

URBAN WATERFRONT REGENERATION & *ROLE MAJOR SPORTING EVENTS CAN PLAY*

Waterfront
Auckland 



Contents

- Setting the scene
- Opportunity and Constraints
- Intergenerational Benefits
- The Prerequisites for Success
- Impact of a Major Event Strategy
- Bringing it all together



Setting the Scene



Opportunity and Constraints

A special place



Opportunity and Constraints

Public nature of waterfronts



Opportunity and Constraints

A catalyst for activity



Intergenerational Benefits

Creating a legacy

Making the most of Auckland's waterfront

Telling the world Auckland's story

Taking pride in our place



Intergenerational Benefits

Creating a legacy

Making public transport a habit for
Aucklanders

Positioning Auckland as a major events
destination



Intergenerational Benefits

Transformative



Intergenerational Benefits

Transformative



Intergenerational Benefits

Growing pride



The Prerequisites for Success

THE
WATERFRONT
PLAN 2012

Lead with a strong vision

Identify the key legacy projects early

Focus on the people

Emphasise a principle based approach

Ensure a strategic approach to major events

Waterfront
Auckland 
An Auckland Council Organisation



Waterfront
Auckland 
An Auckland Council Organisation

Leadership

- Decision makers
- Strategise
- Agree priorities
- Resource and empower



Building a Strong Vision

Clarity

A WORLD CLASS **DESTINATION** THAT EXCITES THE SENSES AND CELEBRATES OUR SEA LOVING **PACIFIC CULTURE** AND **MARITIME HISTORY**. IT SUPPORTS COMMERCIALY SUCCESSFUL AND INNOVATIVE **BUSINESSES** AND IS A PLACE FOR ALL **PEOPLE**, AN AREA RICH IN **CHARACTER** AND **ACTIVITIES** THAT LINK **PEOPLE** TO THE **CITY** AND THE **SEA**_



Building a Strong Vision

Articulating the vision

Learn from others



Building a Strong Vision

Appreciate what is unique



A Public Place Must Focus on People

Listen to your community

Get everyone on board



A Public Place Must Focus on People

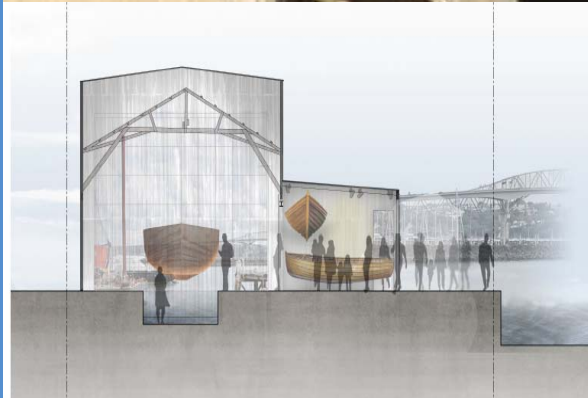
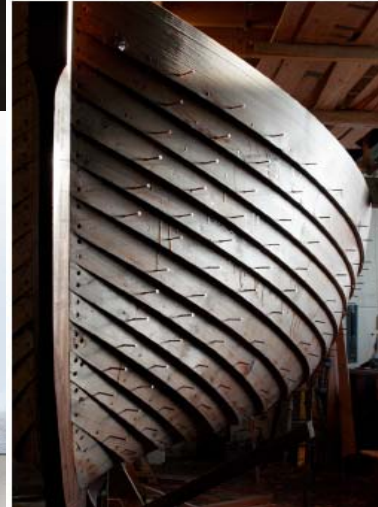
Outreach



A Public Place Must Focus on People

Common ground

Partnership



Planning for Success

Empathy of design to water



Planning for Success

Dynamic and complex

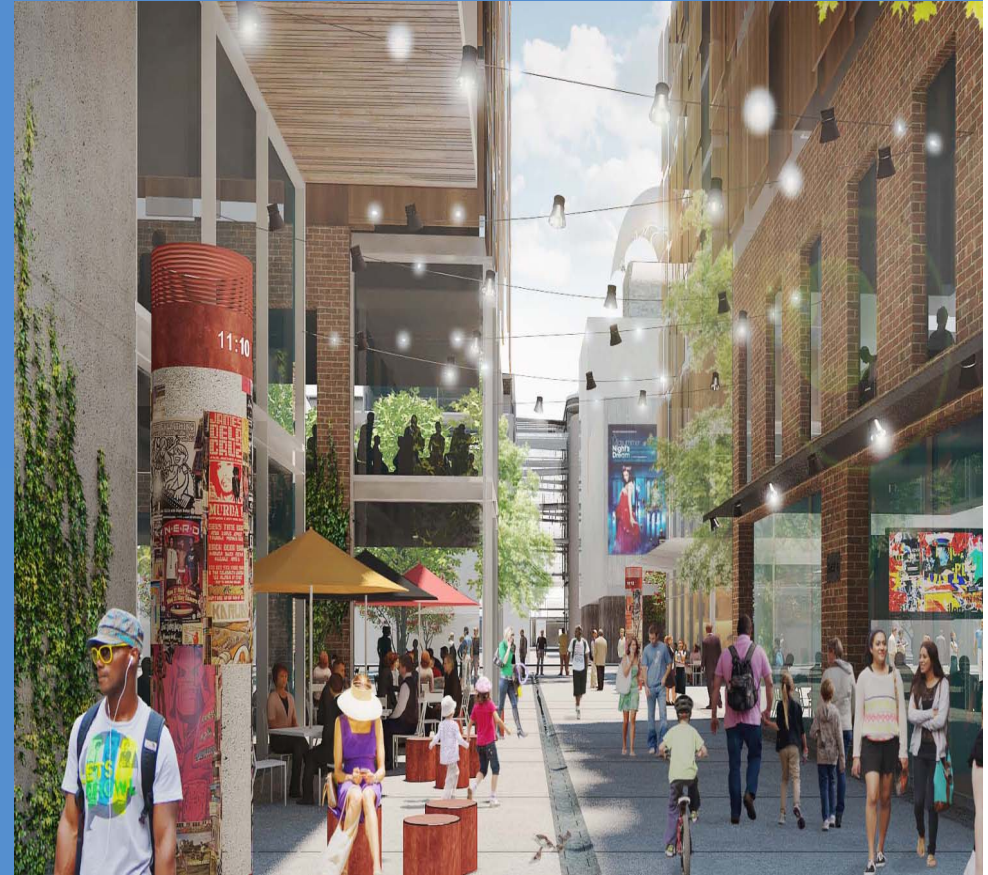


Planning for Success

Embrace an integrated approach



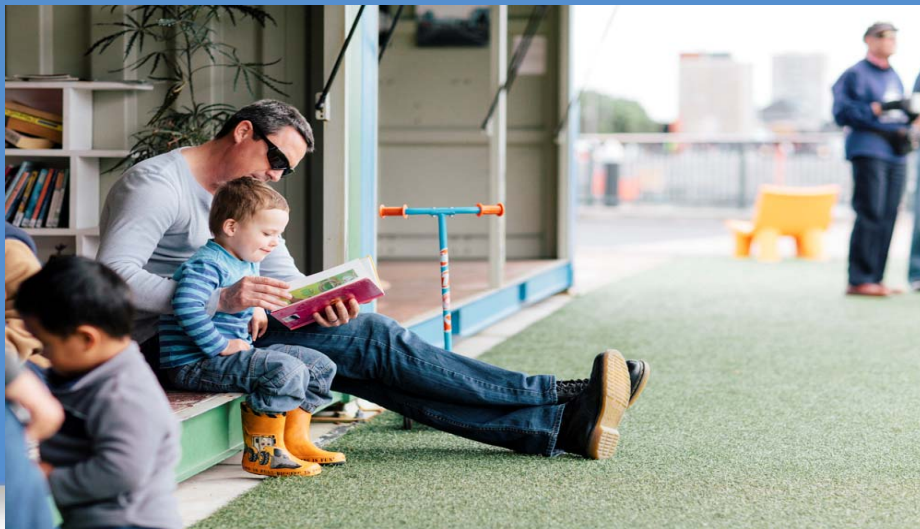
Principle Based Approach Should Emphasise Authenticity



Principle Based Approach Should Emphasise Excellence

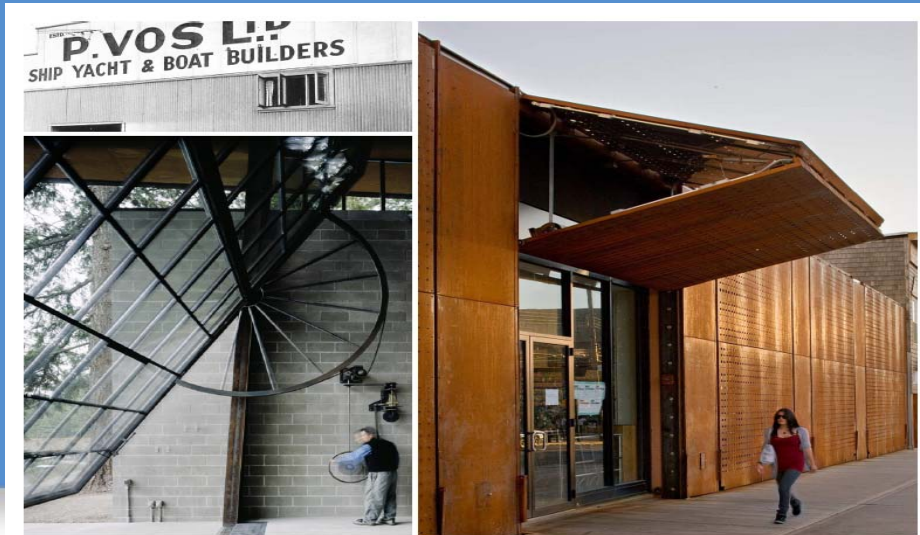


Principle Based Approach Should Emphasise Diversity



Principle Based Approach Should Emphasise

Total contribution



Impact of a Major Event Strategy

Events that have defined Auckland



Impact of a Major Event Strategy

2010 Auckland major event strategy

1

Economic growth

New money into Auckland

2

Visitor growth

More visitors, Stay longer, Spend more

3

International exposure

Use events to make us famous

4

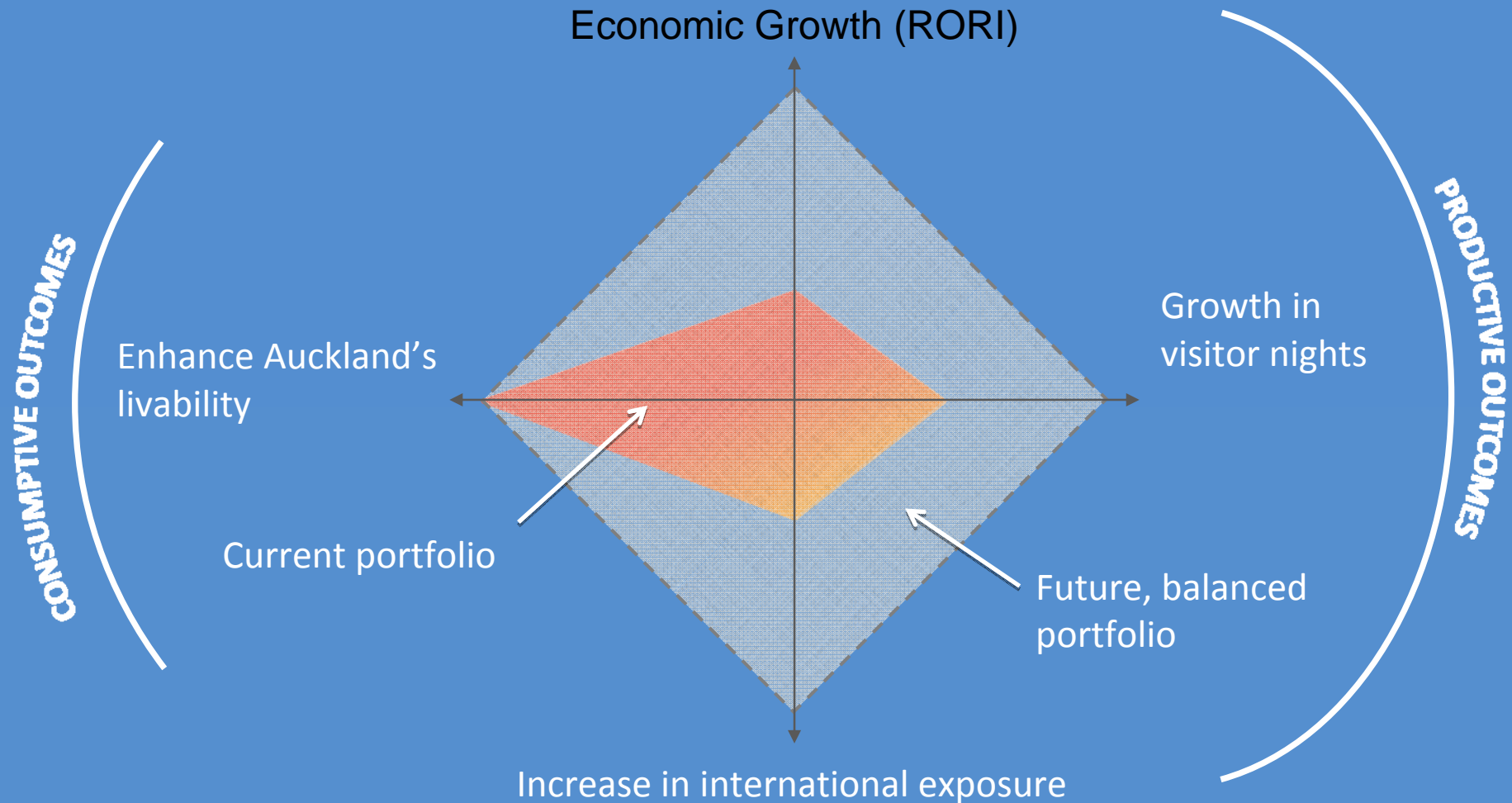
Liveability

Make Auckland a great place to live



Impact of a Major Event Strategy

Desired attributes for events



Impact of a Major Event Strategy

Highlights of 2011/12



Rugby World Cup 2011

114,000 international visitors

\$512 million net additional expenditure in Auckland



Volvo Ocean Race

More than 275,000 spectators visited the race village



Impact of a Major Event Strategy

Highlights of 2011/12



ITU World Triathlon Championship Grand Final

55,992 visitor nights

\$7.4 million contribution to GDP



Pasifika

68,000 attendees



Impact of a Major Event Strategy

Auckland accolades



2nd place world sport city awards



Most ambitious city in Trans-Tasman region



Top Australasian destination



World's 3rd most livable city



Bringing it all together

Ensure the prerequisites are in place
Clarity of vision and goals



Bringing it all together

Value of a deadline



Bringing it all together

Celebrate excellence

Celebrate success



Bringing it all together

Maintaining momentum



Bringing it all together

Reflect on legacies created



Bringing it all together

Sharing the learnings



Acknowledgements

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