

# A level playing field for Ferry and land-based tourism/visitor operators, plus the LTP

Waiheke Local Board presentation to Auckland Transport board

Presenters: Chair Cath Handley

Member Robin Tucker

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# Accelerating and Enabling

- Past competition on the Waiheke - Downtown ferry route has failed.
- It was never a level playing field
  - Is it a level playing field now? NO
- How is AT working to achieve competition on the route?
- Is the wharf infrastructure at Waiheke fit for purpose now? NO
- Will it be in the future?



# Island Direct – is it a level playing field?

- Public transport connections (buses at Mātiatia)?
- AT HOP integration?
- Gold Gard concessions?
- Shelter?
- Is it really Winter next year before they *might* access AT HOP? Why? Who is controlling the obstacles? Who might remove them?
- And that it will cost them tens of thousands?
  - Is that what other very small operators paid e.g. Pine Harbour.
  - Why?
- Signage opportunities? Island Direct will get one flag placement.





# Fullers Footprint at Queens Wharf

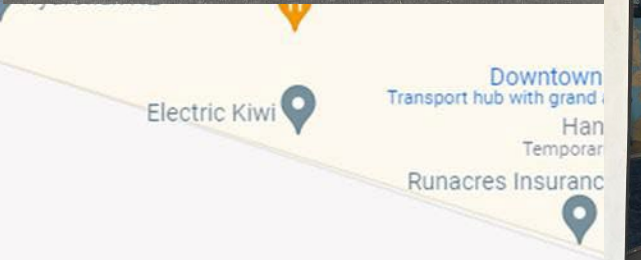
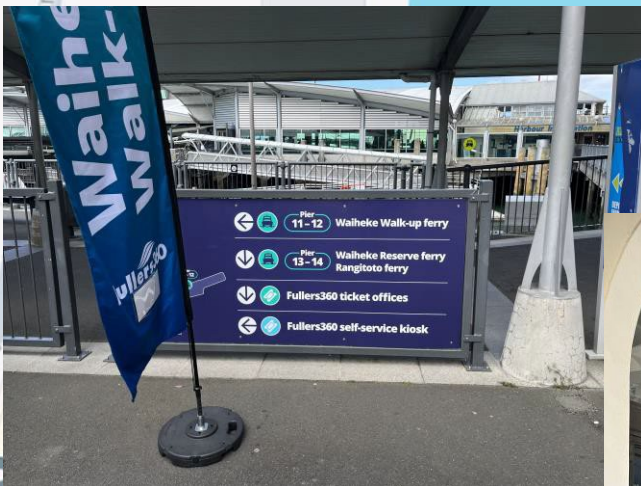




Ferry Terminal - Downtown



Fullers360 iTourism Information Centre



Spring Fountain

Auckland Free Walking Tours

# Fullers Footprint at Queens Wharf



# We have persistently opposed anti-competitive practices on AT wharves



# Making Things Happen

- Island Direct and any future competition cannot be consigned again to the David and Goliath wins of the past, aided and abetted by AT systems and processes ...
- How can AT assure us that it will move with agility to level the playing field? Do we have the mindset to make it happen?
- How can Waiheke tour operators promote on an equal footing on AT wharves?



# Waiheke Wharf Infrastructure





# Future Proofing

- Wharf 2 is out of action for this financial year – ferries not coping now. There is no built-in flexibility to berth.
- Wharf infrastructure review – urgent future proofing of our critical freight and passenger services (Mātiatia and Kennedy Point).
- This features in our feedback to council for the LTP.



# Long Term Plan

## Auckland Transport:

- continuation of the AT LB capital fund, and funding for the Waiheke 10-year Transport Plan (via RLTP)
- progressing the Auckland Transport Mātiatia Landside Improvements project
- funding for equitable public transport ferry fares for Waiheke Island residents and our work force
- affordable, reliable ferry services and wharf infrastructure that is fit for purpose and future-proofed



