



Greater East Tamaki  
Business Association Inc.

**Submission to the draft Auckland Plan from the Greater East Tamaki Business Association Inc. (GETBA)**

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The association wishes to be heard on this submission

Submitted by:

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Local Board areas: Work: Howick and Otara Papatoetoe; live: Orakei

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Question One:

Agree. It is critical that Auckland develop an integrated plan that addresses regulatory environment, disparity, employability, city form, infrastructure and the environment.

Question Two:

Agree. One advantage of a single city is the opportunity to apply structural form on the basis of logic and need rather than according to parochial hubris.

Question Three:

Agree!! A world city needs a living and liveable centre. New Zealand needs the southern areas of deprivation to be given the resources to develop its full potential. It is sad that the map identifying the "employment area" for Otara stops at the arbitrary ward boundary, ignoring the 75% of the East Tamaki industrial area that is a huge and willing employment area!!

Question Four:

Agree. The role of Council lies primarily with priority one: the rest are areas where Council can be a catalyst and encourager of appropriate agents and agencies. The roles of the ports and airport and of transport infrastructure are critical.

Question Five:

Certainly **not** picking winners! Encourage central government to provide R&D policy to support technology exporters. Acknowledge and support the southern industrial heartland (Penrose, Highbrook, East Tamaki, Wiri) rather than “creating” potential hubs and clusters. Where a natural cluster seems to be forming as does ICT in the Viaduct area then encouragement is hardly required: business is quite able to see such value for itself.

Question Six:

Agree. The City needs “greening” and liveable spaces not the recent blight of “shoeboxes”. It needs to be a beating heart of Auckland and a commercial hub for New Zealand.

Question Seven:

Ensuring it remains a working city and a working port as well as being the hub for the region. Be wary of grandiose plans that do not have economic activity at their heart. Cruise ship terminals will need to retain usability in the seven months that the majority of cruise ships are in the Northern Hemisphere.

Question Eight:

A disappointing presentation overall: rather full of puffery and short on economic reality.

Question Nine:

Yes, so long as they are affordable and appropriate in scale. The issue of transport and connectivity with the region as a whole is critical especially for industry.

Question Ten:

This is answered on the following attached document.

# GETBA response to the draft Auckland Plan and draft Economic Development Strategy

(to be read as part of the submission to the Auckland Plan)

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What follow are a number of responses to points raised in the plans.

1. The five Economic Targets and intermediate economic outcomes identified in Chapter Four of the Auckland Plan and on page 105 of the Economic Development strategy (EDS) are good. What is particularly gratifying is the order in which they are ranked: Council responsibilities are at the top of the list; strategies for raising the emphasis on knowledge intensive and high tech industries are next; export initiatives, FDI, migration and freight flows are third; productivity initiatives are well identified; and creativity, tourism and Auckland's place as an international city are recognised.
2. The two big initiatives of the City Centre and the Southern Initiative are well chosen and both critical to the development of Auckland.
  - a. There is still an apparent view among some Councillors that development of a true City Centre is at the expense of the rest of the Auckland region. This is **not** so. A true City Centre is critical to any progress on the part of Auckland.
  - b. The Southern Initiative is likewise critical to the region as a whole. It is a huge pity that the people drawing up the map correlating (among other things) the employment areas adjacent to each of the residential zones of deprivation, indicated that the employment area adjacent to the Otara housing area was restricted to the approximately 22% of the Greater East Tamaki Industrial Area which falls within the Otara-Papatoetoe Local Board boundaries. The remaining 78% of the industrial area, including New Zealand's premier Business Park at Highbrook, is an actual and potential employment area for a wide catchment of residential areas: and surely the area immediately adjacent to it geographically would be the first to be considered. It is interesting to note that when, under the Manukau City Council, the first initiative to track all school leavers in Manukau was set up, the only real reason for starting this project in Mangere was that the Ministry of Social Development felt they had more experience in that area. East Tamaki, with Manukau Institute of Technology as one of its members is in the heart of the southern region and is frankly the most obvious partner in implementing the Southern Initiative. We look forward to an urgent approach from Council for our involvement.
3. Infrastructure and transport: Clearly this is a critical and burning issue for the city. It is particularly important for industry that transport corridors to the ports and airport receive real priority. In reference to the Ports of Auckland, we do understand that the Waterfront Plan was not charged with considering the Ports as part of their overall brief. It is, however, disappointing to note the continued sniping at the role of the Ports by certain advocates of the waterfront as a playground.

The Port handles nearly one-third of the country's trade *by value* and facilitates 22% of the Auckland economy, sustaining 336,200 jobs. Auckland Port has safer approaches than Tauranga and is absolutely critical to the economy of the city and the region.

Clearly, in terms of infrastructure projects, we are faced with a need to prioritise. GETBA would support a rigorous cost benefit analysis of the various projects with prioritisation made on the basis of these results (as recommended by Michael Barnett of the Auckland Regional Chamber of Commerce). In terms of the needs of GETBA, the following projects are critical:

- An east-west axis from SH1 to the airport

- Improved access to the sea ports
- Urgent development of AMETI

GETBA recognises the transformational outcomes from completing the rail loop.

In terms of funding, we support the implementation of a capped daily access toll to the motorways of the region. Something along the lines of \$3 peak access dropping to \$1 off-peak with a daily cap of \$6 would sound reasonable. It is worth noting that, in today's money, the original Harbour Bridge toll of 2/6d would translate to over \$6.00 so this is not a cost that is out of line either with overseas current practice or even that which was in use in Auckland in 1959: and we have seen the transformational change wrought by the building of that bridge!

4. We note that in Section Six of the voluminous *Background Paper to the Economic Development Strategy*, there is an extract from the note prepared by the Ministry of Economic Development for the Auckland Transition Agency. This starts with the question:

### **What is the role of the Council in Economic Development?**

We found this document particularly useful as a checklist to measure the appropriateness of various strategies proposed in the Auckland Plan: here is their summary.

The Council can play an important role in the following economic development activities:

- Business support – providing basic business information and advice (e.g., about relevant local government regulation), diagnostic and referral services, and facilitating networks.
  - Training and upskilling – promoting the benefits of upskilling, signposting of education and training opportunities, and job matching programmes.
  - Innovation – coordinating activities of business and research organisations, and providing information on research and commercialisation expertise available in the region.
  - Investment promotion – encouraging and promoting inward investment to the region and bridging networks between inward investors and key organisations in the local economy.
  - Internationalisation – providing information on markets, facilitating trade visits and city-to-city relationships.
  - Industry development and major projects – coordinating sector investment in major projects in the region and undertaking infrastructure and precinct planning to support industries.
  - Tourism and events – destination marketing, visitor attraction programmes, event planning and coordination.
  - District improvement – encouraging businesses to collaborate in the provision of district improvement activities and regenerative property investment.
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