



Matakana Community Group Strategic Plan 2018: a road map towards a Future Matakana vision and strategy

February 2018

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Background

Matakana has become a popular tourist destination over the last 10 – 15 years and is regarded as an attractive place to live. Matakana Village has been a success in many ways, and the surrounding region has a cultural and social vibrancy that is attractive to both residents and visitors.

Almost twelve years have gone by since the Matakana Sustainable Development Plan (SDP) was developed with the support of the local community by the (then) Rodney District Council in 2006. The SDP set out the values and aspirations of the Matakana community, looking out to 2030. Sadly, apart from some amended land use provisions now in the Auckland Council Unitary Plan, very little of those aspirations such as a streetscape and infrastructure improvement programme with pedestrian friendly spaces, cycle and walkways (including a Green Network Plan) have been followed through under the Auckland Council (AC)¹. Moreover, during the last few years Matakana's growth has led to much more traffic congestion and pedestrian safety risk, particularly during holiday periods and Matakana Farmers Market days.

Much has been done by the Matakana Community Group (MCG)² since it was formed following the SDP consultations. The locals have demonstrated great community spirit in volunteering many hours of work, such working in the community garden, upgrading the tennis courts, planting native shrubs and developing the Matakana Cycleway from Matakana to Point Wells. There's a strong community identity and environmental sustainability ethos.

The main challenges are in dealing with the AC and Auckland Transport (AT) planning processes and operations. Within the context of growth in Rodney and more broadly across the Auckland region, Matakana has struggled to gain traction and support in the formal planning processes.

With the elapse of time since the last Strategic Plan was developed, and in the context of considerable growth in the area and local voices not being heard, it's time for a renewed strategic direction for the Matakana community going forward.

¹ Refer to Auckland Council's Matakana Plan Change 64, July 2011 for details of the SDP components adopted:
<http://temp.aucklandcouncil.govt.nz/SiteCollectionDocuments/aboutcouncil/committees/planningurbananddesignforum/meetings/planningandurbananddesignfmminitem1120110707.pdf>

² See Appendix 1 for background information on the Matakana Community Group and the project team.

A project team was formed by the MCG in September 2017 to review the Matakana SDP and develop a strategic plan of action.³

Strategic Context

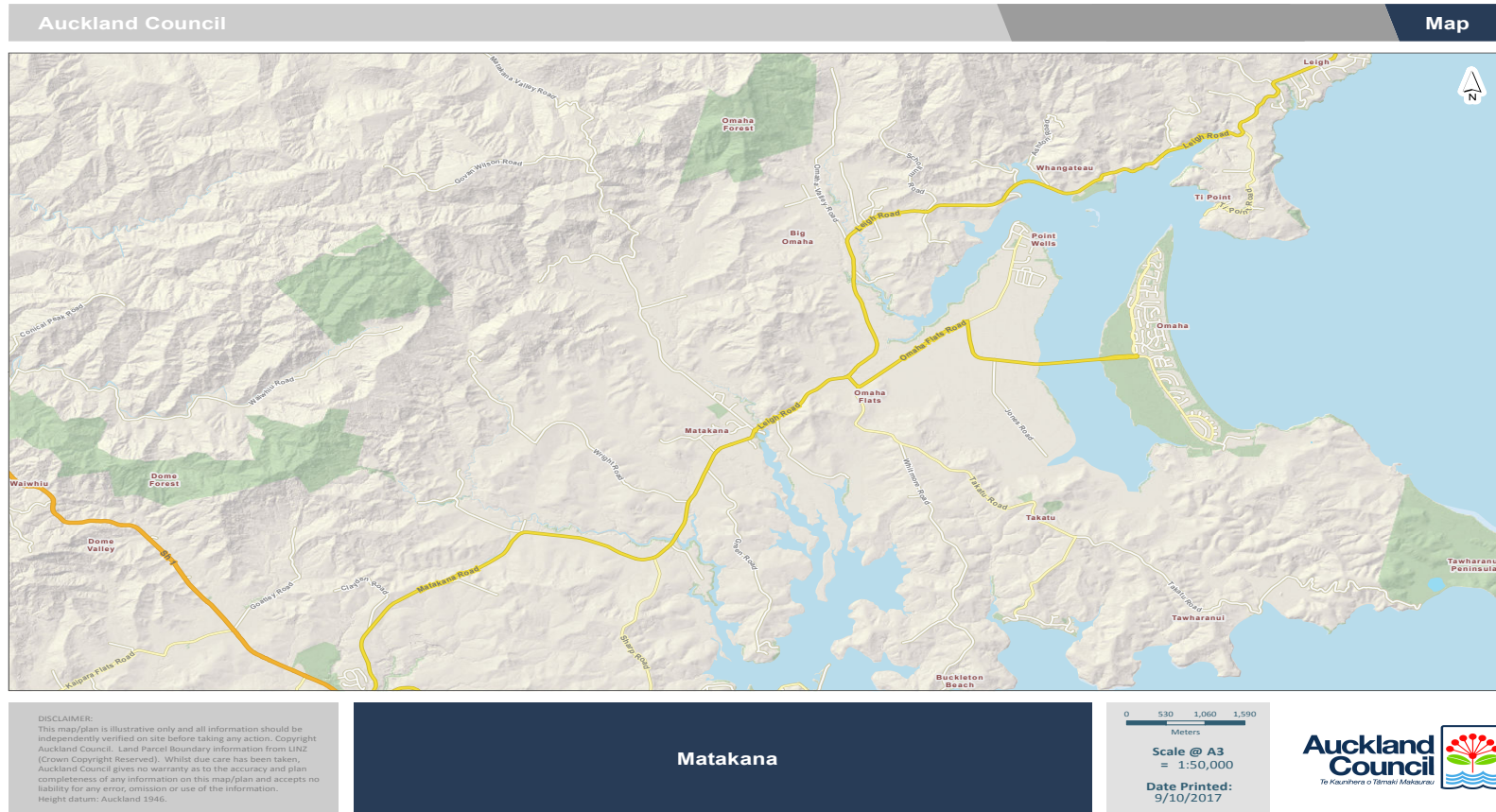
Who we are

While MCG membership is drawn from people who live in the village or nearby and who engage with and/or otherwise support MCG activities, Matakana has become much larger than the area covered by the 2006 SDP.

More broadly, Matakana has become an attractive destination to visitors and is a vibrant cultural, social and economic hub for people living in the Matakana coast area. Nearby regional parks, beaches, maritime park and harbours, vineyards and art galleries continue to draw tourists and holiday makers from around the world.

³ See Appendix I for project team details.

Figure 1: Matakana coastal area

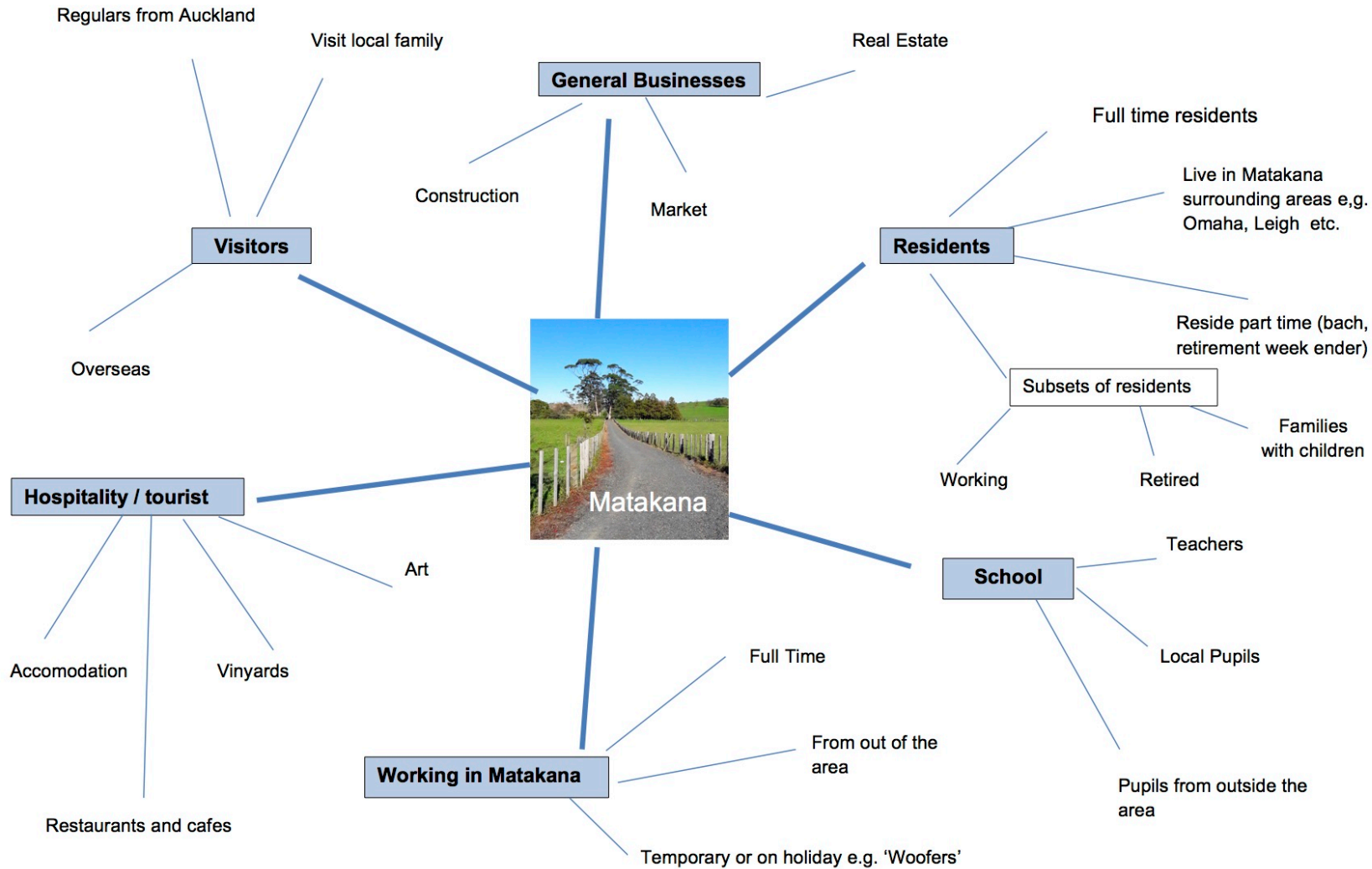


Defining our relationships more broadly, we've developed charts to outline who to communicate to and engage with, including business people, the school, residents and workers, and those people who can help with their expertise and influence to achieve our aspirations.

Figure 2: Community groups for communication

From which to attract people who could help us achieve our goals

COMMUNITY COHORTS FOR COMMUNICATION



Matakana is fortunate in being able to draw on a stakeholder base who are likely to be willing to engage in developing a Future Matakana Vision and Strategy, comprising residents, business people, workers and visitors, and together could draw on a large network of influencers, experts, businesses, local and central government politicians and planners.

The team formed for this project consists of several recently arrived residents who brought an impressive depth of skill and experiences to the project.

In short, the future of Matakana is much more than about the people who engage with the MCG or who are residents in the Matakana urban area. Matakana is important to the tens of thousands of people who live and work in the Matakana coastal area, the Mahurangi Peninsula and those who visit the area.

So here is our first message – engage with the wider community so they are made aware of the issues we face, what actions are underway to achieve our aspirations, and provide them with opportunities to participate.

Trends and Statistics

From sources such as the New Zealand Government Census, Matakana Information Centre, Matakana Coast Tourism, Matakana Primary School and Auckland Transport, it has been ascertained that:

- Projections suggest that the population of Matakana village has almost doubled since 2001 (and increased by 50 percent from 2013 to 2017). This finding is supported by a similar increase in the large number of new houses built since 2001 (based on a count).
- The population is gradually getting older as census data shows that the group of people over 50 years old has increased from 27 percent in 2001 to 40 percent in 2013.
- Over August – October 2017, 86 percent of the 1,700 visits to the Matakana Information Centre website were from new visitors.
- Matakana Coast Tourism reports that, on an annual basis, people spend around \$36 million dollars in Matakana alone (\$250million for the total region) and that quarterly spending over the last three quarters has increased from 10 percent to 14 percent to close to 17 percent compared to the same quarter the previous year.
- The number of pupils enrolled at the Matakana Primary School remain much the same as it was in the previous decade albeit that in 2009 the Snells Beach School was opened.
- Traffic volume increases between 2006 – 2017 were substantial. Auckland Transport reports that:
(1) There was a 60 percent to 80 percent increase in traffic volumes on Leigh Road, both from general traffic and trucks

(2) Daily traffic on Matakana Valley Road has increased more than five-fold, the increase being due as much to visitor traffic as it is due to heavy vehicles.

(3) Average daily traffic on Matakana Road has increased by 40 percent but this cannot be attributed to a similar increase in truck traffic which only increased by 11 percent.

Detailed data is available in Appendix 2.

Local Government Planning Context

We've analysed AC and AT legislation, planning frameworks, plans and policies to learn about the system, who is responsible for what, and how to go about getting things done for Matakana. Additional information was obtained from the AC and AT in response to our requests under the Local Government Official Information and Meetings Act 1987.

Auckland Council and Rodney Local Board

The process to develop council's third Long Term Plan (LTP) (2018-2019) began in July 2017, with public consultations due in February / March 2018. Local boards have been engaged in the development process from the onset. According to a draft LTP tabled to the council's Finance and Performance Committee on 11 December 2017, the mayors vision for Auckland is "of a world-class city, a great place to live and as New Zealand's globally competitive city that attracts and retains talented people"⁴. The proposed priority areas for the council include investment in public transport, housing and water quality.

While the third LTP was under development, the 21 Auckland Council local boards went ahead with refreshing their three-year plans over the course of 2016/17. Setting out strategic outcomes and key initiatives at a higher level, without specifying the detail of any projects, the plans in effect defer consideration of specific projects and programmes to subsequent annual work programmes. While in the case of the Rodney Local Board (RLB), council staff separately listed specific projects under each outcome / key initiatives to provide an indication of what may be included in annual work programmes and funding arrangements under the LTP, no commitments were offered⁵.

The outcome for local communities is uncertainty over what projects and programmes may or may not get funding.

⁴ http://infocouncil.aucklandcouncil.govt.nz/Open/2017/12/FIN_20171211_AGN_7617_AT.htm

⁵ Memo to Rodney Local Board, Update on the Development of the Draft Rodney Local Board Plan, 2 March 2017

The RLB finalised its 2017 - 2020 three-year plan in October 2017⁶. That did not translate into support for specific projects and programmes put to the RLB by the MCG in February 2017⁷, nor as documented in the SDP, or as adopted by the AC under Plan Change 64⁸. While there is a one-line reference in the RLB draft plan to having considered a 'Matakana town centre plan' on enquiry to the council, that reference turned out to be a generalised reference to the SDP and not a town centre plan - nothing specifically from the SDP was analysed or addressed. Council further advised that there was no material prepared for the local board's consideration during the local board plan process which addressed the provision of council services in Matakana or relating to the SDP⁹. In Matakana's case, there is not much that is 'local' in the local board planning processes or outcomes.

For reference, MCG projects submitted to the RLB in February that were not included in the RLB plan were:

- Tamahunga cycle and pedestrian bridge
- Upgrade of Matakana Valley Road with:
 - Covering open channel drains
 - Addition of underground stormwater reticulation
 - Angle car parking
 - Footpaths and landscaping
 - Burying powerlines
- An inner village cycleway loop with signal crossing to allow safe access to Matakana School
- Jubilee Park pump track
- Parking at the school
- Parking at the tennis courts.

In a subsequent Official Information Act (OIA) response, council advised that "Agreed between council's governing body and local boards [annual local board agreements] include local funding priorities, budgets and performance targets for each financial year"¹⁰. The detail of specific projects and programmes is therefore determined outside of the local board's public consultation processes.

⁶ Copies of Rodney Local Board plans are available here: <https://www.aucklandcouncil.govt.nz/about-auckland-council/how-auckland-council-works/local-boards/all-local-boards/rodney-local-board/Pages/rodney-local-board-plans-agreements-reports.aspx>

⁷ Matakana Community Group presentation to Rodney Local Board, February 2017

⁸ More positively, work has actually started on the Tamahunga cycle and pedestrian bridge, and upgrades to Matakana Valley Road have been signalled.

⁹ Auckland Council's Official Information Act response to the MCG, 8 November 2017, ref LGOIMA No. 8140002035, see Appendix 3 for details

¹⁰ Auckland Council's Official Information Act response to the MCG, 13 December 2017, ref LGOIMA No. 814002195, see Appendix 3 for details

While local board 3-year plans are apparently influence development of the council's strategic plans, including the LTP, local board funding is provided through the council's Local Board Funding Policy, where funding appears to be allocated largely in proportion to local board share of population, and not in relation to local priorities.

In attempting to align local development contributions to local needs, we also requested information on development contributions received by the council from Matakana area developments, but council advised development contributions are not recorded by local board or census area, but on the basis of assets for which development contributions will or have been used (see council's response No. 814002195 in Appendix 3).

We strived to get a least some of our long-standing Matakana issues addressed in the broader planning process through direct representation to the AC. We found out that public consultation on a refreshed Auckland Plan and LTP is due to take place in February/March 2018 but that drafting is well advanced. To exert at least some influence on the development of the LTP we asked to give a five-minute presentation to the Auckland Council Planning Committee. Just five minutes. Our request was turned down. We were told by the governing body officers that the Rodney Local Board decides what goes through from Rodney for inclusion in council's LTP, so go back and work with them.

The message is clear – over the term of the Rodney Local Board and Auckland Council there has been a history of disregarding Matakana's aspirations as set out in the SDP 2006.

More positively, after several years of MCG advocacy, AC, AT and the RLB have recently reached agreement in principle to upgrade drainage along the northern side of Matakana Valley Road from the markets to JinJin Restaurant, repair the road surface, extend the footpath and improve parking, although funding arrangements have not yet been agreed to. While there remains some uncertainty over what exactly will be provided, the development represents a win for the MCG's ongoing and strident advocacy initiatives.

So here is our second message – to get local projects and programmes on the Auckland Council's planning agenda, it needs the support of the Rodney Local Board.

Another area of interest to the project team has been the review of Auckland Council's governance arrangements¹¹. At the time of writing the AC continues to deliberate on future government arrangements, although it is possible that selected local boards may be given more responsibility and funding over local initiatives.

While increased responsibilities for the Rodney Local Board is a possibility, another course of action is to advocate the devolvement and implementation of local projects and key initiatives that are currently the responsibility of AC and/or AT to the Matakana Community Group to enable self-organised infrastructure and facilities improvements to be made outside of the local government planning cycles and authorisations.

So here is our third message – seek the devolution of local government responsibilities to local communities where there is demonstrable support and capability.

Research into overseas examples of central and local government devolution would assist the MCG in preparing a case.

Auckland Transport

AT is required to consider the AP, LTP and local board plans in the development of its own strategic plans. AT is due to consult on a refreshed regional transport strategy over February/March 2018 but we're advised that the Rodney Local Board has already contributed to an initial prioritisation process and engagement with local boards enabling members to highlight projects or issues of concern to them. That underscores the importance of the MCG influencing the RLB to advocate the AT for its transport projects.

At the time of writing funding available will not be known until AC finalises the transport funding envelope under the refreshed LTP. AT advised that "... maintenance and renewal of existing assets, projects related to residential growth, and new walking and cycling initiatives will be significant priorities under the new plan".

In response to our OIA request¹², AT advised:

- A part of Matakana Road is due for a reseal in 2018/19
- While Matakana Road and Matakana Valley Road are categorised as arterial roads AT does not have information on how those roads measure up against the optimal programme of maintenance, operations and renewals to deliver a fit for purpose outcome

¹¹ <http://www.scoop.co.nz/stories/AK1709/S00696/auckland-council-governance-framework-review-takes-shape.htm>

¹² AT response to our OIA request dated 22 November 2017. See Appendix 3 for details

- Just 8sqm meters of footpath on Matakana Valley Road is regarded by AT as being in very poor condition
- AT's stormwater asset data held on Matakana Road and Matakana Valley Road is incomplete
- On-road cycle way data is incomplete.

Clearly there are issues with AT's level of service and database systems. There is no information to hand to ascertain AT's or RLB's view of the issues around traffic congestion and the growth in traffic volumes on Matakana Road, Matakana Valley Road and Leigh Road, community views on the state of footpaths and pedestrian safety issues, or what future solutions may be found. There is an obvious opportunity for MCG to ascertain local community views on these matters and to advocate accordingly to the RLB and AT.

MCG's Strategic Planning

Based on learnings arising from our strategic context research, the 30-year vision for Matakana in 2006 has now fallen by the wayside, not forming an active part of the council's strategic planning framework. There is little of direct strategic relevance to Matakana in a meaningful way in the AC, AT or RLB strategic plans, with nothing there to address such strategic issues as:

- Eliminating waste
- Extended cycling, walking and bridal paths within the village and along harbour catchment areas
- Healthy waters
- Increasing levels of traffic, particularly heavy traffic within and around the Matakana urban area, parking and traffic congestion particularly during the weekends and holiday periods
- Pedestrian safety
- Public transport
- Speeding vehicles
- Urban amenity, including landscaping and extending parks, sportsgrounds and greenway facilities
- Urban form and development.

Surely, Matakana too can be a part of the mayor's vision for Auckland to be world-class and to be seen to be part of that vision. The challenge for MCG to create a Future Matakana vision and strategy, one that is part of the greater Auckland vision, and one that is meaningful to local residents, businesses and visitors.

The project team concluded that the best time to develop a Future Matakana Vision and Strategy will be in the last quarter of 2019, at which time up to date information from the 2018 Census will be available and we would have developed community endorsed projects and initiatives in support of the vision for inclusion in the next Rodney Local Board Three Year Plan. This will enable us to advocate for Matakana's projects and initiatives that require AT or AC funding and delivery.

Our strategic context research findings can be used as a resource by the MCG in developing the Future Matakana vision and strategy. Many of the outcomes that we continue to strive for date back to the SDP, 2006. We've developed the following three overarching outcomes based on those aspirations, incorporating current MCG endorsed outcomes, to provide a background context for a renewed vision in 2019:

1. A 'vibrant market village' with a clear urban/rural boundary that is popular with locals and tourists alike, with a diverse range of facilities surrounded by a rural and coastal landscape with art galleries, vineyards, orchards, horticultural and agricultural activity.
2. Attractive public spaces with an integrated transport/greenways network that is pedestrian and cycle friendly, where there are tree-lined streets and locals and visitors are able to walk, cycle, relax, drive and park safely.
3. Examples of eco-friendly practices including local resource use, waste minimisation, healthy waterways and restored and protected buildings, places and objects.

Taking our three messages on board would require the MCG to in effect re-structure itself, expanding on its remit in terms of areas represented, its membership and funding base, and to provide the resources required to deliver on its revised purpose and desired outcomes.

Strategic Plan, 2018

We recommend a three-pronged strategic plan of action to:

1. *Boost the influence that the Matakana Community Group has with local government and the Matakana community.*
2. *Develop and implement a Future Matakana Vision and Strategic Plan to feed into the next local government planning cycle due to begin in the last quarter of 2019.*

3. *Advocate to the Auckland Council and central Government to devolve funding and development of local infrastructure and facilities under a stewardship arrangement with council.*

1. Boost membership and funding from 2018

- Membership, funding and administration

- i. Seek support of a substantial increase in membership and subscriptions to boost the influence of the MCG at a Special General Meeting in the first quarter of 2018.
- ii. Initiate a membership drive in the second quarter of 2018 targeting residents and businesses in Matakana Village and the Matakana Coast area with a substantially increased membership fee
- iii. Obtain an appropriate administration system.
- iv. Employ a part-time executive officer from the third quarter of 2018 to coordinate development and implementation of the Future Matakana vision and strategy, and to take responsibility for communications and networking.

- Reach out through communications and networking

- i. Make information available about the MCG's projects and other key initiatives online by mid 2018 so that the membership and wider community are aware of the MCG's activities in pursuing the community's aspirations by:
 - a. rebuilding the 'Matakana' website and providing an extended social media presence as platforms for community information sharing and interaction.
- ii. Foster regular community involvement in decisions about the future of Matakana by encouraging the community to attend community meetings and activities.
- iii. Reach out to other community groups and organisations to identify and collaboratively promote shared aspirations and outcomes for the benefit of people in the greater Matakana area (such as resolving traffic congestion on Matakana Road).
- iv. Identify / confirm points of contact and key liaison officers with Auckland Council and Auckland Transport.
- v. Identify people in our Future Matakana Networks Categories and enter their details in a networks database.

2. Develop a Future Matakana vision and strategy by September 2019

- **Conduct a futures exercise in the first quarter of 2019**
 - i. Undertake futures research on mega trends influencing Matakana, including:
 - a. North Rodney population and tourism growth
 - b. Potential demand to expand the Matakana Village urban area and consequences on infrastructure
 - c. Completion of the Puhoi – Warkworth motorway and Matakana Link road
 - ii. Carry out a scenario planning project looking at plausible futures for Matakana with influence and the quality of local government governance being the two major variables.
- **Undertake strategic context research and analysis in the first quarter of 2019**
 - i. Analyse Matakana statistical trends from the 2018 census
 - ii. Fund research into tourism trends in the coastal Matakana region
 - iii. Analyse local government plans and policies
 - iv. Analyse relevant central government plans and policies
- **Organise workshops and conduct a survey to ascertain community aspirations and values for Matakana Village and the surrounding area in the second quarter 2019**
- **Create a Future Matakana vision looking out 30 years**
 - i. The vision to be created drawing on the results of futures and strategic context research, and community aspirations and values.
- **Fund and develop a professionally created urban design in the third quarter of 2019**
 - i. Refer to Ross Brown's guide in Appendix 4.
 - ii. To advocate a new town centre plan and potentially a revised Unitary plan
- **Develop and implement a strategy in the third quarter of 2019 to influence the outcome of the next local government three-year planning cycle over the fourth quarter of 2019 through to the first quarter of 2021**
 - i. Demonstrate alignment of local community aspirations with local government planning outcomes and key initiatives
 - ii. Test the vision and strategy with key influencers and networks
 - iii. Provide a written submission to the Rodney Local Board setting out the Future Matakana vision and strategy by November 2019
 - iv. Organise community support during planning consultations by the Rodney Local Board and Auckland Council

3. Devolve local government responsibilities to the local community

- i. Promote the endorsement and support for self-funded and contracted community aspirations and outcomes
- ii. Invite Auckland Council and Rodney Local Board candidates to express their support for self-organised local community aspirations and desired outcomes.

Appendix 1: Matakana Community Group

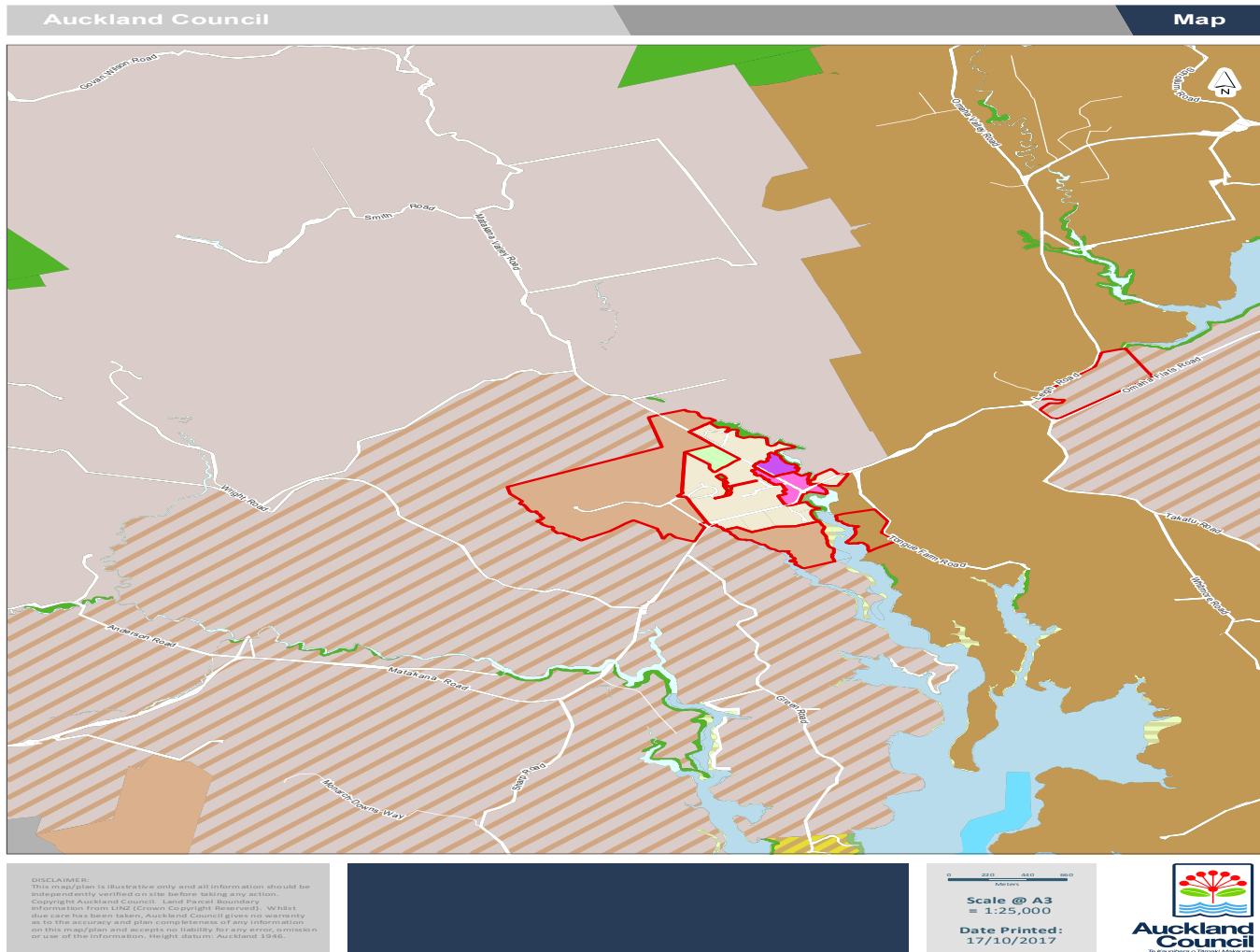
Matakana Community Group Incorporated

The MCG was incorporated for the purpose of developing facilities and supporting programmes and community networks in the development of a better community environment in Matakana. We work to identify skills, strengths and resources of the Matakana community to help to direct these for the benefit of the whole community.

We are involved in a wide range of community activities including town planning matters that affect the future of Matakana and its environs, traffic management issues, community events and community projects and we work hard at engaging constructively with our Auckland Council and Rodney Local Board representatives.

Residents and businesses engaging with the MCG include those within the urban area of Matakana Village, and extending north to Govan Wilson Road, south to Anderson Road and east partly along Leigh Road, Omaha Flats Road, Takatu Road & Whitmore Road, as per Figure 3.

Figure 3: Matakana Community Group local area

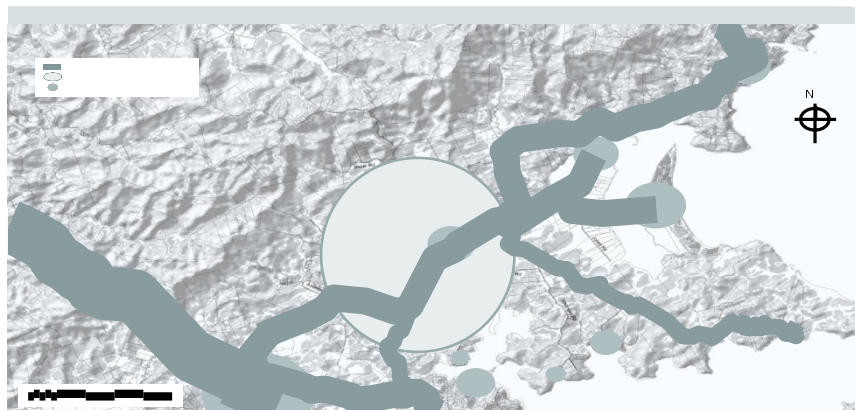


Strategic Review project team

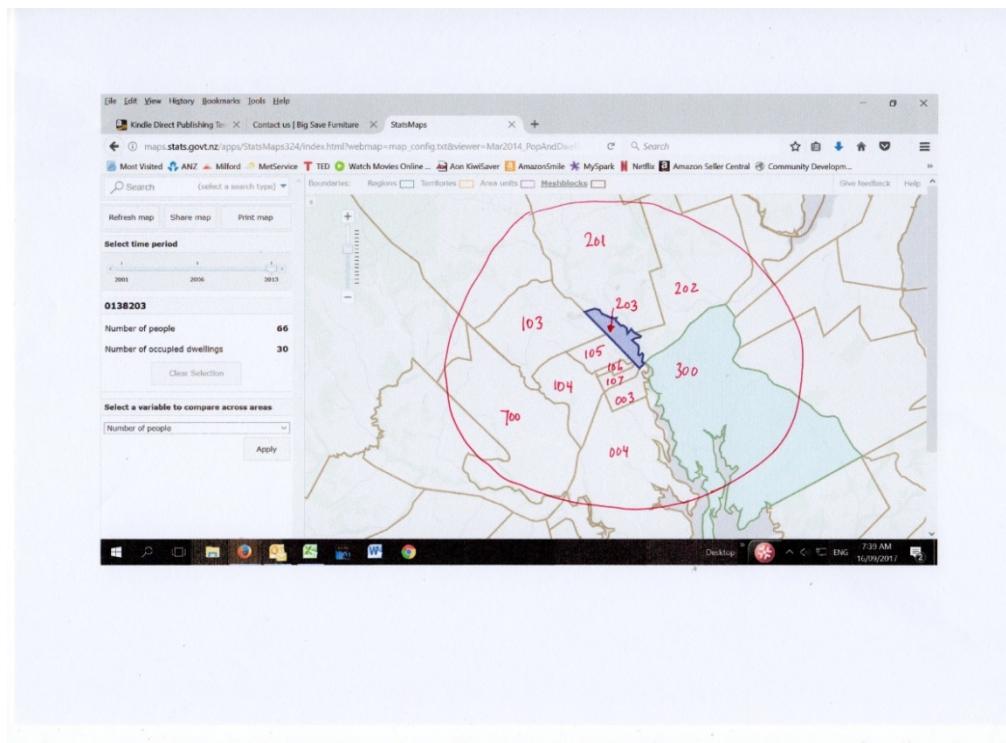
Paul Roberts (Co-ordinator)	<i>Strategist (semi-retired)</i> : project management, strategic thinking, futures research, public policy research & analysis, stakeholder relationships, facilitation, workshop and focus group design and management, social media, negotiation, advocacy
Gerard Zwier	<i>Research Psychologist (retired)</i> : social research and statistical analysis
Janis Grummitt	<i>Social (cultural) anthropologist</i> : strategy, executive leadership, building wisdom communication, creativity, facilitation, futures thinking, workshop design and leading, organisational change, Total Quality, social media, networking
Murray Wallace	<i>Civil Engineer (retired)</i> : infrastructure projects, local authority planning and regulation
Paul Mason	<i>Chartered Accountant (retired)</i> : public policy research & analysis, finance, relationship management, structural change, questionnaire design
Neville Johnson	<i>Former Principal, Matakana School, local businessman</i> : stakeholder relations, community knowledge, fundraising, networking, vice-chair MCG
Stephen Smythe	<i>Architect, property developer (retired)</i> : Founder of The Greenways Project (Auckland wide)
Ross Brown	<i>Registered Architect</i> : Post graduate qualification in Planning and Urban Design. Considerable experience in master-planning and large scale planning exercises. Member of Auckland's Urban Design Panel .
Amanda Stewart	<i>Marketing and communications executive</i> :
Ivan Wagstaff	<i>Local business owner</i> : previously Director of IT at Auckland University
Elizabeth Molloy	<i>Lawyer</i> : predominantly a stay at home mother to two small boys. Strong interest in the areas of planning and sustainable development with a background in Resource Management and Local Government law as well as experience with the then Auckland Regional Council in strategic and urban development policy.

Appendix 2: Trends and Statistical Research

Although it is not clear what *precise* area is included in the 2006 Strategic Development Plan (SDP), the focus in this overview is on the 12 mesh blocks that make up the centre and immediate surrounding area of Matakana Village (see below). Where available, information in this summary is based on census data obtained from Statistics New Zealand. The SDP showed the following map:



We have used the 12 meshblocks on which we have data from Statistics New Zealand:



Because the next census is not until 2018 (every 5 years), we have been forced to use projections in some cases to estimate numbers for the 2017 year.

Number of houses

To ascertain a measure of the current Matakana population, we obtained from Statistics New Zealand the number of Occupied private dwellings (i.e. separate houses) in the period 2001 to 2013. They show the following increases:

2001 156

2006 171 or +10 percent

2013 219 or +28 percent

For the current year we have counted what we believed to be all new houses, i.e. those built since 2013. With the help of a Matakana resident who has lived in this area for more than 15 years, we counted 35 new houses in Laly Haddon Place, 20 new houses in Tamahunga drive, 22 new houses in Matakana Green and 3 new houses in Torea Road. If our count is correct, it would mean that since 2013, 80 new houses have been built in the area delineated by the 12 meshblocks of Stats New Zealand. Adding these 80 new houses to the 219 separate houses from the census adds to 299 new houses, or an increase of +37 percent over the 2013 period. This represents ***almost double*** (+92 percent) *compared to what it was in 2001*

Population growth

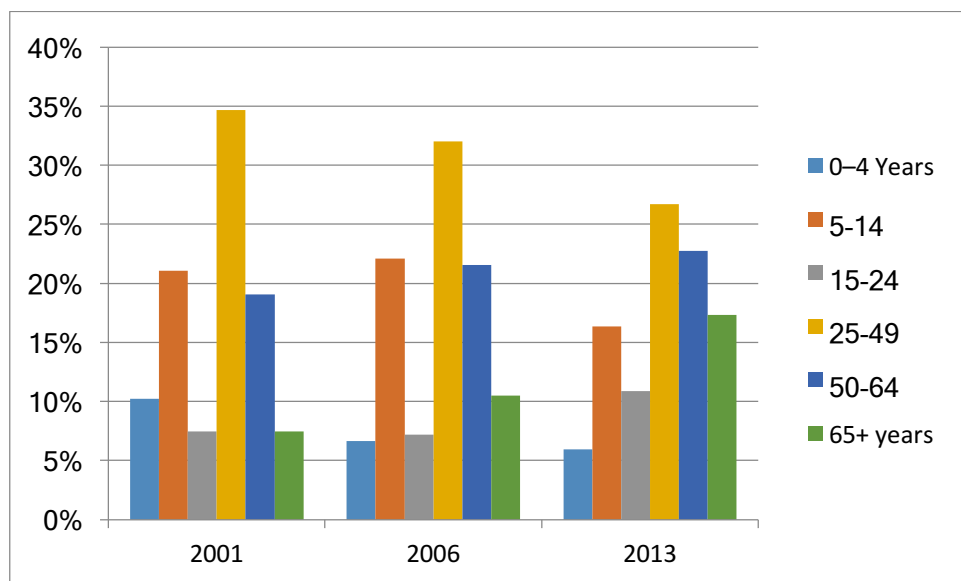
In order to estimate the current population of the Matakana area, we have used the increase in houses to project number of residents currently living in the 12 meshblocks. It is obvious that such a crude projection must necessarily be regarded as a very rough estimate.

The number of occupied private dwellings is shown in the table below, along with the population as recorded by the census. It suggests that between 2.9 and 3.5 people reside in Matakana houses; i.e. on average 3.2. Applying this rough average to the number of houses in Matakana, we find that in 2017 just under 1,000 people live in the area demarcated by the 12 meshblocks:

Year	Houses	Population	Population within houses
2001	156	500	3.2
2006	171	591	3.5
2013	219	639	2.9
2017 (est)	299	955	
		Average	3.2

This suggests that, between 2013 and 2017, there has been an increase of close to 50 percent in the Matakana population (from 639 to 955).

Age distribution; showing the population in the Matakana region is getting older as the over 65 age bracket has increased from 7 percent in 2001 to 10 percent in 2006 and to 17 percent in 2013, so again *more than double* to what it was in 2001 (see graph). If we consider the census population count of people over 50, the annual increase is even more striking as this segment of the population has increased from 27 percent in 2001 to 40 percent in 2013.



Birthplace: The percentage of people born overseas has increased from 10 percent in 2001 to almost 20 percent in 2013. Now the most common other language spoken in Matakana is Hindi.

The number of people employed in **Accommodation and Food Services** almost *tripled* from 27 in **2006** to 72 in **2013**

Real Estate: Data obtained courtesy of Premium Real Estate provides further evidence of the substantial growth in section and dwelling purchases in the Matakana area:

Residential sections:

	2014		2015		2016		2017	
Row Labels	Av sale price / m ²	n	Av sale price / m ²	n	Av sale price / m ²	n	Av sale price / m ²	n
Laly Haddon Pl	\$429	6	\$403	19	\$474	2	\$680	2
Matakana Valley Rd	\$202	2	\$384	5	\$557	1		
Tamahunga Rd	\$422	11						
Average	\$401	19	\$399	24	\$502	3	\$680	2
% increase			0%		26%		35%	

And:

Residences

	2015		2016		2017	
Row Labels	Av sale price	n	Av sale price	n	Av sale price	n
Awanui Cres			\$1,094,333	3		
Buckleton Rd	\$1,425,000	1	\$1,425,000	2	\$1,200,000	1
Clinton Rd	\$769,200	5	\$647,500	2		
Courtney Ln	\$1,240,000	1	\$1,170,000	1	\$1,226,000	1
Green Rd	\$930,000	1			\$1,005,833	3
Laly Haddon Pl	\$855,000	1	\$1,010,000	5	\$995,500	2
Leigh Rd	\$576,000	2			\$798,333	3
Matakana Rd	\$1,269,500	4	\$900,000	1	\$1,040,000	1
Matakana Valley Rd	\$729,900	5	\$819,500	2	\$941,250	4
Riverglade Ln	\$1,200,000	2	\$1,325,000	1		
Average	\$935,250	22	\$1,030,118	17	\$975,633	15
% increase			10%		-5%	

Although the data is too sparse to make any firm conclusions with respect to specific areas, it suggests that recent section sales have increased in value while house prices have remained steady over the last three years.

Moreover, the latest round of house valuations (carried out on 1 July) are now available and I have submitted a request to Auckland Council to provide us with aggregate property prices and rates information (including changes over time) in the Matakana area over the last 10 to 15 years.

Visitor numbers:

The Matakana Information Centre (MIC) in the Matakana Cinema foyer confirmed that the actual number of physical visitors through MIC have been in steady decline since 2009, to the point where today's figures are at 60 percent what they were just eight years ago. Last year, i.e. 2016, was their lowest recorded number of visitors at just a little over 5,000.

However, a couple of issues have to be taken into account when reflecting on this decline in visitor numbers; namely,

- (1) This data is based on a manual daily count taken between 10am-1pm. So it is in no way reflective of total numbers visiting the displays, and it is subject to inaccuracy (very easy to neglect recording numbers when otherwise occupied)
- (2) The summer of 2016 was not spectacular weather-wise, and this has a *dramatic* effect on people hanging around the area looking for things to do, and
- (3) No account is taken of the visitor's ethnicity or nationality.

Moreover, the increased use of the internet had substantially decreased the number of people physically coming to the Information Desk.

The Matakana Information Centre website was set up to provide visitors with information about the Matakana area and so the design of the website deliberately leads visitors to other websites that they find interesting, rather than 'retaining them' as other sites may do.

Having said this, over the past 90 days (ending end of October 2017) the website recorded 1,700 visitors or an average of about 150 per week. At least 50 of those enquiries are made on a Saturday. 86 percent of those visits were new visitors and 86 percent were from New Zealand. Four percent of the visits came from Australia, three percent from the USA, two percent from the UK and 1 percent each from China and South Korea.

Matakana Coast Tourism

Statistics NZ report that just under 70 percent of total retail is paid using electronic transactions. 'Marketview' is the company which collects this data and makes it available to interested parties such as Matakana Coast Tourism.

Matakana Coast Tourism uses the data to track spending by local residents, by folks coming from other areas within Rodney, by people resident in other parts of New Zealand and also by international visitors. By comparing both the value of the expenditure and the number of transactions from year to year, they obtain a fair indication of trends in expenditure. This shows that more than \$250mill is spent annually within the Matakana Coast Tourism region.



Within the Matakana Coast Tourism region, most of the expenditure happens in Warkworth (almost \$50mill quarterly); but between \$8m and \$10m is spent quarterly in Matakana as delineated in the map above (see table below). Moreover, quarterly spending in Matakana over the last three quarters has increased from 10 percent to 14 percent to close to 17 percent over the same quarter last year.

Region	Quarter 4 2016		Quarter 1 2017		Quarter 2 2017	
Region	Value	Deviation +/-	Value	Deviation +/-	Value	Deviation +/-
Warkworth	\$49,778,526	+7.9%	\$46,650,250	+7%	\$43,819,707	+7.8%
Matakana	\$8,966,321	+10%	9,888,239	+13.8%	\$8,239,168	+16.7%
Snells Beach	\$7,042,917	+1%	\$6,352,069	+3.1%	\$5,573,361	+4.2%
Rest of Region	\$5,367,603	+3.7%	\$6,207,333	-0.5%	\$4,073,606	+5.1%

But where do the people come from?

Latest figures show that people resident in other parts of Rodney account for 31 percent of expenditures while Matakana Coast locals spend just under that, i.e. 30 percent. Depending on the season, between 23 percent and 28 percent of expenditure comes from people living in Auckland.

Analysing more detailed data leads Matakana Coast Tourism to recommend that it would be beneficial for the area to encourage more retail boutique clothing shops outlets so as not to drive locals and visitors outside of the region for shopping (or online). They also accept that the limited availability of accommodation and various tourist activities represent somewhat of a challenge as it contributes to one of the lowest income generators for the region. Matakana Coast Tourism therefore encourages locals to focus on making more room nights and visitor activities available, in particular when this can be provided through an integrated on-line booking system which people can access at all hours.

Matakana Primary School: The school informs us that the number of pupils enrolled at the school remained much the same in the previous decade (2002: 387 pupils to 2008: 396 pupils) but decreased by 50 in 2009 as the Snells Beach School was opened. From the 350 pupils in 2009 numbers have steadily increased back to 388 in the current (2017) year. As we don't have detailed information of where these pupils live in terms of the mesh blocks included in this analysis it is uncertain whether these numbers will be helpful in ascertaining increased demand.

Traffic counts

From the 2006 Strategic Development Plan and personal communication from Auckland Transport regarding average daily traffic (ADT) and the number of heavy commercial vehicles (HCV, i.e. trucks), we were able to produce this comparison:

	ADT*			HCV*		
	2006	2017	% incr	2006	2017	% incr
Leigh Road	5929	9668	63%	492	900	83%
Matakana Valley Road	892	5713	540%	63	508	706%
Matakana Road	6794	9553	41%	543	601	11%

This comparison shows that:

- (1) There has been a 60 percent to 80 percent increase in traffic volumes on Leigh Road, both from general traffic and trucks
- (2) Daily traffic on Matakana Valley Road has increased more than five-fold, the increase being due as much to visitor traffic as it is due to heavy vehicles

(3) Average daily traffic on Matakana Road has increased by 40 percent but this cannot be attributed to a similar increase in truck traffic which only increased by 11 percent.

Appendix 3: Official Information Act requests and responses



8 November 2017 Paul Roberts

By Email: mcstrategicreview@gmail.com Dear Paul

Local Government Official Information and Meetings Act 1987 Matakana Community Group

I refer to your email which we received on 11 October 2017, seeking information about how Matakana was considered in the development of the Rodney Local Board Plan 2017. Our response to your request is set out below.

Could you please confirm whether a specific study was commissioned for Matakana, or whether this was a reference to the Matakana Sustainable Development Plan developed by the then Rodney District Council in 2006?

The local board has not commissioned a specific town centre/structure plan for Matakana, or any other location listed in the draft Local Board Plan. The reference on page 10 of the draft Local Board Plan is to existing plans. In the case of Matakana, that existing plan is the 2006 Matakana Sustainable Development Plan.

How the documents listed on page 10 were considered by the Local Board? Is there a record of the consideration given to those documents, either in terms of a document prepared for the Local Board members, or the deliberations of the Board members themselves?

The documents listed on page 10 of the draft Local Board Plan provided background information and context that helped form the outcomes, objectives and initiatives listed in the draft plan. However, in the course of discussing the local board plan, the local board did not do a document by document review and there is no record of any deliberation or any preparatory document which specifically analyses or addresses the documents listed on page 10.

Any other material prepared for the Local Board’s consideration by Council officers, or external consultants, relating to Matakana or the Matakana Sustainable Development Pan? At page 11 of the Local Board Plan it states that feedback was sought from subject matter experts within the Council and Council-controlled organisations. Was such feedback sought in relation to the provision of Council services in Matakana?

While some initiatives in the draft local board plan were more relevant to some locations (e.g. Warkworth pool) the outcomes and objectives of the local board plan were targeted at a wider Rodney level, not at individual towns and locations. Therefore, there was no material prepared for the local board’s consideration during the local board plan process which addresses the provision of council services in Matakana or relating to the Matakana Sustainable Development Plan.

A memo was prepared for the local board in March 2017 to discuss an early draft of the outcomes of the plan. In that, there are three references to Matakana in a supporting table

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LGOIMA No. 8140002035 (Please quote this in any correspondence)

regarding “Outcome 5 Transport”. The initiatives themselves were the result of brainstorming by members,

but the sorting, categorisation and presentation of those initiatives is advice from staff. Please find **attached** a copy of this memo together with its attachments. Please refer to Outcome 5 for information relating specifically to Matakana.

Please note that the name of a staff member has been redacted from the memo document to protect their privacy. This information is withheld under section 7(2)(a) of the Local Government Official Information and Meetings Act 1987 (LGOIMA).

We would like to request information held by the Auckland Council as to the value of Development Contributions Collected in the Matakana census area since the Council's last policy on Development Contributions published in the Auckland Plan 2015.

The council's information relating to development contributions is not recorded on a local board area or census area basis. Rather, in line with requirements under the Local Government Act 2002, development contribution information is recorded in terms of assets for which development contributions will or have been used, grouped according to the relevant activity and part of the district in which the development contribution is required.

The provision of the information requested would involve collating all consent applications by manually searching each transaction in each of all seven legacy council systems, then reviewing each consent application to identify whether it related to a property within the Rodney Local Board area, and more specifically, the Matakana census area.

Therefore, we are unable to provide the data requested as the information requested cannot be made available without substantial collation or research. This information is withheld under section 17(f) of the LGOIMA.

Finally, we understand that a targeted rate may be introduced to the Rodney District through the

Council's Long Term Plan to provide for transport projects. Please could you provide a copy of the analysis behind that policy?

The local board has not been presented with any analysis regarding a targeted rate for transport projects.

Some preliminary investigation has been started by Auckland Transport on some potential projects and costs for consideration, but the local board has not made a decision on any specific project.

For any further information relating to the investigation initiated by Auckland Transport, please contact the Auckland Transport Official Information team at by emailing ATOfficialInformation@at.govt.nz.

I hope you find this information useful. If you have any further queries please contact me on 09 301 0101, quoting LGOIMA No. 8140002035.

Yours sincerely

Jenny Hua Privacy & LGOIMA Business Partner **Democracy Services**



Private Bag 92300, Auckland 1142 | aucklandcouncil.govt.nz | Ph. 09 301 0101



13 December 2017 Paul Roberts

By Email: mcstrategicreview@gmail.com Dear Paul

Local Government Official Information and Meetings Act 1987 Matakana community group

I refer to your email which we received on 15 November 2017, concerning the following information about Matakana.

As the Rodney Local Board Plan 2017 (the plan) does not generally state any specific projects under the plan's outcomes and key initiatives, in what way has/is or may the plan be used to inform the funding envelope for Rodney initiatives under:

- **the Long Term Plan**
- **funding agreements between the Auckland Council's governing body and the Rodney Local Board, and**
- **annual departmental work programmes concerning detailed lists of activities delivered by departments that underpin local board agreements.** Local board plans are strategic documents that are developed every three years to set a direction for local boards. Reflecting community priorities and preferences, the plans guide local board activity, funding and investment decisions. They also influence local board input into regional strategies and plans, including the Auckland Plan (the 30-year vision for Auckland), Council's 10-year budget and annual budgets. A key role of local board plans is

to provide a basis for developing annual local board agreements. Agreed between council's governing body and local boards, these agreements are part of Auckland Council's budget setting process and include local funding priorities, budgets and performance targets for each financial year. Each local board develops annual work programmes alongside their local board agreement which goes into further detail on delivering specific local initiatives. Annual local budgets are calculated based on the [Local Board Funding Policy](#) and are not linked in any way to each local board plan. Based on the overall budget allocation, local boards can decide to allocate the funds available in these respective budgets to initiatives and programmes that align with the direction of their local board plans.

LGOIMA No. 8140002195 (Please quote this in any correspondence)

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A breakdown of resource consents issued in the Matakana census area from which development contributions have been collected under the council's Development Contributions Policy published in the Auckland Plan, 2015.

As explained in our response to your previous request, information relating to development contributions is not recorded on a local board area or census area basis. Rather, in line with requirements under the Local Government Act 2002, development contribution information is recorded in terms of assets for which development contributions will or have been used, grouped according to the relevant activity and part of the district in which the development contribution is required.

To provide you a breakdown of resource consents issued in the Matakana census area from which development contributions have been collected under the council's Development Contributions Policy published in the 2015 Auckland Plan. It would still involve collating all consent applications by manually

searching each transaction in each of all seven legacy council systems, then reviewing each consent application to identify whether it related to a property within the Matakana census area.

Therefore, we are unable to provide you the date requested as the information requested cannot be made available without substantial collation or research. This information is withheld under section 17(f) of the Local Government Official Information and Meetings Act 1987 (LGOIMA).

If you have any further queries please contact me on 09 301 0101, quoting LGOIMA No. 8140002195.

Yours sincerely

Jenny Hua Privacy & LGOIMA Business Partner **Democracy Services**

Dear Paul,

Thank you for contacting Auckland Transport regarding your request for information.

Please find relevant documents attached provided by our Asset Management and Systems Department.

Please also find included below the response from our Asset Management and Systems Department, regarding Asset Management Plan:

6. AT is using the One Network Road Classification (ONRC) as the framework to develop an optimal programme of maintenance, operations and renewals to deliver a fit for purpose level of service and maximise value for money:

(a) It looks like Matakana Road is classified as “secondary arterial”. Please confirm.

- Matakana Road is classified as Arterial

(b) What is the ONRC classification of Matakana Valley Road?

- Matakana Valley Road is classified as Arterial

7. AT has undertaken a gap analysis comparing current levels of service with a fit for purpose level of service defined using ONRC classifications and performance measures. Can you please advise what the gap analysis showed for Matakana Road and Matakana Valley Road?

- ONRC performance measures are applied to the whole Auckland network and are not available for individual roads.

8. The AT website notes that AT is developing a Pavement and Reseal Strategy which will incorporate the gap analysis findings and give direction to AT's pavement renewals budgets in the 2018 AMP. Are you able to give any indication whether and to what extent, Matakana is included in the strategy?

Please could you provide a copy of the strategy, even if in draft.

- Both the Pavement Strategy and the Reseal Policy and Guidelines apply at a network level and provide overarching frameworks to develop long-term work programmes.
- Based on this approach, part of Matakana Rd has already been identified for a road reseal in 2018/19. Development of work programmes beyond 2018/19 is in progress and Matakana Rd requirements will be considered as part of this process and will be included in the future programmes if justified.
- Copies of the pavement Strategy and Reseal Guidelines are enclose.

9. The Asset Management Plan (AMP) documents on the AT website noted that, "the vast majority of roading and footpath assets in Auckland are rated good or better. There is 10% or less of these assets rated poor or very poor."

Also, the Statement of Intent noted that AT has a target that less than 1% of footpath assets will be in "very poor" condition; the current value is 0.5%. What is the rating for footpaths in Matakana (Matakana Road and Matakana Valley Road in particular?)

- Matakana Rd has 856.8sqm of footpath, all of which has been rated as being in good, very good or excellent condition, with none in poor or very poor condition.
- Matakana Valley Rd has 1001sqm of footpath: 0.8% (8sqm) of which has been rated as in very poor condition.

10. The AT website noted that the 2018 AMP is likely to include a regional footpath strategy. Will AT publicly consult on this. If so, how do we obtain a draft copy?

- AT is not consulting separately on its regional footpath strategy. A summary of the impacts of the strategy is included in the Asset Management Plan, which will be available to the public as a draft during the consultation period for the draft RLTP and will be finalised soon after the RLTP is finalised.

- We are providing a copy of our Footpath Strategy.

Stormwater and Cycleway Assets:

11. The narrative on the AT website suggests that because of legacy issues the data held on stormwater, footpath and cycleway assets is not complete.

(a) What is the quality of the data held on Matakana stormwater assets?

- Majority of data held on Matakana Rd and Matakana Valley Rd are incomplete. However, AT is in the process of improving its Stormwater asset data. A plan to address these and other data gaps is set out in the “AMP Improvements” section of our Asset Management Plan.

(b) What information is held on cycleway assets?

- AT has reasonable data on off-road cycle ways. We have had more difficulty with asset data for on-road cycle ways; from an asset perspective most on-road cycle ways are viewed as road markings and our road marking database is not very complete.

We thank you for taking the time to contact Auckland Transport and trust that you will find the provided response and information supplied sufficient to your request.

Kind regards,

Juanita | Customer Service Specialist

Customer Contact

Private Bag 92250, Auckland 1142

P 09 355 3553 | www.at.govt.nz

Appendix 4: Urban design development guide

B Arch-Hons (Auck):AA Dipl TP (Lond)
PO Box 911 566 Victoria St West MC
AK 1142 P 09 963 7768 : M 021 995 544
ross@rosso.co.nz

MCG Strategic Plan 2018:

With the completion of the new Matakana Community Group Strategic Review, and the considerable and useful information contained therein, it has been suggested that it would be useful, in due course, to support that information with Plans and possible 3-D Images.

- This would bring together the information collected in a direct, visual and three-dimensional manner to explain:
 1. The existing situation: the geography, topography, land forms, built form, vehicle and pedestrian movement links and channels, current patterns of land-use and anything already planned for future development.
 2. The status-quo – or at least for the foreseeable future – and identify the major constraints which would help inform the possibilities and openings for the future; these to be read in conjunction with requirements and wishes for the provision for ‘needs and wishes’ and such resulting amenities and facilities that may have been identified within the strategy.
 3. A future scenario (or scenarios), if one is to look forward with a series of time-capsules or snapshots of context and development at various intervals into the future. This could include realistic physical and structural planning options and alternatives as they have emerged from within the various operational ‘determinants and modifiers’ identified.
- Having this information in a visual and drawn form will give an opportunity to:
 1. Bring together all information collated in diagrams – instantly readable and understandable.
 2. Produce something that is ideal for presentation purposes to community groups, especially if accompanied by 3-D Images.
 3. Encourage community discussion and consultation in these various fora or groups to enable proper feedback to any proposals, identifying other and wider future opportunities.

4. Enable instant adaptation to take on board local preferences, suggestions and feed-back that might have emerged from the process of consultation.
 5. Remain as a constant record of where input, proposals and modification to those proposals are at any given point – to enable movement from that point in whatever future direction, that may be agreed by consensus.
 6. Provide, once agreed, the initial input that then may be relayed on from the Matakana Community Group to the Rodney Local Board and ultimately Auckland Council – and if successful – ultimately into the Unitary Plan itself.
- For this to happen the information and any proposals for the future would need to be assembled on base CAD Drawings – preferably in multiple layers:
 1. These illustrating differing constraints and conditions and capable of being produced at a number of recognizable scales – related to the component of the plan being reviewed.
 2. Then options for future development and patterns of alternative formal and physical frameworks could also be established, containing realistic alternatives and which can be superimposed on the base drawings for joint consultation and consideration; an Urban Design proposition for widespread dissemination.
 3. Following agreement on a future direction, then 3-D Images can be produced as a preferred Future Matakana plan for action – in colour – and containing bulk and form and interconnecting movement patterns, linking with the wider hinterland and surrounding context
 - It is considered that each of these three stages – including time for the consultation process – would cost approx. \$5 K (excl GST) each to complete.
 - It would be envisaged that this series of drawings and images would concern itself initially and primarily with a Matakana Town Centre Plan, and its immediate environs; but of course, it would relate to a much wider and bigger affected area in the process of provoking and eliciting discussion and consultation.

Ross BROWN
21/01/2018