 through June 2016

- Candidates worth investigating include Miramar Peninsula development, an indoor mountain bike / multi-use facility, private sector uplift solutions (e.g., shuttle bus).
  - The WMBEGI governance and management team will be tasked with this.
- 
- Trail road map and quick wins
    - An investigation into the feasibility of grade 2-3 urban connected trails, flow trails, and grade 5-6 trails for the Wellington city and wider region, and some first year quick-win trail building activity. This will include an assessment into land access issues.
    - Road map for trail development for Wellington city and wider region that supports the vision, including grade 2-3 trails that connect riders into the Wellington CBD
      - Road map and report to include consultation, RMA and land access
    - Two first year quick wins, include
      - 2-5km grade 2-3 urban trail that meets the WMBEGI vision
      - Grade 5-6 iconic trail
- 
- Regional epic rides
    - An investment into some of the key existing regional trail networks in order to establish how to make them more rider friendly and to connect them up in order to create 'epic rides'
    - Feasibility assessment of regional interconnected trail networks for epic rides
    - Planning and coordination with local and regional authorities
    - RMA and land access consultation
    - Commence trail building, including improving existing and making appropriate new trail connections
- 
- An improvement to signage
    - More detailed gap analysis of existing signage
    - A plan for signage in Wellington that meets the vision and road map for trail development
    - Brown signs in Wellington to help mountain bikers navigate through the city to parks and trails
    - Improved and consistent signage installed around key Wellington trails, helping to lead riders to and through key trails
    - Feasibility study into the use of technology for navigation, including smart phone apps
- 
- Feasibility study into most appropriate events, likely participation events, to put Wellington "on the map"
    - Commission a feasibility study and market assessment into the most appropriate event(s) for Wellington that align to the WMBEGI vision. Some requirements for events being considered:
      - Includes creating a "jewel" in the crown for Wellington, e.g., maverick ride, epic ride, participation events
      - Aligned to bringing more visitors to Wellington, placing Wellington into the

**Phase 1: July 2015 through June 2016**

- lime light and complementing Wellington as an attractive destination within the wider New Zealand portfolio of mountain biking destinations
- Feasibility scope to include consideration of international event organisers, including XTERRA, Crankworx, RedBull, UCI Mountain Bike World Cup Downhill.
  - A new key event to be agreed and held for summer/autumn 2015/16
- 





## THE COST BENEFIT ANALYSIS

### KEY POINTS

- The proposed initiatives within this business plan drive approximately \$2.5 million long run benefit per year, comprising
  - \$1.7 million from visiting mountain bikers, and
  - a further \$0.8 million from other visitors, including conference delegates and urban experience tourism.
- This is equivalent to the creation of 50 new full-time jobs for the Wellington region, spread amongst the tourism, cycling and hospitality industries.
- Residents and skilled workers, attracted to Wellington for the mountain biking on offer, are estimated to bring an additional \$2 million to \$5 million per year in long run economic benefit.
- Health benefits, in particular reduced mortality, are estimated at approximately \$10 million to \$12 million per year in reduced mortality.
- In order to achieve the benefits of this business plan, the additional total cash programme costs over a 10 year period for both capital and operating is estimated at \$13 million, or an average of \$1.3 million per year. WMBEGI will seek to raise funding from a range of sources to deliver these benefits.

### COST BENEFIT ANALYSIS SUMMARY

A summary of the cost benefit modelling is shown in Table 3.

Table 3: Incremental Financial Costs and Benefits

10 year indicative financial cost benefit	\$ million
Total net financial benefit (discounted benefits, domestic and international tourism only)	\$7m-\$10m
Total cost of ownership (discounted costs)	\$8m-\$14m
Total net present value (discounted cash flow of cost and benefit) EXCLUDING benefits to resident	\$2m-(\$7m)

Total net present value (discounted cash flow of cost and benefit)  
INCLUDING benefits to resident

\$30m-\$40m

## APPROACH

A cost benefit model has been used to inform the investment decision making process. This model considers:

- the market needs and potential benefits of meeting these needs,
- what the gaps are in Wellington's current offering relative to the market needs,
- what investment is required to close the gaps and meet the needs of the market, and
- what benefits this could drive back into the Wellington economy.

A 10 year modelling horizon has been used, with an incremental cash flow analysis. This approach considers the incremental costs and benefits on top of the existing baseline spend and existing benefits that accrue to the Wellington economy as a result of mountain biking.

For Wellington economic growth, the model distinguishes 'new' money that is brought into the region to drive economic returns. The model also considers the impacts of 'existing' money that is arguably here already but swapped from one sport or recreational activity into another activity such as mountain biking. While harder to quantify and measure, health benefits for residents are also considered.

## ASSUMPTIONS

The following key assumptions have been made:

- Value of Wellington City's existing 100km+ trail network is \$4 million.
- 10 year time horizon, 6.75% discount rate
- Daily spend of a mountain bike tourist: \$140 to \$250
- Average number of days stay for a mountain bike tourist: 2
- Wellington population: 400,000
- International visitors to Wellington: 550,000
- Domestic visitors to Wellington: 1,650,000
- Wellington baseline number of residents who are mountain biking participants: 24,000
- Wellington baseline number of people who visit specifically to mountain bike (domestic and international): 7,500
- Wellington baseline number of people who visit specifically to mountain bike – International (included in the 7,500 above): 2,500
- Wellington baseline number of people who visit specifically to mountain bike – Domestic (included in the 7,500 above): 5,000
- Investment benefits – incremental benefits driven as a result of the proposed investments
- International mountain bike tourist – number of additional days spent in Wellington: 1

- International mountain bike tourist – number of additional visitors to Wellington: 900
- Domestic mountain bike tourist – additional visitors to Wellington: 2,500
- Conference attendees cross sold: 0.60%
- Urban experience cross sold: 0.24%

For a full list of assumptions refer to Appendix C - Comprehensive List of Assumptions.

### RIDER AND VISITOR GROWTH

The following charts show the forecast incremental growth relative to the existing baseline of resident and visiting riders.

Figure 5: 10 year resident rider forecasts

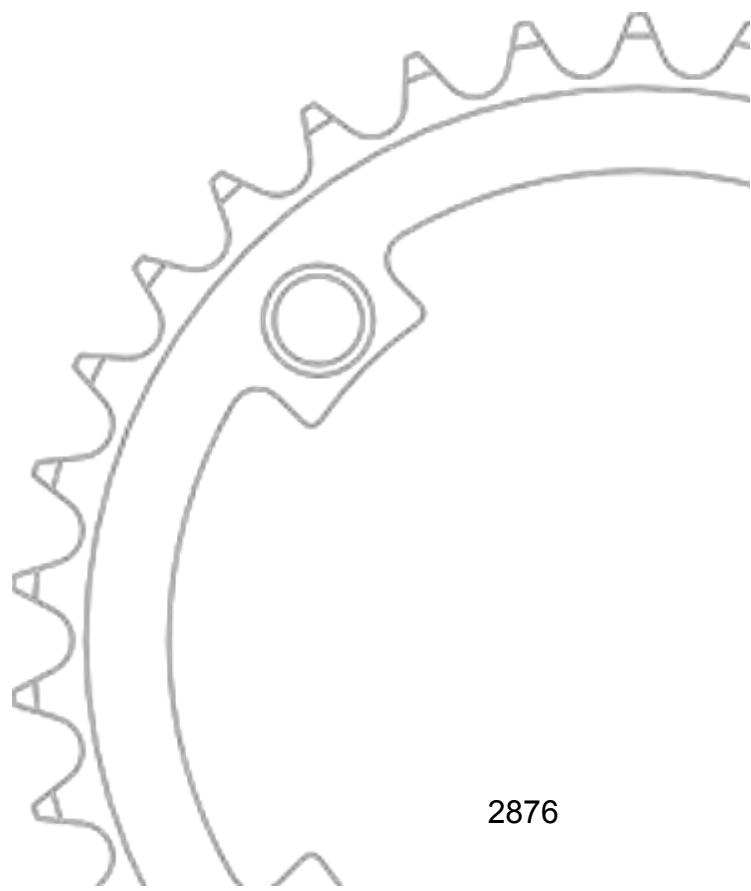
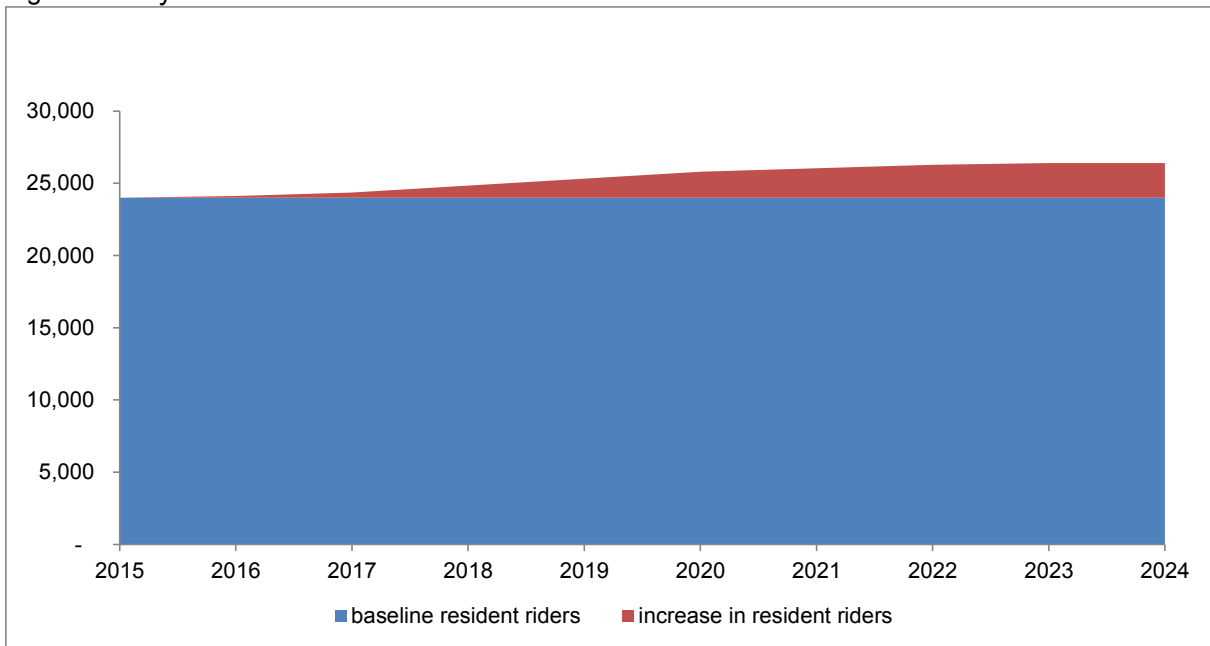
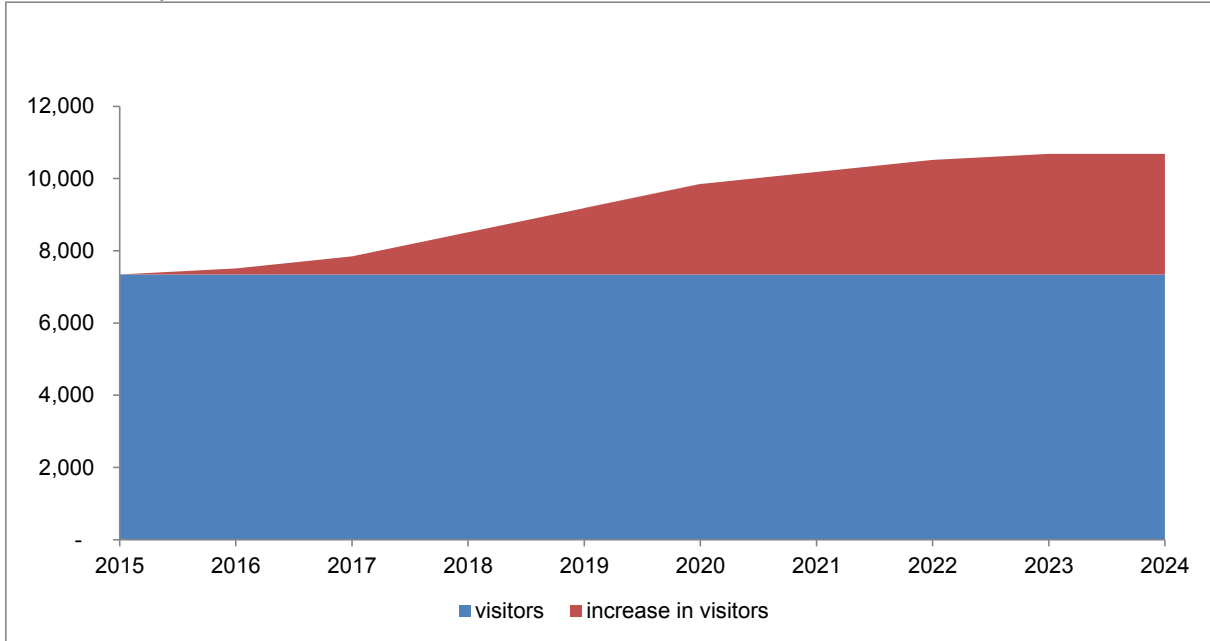


Figure 6: 10 year visitor forecasts



## MODEL SUMMARY

New money – more visitors that stay longer and spend more money

Table 4: New Money Visitor Counts

	Base Visiting Riders	Potential Total Visiting Riders	Increase in Visiting Riders	Increase as % Baseline
International	2,500	3,418	918	37%
Domestic	4,844	7,266	2,422	50%
Conference Delegate	-	670	670	
Visitor	-	4,987	4,987	
Total	7,344	16,341	8,997	123%

plus existing visitors stay an extra day

Summary benefits – long run incremental annual spend forecast for visitors = \$2.5m pa

Table 5: Summary Benefits

	Base Spend	Long Run Potential Spend	Long Run Spend Increase	Increase as % Baseline	Explanation of Calculation
International mountain bike riders	\$ 750,000	\$ 1,400,000	\$ 650,000	87%	Increase visitor spend plus additional days
Domestic mountain bike riders	\$ 2,151,000	\$ 3,226,000	\$ 1,075,000	50%	Visitors x day spend, Trailfund spend
Conference Delegate	\$ -	\$ 100,466	\$ 100,466		Cross sold visitors x day spend
Visitor	\$ -	\$ 748,103	\$ 748,103		Cross sold visitors x day spend
<b>Total</b>	<b>\$ 2,900,666</b>	<b>\$ 5,474,819</b>	<b>\$ 2,574,153</b>		

### Long Run Spend Increase by industry<sup>17</sup>

Table 6: Spend by Industry

Spend Breakdown Category	%	Annual Spend
Accommodation	20%	\$ 514,800
Restaurants and cafes	15%	\$ 386,100
Retail (incl groceries)	15%	\$ 386,100
Sport and recreation (incl bike shops)	25%	\$ 643,500
Entertainment (library, museums and the arts)	5%	\$ 128,700
Transport	15%	\$ 386,100
Other	5%	\$ 128,700
<b>Total</b>	<b>100%</b>	<b>\$ 2,574,150</b>

<sup>17</sup> Oregon Travel Impacts 1991-2013p April 2014, Oregon Tourism Commission Salem, Oregon

Equivalent FTE employment generation for Wellington

Assuming an average salary of \$50,000 per FTE, this equates to **approximately 50 new jobs for Wellington.**

## RESIDENT MIGRATION AND SETTLEMENT

### RESIDENTS - VALUE GENERATION OF ATTRACTING AND RETAINING RESIDENTS TO THE WELLINGTON REGION

While the attraction and retention of residents to Wellington is intuitively a good argument, the quantification of the benefits of this is problematic. This report proposes that, for Wellington's active mountain biking population, the investment that is made for mountain biking infrastructure and services, as outlined in this proposal, will result in a 1% impact on the overall decision making process to either migrate to Wellington, or to remain in Wellington. From this key assumption, a value of **\$1.8 million per year in long run economic benefit** has been estimated. Due to the tenuous nature of this calculation, it has been excluded from the main economic return estimates. It is, however, shown in the wider 'economic' return analysis below.

For a table of the value generation of attracting and retaining residents, see Appendix D.

### RESIDENTS - VALUE OF BIKE SALES

Another consideration is the value of the bike sales to Wellington. While this is arguably not new money, as it is discretionary spend for residents, this is an interesting figure nonetheless to understand.

If the baseline figure of mountain bikers is approximately 24,000 (being 6% of 400,000 residents), then the baseline spend on mountain bikes, using the TrailFund spend figure of approximately \$2900 per mountain biker could be as high as \$70 million per year. This may not all accrue to the local economic due to online sales. If, however, one is conservative and estimates that only the 'hard core' mountain biking market spend this much, then the lower end estimates could be 5,000 riders times \$2,900 pa equals \$14.5 million pa.

Assuming a 10% lift in residents who mountain bike could be achieved, the headline participation rate would increase from 24,000 to 26,400. This is an increase of 2,400 riders. A 10% lift on the \$14m to \$70m baseline spend would equate to an **incremental annual spend of \$1.5 million to \$7 million**, depending on how the market is defined. This figure has not been included in the financial analysis as arguably it is redirected money from one discretionary spend category (eg, golf) into mountain biking.

## RESIDENTS – HEALTH BENEFITS

New Zealand College of Public Health Medicine published research in February 2015 indicating that a lack of exercise causes 12.7% of all deaths in New Zealand<sup>18</sup>. The College is calling for more resourcing for cycle ways and pedestrian areas, including greater provision of green space, in urban areas.

The health benefits to a community from cycling are well documented internationally. With many reports to choose from, this paper has elected to use the European Cyclist's Federation June 2013 report asserting that health benefits and reduced mortality of an active cyclist is approximately \$5,000 per year per cyclist. With a lift in mountain bike cycling base of 10%, driving a headline increase in resident mountain bikers of 2,400, this drives a **long run economic benefit of \$12 million per year**.

## HEAT MAP RESULTS

The results from a HEAT map analysis<sup>19</sup> are presented in Table 7 below. In order to run the HEAT model, the market of 24,000 riders in Wellington was segmented into three main groups, “hard core”, “moderate” and “infrequent”. The riding frequency of these segments are explained in the following table.

Table 7: HEAT Map Analysis Results

Rider Segment	Pre-Measures			Post-Measures		
	Input Details	Results : Hours per Year	Results: Reduced Mortality Risk	Input Details	Results: Hours per Year	Results: Reduced Mortality Risk
Hard-Core	10 hrs/wk 208 rides/yr 5000 cyclists	2080	45%	11 hrs/wk 208 rides/yr 5500 cyclists	2288	45%
Moderate	1 hr/wk 52 rides/yr 8000 cyclists	52	6%	2 hrs/wk 104 rides/yr 8800 cyclists	208	24%
Infrequent	0.25 hr/wk 52 rides/yr 11000 cyclists	13	2%	0.50 hr/wk 78 rides/yr 12100 cyclists	39	5%

<sup>18</sup> New Zealand College Of Public Health Medicine, <http://www.nzcpm.org.nz/news-events/news/2015-02-26-media-release-exercise>

<sup>19</sup> <http://heatwalkingcycling.org/index.php?pg=cycling&act=introduction>

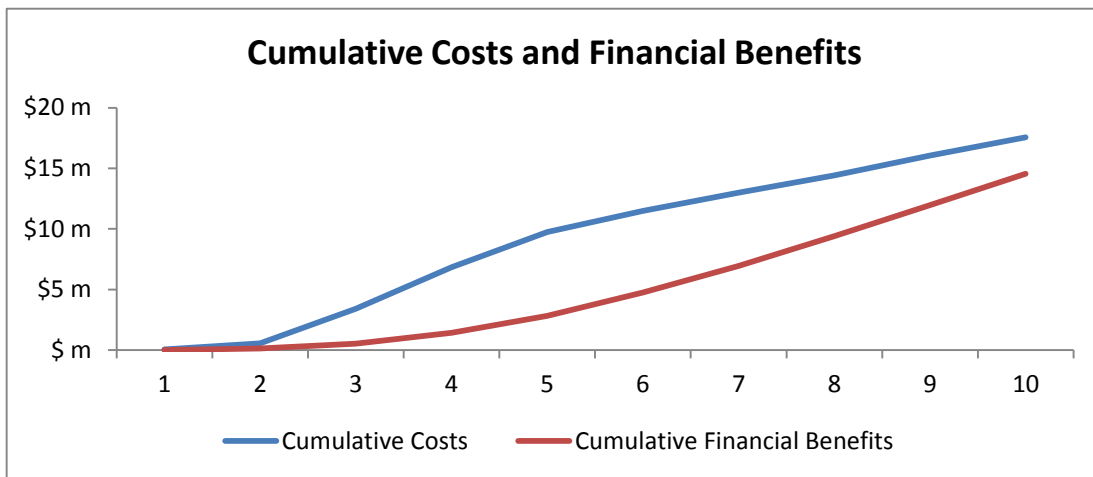


The following charts show the long run cumulative costs and financial benefits. While the costs of the programme are kept the same, each figure shows progressively more of the benefits being added into the economic modelling.

- The first chart indicates the direct benefits of visitors only.
- The second includes the benefits of attracting and retaining residents.
- The final chart provides a full economic view including the health benefits of the increased number of residents who cycle.

Taking a more conservative approach, and considering only the contribution from visitors to the Wellington economy, the long run subsidy gap is reduced to \$3m by year 10 of the programme.

Figure 7: Long run subsidy gap reduced to \$3m when considering only visitor benefits



Long run zero subsidy gap when include the value of attracting and retaining residents.

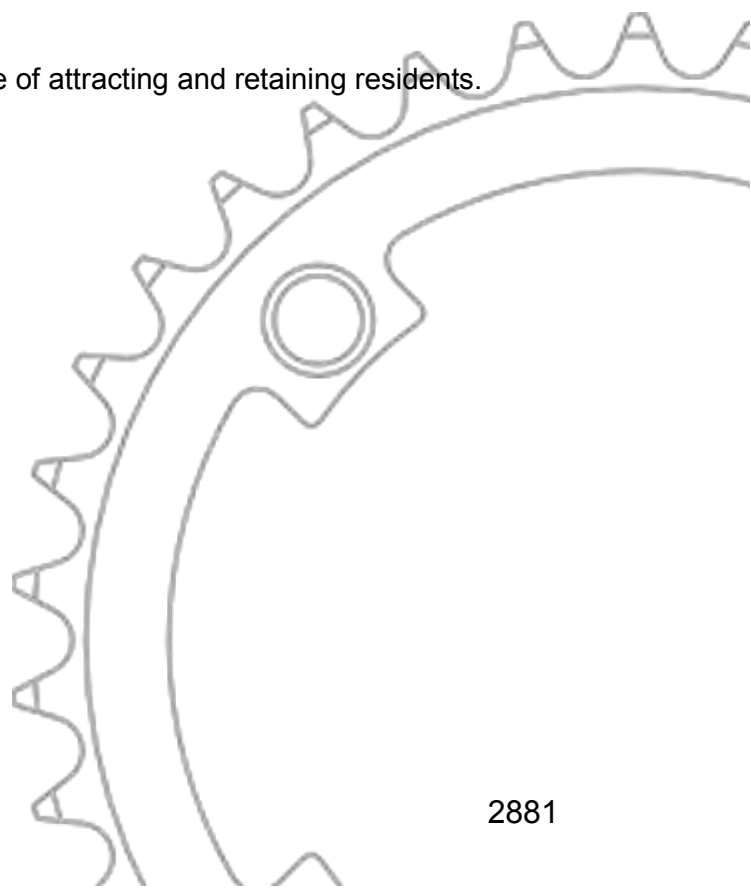
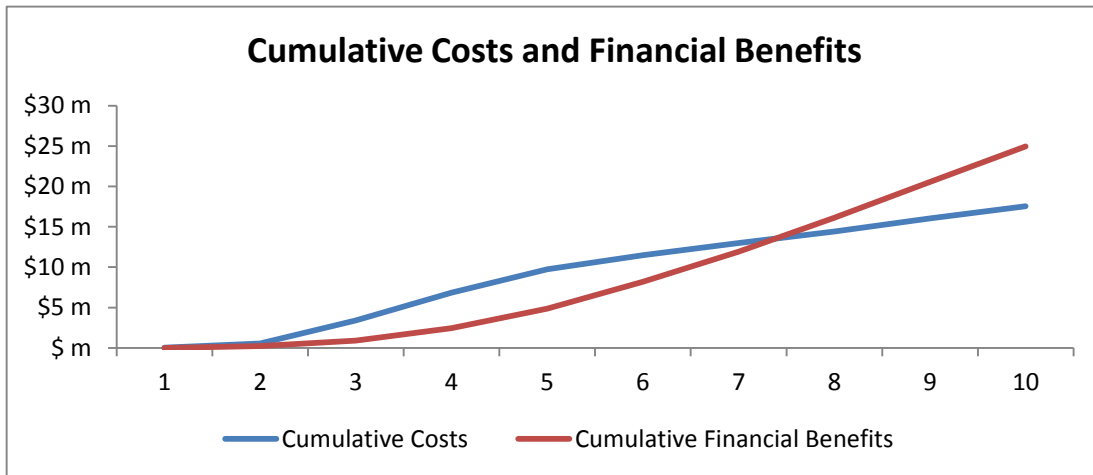
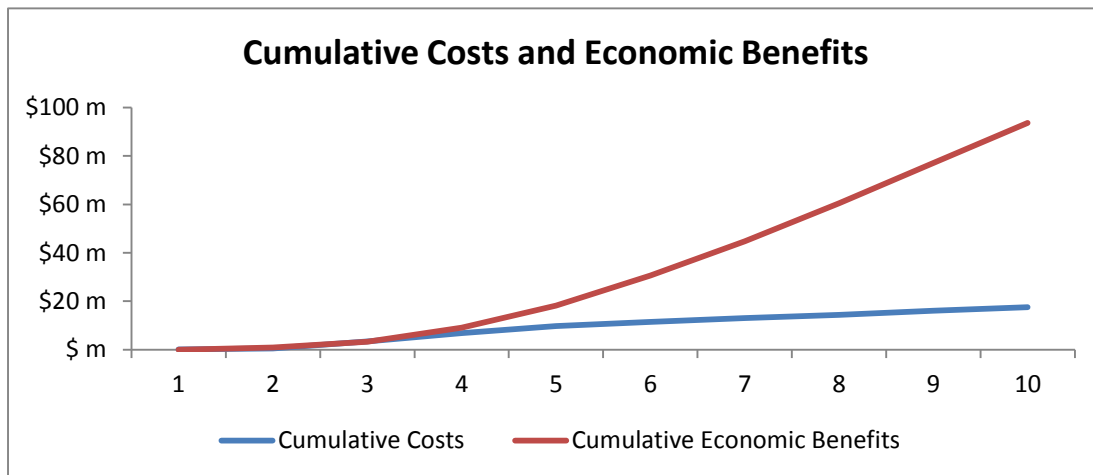


Figure 8: Long run zero subsidy gap is reached by year 7 when including the value of attracting and retaining residents



The wider economic benefits, including health benefits, makes the WMBEGI proposal a very compelling argument.

Figure 9: Cumulative Costs and Economic Benefits



## FUNDING

### KEY POINTS

Proposed approach to funding:

- WMBEGI believe that private sector investment needs to be a significant contributor to the funding of this plan. Seed funding is sought from WCC to fund the majority of the first year's proposed investment. Subsequent years will be at least 50% funded by the private sector including individuals and Wellington businesses.
- WMBEGI will be a member funded organisation.
- WMBEGI will seek to raise funding from a range of sources to deliver these benefits.
- The total proposed spend for mountain biking related activities is an average of \$2.7m per year, being \$1.3m per year above the existing WCC baseline of \$1.4m per year.
- It is expected that a number of interested parties will be in a better position to contribute to the programme once the vision and strategy is established and published.
- The development of Wellington mountain biking marketing and infrastructure is a win-win for many organisations. For example, the tourism and hospitality industry stand to gain directly from increased visitor numbers and longer stays, and businesses based in Wellington have a keen interest in attracting and retaining high net worth individuals who appreciate the benefits of Wellington's urban trail connectedness.
- While not specific about the sources of funding, it is anticipated that over the coming year this document will be valuable for obtaining further appraisals and gathering support from across the community, including local councils, GWRC, WREDA, grant agencies such as charitable trusts, Gaming Authority, and potentially central government (eg, MBIE tourism fund, NZTA cycle fund).

### PROPOSED WORK PROGRAMME

The following proposed work programme sets out the 10 year forecasts for capital and operating expenditure requirements for the initiatives outlined in this business plan. It is noted that while 2015/16 has been scoped in some detail, years 2 and onwards of the plan will be subjected to further and ongoing review and planning scrutiny as the programme progresses.

Table 8: Proposed Work Programme

Capital	2016	2017	2018	2019	2020	2021	2022	2023	2024
Project Management Activities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Marketing, information and awareness, incl ICT	\$ 50,000	\$ 300,000	\$ 150,000	\$ 40,000	\$ 240,000	\$ 120,000	\$ 40,000	\$ 240,000	\$ 120,000
Events									
Trail network	£\$ 300,000	£\$ 600,000	£\$ 1,100,000	£\$ 1,250,000	£\$ -	£\$ -	£\$ -	£\$ -	£\$ -
Signage and wayfinding	\$ 50,000	\$ 150,000	\$ 150,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Partnerships									
Amenities and facilities	£\$ -	£\$ 500,000	£\$ 400,000	£\$ 100,000	£\$ 100,000	£\$ -	£\$ -	£\$ -	£\$ -
<b>Total Capital</b>	<b>\$ 400,000</b>	<b>\$ 1,550,000</b>	<b>\$ 1,800,000</b>	<b>\$ 1,390,000</b>	<b>\$ 340,000</b>	<b>\$ 120,000</b>	<b>\$ 40,000</b>	<b>\$ 240,000</b>	<b>\$ 120,000</b>
zero chk	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Operating</b>	<b>£\$ 250,000</b>	<b>£\$ 250,000</b>	<b>£\$ 150,000</b>	<b>£\$ 150,000</b>	<b>£\$ 150,000</b>	<b>£\$ 150,000</b>	<b>£\$ 150,000</b>	<b>£\$ 150,000</b>	<b>£\$ 150,000</b>
Project Management Activities	\$ -	\$ 520,000	\$ 650,000	\$ 350,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000
Marketing, information and awareness	\$ -	\$ 150,000	\$ 150,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Events	\$ -	\$ 180,000	\$ 400,000	\$ 650,000	\$ 650,000	\$ 650,000	\$ 650,000	\$ 650,000	\$ 650,000
Trail network	\$ -	\$ 40,000	\$ 70,000	\$ 70,000	\$ 70,000	\$ 70,000	\$ 70,000	\$ 70,000	\$ 70,000
Signage and wayfinding	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Partnerships	\$ -	\$ 100,000	\$ 180,000	\$ 200,000	\$ 220,000	\$ 220,000	\$ 220,000	\$ 220,000	\$ 220,000
Amenities and facilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Operating</b>	<b>\$ 300,000</b>	<b>\$ 1,290,000</b>	<b>\$ 1,650,000</b>	<b>\$ 1,520,000</b>	<b>\$ 1,390,000</b>	<b>\$ 1,390,000</b>	<b>\$ 1,390,000</b>	<b>\$ 1,390,000</b>	<b>\$ 1,390,000</b>

## FUNDING AND PARTNERSHIPS

WMBEGI will move to being a member-funded entity, with membership comprising corporates, individuals, biking related entities, and other key stakeholder groups.

There are a number of initiatives within this plan that both central government and the private sector are interested in supporting. New Zealand Tourism has funds that will be made available to support private sector mountain bike initiatives that are likely to be attractive to New Zealand visitors.

NZTA have indicated that off road commuter trails are not excluded from being eligible for their cycle commuter network funding. NZTA's requirement is that the trails need to form part of an integrated commuter network plan that supports cycle commuting from suburbs to, and from, the city.

The vision and opportunities this plan presents will encourage a number of private sector investors seeking to capitalise from forecast growth in tourism and the commensurate increase in mountain bikers looking to migrate to Wellington.

A number of positive discussions have taken place around the opportunity to develop Shelley Bay, Corrections Department land and the whole Miramar peninsula greenbelt into a world-class tourism site. An opportunity to develop an indoor mountain bike facility has also been identified and will be explore further.

Looking further ahead, funding and support (in addition to that from the private sector) will be sought for from across the community, including WCC, local councils in the Wellington region, GWRC, WREDA, grant agencies such as charitable trusts, New Zealand Lottery Grants, and potentially central government (e.g., MBIE tourism fund, NZTA cycle fund).

WMBEGI recommends that WCC approve the following additional operational spend for mountain biking activity in the 2015/16 financial year:

Initiative	Amount	Responsibility/Positioning
Trail Network Development	\$300,000	WCC – Funding over and above existing budget
Signage	\$50,000	WCC – Funding over and above existing budget
Marketing	\$50,000	WCC – Funding over and above existing budget.
<b>Total</b>	<b>\$400,000</b>	

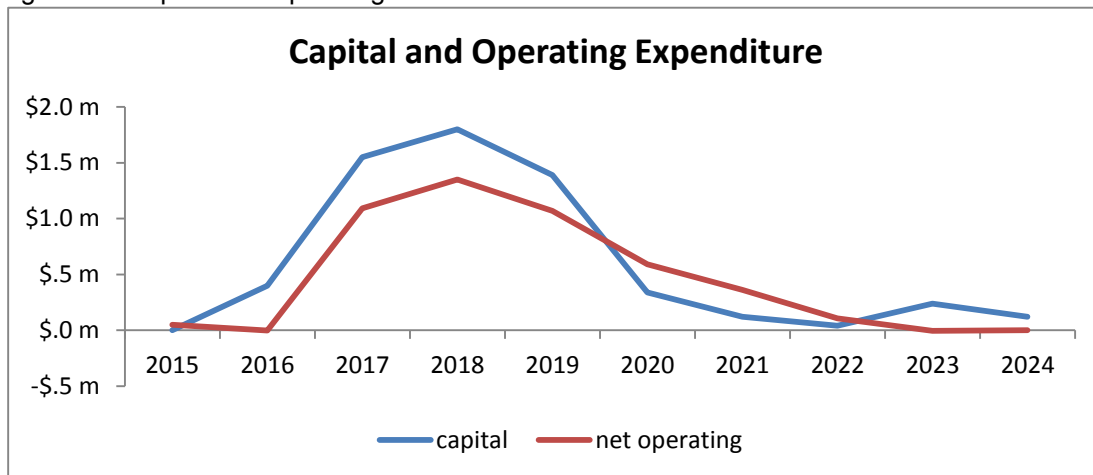
From 1 July 2015, WMBEGI will establish an entity and be membership funded. WMBEGI will engage in activity aimed to create the World’s best mountain biking city. This activity will include helping fund trail development (for example WMBEGI will raise money to provide to groups like Makara Peak to develop trails and infrastructure), infrastructure development (for example facilities to was bikes, signage), marketing, and creating partnership opportunities (for example, working with the tourism sector in Wellington to encourage operators to develop mountain bike services).

WMBEGI is seeking a \$200,000 grant from WCC in the 2015/16 financial year on the proviso that WMBEGI also raises an additional \$100,000 in funding from supporters. This grant will enable WMBEGI to kick start the activity covered in the attached business plan. This funding will pay the costs of a General Manager and their related costs for 1 year.

It is noted that the activity contained within the business plan will require significant additional private sector funding to be raised by WMBEGI.

Spend Phasing is likely to comprise a greater mix of capital and operating investment over the medium term (years 2-5), with years 5-10 having a high proportion of operating costs to operate, maintain and support the new investments.

Figure 10: Capital and Operating mix over time



## MARKETING STRATEGY

### KEY POINTS

#### Marketing Segments and Profiles:

- Traveling mountain biker
- Urban experience tourist: conference delegates or families/couples
- Wellington migrants and residents

#### Wellington's Core Proposition:

- Wellington core value proposition is ease of access, proximity to trails, scenic views, trail variety, and the high degree of interconnection of the trails over the wider region

#### Marketing Approach:

- Awareness and Positioning:
  - Awareness: leveraging as many promotional platforms to audiences as possible
  - Positioning: "It's never just a **mountain bike ride** in Wellington".
- Lead to conversion efficiency:
  - Ensuring that the inspiration is directly linked to a 'buy now' capability.
  - Leveraging other organisations' platforms and marketing, such as Great Walks and Trailforks

## APPROACH

### MARKETING

The main segments WMBEGI is appealing to include:

- **The travelling mountain biker**, who is either: a New Zealander, an Australian, primarily east coast, or from the rest of western world, in particular USA west coast.
- **The urban experience tourist** who is cross-sold to a mountain bike experience. The urban experience tourist is: a conference delegate, or; a family or couple visiting Wellington for an event or cultural experience.
- **Residents** who live and play in Wellington
- **People considering moving to Wellington** for work, education, and lifestyle opportunities.

The primary target segment includes the travelling mountain biker and the urban experience visitor who is cross-sold to a mountain biking experience. The secondary target segment includes the Wellington resident and people considering a move to Wellington.

For a comprehensive look at the end-to-end experience for both profiles, see Appendix E – Profiles "A Day in the Life...".

## PROFILE A – THE TRAVELLING MOUNTAIN BIKER

The travelling mountain biker is:

- A New Zealander
- An Australian, primarily east coast
- From the rest of western world, in particular USA west coast

Notably, 70-80% of travelling mountain bikers are:<sup>20</sup>

- male, 35 to 55 years of age
- wealthy (most are earning over \$100k per year, 40% over \$150,000 pa),
- 70% have tertiary education,
- many with high value bike stable (\$5,000 to \$15,000+)

It is estimated that there are 500,000 to 1,000,000 in California alone who would be mountain bike enthusiasts, with 4-6% of the western population being mountain bike enthusiasts. While it is less certain the amount of people within this population that are prepared to travel to New Zealand, it is expected that there is a lot of latent demand. The east coast of Australia, in particular, is only a 3 hour flight away and enables a long weekend for parties of riders to come and enjoy what Wellington has to offer. In a similar manner to golfing and skiing, mountain biking appeals to a growing demographic of wealthy middle-aged men, who often bring partners and children for a more complete experience.

Many mountain bike tourists want to explore, and are generally happy to ride trails x-country. Uplift is a secondary consideration to them. Many just want to ride up the hills and enjoy the overall experience and are fit enough to do this.

Money is generally less of an issue, and the primary focus is on convenience, and “making it easy” for them to come to Wellington and enjoy their stay.

Key focus is on:

- Promotion and awareness
- Infrastructure
- Accommodation
- Bike-friendly boutique pubs (For example, bike racks actually inside pubs situated at the end of the ride)
- Eg Kaukau - Skyline - Pohlhill, Te Aro and Garage Project

### THE END-TO-END EXPERIENCE

As noted in paragraph 60 above, binding the initiatives into a holistic package is vital to fully realising the economic potential that mountain biking in the Wellington region has to offer. A service management framework for an end-to-end experience for the travelling mountain biker is set out in Table 9, below.

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<sup>20</sup> <http://reviews.mtbr.com/advertising/assets/mtbr-media-kit-2014.pdf>



Table 9: End-to-End Experience

Main point	Description
Rider	<ul style="list-style-type: none"> <li>The rider sees the <i>Youtube</i> clip. This sparks an interest in exploring New Zealand further.</li> <li>He makes a link through to a booking engine, which provides him with the ability to book flights with the option to create an entire travel mountain bike package. He is encouraged to tour and bring his mates for an exciting group adventure tour experience or to bring the whole family for a bike experience that everyone can enjoy.</li> </ul>
Arrival into Wellington	<ul style="list-style-type: none"> <li>Upon arrival at WLG airport, he and his friends are able to store their bike boxes at airport or with a local bike company.</li> <li>They are given options to have their bikes assembled by an operator or even a local bike company. Bike packaging services are also provided for the return journey.</li> <li>The group is met with bike friendly taxis that carry racks and bike bags.</li> <li>In Wellington, the group finds they have easy access to bike repair stands, wash and shower facilities.</li> </ul>
Navigation	<ul style="list-style-type: none"> <li>Being in a new city, navigation is essential. The region provides the riders with: <ul style="list-style-type: none"> <li>maps</li> <li>apps</li> <li>web sites - information sharing with third party services. For example, all trail GPS coordinates are exposed as open data files for third party web sites such as <a href="#">TrailForks</a></li> <li>tour operators / guides</li> <li>contact centre</li> </ul> </li> </ul>
Focal Point	<ul style="list-style-type: none"> <li>Tour operators and booking engines encourage and highlight package deals. The emphasis is on integrated trail, transport and tour solutions.</li> <li>Concentration on: <ul style="list-style-type: none"> <li>bike friendly accommodation</li> <li>cultural experience: coffee, craft beer, shopping, events, shows</li> <li>urban experience</li> <li>après ride</li> </ul> </li> </ul>

## PROFILE B – THE URBAN EXPERIENCE TOURIST

The urban experience tourist is someone who has been cross-sold to a mountain bike experience.

The urban experience tourist is:

- A conference delegate, or;
- Family or couple visiting Wellington for an event or cultural experience.

This person would extend their stay in order to enjoy a day touring easy-to-access, enjoyable trails that connect closely into the urban centre. The trails never take her far from bike maintenance support, retail and shopping areas, scenic rests and amenities, and cafes and craft breweries.

Beginners may enjoy a lesson, while beginner to intermediate riders may enjoy a guided tour.

The proposed marketing approach is as follows:

- **Marketing Communications:** The strategic approach is two fold. First, an awareness must be built within the minds of all target audiences that Wellington is the best mountain biking **city in the world**. Second, all lead-to-conversion channels for audiences must be completely optimised. Capturing the imagination of the target audiences to visit Wellington for a ride, try a ride while they are here for a conference, give riding a go because they live here or make a move to Wellington because riding is part of their lifestyle choice too must then be converted as quickly and easily as possible. There are many communication initiatives described below that will help achieve these approaches.
- **Marketing through product:** The smaller tourism and hospitality outfits must be leveraged and coordinated as much as possible. Since these products and services are already out there, it is vital for the programme to receive an offer to enhance an operator's offering and therefore enhance the reach of the programme.
- **Tactics could include,**
  - Packaging offerings up with other products (e.g., Te Papa, conferences, major events) and to work at the "NZ Inc" level with other centres, including Rotorua, Christchurch and Queenstown for a more effective outcome for New Zealand.
  - Coordinating the offer with long haul flights
  - Packaging the offer with known conferences coming to Wellington
- Offer vouchers for bike rentals to conference delegates or people visiting Wellington with the potential to move here.

## PROFILE C – THE PROFESSIONAL MIGRANT

The professional migrant is someone who is considering coming to live and work in Wellington, and is influenced by what Wellington has to offer in the way of mountain biking.

Example profile:

- UK professional wanting a lifestyle change. Married with two children, has visited NZ before and fell in love with the place, access to the great outdoors, lack of people, good services and infrastructure, great opportunities for the children to grow up in a safe, healthy environment.
- Considers moving to Auckland, but finds this too spread out and populated, wants a smaller town. Would love to live in Queenstown, but there are limited work opportunities there. Settles on Wellington as a result of employment opportunities, a central location from which to visit key holiday destinations in SI,

and access to the great outdoors, including the ability to be 'on the trails' within 5 minutes of work, in any direction he/she chooses to ride.

## THE CORE PROPOSITION

The Wellington value proposition is ease of access, proximity to trails, scenic views, trail variety, and the high degree of interconnection of the trails over the wider region.

Wellington's perfect size provides people with:

- Craft beer and great coffee
- Fantastic food
- Outdoor music events, food markets, Asian and cultural events (for example, Chinese New Year, WOW, Film Festival, Arts Festival, Homegrown, Buskers Festival)
- A small, walkable/ridable city with character
- Great shopping, NZ brands (such as, Kate Sylvester, Good As Gold, Coco, Karen Walker, Zambesi, World) and vintage clothes and quirky Cuba St
- Many kilometres of tracks for riding, running, hiking
- City beaches and rugged south coast
- Internationally famous vineyards just over an hour away in Martinborough
- An entry/exit point to the most beautiful (or exciting!) ferry ride in the world

Investing in mountain biking infrastructure is not an unknown gamble. If it is built, they **will** come. It has been tried and tested and working well in Rotorua and Queenstown - the more facilities that are built there, the busier it gets. New Zealand has the potential to be known as a *country* to come mountain biking in. Mountain biking is a massive sport internationally and the types of people who love to ride, also love an adventure and love to travel.

## PROMOTING WELLINGTON AS A MOUNTAIN BIKING DESTINATION

### STRATEGY

The core strategic approach to promoting Wellington as a mountain biking destination is **two** fold:

- Awareness and positioning
- Lead to conversion efficiency

### AWARENESS AND POSITIONING.

Wellington is relatively unknown as a mountain biking destination. This is true to all of the target segments, with the exception of residents, who would be more familiar with some of the names of the well known parks and clubs.

To successfully establish a **broad awareness** campaign that will essentially need to reach offshore as well as domestic markets nationally, as many promotional platforms to the audiences as possible must be leveraged. These platforms include smaller outfits directly targeting audiences such as hotels, events or conferences to larger platforms such as PWT's work in attracting tourists to Wellington or Grow Wellington's work in attracting people to live and work in Wellington. The chosen existing platforms will depend on the target

segment. For example, working alongside PWT will benefit the Overseas (eastern seaboard Australia) and domestic tourist drive.

Below are some tactics to help establish a broad awareness platform of Wellington as a serious mountain biking destination. These include changes to existing platforms and creation of new elements to help tell the story consistently.

## TACTICS FOR AWARENESS

Leverage the existing WellingtonNZ web site and its marketing and technical capabilities, and its large customer base (2 million site views per year, with a large following of around 270,000 people across e-newsletters and social media, and a high level of understanding of the demographic profile within this group)

Refresh the content on the WellingtonNZ site and “get the word out”, linking to a range of online content and social media, e.g., mountain biking in Wellington is like “xxx”. As part of this, host top billing sports people with large social media followings:

- Run a series of hosted 'families'
- Bring bloggers, Instagram influencers, Facebook users with a large community of followers
- As part of hosting these top billing individuals, WMBEGI / WREDA would have an agreement in place for these celebrity sports people to mention the places they stayed, the trails they rode and the service that they received while here.
- This is akin to product placement, embedded marketing, and is a very popular and powerful marketing tool currently being deployed by many major marketing firms.
- This approach is win-win, in that it also enables professional riders and high end sporting individuals to travel and experience the world.
- An option here to further promote Wellington as a destination is to perhaps run a competition, offering a free trip to the winner.

Improve the content on the existing site, making it 'deeper' and more personalised. For example, 'a day in the life of ...' to show the end user experience end-to-end of various segments of the market.

Create levels of marketing and information –

- Broad reach, higher level information, selling the dream of coming to Wellington to work and play.
- Practical and logistical information about how to get to Wellington, booking and tours, trail information, accommodation, après ride, events, etc.
- Detailed near real-time information about “how to” on the day, etc. GPS trail navigation, transport connections, tour operator contact details, emergency services, etc.

Create a reputation via digital channels - *YouTube* and websites are the key source of promotional information. *“I saw loads of videos of rides around Queenstown, the rides looked fun and people were having a great time so I decided to come here.”* Australian rider in Queenstown

Develop video content, Gopro of fun rides

Paid digital advertising based on Google search terms. For example, MTB, XC, downhill, purpose-built MTB parks and adventure holidays

Develop Wellington mountain biking identity and website

Consistent use of identity and way-finding signage

Start using shuttles between parks and trails, using the mountain biking identity

PR famils – Aus MTB journal; AirNZ magazine

Develop events to promote – World Cup, Single Speed, XC, DH, 24 hr; Women's Only events

Promotional materials that can be used by other outfits to spread the word. Stickers, pamphlets for hotels, an electronic identity that can be easily integrated into another outfits website with link to the mountain biking site.

## POSITIONING

To gain greatest impact for positioning, the programme must be true to Wellington. If Wellington is the best mountain biking city in the world, then Wellington's positioning is critical in the positioning of Mountain Biking here.

The core idea for Wellington is "Wellington, the Place of the Possible". This has been recently expressed in a tourism communications platform for Wellington as "It's never just a ...in Wellington". This was created with the express purpose for small outfits as well as unique interest groups to leverage the unique energy of Wellington and therefore express it in their terms. This would add to the overall strength of the campaign. For example for WOW - it could be "it's never just a fashion show in Wellington".

This platform is ideal as it truly reflects the vision of Best Mountain Biking City in the World. The unique mountain biking/ city experience is therefore true to a positioning of **"It's never just a mountain bike ride in Wellington"**. This core positioning for all target segments and the core idea for Wellington in the development of other marketing materials (such as the identity for example) would be the paramount focus.

## LEAD TO CONVERSION

As the awareness tactics are put in place, it will be critical to ensure that the 'back end' is being built at the same time. This is all about ensuring that the front end of inspiration is directly linked to a 'buy now' capability. There are again various tactics outlined below which leverage other organisations' platforms and marketing.

## TACTICS FOR LEAD TO CONVERSION

Building a site such as the Great Walks web site from DoC is a good example of a potential design approach, with embedded video, tours, bookings, experiences, maps, etc.<sup>21</sup>

- Embedding content and widgets e.g., trail forks mountain bike trail GPS mapping<sup>22</sup>
- Links to other third party web sites, e.g., tour guides, bike parks, accommodation, etc.
- Booking capabilities
- Scheduling and itinerary development
- Maps and Application Programming Interfaces (APIs) to enable 3<sup>rd</sup> parties to innovate on resources provided through the website Investment into Google "paid search" functionality
- Smart phone, multi device ready
- Long haul collaboration with airlines

Leverage the drive from Tourism NZ to target the Australian market and make better use of the shoulder seasons to boost output from existing tourism capabilities and accommodation stock.

Table 10: Personas

Persona	Wants/needs	Messages	Channels
<b>Hard core mountain-biker</b>	Events, variety, adrenaline, shuttles. Riding is the primary reason for coming to Wellington	Get loads of riding thrills here	Online, video, great website, UX, links based on persona's needs, portals for operators to contribute to
<b>Family visitors</b>	Mountain biking to suit kids, mum and dad. Riding is one of the reasons to come to Wellington	Something for everyone in the family	Online, video, great website, UX, links based on persona's needs, portals for operators to contribute to
<b>Freedom travellers/ adventurers/ explorers</b>	Variety, adrenaline, shuttles. Riding is one of the main reasons for coming to Wellington.	Adventure, thrills and fun times are all here	Online, video, great website, UX, links based on persona's needs, portals for operators to contribute to
<b>Groups - business, conference, friends</b>	See a bit more of the city	Stay another day and see a bit more	Online, video, great website, UX, links based on persona's needs, portals for operators to contribute to

<sup>21</sup> Refer to DoC: <http://www.greatwalks.co.nz/lake-waikaremoana?gclid=CImav4GrksQCFQ9vvAodW2kAbg>

<sup>22</sup> Refer to <http://www.trailforks.com/>



## MANAGEMENT

### KEY POINTS

#### Governance structure and potential entities:

- Private sector participants, WCC representation, WREDA representation, other key stakeholders (e.g. Victoria University)
- Explore most appropriate entity structure. Look at what has worked in areas like Queenstown (Queenstown Trail Trust).

#### Main Risks

- Concerns from environmental groups
- Perception of Wellington as having inclement weather
- Not providing anything new and original
- Diluting New Zealand's offering by oversupplying the market
- Increased wear and tear on the trails
- Increase in perceived conflict between mountain bikers and other trail users
- Tensions between mountain bikers wanting to keep trails secret and those wanting to market them
- Expectations out of tune with WCC
- Failure to deliver according to expectations
- Political and funding risks from a perception that the proposal is WCC run rather than it having a wider brief for Wellington region

#### Programme Prioritisation

- The programme will be prioritised to bring benefits forward as early as possible, while mitigating the programme risk by creating a set of modular and achievable projects.
- Key year 1 projects to include investments into governance, marketing and infrastructure (refer to the initiatives for year 1 programme detail).
- Year 1 will deliver tangible outcomes, including refreshed web site content, marketing and promotion to key customer segments, urban trail development, and an improved end-to-end customer experience.

#### Benefit Management and Benefit Tracking

- Performance measurement framework established to evaluate the returns of the programme

#### Next steps

- Seek approvals to proceed to presentations to WCC Economic Growth and Arts Committee, and to Community, Sport and Recreation Committee
- Solicit and confirm interest in the concepts outlined by WMBEGI from a broad range of key stakeholders.
- Secure funding to proceed with Phase 1



## GOVERNANCE AND MANAGEMENT

WMBEGI proposes that this initiative needs an appropriate governance structure, and a trust vehicle with strong regional representation from both RTOs and private sector. A model similar to the Queenstown Trails Trust is preferred<sup>23</sup>.

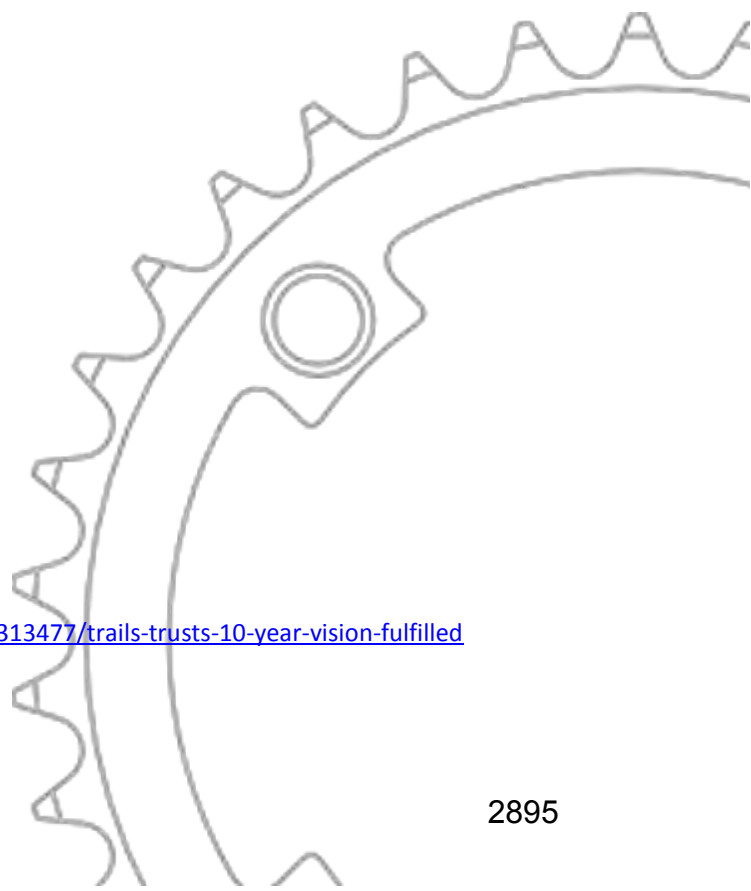
The following entities are proposed as part of the governance for WMBEGI: Board - Comprised of WCC, WREDA, and private sector representatives. The WMBEGI board could continue in its current state. The Board is currently comprised of:

- Wellington regional tourism - David Perks (WREDA)
- WCC – Karyn Stillwell
- Marketing - Livia Esterhazy (Managing Director Clemenger BBDO)
- Mountain biking - Ashley Burgess (WORD) and Caleb Smith (Spoke Magazine)
- Legal – James Winchester (Simpson Grierson)
- Governance and business – Sam Knowles (Director)
- Business and mountain biking – Ben Wilde (Georgian Partners and Trail Fund NZ)
- Business – Matt Farrar (Davanti Consulting) and Anthony Edmonds (Implemented Investment Solutions)

The Chief Executive will be tasked with setting up the charitable trust, driving initiatives and ensuring private sector funding is secured to enable the plan to achieve its 10 year vision.

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<sup>23</sup> Refer to <http://www.odt.co.nz/news/queenstown-lakes/313477/trails-trusts-10-year-vision-fulfilled>



## RISK MANAGEMENT

The main risks and suggested risk management strategies that decision-makers should be aware of are shown in Table 11 below.

Table 11: Main Risks<sup>24</sup>

Main Risks	Rating	Comments and Risk Management Strategies
Concerns from environmental groups that damage is being done to the eco system	M	<ul style="list-style-type: none"> <li>• Proper trail planning can protect the eco system by reducing the instances where trail users damage the forest and undergrowth by creating their own trails.</li> <li>• Effective replantation programmes with appropriate native trees and shrubs</li> </ul>
The perception of Wellington as a city frequently affected by inclement weather, could dampen enthusiasm for outdoor adventure-based activities in the region.	L	<ul style="list-style-type: none"> <li>• The perception is misconceived. Wellington has less annual rainfall than Auckland and the same sunshine hours. Temperatures in the region are moderate and consistent.</li> <li>• In addition, the many bush trails provide riders with shelter from the elements, whether wind, rain or sun. This allows for constant and dependable riding opportunities.</li> <li>• In contrast with Queenstown where riding is a summer-based activity, riding in Wellington is year-round.</li> </ul>
This is simply adding another biking park region to New Zealand, rather than providing something new and original.	M	<ul style="list-style-type: none"> <li>• While the general concept of mountain bike parks is not new in New Zealand, Wellington offers a new and unique opportunity for an extensive trail network within an urban setting.</li> <li>• Wellington also offers a point of focus for the ‘adventure tourist’ market. This market is the single biggest segment of international tourists. Statistics indicate that half of international tourists will participate in adventure activities.<sup>25</sup></li> </ul>

<sup>24</sup> Please see Appendix F for Risk Management Key and Appendix G for an Audit Trail of the Rating assessment.

<sup>25</sup> [http://www.tourismnewzealand.com/media/1030987/adventure\\_tourism\\_-\\_research\\_report.pdf](http://www.tourismnewzealand.com/media/1030987/adventure_tourism_-_research_report.pdf)

Main Risks	Rating	Comments and Risk Management Strategies
<p>Adding another region complete with more events and venues will water down the value that mountain biking brings to all regions. There may be only a limited number of people interested in mountain biking. As such, everyone is competing for the same dollar.</p>	<p>M</p>	<ul style="list-style-type: none"> <li>• Mountain biking is a growing sport across the world and no less so in New Zealand.<sup>26</sup> Wellington risks being left behind by not making the most of what the region has to offer.</li> <li>• Wellington provides a strong point of difference to other mountain bike areas. It features a unique urban proximity experience in contrast with other major mountain bike areas in the country:               <ul style="list-style-type: none"> <li>○ Rotorua – The focus is on uplift flow trails. It is not an urban experience.</li> <li>○ Queenstown – The focus is on uplift flow trails, cross country, and a scenic environment. However, it is expensive to get to.</li> <li>○ Christchurch – This area is new and specific. It is slightly removed from the city and exposed. It has a single focus and is less of an urban experience.</li> <li>○ Wellington – In contrast, the region embodies an urban proximity, culture coffee, craft beer, shows, an event calendar, shopping, restaurants and family entertainment. It also features scenic views of hills and sea, epic interconnected rides and plenty of variation.</li> </ul> </li> </ul>
<p>Increased wear and tear on trails</p>	<p>L</p>	<ul style="list-style-type: none"> <li>• Mitigated through dedicated funding for maintenance and re-design, signage etc.</li> </ul>
<p>Increase in perceived conflict between mountain bikers and other trail users</p>	<p>M</p>	<ul style="list-style-type: none"> <li>• Mitigated through redesign of trails at key areas (e.g. trail merging), investment in signage, provision of more 'MTB' specific' downhill trails (with shared uphill trails), clear designation of 'walker only' trails, programmes to engender a culture of respect between code participants etc</li> </ul>
<p>Tension between those mountain bikers who want</p>	<p>L</p>	<ul style="list-style-type: none"> <li>• Mitigated through full engagement with all leaders in all parts of the Wellington mountain biking fraternity,</li> </ul>

<sup>26</sup> [http://www.tourismnewzealand.com/media/1030290/cycling-tourism\\_profile.pdf](http://www.tourismnewzealand.com/media/1030290/cycling-tourism_profile.pdf)

Main Risks	Rating	Comments and Risk Management Strategies
to keep Wellington's trails 'the best kept secret' and those who wish to market their attractiveness.		<p>careful match between track development and use etc.</p> <ul style="list-style-type: none"> <li>Retain authenticity of a number of trail and parks, adding new easier urban trails, interconnecting trails, and some better flow trails as appropriate to link up the wider regional trail network</li> </ul>
Expectations out of tune with Wellington City Council.	M	<ul style="list-style-type: none"> <li>Mitigated through inclusion of a Council representative on the Governance group, close liaison with council staff, council committees including the Economic Growth and Arts Committee and the Community Sport and Recreation Committee</li> </ul>
Failure to deliver according to expectations	M	<ul style="list-style-type: none"> <li>Mitigated through the creation and maintenance of an effective programme plan, the contracting of skilled professional resource to drive project deliverables, and maintaining an experienced and motivated Governance group</li> </ul>
Political and funding risk – political perception that this is Wellington City council run and controlled, when it has a wider brief for the Wellington region	M	<ul style="list-style-type: none"> <li>Consideration of appropriate governance including the potential involvement of WREDA, and a trust vehicle with strong regional representation from RTO and private sector</li> </ul>

## BENEFIT MANAGEMENT AND BENEFIT TRACKING

WMBEGI will set up a performance measurement framework to evaluate the returns of the programme. For example WMBEGI proposes to measure:

- Visitor counts,
- Trail usage,
- Establishment and growth of tourism operators,
- Web site hits and sale conversions,
- Event participation.

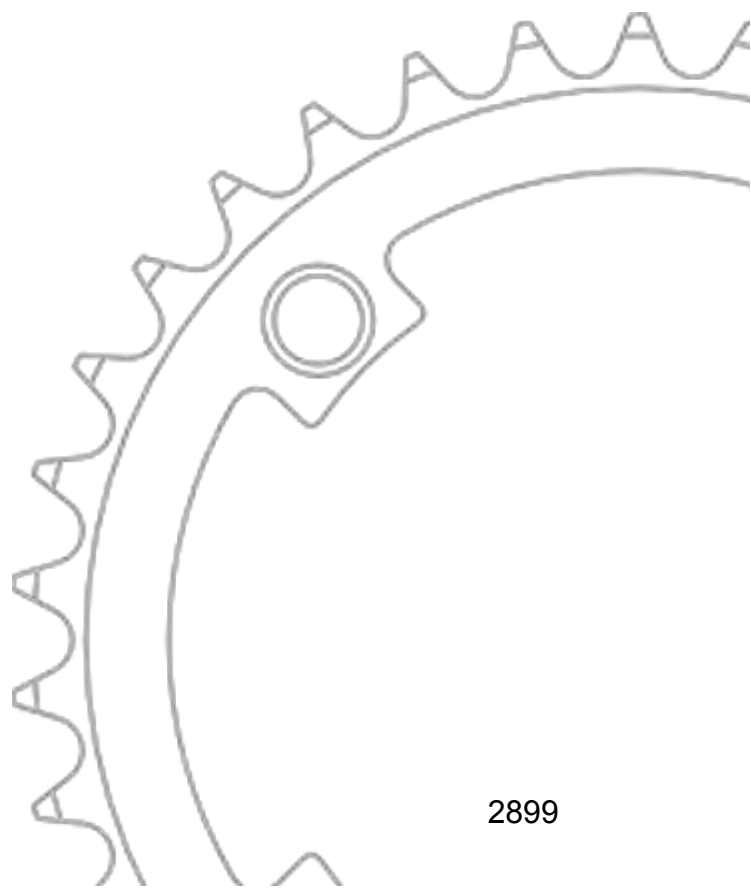
## NEXT STEPS

The following is proposed as next steps from the publication of this paper:

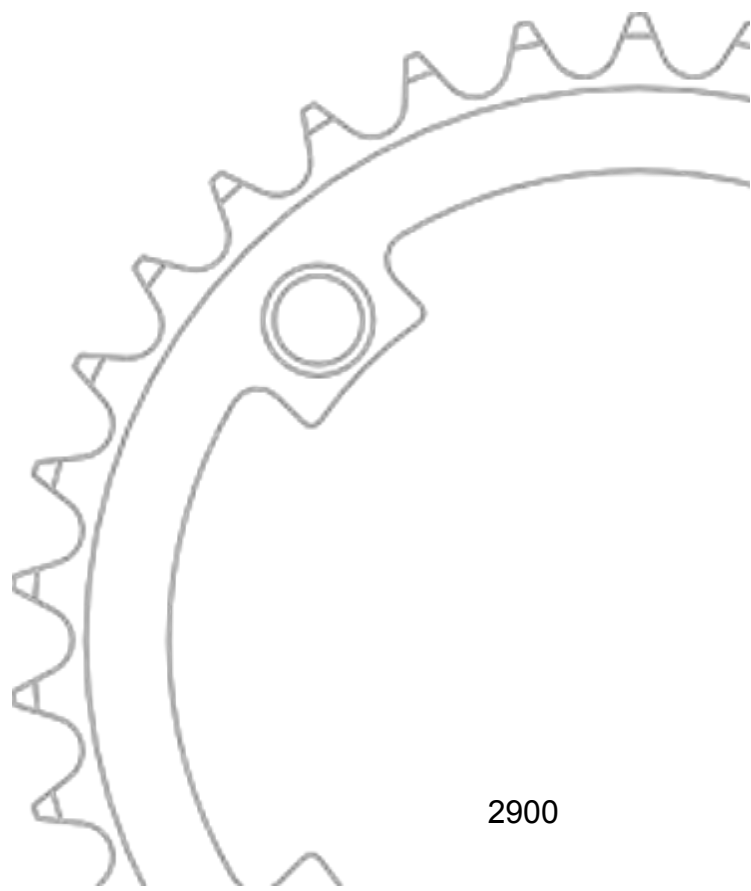
- Seek approvals to proceed to presentations to WCC Economic Growth and Arts Committee, and to Community, Sport and Recreation Committee
- Use this paper to solicit and confirm interest in the concepts outlined by WMBEGI from a broad range of key stakeholders.
- Secure funding to proceed with Phase 1.
- Phase 1 2015/16 costs are estimated as \$300,000 for the set up and first year running of the WMBEGI. We believe private sector can fund \$100,000 of this amount.
- WCC also needs to increase its operational spend to support this business plan. We are proposing an additional \$400,000 for 2015/2016

### New Funding sought for 2015/16

Initiative	Amount
Entity set up and general manager resource costs	300,000
Marketing, information and awareness	50,000
Trail network	300,000
Signage and way-finding	50,000
<b>Total Funding Requested 2015/16</b>	<b>700,000</b>



## APPENDICES



## APPENDIX A - WELLINGTON TRAIL FUND RIDER STATISTICS

Appendix A: Wellington Trail Fund Rider Statistics by Julie Moulard

Higher female participation rate than the rest of the country

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Female	113	25.3	25.3	25.3
Male	334	74.7	74.7	100.0
Total	447	100.0	100.0	

Age is on par with the rest of NZ; slightly less under 20s and slightly more 21-29:

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
17 or younger	16	3.6	3.6	3.6
18-20	12	2.7	2.7	6.3
21-29	76	17.0	17.0	23.3
30-39	156	34.9	34.9	58.2
40-49	146	32.7	32.7	90.8
50-59	32	7.2	7.2	98.0
60 or older	9	2.0	2.0	100.0
Total	447	100.0	100.0	

Wellington has more households making \$100,000 or more. In all of NZ, 44% of respondents were in households with income over \$100,000. In Wellington, there are 56.2%:



### Household Income

	Frequency	Percent	Valid Percent	Cumulative Percent
\$0 - 20,000	7	1.6	1.6	1.6
\$20,000 - 50,000	19	4.3	4.3	5.8
\$50,000 - 100,000	119	26.6	26.6	32.4
\$100,000 - 200,000	194	43.4	43.4	75.8
More than \$200,000	57	12.8	12.8	88.6
Unwaged	20	4.5	4.5	93.1
I'd rather not say	31	6.9	6.9	100.0
<b>Total</b>	<b>447</b>	<b>100.0</b>	<b>100.0</b>	

Typical MTB riders may have a higher income, but they do not spend more money on bike products or services. It is similar to the rest of NZ:

### MTB Spend

	Frequency	Percent	Valid Percent	Cumulative Percent
\$0 - 500	42	9.4	9.4	9.4
\$500 - 1000	69	15.4	15.4	24.8
\$1000 - 2000	92	20.6	20.6	45.4
\$2000 - 4000	108	24.2	24.2	69.6
\$4000 - 6000	74	16.6	16.6	86.1
> \$6000	62	13.9	13.9	100.0
<b>Total</b>	<b>447</b>	<b>100.0</b>	<b>100.0</b>	

### MTB Spend Summary

	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$2000	203	45.4	45.4	45.4
Over \$2000	244	54.6	54.6	100.0
Total	447	100.0	100.0	

### Trail Use

	Missing	Never	Occasionally	Regularly	Total
<b>XC</b>	11	10	117	309	447
	2.5%	2.2%	26.2%	69.1%	
<b>AM</b>	52	49	129	217	447
	11.6%	11.0%	28.9%	48.5%	
<b>DH</b>	89	149	153	56	447
	19.9%	33.3%	34.2%	12.5%	
<b>Cyclo X</b>	127	272	33	15	447
	28.4%	60.9%	7.4%	3.4%	
<b>FR</b>	122	229	67	29	447
	27.3%	51.2%	15.0%	6.5%	
<b>DJ</b>	107	172	148	20	447
	23.9%	38.5%	33.1%	4.5%	
<b>Commute</b>	74	105	108	160	447
	16.6%	23.5%	24.2%	35.8%	
<b>Run</b>	96	176	104	71	447
	21.5%	39.4%	23.3%	15.9%	
<b>Walk</b>	84	93	165	105	447
	18.8%	20.8%	36.9%	23.5%	

### Riding Frequency

Frequency	Percent	Valid Percent	Cumulative Percent
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Missing	1	.2	.2	.2
Once a week or less	155	34.7	34.7	34.9
2-3 times a week	204	45.6	45.6	80.5
3-5 times a week	63	14.1	14.1	94.6
5-6 times a week	15	3.4	3.4	98.0
Everyday	9	2.0	2.0	100.0
Total	447	100.0	100.0	

### Number of Events

	Frequency	Percent	Valid Percent	Cumulative Percent
None	170	38.0	38.0	38.0
1	133	29.8	29.8	67.8
2	97	21.7	21.7	89.5
3	35	7.8	7.8	97.3
4	10	2.2	2.2	99.6
5	2	.4	.4	100.0
Total	447	100.0	100.0	

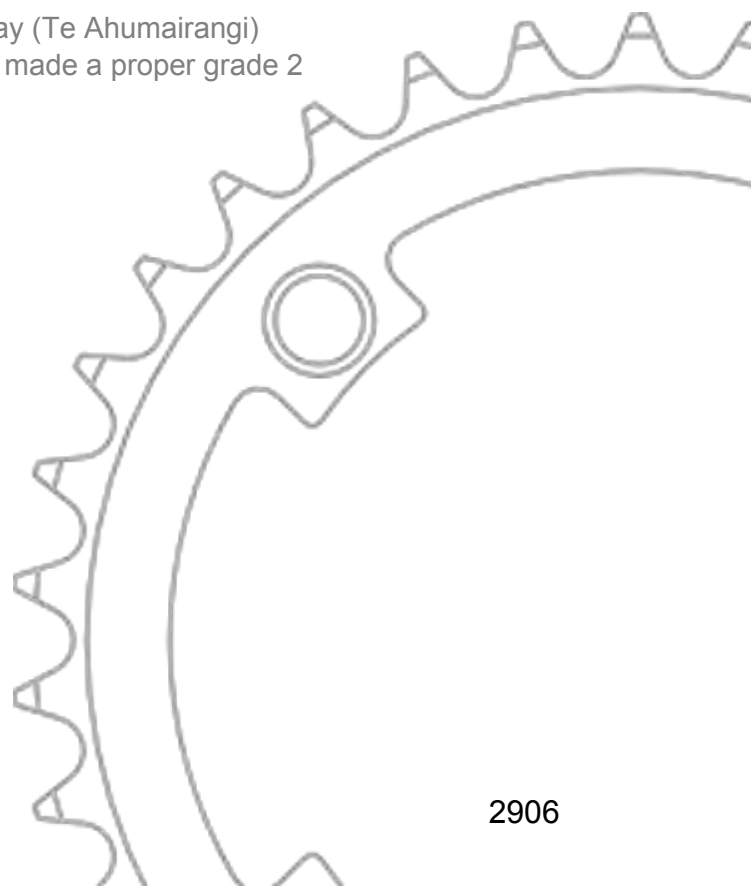
## APPENDIX B – FURTHER TRAIL SUGGESTIONS

### Appendix B – Further Trail Suggestions

Table 12: Further Trail Suggestions

Suburb	Description
<b>Mount Victoria</b>	<ul style="list-style-type: none"> <li>An existing 3km loop on Mt Victoria could be turned into an excellent beginner style ride.</li> <li>Small adjustments would need to be made to 3 small sections of the trail (one section approximately 400m and the other two approximately 100m). This would allow the trail to wind around the side of a hill instead of up and over.</li> <li>This loop includes the velodrome, which could allow the area to be promoted as a hub for families and beginners to ride from at weekends and for events.</li> </ul>
<b>Ngaio Gorge</b>	<ul style="list-style-type: none"> <li>Ngaio Gorge is a prime location for further trail development. The bottom of the stream has car parking and about 1.5km of flat trail.</li> <li>This is an excellent and accessible terrain within 10 minutes drive of up to 50% of the city's families (from Wilton to Johnsonville). It could be created by building a network of 2-3% gradient switch-back trails up the hill to the top of the gorge.</li> <li>This has the potential to become a hub for weekend recreational riding and help to link to areas such as Wilton Bush and Crofton Downs if similar developments could be achieved further up the valley.</li> </ul>
<b>Khandallah</b>	<ul style="list-style-type: none"> <li>For general and commuter mountain biking, the Bridal Trail (from the Ngaio lights up to Khandallah) is currently a concrete path with dual use.</li> <li>A mountain bike path alongside it would be useful for both commuters by reducing walk / bike clashes, and for proper mountain biking.</li> <li>It would provide another link between the city and the northern mountain biking areas. Eg, Skyline via Bridal Path and Broadmeadows.</li> </ul>
<b>Crofton Downs</b>	<ul style="list-style-type: none"> <li>Crofton Downs has space to house a small-scale mountain bike park that would join to Makara Peak.</li> <li>Beginner to intermediate trails would add more riding areas for families and entry level riders as well as providing a link to Makara Peak for more advanced riders. This would replace having to drive from surrounding suburbs.</li> <li>A Crofton Downs Park could also host enduro events or even become a race / event village for longer rides around the Wellington hills.</li> </ul>
<b>Wainouimata</b>	<ul style="list-style-type: none"> <li>The Wainuimata trails are a good example of a well-built trail system that is inclusive for novice riders / families.</li> <li>Linking trails could be built on the south side of Wainuimata Hill all the way to Eastbourne, and on the north side all the way to Silverstream. This would link the entire Hutt Valley together for riding.</li> </ul>

Suburb	Description
<b>Ohariu Valley</b>	<ul style="list-style-type: none"> <li>• The ridgeline at the top of Ohariu Valley to Spicers Forrest and Stebbings Valley is privately owned and planned for further Churton Park development over the next 20 years.</li> <li>• A loop could be created from Johnsonville along the ridgeline, through Spicers Forest and back down through Churton Park. Sections close to housing could stay beginner orientated, providing options for those close to home.</li> <li>• This 20km loop on farmland, singletrack and gravel roads could be accessed via existing link trails from Khandalah, Johnsonville, Tawa, and Porirua.</li> <li>• Another opportunity exists for an urban off-road bike trail from Churton Park up to Spicers Forest.</li> </ul>
<b>Belmont</b>	<ul style="list-style-type: none"> <li>• A set of linking trails could join all of Hutt Valley into Belmont and across to Porirua and Johnsonville.</li> <li>• The link trails could be built from Belmont Regional Park across to the top of Takapau Rd (Tawa link) and Cannons Creek (Porirua link).</li> <li>• The existing trails here are very steep. An easier trail could be built up Boulder Hill from Dry Creak, into Belmont Regional Park.</li> <li>• While these trails would never be beginner grade, with good trail work they would be acceptable for low-level intermediate competency / fitness riders.</li> </ul>
<b>Upper Hutt</b>	<ul style="list-style-type: none"> <li>• There is significant opportunity for trail development in Upper Hutt, along the southern ridgeline right across the city. Linking the existing trails would not be difficult.</li> <li>• This could create another great urban trail network, developed as a beginner-to-intermediate level trail that would link through to Lower Hutt.</li> </ul>
<b>Other Grade 2 options for novice riders...</b>	<ul style="list-style-type: none"> <li>• Pohl Hill</li> <li>• City side of Northern Walkway (Te Ahumairangi)</li> <li>• Makara Peak Loop could be made a proper grade 2</li> </ul>



## APPENDIX C - COMPREHENSIVE LIST OF ASSUMPTIONS

### Appendix C - Comprehensive List of Assumptions

Table 13: Key Assumptions

Name	Assumption	Source / Observations
<b>Global modelling assumptions</b>		
Modelling time horizon	10 years	
Tax rates	Zero	Zero income tax and GST neutral
Discount rate	6.75%	WCC Economic Policy Team
<b>Baseline assumptions</b>		
Daily spend of a mountain bike tourist	\$140 to \$250	TNZ 2013, various studies and reports Felt to be very conservative as some tour operators for cycling tourists are experiencing spend of over \$400 per day NZD per person
Average spend per visit for a domestic mountain bike tourist	\$600	Trailfund survey
Average number of days stay for a mountain bike tourist	2	APR 2014 research average length of stay for mountain bike visitors to Rotorua
Wellington population	400,000	Approx. based on census information
International visitors to Wellington	550,000	PWT YE June 2014
Domestic visitors to Wellington	1,650,000	RVM data to June 2011 and VIP data YE December 2014
Non-resident delegates (included in total visitor count)	110,000	CAS YE September 2014
Wellington baseline number of residents who are mountain biking participants	24,000	6% of population, linked to Sparc NZ research and other international %, Gemba Regional Insights Report April 2011 - March 2012
Wellington baseline number of people who visit specifically to mountain bike (domestic and international)	7,500	Estimated based on TNZ April 2013, observations from Makara Peak visitor counts and the local bike hire company, and Trail Fund survey information.

Name	Assumption	Source / Observations
Wellington baseline number of people who visit specifically to mountain bike – International (included in the 7,500 above)	2,500	Estimated based on TNZ April 2013. Noting that many of these visitors will be passing through Wellington as a hub rather than staying long to ride trails.
Wellington baseline number of people who visit specifically to mountain bike – Domestic (included in the 7,500 above)	5,000	Comparative analysis between Rotorua APR 2014 research indicating around 46,000 domestic visitors, and adjusting for the large Auckland domestic market that resides within 3 hours drive of Rotorua.

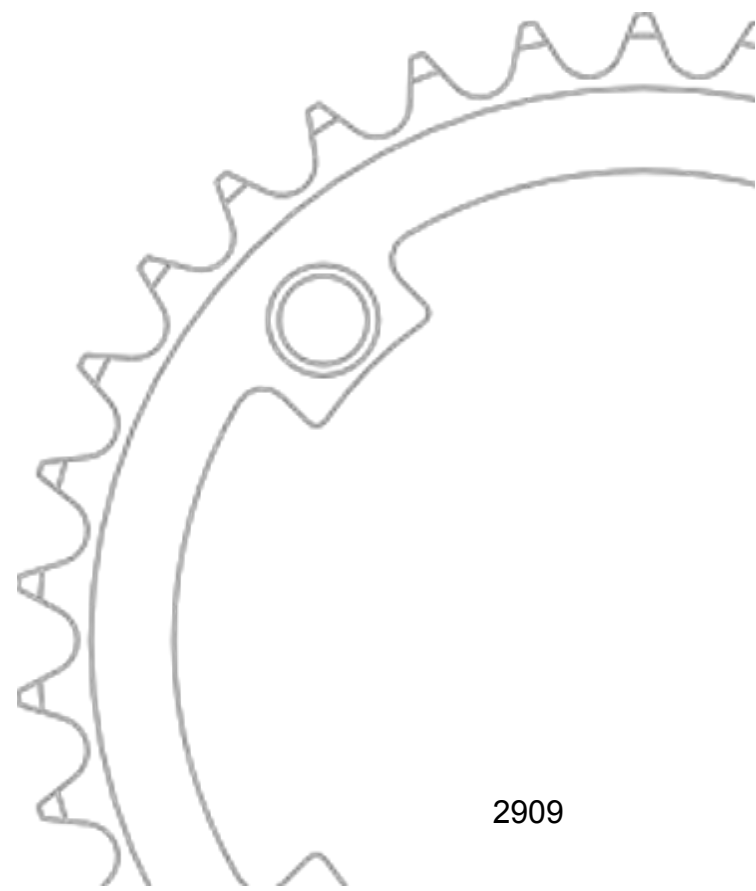
#### Investment benefits – incremental benefits driven as a result of the proposed investments

International mtb tourist – number of additional days spent in Wellington	1	Baseline assumption is 2 days, so this is a 50% increase in stay
International mtb tourist – number of additional visitors to Wellington	900	Queenstown and Rotorua attract more international visitors than Wellington does. The difference in visitor numbers is approximately 1,800 per year. If Wellington could attract 50% of this difference, this would equate to approximately 900 more visitors, each staying 2 days on average, spending \$140 to \$250 per day. This is approximately a 37% lift in international mtb visitor numbers to Wellington.
Domestic mtb tourist – additional visitors to Wellington	2,500	This is a lift of 50% in domestic mtb visitor numbers.
Conference attendees cross sold	0.60%	This is a function of 12% of the population being participating cyclists, and 1 in 20 people from this population being converted to stay longer after their conference to try mountain biking. Attendees could have more disposable income and their spend may be at the higher end of the \$140 to \$250 range assumed for day spend by mtb visitors.
Urban experience cross sold	0.24%	This is a function of 12% of the population being participating cyclists, and 1 in 50 people from this general urban visitor population being converted to stay longer after their conference to try mountain



Name	Assumption	Source / Observations
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biking. The spend per day for this mtb may be at the lower end of the spend range, and in the first instance is likely to be a more opportunistic market.



## APPENDIX D - VALUE GENERATION OF ATTRACTING AND RETAINING RESIDENTS

### Appendix D - Value generation of attracting and retaining residents

Table 14: Value generation of attracting and retaining residents

Assumption	Value	Comment
Economic value of average resident (\$4m for a life, NZTA study)	\$500,000	Assumes 25% accrues to local economy
Percentage influence that MTB has on their decision to migrate or stay to WLG	1.0%	This is the incremental number as a result of the investment we propose, baseline could be closer to 50% for access to the great outdoors
Percent of people who are interested in MTB or who already ride	6.0%	Sparc
Greater Wellington population	400,000	Stats NZ
Length of stay in Wellington	10	
Average life	65	
Length of stay as % average life	15.4%	
Total value	\$18,461,538	Over an average stay of 10 years
Active mtb resident	24,000	Sparc derived
Value per active mtb resident attributable to mtb investment	\$769	

## APPENDIX E – PROFILES “A DAY IN THE LIFE...”

### Appendix E – Profiles “A Day in the Life...”

#### GEORGE

##### Storyline:

- George, a 50 year old male, comes to Wellington from Australia with 5 mates for an exclusive mountain bike holiday.
- The groups’ riding abilities are in the range of grade 3-5.

##### Focus + Needs:

- Proper bike handling and care is essential
  - Wash bays, work stations, access to tools
- Access to a wide variety of trails
  - Flow trails, skill areas
- Access to trails in other regions (ie Nelson)
- Focus on trail riding and the connectivity to restaurants, cafés and bars within the city.

##### Arrival at WLG

##### Airport:

- Bike-friendly baggage handlers. George and his mates feel confident that their bikes have been transported off the plane with care.
- At the bike collection area, there is a bike stand where they can put their bikes together. Basic tools are provided.
- Storage for bike boxes also provided until their return flight.

##### Transport from WLG

- Bike-friendly taxis + buses available with racks for carrying bikes.
- Special bike passes available for travel within the city to various bike trail access points
- Drivers are knowledgeable about the Wellington MTB opportunities. Can assist with( or provide pamphlets on):
  - Bike-friendly accommodation
  - Matching riders to trails
  - Bike-hire
  - Popular restaurants + bars with the MTB scene

##### Accommodation

- Amenities:
  - Secure storage (or allowing bikes in rooms)
  - Wash bay
  - Workshop with tools
- Staff:
  - Knowledgeable regarding local trail access points
  - Can provide trail maps, information on tour guides, local bike-hire

- Bike Hire
  - Can store luggage, if riders have arrived in Wellington and gone straight to riding.
  - Airport to hotel pick up /drop off services for both riders and bikes
  - Bike assembly and packing services
  - Provides tours and guides
  - Acts as a hub for MTB programmes, lessons and tours

#### Signage

- Brown signs around the city indicating routes to riding destinations.
- Signage logically sequences from the map received at the accommodation.
- Signage suggests trails based on time availability and ability level

#### 3 Day Ride

##### Day 1:

- Ride out from hotel to Makara. Morning ride, afternoon lesson.

##### Day 2:

- Ride up Pohl Hill and over to Makara
- George has [mechanical issues]. On-site mechanic is able to do a quick repair.

##### Day 3:

- Shuttle to Greater Wellington region

##### End of the Ride

- Bike washing facilities (at the bottom of bike trails or at accommodation)
- Stop for a beer on way back at a recognised brewery/bar where stories can get exchanged. Restaurant staff can recommend new trails for the next days' riding.
- Various options are in place to get back to the accommodation: by bike, taking bikes on bus or taxi, end-of-day shuttle services

#### SANDI

##### Storyline:

- Sandi is an urban experience tourist arriving in Wellington from Dunedin.
- Here to see friends and attend a work conference, she sees an ad for a half-day mountain biking experience.
- She has an entry-level riding ability, in the range of grade 1-2.

##### Focus + Needs

- Requires help getting the right bike and finding trails
- Focus is on the connectivity of the trails to Wellington city, highlighting the compact nature of the city
- Needs appropriate signage and easy access to trails
- Convenience and ease of 'getting out there' is vital.
- Important balance between serenity of the trails and the city café + restaurant scene.

## Bike Hire

- Bike hire facility provides packages of bike hire, tour guides + shuttle
- Also, the ability to link into a group (eg programmed rides every day at certain hours)
- Sandi, as a new rider, can be matched to a bike suited to her riding ability.
- Friendly staff provide tips on how to get the most from her ride and help find a trail path or tour most suited to her interests.

## The Ride – Option 1

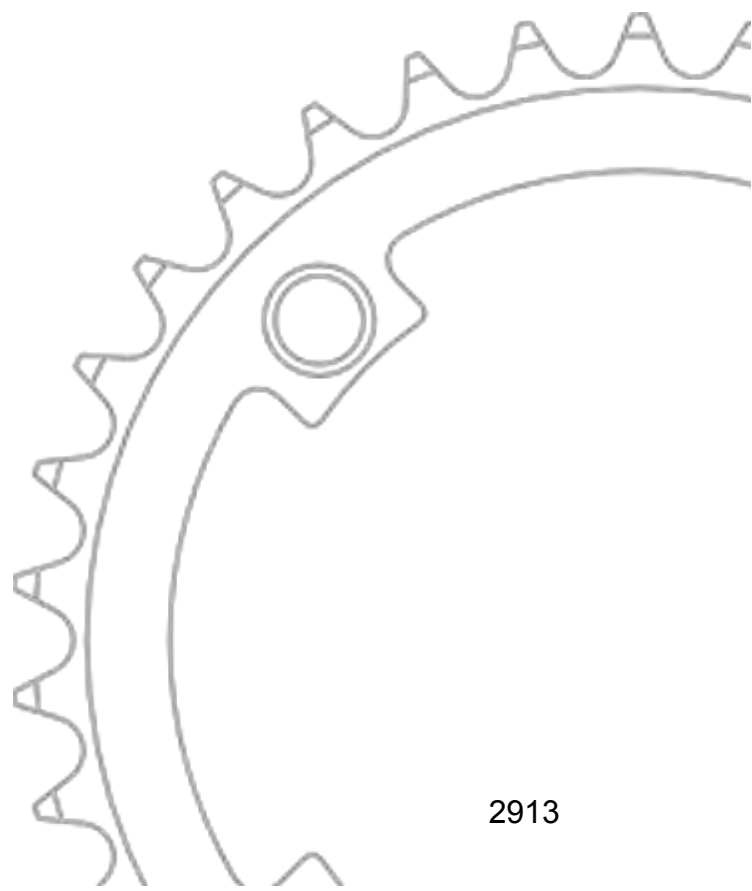
- A brief ‘warm-up’ ride along the waterfront.
- Shuttle waits to take Sandi + group up Mt Vic
- Expansive 360 degree views of Wellington, followed by downhill ride.
- Trail guide (and/or signage) points out areas of interest (eg scenes from LOTR)
- Downhill trek through the trees offers opportunity for some basic trail riding skill instruction

## The Ride – Option 2

- Potentially a shuttle to Hawkins Hill with an 11 km descent back to Aro Valley
- Easy entry level trails guide their way through a mixture of city, forest and skyline
- Proper tour guides can give tips to increase skill and confidence, which will keep tourists returning for more.
- Opportunities to stop at bike-friendly cafés, riding is seen as a part of the community.

## Après-ride

- On the way back to the bike return, shuttle stops at a local brewery or wine bar. Cyclists can relax and exchange stories of the day, make plans for another day’s ride.
- From start to end, this half day experience emphasises Wellington’s unique urban state.
- Riders can be deep in the woods, yet only minutes from the city’s cafés
- Trails open up to breathtaking views and wind their way past many tourist points throughout the city.



## APPENDIX F – WCC RISK MATRIX FRAMEWORK

### Appendix F – WCC Risk Matrix Framework

Risk Likelihood	Likelihood	Consequence				
		Insignificant	Minor	Moderate	Major	Extreme
The event can be expected to occur (80% or higher)	Almost certain	Moderate	High	Critical	Critical	Critical
The event will probably occur (60% to 80% chance)	Likely	Moderate	High	High	Critical	Critical
The event might occur at some time (30% to 60% chance)	Possible	Low	Moderate	High	High	Critical
The event could occur (5% to 30% chance)	Unlikely	Low	Moderate	Moderate	High	High
The event may occur in exceptional circumstances (<5% chance)	Rare	Low	Low	Low	Moderate	Moderate

## APPENDIX G – AUDIT TRAIL OF RATING ASSESSMENT FOR RISK TABLE

### Appendix G - Audit Trail of Rating Assessment for Risk Table

Table 15: Audit Trail of Rating Assessment for Risk

Main Risks	Likelihood	Consequence	Rating	Comments and Risk Management Strategies
Concerns from environmental groups that damage is being done to the eco system	Possible	Minor	M	<ul style="list-style-type: none"> <li>Proper trail planning can protect the eco system by reducing the instances where trail users damage the forest and undergrowth by creating their own trails.</li> <li>Effective replantation programmes with appropriate native trees and shrubs</li> </ul>
The perception of Wellington as a city frequently affected by inclement weather, could dampen enthusiasm for outdoor adventure-based activities in the region.	Possible	Insignificant	L	<ul style="list-style-type: none"> <li>The perception is misconceived. Wellington has less annual rainfall than Auckland and the same sunshine hours. Temperatures in the region are moderate and consistent.</li> <li>In addition, the many bush trails provide riders with shelter from the elements, whether wind, rain or sun. This allows for constant and dependable riding opportunities.</li> </ul>
This is simply adding another biking park region to New Zealand, rather than providing something new and original.	Unlikely	Minor	M	<ul style="list-style-type: none"> <li>While the general concept of mountain bike parks is not new in New Zealand, Wellington offers a new and unique opportunity for an extensive trail network within an urban setting.</li> <li>Wellington also offers a point of focus for the 'adventure tourist' market. This market is the single biggest segment of international tourists. Statistics indicate that half of international tourists will participate in adventure activities.<sup>27</sup></li> </ul>

<sup>27</sup> [http://www.tourismnewzealand.com/media/1030987/adventure\\_tourism\\_-\\_research\\_report.pdf](http://www.tourismnewzealand.com/media/1030987/adventure_tourism_-_research_report.pdf)



Main Risks	Likelihood	Consequence	Rating	Comments and Risk Management Strategies
<p><b>Adding another region complete with more events and venues will water down the value that mountain biking brings to all regions. There may be only a limited number of people interested in mountain biking. As such, everyone is competing for the same dollar.</b></p>	<p>Unlikely</p>	<p>Minor</p>	<p>M</p>	<ul style="list-style-type: none"> <li>Mountain biking is a growing sport across the world and no less so in New Zealand.<sup>28</sup> Wellington risks being left behind by not making the most of what the region has to offer.</li> <li>Wellington provides a strong point of difference to other mountain bike areas. It features a unique urban proximity experience in contrast with other major mountain bike areas in the country:               <ul style="list-style-type: none"> <li>Rotorua – The focus is on uplift flow trails. It is not an urban experience.</li> <li>Queenstown – The focus is on uplift flow trails, cross country, and a scenic environment. However, it is expensive to get to.</li> <li>Christchurch – This area is new and specific. It is slightly removed from the city and exposed. It has a single focus and is less of an urban experience.</li> <li>Wellington – In contrast, the region embodies an urban proximity, culture coffee, craft beer, shows, an event calendar, shopping, restaurants and family entertainment. It also features scenic views of hills and sea, epic interconnected rides and plenty of variation.</li> </ul> </li> </ul>
<p><b>Increased wear and tear on trails</b></p>	<p>Possible</p>	<p>Insignificant</p>	<p>L</p>	<ul style="list-style-type: none"> <li>Mitigated through dedicated funding for maintenance and re-design, signage etc.</li> </ul>

<sup>28</sup> [http://www.tourismnewzealand.com/media/1030290/cycling-tourism\\_profile.pdf](http://www.tourismnewzealand.com/media/1030290/cycling-tourism_profile.pdf)

Main Risks	Likelihood	Consequence	Rating	Comments and Risk Management Strategies
Increase in perceived conflict between mountain bikers and other trail users	Possible	Minor	M	<ul style="list-style-type: none"> <li>Mitigated through redesign of trails at key areas (e.g. trail merging), investment in signage, provision of more 'MTB' specific' downhill trails (with shared uphill trails), clear designation of 'walker only' trails, programmes to engender a culture of respect between code participants etc</li> </ul>
Tension between those mountain bikers who want to keep Wellington's trails 'the best kept secret' and those who wish to market their attractiveness.	Unlikely	Insignificant	L	<ul style="list-style-type: none"> <li>Mitigated through full engagement with all leaders in all parts of the Wellington mountain biking fraternity, careful match between track development and use etc.</li> <li>Retain authenticity of a number of trail and parks, adding new easier urban trails, interconnecting trails, and some better flow trails as appropriate to link up the wider regional trail network</li> </ul>
Expectations out of tune with Wellington City Council.	Unlikely	Moderate	M	<ul style="list-style-type: none"> <li>Mitigated through inclusion of a Council representative on the Governance group, close liaison between the project manager and council staff, council committees including the Economic Growth and Arts Committee and the Community Sport and Recreation Committee.</li> </ul>
Failure to deliver according to expectations	Unlikely	Moderate	M	<ul style="list-style-type: none"> <li>Mitigated through the creation and maintenance of an effective programme plan, the contracting of skilled professional resource to drive project deliverables, and appointment of experienced and motivated people to an appropriate Governance group</li> </ul>
Political and funding risk – political perception that	Unlikely	Moderate	M	<ul style="list-style-type: none"> <li>Consideration of appropriate governance including the potential involvement of WREDA as sponsor / chair, and a trust vehicle with strong regional representation from RTO and private sector</li> </ul>

Main Risks	Likelihood	Consequence	Rating	Comments and Risk Management Strategies
this is Wellington City council run and controlled, when it has a wider brief for the Wellington region				



## APPENDIX H – EXTRACT FROM THE APR REPORT

### Appendix H – Extract from the APR Report

Extract from the APR report relating to economic growth forecast for Rotorua (ROTORUA TEN-YEAR CYCLE TOURISM GROWTH STRATEGY, APR Consultants, 26 February 2014)

#### ECONOMIC IMPACT IN 2013

An estimate of the net economic impact on Rotorua in 2013 of mountain biking in the Whakarewarewa Forest was made using selected scenario levels of the number of trips made to Rotorua by visitors who cycled in the Whakarewarewa Forest and DTS visitor expenditure estimates. The direct annual economic impact of 2013 visits to Rotorua by people whose primary reason for visiting the District was to undertake mountain biking in the Whakarewarewa Forest is estimated to be range between \$6.5 million (40,000 visits to Rotorua) and \$9.7 million (60,000 visits to Rotorua). The net economic impact inclusive of multiplier effects is estimated to likely range between \$9.6 million (40,000 visits to Rotorua) and \$14.4 million (60,000 visits to Rotorua).

Table 16: Estimate of 2013 net economic impact made by visitors to Rotorua who mountain biked in the Whakarewarewa Forest using DTS visitor expenditure estimates and an average length of stay of two days

Impact metric/number of visits to Rotorua	40,000	45,000	50,000	55,000	60,000
Direct expenditure impact (\$ million)	6.5	7.3	8.1	8.9	9.7
Total impact inclusive of flow on effects (\$million)	9.6	10.8	12.0	13.2	14.4

#### PROJECTIONS OF ECONOMIC IMPACT IN 2023

Table 17 shows conservative projections of net economic impact associated with mountain biking in the Whakarewarewa Forest made using potential ten-year annual average growth rates of 2%, 5%, 10%,15% and 20% in visit numbers to Rotorua for those whose primary reason for visiting was to undertake mountain biking in the Whakarewarewa Forest. The projections were made using a base level of visitation to Rotorua by these individuals in 2013 of 50,000 visits. All other variables (eg, expenditure rates and average duration of visitor stay) used to calculate the economic impact as at 2013 were held constant. DTS-based visitor expenditure rates were used.

At levels of annual visit growth of 10% and 20% per annum the table below shows a potential net economic impact inclusive of multiplier effects of \$31.2 million and \$74.5 million respectively. The net economic impact achieved would depend on the level of investment made in mountain biking promotion between 2013 and 2023.

Table 17: Ten-year projections of net economic impact associated with mountain biking in the Whakarewarewa Forest (millions of 2013 dollars) – average length of stay **two** nights

Average Length of Stay:	Ten-year average annual growth in visiting mountain bikers to Rotorua				
	2%	5%	10%	15%	20%
<b>Two Nights</b>					
Direct expenditure impact	\$9.8	\$13.2	\$21.0	\$32.7	\$50.0
Total expenditure impact inclusive of flow-on effects	\$14.7	\$19.6	\$31.2	\$48.7	\$74.5

Table 18 shows projections of economic impact associated with mountain biking in the Whakarewarewa Forest. These projections utilised potential ten-year annual average growth rates of 2%, 5%, 10%, 15% and 20% in visit numbers to Rotorua for those whose primary reason for visiting would be to undertake mountain biking in the Whakarewarewa Forest. The average length of stay in 2023 was set to three days. The projections were made using a base level of visitation to Rotorua by these individuals in 2013 of 50,000 visits. All other variables (eg, expenditure rates) used to calculate the economic impact as at 2013 were held constant. DTS-based visitor expenditure rates were used.

At levels of annual visit growth of 10% and 20% per annum, the table below shows a total potential economic impact inclusive of multiplier effects of \$43.6 million and \$104.2 million respectively. The net economic impact achieved would depend on the level of investment made in mountain biking promotion between 2013 and 2023.

These projections are conservative because they do not take into account the economic impact attributable to mountain biking-inclusive events. Notably, economic impact methodology does not allocate an impact to visitors to Rotorua for whom cycling in the Whakarewarewa Forest was a contributing, but not a primary reason for their motivation to visit the area.

Table 18: Ten-year projections of net economic impact associated with mountain biking in the Whakarewarewa Forest (millions of 2013 dollars) – average length of stay **three** nights

Average Length of Stay:	Ten-year average annual growth in visiting mountain bikers to Rotorua				
	2%	5%	10%	15%	20%
<b>Three Nights</b>					
Direct expenditure impact	\$13.8	\$18.4	\$29.3	\$45.7	\$69.9
Total impact inclusive of flow-on effects	\$20.5	\$27.4	\$43.6	\$68.1	\$104.2

## APPENDIX I – COMPETITIVE ANALYSIS

### Appendix I – Competitive Analysis

#### Wellington

The Best Mountain Biking City in the World

- **Job Opportunity**
- **Suburban Trail Network**
- **Metropolitan Trail Network**
- **Trail Accessibility**
- **Transportation**
- **Business Opportunity**
- **Cultural Activities**
- **Bike Awareness**
- **Year Round Riding**

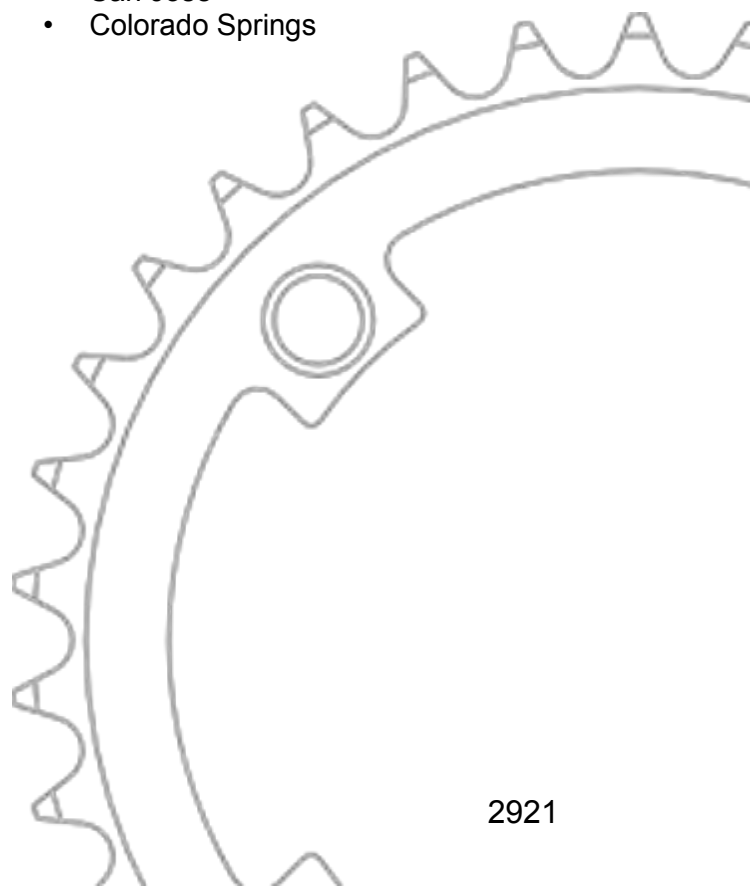
#### City Definition

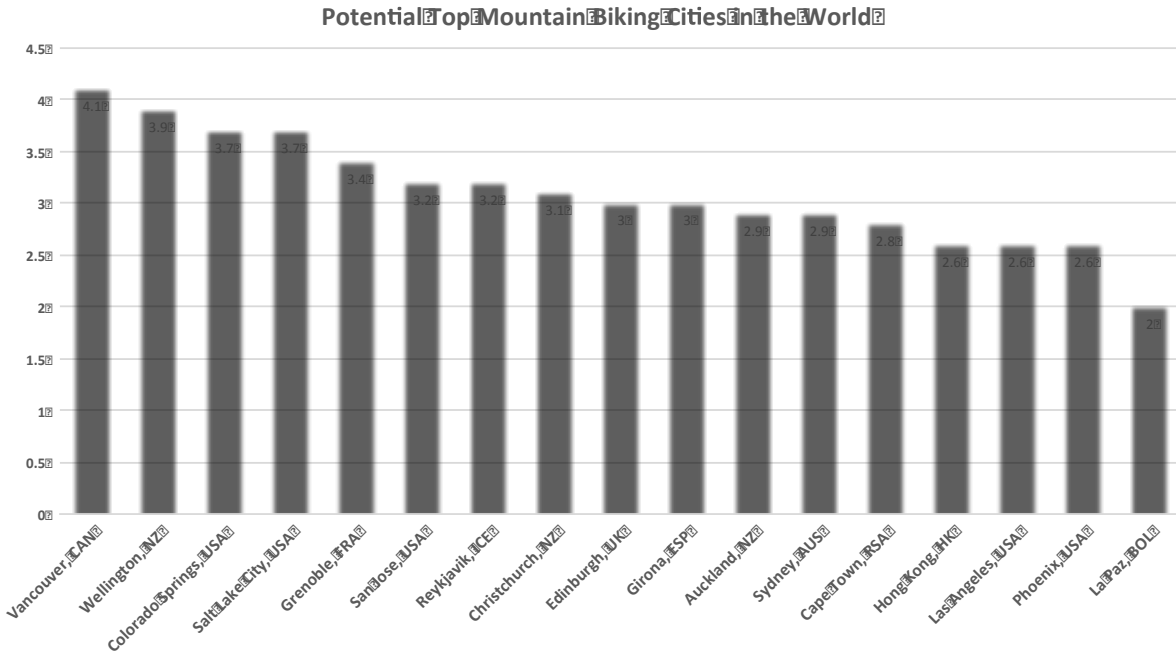
- Population greater than 100,000
- Economic Hub
- International Airport
- Public Transport Network

#### Competition

- |                  |                    |
|------------------|--------------------|
| • Vancouver      | • LA               |
| • Geneva         | • Girona           |
| • Spain          | • Reykjavik        |
| • Grenoble       | • Sydney           |
| • Salt Lake City | • Christchurch     |
| • Cape Town      | • La Paz           |
| • Hong Kong      | • Phoenix          |
| • Auckland       | • San Jose         |
| • Edinburgh      | • Colorado Springs |

Second best to Vancouver:





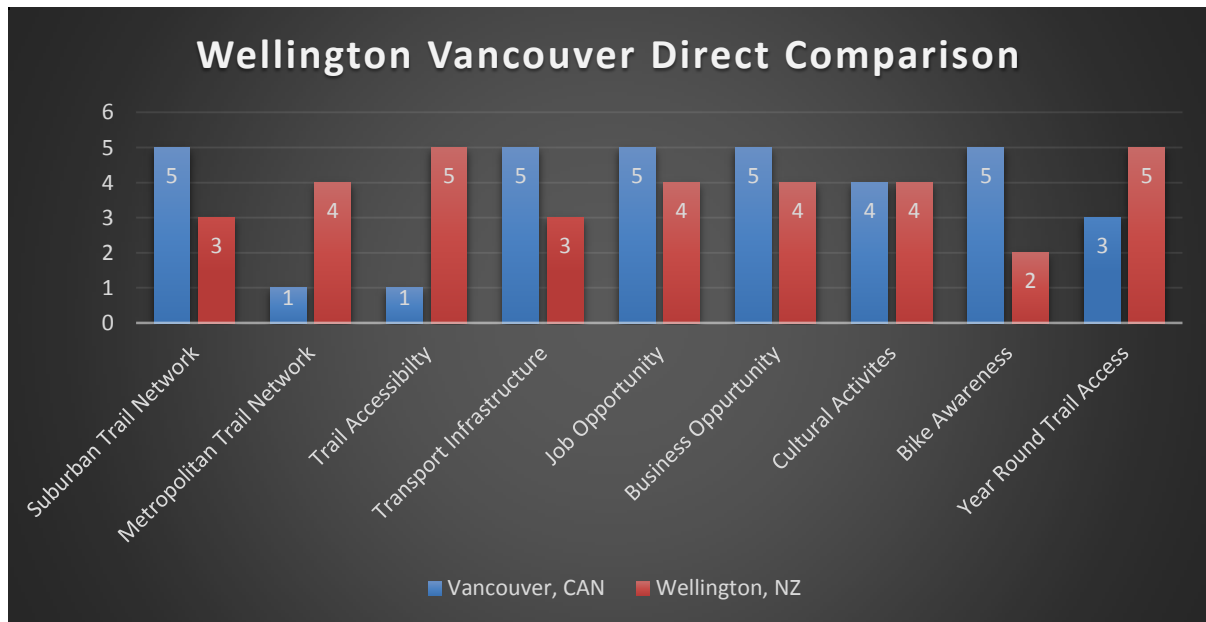
### Comparison with Vancouver:

#### Better Than Wellington

- Large population (2,400,000)
- Great wider trail Network = North Shore World Class
- Economy = Major port, financial district, software development
- 300ks+ of dedicated bike lanes in central Vancouver
- Uplift on ski slopes in Summer

#### Worse Than Wellington

- No metropolitan trails
- Must drive to trails. Minimum 45 minutes from CBD
- High cost of living
- Colder Winters
- Other outdoor options; surrounding mountains





Vision – Wellington the Best Mountain Biking City in the World

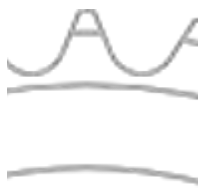
	Suburban Trail Network	Metropolitan Trail Network	Trail Accessibility	Transport Infrastructure	Job Opportunity	Business Opportunity	Cultural Activities	Bike Awareness	Year Round Trail Access
Vancouver	✓✓✓ ?	✓ ?	✓ ?	✓✓✓ ?	✓✓✓ ?	✓✓✓ ?	✓✓ ?	✓✓✓ ?	✓✓ ?
Wellington	✓✓ ?	✓✓✓ ?	✓✓✓ ?	✓ ?	✓✓ ?	✓✓ ?	✓✓ ?	✓ ?	✓✓✓ ?
Colorado Springs	✓✓✓ ?	✓✓ ?	✓✓✓ ?	✓ ?	✓ ?	✓ ?	✓ ?	✓✓✓ ?	✓ ?
Salt Lake City	✓✓ ?	✓ ?	✓✓ ?	✓✓ ?	✓✓✓ ?	✓✓✓ ?	✓✓ ?	✓✓ ?	✓ ?
Grenoble	✓✓ ?	✓ ?	✓✓ ?	✓ ?	✓ ?	✓ ?	✓✓ ?	✓✓✓ ?	✓✓ ?
Christchurch	✓✓ ?	✓ ?	✓✓ ?	✓ ?	✓✓ ?	✓✓ ?	✓ ?	✓ ?	✓✓✓ ?

City Definition

- Population greater than 100,000
- Economic Hub
- International Airport
- Public Transport Network

Commentary

Job Opportunity	Suburban Trail Network	Metropolitan Trail Network	Trail Accessibility	Transportation Infrastructure	Business Opportunity	Cultural Activities	Bike Awareness	Year Round Trail Access
Population size, job opportunity, city unemployment rate, cost of living	Trail Network within the cities defined boundaries, including uplift capabilities	Trail less than 5 minutes from CBD. Including uplift capabilities	Distance and time from CBD, secure parking facilities	Public transport network, traffic	Economical Growth, major industry hubs, innovation opportunities	Events hosted by the city; sports, arts, concerts etc	Bike support; dedicated bike lanes, driver behaviour, bike friendly accommodation and facilities, safety	Length of the year trails are rideable



## WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because: Working Clearing is very risk job, it is a very responsible job. Also very hard work. Additionally life is hard to live by minimum wage as for moment.

Name ..... Hafstrom Niraa .....

Signature .....  .....

Address ..... 12 Lavand St., Berhampore, Wellington .....

Phone ..... 02108127357 .....

Email ..... hafstrom.niraa35@gmail.com .....

I wish to make an oral submission



**From:** [Susan Noble](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 2:47:06 p.m.

<b>Name</b>	Susan Noble
<b>Email</b>	bensusie49@hotmail.com
<b>Postcode</b>	6021
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Would you like to deliver an oral submission to council in person?</b>	No

Submission to Draft Annual Plan

**Shaun O'Brien**

Featherston  
027 6726249

17<sup>th</sup> April 2015

Please note my objection to the continued fluoridation of the Wellington public water supply.

Fluoridation is deliberate pollution of the environment.

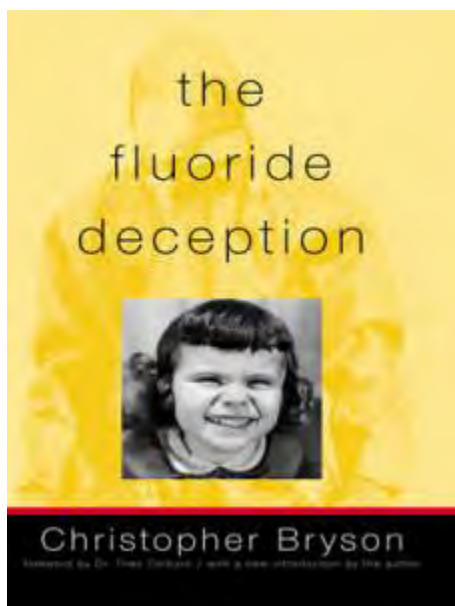
This submission contains:

1. Fluoride Jump Starts Environmental Movement
2. Toxic to the Environment
3. Fluoridation chemicals are Unnatural
4. Erin Brockovich supports End to Fluoridation

## 1. Fluoride Jump Starts Environmental Movement

### Fluoride Pollution is Real but has been Ignored

Environmentalists are seemingly unaware of how toxic fluoride has been in the history of pollution. Fluoride has destroyed crops, crippled livestock and harmed people. The history of fluoride has been laundered to hide the fact that fluoride is toxic to the environment. The worst air pollution disaster in the US was the Halloween air pollution incident in Donora, Pennsylvania. Fluoride History researcher, Chris Bryson an award winning BBC journalist who spent ten years researching fluoridation, states that the *"Environmentalists don't know that Donora was almost certainly caused by Fluoride"*. [Watch an interview](#) with Chris Bryson who explains his findings or read his book [The Fluoride Deception](#). Also, check if there is a copy of the book at your local [library](#).



## Environmental Damage from Fluoride Gases

Cow with bone disease from fluoride pollution



“Airborne fluorides have caused more worldwide damage to domestic animals than any other air pollutant.” – US Dept. of Agriculture, 1970.



Between 1957 and 1968 *“fluoride was responsible for more damage claims against industry than all twenty [nationally monitored air pollutants] combined.”*

– Dr Edward Groth, Senior Scientist, US Consumer Union.

## Halloween Air Pollution Disaster in Donora, Pennsylvania

The most notorious air pollution disaster in US history was the Halloween air pollution incident in Donora, Pennsylvania. A mill town south of Pittsburgh. In the aftermath of those deaths a researcher by the name of Philip Stadtler, a Chemist, investigated. He did blood analysis and he measured high levels of fluoride in the blood of some of the injured and the deceased. He published that data in the Chemical and Engineering News and data that found high levels of fluoride in nearby vegetation. **The Public Health**

**Service came in and said that Fluoride wasn't responsible.** The PHS story was that it was a mixture of air pollutants and bad weather that had caused the disaster.



Donora jumpstarted the Environmental movement but environmentalists don't know that Donora was certainly caused by fluoride.

Memo from Alcoa showing secret tests of fluoride on the deceased



Chris Bryson uncovered a memo from Alcoa showing that secret tests were completed on one of the deceased and the fluoride results were in line with what Stadtler found.

**The memo explains why Environmentalists don't know their own history. Donora jump started the Environmental Movement. Environmentalists don't know that Donora was almost certainly caused by Fluoride.**



## 2. Fluoride is Toxic to the Environment

The fluoride chemicals that are added to the water supplies of New Zealand's drinking water cannot be dumped onto the land, into the sea or rivers by law yet they are allowed to be added to the water supply to fluoridate the water supply.



Dr William Hirzy, Former VP of the Union and Senior Chemist at the U.S. Environmental Protection Agency sums up the situation:

**“If this stuff gets out into the air, it’s a pollutant; if it gets into the river, it’s a pollutant; if it gets into the lake, it’s a pollutant; but if it goes right straight into your drinking water system, it’s not a pollutant. That’s amazing.”**

## A Solution for the Pollution – what can we do with the toxic waste?

The [Water NZ Good Practice Guide](#) confirms that HFA is a “co product” from manufacture of phosphate fertilisers. (Point 1.5.1 on page 3).

*“[Hydrofluosilicic acid](#) is produced as a co-product in the manufacture of phosphate fertilisers. Phosphate rock, which contains fluoride and silica, is treated with sulphuric acid. This produces two gases: silicon tetrafluoride and hydrogen fluoride. These gases are passed through scrubbers where they react with water to form hydrofluosilicic acid”.*

### [Process of fluoridation chemicals](#)

Wet scrubber



The fertiliser industry’s wet scrubbers are where the Hydrogen Fluoride and Silicon Tetrafluoride gases are captured to avoid contaminating the air. The resulting solution is [Hydrofluorosilicic Acid](#).

## Extracts from Ballance Agri-Nutrients email on Monday 25 February 2013

“Hydrofluorosilicic Acid is produced by Ballance during the superphosphate manufacturing process.

During this process Ballance uses specialist equipment to extract a small amount of the naturally occurring to meet market demand for the product.

Ballance wholesales the product here in New Zealand exclusively to specialist chemical supply company Orica.

There are many uses for fluoride which in addition to water treatment include the **manufacture of non-stick fry pans and plastic bottles.**"



**Extracts from Ballance Agri-Nutrients email on Wednesday 01 May 2013**

"With regards to the concentrating and refining process, solid silica is removed and the product is diluted to a standard concentration. Nothing else is added or removed.

The only sources of phosphate in the world of a size and concentration capable of feeding the world's population are naturally occurring apatites. They all contain about 2-4% fluoride.

In New Zealand there is a huge amount of regulation in place for the safe disposal of toxic waste.

With regards to hydrofluorosilicic Acid, we only extract what is needed for use and so do not have a requirement for disposal."

	<p>Orica tanker carries toxic HFA to a water company.</p>
	<p>Water workers add Fluoride Chemicals to the shared drinking water supply</p>

### 3. Fluoridation chemicals are Unnatural

#### Fluoride chemicals added to the water supply are not natural.

##### *Fluoridation Chemicals are toxic grade fluoride*

Fluoride Chemicals added to the water supply is [toxic waste](#) and is [toxic to the environment](#).

The fluoride that is added to the water supply is sourced from the wet scrubbers of industry.

The [Water NZ Good Practice Guide](#) confirms Hydrofluorosilicic Acid is a “co product” from manufacture of phosphate fertilisers. (Point 1.5.1 on page 3).

*“[Hydrofluosilicic acid](#) is produced as a co-product in the manufacture of phosphate fertilisers. Phosphate rock, which contains fluoride and silica, is treated with sulphuric acid. This produces two gases: silicon tetrafluoride and hydrogen fluoride. These gases are passed through scrubbers where they react with water to form [hydrofluosilicic acid](#)”.*

The fluoride chemicals that are added to the water supplies of New Zealand’s drinking water cannot be dumped onto the land, into the sea or rivers by law yet they are allowed to be added to the water supply to fluoridate the water supply.



See attachments for details of the fluoridating chemicals:

[Hydrofluorosilicic acid \(H<sub>2</sub>SiF<sub>6</sub>\)](#)

[Sodium fluorosilicate \(Na<sub>2</sub>SiF<sub>6</sub>\)](#)

[Sodium fluoride \(NaF\)](#)



***Fluoride chemicals added to the water supply are not Pharmaceutical grade fluoride.***

Fluoride tablets (not even endorsed by the MOH to be taken to reduce tooth decay) are pharmaceutical grade sodium fluoride.

#### 4. Erin Brockovich supports End to Fluoridation

### World Renowned Environmentalist and Consumer Advocate speaks out for Clean Water

The true story of Erin Brockovich, portrayed by Julia Roberts, who fought against the energy corporation Pacific Gas and Electric Company (PG&E).



Brockovich's work in bringing litigation against Pacific Gas and Electric is the focus of the 2000 feature film, [Erin Brockovich](#), starring [Julia Roberts](#) in the title role. The film was nominated for five [Academy Awards](#): Best Actress in a Leading Role, Best Actor in a Supporting Role, Best Director, Best Picture, and Best Writing in a Screenplay Written Directly for the Screen. Roberts won the [Academy Award for Best Actress](#) for her portrayal of Erin Brockovich.

## **Erin Brockovich has recently come out strongly against fluoridation.**

Below is a collection of quotes she has made on fluoridation to date:

### **23 March 2015**

“The dentists were duped! Shades of Big Tobacco”

[http://www.huffingtonpost.com/2015/03/13/sugar-industry-tobacco-industry\\_n\\_6855786.html](http://www.huffingtonpost.com/2015/03/13/sugar-industry-tobacco-industry_n_6855786.html)

### **26 February 2015**

“The Battle of the Experts”

The Journal of Epidemiology & Community Health is just an old rag magazine with glossy pictures...right? **Bottomline...Water Treatment Plant Operators are not Pharmacists.”**

<http://www.newsweek.com/water-fluoridation-may-increase-risk-underactive-thyroid-disorder-309173>

### **21 February 2015**

**It’s been a big week for fluoride dose-free drinking water across our county. Arkansas House panel OKs rollback on fluoride requirement.”**

[http://thecabin.net/news/local/2015-02-17/arkansas-house-panel-oks-rollback-fluoride-requirement#.VOeR6XzF\\_Tp](http://thecabin.net/news/local/2015-02-17/arkansas-house-panel-oks-rollback-fluoride-requirement#.VOeR6XzF_Tp)

### **5 February 2015**

“Do your own reading:

<http://www.icnr.com/articles/fluoride-deposition.html>

Fluoride Deposition in the Aged Human Pineal Gland

<http://www.ncbi.nlm.nih.gov/pubmed/15725334>

Human pineal gland and melatonin in **aging and Alzheimer’s disease.**

Studies by Jennifer Luke (2001) show that fluoride accumulates in the human pineal gland to very high levels. In her Ph.D. thesis, Luke has also shown in animal studies that fluoride reduces melatonin production and



leads to **an earlier onset of puberty (Luke 1997)**. Consistent with Luke's findings, one of the earliest fluoridation trials in the United States (Schlesinger 1956) reported that on average young girls in the fluoridated community reached menstruation 5 months earlier than girls in the non-fluoridated community. Inexplicably, no fluoridating country has attempted **to reproduce either Luke's or Schlesinger's findings or examine the issue any further."**

# Safety Data Sheet



## 1. IDENTIFICATION OF THE MATERIAL AND SUPPLIER

**Product Name:** HYDROFLUOROSILICIC ACID

**Other name(s):** Hydrofluosilicic acid; Hydrosilicofluoric acid; HFA.

**Recommended Use:** Water fluoridation; sterilising equipment.

**Supplier:** Orica New Zealand Limited

**Street Address:** Orica Chemnet House  
Level four, 123 Carlton Gore Road  
Newmarket, Auckland  
New Zealand

**Telephone Number:** +64 9 368 2700

**Facsimile:** +64 9 368 2710

**Emergency Telephone:** 0 800 734 607 (ALL HOURS)

## 2. HAZARDS IDENTIFICATION

Classified as a Dangerous Good according to NZS 5433:2007 Transport of Dangerous Goods on Land.

Classified as hazardous according to criteria in the HS (Minimum Degrees of Hazard) Regulations 2001.



### Subclasses:

Subclass 6.1 Category D - Substances which are acutely toxic.  
Subclass 8.1 Category A - Substances that are corrosive to metals.  
Subclass 8.2 Category C - Substances that are corrosive to dermal tissue.  
Subclass 8.3 Category A - Substances that are corrosive to ocular tissue.

Approval Number: HSR004496

### Hazard and Precautionary Information:

Danger.

May be corrosive to metals. Harmful if swallowed. Causes severe skin burns and eye damage. Causes serious eye damage. Keep out of reach of children. Read label before use. Read Safety Data Sheet before use. Keep only in original container. Do not breathe dust/fume/gas/mist/vapours/spray. Wash hands, arms and face thoroughly after handling. Do not eat, drink or smoke when using this product. Wear protective gloves/protective clothing/eye protection/face protection. If medical advice is needed, have product container or label at hand. IF SWALLOWED: Call a POISON CENTER or doctor/physician if you feel unwell. Do NOT induce vomiting. IF ON SKIN(or hair): IF ON SKIN(or hair): Remove/Take off immediately all contaminated clothing. Rinse skin with water/shower. IF INHALED: Remove to fresh air and keep at rest in a position comfortable for breathing. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. Immediately call a POISON CENTER or doctor/physician. Specific treatment (see First Aid Measures on this Safety Data Sheet). Wash contaminated clothing before re-use. Absorb spillage to prevent material damage. Store in corrosive resistant container with a resistant inner liner. Store locked up. In case of a substance that is in compliance with a HSNO approval other than a Part 6A (Group Standards) approval, a label must provide a description of one or more appropriate and achievable methods for the disposal of a substance in accordance with the Hazardous Substances (Disposal) Regulations 2001. This may also include any method of disposal that must be avoided.

## 3. COMPOSITION/INFORMATION ON INGREDIENTS

Product Name: HYDROFLUOROSILICIC ACID  
Substance No: 000000015539

Issued: 01/12/2010  
Version: 3

# Safety Data Sheet



## 3. COMPOSITION/INFORMATION ON INGREDIENTS

Components	CAS Number	Proportion	Risk Phrases
Fluorosilicic acid	16961-83-4	17.5-22%	R34, R41
Water	7732-18-5	to 100%	-

## 4. FIRST AID MEASURES

For advice, contact a Poisons Information Centre (e.g. phone Australia 131 126; New Zealand 0800 764 766) or a doctor at once.

### Inhalation:

Remove victim from area of exposure - avoid becoming a casualty. Remove contaminated clothing and loosen remaining clothing. Allow patient to assume most comfortable position and keep warm. Keep at rest until fully recovered. If patient finds breathing difficult and develops a bluish discolouration of the skin (which suggests a lack of oxygen in the blood - cyanosis), ensure airways are clear of any obstruction and have a qualified person give oxygen through a face mask. Apply artificial respiration if patient is not breathing. Seek immediate medical advice.

### Skin Contact:

If skin contact occurs, immediately remove contaminated clothing. Flush skin under running water for 15 minutes. Then apply calcium gluconate gel. Contact the Poisons Information Centre. For skin burns, cover with a clean, dry dressing until medical help is available.

### Eye Contact:

Immediately wash in and around the eye area with large amounts of water for at least 15 minutes. Eyelids to be held apart. Remove clothing if contaminated and wash skin. Urgently seek medical assistance. Transport to hospital or medical centre. Continue to wash with large amounts of water until medical help is available.

### Ingestion:

Immediately rinse mouth with water. If swallowed, do NOT induce vomiting. Give a glass of water. Seek immediate medical assistance.

### Medical attention and special treatment:

Treat symptomatically. Material is corrosive. Can cause corneal burns. Can cause pulmonary oedema. Effects may be delayed.

## 5. FIRE FIGHTING MEASURES

### Hazards from combustion products:

Non-combustible material.

### Precautions for fire fighters and special protective equipment:

Decomposes on heating emitting toxic fumes, including those of hydrogen fluoride. Fire fighters to wear self-contained breathing apparatus and suitable protective clothing if risk of exposure to products of decomposition.

### Suitable Extinguishing Media:

Not combustible, however, if material is involved in a fire use: Fine water spray, normal foam, dry agent (carbon dioxide, dry chemical powder).

Hazchem Code: 2X

## 6. ACCIDENTAL RELEASE MEASURES

### Emergency procedures:

Clear area of all unprotected personnel. Wear protective equipment to prevent skin and eye contact and inhalation of vapours/dusts. If contamination of sewers or waterways has occurred advise local emergency services.

**Methods and materials for containment and clean up:**

Contain - prevent run off into drains and waterways. Use absorbent (soil, sand or other inert material). Neutralise with lime or soda ash. Collect and seal in properly labelled containers or drums for disposal.

## 7. HANDLING AND STORAGE

**Precautions for safe handling:** Avoid skin and eye contact and breathing in vapour, mists and aerosols. Always add the acid to water, never the reverse. Not to be available except to authorised or licensed persons.

**Conditions for safe storage:** Keep locked up. Keep away from children and animals. Store in a cool, dry, well ventilated place and out of direct sunlight. Store away from foodstuffs. Store away from incompatible materials described in Section 10. Keep dry - reacts with water, may lead to drum rupture. Keep containers closed when not in use - check regularly for leaks.

## 8. EXPOSURE CONTROLS/PERSONAL PROTECTION

**Occupational Exposure Limits:** No value assigned for this specific material by the New Zealand Occupational Safety and Health Service (OSH). However, Workplace Exposure Standard(s) for related component(s):

Fluorides, as F: WES-TWA 2.5 mg/m<sup>3</sup>, bio

Hydrogen fluoride, as F: Ceiling 3 ppm, 2.6 mg/m<sup>3</sup>

As published by the New Zealand Occupational Safety and Health Service (OSH).

WES - TWA (Workplace Exposure Standard - Time Weighted Average) - The eight-hour, time-weighted average exposure standard is designed to protect the worker from the effects of long-term exposure.

'bio' - Biological Exposure Index.

WES - Ceiling (Workplace Exposure Standard - Ceiling). A concentration that should not be exceeded during any part of the working day.

These Exposure Standards are guides to be used in the control of occupational health hazards. All atmospheric contamination should be kept to as low a level as is workable. These exposure standards should not be used as fine dividing lines between safe and dangerous concentrations of chemicals. They are not a measure of relative toxicity.

**Engineering controls:**

Use in well ventilated areas. Ensure ventilation is adequate and that air concentrations of components are controlled below quoted Exposure Standards. If inhalation risk exists: Use with local exhaust ventilation or while wearing suitable mist respirator. Keep containers closed when not in use.

**Personal Protective Equipment:**

The selection of PPE is dependant on a detailed risk assessment. The risk assessment should consider the work situation, the physical form of the chemical, the handling methods, and environmental factors.

Orica Personal Protection Guide No. 1, 1998: D - OVERALLS, RUBBER BOOTS, CHEMICAL GOGGLES, FACE SHIELD, SAFETY SHOES, GLOVES (Long), APRON.

# Safety Data Sheet



Wear overalls, chemical goggles, face shield, elbow-length impervious gloves, splash apron and rubber boots. Always wash hands before smoking, eating, drinking or using the toilet. Wash contaminated clothing and other protective equipment before storage or re-use.

If risk of inhalation exists, wear suitable mist respirator meeting the requirements of AS/NZS 1715 and AS/NZS 1716.

## 9. PHYSICAL AND CHEMICAL PROPERTIES

<b>Physical state:</b>	Liquid
<b>Colour:</b>	Pale Yellow
<b>Odour:</b>	Characteristic , Pungent , Acidic
<b>Solubility:</b>	Miscible with water.
<b>Specific Gravity:</b>	1.16-1.22 @ 20°C
<b>Relative Vapour Density (air=1):</b>	Not available
<b>Vapour Pressure (20 °C):</b>	18 mmHg
<b>Flash Point (°C):</b>	Not applicable
<b>Flammability Limits (%):</b>	Not applicable
<b>Autoignition Temperature (°C):</b>	Not applicable
<b>Boiling Point/Range (°C):</b>	>100
<b>Decomposition Point (°C):</b>	105
<b>pH:</b>	Not available
<b>Freezing Point/Range (°C):</b>	ca. 0

## 10. STABILITY AND REACTIVITY

<b>Chemical stability:</b>	Stable under normal ambient and anticipated storage and handling conditions of temperature and pressure.
<b>Conditions to avoid:</b>	Avoid contact with foodstuffs. Avoid contact with metals. Avoid contact with combustible substances. Always add acid to water, never the reverse, due to significant exothermic reaction.
<b>Incompatible materials:</b>	Incompatible with alkalis , organic chemicals , and metals .
<b>Hazardous decomposition products:</b>	Hydrogen fluoride. Hydrogen. Silicon tetrafluoride. Fluorides.
<b>Hazardous reactions:</b>	Reacts exothermically on dilution with water. Corrosive to metals. Can evolve hydrogen on contact with metals. Reacts violently with alkalis and organic chemicals . May corrode glass. Hazardous polymerisation will not occur.

## 11. TOXICOLOGICAL INFORMATION

No adverse health effects expected if the product is handled in accordance with this Safety Data Sheet and the product label. Symptoms or effects that may arise if the product is mishandled and overexposure occurs are:

# Safety Data Sheet



**Ingestion:** Swallowing can result in nausea, vomiting, diarrhoea, abdominal pain and chemical burns to the gastrointestinal tract. Swallowing can result in chemical burns to the mouth, throat and abdomen; perforation of the gastrointestinal tract and vomiting of blood and eroded tissue. Collapse and coma may result.

**Eye contact:** A severe eye irritant. Corrosive to eyes; contact can cause corneal burns. Contamination of eyes can result in permanent injury. Contact with eyes even for short periods can cause blindness.

**Skin contact:** Contact with skin will result in severe irritation. Corrosive to skin - may cause skin burns.

**Inhalation:** Breathing in vapour will produce respiratory irritation. Delayed (up to 48 hours) fluid build up in the lungs may occur.

**Long Term Effects:** Repeated or prolonged exposure may result in bone changes (fluorosis). Repeated exposure may cause respiratory problems.

**Toxicological Data:** No LD50 data available for the product. For the constituent FLUOSILICIC ACID:  
Oral LD50 (rat): 430 mg/kg.

## 12. ECOLOGICAL INFORMATION

**Ecotoxicity** Avoid contaminating waterways.

## 13. DISPOSAL CONSIDERATIONS

**Disposal methods:** Refer to Waste Management Authority. Dispose of material through a licensed waste contractor. Decontamination and destruction of containers should be considered.

## 14. TRANSPORT INFORMATION

### Road and Rail Transport

Classified as a Dangerous Good according to NZS 5433:2007 Transport of Dangerous Goods on Land.



**UN No:** 1778  
**Class-primary** 8 Corrosive  
**Packing Group:** II  
**Proper Shipping Name:** FLUOROSILICIC ACID  
**Hazchem Code:** 2X

### Marine Transport

Classified as Dangerous Goods by the criteria of the International Maritime Dangerous Goods Code (IMDG Code) for transport by sea; DANGEROUS GOODS.

**UN No:** 1778

*Product Name: HYDROFLUOROSILICIC ACID*  
*Substance No: 000000015539*

*Issued: 01/12/2010*  
*Version: 3*

# Safety Data Sheet



**Class-primary:** 8 Corrosive  
**Packing Group:** II  
**Proper Shipping Name:** FLUOROSILICIC ACID

## Air Transport

Classified as Dangerous Goods by the criteria of the International Air Transport Association (IATA) Dangerous Goods Regulations for transport by air; DANGEROUS GOODS.

**UN No:** 1778  
**Class-primary:** 8 Corrosive  
**Packing Group:** II  
**Proper Shipping Name:** FLUOROSILICIC ACID

## 15. REGULATORY INFORMATION

### Classification:

Classified as hazardous according to criteria in the HS (Minimum Degrees of Hazard) Regulations 2001.

### Subclasses:

Subclass 6.1 Category D - Substances which are acutely toxic.  
Subclass 8.1 Category A - Substances that are corrosive to metals.  
Subclass 8.2 Category C - Substances that are corrosive to dermal tissue.  
Subclass 8.3 Category A - Substances that are corrosive to ocular tissue.

Approval Number: HSR004496

## 16. OTHER INFORMATION

'Registry of Toxic Effects of Chemical Substances'. Ed. D. Sweet, US Dept. of Health & Human Services: Cincinnati, 04/2010.

This safety data sheet has been prepared by SH&E Shared Services, Orica.

### Reason(s) for Issue:

5 Yearly Revised Primary SDS

This SDS summarises to our best knowledge at the date of issue, the chemical health and safety hazards of the material and general guidance on how to safely handle the material in the workplace. Since Orica Limited cannot anticipate or control the conditions under which the product may be used, each user must, prior to usage, assess and control the risks arising from its use of the material.

If clarification or further information is needed, the user should contact their Orica representative or Orica Limited at the contact details on page 1.

Orica Limited's responsibility for the material as sold is subject to the terms and conditions of sale, a copy of which is available upon request.



# Safety Data Sheet

## 1. IDENTIFICATION OF THE MATERIAL AND SUPPLIER

**Product Name:** SODIUM FLUOROSILICATE

**Other name(s):** Disodium hexafluorosilicate; Sodium silicon fluoride; Sodium silicofluoride.

**Recommended Use:** Water fluoridation, wood and leather preservative, etchant for opalescent glass.

**Supplier:** Orica New Zealand Limited  
**Street Address:** Orica Chemnet House  
 Level four, 123 Carlton Gore Road  
 Newmarket, Auckland  
 New Zealand

**Telephone Number:** +64 9 368 2700  
**Facsimile:** +64 9 368 2710  
**Emergency Telephone:** 0 800 734 607 (ALL HOURS)

## 2. HAZARDS IDENTIFICATION

Classified as a Dangerous Good according to NZS 5433:2007 Transport of Dangerous Goods on Land.

Classified as hazardous according to criteria in the HS (Minimum Degrees of Hazard) Regulations 2001.

**Subclasses:** Subclass 6.1 Category C - Substances which are acutely toxic.  
 Subclass 6.4 Category A - Substances that are irritating to the eye.  
 Subclass 9.3 Category B - Substances that are ecotoxic to terrestrial vertebrates.

## 3. COMPOSITION/INFORMATION ON INGREDIENTS

Components / CAS Number	Proportion	Risk Phrases
Sodium fluorosilicate 16893-85-9	100%	R23/24/25

## 4. FIRST AID MEASURES

For advice, contact a Poisons Information Centre (Phone eg. Australia 131 126; New Zealand 0 800 764766) or a doctor at once. Urgent hospital treatment is likely to be needed.

**Inhalation:** Remove victim from area of exposure - avoid becoming a casualty. Remove contaminated clothing and loosen remaining clothing. Allow patient to assume most comfortable position and keep warm. Keep at rest until fully recovered. If patient finds breathing difficult and develops a bluish discolouration of the skin (which suggests a lack of oxygen in the blood - cyanosis), ensure airways are clear of any obstruction and have a qualified person give oxygen through a face mask. Apply artificial respiration if patient is not breathing. Seek immediate medical advice.

**Product Name:** SODIUM FLUOROSILICATE  
**Substance No:** 000031020201

**Issued:** 05/09/2008 **Version:** 2



# Safety Data Sheet

- Skin Contact:** If skin or hair contact occurs, immediately remove any contaminated clothing and wash skin and hair thoroughly with running water. This material can be absorbed through the skin with resultant toxic effects. Seek immediate medical assistance.
- Eye Contact:** If in eyes, hold eyelids apart and flush the eye continuously with running water. Continue flushing until advised to stop by the Poisons Information Centre or a doctor, or for at least 15 minutes.
- Ingestion:** Immediately rinse mouth with water. If swallowed, do NOT induce vomiting. Give a glass of water. Get to a doctor or hospital quickly.
- Medical attention and special treatment:** Treat symptomatically.

## 5. FIRE FIGHTING MEASURES

**Hazards from combustion products:** Non-combustible material.

**Precautions for fire fighters and special protective equipment:** Fire fighters to wear self-contained breathing apparatus and suitable protective clothing if risk of exposure to products of decomposition.

**Suitable Extinguishing Media:** Not combustible, however, if material is involved in a fire use: Fine water spray, normal foam, dry agent (carbon dioxide, dry chemical powder).

**Hazchem Code:** 2X

## 6. ACCIDENTAL RELEASE MEASURES

**Emergency procedures:** Clear area of all unprotected personnel. If contamination of sewers or waterways has occurred advise local emergency services.

**Methods and materials for containment and clean up:** Wear protective equipment to prevent skin and eye contact and breathing in dust. Work up wind or increase ventilation. Cover with damp absorbent (inert material, sand or soil). Sweep or vacuum up, but avoid generating dust. Collect and seal in properly labelled containers or drums for disposal.

## 7. HANDLING AND STORAGE

**Precautions for safe handling:** Avoid skin and eye contact and breathing in dust. Avoid handling which leads to dust formation. Keep out of reach of children.

**Product Name:** SODIUM FLUROSILICATE  
**Substance No:** 000031020201

**Issued:** 05/09/2008

**Version:** 2

# Safety Data Sheet

**Conditions for safe storage:** Store in a cool, dry, well ventilated place and out of direct sunlight. Store away from foodstuffs. Store away from incompatible materials described in Section 10. Keep containers closed when not in use - check regularly for spills.

## 8. EXPOSURE CONTROLS/PERSONAL PROTECTION

### Occupational Exposure Limits:

No value assigned for this specific material by the New Zealand Occupational Safety and Health Service (OSH). However, Workplace Exposure Standard(s) for constituent(s):

Fluorides, as F: WES-TWA 2.5 mg/m<sup>3</sup>, bio

As published by the New Zealand Occupational Safety and Health Service (OSH).

WES - TWA (Workplace Exposure Standard - Time Weighted Average) - The eight-hour, time-weighted average exposure standard is designed to protect the worker from the effects of long-term exposure.

'bio' - Biological Exposure Index.

These Exposure Standards are guides to be used in the control of occupational health hazards. All atmospheric contamination should be kept to as low a level as is workable. These exposure standards should not be used as fine dividing lines between safe and dangerous concentrations of chemicals. They are not a measure of relative toxicity.

### Engineering controls:

Ensure ventilation is adequate and that air concentrations of components are controlled below quoted Exposure Standards. Avoid generating and breathing in dusts. Use with local exhaust ventilation or while wearing dust mask. Keep containers closed when not in use.

### Personal Protective Equipment:

The selection of PPE is dependant on a detailed risk assessment. The risk assessment should consider the work situation, the physical form of the chemical, the handling methods, and environmental factors.

Orica Personal Protection Guide No. 1, 1998: F - OVERALLS, SAFETY SHOES, CHEMICAL GOGGLES, GLOVES, DUST MASK.



Wear overalls, chemical goggles and impervious gloves. Avoid generating and inhaling dusts. If dust exists, wear dust mask/respirator meeting the requirements of AS/NZS 1715 and AS/NZS 1716. Always wash hands before smoking, eating, drinking or using the toilet. Wash contaminated clothing and other protective equipment before storage or re-use.

**Product Name:** SODIUM FLUROSILICATE  
**Substance No:** 000031020201

**Issued:** 05/09/2008

**Version:** 2



# Safety Data Sheet

## 9. PHYSICAL AND CHEMICAL PROPERTIES

**Physical state:** Crystalline Powder

**Colour:** White  
**Odour:** Pungent

**Molecular Formula:** Na<sub>2</sub>SiF<sub>6</sub>  
**Solubility:** Soluble in water.  
**Specific Gravity:** 2.68  
**Relative Vapour Density (air=1):** Not applicable  
**Vapour Pressure (20 °C):** Not applicable  
**Flash Point (°C):** Not applicable  
**Autoignition Temperature (°C):** Not applicable  
**% Volatile by Volume:** Not available  
**Solubility in water (g/L):** Not available  
**Melting Point/Range (°C):** Not available  
**Boiling Point/Range (°C):** Not available  
**Decomposition Point (°C):** 500  
**pH:** 6 - 7

## 10. STABILITY AND REACTIVITY

**Chemical stability:** No information available.

**Conditions to avoid:** Avoid dust generation.

**Incompatible materials:** Incompatible with metals and acids .

**Hazardous decomposition products:** None known.

**Hazardous reactions:** None known.

## 11. TOXICOLOGICAL INFORMATION

No adverse health effects expected if the product is handled in accordance with this Safety Data Sheet and the product label. Symptoms or effects that may arise if the product is mishandled and overexposure occurs are:

**Ingestion:** Swallowing can result in nausea, vomiting, diarrhoea, and abdominal pain. Larger exposures may result in muscular weakness, shock, convulsions and spasms. Can be fatal due to respiratory and cardiac failure.

**Eye contact:** An eye irritant.

**Product Name:** SODIUM FLUOROSILICATE  
**Substance No:** 000031020201

**Issued:** 05/09/2008

**Version:** 2



# Safety Data Sheet

**Skin contact:** Contact with skin may result in irritation.

**Inhalation:** Breathing in dust may result in respiratory irritation. Breathing in high concentrations may result in the same symptoms described for 'INGESTION'.

**Long Term Effects:**  
Repeated or prolonged exposure may result in fluorosis.

### Toxicological Data:

Oral LD50 (rat): 125 mg/kg.  
SKIN: Mild irritant (rabbit).  
EYES: Severe irritant (rabbit).

Fluorosis in humans can result with the repeated ingestion of >6mg of fluorine per day. The fluoride accumulates in bone and can lead to the development of osteosclerosis and other bone changes. Teeth may also be affected.

Symptoms of fluorosis may include weight loss, brittle bones, anaemia, weakness and stiffness of joints.

## 12. ECOLOGICAL INFORMATION

**Ecotoxicity** Avoid contaminating waterways. Although an active ingredient in this material is toxic to the aquatic environment, if used in accordance with the recommendations it is not expected to present a risk to the environment.

## 13. DISPOSAL CONSIDERATIONS

**Disposal methods:** Refer to local government authority for disposal recommendations. Dispose of material through a licensed waste contractor. Decontamination and destruction of containers should be considered.

## 14. TRANSPORT INFORMATION

**Road and Rail Transport**  
Classified as a Dangerous Good according to NZS 5433:2007 Transport of Dangerous Goods on Land.



**UN No:** 2674  
**Class-primary** 6.1 Toxic  
**Packing Group:** III  
**Proper Shipping Name:** SODIUM FLUOROSILICATE  
**Hazchem Code:** 2X

**Product Name:** SODIUM FLUOROSILICATE  
**Substance No:** 000031020201

**Issued:** 05/09/2008 **Version:** 2



# Safety Data Sheet

### Marine Transport

Classified as Dangerous Goods by the criteria of the International Maritime Dangerous Goods Code (IMDG Code) for transport by sea; DANGEROUS GOODS.

**UN No:** 2674  
**Class-primary:** 6.1 Toxic  
**Packing Group:** III  
**Proper Shipping Name:** SODIUM FLUOROSILICATE

### Air Transport

Classified as Dangerous Goods by the criteria of the International Air Transport Association (IATA) Dangerous Goods Regulations for transport by air; DANGEROUS GOODS.

**UN No:** 2674  
**Class-primary:** 6.1 Toxic  
**Packing Group:** III  
**Proper Shipping Name:** SODIUM FLUOROSILICATE

## 15. REGULATORY INFORMATION

**Classification:** Classified as hazardous according to criteria in the HS (Minimum Degrees of Hazard) Regulations 2001.

**Subclasses:** Subclass 6.1 Category C - Substances which are acutely toxic.  
Subclass 6.4 Category A - Substances that are irritating to the eye.  
Subclass 9.3 Category B - Substances that are ecotoxic to terrestrial vertebrates.

## 16. OTHER INFORMATION

'Registry of Toxic Effects of Chemical Substances'. Ed. D. Sweet, US Dept. of Health & Human Services: Cincinnati, 2008.  
In: 'The Dictionary of Substances and their Effects'. Ed. Gangolli S. Royal Society of Chemistry, 1999.

**Reason(s) for Issue:**  
5 Yearly Revised Primary MSDS

This MSDS summarises to our best knowledge at the date of issue, the chemical health and safety hazards of the material and general guidance on how to safely handle the material in the workplace. Since Orica Limited cannot anticipate or control the conditions under which the product may be used, each user must, prior to usage, assess and control the risks arising from its use of the material.

If clarification or further information is needed, the user should contact their Orica representative or Orica Limited at the contact details on page 1.

**Product Name:** SODIUM FLUOROSILICATE  
**Substance No:** 000031020201

**Issued:** 05/09/2008 **Version:** 2



# Safety Data Sheet

Orica Limited's responsibility for the material as sold is subject to the terms and conditions of sale, a copy of which is available upon request.

**Product Name:** SODIUM FLUOROSILICATE  
**Substance No:** 000031020201

**Issued:** 05/09/2008      **Version:** 2  
Page 7 of 7




## WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because: I am one of the contracted cleaners for Council. I work hard I only paid minimum wages which is hardly enough for me to survive. I deserve a living wage.

Name ..... Seifudin Mohammed Omar  
 Signature .....   
 Address ..... 283D Pintow Street Berhampore  
 Phone ..... 0273608010  
 Email ..... seifudinmohammed@gmail.com

I wish to make an oral submission



## WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

Our wages is not enough to put food on table and not enough to look after my family and educate ~~them~~ my children. Our wages not enough to give us <sup>good</sup> health ~~we~~ we need and good life and happy Living wages. we need it to help ~~our~~ our family if city council help us to start give ~~up~~ us living wages and the rest will give follow.

Name ..... Mele Peava  
 Signature ..... *Mele Peava*  
 Address ..... 17 Baldwin Street  
 Phone ..... (04) 6502729 or 0278074210  
 Email ..... melepeava@gmail.com

I wish to make an oral submission

## WELLINGTON CITY COUNCIL 2015-25

### LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because: *It gives the workers the urge to work harder and to do more than they can. ☺*

Name ..... *Lisiate Rawa* .....

Signature ..... *Lisiate Rawa* .....

Address ..... *17 Baldwin St Moera Lower Hutt* .....

Phone ..... *022-430-1506* .....

Email ..... *lisiate\_ait@hotmail.com* .....

I wish to make an oral submission

**From:** [Luke Pettersen](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 2:58:47 p.m.

<b>Name</b>	Luke Pettersen
<b>Email</b>	petterssenlukeeg@gmail.com
<b>Postcode</b>	6011
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	Look at successful cities that focus on cycling. Currently we aren't.
<b>Would you like to deliver an oral submission to council in person?</b>	Yes



## Submission on the Wellington City Council Long Term Plan 2015-25

To: Wellington City Council (the Council)  
From: Property Council New Zealand (Property Council)

### **About Property Council**

1. Property Council is a member-led, not-for-profit organisation offering a collective voice for the commercial property industry. Our members include the owners, investors, managers and developers of office, retail, industrial and residential property; as well as planners, policy makers, engineers, lawyers, architects and other property professionals.
2. Our broad membership requires us to consider all aspects of the built environment, and we promote sound policies and requirements which benefit New Zealand as a whole. We advocate for quality urban growth that supports strong national and local economies.
3. We strive to serve our members through research, policy development, advocacy, education and networking event programmes nationally and regionally, raising the industry profile as we go.

### **Submission**

4. Property Council appreciates the opportunity to submit on the Council's Long Term Plan 2015-25 (LTP).
5. In principle, Property Council supports the option of investing for growth. Higher rates of economic growth would have several positive multiplier effects – increased investment levels would lead to more jobs, wealth and prosperity, a better standard of living as well as migration (which would in-turn further increase demand). We therefore encourage the Council to promote and facilitate growth in this respect.
6. The challenge will be accomplishing the good intentions of the LTP in a cost effective and efficient manner. In order to be able to do so, it is vital the Council collaborates with its private sector stakeholders.

### *General comments*

7. Property Council supports the Council taking a fresh approach to its relationship with Government. Effective engagement and partnering in this respect is key to achieving the growth that the city needs.
8. We support the installation of wireless car park sensors in principle given it is likely to result in lower average parking prices and increased parking availability.
9. We support the Council's decision to sell non-essential/underperforming assets. The proposed sale of some long term leases is a step in the right direction as it would encourage owners to invest in the asset. Property Council stresses that selling an asset does not mean it disappears from the city, but that it adds to the rating base.

### *Rates and finance*

10. Property Council is encouraged to note the Council's prospective financial statements forecast significant surpluses, ranging from \$11.9m to close to \$20m over the next 10 years.
11. Property Council notes that the Council's borrowings are forecast to increase significantly over the next 10 years with total borrowings (current and non-current) forecasted to be \$814.827m. While we appreciate the inclusion of several capital projects in the draft LTP, higher debt would mean a higher interest burden on ratepayers. As such, Property Council submits that the Council needs to ensure its borrowings result in inter-generational benefits.
12. Property Council has always advocated for rates increases being no more than the rate of inflation. We note the Council intends to increase rates by 3.1% or 3.9% on average over the next 10 years, depending on the choice made. Since 2000, New Zealand inflation has averaged around 2.7%. In the year to the December 2014 quarter, inflation increased by 0.8% and is expected to remain under 1% in 2020 as well as 2030<sup>1</sup>. Even if the choice of *business as usual* is taken, the proposed rates increase of 3.1% on average is therefore at odds with the very low forecasted inflation rate. Also, the proposed increases are significant and will have a cumulative effect. Commercial property owners are unlikely to be able to recoup these costs by increasing rent by 3.1% on average each year. In this respect, high rates will have negative impacts in terms of encouraging business and investment.
13. Property Council opposes business differentials as they are generally not linked to any specific cost incurred. They are usually neither balanced nor evidence based charges. This is inequitable and a short-sighted revenue raising mechanism as increasing the cost of doing business, particularly when compared to other cities, leads to less investment and capital into Wellington. As such, Property Council instead favours appropriately applied targeted rates, linked to specific costs incurred, to be a more transparent and efficient mechanism.
14. Property Council is very disappointed that instead of considering to reduce the differential rates, as other cities are doing, with a view to phasing them out completely, the Council is proposing to retain the rates differential at a ratio of 2.8:1, that is, a commercial sector ratepayer will contribute 2.8 times more to the general rate than residential ratepayer for each dollar of rateable property capital value. As noted in the LTP (see below), commercial ratepayers own 21% of the city's property but pay 46% of the rates. This is disproportionate, discourages investment and is at clear odds with the Council's aim of encouraging investment into Wellington. We need to decrease the costs of doing business in Wellington, from inefficient consent processes through to rates. This is vital to achieving the Council's vision in this LTP.

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<sup>1</sup> <http://www.tradingeconomics.com/new-zealand/forecast>

# 21%

Commercial ratepayers own 21 percent of Wellington's property (measured according to dollar value) but pay 46 percent of the rates. If this difference was evened out, homeowners would pay about \$30 million more every year. This ratio (the rates differential) has been reduced in recent years and it is not proposed to be changed as part of this plan.

15. Property Council requests the Council to set up a central city board that has a say in how the downtown city centre targeted rates are spent. In particular, the downtown rates appear to be used for tourist and entertainment related purposes rather than on initiatives that will stimulate business growth. This appears inappropriate and we cannot continue paying targeted rates without having a direct say on how they are spent.

#### *Projects and funding*

16. As stated above, Property Council supports the *invest for growth* option and the Council's commitment to delivering important capital projects that would stimulate growth, specifically, the proposed:
  - extension of Wellington International Airport's runway
  - central city tech hub
  - upgrade of Frank Kitts Park
  - new hockey turf at the National Stadium
  - funding for the creation of an Ocean Exploration Centre, and
  - convention centre.
17. Property Council supports a new international film museum in principle, on the premise it will be commercially viable and that the Council will obtain Central Government support for the project.
18. The various proposed initiatives and projects contained in the draft LTP are bold and ambitious. The Council, however, needs to consider which of the projects are crucial to stimulating investment and growth in the city, and push back those projects that are 'nice to have' but not essential, even if it means some projects have to be delayed.
19. Property Council supports the Council's increased focus and spending in Johnsonville. The upgrades to facilities such as the Alex Moore Park, Keith Spry Pool and the much needed road infrastructure upgrades are welcomed by local residents and businesses. Further investment by the Council is most certainly required given the significant level of growth that has occurred and further growth anticipated in the Northern suburbs, in particular, urban intensification alongside greenfields developments such as Churton Park, Stebbings Valley and Lincolnshire Farm.
20. It is pleasing to see the inclusion of \$1.45 million towards Stage 2 of the Alex Moore Park but we do not consider it goes far enough, leaving a significant gap in funding which will have to be met

by the local community should we wish to see this development become a reality.

21. With regard to a new Johnsonville Library, we appreciate the Council's rationale that consultation led them to decide to create a "community hub" next to Keith Spry Pool and Johnsonville Community Centre. However, \$17m is a significant amount and we request the Council ensures it obtains value for money as well as functionality in this respect.
22. Property Council submits that Government and ratepayer funding cannot be the sole solution to project funding and that the Council needs to be creative, adaptive and innovative. Property Council therefore requests the Council to seriously consider alternative funding mechanisms for its projects, such as public private partnerships. There are lessons to be learned from breakthrough projects like the Transmission Gully Project. To this end, we supported the funding approach proposed by the Council for a convention centre in August 2014 as there was limited exposure for the Council. We continue to support that approach and are encouraged the Council is looking at applying this approach to some of its other projects and partnering with the private sector in this respect.
23. We would urge the Council to progress the convention centre project as swiftly as possible in light of Auckland, Christchurch and Queenstown also planning new convention centres. This project is important to ensure Wellington's future competitiveness and growth.
24. Property Council is encouraged to note that the Council intends to dispose of the Municipal Office Building through a long-term ground lease that controls the design and scale of any development, with the developer being responsible for undertaking the seismic strengthening. We support the Council's decision to operate within the Library Building and the Civic Administration Building, and lease any additional space that may be required.
25. We note the Council intends to do the same with the town hall and that there have been preliminary discussions regarding a possible lease (post strengthening) with the New Zealand Symphony Orchestra and the Victoria University of Wellington. We request the Council to consider the best use of the town hall. At the moment, the Council is proposing to strengthen the town hall at a cost of \$59m and build an indoor arena with a seat capacity of 8,000-12,000 at a cost of \$65m. We suggest the Council critically assesses whether it is cost effective and necessary for all of these projects – particularly given Wellington also has the Michael Fowler Centre and a new convention centre project.
26. We are unable to support the allocation of \$45m for cycleways – the proposed allocation appears to be disproportionate and the current design is likely to result in inner-city footpath space and roads having to be reallocated, including the loss of on-street car parking in some areas.
27. The Council is proposing to allocate \$9m for stormwater and sewer hydraulic modelling to assess the impact of increased storm intensity and rising sea levels on the network. This is a significant sum and we urge the Council to ensure the money is spent in a sound and cost-effective manner.

#### *Urban development agency*

28. In principle, Property Council supports the establishment of an urban development agency to facilitate development.
29. The remit of any body, in defined areas, could include:
  - powers to purchase/agglomerate land
  - ensuring the coordinated provision of development opportunities with infrastructure
  - the ability to sell on parts to private developers
  - giving credit markets more confidence about the delivery (including timescale) of infrastructure, and assisting with private sector developers' access to finance.
30. The body should not undertake development that can be taken forward by the private sector.

#### *Heritage*

31. Property Council notes the Council will be providing support to owners of heritage buildings by providing grants for earthquake strengthening and waivers on some resource consents. We note the Council has increased the total funding pool to \$1m per annum for the next three years.
32. Property Council supports the Council's approach in incentivising and assisting owners to fund earthquake strengthening works through the incentive fund and rates remissions. Property Council also supports appropriate protection of historic heritage places, and many of our members proudly invest in and refurbish their heritage buildings. However, given the costs of strengthening heritage buildings, it is vital the Council is clear about what can and should be protected.
33. In this respect, it is important to be clear and realistic about what the community truly values and is therefore worthy of protection via heritage status. One method of identifying this is the contingent valuation method. Under this approach, a hypothetical market is considered and people are surveyed as to how much they would be willing to pay to preserve or improve a historic asset. This provides an indication of the community's value for the building.
34. If the community does not sufficiently value the building it should no longer be classed as heritage and owners should be able to proceed with whatever route is economically feasible, for example, demolishing the building, or significantly altering it to comply with safety requirements.
35. If building owners cannot afford to strengthen heritage buildings they will eventually have to be abandoned, which will have negative implications on the Council's ratings base. This illustrates the importance of appropriate classification of heritage buildings and support for owners undertaking strengthening works.
36. In the United Kingdom, where it can be shown the land has become 'incapable of reasonably beneficial use' due to refusals for building consent or consent granted subject to unviable conditions, owners may serve a listed building purchase notice on the council – requiring it to purchase the interest in the land.
37. The Council and private sector need to work together on seismic strengthening issues, as infeasible



demands will have negative impacts for the city and its growth.

### Wellington Urban Growth Plan (Plan)

38. Property Council supported the draft Plan in principle in October 2014. We note that in addition to the amended draft Plan, the Council is also consulting on a draft implementation plan.
39. We continue to support the draft Plan in principle and appreciate the Council's intention to help ensure the use of our limited resources is optimised and that future developments are well-directed. In particular, we support the Council's desire for a dynamic central city which is the economic, social and cultural hub of the region. It must be the focus for investment and employment growth.
40. Property Council feels it important to reiterate the importance of addressing the bottleneck around Ngauranga Gorge at peak times – it is crucial the Ngauranga to Aotea Quay and the Petone to Grenada link projects are prioritised. The Council's decision to take a fresh approach to its relationship with the Government would hopefully assist in this regard.
41. Addressing bottlenecks will allow heavy trucks, distribution vehicles and employees to join and exit the Transmission Gully in free-flowing traffic. It will remove the majority of heavy vehicles from the highway further south, particularly Ngauranga Gorge, where they are now a major contributor to congestion.
42. In addition to complementing existing industries, the projects would also incentivise other industries to 'start up shop' instead of operating out of places like Palmerston North.
43. There is a high uptake of public transport use in the city, and the importance of efficient, reliable and convenient public transport cannot be emphasised enough. Nevertheless, private vehicles will remain essential for certain activities and, in particular, business growth. As such, Property Council advocates for a balanced approach and submits that the Plan must provide for well-designed road systems to accommodate the use of private vehicles, as well as seek to enhance public transport services.
44. Property Council submits the Council should also make use of spatial prioritisation that incorporates detailed area/structure planning. Through area/structure planning, the provision of utilities/infrastructure is sequenced (as opposed to being done on an ad hoc basis), helping an area significantly in transitioning to higher industrial activities or higher density developments in an efficient manner. Dates and funding for infrastructure should also be provided.
45. Property Council notes the Plan proposes to establish business improvement districts in key centres and business areas. We are concerned this often leads to a double take for the Council in terms of rates – it is therefore important the payers of this initiative have representation in determining how much money is collected in this regard and how it is spent.
46. Property Council supports the provision of incentives for sustainable buildings. We do not support the implementation of mandatory rules and regulations, which are blunt mechanisms. These have

the risk of resulting in a tick box approach being taken and, as a result, sustainability objectives not actually being obtained (for instance, if the sustainable measures are not implemented or functional for tenants). Mandatory rules can also make development infeasible or require developers to make significant cuts in other important areas.

47. Our submission in regards to heritage related initiatives are captured above.

**Concluding Remarks**

48. Property Council appreciates the opportunity to submit on the Council's draft Long Term Plan 2015-25.

DATED this 17th day of April 2015.



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Mike Cole, President, Wellington Branch  
Property Council New Zealand

ADDRESS FOR SERVICE: Property Council New Zealand  
PO Box 1033  
Shortland Street  
Auckland 1140



**PSA Submission on WCC Draft Long Term Plan 2015 - 2025**  
**Submission to the Wellington City Council by the New Zealand Public Service Association: Te Pūkenga Here Tikanga Mahi**

*Introduction*

The New Zealand Public Service Association : Te Pūkenga Here Tikanga Mahi (the PSA) represents over 58,000 public sector workers, who work in the public service, state sector, DHBs and community public services as well as local government, where we are the largest union representing local government workers. The PSA represents approximately 8000 members who live and work in Wellington City, over 300 of whom work for the council or its agencies. We welcome the opportunity to make a submission on the Wellington City Council (WCC) draft annual plan and to discuss issues facing our members who work for the council and our members who live in the city.

*Culture Change project at Wellington City Council*

WCC has initiated a culture change project in mid- 2013. The PSA has a Transforming the Workplace agenda with goals very consistent with this project. This agenda is for all sections of the PSA including local government. There are five elements or strands to this agenda:

- \* Fair and secure workplaces where there are decent conditions and job security.
- \* Healthy and safe workplaces
- \* Career development at work, through training and development
- \* Personalised: workplaces where members are supported and valued as individuals.
- \* Trust and effectiveness in the workplace so workers can contribute and be productive in a high trust workplace

We see a strong alignment between the goals of the WCC Culture Change project and the PSA's Transforming the Workplace agenda. We believe WCC need to engage with the PSA in a comprehensive and genuine manner and will be continuing to work with Chief Executive Kevin Lavery to try and make this happen. The PSA believe having a good workplace culture where staff are motivated to perform is essential to delivering on the goals of the Long Term Plan.

*Library budget*

In the PSA submission 2013 submission on the WCC Annual Plan we reported that cuts to the Library budget in the 2012/13 and 2013/14 financial years of nearly two million dollars had resulted in the loss of 20 Full Time Equivalent staff positions being lost cut from the Library services. We talked about the impact this was having on employees, especially in the branch libraries. We also highlighted the following is list of reductions to the library service from 2011 to 2013:

- \* Stock rotation ceased in 2011 - the result being smaller library branches having a reduced selection to choose from as their collections are no longer regularly refreshed, and the library needs to buy more copies of individual titles to compensate.
- \* There has been a reduction of professional level staff in the libraries. Prior to 2011 WCC employed more qualified librarians in specialist positions.
- \* Children's book clubs have been cancelled and replaced with an on-line version. Whilst this suits some library users, many have now stopped using this service.
- \* Holiday programmes run for children have been reduced. Not all library branches now run holiday programmes, whereas in the past all did.
- \* Weekly preschool story times have been reduced significantly.
- \* No reference magazines are now held at the central library - previously the most recent copy was reference only, meaning current copies were available at the central library. This has resulted in negative feedback from library users.
- \* There have been changes to housebound loan periods from 4 to 6 weeks.
- \* WCC libraries now employ fewer customer service staff.
- \* Customer service desks at the central library have been reduced, especially at night. At the end of 2009 there were 9 points of contact for customers (fiction enquiries, issues, information, returns, membership, children's enquiries, 2nd floor enquiries, science and humanities enquiries, arts music and literature enquiries); now there are 7 during the day and only 5 at night. The closing off of the returns area in 2010 had a negative impact and library users continue to complain about it.
- \* Reduction of customer service points of contact at Karori library.

In 2014 WCC increased the Library budget by \$60,000 and used this money to reinstate children's literacy programs and for customer service and collection refreshment. For staff this meant an increase of 1.5 FTE's. While this increase was welcomed we would also like to see a commitment to having the other cut services being reintroduced during the term of this LTP. Library services are consistently rated as the services most valued by New Zealanders, as measured in the State Service Commission's Kiwis Count survey. Wellingtonians value their libraries, which are a vital community, educational and social asset. We appreciated the move in 2014 to start improving the library service, and we hope this work will continue in subsequent years.

### *Living Wage*

The PSA would like the Council to become an accredited Living Wage Employer early in the life of this long term plan.

The wages of the lowest paid council staff were lifted to the 2013 Living Wage rate of \$18.40 an hour in July 2014. The 2015 Living Wage rate is \$19.25, which we would like to see implemented in July 2015.

The PSA supports council's decision to lift the wages of the lowest paid council staff to \$18.40, which was implemented in July 2014. Our union would also like to see this extended to employees at Council Controlled Organisations and for Contracted out work. The PSA have members in CCOs and in council contractors who earn below \$18.40 as we believe it is important that these workers have their wages lifted accordingly.

Further we are concerned that for contracted our council work the tendering process has in the past resulted in wages being held down. The PSA position is that if council decides to continue contracting out parts of its core operation it should build in mechanisms to protect workers' wages

and conditions into the tendering process. Included in this could be a commitment from contractors to pay the living wage.

#### *Pay and Collective Bargaining*

The PSA is pleased to report that after some fraught exchanges in late 2014 and early 2015 we are now working constructively with WCC management in bargaining. PSA and WCC now appear to have a shared aim of one collective agreement to cover all employees at WCC. Most other councils where the PSA organises, including Hutt City, Greater Wellington Regional Council and Porirua City Council, have one collective agreement covering the majority of its employees.

One of the major issues we wish to address over time at WCC is the current council pay system, which is a flawed performance related system whereby pay rates are determined by the Employer without entering negotiation with the Union. Pay rates are effectively imposed on the workforce by the employer. This is in contrast to how pay setting is done in the DHBs for example, where there is an open and transparent discussion about pay setting. The PSA would like to have an open discussion with the employer about how pay is set.

In May 2015 the PSA and will be engaging with WCC in our first Remuneration forum. We hope through this to start some on-going dialogue about how the pay systems could be changed at council.

#### *Draft proposal for reorganisation of local government in Wellington*

The PSA recently made a submission to the Local Government Commission on the draft proposal for reorganisation of local government in Wellington. We did not take a formal position to support or oppose the proposed merger of the councils in the region but instead reported the views of our members from all of the local authorities, most of whom were opposed. We also used the opportunity to emphasise to the Commission that the PSA must be centrally involved in any transition should the merger go ahead. We are aware that there are conversations happening about other possible configurations for local government in Wellington and we wish to make the same point to WCC – don't overlook your staff in your deliberations and make sure you involve the union early.

#### *Conclusion*

Overall the relationship between WCC and PSA appears to be gradually improving. There is much more work to be done. PSA members hope that through the council's culture change project and continuing to work well in bargaining we can make further progress. By improving the workplace culture will help council deliver on its Long Term Plan goals.

**From:** [Joan Reader](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 3:34:02 p.m.

---

<b>Name</b>	Joan Reader
<b>Email</b>	jreader@actrix.co.nz
<b>Postcode</b>	5026
<b>Write a message to the council</b>	Go for it, build those cycleways for a safer green city.
<b>Would you like to deliver an oral submission to council in person?</b>	No

## WELLINGTON CITY COUNCIL 2015-25

### LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

I am an international student, so I have an limit of working hours i.e 20 hours/week. I can't work more than that.

Name ... Nadakuda Prathap Reddy .....

Signature ... *Prathap* .....

Address ... 28 Rhodes street, Newtown, Wellington 6021 .....

Phone ... 022 543 9143 .....

Email ... prathaph479@gmail.com .....

I wish to make an oral submission



**From:** [Armani Roberts](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 2:55:06 p.m.

<b>Name</b>	Armani Roberts
<b>Email</b>	armaniroberts11@gmail.com
<b>Postcode</b>	5024
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Would you like to deliver an oral submission to council in person?</b>	No
<b>I would like to volunteer for Generation Zero -Yes</b>	yes

From: [Martin Rooke](#)  
 To: [BUS: Long Term Plan](#)  
 Subject: Long Term Plan submission  
 Date: Friday, 17 April 2015 1:27:31 p.m.

<b>Name</b>	Martin Rooke
<b>Email</b>	rookemd@gmail.com
<b>Postcode</b>	6021
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	<p>I battle to work in the CBD and have to take evasive action to prevent an accident to me pretty much every day.</p> <p>I think that reducing the speed limit to 30 KPH is a simple quick starting point. It will actually not slow vehicle journeys down much if at all, just the speed of the stop start race between lights.</p> <p>Sadly I do not allow my children to ride on the road, which I did as a kid, all the time.</p> <p>My perfect city traffic picture would be; to only allow motorbikes, bicycles and electric golf cart sized vehicles into the city. Cars could enter the city once per week free of charge, and there after there would be an entrance fee to the CBD.</p> <p>If a 3-5 year warning period was given, it would stimulate growth in the small electric vehicle industry and give time for satellite park and ride stations to be built.</p>

**From:** [Sam Rothwell](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 2:59:44 p.m.

<b>Name</b>	Sam Rothwell
<b>Email</b>	samrothwell1@gmail.com
<b>Postcode</b>	5510
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>Write a message to the council</b>	Biking is dangerous on inner city streets.
<b>Would you like to deliver an oral submission to council in person?</b>	Yes
<b>I would like to volunteer for Generation Zero -Yes</b>	yes

**From:** [Andrew roxburgh](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 1:59:58 p.m.

<b>Name</b>	Andrew roxburgh
<b>Email</b>	andrewroxburgh@gmail.com
<b>Postcode</b>	6021
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Would you like to deliver an oral submission to council in person?</b>	No

## Wellington Library Coalition

### Submission on WCC Draft Long Term Plan 2015-2025

#### April 2015

#### Overview

- Wellington Library Coalition congratulates the Council on progress with the new Johnsonville library.
- We recommend against having a café or other commercial facility inside the new Johnsonville Library.
- We remain very concerned about the long-term erosion of public library services in Wellington.
- It is unclear exactly what is planned for the Libraries in the coming years.

**ORAL SUBMISSION:** WLC wishes to speak at a submission hearing.

#### 1. **Congratulations on the Johnsonville Library**

Wellington Library Coalition congratulates the Wellington City Council on the one positive thing about libraries in the 2015-2025 WCC Draft Long Term Plan. This is the firming-up of plans to build a new branch library at Johnsonville. This is a most welcome development and looks likely to be a great asset for the people and also the businesses of Johnsonville.

#### 2. **Recommendation against café in the new Johnsonville Library**

Wellington Library Coalition's only recommendation about the Johnsonville library proposal is in response to this statement in the Draft Long Term Plan Consultation Document (page 34):

*'The new library will be located between Keith Spry Pool and the Johnsonville Community Centre, allowing the three facilities to operate as an integrated community hub. It is likely to include a cafe and possibly other community space as well as library facilities.'*

We are strongly opposed to the placing of a café or any other commercial facility *within* the new Johnsonville library. It is important for equity in our communities that the libraries remain a completely free civic space; including being free from any inducements or pressures to spend money. Having a café inside the library detracts from the library as an inclusive place. It is an unwarranted assumption by people on good incomes that everyone using the library will want to have a café there or that a café only adds to the vibrancy of the library environment. Those who cannot afford to purchase food or drinks at a café are likely to feel less at ease and less welcome in the library space: for them it may be an unpleasant reminder of their straitened circumstances.

If children visiting the library see other families going to have a drink and a sandwich in a library café, they are likely to want to do the same. For a single parent on a benefit, or other parents on low incomes, it can be heart-breaking to have to say no. For anyone on a low or fixed income, the presence of a café in the library can be a marker of their exclusion from social and civic life. By all means allow for café space next door – but with a separate entrance and with no clear or visible connection to the library itself. We note that there are already many eateries in Johnsonville. We ask the Council to please ensure that Councillors, staff and the Johnsonville Library architects have a good understanding of the subtle ways in which social inclusion and exclusion operate, and ensure there is no café or any other commercial business visible within the library itself.

### 3. **The Libraries remain very popular - but have been neglected**

In the Council's own words the libraries are 'among the most visited places in Wellington'<sup>1</sup>. Libraries make a unique contribution to our city and are of particular importance to children and older people, those with disabilities and people cut off from social participation in various ways. Three-quarters of residents are registered members. There were 2.3 million visits to the libraries in the 2013-14 year, and a similar number visited the libraries' website.

Yet this Draft Long Term Plan continues the Council's systematic neglect of the libraries. Apart from the new building in Johnsonville, nothing else in the Draft Long Term Plan or other associated plans and strategies is positive for libraries.

### 4. **Council has numerous Plans and Policies; it is still unclear what exactly is planned for Libraries**

The documents relating to the libraries on the Council website are contradictory and concerning. It is hard to understand exactly what is planned for the libraries and how WCC's existing policies, plans and strategies relate to each other.

On one hand the Council seems quite proud of the libraries system, as many items on the Council website and in the Libraries Service Plan attest. On the other hand Council policy has since 2010 signalled the closure of some branch libraries, specifically those which are within three kilometres of another, larger library. See *Community Facilities Policy 2010*<sup>2</sup> which is on the Council website as a current Council policy.

The Draft Long Term Plan Consultation document says very little about the Libraries apart from the Johnsonville library, Central library building strengthening and a vague mention of the future 'modernisation' of the Central Library.

### 5. **Libraries have already been downgraded and services reduced**

Various councillors took the opportunity during the consultation period to explain to Wellington Library Coalition members that there is no decrease in the libraries budget and that the Council is holding the line on libraries spending.

However, the libraries are not starting this 10-year period in a good place, having been consistently downgraded with service cuts and staff cuts over many years. Many people in our communities who care about libraries have been vocal against the frequent proposals from Council to close branches, cut hours and reduce services. Numerous services have been lost – often for minuscule savings. Countless staff hours have been spent on trying to cut small amounts from already-reduced budgets. In past years the changes and improvements in technology that are occurring have been used as an excuse to reduce staff numbers. This is a wrong approach: staff freed by technology from routine tasks should instead be assigned to programmes and face-to-face or library-to-reader /user services.

<sup>1</sup> *Libraries Service. Service Plan 2015-2025 Draft*. Wellington City Council | Libraries Services – Final Working Draft v3.1, page 6.

<sup>2</sup> *Community Facilities Policy* (June 2010) <http://wellington.govt.nz/~media/your-council/plans-policies-and-bylaws/plans-and-policies/a-to-z/commfacilities/files/communityfacilities.pdf> See page 6: 'In district centres, a suburban library facility will only be provided where the centre is more than 3km from a regional or town centre.'

Last year some Councillors worked hard to gain a small increase in the libraries' budget as a one-off boost. Good on you! but please can you do that year after year and reverse the decline?

#### 6. **Where is the commitment to Libraries?**

The Mayor stated clearly in her overview of the Draft Long Term Plan (page 3 of the Consultation Document): 'We are not here to manage decline'. Yet the libraries have been in decline for many years. The Council's vision for libraries<sup>3</sup> might sound pretty good, but without proper funding it is just pretty words. What frustrates members of Wellington Library Coalition is that the Council *appears* to appreciate that the libraries are a fantastic, much-loved and appreciated public face of the Council and could be a brilliant public facilities. But in its *actions*, the Council seems to be hacking away at the libraries' potential, annual plan by annual plan. Year after year the Council has proposed outright cuts or service reductions, demoralising our dedicated library staff and irritating the citizens, who want more and better public library services in our communities – not less. As our members pointed out in past years, the libraries budget did not even keep up with inflation. The libraries have been in decline for long enough. We call on the City Council to stop the attrition in public library services and put more resources into libraries. The people who make those 2.3 million visits to the libraries will support this. Merely maintaining current services in the next 5-10 years, as the Draft Infrastructure Strategy states, is not good enough in the face of years of reductions.

#### 7. **Alarm bells in the Draft Long Term Plan**

Wellington Library Coalition is alarmed by the language and the plethora of apparently random suggestions in the Draft Infrastructure Strategy and the Draft Libraries Service Plan.

The Draft Infrastructure Strategy refers to options for addressing the inadequacy of libraries' facilities and the shortcomings of the funding model. Both the Draft Infrastructure Strategy and the Draft Libraries Service Plan mention the 'rationalisation' of the branch library network as an option. Another option is for transitioning 'parts of the current branch network to a more community-driven model for smaller libraries'.<sup>4</sup> There is no further explanation of what these options might mean, and they do not appear in the Draft Libraries Service Plan which was sent to us.

While the Draft Libraries Service Plan sent to us was a rough draft, there are also concerning options presented there, for example on page 34-35: under 'current Level of Service', '*we won't be able to open for as many hours as our users would like*'; and '*The library service could be built around a 4-hub network (with the eventual closure of the remaining seven branches) between 2016-2031.*'

There is also the following statement:

*If less funding was made available, this could mean, for instance:*

- *Reduced physical operating hours and reduced provision of programmes.*
- *The libraries network will be reduced with the closure of the Khandallah, Brooklyn and Wadestown facilities due to size, ability to upgrade and proximity to other libraries.*

<sup>3</sup> *Wellington City Libraries and Community Spaces: Connecting our Communities 2014-2017*. This has many lovely aspirations and its mission is: 'To connect our communities to knowledge, wonder and possibilities'.

<sup>4</sup> Draft Infrastructure Strategy, page 34; Draft Libraries Service Plan, page 34



- *Removing some low-usage areas of the collection; decreasing the collection budget and reducing maintenance and preservation of material.*

The draft documents are so hard to follow it is unclear what standing these options have. However, on the basis of past observations the Wellington Library Coalition is rightly concerned about the discussion of these options. Why are such options even being written down if the Council has no intention to consider them?

We reject any suggestion that branch libraries should be 'rationalised' – presumably along the lines promoted in the 'Community Facilities Policy'. We ask that the Council instead boosts funding for libraries, ceases further downgrading them, and begins to actively promote the libraries. We reject the neglect-and-cut cycle that is apparent, where Council downgrades the service and facilities – consequently finds that the service and facilities are inadequate – and then uses the low quality and low usage of a poor service as a justification for closing down services and facilities.

#### **8. Finally, a comment on the Draft Long Term Plan Process**

The process of trying to obtain information about libraries in the Draft Long Term Plan was drawn-out and slow. There was a marked absence of transparency, despite the importance given to transparency in the draft 'Significance and engagement policy'. The existence of Draft service plans was clearly signalled in the Draft Infrastructure Policy (page 5, footnote). These plans were initially listed in the Strategy but were then removed part-way through the consultation period. It took nearly three weeks and repeated requests to obtain the Draft Libraries Service Plan. All of the material available is opaque and confusing.

#### **9. Summary and recommendations**

While congratulating Wellington City Council on its proposal to build a new branch library at Johnsonville, we request that proper design attention be paid to civic and social inclusiveness. A café or other commercial facility in the library, as proposed in the Draft Long Term Plan, would have an exclusionary effect.

Over recent years, the libraries have been run down; hours, services and staff numbers have been cut to the extent that this much-loved and valued treasure of our city is in danger of losing its way. We ask for an urgent change in policy and an increase in funding to boost the libraries' budget, hours, staffing and services.

Wellington Library Coalition calls on the Council to provide clear, straightforward and comprehensible information about what is planned for the libraries over the coming three- and ten-year periods.

Marie Russell, Hilary Stace, Hayley Robinson, Jane Shallcrass  
For **Wellington Library Coalition**

Contact:

M Russell 021 1644 638 or 934 9119; [marie.russell.nz@gmail.com](mailto:marie.russell.nz@gmail.com)

**From:** [Guy Ryan](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 3:14:36 p.m.

<b>Name</b>	Guy Ryan
<b>Email</b>	GuyRyanNZ@gmail.com
<b>Postcode</b>	6011
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Would you like to deliver an oral submission to council in person?</b>	No

**From:** [aidy sanders](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 12:10:12 p.m.

<b>Name</b>	aidy sanders
<b>Email</b>	aidymakeando@gmail.com
<b>Postcode</b>	6023
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	and do something about the appalling provision for cyclists and pedestrians through the mount Victoria tunnel, and onto the basin reserve.

**From:** [Greg Schaaf](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Sunday, 19 April 2015 10:34:24 a.m.

<b>Name</b>	Greg Schaaf
<b>Email</b>	schaaf.greg@gmail.com
<b>Postcode</b>	5011
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	Better roading for cycling is essential. Increase safety for cyclists, getting it wrong is far more costly than getting it right.
<b>Would you like to deliver an oral submission to council in person?</b>	No

From: [Guy Short](#)  
 To: [BUS: Long Term Plan](#)  
 Subject: Long Term Plan submission  
 Date: Friday, 17 April 2015 11:54:56 a.m.

<b>Name</b>	Guy Short
<b>Email</b>	gkshort@gmail.com
<b>Postcode</b>	6023
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	There has been lots of talk that has gone on for far too long, while continuing to stall on actual progress. Time for the council to prove by its actions that it is not anti-cyclist (& anti-pedestrian).
<b>Would you like to deliver an oral submission to council in person?</b>	No

From: [Kacee Simpson](#)  
 To: [BUS: Long Term Plan](#)  
 Subject: Long Term Plan submission  
 Date: Friday, 17 April 2015 2:45:01 p.m.

<b>Name</b>	Kacee Simpson
<b>Email</b>	kacee.leelee@gmail.com
<b>Postcode</b>	6021
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Would you like to deliver an oral submission to council in person?</b>	No

# WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

Name *Weldemichael Sirak*

Signature *[Handwritten Signature]*

Address *69 Hall Crescent, Epsom, Lower Hutt*

Phone *0211820685*

Email *Sirakmekonen@yahoo.com*

I wish to make an oral submission



From: [Ivy Skelton](#)  
 To: [BUS: Long Term Plan](#)  
 Subject: Long Term Plan submission  
 Date: Friday, 17 April 2015 1:59:37 p.m.

<b>Name</b>	Ivy Skelton
<b>Email</b>	ivy.skelton@gmail.com
<b>Postcode</b>	6011
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	So I can cycle without being scared for my life!
<b>Would you like to deliver an oral submission to council in person?</b>	No
<b>I would like to volunteer for Generation Zero -Yes</b>	yes

**From:** [Alastair Smith](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 1:26:10 p.m.

<b>Name</b>	Alastair Smith
<b>Email</b>	agsmith37@gmail.com
<b>Postcode</b>	6021
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	If more people cycle, it makes it easier for people who need to drive cars. Less congestion, less competition for parking.
<b>Would you like to deliver an oral submission to council in person?</b>	No

**From:** [Andy Smith](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 2:46:00 p.m.

<b>Name</b>	Andy Smith
<b>Email</b>	andrewsmith2116@gmail.com
<b>Postcode</b>	6011
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Would you like to deliver an oral submission to council in person?</b>	No
<b>I would like to volunteer for Generation Zero -Yes</b>	yes

## WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

Every building needs a cleaner its one of the most important jobs out there and the most dirtiest. if it wasnt for the cleaner your building would be infested. (Rodents-infections germs. dustmites. Smelly toilets are just a few examples Be fair and pay those who never get seen a living wage if it wasnt for the cleaners there will be "no show"

Name Toby Smith .....

Signature Toby Smith .....

Address 31a Herewini St Titahi Bay .....

Phone 0275449482 .....

Email .....

I wish to make an oral submission

**From:** [Paul Stowers](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Long Term Plan submission  
**Date:** Friday, 17 April 2015 2:53:08 p.m.

<b>Name</b>	Paul Stowers
<b>Email</b>	absolute.paul@yahoo.com
<b>Postcode</b>	6012
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	Well overdue.
<b>Would you like to deliver an oral submission to council in person?</b>	No
<b>I would like to volunteer for Generation Zero -Yes</b>	yes

**From:** [Zoe Studd](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Remove the runway extension from the long term plan.  
**Date:** Friday, 17 April 2015 1:14:31 p.m.

---

Kia ora,

I wish to register my opposition to the long term plan including the Wellington Airport Runway extension. I see no long-term benefits to the region have yet been proven.

In addition that part of the South Coast is precious to many - and I would hate to see the changes this project would bring about.

In Summary

- The costs are unknown.
- The environmental impact is unknown.
- The economic benefit is unknown.
- The impact on infrastructure, including traffic, is unknown.
- The long term viability of the airport location, given rising sea levels and increasing intensity of weather itself, is unknown.
- Central Government and the Industry have not committed to it.
- Infratil has not said it will not sell the airport once the extension is delivered, so we could be pouring hundreds of millions of dollars into a private organisation that walks away cash rich after stripping the assets.
- There is a conflict of interest with the WCC owning the airport and responsible for representing the constituency. The process should be handed over to the GWRC or other independent body.
- All of this should mean that any consultation is delayed until such time as we have all that information available. That information being; a detailed business case, environmental impact, report on the viability of the airport under climate changes, the economic benefit, the impact on infrastructure, the buy in from Infratil, the buy in from central government, the buy in from airlines.

Regards  
Zoe Studd  
Wellington.



## WELLINGTON CITY COUNCIL 2015-25

### LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

Compare to the hard jobs that they are working,  
The living wage - \$19.95 - is not enough to keep  
them satisfied to do a good job or help them  
to support their life.

Name Abdul Khalegh Mohammed Taher

Signature 

Address 1710 Mairora St Kilburnie Wellington

Phone 021 081 80 710

Email Abdul.Khalegh\_m@yahoo.com

I wish to make an oral submission



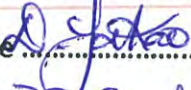
## WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because: Better living means happy families, longer healthier life,

Name Denise Takao  
 Signature   
 Address 39 Central Terrace Alicelton  
 Phone 021 960 430 - 5861528  
 Email denise.takao@gmail.com

I wish to make an oral submission



TO: Councillor Eagle, Wellington City Council

FROM: John Dow President and Peter Becker General Manager Team Wellington

SUBJECT: ASB Premiership Campaigns and OCEANIA Champions League Campaign

Dear Councillor Eagle,

Thanks for your ongoing interest in and support for Team Wellington and as agreed we are pleased to set out our current situation and aspirations as the Wellington region's representatives in NZ Football and Oceania Confederation's premier competitions.

**BACKGROUND:**

Team Wellington has competed in the ASB Premiership and ASB Youth League each year since the competition's inception in 2004 representing the whole of the Football community within the Capital Football Federation district which has over 14,000 registered footballers.

TW has regularly appeared in the Finals and has contested 3 Grand Finals to date losing each time to either Waitakere United or Auckland City, both of whom having significantly larger budgets and resources.

In the 10 years of existence TW has had to generate over \$ 4 million from a range of sources including Grants, sponsors, local club contributions, gate takings and general fundraising activity with to date minimal assistance from the WCC.

**INTRODUCTION:**

In the past few seasons TW have operated in a support capacity for the Wellington Phoenix including providing players, promotion and management assistance whilst continuing to operate teams in the ASB Premiership and ASB Youth League.

In the 2013/14 season TW finished second in the Premiership and competed in the Grand Final finishing runner up in both instances to the very strong Auckland City.

This successful team performance has seen TW qualify for the 2015 OCEANIA CHAMPIONS LEAGUE which will commence with a 12 team Tournament in Fiji during April 2015 followed by home and away semi finals and a home and away Grand Final with the OCL winning team qualifying for the 2015 FIFA World Club Championships.

The World Club Championships includes all FIFA Confederation Champions such as Real Madrid from Europe etc. and offers considerable prestige, profile and prizemoney for all participating teams eg. Even the bottom placed team receives \$US 1 million.

Like all sports organisations in the Wellington region TW has had a major reduction in Grant money over recent seasons and has had to become more active in general fundraising so as to continue to be able to represent Wellington in a credible and competitive manner.

The last few seasons has also seen considerable Wellington resources being committed to supporting the Wellington Phoenix including the WCC being a major financial and in kind resource provider to the A League club.

TW has also been a big contributor to the Phoenix and in the wider interests of Football development we have accepted this was important despite this being at TW's expense at times and we fully respect the WCC's commitment to generously support them too.

#### **CURRENT POSITION:**

TW incurred a WCC debt of approx \$23,000 for the 2013/14 season based on hiring both training and match day grounds for the full season.

TW has to date paid approx. \$10,000 of this account.

TW is now preparing its senior team and youth team campaigns and requires WCC grounds for both training and match days.

The forthcoming season will also see the Phoenix enter a team in the ASB Premiership League in direct competition to TW and as such TW is now working autonomously from the Phoenix organisation.

TW has worked very hard to build a strong support foundation for the 2014/15 season leading into our first appearance in the Oceania Champions League commencing in April 2015 in Fiji.

We believe that a successful TW is very positive for Football in the Wellington region and reflects well on our City for whom we represent with a sense of pride.

Also, a successful ASB Premiership campaign can deliver a home semi final and home Grand Final which is well attended and televised on Sky sport which is good economically for Wellington.

A successful OCL campaign can also deliver a home semi final and Grand Final in May 2015 which would be extremely well attended and involves both national and international television and general media profiling.

Winning the OCL would take TW to the 2015 FIFA World Club Championships alongside some of the greatest clubs, coaches and players currently in world football.

OCL success will also provide associated prestige and worldwide media profiling for Wellington City in a manner and importance rarely seen in this country.

**TEAM WELLINGTON and WELLINGTON CITY COUNCIL:**

TW would like to request WCC support so as to allow us to compete credibly and competitively in the ASB Premiership and OCL campaigns, to represent our city successfully and with great pride and to assist us in achieving our vision to qualify and perform at the FIFA World Club Championships against the best clubs in the world.

We would request support in the following form:

- 2013/14 season \$13,000 currently owing by TW to be reclassified as a WCC contribution towards TW's successful campaign and hard work that has reflected positively on Wellington City.
- A 3 year WCC commitment to TW in the form of training grounds and match day grounds and associated resources to be provided in the form of a WCC contribution.

- A 3 year WCC commitment to an annual \$20,000 + GST contribution to TW's campaigns for footballing success, player, coaching and general Football development in our City.

**CONCLUSION:**

TW wishes to represent the Wellington football community and wider City interests in the best way possible on both the national and international stages for which we have earned the opportunity.

The WCC's commitment and contribution as noted above would be extremely valuable and greatly appreciated.

We thank you for considering supporting TW in these exciting and important football campaigns that we believe can ultimately produce an appearance at the FIFA World Club Championships.



## WELLINGTON CITY COUNCIL 2015-25

### LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because: I am amongst those who are paid minimum wage and believe that above be implemented soon.

Name ..... Temesgen Tesfayon .....

Signature .....  .....

Address ..... B203/320 Mansfield St Newtown .....

Phone ..... 0210753868 .....

Email ..... hi\_mr\_temie@yahoo.com .....

I wish to make an oral submission

## WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

We need good payment for the family etc.  
 School uniforms.  
 School fee.  
 For the families food etc.

Name ..... Luadina Lauaki - Tuofala .....

Signature ..... [Signature] .....

Address ..... 31 Miranda St .....

Phone .....

Email .....

I wish to make an oral submission



**From:** [Jalisa Robati](#)  
**To:** [BUS: Long Term Plan](#)  
**Cc:** [Paul Tolich](#)  
**Subject:** Wellington City Council Draft Long Term Plan 2015-2025  
**Date:** Friday, 17 April 2015 4:12:38 p.m.

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To whom it may concern,

The NZ Engineering Printing and Manufacturing Union would like to submit in support of the Living Wage Wellington in their submission to the Wellington City Council's Long Term Plan.

The Union has 3000 members living in Wellington and 32,000 throughout New Zealand. We feel very strongly that the Living Wage has great benefit to the city because low income workers spend the majority of their income within the local community, so any increase in their income has a multiplier effect within the Wellington business community. This then affects all citizen and rate payers of Wellington.

We also feel that it is important that the Living Wage not just be paid to the directly employed staff of the Wellington City Council, but be paid to all contractors and sub-contractors performing services to the Wellington City Council and other council controlled organizations.

The Living Wage gives dignity to workers and their families and encourages economic development within the city and leads to a more inclusive community for us all to live in.

Send on behalf of The NZEPMU  
Paul Tolich  
Senior National Industrial Officer  
[paul.tolich@epmu.org.nz](mailto:paul.tolich@epmu.org.nz)  
027 593 5595

## **FIT WELLINGTON**

### **SUBMISSION ON THE WELLINGTON CITY COUNCIL'S DRAFT LONG-TERM PLAN (LTP)**

**Date: 17 April, 2015**

**Contact: Russell Tregonning,**

**5 Anne St.,**

**Wellington 6012**

**Email: [rutrego@gmail.com](mailto:rutrego@gmail.com)**

**Phone: 027-4446805**

**FIT Wellington wish to make an oral presentation  
at the oral submission hearings**

#### **Who are we ?**

FIT stands for Fair, Intelligent Transport. We are a group of concerned Wellingtonians, who want to see a change in the culture where the private motor vehicle dominates over other transport modes. We want to see a city designed around the needs of people, not cars.

Our vision for Wellington is a modern, vibrant city which includes:

- A healthy and safe city where the unique character and beauty of our harbour capital is enhanced by the built environment, including its transport system.
- A city that has reliable, low-cost, fast and convenient public transport, that takes people to where they want.

- A city where walking, cycling and electric public transport are actively promoted to reduce transport costs, improve health by physical exercise and reducing pollution and climate change effects.

As our organization is focused on transport and its effect on urban form for Wellington, we are submitting solely on section 11 in the consultation document (pages 42-43). Also, as this WCC LTP relies heavily on thinking involved in the Draft Wellington Regional Land Transport Plan we attach our submission on that plan to the Regional Transport Committee as an appendix to this document.

## **REAL TRANSPORT CHOICES**

(p 44)—

1. *“Wellington’s transport network plays an important role in the region’s economy—helping people connect with each other, and bringing goods to the market”*

*“Bringing goods to the market”* is largely about the movement of freight. The Wellington Regional Freight Background Report (2011) states “The region’s freight network consists of road, rail and sea freight. Air freight plays a fairly minor role at this time”. Thus, the great majority of freight moves through Centreport without going through the CBD. This argues against a major construction of new motorways through the city for freight on the way to and from the airport.

WCC “*supports NZTA’s planned improved state highway network*” (Roads of National Significance RoNS) through the city (p45) as part of the Regional Land Transport Plan. This “*aims to unlock the city’s economic potential by improving transport routes into the city and from the city to the airport*”. These routes are planned to include doubling the Terrace and Mt Victoria tunnels, a Basin Reserve flyover, six lanes of roading leading from Mt Victoria through the town belt (4 extra to the 2 present now), and widening of Wellington Road with destruction of housing. It is notable that the flyover has been rejected by the EPA’s Board of Enquiry but NZTA is appealing that decision. This structure is planned to run one-way only, east-to-west away from the airport. It has been supported by WCC.

There is no rationale to institute RoNS for Wellington City on the grounds of significantly improving the region’s economy based on the movement of freight.

*Building RoNS to help people connect with each other?*  
Nowhere in the LTP is it mentioned that the young potential drivers in Wellington are abandoning the idea of gaining their driving licences. For the 5 year period 2008-2013 the number of 16-19 year olds presenting for their licenses has dropped by about two thirds overall (NZTA). The reasons for this major drop is not accurately known, but the use of digital devices is put forward as a probable large contributing factor. The digital revolution is making connectivity between people so much easier without

road transport. The volume of road traffic is essentially stable.

Clearly, this is no time to be basing major urban motorway building on increasing people's connectivity.

2. *“There is congestion—particularly at peak times—on northern routes into and out of the city centre, and on the route from the city to the airport.”*

The belief that correction of congestion for any length of time by building more motorways, or more lanes on existing roads is incorrect; neither does capacity reduction increase congestion. Auckland's transport woes are just a local example—this mistake has been repeated in many cities overseas. The concept of 'triple convergence' explains why building more roads lanes doesn't help congestion: when the new lanes first open, people take to their cars and move away from public transport, or they change their route to the new lanes, or they do so at different times (towards the peak time). Soon the congestion returns. RoNS for Wellington city will not cure congestion. The whole issue of congestion is debatable ; vehicles waiting longer at peak times is expected and should encourage other forms of travel assisted, if necessary, with congestion charges.

3. *“The network is also potentially vulnerable in the event of an earthquake or other major emergency due to limited number of routes into and out of the city”.*

This may be true of roading north of the city eg Transmission Gully, because this route is planned to be different from the existing SH 1. In an earthquake though, it is likely that all road routes into the city will be affected. Sea links will become key. But RoNS for Wellington City are being planned along existing routes which will therefore be as vulnerable in the event of earthquake as they are now. The same applies for other emergencies on the horizon related to our deteriorating climate. RoNS for Wellington City will not help in these emergencies.

*4. It ( the existing network) provides limited choice—currently supporting private vehicle transport more effectively than other modes such as buses or bikes.*

We wholeheartedly agree with this statement.

### **A cycling network**

We applaud the aims “ *to encourage a greater uptake of cycling*” and all the reasons stated to support that (e.g improving health and the environment, and reducing congestion for other road users). We agree that “ *this may ultimately mean prioritizing cycle lanes or cycle parking over on-street parking in some areas*”. We encourage WCC to begin this parking reallocation immediately, and then increase it, step-by-step. Removing parking slowly but persistently over time works—Copenhagen’s 3% reduction per year over 30 years has transformed their city—we will probably

have to do it a bit quicker than that here as we're way behind.

Good communication and consultation with residents will aid good design. The known increased safety for all road-users with dedicated cycle lanes and the great health and economic benefits of more cycling should be emphasized. Business people should be reassured of the research both here and overseas, which shows that businesses are not adversely affected, and some improved, with new cycle lanes, even when on-road car parking is cut.

Communicating the city-wide network plan for cycleways will help the community to understand the benefits of an integrated approach and avoid some suburbs seeming to be targeted. We do urge WCC to take advantage of the Government's fund for urban cycleways currently on offer. It is important that there be a unified approach from Council to support the Island Bay cycle-way right now to get 'runs on the board', and act as part of an integrated transport system that supports sustainable modes.

### **Bus priority and vehicle network**

The key LTP priority here is implementation of the Wellington Regional Transport Plan (WRLTP). We are supportive of its aims i.e ' *A resilient and reliable transport system that's easy to use*' (see appendix). But achieving these aims will be hindered by the decisions of the Regional Transport Committee (RTC) whose overwhelming focus, reflected in the detail of



the WRLTP is on RoNS, which as noted above will not achieve the aims of the plan.

The public transport mode favoured in the draft RLTP was Bus Rapid Transport (BRT) which, in turn, relies for its routing on RoNS. BRT also fails to promise a significant relief of the congestion of buses in the Golden Mile and narrow streets of the CBD. Buses, even large articulated or double-decker buses will not have the necessary capacity to significantly grow the public transport mode share. Buses stack up as they have to pass each other. Light rail (LRT) takes up less space, does not need over-taking, and makes more traffic signal time for other vehicles. Greater capacity means simply longer trams or more frequent service. We support high-capacity all-electric LRT which was rejected by a flawed Public Transport Spine Study on the grounds of cost. We believe that a good initial light rail system in Wellington can be built for around \$400 million, including a 20% contingency allowance. It could be easily affordable by transfer to it of the huge RoNS funding.

We were involved in the RTC consultation process on the draft RLT Plan in early March (see appendix). We noted that three quarters of planned activities involved road-building. Of the 572 submissions made, an overwhelming number (almost 90%) were opposed to these significant roading activities in RLTP. There is clearly a growing opposition to investment focused on new road construction at the expense of public transport, walking and cycling.

The LTP states *'One of the top priorities is to find a solution to the Basin Reserve traffic congestion'*. We are opposed to a flyover and we believe an 'at-grade' solution is entirely possible for this perceived problem. A shift to attractive modern high-capacity public transport like light rail, and the provision of safe cycleways and improved dedicated pedestrian infrastructure will encourage people to get out of their cars. This will reduce congestion without the need for more motorways, tunnels or a flyover, not only at the Basin, but throughout Wellington City.

### **Walking**

This LTP does not include any projects to increase walk mode share. A goal to increase 'uptake of walking' is also required. We would like to see priority for pedestrians as the key criteria for all transport projects and to use the New Zealand best practice Pedestrian Planning and Design Guide.

This will mean that public transport and walk interfaces are improved dramatically. These should include simple measures such as way-finding at all stops, and bus shelters provided but not blocking footpaths. Also, a major rethink of the Railway Station forecourt to provide priority pedestrian access, and better walk access to the ferry and airport. These smaller projects can be rolled into one funding pool dedicated to address these many important walk issues.

We support the upgrades of the suburban centres at Tawa and Karori provided they prioritise pedestrians and improve links with public transport.

## **Summary**

FIT Wellington asks Wellington City Council to take a stand and oppose the Wellington Regional Land Transport Plan 2015 in its present draft form. This, in turn will necessitate a change in the Council's Long Term Plan. We seek a comprehensive review of both Plans to accommodate the following:

1. Incorporate climate change responses and energy scarcity into transport planning
2. Abandon proposals to expand the road corridor from Ngauranga to Wellington Airport and call a halt to the RoNS in the wider region.
3. Abandon current plans for Bus Rapid Transit plans on the main transport spine and adopt high capacity, high frequency light rail running from Wellington Rail station, through the CBD via Wellington Hospital and Newtown shopping, then on to the airport.
4. Retain the existing trolley bus fleet, at least for the remaining life of the three axle buses.
5. Implement measures to enhance the Basin Reserve roundabout at grade.
6. Reallocate funds currently budgeted for expanding the road corridor from Ngauranga to Wellington Airport to investment in improved public transport, walking, and cycling.

7. Introduce measures to reduce commuter traffic from entering the CBD during peak hours, including parking controls and congestion charges.

We thank you for the opportunity to submit on the WCC Draft Long Term Plan.

We wish to speak to the Plan at the oral hearing process.

Michael Barnett BSCE (IIT), Grad Diploma in Business Studies. Retired Civil Engineer Roads and Transport Infrastructure

Kerry Wood MIPENZ Retired engineer, infrastructure, policy and transport

Ellen Blake  
Living Streets Aotearoa, National executive member and Wellington coordinator

Ian Shearer FIPENZ  
Sustainable Energy Engineer

Russell Tregonning MBChB FRACS FNZOA  
Orthopaedist and senior lecturer, Wellington School of Medicine

|

# FIT Wellington

## Submission to the Regional Transport Committee on the Draft Regional Land Transport Plan (RLTP) 2015

Date: 11 February 2015

Contact: Michael Barnett  
299 Karaka Bay Road  
Karaka Bays, Wellington 6022  
Tel 970 5487  
Mobile 0210836 8114  
Email mbarnett@paradise.net.nz

**FIT Wellington wish to make an oral presentation at the Regional Planning Committee hearing.**

### Introduction

FIT Wellington opposes the Wellington Regional Land Transport Plan 2015 and seeks a comprehensive review and modification of the Plan to accommodate the following:

1. Abandon proposals to expand the road corridor from Ngauranga to Wellington Airport and call a halt to RoNS in the wider region.
2. Abandon plans to introduce BRT on the main transport spine and adopt high capacity, high frequency light rail running from Wellington Rail station, through the CBD via the Wellington Hospital and Newtown, then on to the airport.
3. Retain the existing trolley bus fleet for the remainder of its design life or earlier if battery buses become as effective as trolley buses.
4. Investigate options and implement measures to enhance the Basin Reserve roundabout.

5. Reallocate funds currently budgeted for expanding the road corridor from Ngauranga to Wellington Airport to investment in improved public transport, walking, and cycling.
6. Introduce measures to reduce commuter traffic from entering the CBD during peak hours, including parking controls and congestion charges.

## **FIT Wellington – Organization and Vision**

FIT Wellington stands for Fair, Intelligent Transport for Wellington.

We are a group of concerned Wellington citizens, who wish to see a change in the present culture where the private car dominates over cheaper, safer, more economic, healthy and climate-friendly transport alternatives.

We see in the RLTP 2015 a continuation of old-fashioned transport planning, working in isolation from urban planning and people's needs, to the detriment of the urban environment.

**FIT Wellington's vision for Wellington is a modern, vibrant city designed around the needs of people, not cars.**

Our vision includes the following:

- A healthy and safe city where the unique character and beauty of our harbour capital is enhanced by the built environment, including its transport system.
- A city that has reliable, low-cost, fast and convenient public transport, that takes people to where they want.
- A city where walking, cycling and electric public transport are actively promoted to reduce transport costs, encourage physical exercise and mitigate against pollution and climate change effects.



## FIT Wellington's response to the RLTP

The RLTP 2015 contains eight key strategic objectives. We would add a further three objectives:

- Interconnected walking, cycling and passenger networks.
- Highly accessible and attractive 'activity' or shopping streets.
- Reduce the commuter road traffic entering the CBD, particularly at peak hours

We believe that many of the 16 prioritised activities in the RLTP will not be conducive to achieving these objectives. These activities are predominantly new roading projects and are dominated by Roads of National Significance (RoNS). Of the \$1.392 billion of prioritized projects over \$5 million budgeted over the 6 year period 2015-2021 \$1.181 (85%) is for state highways and local roads, \$168 million (12%) is for public transport and \$43 million (3%) is for cycling and walking (Refer Table on pages 156/157 in the RLTP).

FIT Wellington does not support spending such large sums of public money on motorways, tunnels and flyovers. The money would be better invested in higher quality public transport, walking and cycling modes.

The only RLTP activities supported by FIT Wellington are:

- Priority 7 SH 58 safety works, conditional on the proviso, that walking and cycling facilities that meet current NZ standard guidelines are included.
- Priority 9 Regional Rail Plan: passenger rail improvements
- Priority 10 The Ngauranga to Petone cycleway/walkway.
- Priority 11 Integrated fares and ticketing. We support this concept provided it can be demonstrated to work with the desired high capacity public transport network. However, we do not believe integrated ticketing using the current driver-checked smart cards will achieve the desired result, because boarding times will be too

slow. The system must allow for all-door loading and a law change to make it the passengers' responsibility to have a ticket.

FIT Wellington strongly opposes Priority 4 Wellington City Bus Rapid Transit Infrastructure Improvements based on the following considerations:

- BRT's allowance for patronage growth is only about a quarter of the growth rates seen in Auckland, on the Northern Bus way and the electrified passenger rail. The proposed BRT system would be overloaded as soon as 2025.
- Wellington's narrow inner city streets will result in buses stopping in places where following buses cannot overtake, thus eliminating a critical feature of BRT and replicating present-day delays.
- 'Hundred passenger' buses are not defined. Double-deckers will be too slow at stops, bendy-buses may not fit, existing buses with most seats removed to increase capacity will not be popular. Their effect on pedestrian or cyclist safety is not stated and we believe their use will have greater adverse effects than the observed deficiencies of the current bus system.
- BRT as proposed currently relies on a second Mt Victoria Tunnel and a six lane route on the Ruahine Street. This will destroy part of the Town Belt and housing along Wellington Road.
- Congestion and bus delays are inevitable because the capacity on the CBD route will be grossly inadequate.
- The plan to abandon the existing clean electric trolley buses with a working life of a further 15 to 20 years and replace them with untried hybrid buses with diesel- electric drive is irresponsible. Trolley buses should be retained for their working life, unless battery buses can recharge without the trolley overhead before then.

- Hybrid buses are costly and will still have polluting diesel exhausts containing known carcinogens, operating along the busiest bus route in New Zealand and beside the busiest footpaths.

FIT Wellington opposition to the other 12 activities is due to the over emphasis on new road projects to the detriment of investment in public transport, walking and cycling.

## **Achieving the key strategic objectives**

FIT Wellington believes there are several missing items that need to be included in a revised RLTP in order to achieve the following key strategic objectives.

### **Objective. A high quality and high frequency passenger transport spine.**

#### Light Rail

FIT Wellington strongly believes that plans to introduce BRT on the main transport spine should be dropped and be replaced with a plan to introduce high capacity, high frequency light rail instead, in order to address the key issue of congestion along the Golden Mile.

We believe that light rail combined with a network approach to other linking public transport, is the only feasible option that will provide the needed capacity and achieve a goal of significantly reducing private car use. Light rail was rejected in the Public Transport Spine Study (PTSS) on spurious financial grounds, where an extra tunnels were costed for LRT, but not BRT. Further, the route chosen does not follow the high passenger demand route (Hospital and Newtown) and will adversely affect the Town Belt.

The principal advantage of light rail is adequate capacity on a single two-lane route. Other advantages include scope for better urban design because there is less need for wide roads, much greater passenger appeal including for the elderly (rapidly increasing in number) and people with disabilities (a smoother,

safer and more comfortable ride), and increased commercial and residential property values along its route.

We consider a pedestrianized Golden Mile with electric public transport would transform the city's heart and should be given a high priority.

We understand that a light rail route from the Railway Station to Kilbirnie can be built for under \$400 million including design and GST.

**Objective. Inter-connected and convenient local street, walking, cycling and passenger networks.**

The effect of current roads policy is to suppress choice by promoting private vehicle use notorious for high costs, poor safety and poor use of road space.

To achieve the objective, higher priority should be given to developing public transport, walking, and cycling infrastructure with the aim to markedly increase mode share of these sustainable transport options. This includes making a priority to bring all walking infrastructure up to a standard in keeping with NZ Pedestrian Planning and Design Guidelines and improving crossing times at pedestrian road crossings everywhere within the CBD and key suburban areas.

Priority should be given to a comprehensive review of the Wellington road network to identify roads that require additional cycle facilities or where slower speeds and other means will make roads safer for all. A comprehensive cycling network should include physical separation of cyclists from motorists and pedestrians.

**Objective. Highly accessible and attractive 'activity' or shopping streets.**

Attention needs to be given to the desired urban form and identifying key streets in the CBD and suburban areas, where people and moving vehicles can meander in a safe and harmonious manner. This will require urban designers, road and traffic engineers, and the community working together and giving top priority to designing our streets and public spaces around people and their needs, not the automobile.

**Objective. Plans to reduce the commuter road traffic entering the CBD**  
FIT Wellington would like to see measures introduced to reduce commuter traffic from entering the CBD during peak hours. Such measures should include:

- Parking controls: reduce the space available in the CBD for commuter vehicles and make the cost of long-term parking considerably more expensive. On-street parking should be given lower priority and priced so that spaces are usually available.
- Road pricing to discourage unessential trips into the CBD during peak hours.

The technology is there. Singapore has been doing it for decades and other cities around the world have followed. Here in New Zealand it is time we started designing our cities around people movements, not the motor vehicle. We need to plan for less traffic entering the CBD at peak hours and we need major investment in public transport and other transport modes.

## **The Basin Reserve Project.**

The Environmental Protection Authority Board of Inquiry declined the applications for resource consent for the construction of a flyover at the northern end of the Basin Reserve in August 2014. The NZ Transport Agency has subsequently lodged a High Court appeal to this judgment.

The Draft RLTP states (page 143) that “Pending the outcome of this appeal the intention is that stakeholders will work together in order to achieve a solution to address conflicting transport demands at the Basin Reserve intersection that is safe, effective and efficient for all users and transport types through Wellington City.”

FIT Wellington considers the NZTA’s decision to appeal the Board of Inquiry’s judgment is irresponsible and will result in a costly and unnecessary court case, when other low cost and workable solutions to congestion around the

Basin Reserve have been identified.

## Concluding Comments

FIT Wellington reiterates that it opposes the Wellington Regional Land Transport Plan 2015 as presented and seeks a comprehensive review and modification of the Plan to accommodate the following:

1. Abandon proposals to expand the road corridor from Ngauranga to Wellington Airport and call a halt to the RoNS in the wider region.
2. Abandon plans to introduce BRT on the main transport spine and adopt high capacity, high frequency light rail running from Wellington Rail station, through the CBD via Wellington Hospital and Newtown shopping, then on to the airport.
3. Retain the existing trolley bus fleet for the remainder of its design life or earlier if battery buses become as effective as trolley buses.
4. Investigate options and implement measures to enhance the Basin Reserve roundabout.
5. Reallocate funds currently budgeted for expanding the road corridor from Ngauranga to Wellington Airport to investment in improved public transport, walking, and cycling.
6. Introduce measures to reduce commuter traffic from entering the CBD during peak hours, including parking controls and congestion charges.





## WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

*I'm a good worker and I really want more money for my petro and also my kids Education fund.*

Name ..... *JERU Tuifao* .....

Signature ..... *JTuifao* .....

Address ..... *105 Bedford St Cannon Creek Porirua* .....

Phone ..... *2374588 (mobile) 0275246965* .....

Email .....

I wish to make an oral submission



Phone 04 463 6986  
 Fax 04 463 6990  
 Email [president@vuwsa.org.nz](mailto:president@vuwsa.org.nz)

NAME	Submission to Wellington City Council's Draft Long Term Plan 2015-25
PREPARED FOR	Wellington City Council
PREPARED BY	VUWSA Executive
DATE	17/04/2015

**Contents:**

1. Introduction
2. Executive Summary
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4. Inner City Regeneration
5. Revitalise the Civic Square Precinct
6. Reigniting Public Space
7. New and Improved Venues
8. Improved Management of Key Infrastructure
9. Use Smart Technology
10. Real Transport Choices
11. Further Comments
12. Contact



Phone 04 463 6986  
 Fax 04 463 6990  
 Email [president@vuwsa.org.nz](mailto:president@vuwsa.org.nz)

## 1. Introduction

1.1 The Victoria University of Wellington Students' Association (VUWSA) welcomes the opportunity to make a submission on the Wellington City Council's Draft Long Term Plan for 2015-25. We are also interested in arranging to make an oral submission.

1.2 VUWSA is the oldest students' association in New Zealand and functions to represent and advocate for the interests of Victoria University of Wellington's 22, 000 students.

1.3 VUWSA acknowledges that the students of Wellington's largest university directly contribute at least \$610 million to the City's economy and rating base annually. Students are also an invaluable part of the Wellington community and contribute strongly to Wellington's vibrant and dynamic culture.

1.4 VUWSA acknowledges that Wellington as a city is a primary reason that prospective students choose to study at Victoria, and that students value the city very highly.

1.5 VUWSA notes the importance of the consideration of students' needs in the WCC Ten Year Plan due to Victoria's goal of doubling the number of students in the next 20-30 years. Students have historically been an integral part of Wellington and looking to the future will continue to hold this place.

## 2. Executive Summary

2.1 VUWSA commends WCC for direction taken in the Long Term Plan. VUWSA recognizes that the 'invest for growth' strategy will be positive for our students and university community as a whole. The plan shows an exciting future for Wellington residents.

2.2 Our substantive feedback is in regard to the inclusion of the introduction of a Rental Warrant of Fitness into the plan and a definitive move to uphold the Council's commitment in 2014 to become a Living Wage employer.

2.3 Further comment is included on the runway extension project, improved management on key infrastructure, use of smart technology, new and improved venues, the civic square project, and real transport choices.

2.4 VUWSA applauds the fantastic support of WCC for the introduction of Fairer Fares for tertiary students in Wellington. The support WCC has shown despite the primary responsibility of introducing and funding the concession being held by the Greater Wellington Regional Council is indicative of strong leadership and a real value of students.

## 3. A Longer Airport Runway

3.1 VUWSA contests the proposed investment in an extended airport runway at Wellington Airport. It is noted that a primary justification of funding the project is that it



Phone 04 463 6986  
 Fax 04 463 6990  
 Email [president@vuwsa.org.nz](mailto:president@vuwsa.org.nz)

is expected to contribute to the region's ability to attract international students. While VUWSA welcomes the interest in international students' interests, we contest that direct flights are likely to substantially impact the number of international students drawn to the city.

3.2 VUWSA notes that the Ernst & Young (2014) report has been contested by the Board of Airline Representatives New Zealand (BARNZ) on the grounds of the recent EY study that revealed that direct connections overseas is not a significant contributing factor to choices made by prospective international students. On that basis, further robust analysis is needed to substantiate claims that the project will result in significantly more international students.

3.3 VUWSA also notes that housing quality and transport cost are the key recurring issues that international students face during their time in Wellington. There is significant scope for the WCC to invest the \$90 million dollars planned for the runway extension in living conditions for students during their studies which is a noted key factor affecting choice of institution for international students.

3.4 VUWSA also notes that EY (2014) report neglects to mention or analyse the impact increasing flights will have on the city's carbon emissions or the impact of climate change on the airport's long term viability. Hence VUWSA worries that it, if developed, it may become a 'stranded asset' when there are other priorities (as mentioned in 3.3) which we believe will have a more immediate positive impact on students in the region and support long term sustainability objectives.

#### **4. Inner City Regeneration**

4.1 VUWSA echoes Victoria's call for more affordable private sector accommodation to increase availability of flats for students in Wellington central. The lack of availability of quality, affordable accommodation for students is of great concern to VUWSA and a year-on-year issue that is expected to worsen upon the enactment of Victoria's strategic plan that seeks to double the number of students over the next 20-30 years. The expected 5700 new homes from the Victoria Street, Adelaide Road, and Kent/Cambridge Terraces redevelopment provide a good starting point for this.

4.2 As such, VUWSA encourages the purview of an urban development agency to incentivise commercial investment in housing to the extent that it may begin to resolve this issue.

4.3 VUWSA notes the absence of a commitment to introduce a Rental Warrant of Fitness initiative in Wellington. A Rental Warrant of Fitness would ensure that students can live in homes that are insulated, dry, and healthy while they study. Housing in Wellington is a significant issue for a number of Victoria students and as such this would be a meaningful step towards solving an ongoing and significant issue.

4.4 We commend and appreciate the support for this initiative historically from the councillors, and particularly commend Mayor Celia Wade-Brown for her promise to work on this project at the 2013 VUWSA Healthy Homes forum. A definitive move to



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ensure this project comes to fruition in the Long Term Plan would give a meaningful indicator that the WCC will be proceeding with the introduction of the warrant.

4.5 VUWSA notes that the timing for such a move is optimum considering the recent voting down of Phil Twyford's Healthy Homes Guarantee Bill by central government.

## **5. Revitalise the Civic Square Precinct**

5.1 VUWSA supports the proposed plan to revitalize and strengthen the Civic Square through the establishment of a national music hub. Our students value the opportunity to perform in the city and embed their connections here through attending events around Wellington.

5.2 VUWSA notes particular support for collaboration between the WCC and Victoria University in ensuring the space is available for use for students to record in.

## **6. Reigniting our sense of place**

6.1 VUWSA shares Victoria's concerns about student safety around the city. It is an issue of particular importance to us, and the inadequacy of or lack of street lighting is a particular problem that has been raised by students at Victoria on numerous occasions. VUWSA fully supports the Council's plan to improve of public spaces and make Wellington City a safer environment.

6.2 VUWSA supports the Council's intention to work on increasing economic and pedestrian activity in lanes and streets in the CBD. Wellington can improve its position as a student friendly city by increasing the vibrancy of its inner city spaces.

## **7. New and Improved Venues**

7.1 VUWSA supports the WCC in its consideration of available events for music events, but considers that the proposal to create an 8000 – 12, 000 seat venue a move to fill the wrong gap in the city.

7.2 The lack of venues in Wellington that can host between 1000 and 5000 people has been a problem for VUWSA historically, particularly for holding music events for new students during Orientation Week. The TSB Arena is uneconomical to use and the Michael Fowler Centre serves specific, more formal needs.

7.3 VUWSA recommends that the WCC explore the options for creating a smaller scale venue before committing to a large scale arena. We suggest that this is done through a process of consultation with other interested parties.

## **8. Improved management of key infrastructure for greater efficiency and better environmental and social outcomes**

8.1 VUWSA shares Victoria's desire for collaboration between the council and the University about the impact of climate change on the city. It is to the benefit of students, particularly young people, to have local climate change research as advanced as possible, in order to best equip us for mitigation and adaptation. VUWSA wishes to assist





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this collaboration where beneficial, and work with both groups to communicate this research and increase awareness about climate change among the student body.

8.2 VUWSA supports the introduction of real time monitoring of the storm water content, and acknowledges that preserving the cleanliness of our oceans by minimising harmful waste flowing to sea is highly important.

8.3 VUWSA supports the commitment by Council on the need to prepare our city for the effects of climate change. The large portion of young people that make up our student body have a vested interest in effective adaption, as those who will bear the impact of climate change in decades to come. Ensuring the protection of Victoria's low lying Pipitea campus against sea level rise is of obvious particular importance to students.

## **9. Use Smart Technology Reduce energy use, make streets safer, and make parking easier**

9.1 VUWSA supports Victoria's position on the investment in LED street lighting for Wellington's footpaths and streets. Both for the energy saving and increased light output benefits resulting in safer spaces, the proposition of LED lighting is an extremely positive one. VUWSA also supports Victoria's call for a specific budget on this initiative to be included in the Long-Term Plan. We would also like to reiterate our comments from 5.1 and note that there also needs to be improvements in lighting coverage to ensure all key areas and pathways used by students are well lit.

## **10. Real transport choices for an efficient, sustainable, and safe transport network.**

10.1 VUWSA shares WCC's view that Wellington's transport network currently supports private vehicle transport more effectively than other modes such as buses or bikes, and notes that private vehicle transport is not a realistic travel option for most students due to cost, congestion, lack of parking space.

10.1 VUWSA shares Victoria University's disappointment in the Greater Wellington City Council's decision to remove route 18 from the bus network. This route served as transport to and from University for many students.

10.2 We are extremely pleased with WCC's decision to contribute to the funding of reduced public transport for students, on the back of VUWSA's Fairer Fares campaign. Particular mention is required, of the Council's efforts on this despite the provision of Public Transport primarily being the responsibility of the Greater Wellington City Council. The Council's ability to see the bigger picture on this issue and appreciate the significant benefits it will provide to Wellington City, is highly commendable.

10.3 VUWSA supports WCC's continued commitment to improving cycle infrastructure in Wellington City. We wish to emphasise that more people cycling means reducing emissions, reducing congestion on our roads, improving the liveability of our streets and improving health. We also wish to emphasise the benefits that separated cycleways have on people's likelihood to cycle, as identified in Wellington City



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Council's 2014 survey, and that cycleways to, from, and between University campuses would mean more students on bikes.

10.4 VUWSA supports WCC's commitment to improving particular areas of high congestion in the bus network. Both areas identified - Kent and Cambridge Terraces and Adelaide Rd, are on the routes of many students traveling to, from, and between campuses.

## 11. Further Comments

11.1 VUWSA is supportive of the WCC's notion of bringing Wellington Zoo and Museum Trust staff on to a Living Wage. We are also great supporters of the Council's 2014 commitment to become a living wage employer and implore that this commitment is upheld through paying all directly employed staff, and those employed in CCOs and by contractors a Living Wage. VUWSA also encourages the council to ensure the pay-rate is updated consistently to match the Living Wage rate as determined annually.

## 12. Contact

We would greatly appreciate the opportunity to discuss submission in more detail in person. Please contact us in the event further clarification of this submission is needed, or to arrange for VUWSA to make an oral submission.

**Rick Zwaan | President**

**Victoria University of Wellington Students' Association**

| M: 021 188 1705 | DDI: 04 463 6986

| E: [rick.zwaan@vuw.ac.nz](mailto:rick.zwaan@vuw.ac.nz) | [president@vuwsa.org.nz](mailto:president@vuwsa.org.nz)

| W: [www.vuwsa.org.nz](http://www.vuwsa.org.nz)

Level 4, Student Union Building

Victoria University of Wellington Kelburn Campus

PO Box 600, Wellington 6140.



# WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

- to support those who have low incomes.

Name Erin Walsh

Signature [Signature]

Address WCC

Phone .....

Email [Redacted]

I wish to make an oral submission

17 April 2015

Draft Long-term Plan  
Wellington City Council  
Policy and Reportin (COPO01)  
PO Box 2199, Wellington 6140  
Email: [longtermplan@wcc.govt.nz](mailto:longtermplan@wcc.govt.nz)

### **Submission on on Draft Long-term Plan 2015-2025**

Contact: Sue Watt, 91 Majoribanks St, Mt Victoria, Wellington 6011  
Phone: (04) 384 8208  
Email: [whathouse@xtra.co.nz](mailto:whathouse@xtra.co.nz)

I am submitting as an individual and do not wish to present my views in person to Councillors.

Thank you for the opportunity to comment on the Council's Draft Long-term Plan for the next 10 years. My comments are limited to a few key points.

#### ***Lack of transparency in consultation documents***

I found the marketing tone of the consultation document unhelpful. It did not give a clear and complete picture of Council's 10-year plans and the other documents did not seem to contain information necessary to obtain a full picture on which to comment. For example, apart from two pie charts, there is no summary of total 10-year operating and capital expenditures, nor of the \$6.5 billion assets Council owns. The reader is left to construct their own summaries based on data in the Infrastructure Statement, the Financial Statements and the Funding Impact data. Even then, it is not possible to understand how the 11 growth agenda projects fit in, and where the rest of the money is going. The lack of transparency does not inspire trust.

#### ***Rates choices and spending***

I object to both choices of rates increases (3.1% or 3.9% on average) as they do not suggest any sense of fiscal constraint by the Council, particularly as Treasury's Consumer Price Index forecast increases are around 2% a year to 2019. I calculate an operating spending increase of \$423.8 million, or 43.5% from 2015 to 2025, with half going to staff salaries and suppliers. It is time the Council reviewed its own staff pay rates, especially those of the CEO and managers.

While I accept that Council borrowing may have to rise to spread the cost of longer-term asset improvements, I oppose the proposed doubling of borrowing over 10 years from \$409 million in 204/15 to \$815 million by 2024/25. A large part appears to be for projects I also oppose as they are unnecessary and very expensive:

- The airport runway extension – as most of the alleged benefits will accrue to the private sector, including Infratil, and as both the airlines industry organisation (Barnz) and central government have signaled their lack of support, this is a complete waste of public money. It will also cause irreparable damage to the marine environment.
- The indoor arena – this would be a single-purpose venue for occasional large musical events which may or may not come to Wellington. I suggest you continue to explore creative ways of adapting the stadium for such events.
- The unspecified increase of \$478 million on "Property and coporate assets" apart from what is needed to strengthen buildings round civic square. The money appears to be mainly for

refurbishing staff premises and separating infrastructure services currently shared by the buildings. Continuing to share is a much more efficient option and should continue as the buildings should all be strengthened. In addition, it appears, from data in the Infrastructure Strategy, the funding is mainly from diverting renewals funding from transport, the three waters, and from social infrastructure. I strongly urge that this not occur.

### ***Venues and the waterfront***

I support:

- allocating \$21 million for redevelopment of the Basin Reserve in principle, but planning for this must be preceded by a reserve management plan as required by legislation. I recommend the money be spent on fixing up the historic pavilion and Groundsman's Cottage, and on making the ground more multi-purpose as required by the public recreation space provision of the Basin Reserve Deed. I strongly oppose your demolishing the old pavilion. The Council's continuing support for the flyover and a new building inside the Basin Reserve is shameful, especially in light of the Board of Inquiry's findings
- strengthening and upgrading of the Museum of Wellington City & Sea provided it remains focused on Wellington's maritime history
- allocating \$75.2 million to strengthen the Town Hall, Central Library, and Civic and Municipal Buildings, and urge that they be retained in Council hands as an integrated whole along with the Art Gallery and Michael Fowler Centre.

I strongly oppose

- long-term leasing out of the Municipal Building, especially as it appears at least some of it continues to be required as staff space, and also of the Ilott Green and Michael Fowler Centre carpark
- re-orienting Frank Kitts Park and adding a Chinese garden. The garden is a great idea but it does not have to be on the waterfront
- the building proposed for north Kumutoto as it still exceeds the Environment Court's height limits and is a monolithic slab completely out of character and scale with the old Eastbourne ferry building and nearby Sheds. The reference point should be these buildings and the waterfrontage, not the CBD buildings
- any further buildings on Chaffers/Waitangi Park, including the area adjacent to Te Papa. Wellingtonians were vocal over wanting this space to remain open and public
- the proposed single-purpose convention centre. The \$4 million per annum would be better spent on improving conference services provided by the six Council-owned venues which also are multi-purpose and need more frequent usage. There is no certainty the promised large conventions will materialise, given competition from Auckland, Rotorua and Queenstown and the benefits are exaggerated. Most potential new jobs would not be creative and innovative, but rather casualised hospitality labour.

### ***Transport***

I am pleased to hear the Council is opposed to NZTA's roading proposals near Tawa and the Ngauranga Gorge as these will encourage more cars into the CBD. Rather, the Council should be proactive in supporting and promoting active and public transport modes. I applaud the plan to invest \$45 million in cycling and urge more be spent on improving pedestrian infrastructure and facilities. However a large part of the proposed \$433 million transport capital funding appears to be intended for renewing and maintaining roads to support private car use – I strongly oppose this.

I deplore Council's support of NZTA's plans for the flyover, a second Mt Victoria tunnel and widening of Ruahine St and Wellington Road. These too will encourage more cars into the CBD, I also oppose scrapping the trolley buses in favour of diesel/hybrids, which is a retrograde step. Rather, Council should make a commitment to full electrification of public transport as soon as possible, the trolley buses should continue, and a longer-term investment in light rail should be pursued

### ***Improvements in Mt Victoria environs***

I am pleased to see the proposal to upgrade Kent and Cambridge Terraces, but urge that before planning starts, a reserve management plan is prepared as part of this area is Canal Reserve covered by a Trust Deed. The District Plan provisions for this area should be reviewed to ensure planning rules limit heights and provide for sunlight planes and views. There is great potential for these terraces to become a proper ceremonial route to Government House, the Basin Reserve and Pukeahu Memorial Park, and for the underlying stream to be opened as a historic reminder of the canal.

I would urge allocation of funding for a heritage inventory of Mt Victoria's buildings to gain an understanding of what is important to maintaining its character. The view of its mainly wooden houses from the city is internationally recognized, but inappropriate development could irreversibly undermine this distinctive character feature of Wellington.

**From:** [Karl Weber](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** Runway extension concerns  
**Date:** Friday, 17 April 2015 3:59:30 p.m.

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To whom it may concern,

I am writing to you to express my deep concerns as a proud Wellington resident toward the gung-ho approach WCC are taking in moving forward with the proposed Wellington Airport Runway Extension.

The whole approach is frankly suspect considering the total lack of backing or support for the idea from the national government, international carriers and even Infratil itself. If the airport, who stand to benefit most from the project, don't see it as a viable enough investment to risk their own money, why should the council?

No business case has been made for the extension, so the purported economic benefits (\$389-\$684m by 2060) are totally spurious, and even if accurate, don't represent a great return given the costs and potential for irreparable damage to the South Coast.

No environmental impact assessment has been made, so it is reckless to allocate funds now. The council should put this matter aside until it has the relevant facts.

The fact that the mayor is an Infratil board member and is publicly pushing this plan with so little research done into it's sense or viability smacks of a conflict of interest.

Additionally the councils part-ownership of the airport represents a conflict of interest as well. Investigation into the project should be handed over to an independent organisation. Additionally the consultation prior to the release of the LTP strikes me as flawed.

Questions such as "Should the council work to improve our international air connections?" are leading. Improving our international air connections does NOT necessarily mean handing over \$150 million dollars (at least!) to a private organisation.

There are several important questions that need to be answered before it's even possible to assess the viability of this project.

- What is the business case?
- What is it actually going to cost? The \$300 million figure has been thrown around for years despite massive changes to the proposed method of extension, to the North and South, and with wildly varying construction methods and challenges. How can we be expected to believe this is accurate.
- Who will foot the bill? If the council are planning on putting forward \$150 million in rate-payer money, they should receive a larger share of the Airport
- What happens if/when the cost blows out? The councils spending on this project must be **GUARANTEED** not to increase. Being stuck with a larger bill halfway though the construction process is unacceptable.
- Which airlines will actually fly here? No airlines have come on board to fly long-hal to wellington and Air New Zealand have stated publicly that they will actively out-compete anyone who tries.
- What risks face the project? The Airport is on unstable reclaimed land and is frequently shut down by severe Southerly storms. How might these affect the construction process?

Any consultation on the airport runway extension should be delayed until all of the relevant information has been gathered.

Regards,  
 Karl Weber

**From:** [Betty Weeber](#)  
**To:** [BUS: Long Term Plan](#)  
**Subject:** FW: Runway submissions close 17 April  
**Date:** Saturday, 18 April 2015 11:17:52 a.m.  
**Importance:** High

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I am completely opposed to any runway extension of the airport. Compared to the world we are a tiny city even though we are “The Capital” of New Zealand. Our airport is quite adequate for the amount of planes that in the event it was bigger would want to use it. Auckland has the land space is far safer and is only another hours trip from Wellington and you can board a plane to take you to most countries in the world.

Wellington will have to pay for most of the cost we even might end up paying for all of the cost once Government realise that it has been a waste of tax-payers money.

How many times of the day would a Plane that wants to go to say Singapore go? I suggest it would be only once!!!! Is this worth all the effort the taking more of our recreational space on our beach and to most people the cost to our rates!!!!!!.

The extension would not only be into the sea on both ends but would disturb and interfere with some of our most

We who live near the airport know how the noise of

planes can disturb our sleep and bigger planes would want to get rid of our curfew which gives us our well-earned sleep.

Planes go as far as Brisbane in Australia every day and an hour's flight to Auckland and we can get to most parts of the world from there. I have found it quite adequate and easy to fly to Auckland; one's luggage already booked on to our main destination and just transfer oneself onto next flight.

From M.B. Weeber (Betty)

186 Coutts St

Wellington 6022



17 April 2015



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Draft Long-Term Plan  
Wellington City Council  
Policy and Reporting (COPO01)  
P O Box 2199  
**WELLINGTON 6140**

Dear Sir/Madam

## **WELLINGTON CITY COUNCIL DRAFT LONG TERM PLAN 2015-25**

Wellington Electricity welcomes the opportunity to submit on the Wellington City Council's Draft Long-term Plan (LTP). We commend the Council's approach of investing in growth and strongly support initiatives that will continue to draw more people and resources into the Wellington region.

Alongside the Wellington City Council, Wellington Electricity has an important role to play in providing essential services for Wellington. We are deeply committed to providing residents and businesses of Wellington with a highly reliable supply of electricity for today and into the future. Being an infrastructure provider with strong links to other infrastructure providers internationally we have extensive experience in providing services that support local economies and communities looking to grow.

Given our focus on the provision of infrastructure, we do not seek to comment on every aspect of the LTP, rather focusing on those aspects that are important to consider when providing underlying infrastructure. Our submission on the LTP consists of general comments based on our experience of providing infrastructure services across the region and a submission on using smart technology to further "unlock the city's growth potential."

### **General Comments**

Wellington Electricity considers it essential that the Council invest in the infrastructure necessary to promote resilience and support growth and that this investment is undertaken wisely. In our view a continuation of the status quo or the "business as usual" option is unsustainable. A "business as usual" path, of simply maintaining what we already have, will, while extremely important, likely lead to an overall decline in the Wellington economy. Equally, wise investment planning needs to be made to ensure that expenditure for resilient infrastructure that supports growth is prioritised. In this regard we would recommend that those investments with the greatest return for growth along with those investments targeted at the health, safety and welfare of all residents are prioritised ahead of other initiatives. This includes ensuring that there is sufficient investment made in the likes of street lighting (independent of whether LED lighting is adopted or not) and other natural event and public safety measures.

Such investment that must be considered is in the area of the management and enhancement of the infrastructure environment, including management of trees and vegetation. This is a key component to the Council's sustainable growth objective. By way of example unless vegetation planning and management is undertaken in an appropriate

manner with the required level of investment which supports service continuity, experience shows that service levels and quality of the underlying infrastructure cannot be maintained in a sustainable manner. These management issues must be recognised within the plan otherwise the value of the initiatives proposed will be undermined going forward.

Likewise, resilience of the underlying infrastructure must also be explicitly considered and accounted for. This must include the plans and investment required for emergencies and disaster recovery. This, in our view, is as important as the innovation projects proposed by the Council, particularly given the location, environment and criticality of Wellington as the nation's capital city.

Accordingly, while innovation is important, and we applaud and support the Council for the proposed approach of investment in growth, the underlying fundamentals of provision must be addressed in the plan. Innovation in the absence of addressing the fundamental foundational infrastructural issues would prove to be a risky strategy.

### **Use Smart Technology**

Wellington Electricity supports the conversion of street lighting to LED lights. However, in line with the points above, for effective implementation the Council must account for the complete project costs. An important component of LED lighting schemes is the control systems that provide additional energy savings. The investment in control systems, along with the ongoing operation needs to be sufficiently funded as part of the investment.

We note that internationally many cities have already installed LED street lighting and there is considerable evidence now that LED street lights provide improved night-time visibility and safety through better colour rendition, more uniform lighting distributions and the elimination of many shadow areas. From an environmental perspective, LED lights can reduce direct and reflected uplight which is the primary cause of urban sky glow, and can result in significant energy and maintenance savings if appropriate control systems are employed from the outset.

There are also three additional areas that are not currently noted in the LTP that should be considered within the use of smart technology. These also integrate with improving the management of key infrastructure assets. The areas are:

- Wellington is an ideal location for the promotion of electric vehicles (EVs) throughout the city. EVs provide environmental, economic and health benefits through the reduction in greenhouse gas emissions, reduction of noise pollution and the reduction of air pollution. This is in very close alignment with the Council's sustainability objectives and plans. Local Authorities can play a vital role in making EV's an attractive option in order to capture these environmental, economic and health benefits. Internationally, numerous local authorities provide incentives to promote EVs. These incentives include allowing drivers of EVs to drive in bus lanes, free or reduced parking, provision of plug-in points for the charging of EVs and specific EV delegated parking spaces. Wellington Electricity believes the LTP should promote and facilitate incentives for EVs and is a great opportunity to provide leadership in this growth area in electric transportation. The adoption of a range of incentives would not be a large capital outlay for the Council but would significantly benefit the community.
- As well as promoting private EV use and adoption, Council can also continue to develop the enablement of Electric Public Transport. The new technology is being developed and while it is prudent to review timing for fully commercialised solutions



there are opportunities for smaller demonstration projects that leverage existing infrastructure and stock. Small scale trials would engage current and new stakeholders as well as the community to remain open to new technology investment and development ahead of fully adopting a new electric public transport system. This will demonstrate a commitment to innovation from the Council with a growth agenda which includes new technology supported by updated business models.

- The Council is committed to making Wellington a more renewable capital city by reducing energy use and increasing renewable generation through its 'Smart Energy Capital Programme.' As stated in the LTP, Wellington is a low-emission city and is an Australasian top performer city in greenhouse gas emissions, energy consumption and air quality. Wellington Electricity considers that in line with these objectives in its LTP the Council should consider the installation of solar power energy systems where appropriate into the Council's existing commercial properties. By doing so the Council will reduce the impact of their buildings on the environment, and further reduce overall energy use. The cost of this project could be completed by working in partnership with the private sector. Our research shows that Commercial solar investment is a much smarter investment than domestic solar.

## Summary

In summary, Wellington Electricity is committed to the long-term provision of infrastructure services to Wellington and to being an effective business partner with the Council. We commend and support the Council's approach of investing for growth and the future provision of services to Wellington. From our experience, it is essential that in the LTP the Council consider investment in the fundamental infrastructure and the provision of sufficient funding for the long-term management of these services, including vegetation management. In addition, the Council should also consider the LTP as an opportunity for the promotion of removing fossil fuelled transportation in favour of electrified public and private transportation within the city and where appropriate to, consider the deployment of solar systems as part of the Councils commercial buildings.

Yours faithfully



Greg Skelton  
**CHIEF EXECUTIVE OFFICER**

From: [Jesse Williams](#)  
 To: [BUS: Long Term Plan](#)  
 Subject: Long Term Plan submission  
 Date: Friday, 17 April 2015 1:25:09 p.m.

<b>Name</b>	Jesse Williams
<b>Email</b>	arqwing@yahoo.com
<b>Postcode</b>	45224
<b>I want Wellington to be safe for people on bikes. I want the council to:-Commit the funds - support the cycle network plan and the next 10 year funding proposal</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Get building - start work on the Island Bay cycleway and look at more quick wins including separated cycleway trials in other locations</b>	yes
<b>I want Wellington to be safe for people on bikes. I want the council to:-Reduce speeds in inner city streets to make the CBD safer and more relaxed for everyone</b>	yes
<b>Write a message to the council</b>	Cmon Welly Council! The train is leaving the station. Help make Wellington a livable, 21st century city by paving the way for bikes now!
<b>Would you like to deliver an oral submission to council in person?</b>	No

# WELLINGTON CITY COUNCIL 2015-25

## LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

Name ..... *mebrahti woldese* .....

Signature .....

Address .....

Phone ..... *0211013363* .....

Email .....

I wish to make an oral submission



## WELLINGTON CITY COUNCIL 2015-25

### LONG TERM PLAN SUBMISSION

I call on Wellington City Council to include in the Long Term Plan as a top priority:

- The commitment to become a living wage council
- The commitment to implement the living wage for the whole council workforce, including the lowest paid workers who are employed through contractors.

I support this because:

Name ..... Abeba Vehdegele .....

Signature ..... ~~Abeba~~ .....

Address ..... 38 Awamutu Grove Lower hutt .....

Phone ..... 0210 61 58 03 .....

Email ..... Abeba-177 @ Yahoo.co.nz .....

I wish to make an oral submission