Unlocking the recreation and tourism potential of the Manukau Harbour

New Zealand Tourism Research Institute www.nztri.org

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Manukau Harbour Restoration Society

Contents

Acknowledgement

This research was conducted by the New Zealand Tourism Research Institute (NZTRI) at the Auckland University of Technology (AUT) on behalf of the Manukau Harbour Restoration Society (MHRS). This report was prepared by Simon Milne, Carolyn Deuchar and Suzanne Histen, with contributions from Tina Buch, Océane Arnaud, Beatrice Benni, and Barbara Neubarth. The work would not have been possible without the input of a variety of stakeholders. NZTRI acknowledges the support of MHRS and the nine Local Boards of Auckland Council that make up the Manukau Harbour Forum. We also thank the residents, community groups and businesses of the Manukau Harbour area who provided resources, attended public meetings, and assisted by communicating information about the Survey to their visitors and networks.

Executive Summary

This report presents the results from the 2013-14 Manukau Harbour Visitor and Resident Surveys. The aim of the research is to review the recreational use and tourism potential of the Manukau Harbour and to gather insights on attitudes towards the potential of opening up Onehunga Wharf as a hub for community and visitor activities. The report draws on seven months of online survey data collected during the period December 2013 to July 2014. The report is based on 272 completed visitor surveys and 688 responses to the resident survey.

Visitors

The vast majority (89%) of visitors surveyed are Aucklanders from outside the Manukau Harbour area with half living in central Auckland; 5% are from elsewhere in New Zealand and 6% are from overseas. Visitors are attracted by the beautiful natural environment and an opportunity to spend time outdoors cycling, walking and participating in other nature-based activities. The area also offers visitors a chance to escape the city, enjoy the marine/foreshore environment, and connect with family and friends.

Nearly half of the visitors surveyed stayed between one and three hours in the Manukau Harbour area on their most recent visit. Another quarter of respondents stayed half a day (15%), or all day (11%) in the area. Eighteen percent stayed overnight.

Over a third (34%) of visitors surveyed spent most of their time in the Waitakere Ranges Local Board area (Cornwallis, Huia, Titirangi, and Whatipu). One quarter spent most time in Franklin (Awhitu, Big Bay, Clarks Beach, Waiuku, and Orua Bay) with another quarter visiting the Mangere-Otahuhu area (Ambury Park, Ihumatao, and Mangere Bridge).

Sixty percent of visitors surveyed spent money on goods and services during their visit. The average spend per person for these respondents is $25 per person per day for day visitors; with overnight visitors spending $28 per person per day. The latter figure reflects the fact that 60% of overnight visitors stayed with friends/family or in their own holiday home.

A high proportion of respondents (91%) had visited the Manukau Harbour area before. Of these return visitors, around a third (32%) come to the area on a fairly regular basis – at least once a month. Just under a third (31%) visit the area every few months, with a further 29% coming just once or twice a year.

The sources most commonly used to access Manukau Harbour related information by visitors include internet search engines (48%), prior personal experience of the area (48%) and word of mouth (31%). The most common types of information searched for include maps and directions, and local weather conditions. Over a third of respondents also sought information on things to do in the area and places to eat.

Visitors would like to have access to more information online about the Manukau Harbour and its surrounds - specifically; land/coastal activities, marine/foreshore activities and arts/cultural/heritage activities.

When asked about less attractive elements of their visit to the Manukau Harbour area, respondents tended to focus on poor infrastructure and facilities, and environmental issues. One of the biggest environmental issues commented on by visitors is the pollution levels in and around the Harbour. Respondents also noted a lack of interesting cultural attractions, cafes, restaurants and bars, and good shopping opportunities.

The vast majority (97%) of visitors plan to visit the Manukau Harbour area again and 91% would recommend the Manukau Harbour area as a place to visit.

Residents

The majority of residents surveyed are long-term inhabitants of the Manukau Harbour area. Over a third (38%) have lived in the area for over 25 years; with just under two thirds having been residents for over 10 years.

Residents appreciate the natural environment and recreational opportunities on offer as the most appealing features of living in the Manukau Harbour area. They value the proximity to recreational areas and outdoor activities while being close to the city.

Respondents also enjoy the sense of solitude they feel is available to them in an area characterised by natural beauty, peacefulness, and connection to the water – for some, there is also a touch of rural charm in the place that they live.

Residents rate pollution and environmental issues and the lack of local infrastructure and facilities as the least appealing aspects of living in the area. Residents also noted a lack of opportunities for locals and visitors to get out on the Harbour as well as a lack of variety in retail shopping, and access to public transport.

Both visitors and residents participate in land/coastal activities more than other types of activities. The most common land/coastal activities that residents surveyed participate in are walking/tramping, relaxing in the natural environment and spending the day at the beach/park.

Residents were happy to share ideas on attractions and activities in their local area that they thought would be of interest to visitors. At the top of the list was: 'Experiencing the great outdoors' and 'escaping the city', with the walkways, cycleways and trails in the area seen as a big attractors.

Residents would like to promote to visitors the fauna and flora in the natural areas, and the beaches and diverse range of water-based activities on offer. Respondents also think more could be made of the rich culture, history and heritage associated with the Harbour.

Onehunga Wharf

The majority of visitors and residents 'strongly agree' with the idea of developing Onehunga Wharf as a hub to provide facilities for passenger ferries, boat charters and water taxis to improve transport options and linkages across the Manukau Harbour. Visitors and residents are generally in favour of the idea of opening up Onehunga Wharf. Both visitors and residents 'strongly disagree' with the suggestion that that the wharf be left as it is.

When asked for suggestions about how the Onehunga Wharf could be developed, nearly half of the visitors surveyed suggested developing the Wharf as a place for public/recreational activities with a request for cafés, bars, restaurants and a fish market.

Residents' top suggestions related to a public recreation space with a more vibrant atmosphere created by cafes, restaurants, food outlets, retail shops, visitor attractions and an education centre to learn about the environment and rich heritage and culture of the Harbour. Residents also suggested development as a hub to improve public transport options and linkages across the Manukau Harbour.

A common thread in the comments from visitors and residents about any development of the Wharf is that it must be executed in a sustainable manner, with consideration of environmental and safety hazards, and be in keeping with the surrounding natural environment.

Respondents to both surveys issued a similar word of caution that any development of the Manukau Harbour as a destination (including the Wharf) needs to done in a gradual, incremental manner that is sensitive to the natural environment and community quality of life.

Context and objectives

This report presents an analysis and interpretation of results from the 2013/2014 'Manukau Harbour Visitor and Resident Surveys' commissioned by the Manukau Harbour Restoration Society (MHRS). The geographic area covered by this research (and referred to as the 'Manukau Harbour area' in this report) is shown in (Figure 1).

Figure 1: Map of the Manukau Harbour (research area)

The aim of the survey research is to review the recreational use and tourism potential of the Manukau Harbour and to gather insights on attitudes towards the potential of opening up Onehunga Wharf as a hub for community and visitor activities.

The surveys also provide an opportunity for local residents and visitors to highlight what they enjoy about the places they visit on or around the Harbour and – for residents – what they would like to share, 'unlock', and/or have access to in terms of recreation, transport and other community activities. Aspects of the survey research include:

- Demographics and motivations / decision-making factors
- Activity type, participation rates
- Travel patterns, length of stay and visitor expenditure (to identify opportunities to increase yield)
- The products/experiences visitors and residents are using and why
- Aspects of those experiences that residents would like to 'share'
- What is driving levels of satisfaction/dissatisfaction?

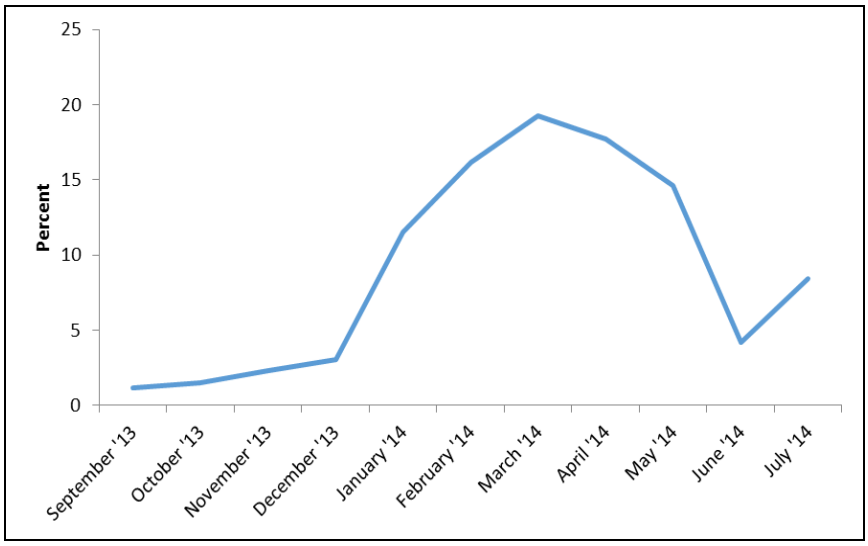
This survey research provides a potential barometer for the future development of the visitor industry by providing survey instruments that can be used in the future to gather ongoing data.

The report first reviews the results of the visitor survey, then the resident survey and draws some comparisons between the two. The final section of the report focuses on visitor and resident attitudes towards opening up Onehunga Wharf as a hub for community and visitor activities. We conclude with a brief summary of findings and a recommendation that sets out a way forward for the Manukau Harbour as a destination.

Method

This report draws on seven months of online survey data collected from the Manukau Harbour Visitor and Resident Surveys which ran from 10 December 2013 to 7 July 2014. The majority of respondents visited the Manukau Harbour area during the months of February, March and April, with another peak occurring in July 2014 (Figure 2). The small peak in early July may reflect NZTRI's promotional visits to the area during that month.

Figure 2: Month of visit (n=260)



The report is based on 272 completed surveys for visitors and 688 for residents. These convenience samples are considered adequate for the purposes of the research. Resident responses represent a good cross section with the samples being a relatively close match to the profile of the resident population concerned. While we can't be sure of the representativeness of the visitor population (there is no available research that specifically defines the number of visitors to the area, or their characteristics), we are pleased with the range and coverage of the survey data collection.

A web-survey approach was selected for this research as it provides the most cost-effective and robust way to gather the data. For the visitor, post-visit evaluation gives a more accurate picture of visitor expenditure, behaviour and overall satisfaction ratings. For the resident and visitor alike online surveys open opportunities to provide rich and detailed comments by allowing the respondent time to enjoy their excursion and then provide well-considered responses at a later date in a comfortable setting (e.g. at home).

A crowd sourcing approach was used to gather data. The MHRS worked with their local networks to build awareness and participation, including using the MHRS website and social media forums. NZTRI supported the survey with onsite data collections at various locations within the Manukau Harbour area, and by promoting the survey link through our networks, existing databases and social media. Extensive use was also made of the AUT Communications team to promote the research and surveys. The survey link was also sent out by the Auckland Council's Peoples Panel in a newsletter. A series of public meetings were held in March 2014 within the Manukau Harbour area including a Hui with local iwi. The purpose of these meetings was to present the results of a local tourism audit and build awareness of both surveys. The catchment areas for these meetings covered three broad geographic zones - Manukau Harbour west, central and south.

Visitor Survey: Findings

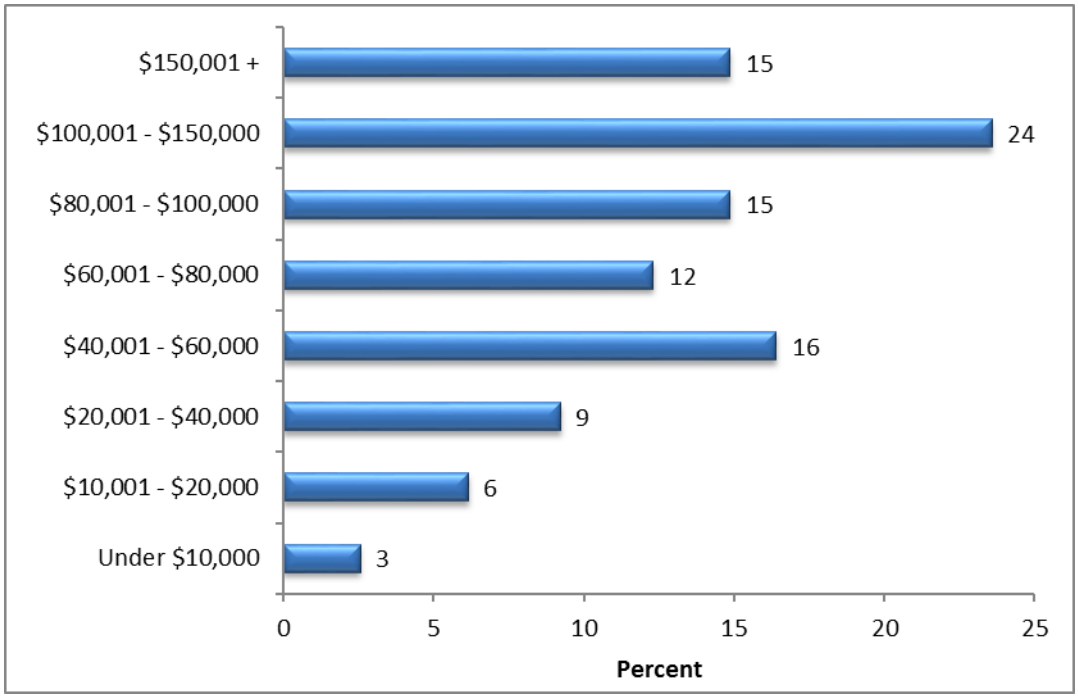
The following section discusses visitor characteristics, including: demographics, information sources used, motivation to visit the area, decision-making factors, travel patterns, length of stay, current recreational use of the Manukau Harbour, and expenditure. This is followed by a review of visitor perceptions of the Manukau Harbour area, and discussion of the likelihood of return visits and referrals.

Visitor Characteristics

Half of the visitors surveyed are aged 56 or over. Over one quarter (37%) are in the 35-55 year age group, and just 14% are aged 18-34. Just over half (54%) of visitors surveyed are female; 46% are male.

Thirty-nine percent of visitors surveyed have an annual household income of $100,001 or more (Figure 3). Forty-three percent of visitors have an annual household income of $40,001 to $100,000.

Figure 3: Visitor annual household income (n=195)

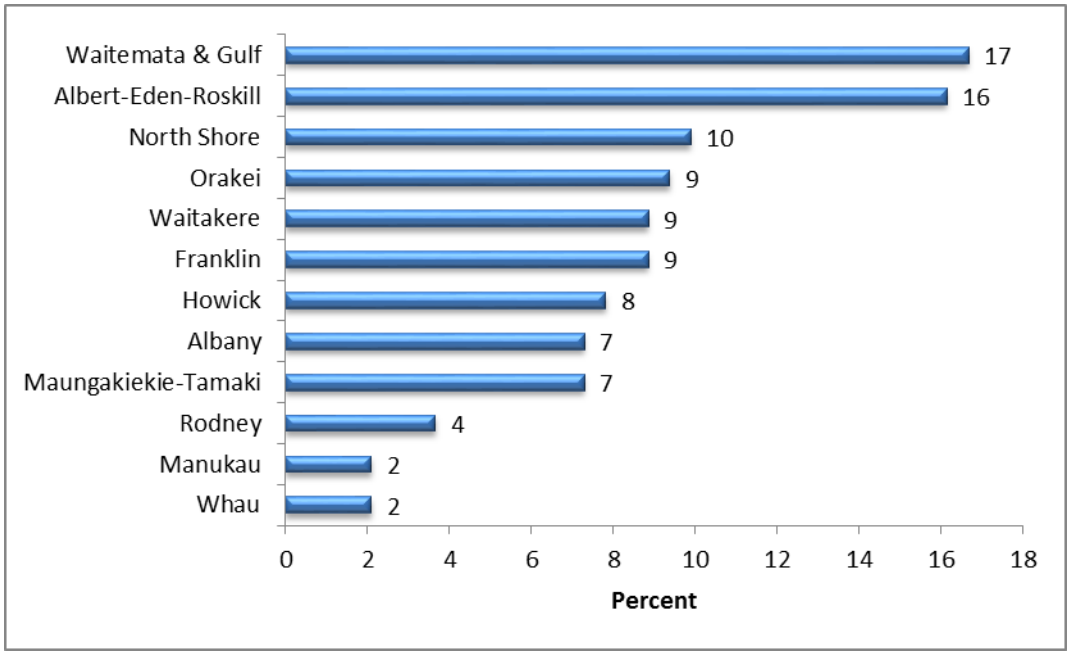


Over one third (38%) of visitors surveyed are in full-time employment. A further 19% are retirees, 17% are self-employed and 14% are in part-time employment.

The vast majority (89%) of visitors surveyed (n=238) are Aucklanders from outside the Manukau Harbour area; 5% are from elsewhere in New Zealand, and 6% are from overseas. One third of those visitors who are from other parts of Auckland live in the Waitemata & Gulf (17%) or Albert-Eden-Roskill (16%) Local Board areas (Figure 4).

Of the 5% of visitors surveyed who come from another region in New Zealand (n=11), 4 live in Northland, 3 in Wellington, 2 in the Bay of Plenty and 2 in Canterbury. Visitors from overseas (6%) include 7 from Australia, 4 from Brazil and 3 from the USA.

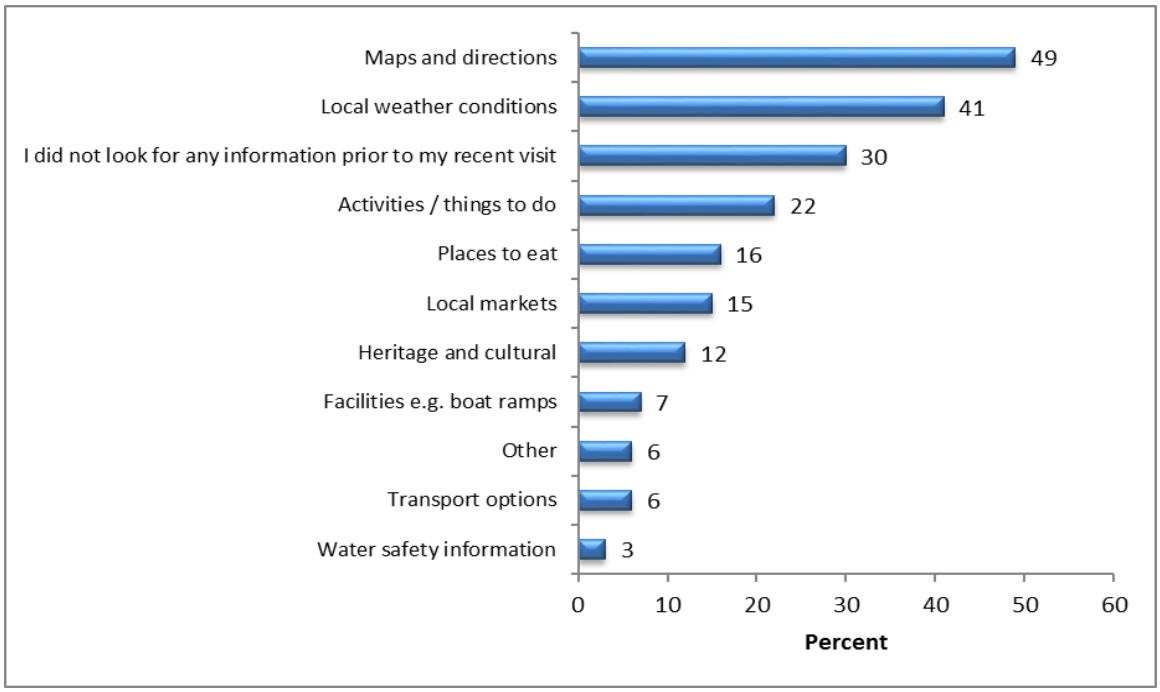
Figure 4: Breakdown of where Auckland visitors are from by Wards and Local Board areas (n=192)



Information sources

Almost three quarters (70%) of visitors surveyed looked for information about the Manukau Harbour prior to their most recent trip. The most common types of information searched for included maps and directions (49%) and local weather conditions (41%). Over a third of respondents also sought information on things to do in the area and places to eat (Figure 5). Other information sought by visitors included tide times, fishing spots and dog access. Nearly a third (30%) of respondents did not look for any information prior to their visit.

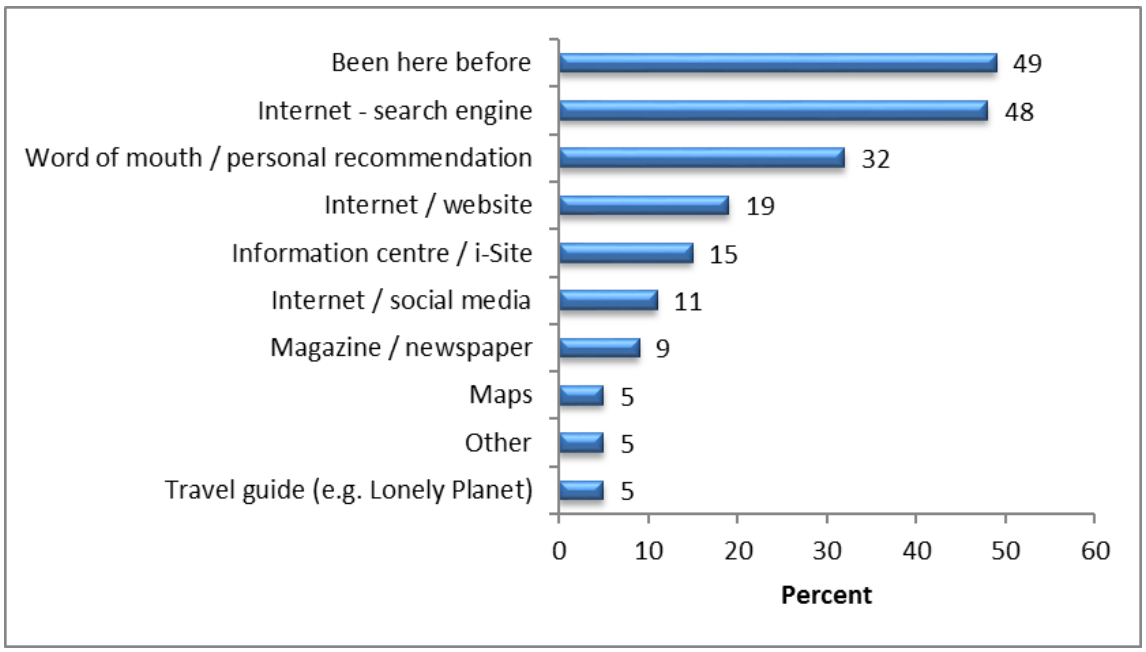
Figure 5: Types of information sought about the Manukau Harbour prior to visiting the area (n=234)



(Note, respondents could select more than one category so totals do not add to 100%)

The most commonly used sources of information are internet search engines (48%), and word of mouth (32%) (Figure 6). Nearly half (49%) rely on their prior experience of visiting the area. Nineteen percent get their information directly from specific websites, 15% from information centres/i-Sites, and a further 11% from social media.

Figure 6: Sources of information (n=171)

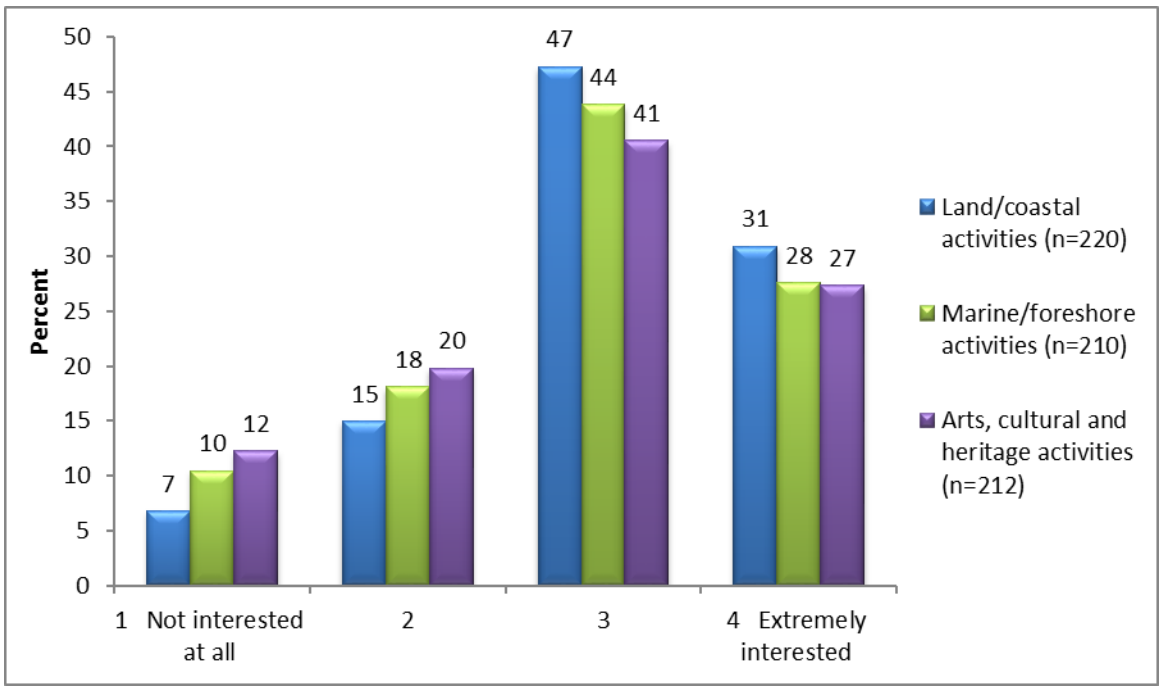


(Note, respondents could select more than one category so totals do not add to 100%)

The vast majority (95%) of visitors (n=153) surveyed found the information they were looking for; just 5% said they did not find the information they were after.

Visitors were asked if they would be interested in having access to more information about activities within the Manukau Harbour area (Figure 7). There is interest in having more information about 'land/coastal activities' which received the most interest with 78% somewhat/extremely interested (mean 3.0); followed by 'marine/foreshore activities' (72%, mean 2.9) and 'arts/cultural/heritage activities' (68%, mean 2.8).

Figure 7: Visitor interest in having access to more information about various activities within the Manukau Harbour area



(Note, respondents could select more than one category so totals do not add to 100%)

Five main themes emerge when exploring the comments made by tourists on the types of information they feel are currently lacking for potential visitors to the Manukau Harbour (Table 1).

Table 1: Types of information currently lacking for visitors to the Manukau Harbour (n=122)

Themes	% of comments
Things to do - activities in the area/walkway/cycleway/ community events	38
History, heritage and culture	23
The Manukau Harbour – water quality, tidal influences/ environmental	16
Infrastructure and facilities – transport	12
The natural environment - wildlife/birds/plants	11

Things to do: The most sought after information relates to the types of activities on offer in the area (38%) - 'where to go and what to do'? Visitors want information/ signage that can guide them to activities / attractions around the area, and highlight other places of interest for a return visit. Visitors are looking for information on new trails and experiences in the area, such as local cycleways and walkways (10%). Visitors commented that existing attractions and locations should be promoted more – for example, Awhitu Lighthouse, cycle trails and 'the amazing caves at Whatipu'. Visitors would like to see interpretative signage at local points of interest to help guide them through the area.

History, heritage and culture: There is strong interest in finding out more about the Manukau Harbour's history (nearly a quarter of comments). Topics of interest included learning more about the Harbour's maritime history, local Maori culture, logging, rural ties and geological formations. For some visitors there was simply a desire to gain a greater context of the place they were in.

The Manukau Harbour – Visitors wanted access to more information about water quality, tidal influences, and any current environmental issues (16%). This links back to local activities on offer, with visitors wanting to know about safe swimming areas (water quality, hazards etc.) in the Harbour, especially for children.

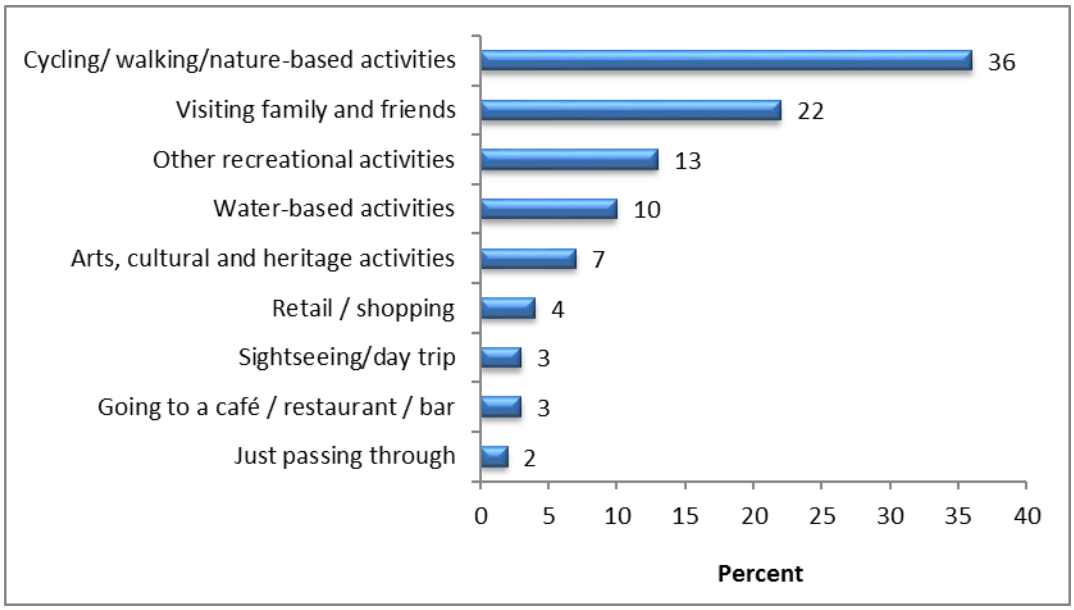
Infrastructure and facilities – Visitors would like easier access to information related to infrastructure (12%), especially public transport. Visitors coming to the area were keen to know how to get to more isolated places such as the west coast of the Awhitu Peninsula. Visitors also mentioned that information on any ferry services would be useful.

The natural environment - Visitors appreciated the Manukau Harbour's rich biodiversity (11%) with the most requested topics being information about bird watching and local plant life. Interpretative signage was suggested for outdoor/nature areas, for example, signage depicting the migratory birds, and plant life.

Motivations and decision-making

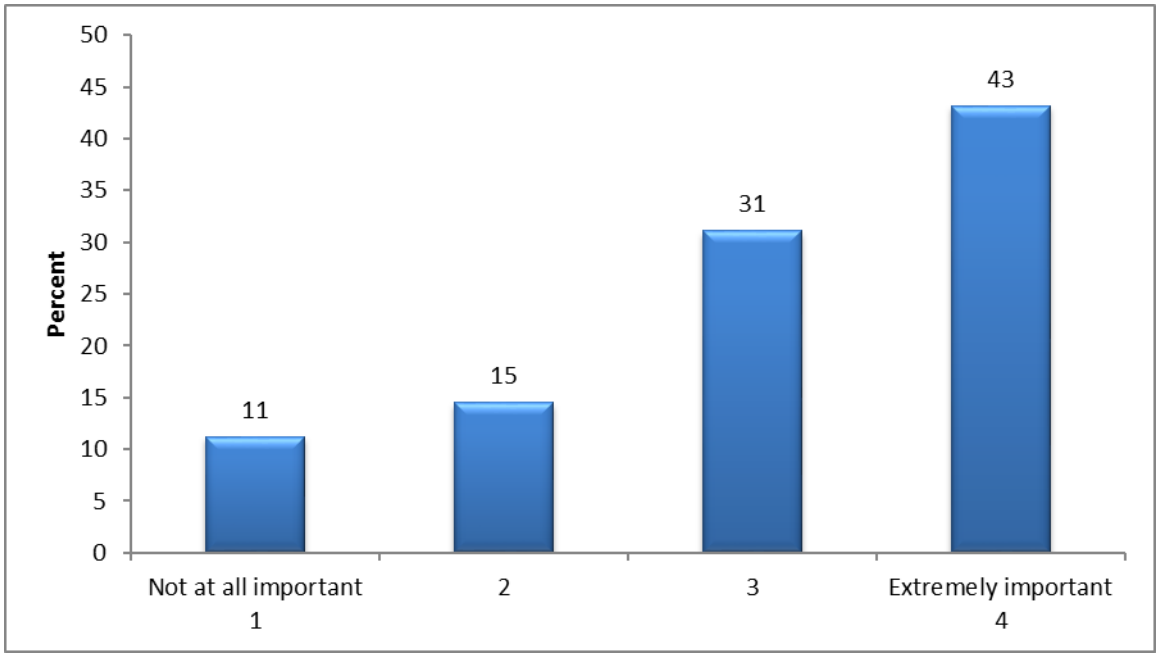
Respondents were asked for their 'main purpose of visit' for their last trip to the Manukau Harbour. Over a third (36%) of visitors surveyed come to the Manukau Harbour for cycling/walking/nature-based activities (Figure 8). Nearly one quarter (22%) came to visit family and friends, and 13% came for 'other' recreational activities (camping and picnics at the beach). Only 10% indicated that the main purpose of their visit was for 'water-based activities'.

Figure 8: Main purpose of visit (n=244)



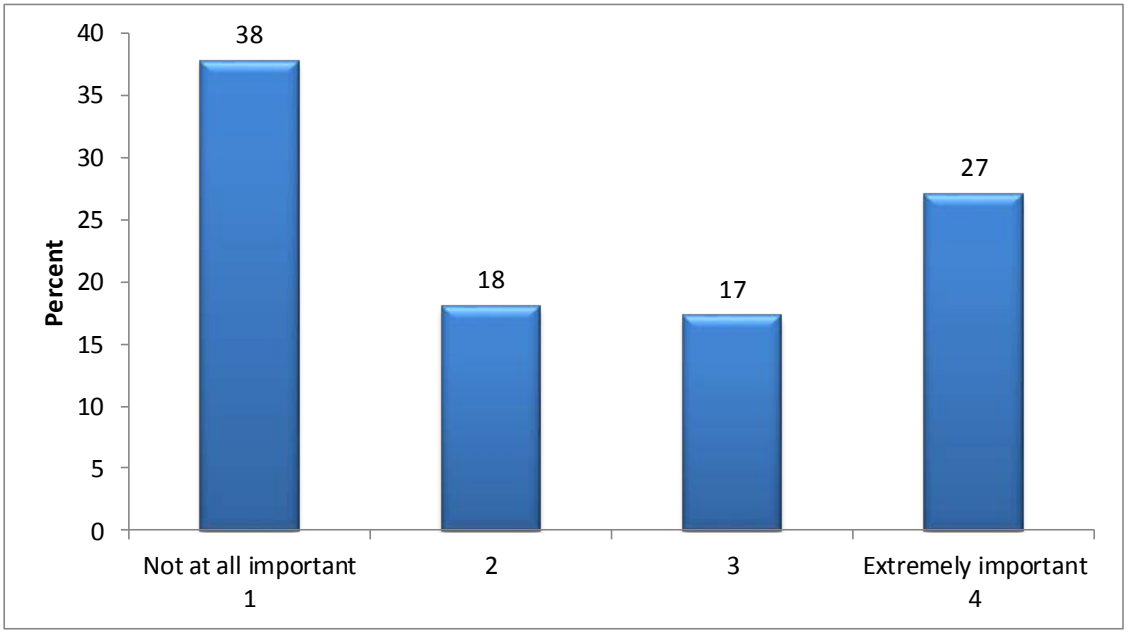
Respondents were asked to identify the factors that influence the decision to visit. For just under half (43%) of visitors surveyed, the opportunity to participate in land/coastal activities was extremely important in their decision to come to the Manukau Harbour (Figure 9). Only 11% said it was not at all important to them.

Figure 9: The importance of having the opportunity to participate in land / coastal activities in the decision to come to the Manukau Harbour area (n=241)



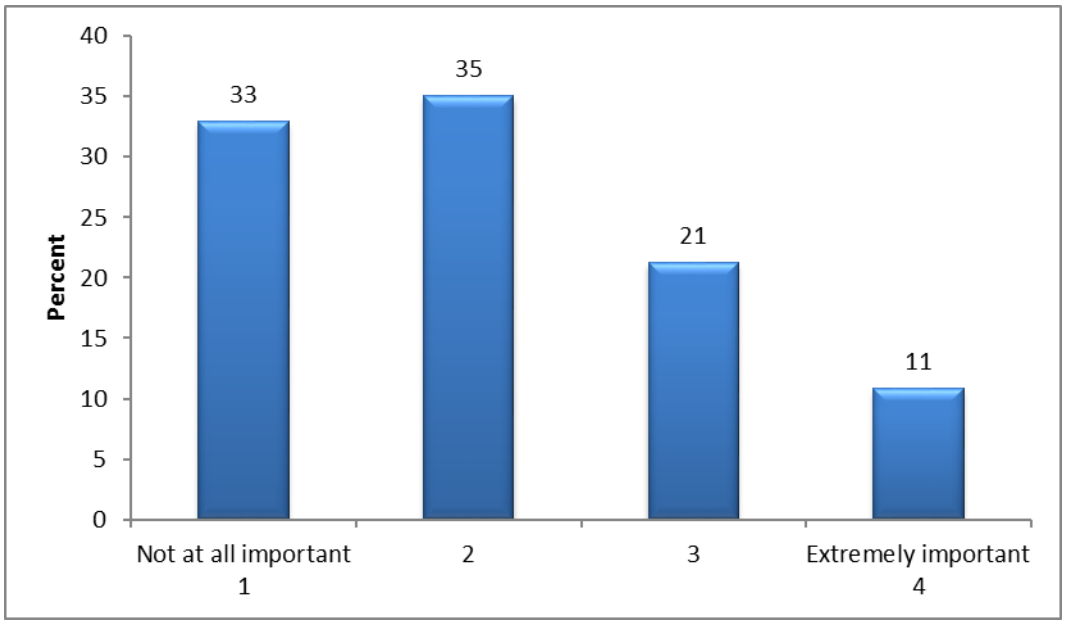
For just over one quarter of visitors (27%), the opportunity to participate in marine/foreshore activities was extremely important in their decision to visit the Manukau Harbour (Figure 10). For over one third (38%) marine/foreshore activities were not at all important.

Figure 10: The importance of having the opportunity to participate in marine / foreshore activities in the decision to come to the Manukau Harbour area (n=244)



For 11% of respondents, the opportunity to participate in arts, cultural and heritage activities was extremely important in their decision to come to the Manukau Harbour (Figure 11). One third said it was not at all important in their decision making.

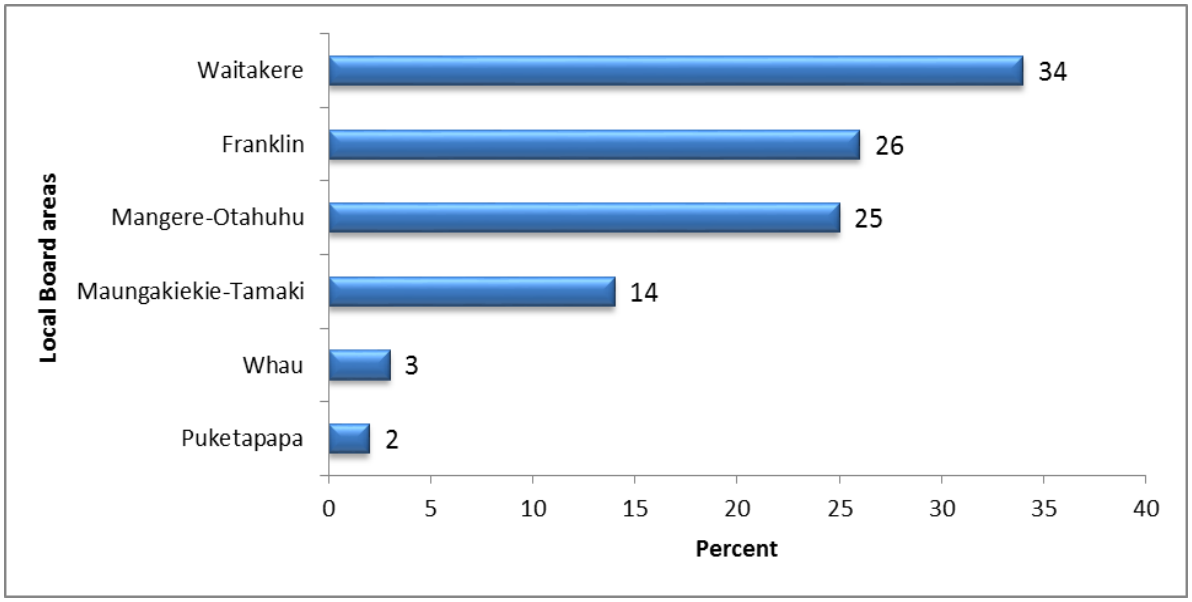
Figure 11: The importance of having the opportunity to participate in arts, cultural and heritage activities in the decision to come to the Manukau Harbour area (n=231)



Where do visitors go and how long do they stay?

On their most recent visit to the Manukau Harbour, one third (34%) of visitors surveyed spent the majority of their time in the Waitakere Ranges Local Board area (Figure 12). One quarter (26%) spent most time in Franklin with another quarter in Mangere-Otahuhu, followed by Maungakiekie-Tamaki (14%). The least visited Local Board areas were Whau and Puketapapa.

Figure 12: Local Board area where visitors spent most of their time during their visit (n=229)



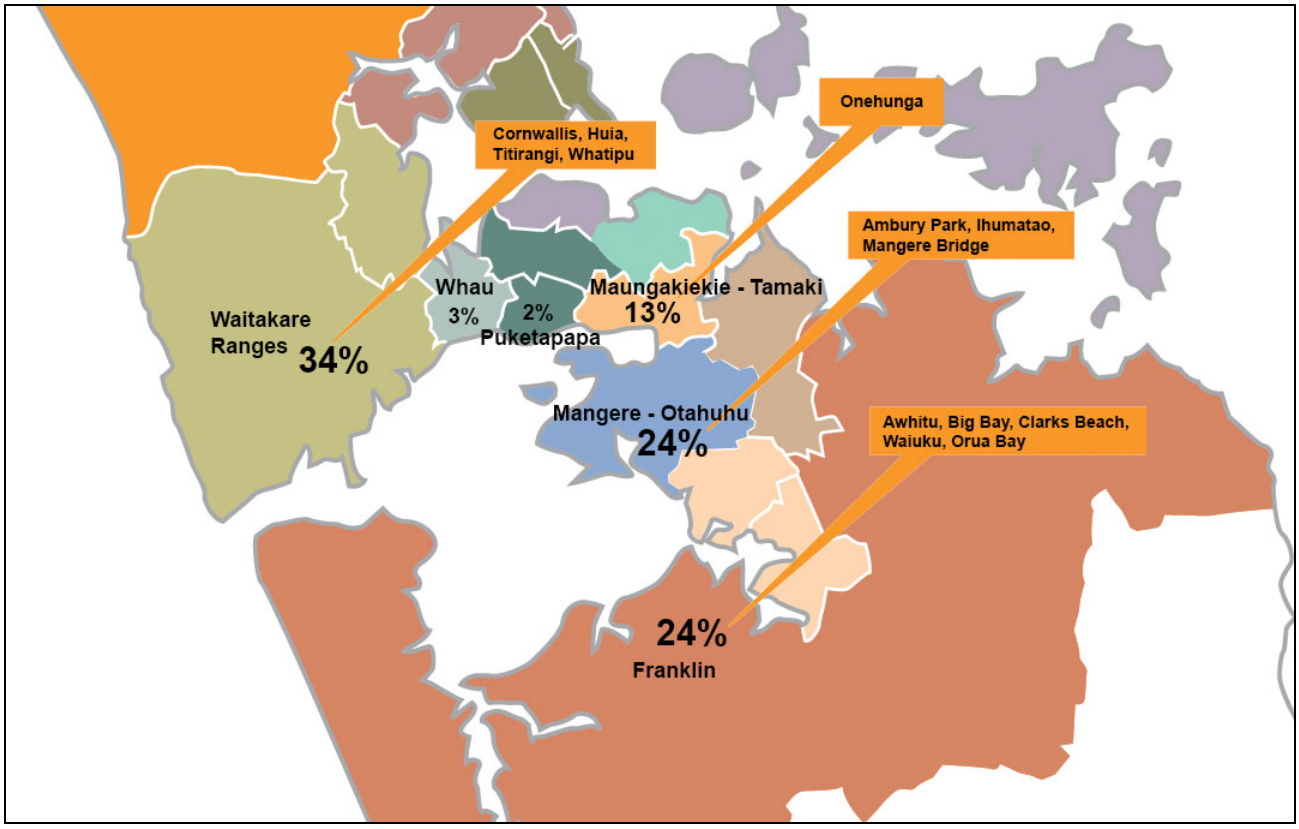
NB: Other Local Board areas: Otara-Papatoetoe, Manurewa, and Papakura = 1% visited

Visitors who completed the surveys were especially attracted to beaches, parks, bush walks and open spaces. Table 2 below shows the most visited local areas/places within the four most visited Local Board areas. (See also Figure 13 for map)

Table 2: Places/suburbs within the local board areas where most respondents visited

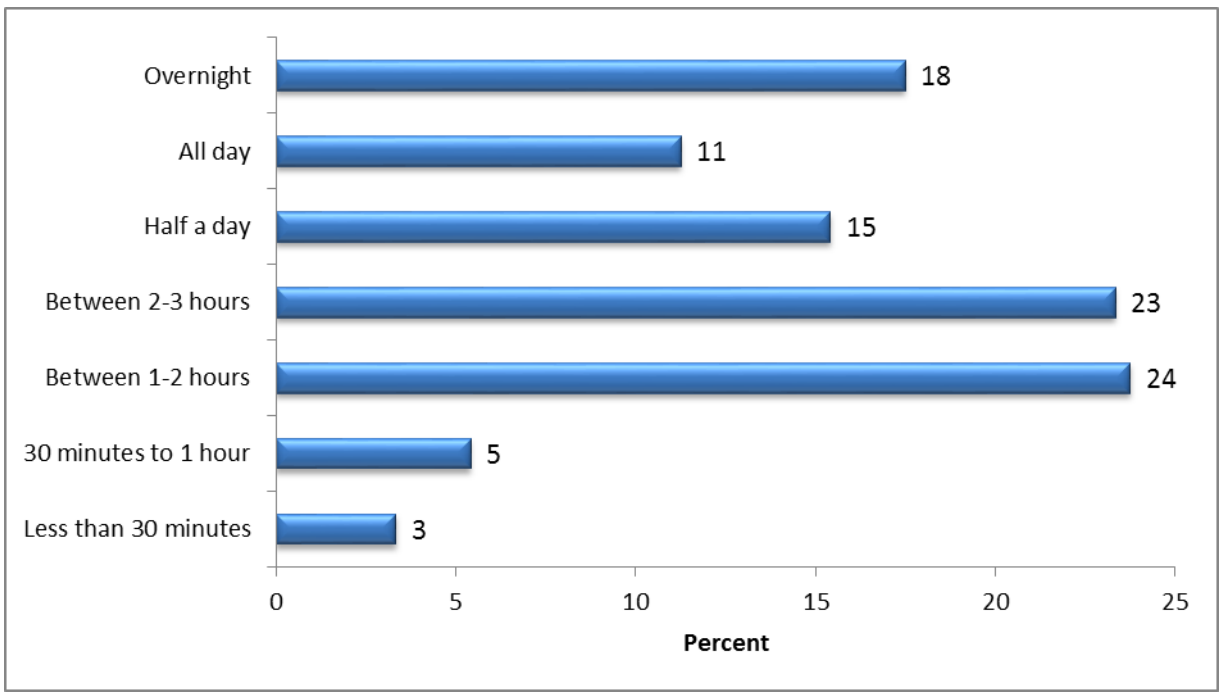
Local Board	Suburb/place
Waitakere	Cornwallis, Huia, Titirangi, Whatipu
Franklin	Awhitu, Big Bay, Clarks Beach, Waiuku, Orua Bay
Mangere-Otahuhu	Ambury Park, Ihumatao, Mangere Bridge
Maungakiekie-Tamaki	Onehunga

Figure 13: Places most visited



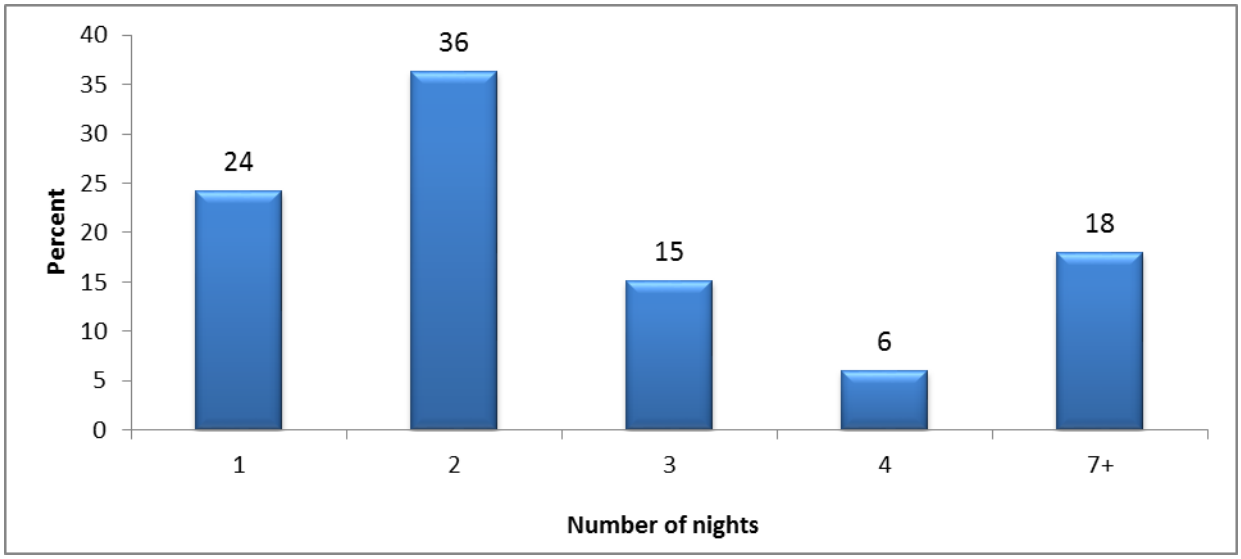
Nearly half (47%) of the visitors surveyed stayed between 1-3 hours in the Manukau Harbour area (Figure 14). Another quarter of respondents stayed half a day (15%) or all day (11%) in the area. Eighteen percent stayed overnight.

Figure 14: Length of stay in the Manukau Harbour area (from time they arrived) (n=240)



Of those respondents who stayed overnight (n=33), the majority stayed 1 night (24%) or 2 nights (36%) (Figure 15). The average length of stay was 3.3 nights.

Figure 15: Length of overnight stay in the area (n=33)



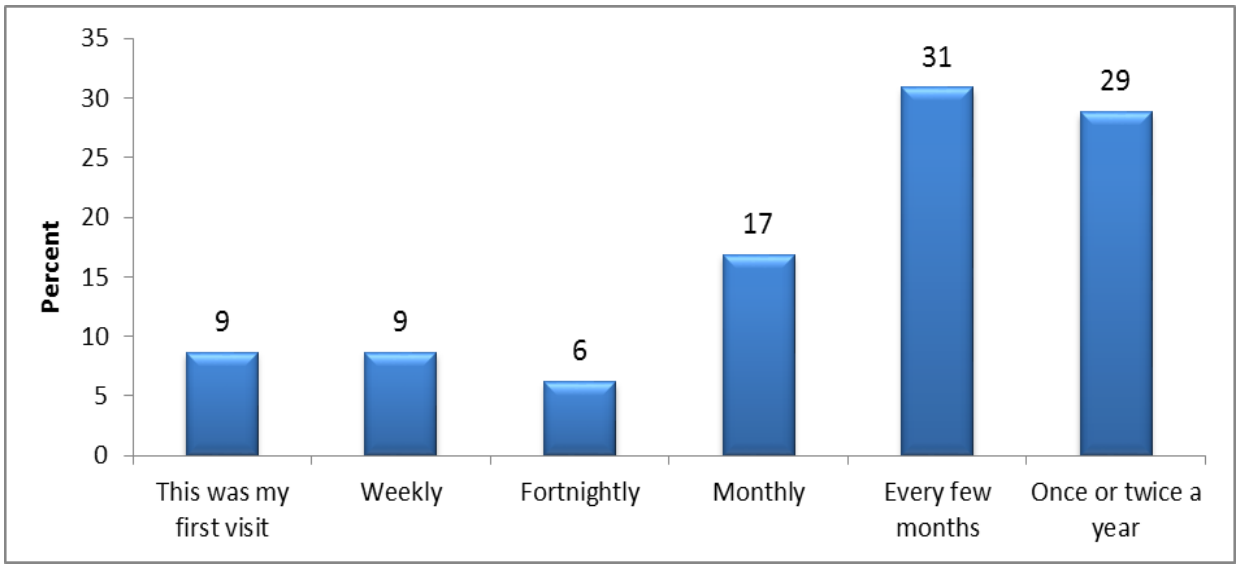
Of those respondents who stayed overnight, nearly half (43%) stayed with friends or family, followed by camping (19%) or in their holiday home/bach (17%). Other accommodation included a church camp and a school dorm.

Over 80% of visitors travelled with other people on their outing to the Manukau Harbour area such as their partner/spouse (39%), with friends (29%) other family members (23%), or with children (22%). Just 12% travelled alone - 'others' came to the area as part of a community, or social group outing.

Nearly all of the visitors (91%) travelling to the Manukau Harbour came by private vehicle; only 3% used public transport. A further 16% either walked or cycled. Other transportation options included campervans, train and kayak.

The vast majority (91%) of the visitors had been to the Manukau Harbour area before. Of these return visitors, around a third (32%) come to the area on a fairly regular basis – at least once a month (Figure 16). Just under a third (31%) visit the area every few months, with a further 29% coming once or twice a year.

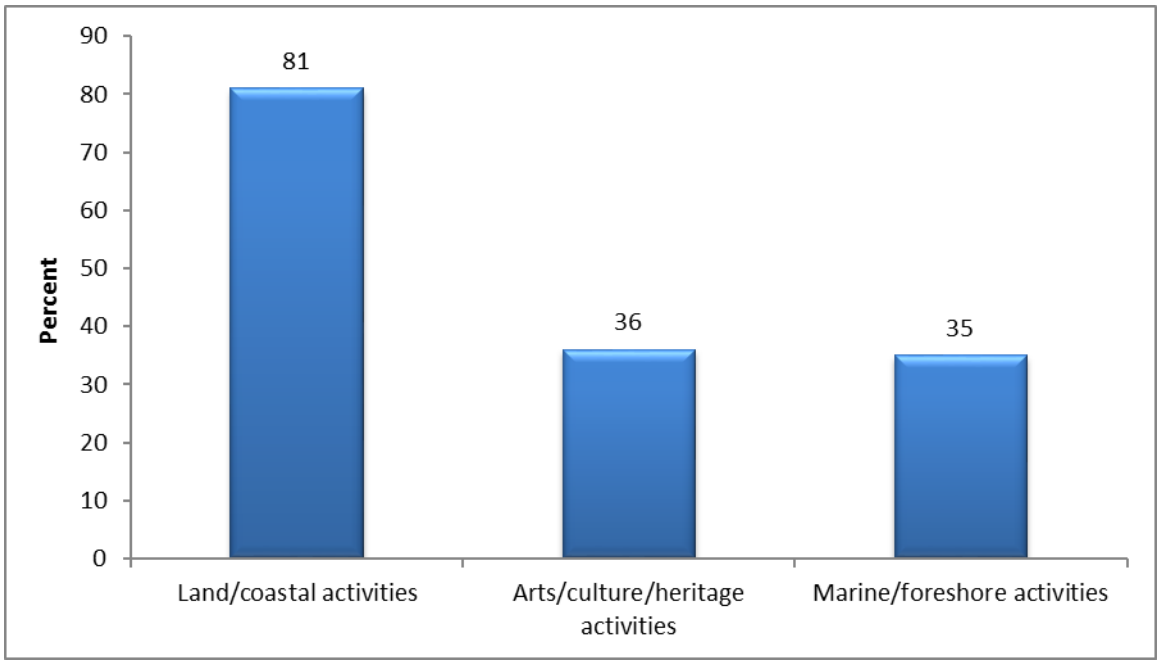
Figure 16: Frequency of visit to the Manukau Harbour area (n=243)



Recreational use of the Manukau Harbour by visitors

To gauge the current recreational use of the Manukau Harbour, visitors were asked what type of activities they participated in on their most recent visit (Figure 17). The majority of visitors (81%) participated in land/coastal activities, followed by another 36% participating in marine/foreshore activities, and 35% in arts/culture/heritage activities.

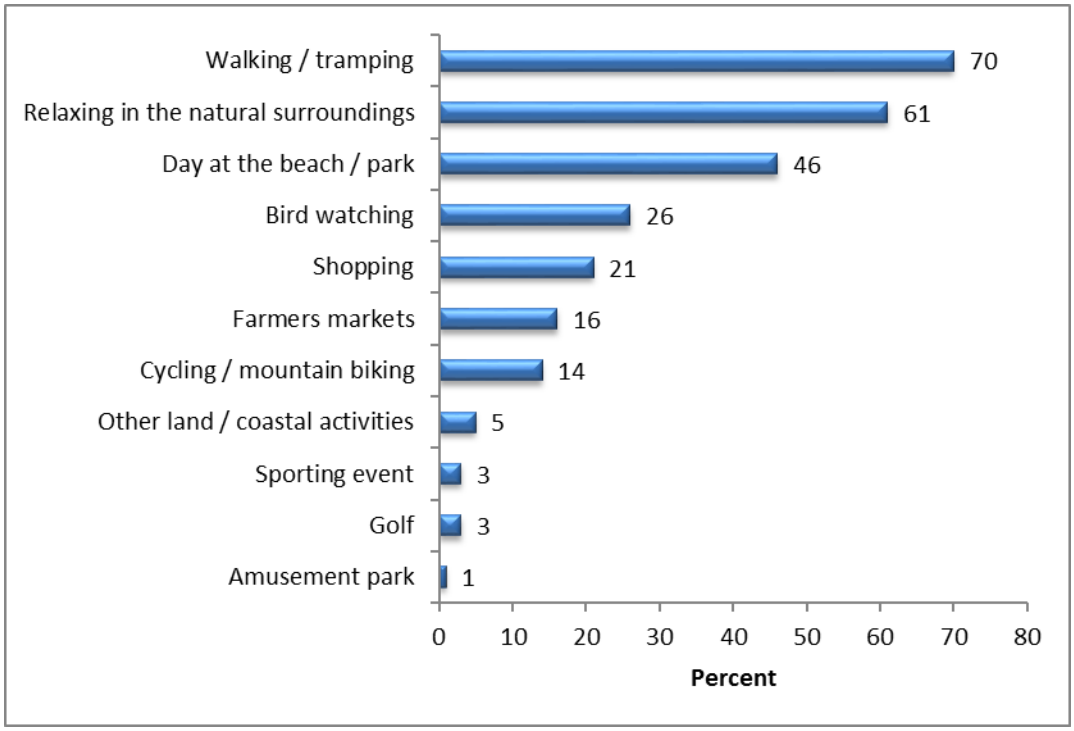
Figure 17: Types of recreational activities that visitors participated during their recent visit (n=219/n=99/n=94)



(Note, respondents could select more than one category so totals do not add to 100%)

For those visitors who participated in land/coastal activities the three most common activities are walking/tramping (70%), relaxing in the natural surroundings (61%), and spending the day at the beach/park (46%) (Figure 18). Just over a quarter (26%) of these visitors go bird watching, with a further 21% coming to shop.

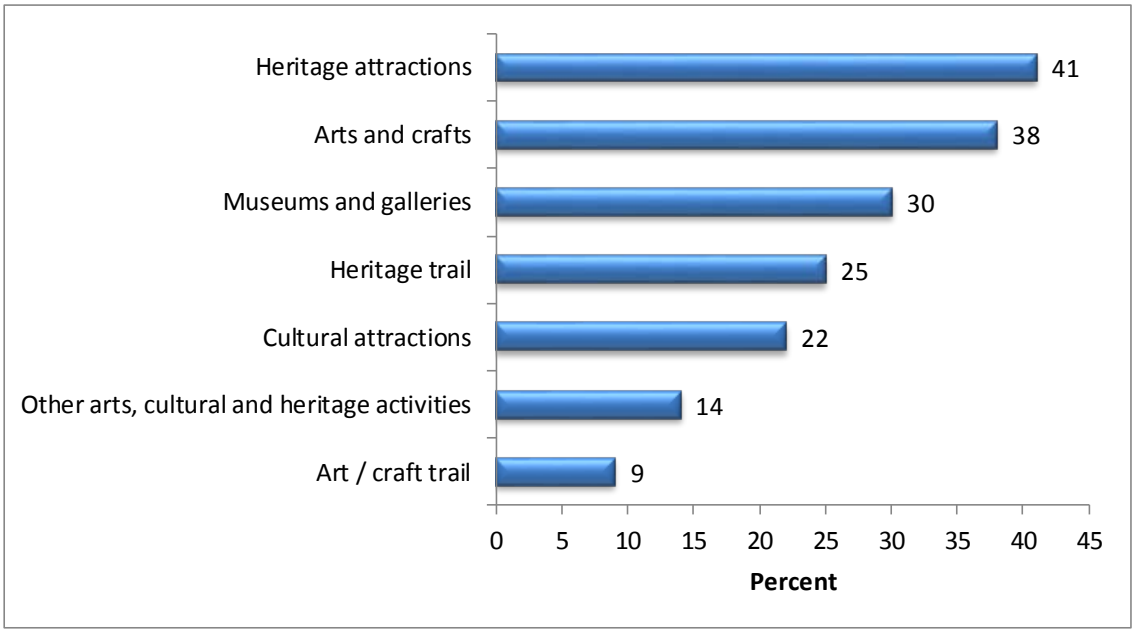
Figure 18: Visitor participation in land / coastal activities (n=219)



(Note, respondents could select more than one category so totals do not add to 100%)

For those visitors who participated in arts/cultural/heritage activities, the most common were visits to heritage attractions (41%), and arts and crafts (38%) (Figure 19). A further 30% visited museums and galleries, followed by 25% of visitors who went on a heritage trail.

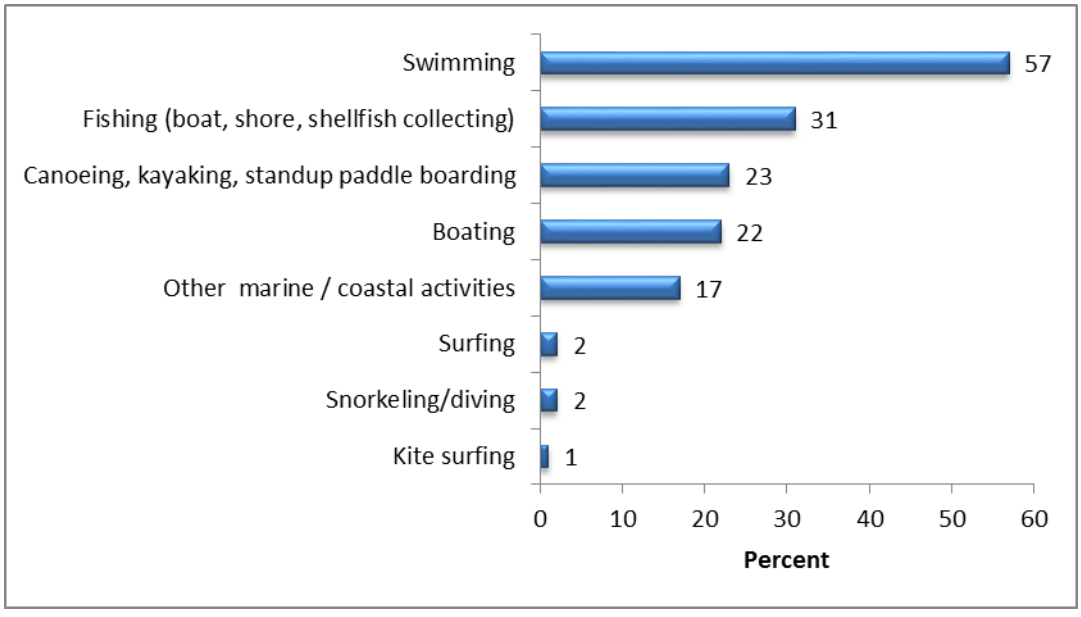
Figure 19: Visitor participation in arts, cultural, heritage activities (n=99)



(Note, respondents could select more than one category so totals do not add to 100%)

For those visitors who participated in marine/foreshore activities, 57% went swimming followed by fishing (31%), canoeing/kayaking/stand up paddle board activities (23%), and boating (22%) (Figure 20).Other activities (17%) include photography, dog walking, and playing at the beach/park.

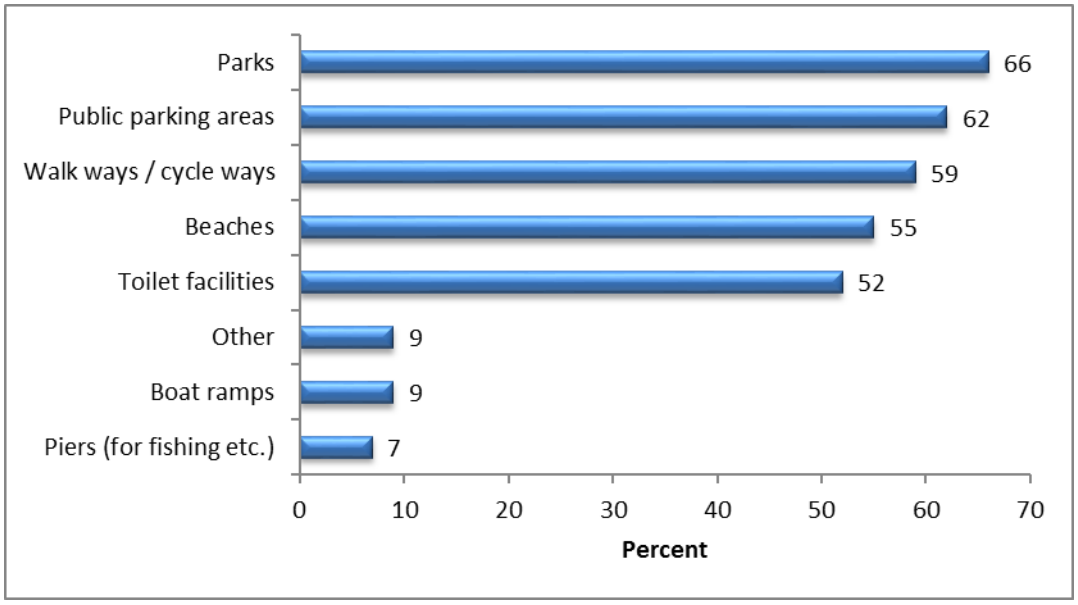
Figure 20: Visitor participation in marine / foreshore activities (n=94)



(Note, respondents could select more than one category so totals do not add to 100%)

The majority of visitors surveyed use some type of public facility or amenity during their visit to the Manukau Harbour area (Figure 21). The most used facilities are parks (66%), public parking areas (62%), walkways and cycle ways (59%), beaches (55%) and toilet facilities (52%). The use of boat ramps to access the water is relatively low (9%). Other public facilities include local museums, the lighthouse, golf course and playgrounds.

Figure 21: The types of public facilities used during the visit (n=229)



(Note, respondents could select more than one category so totals do not add to 100%)

Expenditure

We asked visitors if they spent any money during their visit, of the 215 responses received, 60% indicated they had made some type of purchase on either goods or services.

The average spend per person if all visitors are included (including those who spend nothing) is $19 per person per day for overnight visitors and $12 per person for day visitors.

If we only analyse those respondents who did spend some money in the area (and exclude those who didn't) the figure for day visitors rises to $25 per person per day; with overnight visitors spending $28 per person per day.

Of the overnight visitors, 60% stayed with friends/family or in own holiday home, which is reflected in the relatively low spend in the accommodation category. Most day visitor expenditure is on food/drink (Table 3).

There is very limited spend on visitor activities and attractions. There is also clearly potential to grow visitor spend in areas such as retail shopping.

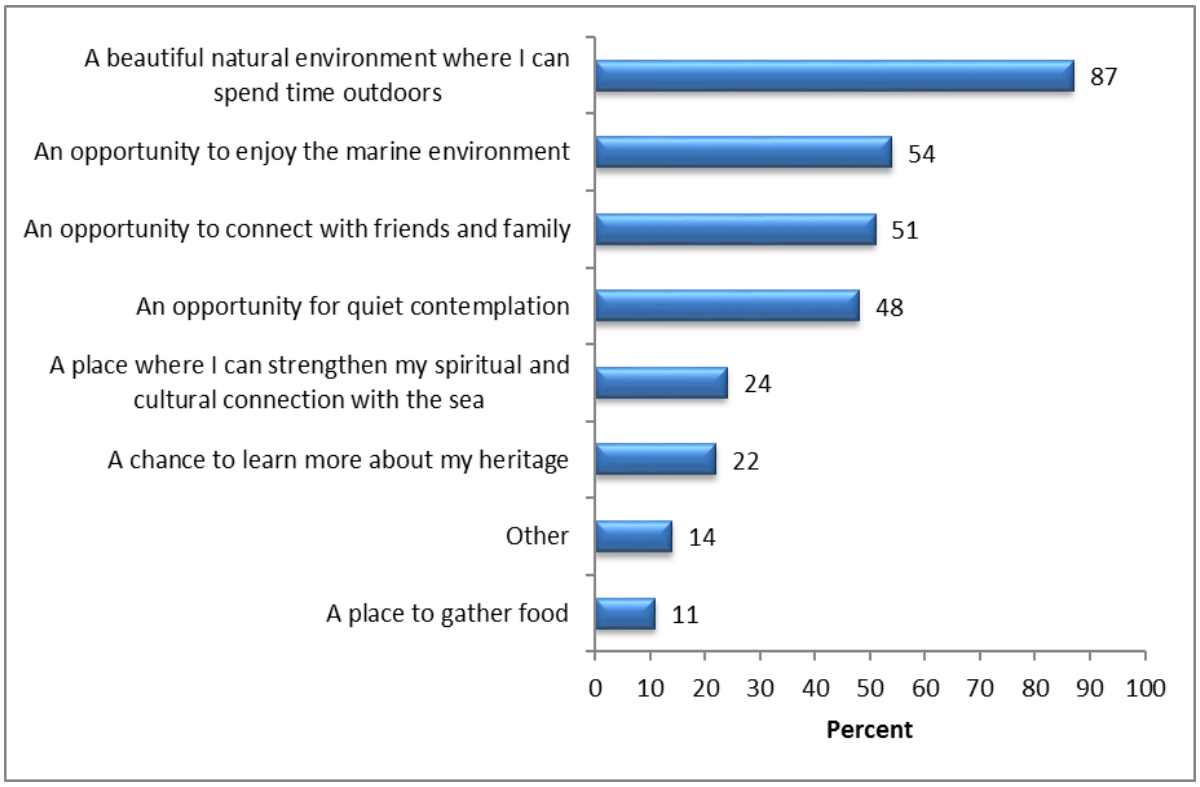
Table 3: Average spend per person per day in the Manukau Harbour area

Expenditure NZ$ Per Person Per Day	% spend in sector Overnight visitor	OVERNIGHT VISITORS (n=29)	% spend in sector Day visitor	DAY VISITORS (n=99)
Food / drink	19	5	50	12
Retail shopping	6	2	25	6
Petrol	9	2	10	3
Supermarkets /stores	20	5	8	2
Visitor activities and attractions	1	0	5	1
Other	1	0	2	0
Accommodation	45	12	0	0
Local transport	0	0	0	0
Total	**100**	**$28**	**100**	**$25**

Perceptions of the Manukau Harbour area – visitor experience

Visitors were asked for their level of agreement with a series of statements describing what a visit to the Manukau Harbour potentially offers them, (Figure 22). For the vast majority of respondents (87%), a visit to the area offers them a beautiful natural environment where they can spend time outdoors. The opportunity to enjoy the marine environment (54%), and connect with friends and family (51%) is also a big draw for the area. For other visitors, a trip to the Harbour area offers a place for quiet contemplation (48%). The Harbour also represents a place where people can strengthen their spiritual connection to the sea (24%), learn more about their heritage (22%) or gather food (11%).

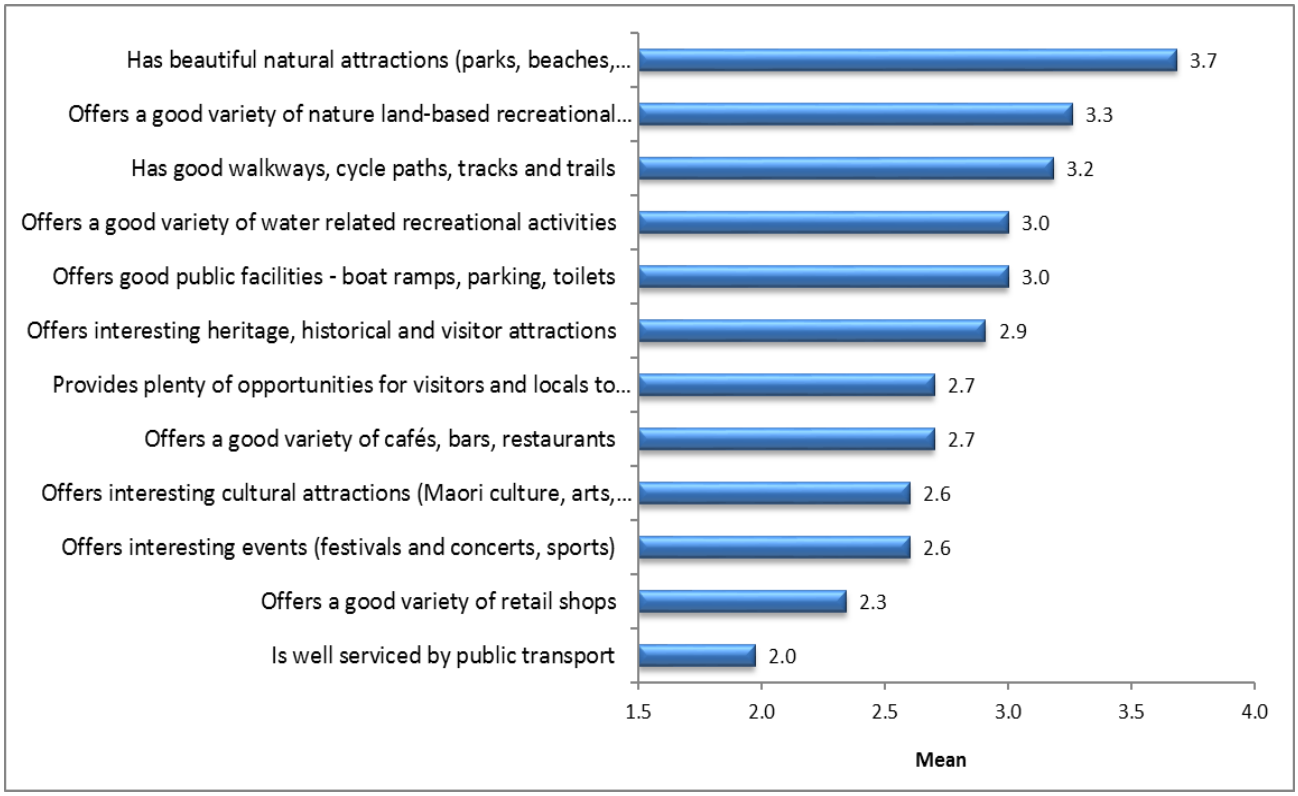
Figure 22: What a visit to the Manukau Harbour area offers visitors (n=223)



(Note, respondents could select more than one category so totals do not add to 100%)

Visitors surveyed were asked to indicate their agreement with a series of 12 statements about the Manukau Harbour on a scale of 1 (strongly disagree) to 4 (strongly agree). The Manukau Harbour area's beautiful natural attractions rated the highest at 3.7 out of 4 (Figure 23). The nature land-based recreational activities (3.3) and quality of the walkways, cycle paths etc. (3.2) also rated well. The only two statements that visitors disagreed the most with concerned the 'good variety of retail shops on offer' (2.3) and the area being 'well serviced by public transport' (2.0).

Figure 23: Visitor ratings of aspects of the Manukau Harbour and surrounding areas (n=154-237)



Over forty visitors added a further comment about certain aspects of the Manukau Harbour, of which, over a third talked about the tourism potential of the area, while still protecting the natural environment and to "*keep it clean and beautiful".* The need to better promote what is already on offer was also highlighted.

> *Frequent visits have made me more aware of what there is on offer, but more effective maps could bring more information together on cultural and heritage matters*

Suggestions for improvements to enhance the visitor experience included heritage trails and connectivity via the water to link to the coast and beaches. Business opportunities identified by visitors included recreation activities e.g. kayaks, cruises and also around local Maori culture. Around 20% of the visitors commented on other issues including safety on the water, and water quality for recreation due to localised pollution.

> *It is shallow, muddy and dangerous, lots of drownings and shipwrecks.*

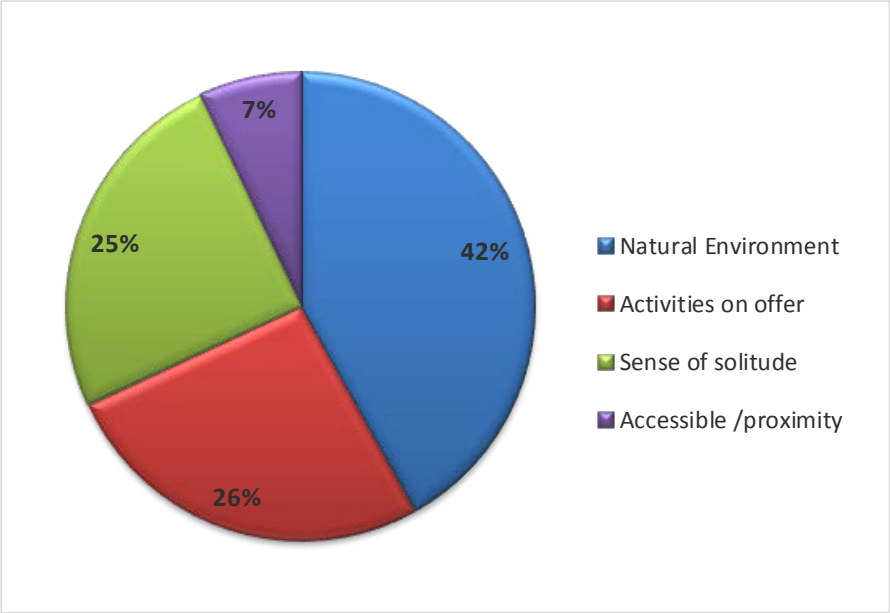
Another 15% reinforced the need for better public transport, roads and facilities including boat ramps.

> *I think the Manukau Harbour has lots going for it but it's hard to get out on the water unless you have access to a boat and feel confident using it*

Visitors were asked for the three most appealing aspects of the Manukau Harbour and its surrounds (Figure 24). Of the total visitor comments (n=531), nearly half (42%) relate to the stunning natural environment. Visitors are impressed with the scenic beaches, bush and birdlife, as well as the rugged coastlines and wilderness areas. Some locations get a special mention e.g. Whatipu, along with local parks and beaches, and the birdlife to be found around the Manukau Harbour.

> *Wild scenery; pacific mountains, deserted beaches and headlands*

Figure 24: Most appealing aspects of the Manukau Harbour area for visitors (n=212)



Over a quarter (26%) of the visitor comments highlight the variety of activities on offer in the great outdoors. Land-based activities are the most popular and include walking, hiking, cycling and tramping followed by water-based activities and fishing.

> *The open spaces close to the water - wider cycle paths catering for the future- and the tracks and trails for walking with great views and easy parking close by.*

Activities built around historic/cultural aspects of the Manukau Harbour are also appreciated by visitors (10% of the visitor comments). Places like Ambury Farm are seen as a link to surrounding areas via walk/ cycle ways etc. Shopping opportunities and cafes are also appreciated.

A further quarter of visitor's comments were about finding a sense of solitude when visiting the Manukau Harbour and surrounding areas. Visitors describe the area as tranquil, uncrowded, remote quiet and peaceful.

> *Quiet places to relax and unwind*
>
> *Immediate escape from the city*

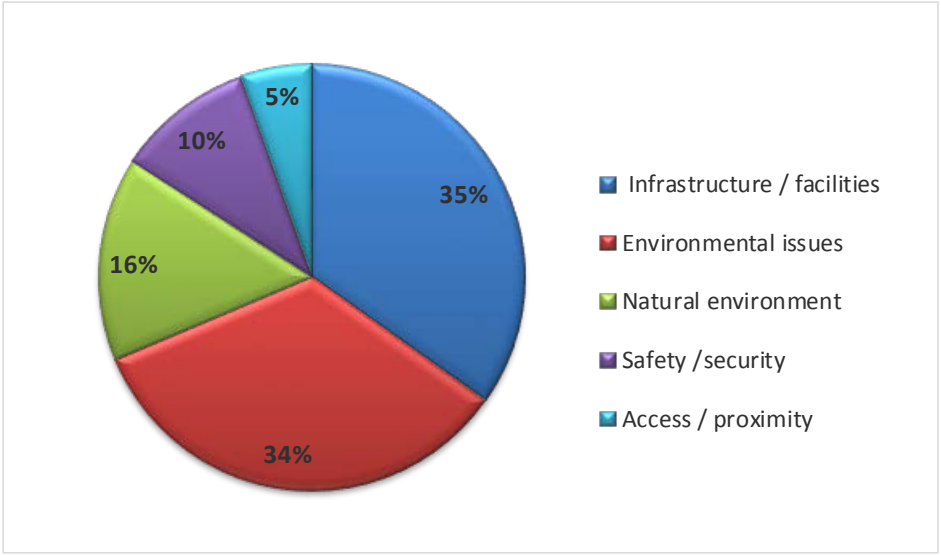
Visitors also commented about how the local community seemed to reflect the peaceful surrounding describing them as friendly and laidback.

Other favourable aspects mentioned about the Manukau Harbour area are its close proximity to the rest of Auckland, and the ease of access to local beaches and parks (7%). Visitors view the area as being an 'immediate escape from the city', but also as place which is close to home and within easy reach.

Visitors were then asked for the three least appealing aspects of the Manukau Harbour and its surrounds (Figure 25). Two thirds (63%) of respondents (n=173) provided comments, with nearly 70% of the comments made (n=327) concerning the local infrastructure and facilities, and environmental issues. In terms of infrastructure and facilities (37%), respondents highlight a lack of walk/cycle ways, shops, cafes, signage with local information, camping grounds, parking, public transport including ferries, and sufficient boat ramps.

> *It's the back door of Auckland and despite much improvement in recent years, still looks second rate compared to the Waitemata*

Figure 25: Least appealing aspects of the Manukau Harbour area for visitors n=173



One of the biggest environmental issues (35%) commented on by visitors is the perceived pollution levels in and around the Harbour. The poor water quality was of special concern for visitors with many comments about the sewage, pollution, smell and discolouration of the water in places.

Sewage still being poured into the harbour

Evidence of neglect & pollution

Visual / noise pollution around the Harbour was also commented on especially in the more the commercial / industrial areas, and also in areas in close proximity to the airport with '*constant planes flying overhead'*.

Areas of industrial development and shabby infrastructure

Pylons - they're ugly and they interfere with access to beaches

Certain urban neighbourhoods were also mentioned as looking neglected and uncared for, which added to the sense of the disregard for the Harbour, and why it was being treating like a 'back water'.

No feeling of pride in some places e.g. back of Otahuhu

The urban areas aren't very appealing to spend time in

Visitors also comment on aspects of the natural environment (16%) which are less appealing. Of these comments, over half are on the tidal nature of the Harbour which results in mud flats and murky water, making it unsuitable for swimming. Others comment on the encroaching mangroves (14%), mud, slippery rocks, and oyster shells making access to the water difficult. Windy weather conditions are also mentioned.

Safety and security was an issue for a small percentage of these visitors (10%) when considering coming to the Manukau Harbour area. A few commented that they felt intimidated by some of the locals they encountered. Car vandalism is an ongoing issue, especially if the vehicles are left unattended in parking areas for an extended period of time e.g. going for a walk. Other comments were about visitor's personal safety in general, perceived or otherwise.

I have heard it's dangerous, I'd like to go for walks safely

The walkway was so quiet and isolated we didn't feel that safe

Return visits and referrals

Nearly all (97%) of visitors (n=210) plan to visit the Manukau Harbour area again. Only 3% do not plan to return. When asked if they would recommend the Manukau Harbour area as a place to visit the vast majority (91%) of visitors (n=211) would; 9% said they would not recommend it.

Respondents went on to explain why they would recommend the Manukau Harbour area to others (220 comments). The natural environment (35% of comments), the types of activities on offer (30%), the sense of solitude (23%) were the main reasons given.

Visitors wanted others to experience the more rugged coastlines and relatively undeveloped areas that can still be found around the Manukau Harbour. Comments about the natural environment included descriptions like 'powerful, dramatic, unique, unspoilt, different, with natural beauty, and full of contrasts'. Other reasons include the accessibility of the areas surrounding the Harbour, combined with close proximity to the rest of Auckland (11%). The ease of access to local beaches and parks (despite some seasonal issues) is also seen as an attractor.

Visitors are happy to recommend a visit to the area based on the diversity of activities on offer, which include walking, cycling, swimming, bird watching along with the local cafes, and shops. Visitors highlight that a daytrip to the 'great outdoors' is affordable with lots of activities for both adults and children, and these are accessible to all.

Other visitors recommend the area because it gives them a sense of solitude which they want to share – time spent in the area is seen as a 'chance to get out of the city and crowds'

> *It allows the feeling of getting right away from Auckland and it is only a short distance away*
>
> *The premier open space in Auckland, there is nowhere else in the city with that kind of access, sheer stunning beauty and peace*

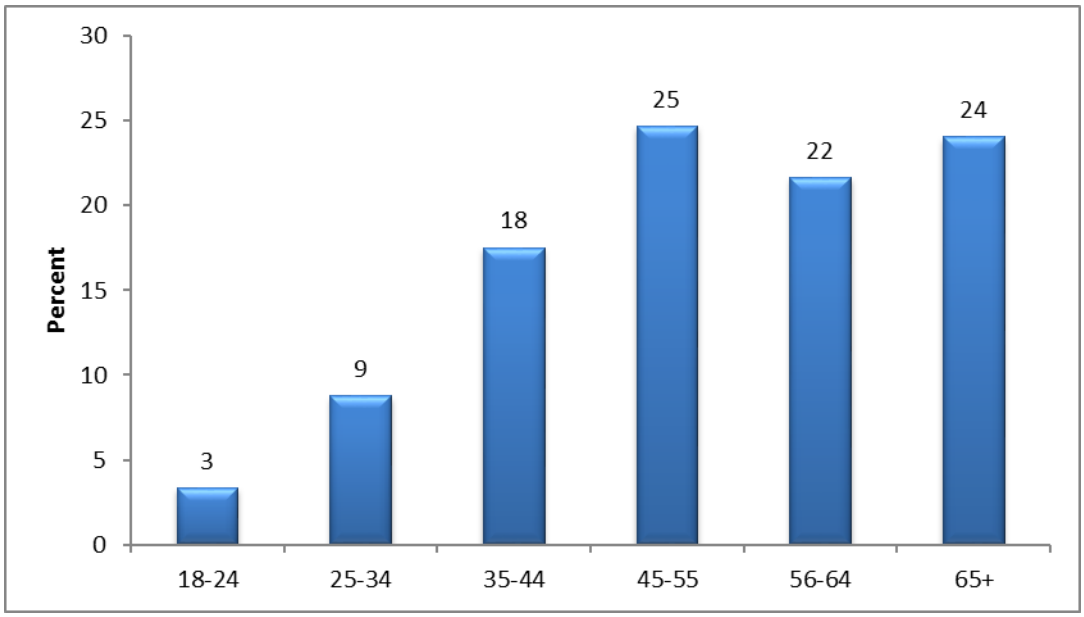
The main reasons given for not recommending the Manukau Harbour area as a place to visit relate to there being "not enough places of interest" that people are aware of, or things to do, and it was a long way to go. Visitors also comment that there are other places to visit in Auckland that are far more attractive.

Resident Survey: Findings

The following section discusses the residents' profile including demographics, the importance of recreational opportunities in their area, and current recreational use of the Manukau Harbour. This is followed by the resident's perceptions of the Manukau Harbour and surrounding areas, plus the types of local experiences they would like to share with visitors.

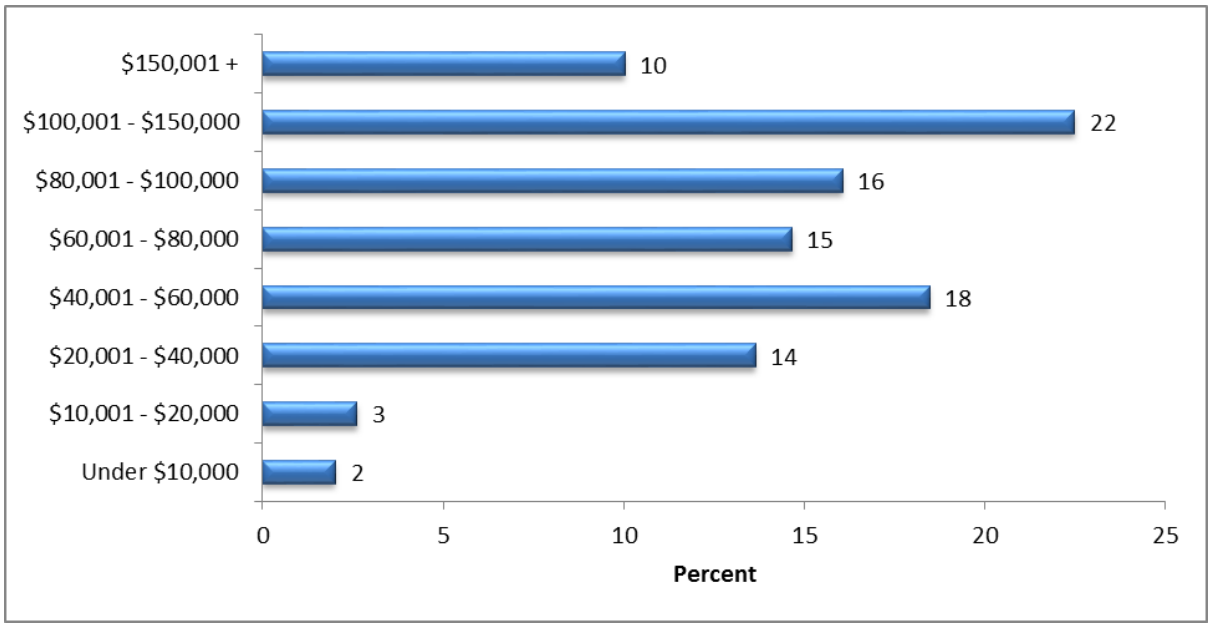
Nearly three-quarters (71%) of residents surveyed are aged 45 or over, however, there is representation across all age groups (Figure 26). The age profile for residents is slightly older than the 2013 Census data with only 44% being aged 45 or over (census data from the nine Local Boards surrounding the Manukau Harbour). Just over half (58%) of residents surveyed are female; 42% are male. The gender profile of the residents is slightly biased towards female respondents (+7%) when compared to 2013 Census data.

Figure 26: Breakdown of Resident's by age group (n=628)



Nearly half of the residents surveyed have an annual household income over $80,000, with a third earning over $100,000 (Figure 27). Around 20% of the residents have an annual household income of $40,000 to $60,000.

Figure 27: Resident's annual household income (n=498)



One third (35%) of residents surveyed (n=625) are in full-time employment; a further quarter (23%) are self-employed and 19% are retirees. Residents in part-time employment make up 13% of the sample.

One quarter (24%) of residents surveyed live in the Waitakere Ranges Local Board area, followed by Franklin (18%), Mangere-Otahuhu (16%) and Maungakiekie-Tamaki (15%) (Figure 28). There is a smaller representation of residents from other Local Board areas.

Figure 28: Where residents live (n=657) (Local Board areas)

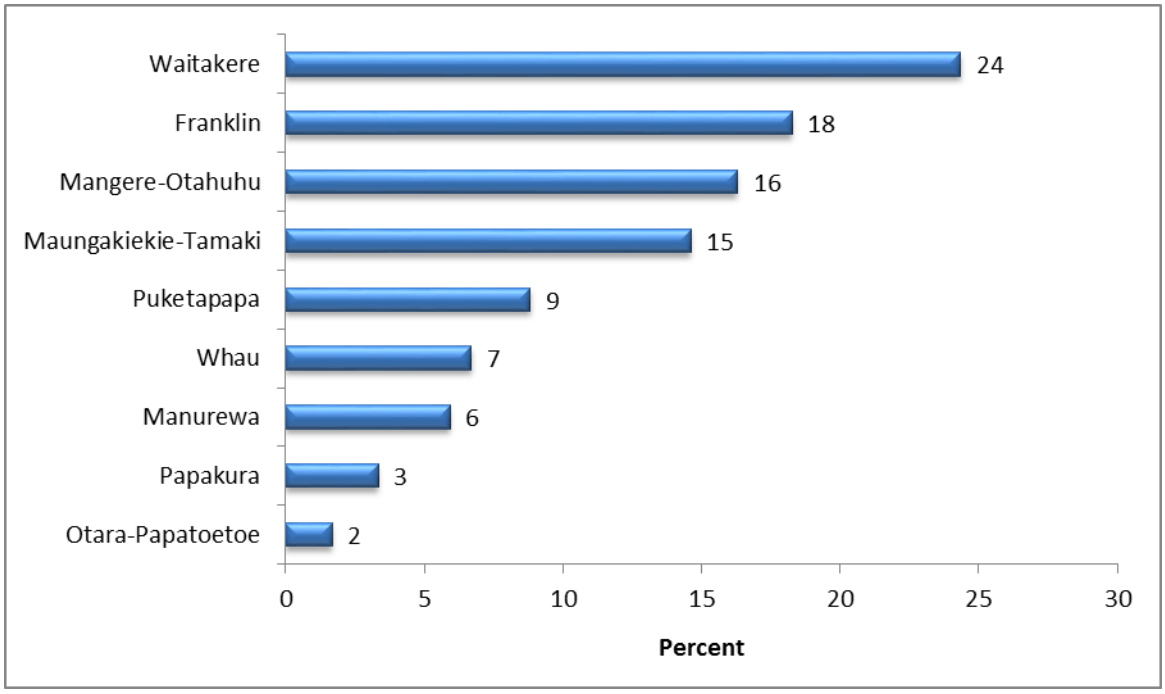


Table 4 below shows the suburbs within the nine Local Board areas where the majority of residents live in.

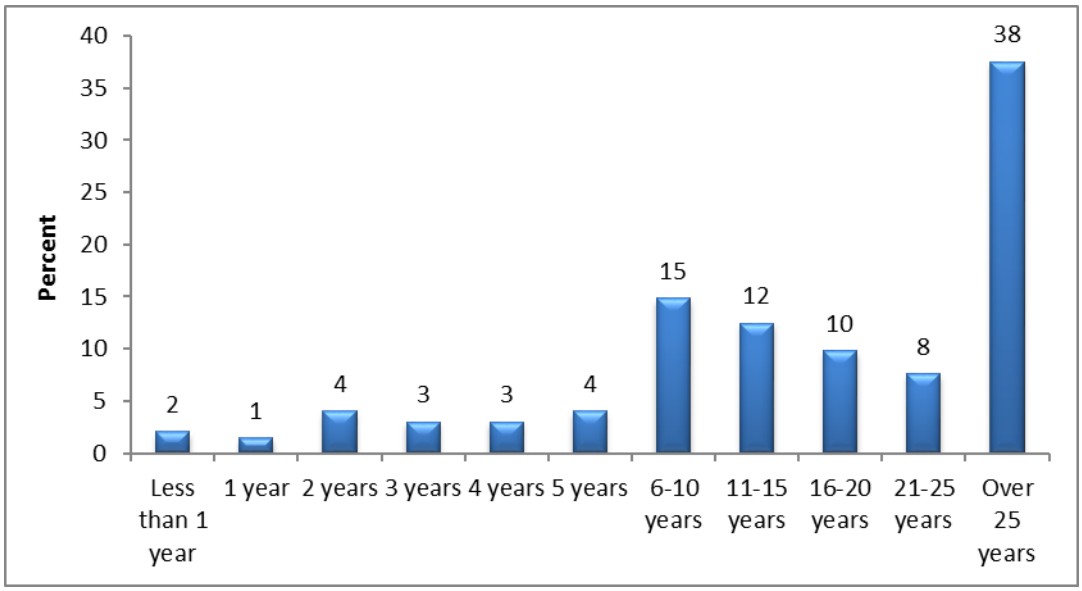
Table 4: Places where most responses came from within each Local Board area:

Local Board	Suburb
Waitakere	Huia, Laingholm, Titirangi, Glen Eden, Cornwallis
Whau	Blockhouse Bay, Green Bay, New Lynn
Puketapapa	Hillsborough, Lynfield, Mt Roskill
Maungakiekie-Tamaki	Onehunga, Royal Oak
Otara-Papatoetoe	Papatoetoe
Mangere-Otahuhu	Mangere Bridge, Mangere, Ihumatao, Otahuhu
Manurewa	Manurewa, Weymouth
Papakura	Papakura, Pahurehure
Franklin	Awhitu, Waiuku, Orua Bay, Big Bay, Clarks Beach

Just under half (43%) of residents surveyed (n=639) work in the Manukau Harbour area, a further 39% of residents indicated that they work in other parts of Auckland.

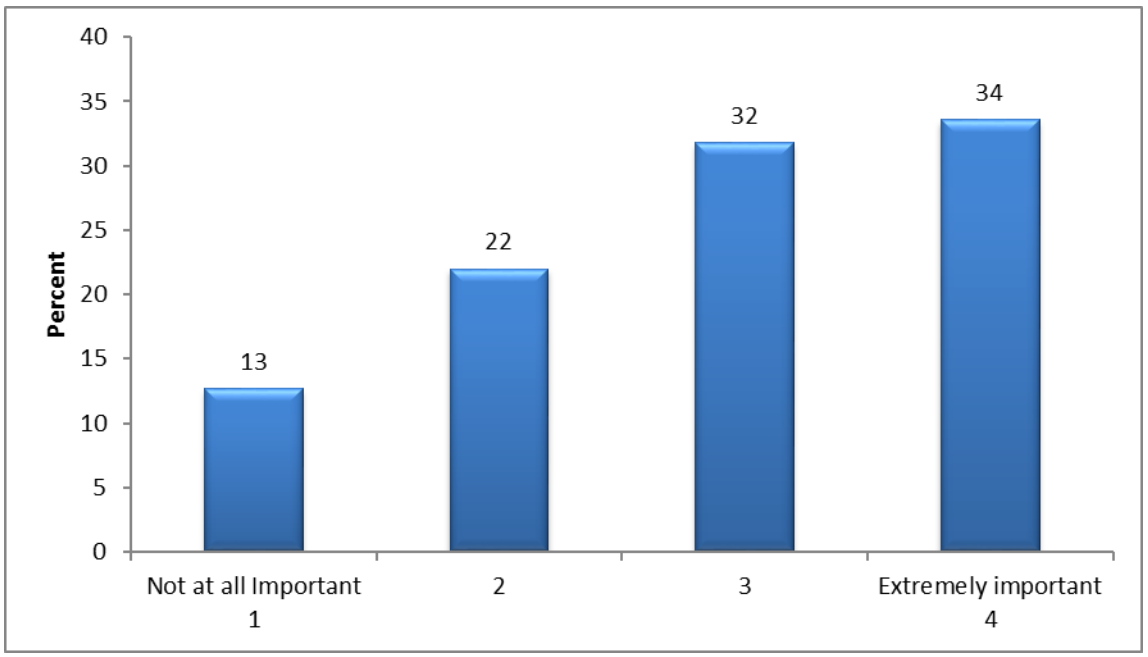
Two thirds of residents surveyed have lived in the Manukau Harbour area for more than 10 years (Figure 29). Nearly 40% of these residents have been in the area for over 25 years.

Figure 29: Number of years residents have lived in the Manukau Harbour area (n=634)



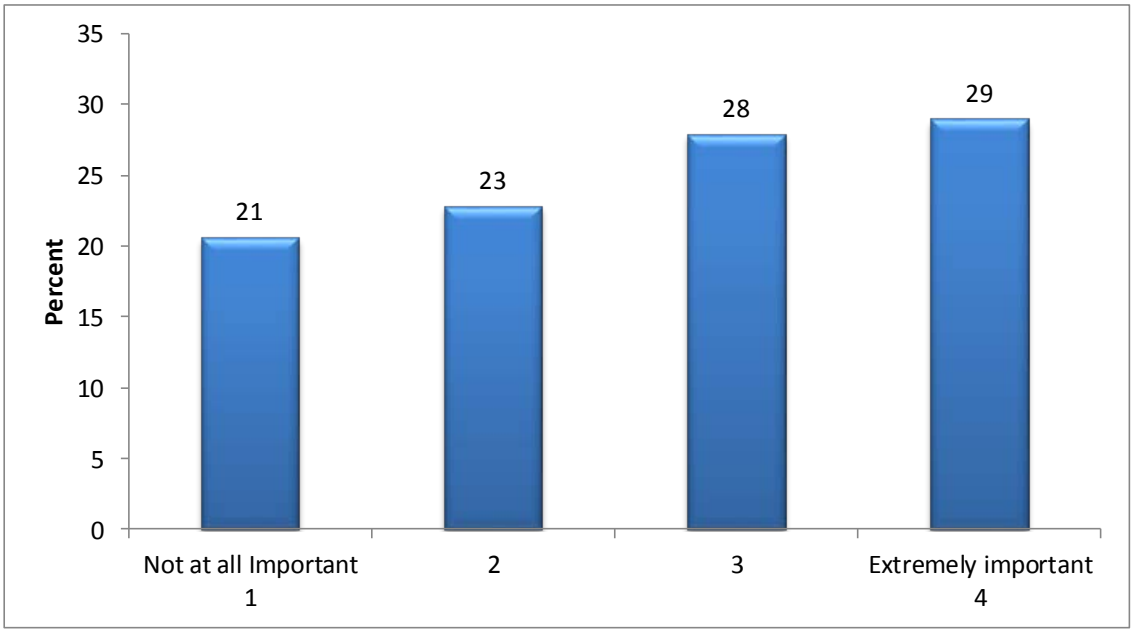
For two thirds (66%) of residents surveyed, the opportunity to participate in land/coastal activities is either important or extremely important in their decision to live in the Manukau Harbour area (Figure 30).

Figure 30: The importance of having the opportunity to participate in land / coastal activities in the decision to live in the Manukau Harbour area (n=623)



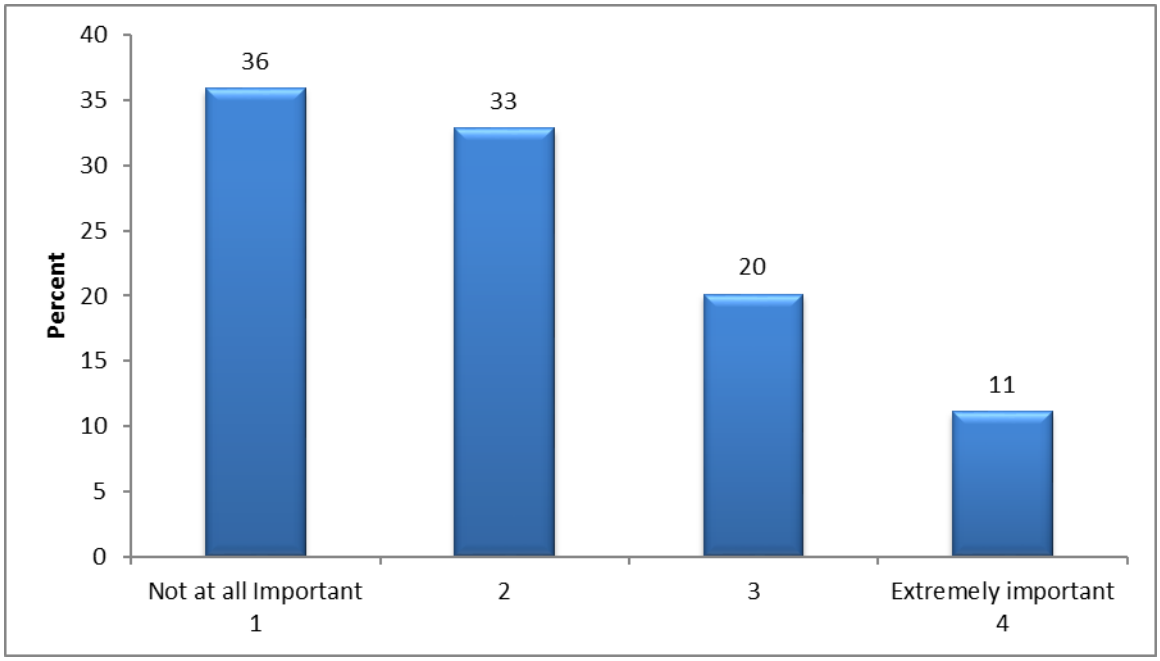
Around 60% of the residents indicated that the opportunity to participate in marine/foreshore activities was either important or extremely important in their decision to live in the Manukau Harbour (Figure 31). Just over 20% felt that marine/foreshore activities on offer were not an important factor in their decision to live in the area.

Figure 31: The importance of having the opportunity to participate in marine / foreshore activities in the decision to live in the Manukau Harbour area (n=637)



For two thirds of the residents, the opportunity to participate in arts, cultural and heritage activities is not regarded as important in influencing their decision to live in the Manukau Harbour area (Figure 32). On the other end of the scale, 20% indicated that the opportunity to participate in arts, culture and heritage activities was important and 11% considered it was a very important aspect of living there.

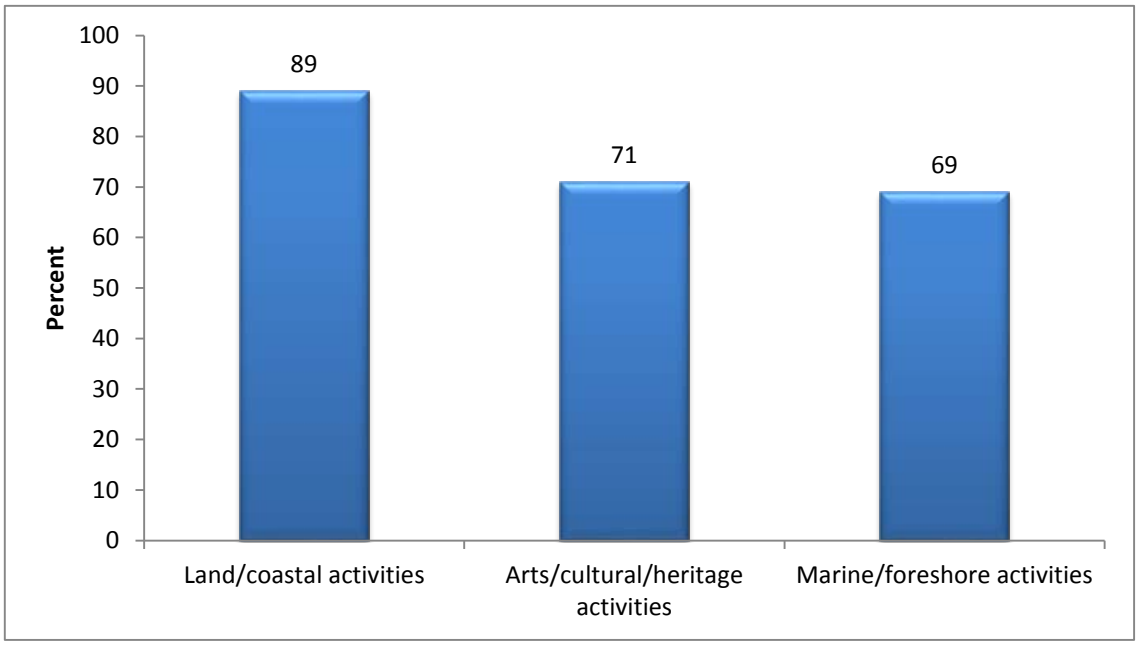
Figure 32: The importance of having the opportunity to participate in arts, cultural and heritage activities in the decision to live in the Manukau Harbour area (n=621)



Recreational use of the Manukau Harbour by residents

Residents value the opportunity to participate in land/coastal activities (89%) (Figure 33). Residents also appreciate the opportunity to participate in arts/cultural/heritage activities (71%), and marine/foreshore activities (69%) in the area.

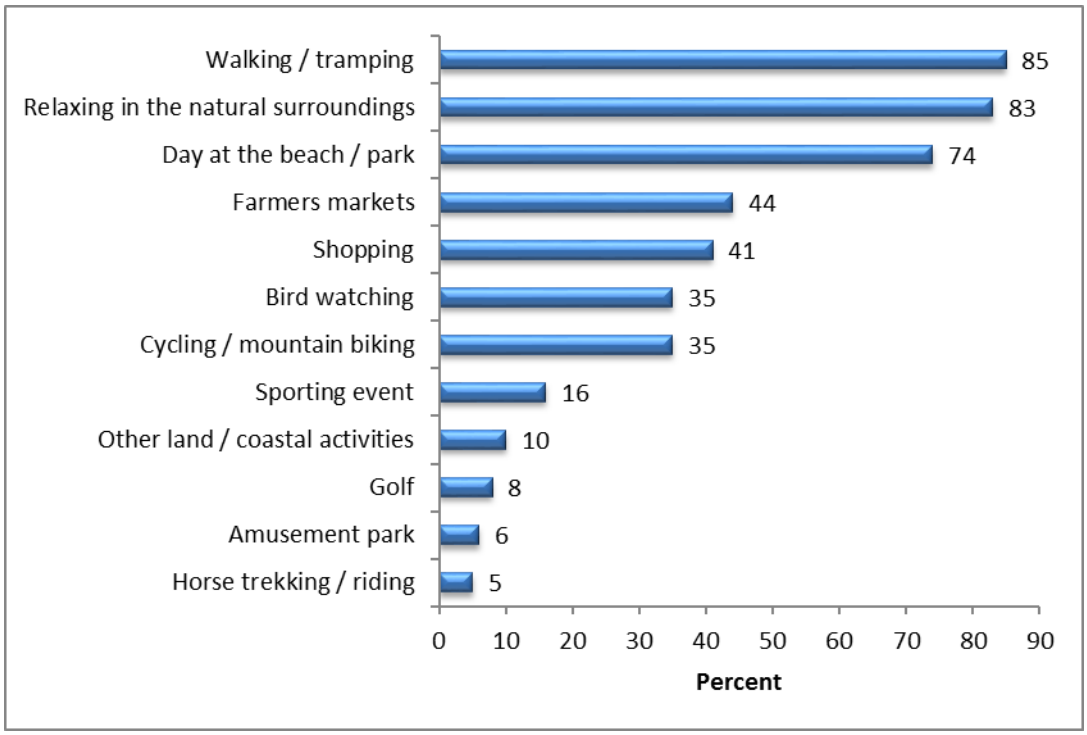
Figure 33: Types of recreational activities that residents regularly participate in (n=611/486/477)



(Note, respondents could select more than one category so totals do not add to 100%)

The most common land/coastal activities that residents participate in are walking/tramping, relaxing in the natural environment and spending the day at the beach/park (Figure 34). Other activities include dog walking, going to children's' playgrounds with the kids, beach or bush 'clean ups', hunting, photography and running.

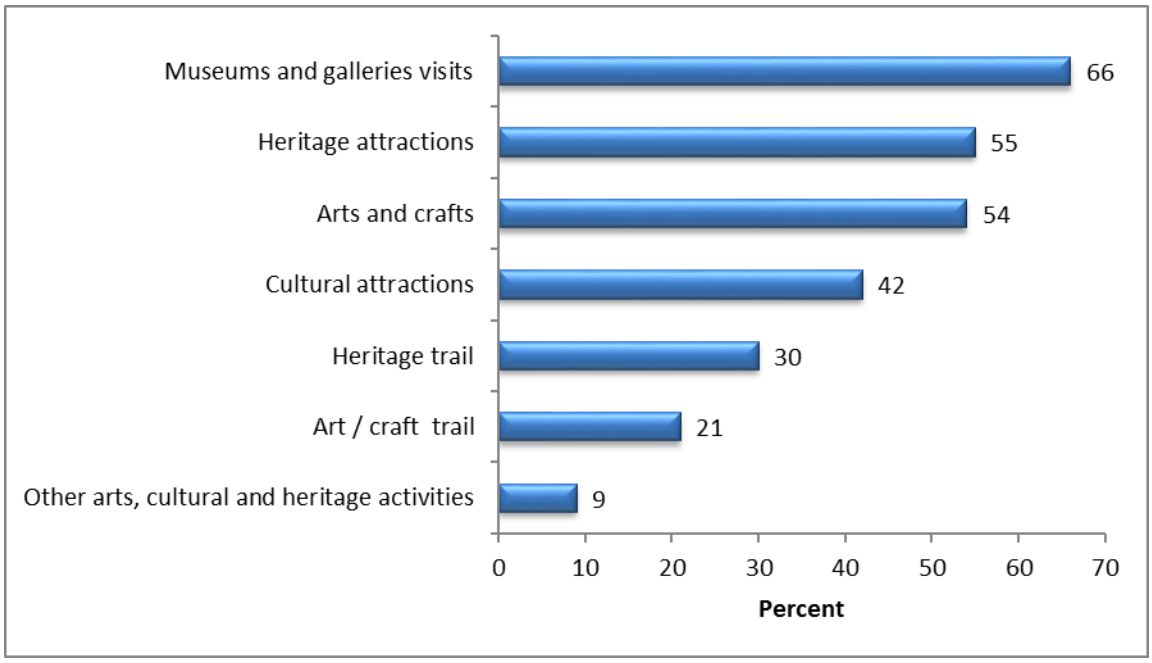
Figure 34: Types of land / coastal activities that residents regularly participate in (n=611)



(Note, respondents could select more than one category so totals do not add to 100%)

For those who participate in arts/cultural/heritage activities, the most common were visits to museums and galleries (66%), heritage attractions (55%) and various arts and crafts activities (54%) (Figure 35). Other activities include music, theatre, and going to the movies.

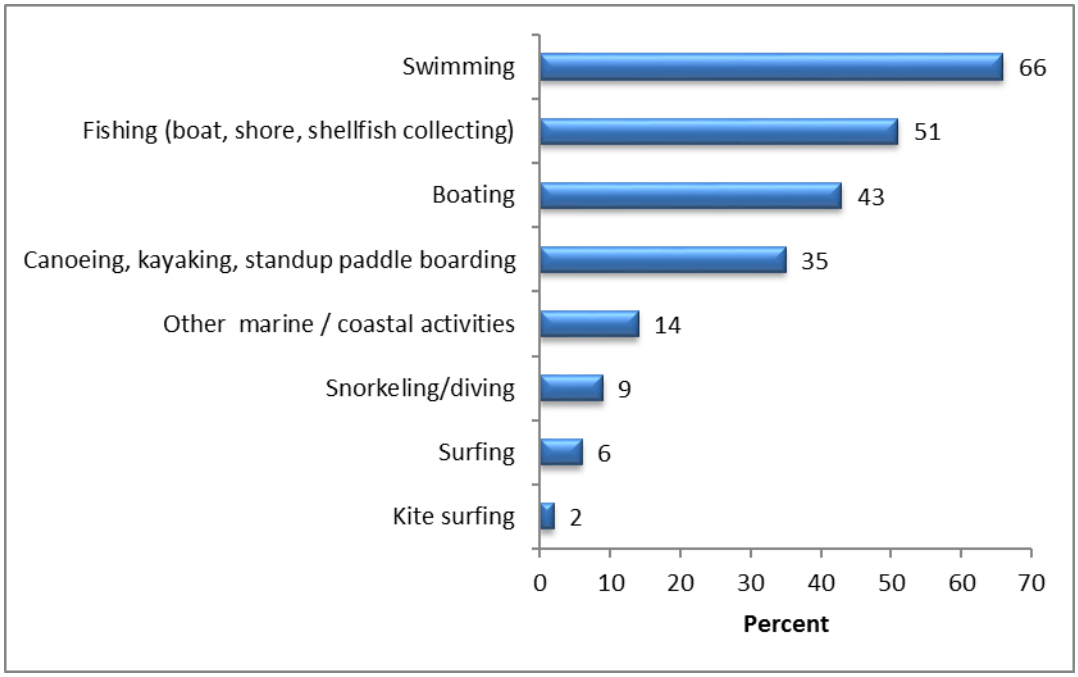
Figure 35: Types of arts/cultural/heritage activities that residents regularly participate in (n=486)



(Note, respondents could select more than one category so totals do not add to 100%)

Residents surveyed participate in various marine/foreshore activities such as swimming (66%), fishing (51%), boating (43%) and canoeing, kayaking, stand up paddle boarding (35%). The Other activities (14%) included a range of responses from participating in waka ama to beach combing (Figure 36).

Figure 36: Types of marine / foreshore activities that residents regularly participate in (n=477)



Residents' perceptions of the Manukau Harbour area

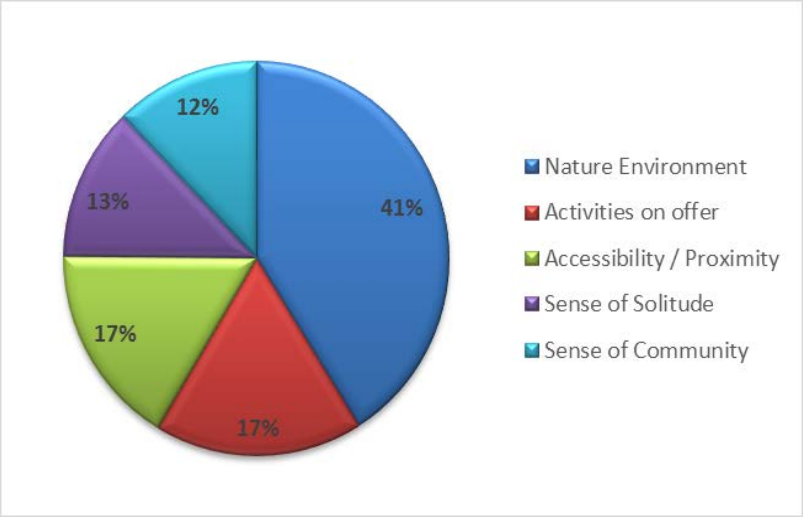
Residents were asked for their input on the three most appealing aspects about living in the Manukau Harbour and its surrounds – there was a very positive response with 653 residents offering feedback, and a total of 1860 comments. Residents appreciated the same appealing aspects about Manukau Harbour as visitors to the area, but at a more emotive level (Figure 37). For over half (58%) of the residents, the natural environment and recreational opportunities available in the area are the most appealing aspects about living in the area.

For many, these two aspects alone play a big factor in their decision to live in the MH area. Enjoying the bush, beaches and wildlife (especially the migratory birds) are an integral part of living around the Manukau Harbour for residents. Descriptions of the area include:

Untamed environment with plenty of nature near a busy city.

The sheer beauty of it - changing light, skies and sea, busy covered headlands etc.

Figure 37: Most appealing aspects of the Manukau Harbour area for residents



The opportunity to participate in both water and land-based activities are appealing, and popular with residents, as they make the most of their natural environment e.g. swimming, sailing and kayaking, along with walking and cycling.

Access to free and enjoyable outdoors family days, all in our local area

Aspects around accessibility and proximity (11%) are more important for residents than for visitors, especially those working outside the area. The fact that much of the area is 'remote from, but easily accessible to the city' is important for regular commuters. In their leisure time, they also value the ease of access to recreational areas and outdoor activities.

Good area for residents to live, work and commute to other parts of Auckland

It's semi wild character so close to the city

Residents appreciate the sense of solitude (23%) that stems from living in an area which offers natural beauty, peacefulness, connection with the water, as well as a touch of rural charm.

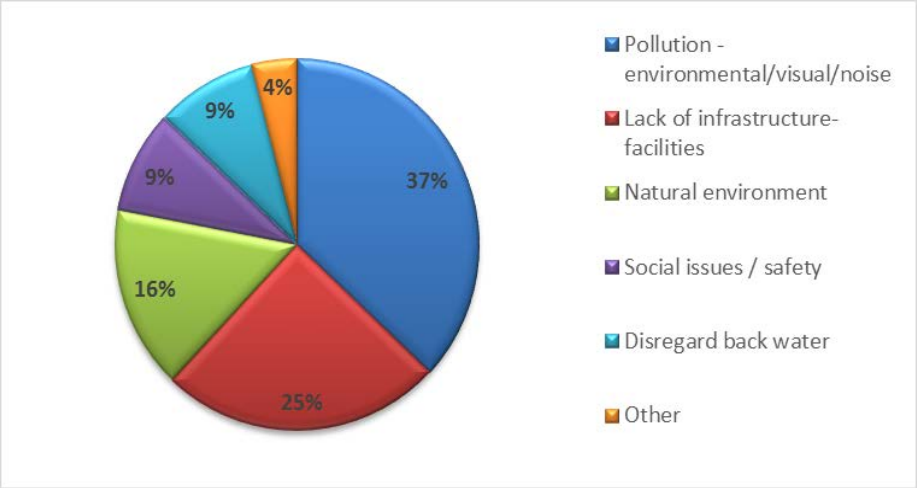
Close enough to the City but far enough away to be unaware

Quietness & peacefulness from lack of human encroachment

Residents commented on a "*strong sense of community"* and describe a community feel/ spirt about their local area and the strong community relationships and shared values of those who live there. Local history is also woven into the sense of community, with cultural diversity often seen as adding an important "*je nais se quois*" [sic] to the mix.

Residents were then asked for the three <u>least appealing aspects</u> about living in the Manukau Harbour and its surrounds (Figure 38). Again there was a good response with 621 residents offering their feedback, and a total of 1400 comments. The results were very much in line with visitors' concerns. Over 60% of the comments made by residents' concern pollution / environmental issues, and the lack of local infrastructure and facilities.

Figure 38: Least appealing aspects of the Manukau Harbour area for residents n=621



Of most concern is the health of the actual Harbour - water pollution (poor quality, dirty, muddy) due to sewage, water waste, and from industrial use. As a result, residents fear for the ecology especially the birdlife, and also their own health. The water is also considered by these visitors (10%) as unsuitable for swimming due to pollution.

Continued sewerage and waste water dumping for all of the region

Industrialised zones - disconnect with natural environment

Beaches that get closed because of pollution. Shouldn't happen

Environmental pollution (30%) also affects areas around the Harbour with residents concerned about the amount of litter and dumped rubbish found on the beaches, in parks, and in the neighbouring streets. Residents regard this as a negative aspect of living in the area and that such dumping also reduces the overall attractiveness of the Manukau Harbour to visitors. Comments were, on the other hand, also made about visitors leaving rubbish behind, and not respecting the local environment.

Rubbish on the roads from day trippers

Rubbish and smell around the harbour

Visitors who chuck their rubbish into the ocean

For a further 10% residents, visual pollution from electrical pylons and power lines, noise from motorways and aircraft flying overhead, and buildings in industrial areas detract from the appeal of living in the area.

A further quarter of the resident comments related to the lack of local Infrastructure and facilities. Residents considered the lack of public transport (and access to) buses to/from Auckland CBD, water taxis, ferry services and trains as one of the least appealing aspects of residing in the Manukau Harbour area.

The lack of public transport for those without a vehicle also means limited access to local shops, beaches and other recreational spaces which also impacts on residents' quality of life. Residents also noted the absence of recreational facilities on the harbour - lack of boat ramps, jetties, wharves, lack of beaches, and no public access to Onehunga Wharf. Among other facilities found wanting are good cafes, restaurants, bars, indoor entertainment and nightlife in general.

It's ages away from everything and there is no public transport.

Poor access to broadband, and limited cell phone coverage in some areas also has a negative impact on residents, their livelihood, and their quality of life.

Rotten broadband service and a local board who don't understand the importance of broadband to us being able to work at home, run small businesses etc.

Resident comments (16%) about the natural environment were mostly about 'aggressive plants and weeds', oyster shells, and mangroves. Specific mention was made of mangroves as residents noted a negative impact on their enjoyment of local areas – for example, Mangere/Onehunga.

Mangroves destroying beaches and taking over bird roosts

Noxious weeds are mentioned as being an issue in some areas with "*people failing to recognise they need clearing".* Oyster shells and pacific oysters are also impacting on some residents' enjoyment of local recreational areas, as they make it difficult to access beaches to walk or swim.

Undeniably the dreaded oyster shells on the shore. So unpleasant to walk and swim.

Comments from local residents (4%) allude to the Manukau Harbour area as being regarded as a 'back water' by various public agencies. They feel the Harbour is being ignored and neglected in comparison to Waitemata Harbour. There is a continued perception of the 'Manukau as a second class harbour'.

I don't feel the Auckland Council maintain or care about it as much as the Waitemata Harbour

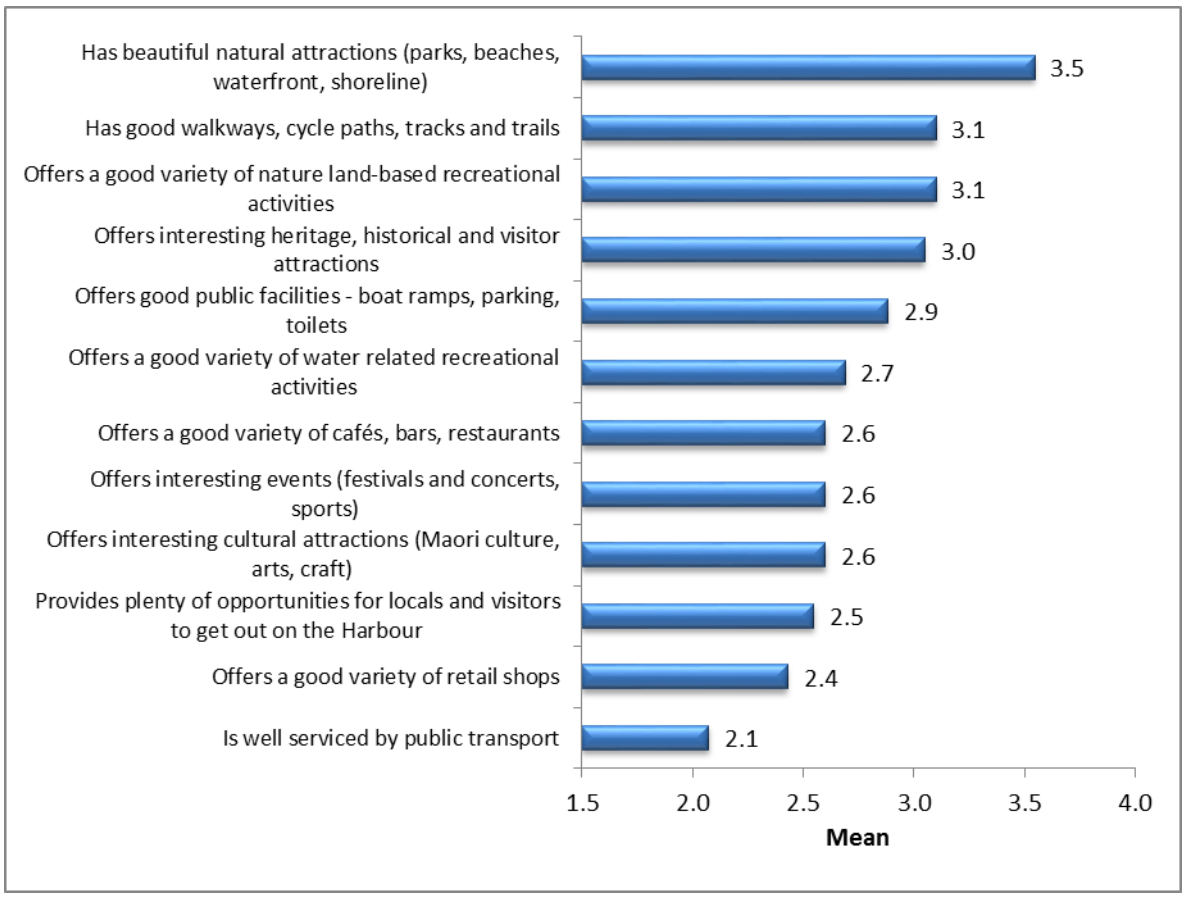
Continued use of the harbour as the dumping ground for Auckland's ever increasing volume of waste water

Feel Manukau harbour is poor relation to other harbour development in Auckland

Residents surveyed were asked to rate their agreement with a series of 12 statements about the Manukau Harbour (1 strongly disagree to 4 strongly agree) (Figure 39). There was strongest agreement with the statement that the Manukau Harbour has beautiful natural attractions (mean 3.5). The standard of walkways, cycle paths etc. also rated highly along with the variety of nature land-based recreational activities (3.1).

Residents rated the variety of retail shops in the area and access to public transport the lowest of all the variables presented (2.4 and 2.1 respectively).

Figure 39: Series of statements asking visitors about the Manukau Harbour area (n=580-634)



Sharing Local Experiences

Nearly three quarters (74%) of residents surveyed responded that they know of some attractions/activities in their local area that they think visitors would be interested in seeing/participating in. Just over 400 residents were happy to give suggestions of things to do or see in their area, with many offering more than one.

'Experiencing the great outdoors' was high on the list, with the walkways, cycleway and trails in the area seen as significant attractors. The most often mentioned locations include the Waitakeres (Hillary Trail), Onehunga Foreshore Walk, Kiwi Esplanade walkway, Onehunga (Coast to Coast walk), Mangere Bridge and Cornwallis.

Residents would also like to promote the fauna and flora to be found around the Manukau Harbour to visitors, especially the birdlife – both in their natural surrounds, and in sanctuaries, places mentioned included Waipipi Bird Park, and Awhitu. Ambury Regional Park gets a special mention as a place for the whole family, and the fact that it is '*a regional farm park right in the suburbs, just minutes from the airport*'. Karamatura Farm, Huia, is another special rural spot for visitors, especially for those who enjoy camping in the area.

Residents rated their local beaches, and the diverse range of water-based activities on offer as being of high interest to potential visitors e.g. boating, fishing charters yachting, cruises, kayaking and swimming.

The Manukau Harbour is rich in both Maori and colonial history and culture, and this is another feature that around 15% of residents feel would attract visitors to the area. Examples given include: heritage trails that link places of interest, timber milling (old sites), churches, historic tours of pa sites on Awhitu Peninsula – '*25 major sites along main road alone'*, plus two Marae north of Waiuku.

The following table shows some of the local icons in the Manukau Harbour area that were highlighted by residents as places likely to be of interest to visitors:

Table 5: Places of interest to visitors - Local icons

Visitor attractions	Glenbrook Vintage Railway, Awhitu Lighthouse, Arataki Visitors Centre, Mangere Mountain Visitors and Education centre, Otuataua Stonefields
Art and Cultural attractions	Huia Settlers Museum, Pah Homestead, McCahon cottage, Lopdell House Art Gallery

Local events mentioned by residents included the Titirangi Festival of Music, Waiuku's Steels and Wheels as well as The Blast to the Past, Mangere Bridge Food & Wine Festival, the sculpture trail in Waikowhai, and open air concerts in Blockhouse Bay. Farmers Markets (e.g. Mangere Bridge Village) and local flea markets were also suggested.

While shopping was not high on the list of residents' suggestions of places to visit, several did specifically mention the Dressmart Outlet Shopping Centre which already attracts many visitors to the area.

Onehunga itself has a strong heritage which some felt could be highlighted to visitors, including past links to the port. Residents in places like Titirangi, Onehunga, Mangere Bridge and Blockhouse Bay also promoted their local cafes/ stores.

While residents were generous with their suggestions on aspects of 'their place' they would like to promote or share with visitors, we cannot simply assume that everyone will want, or will welcome, visitors. A few comments were made about keeping the Manukau Harbour off the visitor's radar:

> *For sure.....they* [attractions/activities] *are local's secrets!!!*
>
> *Well-kept secrets sorry, I support locals benefitting from the local treasures*

This highlights the importance of managing the development of the visitor industry carefully and prioritises the need to engage effectively with all stakeholders at the grassroots level. Of critical importance is the need to involve community and business in tourism processes and decision-making.

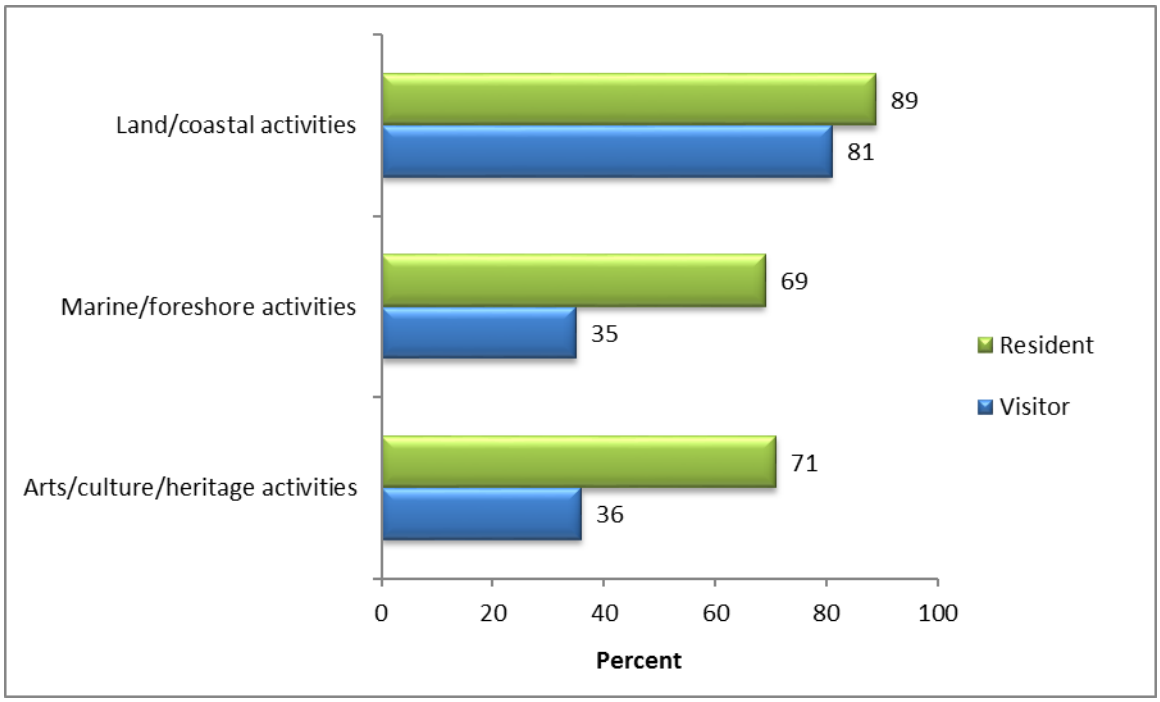
Cross Cutting themes: visitor and resident

Visitors and residents share a range of characteristics, but there are some differences. Half of the visitors surveyed are aged 56 years or more and 37% are in the 35-55 year age group. Nearly three-quarters (71%) of residents surveyed are aged 45 or over.

Visitors and residents are similar in terms of household income. Approximately a third of residents, and a third of visitors have an annual household income over $100,000 per annum. Forty-three percent of visitors have an annual household income of $40,001 to $100,000 and 49% of residents have incomes in the same bracket.

There are both similarities and differences in visitor and resident participation in activities. It is clear that both groups relish the opportunity to participate in the land/coastal activities on offer in the Manukau Harbour (Figure 40). However, residents tend to take more advantage of the opportunity to participate in both marine/foreshore, and arts/culture/heritage activities than visitors.

Figure 40: Resident (n=611/477/486) and Visitor (n=219/94/99) participation in activities



(Note, respondents could select more than one category so totals do not add to 100%).

In terms of participation in individual land/coastal activities, visitors are more likely than residents to take the time to relax in the natural surroundings, to go walking/tramping, and bird watching. Residents on the other hand, tend to go to local farmers markets, and enjoy cycling/mountain biking activities. Both residents and visitors like to spend a day at the beach/park.

Residents participate in arts, cultural and heritage activities twice as much as visitors. Only 7% of visitors came to the area with arts, cultural and heritage activities in mind as their main purpose of visit yet 36% participated in these activities and 32% said it was either important or extremely important to have opportunities to participate in these activities. Neither residents nor visitors are participating to any great extent in heritage and arts trails.

Water-based activities did not attract visitors surveyed to any significant extent. Only 10% identified this as main purpose of visit, and only 35% participated in marine/foreshore activities. Yet 44% said that it was either important or extremely important to have opportunities to participate in marine/foreshore activities. Where 43% of residents regularly go boating, only 22% of visitors get out on the water in a boat during their visit to the area. Participation in marine/foreshore activities is largely restricted to the foreshore for visitors and the majority of visitors are Aucklanders.

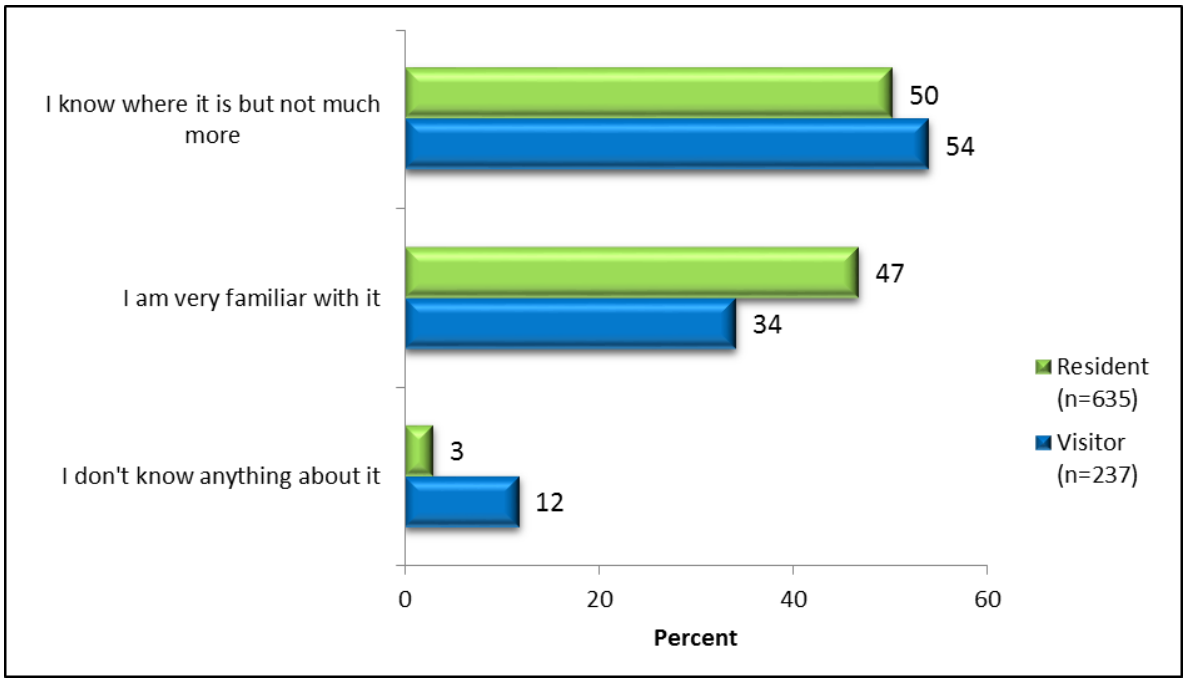
Visitors and residents enjoy similar aspects of the Manukau Harbour area – the beautiful natural environment, the opportunity to get outdoors into nature, and the peace and solitude the area offers. Thoughts on the least appealing aspects of the Harbour are also very similar for the two groups; namely pollution, a shared concern for the environment, poor infrastructure and transportation. Both groups feel there is a limited variety of interesting events or cultural, heritage attractions on offer in the area. They also feel there are not enough opportunities to get out on the Harbour. Both groups are somewhat underwhelmed by the variety in retail shops, cafes, bars and restaurants.

Onehunga Wharf

Residents and visitors were also invited to give feedback on ideas to develop Onehunga Wharf as a hub for community and visitor activities. This section of the report focuses on the findings from this specific area of the survey. Residents and visitors were also offered the opportunity to make suggestions on how the Onehunga Wharf could be developed.

Visitors and residents are generally aware of the location of the Wharf - residents are more likely than visitors to be ‘very familiar’ with it (Figure 41). One third (34%) of the visitors surveyed are very familiar with Onehunga Wharf. Just over half (54%) know where it is but do not know much more about it, and just 12% said they do not know anything about it. Half (50%) of the residents surveyed know where the Onehunga wharf is but do not know much more about it; 47% are very familiar with the wharf and just 3% say they do not know anything about it.

Figure 41: Resident / visitor familiarity with Onehunga Wharf



Those areas where respondents are most familiar with the Wharf are Mangere-Otahuhu and Maungakiekie-Tamaki. These are the local areas in closest proximity to Onehunga Wharf.

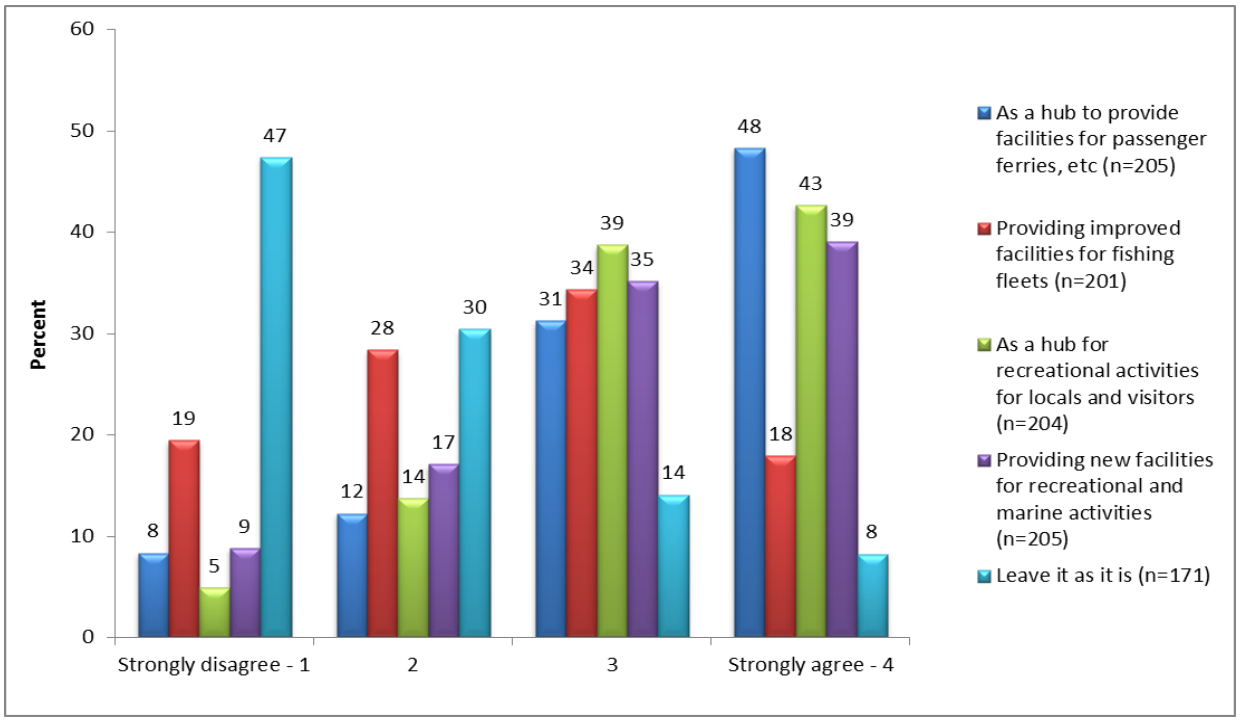
Visitors: Thoughts on developing Onehunga Wharf

Using a scale of 1 (strongly disagree) to 4 (strongly agree) both residents and visitors were given five statements and asked: If Onehunga Wharf were to be developed, would you see value in any of the possible options listed below?

1. As a hub to provide facilities for passenger ferries, boat charters and water taxis to improve transport options and linkages across the Manukau Harbour
2. Providing improved facilities for fishing fleets
3. As a hub for recreational activities for locals and visitors
4. Providing new facilities for recreational and marine activities
5. Leave the wharf as it is

Visitors strongly agree (48%) or agree (31%) with the first statement. In other words, approximately 80% would like to see Onehunga Wharf developed as a transport hub to improve transport options and linkages across the Manukau Harbour. Visitors (82%) also 'strongly agreed' (to a slightly lesser extent) or 'agreed' that the Wharf should be opened up as a Hub for recreational activities for locals and visitors (Figure 42). The vast majority of visitors (77%) do not think that Onehunga Wharf should be left as it is now.

Figure 42: Visitors - If Onehunga Wharf were to be developed, would you see value in any of the suggestions listed below?



Visitors were invited to comment further on their selections and asked for any other suggestions on how the Onehunga Wharf could be developed. While the 79 visitors who responded gave mostly suggestions on what improvements they would like to see to the Wharf, some also took the opportunity to express concerns about future developments. Four major themes emerged from their comments:

Table 6: Themes (Visitors n=79) – Comments on how the Onehunga Wharf could be developed

Themes	% of comments
A place for public/recreational activities	**49**
A request for Cafés, bars and restaurants and a fish market	**26**
Safety concerns due to weather/tidal conditions/traffic	**25**

A place for public/recreational activities (49% of comments)

The majority of comments were about creating a place that could be used by the public for recreational activities, and to provide better public access to the Wharf. Suggestions put forward included keeping it as a working wharf but adding facilities and attractions so it becomes a recreational hub. Making the Wharf a public place would provide a venue for events, open air cinema, markets etc. Visitors suggested modelling the Onehunga Wharf development on the Wynyard Quarter precinct and also linking it to the new beach that is being created.

Several respondents were however cautious with their suggestions, stating that while they'd like to see improvements to the Wharf, that any future development should be carefully managed and that impacts (positive and negative) on local residents' quality of life be considered before action is taken.

A request for Cafés, bars and restaurants, and a fish market (25%)

Visitors saw the potential of combining the Wharf's premium location on the Harbour as a place to meet and socialise. It would create a new hospitality 'hot spot' but one that continues to have strong links to the heritage of the area. Suggestions included a fish restaurant, small food outlets, boutique shops, and crafts. Visitors commented that currently there are not many good café options in the area. The Wharf has a long association with the fishing industry and visitors could see the synergy of establishing a local Fish/ Seafood market there e.g. Fisherman's Wharf on a Sunday

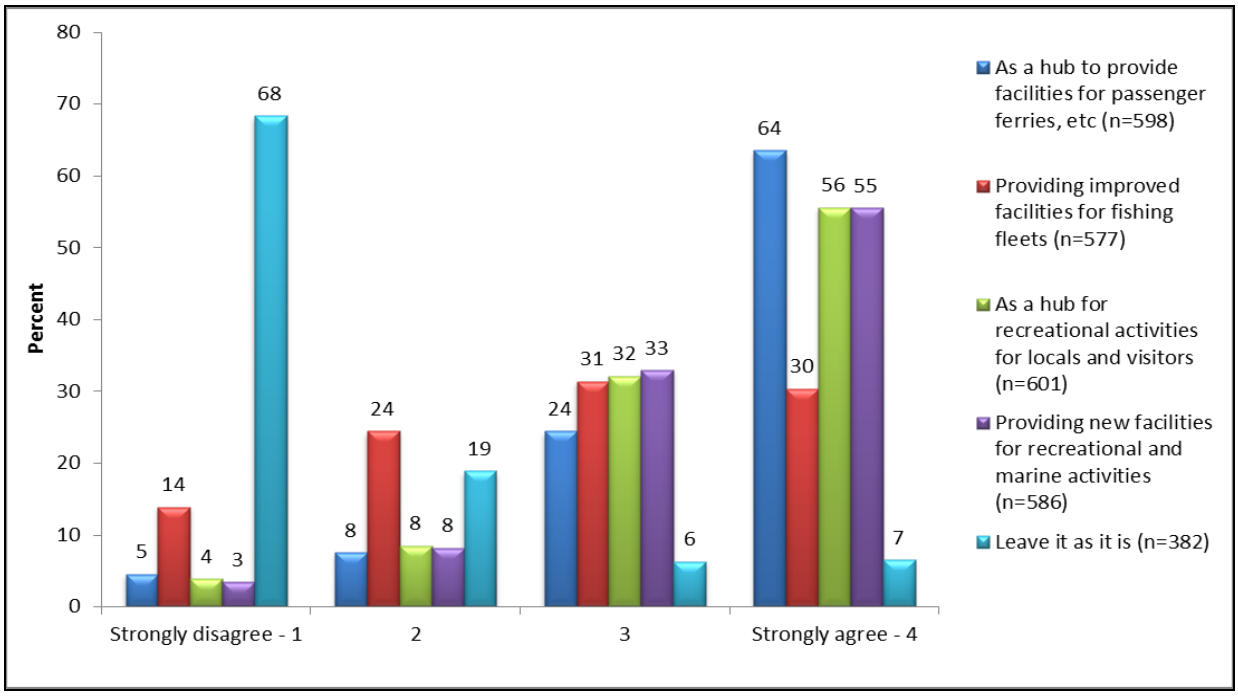
Safety concerns due to weather/tidal conditions/traffic (26%)

Twenty visitors gave comments about weather, tidal conditions and traffic. Comments were made about the actual harbour itself – the Manukau Bar noted as being already ''risky' and caution needs to taken in terms of encouraging more maritime traffic over it. It was also noted that the tidal patterns on the harbour make it difficult for regular ferry services and the operation/ profitability of businesses such as cafés and restaurants etc. located on the Wharf. The local weather conditions, particularly the prevailing wind is another factor to consider, so is providing sufficient shelter in an already exposed location.

Residents: Thoughts on developing Onehunga Wharf

Only 13% of residents agree that the Wharf should be left the way it is. The vast majority (87%) of residents do not think that Onehunga Wharf should be left as it is – 68% strongly disagreed, and 19% disagreed, with the suggestion to 'Leave it as is' (Figure 43). Most residents (64%) strongly agree or agree (24%) that there is value in the idea of developing Onehunga Wharf as a transport hub to improve transport options and linkages across the Manukau Harbour. Residents also found value in the idea to provide new facilities for recreational and marine activities (88%) and to open up the Wharf as a hub for recreational activities for locals and visitors (82%).

Figure 43: Residents - If Onehunga Wharf were to be developed, would you see value in any of the suggestions listed below?



Residents were invited to comment further on their selections above and asked for any other suggestions for how the Onehunga Wharf could be developed – 223 respondents did so. Several themes emerged from their comments:

Table 7: Themes (Residents n=223) – Comments on how the Onehunga Wharf could be developed

Themes	% of comments
A public recreation space	**28**
A request for cafes/restaurants/shops/markets	**25**
Transport/access around the Manukau Harbour	**18**
Infrastructure/facilities	**13**
"No comment"	**6**
Educational facility	**5**
Leave it as it is	**5**

A public / recreation space (28%)

Residents often mentioned the idea of making the Onehunga Wharf into a public space, which would cater for both recreational activities and cultural events. Suggestions for the public space included a children's playground, a skate park, sports area, off leash dog exercise area, and picnic area. Potential events raised as possibilities for the Wharf included regular markets and outdoor theatre/movies.

Not being a deep water harbour, residents felt the Wharf would be an ideal base for water activities such as kayaking, water skiing and paddle boarding. A few comments were also made about the Harbour being very tidal, so it was "great to develop it for fishing, but less important for other recreation". Allowing public access to the Wharf for recreational fishing is important for local residents.

> *Would be great to get an established family friendly area there for city kids to fish with seating, shelter, toilets etc.*

A small number commented that while they saw the merit of developing the Wharf, they could not offer specific suggestions beyond "just doing something as it's currently an eyesore".

A small percentage of comments (4%) drew parallels between the success of the Wynyard Quarter development, and the untapped potential of the Onehunga Wharf. These residents want to see this part of the Manukau Harbour revitalised in the same way as the Wynyard Quarter was done for the Auckland waterfront, with the establishment of eateries and things to do to attract people to the Wharf.

Cafes/restaurants/shops/markets (25%)

Residents saw the potential to establish a harbour-side restaurant, bar and cafe precinct while still acknowledging the Wharf's existing use and preserving its heritage. Residents wanted to see a more vibrant atmosphere created by bars, café's, retail shops, food outlets and visitor attractions. Specialist marine/boating shops would also help to bring people to the area. Similar to visitors to the area, some residents felt the Wharf's long association with the fishing/marine industry made the establishment of a local "seafood kai hub" (fish/seafood market and restaurants) a logical choice. This would bring an anchor attraction to the Wharf area, and could act as a catalyst for further development e.g. seafood restaurants.

Transport/access (18% of comments)

The Onehunga Wharf could potentially be another entry point to bring tourists/ visitors to the area, by acting as a transport/ access hub to improve transport options, and linkages across the Manukau Harbour. Residents offered various transport options for the Wharf including light rail, water ferries, linking it via bus routes to Auckland/CBD/Airport, commuter ferries and water taxis. Residents also wanted to see the Wharf linking in with local cycleways and walkways for the benefit of both locals, and visitors to the area. Public access and parking could pose issues with any development at the Wharf.

Infrastructure/facilities (13%)

Currently, the Wharf is used solely for commercial activities, with residents pointing out that before it can be opened up to the public there would need to be supporting infrastructure/ facilities put in place. Residents warn that accessing the Wharf by car is already challenging, and would need to be addressed before adding more traffic flow to this area.

Basic public facilities such as shelter, toilets, seating and green spaces would also be needed on the Wharf. Tree planting was suggested by a small number of respondents as a way to 'soften' the appearance of the industrial/commercial area.

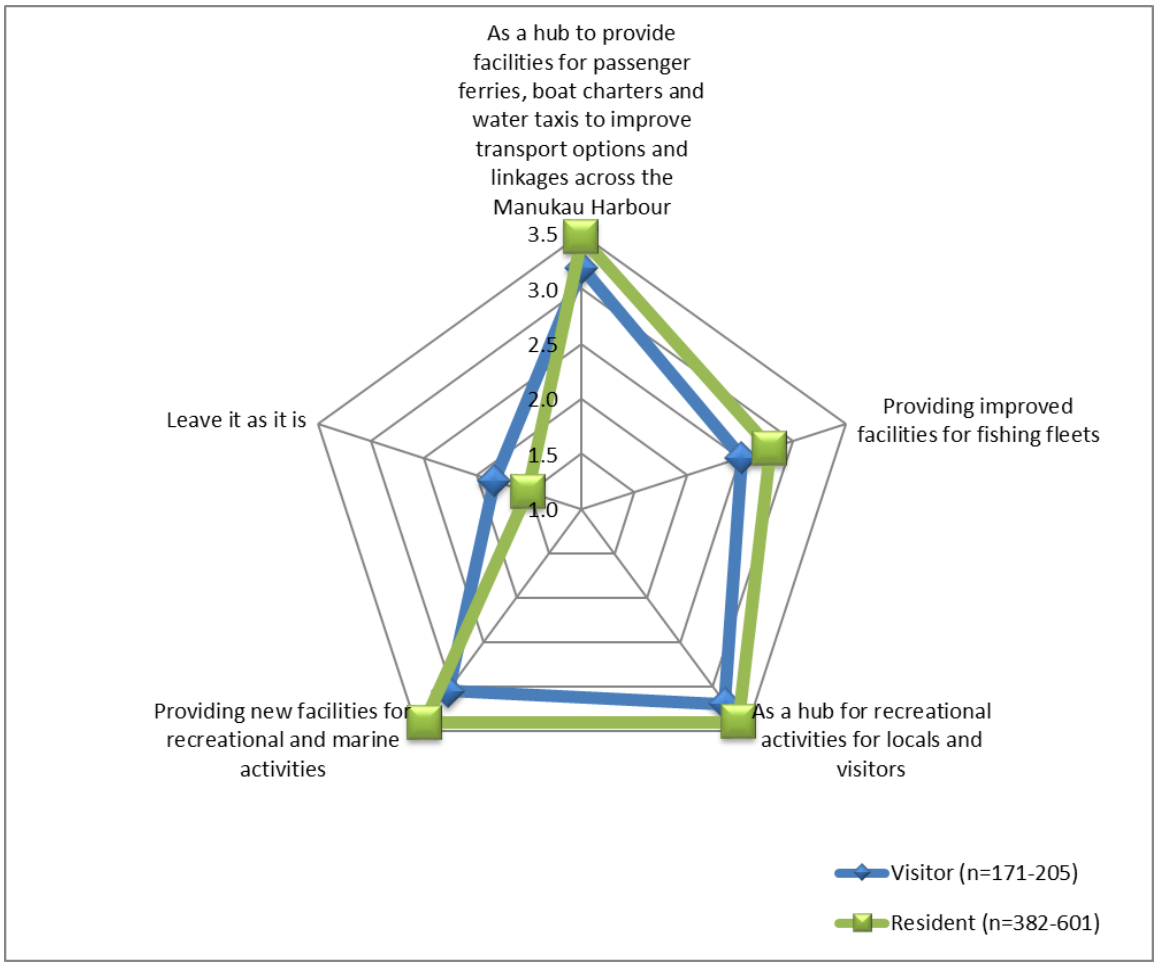
It was suggested that any development should be incremental in nature, perhaps keeping part of the Wharf working and gradually changing the balance of commercial, recreational and culture activities.

Educational facility (5%)

Other residents could see the Wharf's link with the fishing/marine industry as a way to help educate people about the Harbour, and surrounding areas. Suggestions for the Wharf's potential use include: as a base for educational centres focussing on the marine environment and water safety, a site for traditional boat building, a museum, and heritage site. Part of the Wharf could also serve as a visitor centre, and a resource for the local community, especially schools, by providing a Manukau Harbour learning centre with information about the wildlife in the harbour and environmental issues affecting it.

Figure 43 shows an overall comparison of responses to the suggestions for developing Onehunga Wharf. It can be see than residents and visitors are similar in their thoughts. Clearly this is a resource that is seen to offer considerable potential for future development.

Figure 44: Overall comparison of responses - If Onehunga Wharf were to be developed, would you see value in any of the suggestions listed below? (Mean values presented)



Conclusions and recommendations

Regions and communities around the world face challenges in developing and sustaining competitive advantage in the visitor industry. Research and development is critical if destinations are to respond to shifts in the nature of tourism and travel, and to generate long terms benefits in local quality of life.

There is significant potential for the residents and local businesses in the communities of the Manukau Harbour area to grow the local economy through stronger engagement with the visitor industry. This type of local economic development can best be achieved by working with local businesses, visitor attractions and with residents to better understand the area's identity and create a shared vision for local tourism.

Tourism really is everyone's business. If planned, developed and managed effectively, there are economic activities, amenities and facilities around the Manukau Harbour that can be used by local people and supported by visitors to bring 'new' dollars into local economies. This will help to create jobs and support the infrastructure and services that everyone benefits from.

The key messages that emerge from the findings are now outlined. The focus is on unlocking the potential of the Manukau Harbour in order to maximise the benefits that the visitor industry can bring.

- Visitors and residents enjoy the beautiful natural environment of the Manukau Harbour area and the opportunity to escape from densely populated urban areas of Auckland (and elsewhere). People appreciate the ability to get outdoors to walk, cycle and enjoy the coastline with family and friends. The Manukau Harbour area is a place where residents and visitors can enjoy simple, short, micro-adventures that are close to home.

- Private vehicle is the mode of transport for 91% of visitors and this puts pressure on infrastructure, roads, parking as well as the environment. There is a need to encourage more people to lessen their dependency on private vehicles and walk, cycle, or travel by public transport to, and around the area.

- For day and overnight visitors, Visiting Friends and Relatives (VFR) is an important motivating factor for coming to the Manukau Harbour area. This highlights the need for residents to be aware of what there is to see and do 'in their own backyard'.

- To encourage people to stay overnight, there is a need for 'Aucklanders', and others, to be aware of commercial accommodation options that may be suitable for short stays or 'mini breaks' away from the city.

- The research reveals that there is a lack of good information available online and on-site for the Manukau Harbour area to inform locals and visitors about 'what's on', places to stay, things to do, cafes and restaurants etc. There is also a need to create a stronger identity online for the entire Manukau Harbour - one that presents the Harbour as a resource and connects the visitor with the local people, places and 'experiences' around the Harbour – for example those associated with art, culture and heritage.

- Visitors to the Manukau Harbour and surroundings areas are predominantly 'Aucklanders', the majority live in fairly built-up urban areas. The Manukau is not a resource attracting visitors from elsewhere in New Zealand or overseas to a significant extent. This may be a reflection of the lack of information available online and on-site, 'word of mouth' referrals or prior knowledge about things to do and places to visit. This also reflects difficulties in accessing the area – especially by public transport, and on and across the Harbour itself.

- Visitor spend per person is limited; nevertheless there are significant opportunities to grow yield across all sectors of the local economy. The Phase 1 tourism audit revealed that there are significant tourism assets and opportunities to create excellent experiences for visitors (see www.manukau.getlocal.org.nz).

- To encourage more visitors to stay longer and spend more in the Manukau Harbour area, there is a need to offer a more diverse range of 'things to do' with better links to existing trails, parks and cycle/walkways.

- Visitors come to the area relatively frequently - 48% are coming 'every few months' or monthly but they leave having not spent a lot of time or money in the business and communities they visit. It is vital to look for ways to develop and build on the range of experiences on offer in the Manukau Harbour area and 'populate' recreational activities with opportunities to spend money in restaurants, cafes, shops, markets, and visitor attractions – especially those associated with the marine environment, arts, culture and heritage, and 'soft' outdoor adventures.

- Visitors and residents are in favour of further development of Onehunga Wharf as a hub for recreation and transport and this presents new commercial opportunities for bars, restaurants, cafes, shops i.e. places to spend money and increase yield per visitor. This could also incorporate an education centre at a suitable location for residents and visitors alike to learn more about the environment and rich culture and heritage of the area.

There is an opportunity to develop local approaches to maximise visitor yield and interaction with an emphasis on business networking and community engagement with the visitor industry as well as the development of a 'sense of place' for each of the diverse communities around the Manukau Harbour. Aspects that need to be considered in forward planning include; information provision, capacity and capability building, infrastructure, marketing, service quality, and decision-making support. The focus must be on sustainability with consideration given to the environment and community quality of life.

To intensify cohesion across the Manukau Harbour area and to put in place a coordinated approach to tap into the full potential of the visitor economy, we believe there is merit in the idea of developing a five-year Visitor Strategy for the Manukau Harbour.