7 August 2024

Auckland Council Representation Review
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AUCKLAND COUNCIL REPRESENTATION REVIEW

The Parnell Business Association represents over 1, 121 businesses in the Parnell area. Please receive our feedback plus that of 30 businesses in our area.

Background:

Auckland Council holds local elections every three years. To ensure Auckland has fair and effective representation at these elections, they must review their representation arrangements every six years.

A representation review looks at:

- how many councillors Auckland should have
- how councillors should be elected
- if councillors should be elected from their wards or across the whole of Auckland
- the names and boundaries of wards and local boards.
- a representation review makes sure that each councillor represents a similar number of people, known as the 'fairness of representation rule' or the '+/- 10 per cent rule.'

Council can decide not to follow this rule if it would:

split communities of interest (people with shared interests)
join dissimilar communities (people who have very different interests or needs from those of neighbouring communities).

Your proposal is:

Pukekawa / Auckland Domain and the communities in Parnell, Newmarket and Grafton, currently in the Ōrākei Ward and Waitematā Local Board area, will return to the Waitematā and Gulf Ward and remain in the Waitematā Local Board area.

Our feedback is as follows:

Two local body election cycles ago, our ward area changed from Waitematā to Orākei, based on the residential growth in the inner city.

We supported this move for other reasons. Pre this taking place, we often felt that the wider CBD agenda was not in alignment with our demographics and aspirations, and our suburb was not a priority within the ward. Until very recently, Parnell has often been overlooked from a capital funding perspective from the Waitematā Local Board, (with perceived influence from the councillor to allocate funding to the central and west side of the ward).

- It is important to note that should Parnell and Newmarket go back into the Waitematā Ward, they (and the Local Board), will need to meet the needs of 6-7 business associations, including two of the largest (Heart of the City and Newmarket).
- In addition, the next Waitematā councillor will go from representing just one (but very significant) train station – the old terminus previously known as Britomart – to overseeing ***six train stations***.
    - And, as noted in a recent article "not just any six either: they include what will easily be the three busiest and most important stations in the land: Waitematā, Newmarket, and Te Waihorotiu, plus our only real underground station – the unique Karanga-ā-Hape, plus plain but hard-working Grafton, as well as the poorly sited and underused Parnell".
    - The lack of integration and access upgrade of the Parnell Station into the wider train network, (especially pre the CRL opening) is a good example of how Parnell gets 'forgotten.'
- The move also seems shortsighted in not planning for residential growth in the inner city, and these borders may need to be re-aligned again in six years?

Although it is not ideal to have the ward and Local Board boundaries not aligned, we do feel we have been well represented over the past few years, at Governing Body level, by our Ward Councillor.

Do not split communities of interest

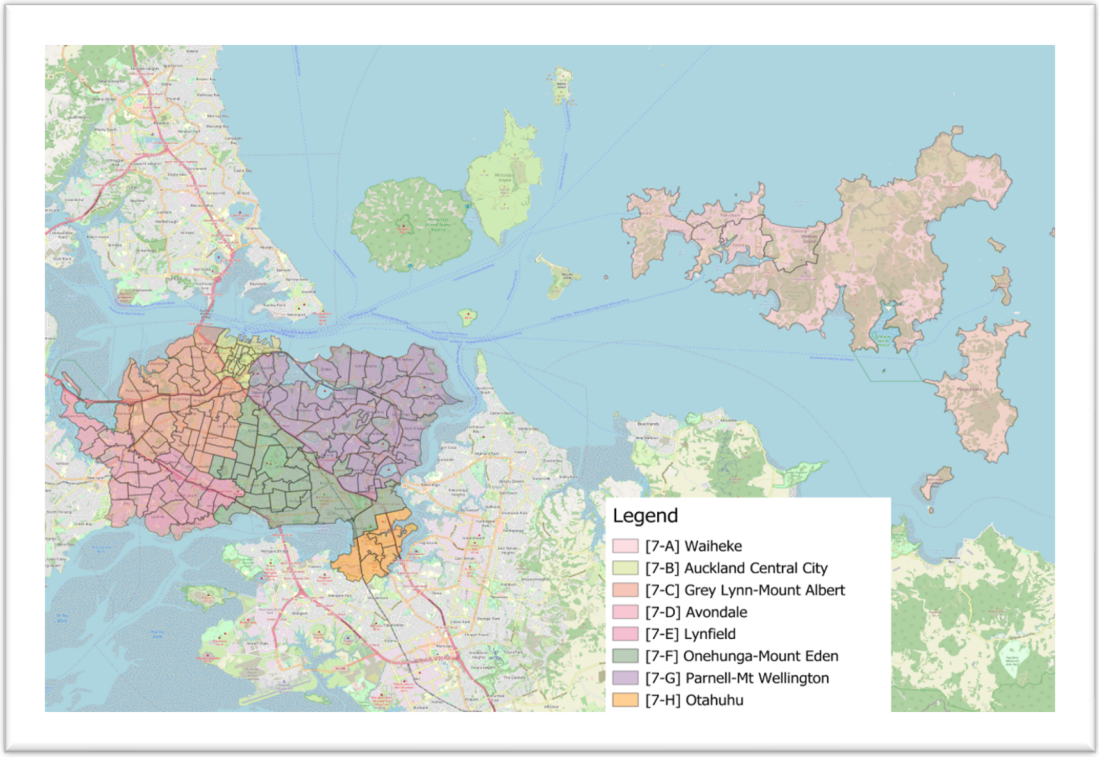
We know from our trade data that the vast majority of our consumers come from the Orākei and Epsom catchment, not Waitematā (see map showing consumer demographic card use).

As per the below figures received from Marketview for the Year ending June 24:-

- 35.1% of our support comes from the Parnell-Mt Wellington area, which includes Newmarket, and is broadly aligned with the Ōrākei ward.
- 26.8% is from the 'Rest of the Auckland Region' (external to all areas defined on the map overleaf). This can be attributed to employees in Parnell who reside all over Auckland and spend at our merchants during the day, as well as patrons travelling to destination retailers in Parnell, (galleries, home décor etc).
- ONLY 1.8% of our spend comes from the CBD
- ONLY 8.8% of our spend comes from all the areas defined as Grey Lynn/Mount Albert, which includes Ponsonby, K' Road, Uptown, Newton, Mt Eden and the balance of the city fringe.

Our 'community of interest' is clearly the eastern suburbs. We believe there is better synergy if the elected representative/s are chosen by the main demographic of this area and the areas that support us most, i.e. the communities of interest should not be split.

This extends to our parks and public spaces, (including The Domain), which we view as strategic community assets that should be under the stewardship within the community of interest.



Transactions at Worldline merchants in Parnell by Customer sub-TA.

YE June 2024

All ANZSICs

Time Period	Merchant Location	Customer Origin	Share of Spend
YE June 2024	Parnell	Parnell-Mt Wellington	35.1%
YE June 2024	Parnell	Rest of Auckland Region	26.8%
YE June 2024	Parnell	Rest of NZ	12.7%
YE June 2024	Parnell	International	9.7%
YE June 2024	Parnell	Grey Lynn-Mount Albert	8.8%
YE June 2024	Parnell	Onehunga-Mount Eden	2.8%
YE June 2024	Parnell	Auckland Central City	1.8%
YE June 2024	Parnell	Avondale	0.9%
YE June 2024	Parnell	Lynfield	0.9%
YE June 2024	Parnell	Waiheke	0.3%
YE June 2024	Parnell	Otahuhu	0.1%

Conclusion & Comments

We firmly oppose the proposal to move us back to the Waitematā Ward. Please see as an appendix, submissions from 30 business in Parnell in support of our view.

Comments for our businesses included the following:-

"I am writing with regards to the proposal to move Parnell back into the Waitematā Local Board area
As a Parnell business owner I am dead against this proposal and here is a couple points why
1. When we were previously with Waitematā Local Board we received very little support. To be honest I got the feeling that as a "wealthy suburb" they felt as though we didn't deserve the support as much as others. The wealth resides in the residents. I'm just another business owning trying to support my family like the next guy.
2. 90% of our clients live or work in Parnell, Remuera and Orakei and of the last 10% very few come from the Waitematā Local Board area. So obviously the Orakei ward is a much better fit.
3. One of the main reasons Waitematā Local Board area moved us out was because their population got too high and yes it has decreased since then (hence why they want us back) but what happens when their number increase again. Another move?? "

"I strongly agree that Parnell should remain in the Orakei Ward as this aligns with the likely catchment area for people visiting Parnell. Council would need to come up with a compelling argument to return Parnell to the Waitemata and Gulf Ward as we naturally align with the Orakei Ward".

"We support Parnell remaining in the Orākei Ward for the reasons outlined in your email newsletter. Thank you"

"It makes sense, for a number of reasons, including the geographical connection, the similar and connected community that Newmarket and Parnell stay in the Orakei Ward".

"Please leave this arrangement alone!
It works and we have worked as a community to support this alignment
Functioning well and healthily! "

"There is no point in changing the Ward away from the Orakei Ward as this is the most relevant Ward for the Parnell businesses".

"Parnell's focus is primarily suburban as opposed to the urban focus of Auckland Central".

"Living in East Auckland I have a greater affinity to this area.
Going back to Waitemata would appear a backward step."

"Completely happy to stay in the Orakei Board where people of our community understand our specific needs as individuals and as businesses. We are better represented by locals.

“It makes sense to leave Parnell and Newmarket in the Orakei ward”.

“As usual some bureaucrat with no empathy or understating of community making a broad brush stroke decision. how on earth can Waitemata be geographically aligned with Parnell?”

“With the inclusion of Parnell and Newmarket you are proposing the Councillor from the Waitemata Ward represent all of the largest BID's in Auckland.. This is unreasonable as the expectation is the Councillor will be able to effectively represent all the BID's. The real impact is the BIDs will not receive the level of support as they currently receive. Accordingly, the status quo should remain.”

“We get far better representation, and support from the Orakei Ward than we ever got when we were part of Waitemata. Hence, I feel we are better off where we are now. We are not part of the CBD, or the Gulf”.

“Absolutely vital and correct that Parnell remains in the Orakei Ward”

Ngā mihi nui

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