

AUCKLANDERS' SENTIMENT TOWARDS MOVING THE **AUCKLAND** **PORT**

Prepared for the Ministry of Transport
on behalf of the Upper North Island
Chain Strategy Working Group

June 2019



THE TASK AT HAND

The Upper North Island Chain Strategy Working Group have been provided with a Terms of Reference which guides them in reviewing New Zealand's freight and logistics sector and in the development and delivery of a supply chain strategy for the Upper North Island. This includes exploring options to move the location of the Ports of Auckland.

The Working Group commissioned Colmar Brunton to conduct a short online survey of Aucklanders' sentiment towards moving the Auckland Port. Specifically, the research explored:

General support for moving the location of Auckland's Port

Perceived **impact** of moving the Port on Auckland including risks

Public suggestions for use of Auckland's waterfront

Preferred transport mode for moving cargo if the Port is moved to Whangārei

Note, respondents were not presented with specific parameters on what moving the Port may involve (e.g. new location, economic impacts etc). Rather, as noted above, the purpose of the research was to establish general sentiment towards moving the Auckland Port.*

METHOD

- An **online survey** of 500 Aucklanders aged 18 years and over was conducted from 9 to 30 May, 2019.
- Data have been **weighted** by age within gender, and income within household size, to ensure the survey results reflect Auckland population characteristics.
- The **maximum margin of error** on the total sample size of 500 is +/-4.4% (at the 95% confidence level).

Before answering the first question, respondents were given the following explanation:

“This survey is about the 77 hectares of central city land and wharves occupied by Ports of Auckland. The port is currently a transit and storage area for containers, vehicles and bulk goods such as coal and cement. Most of the freight is moved to and from the port by truck through Auckland’s road network.

Coastal cities around the world were generally built around a port due to the historical importance of shipping. Over time some of these cities have relocated their port to provide public access to their waterfront. Other cities have integrated their port into the city’s urban area.

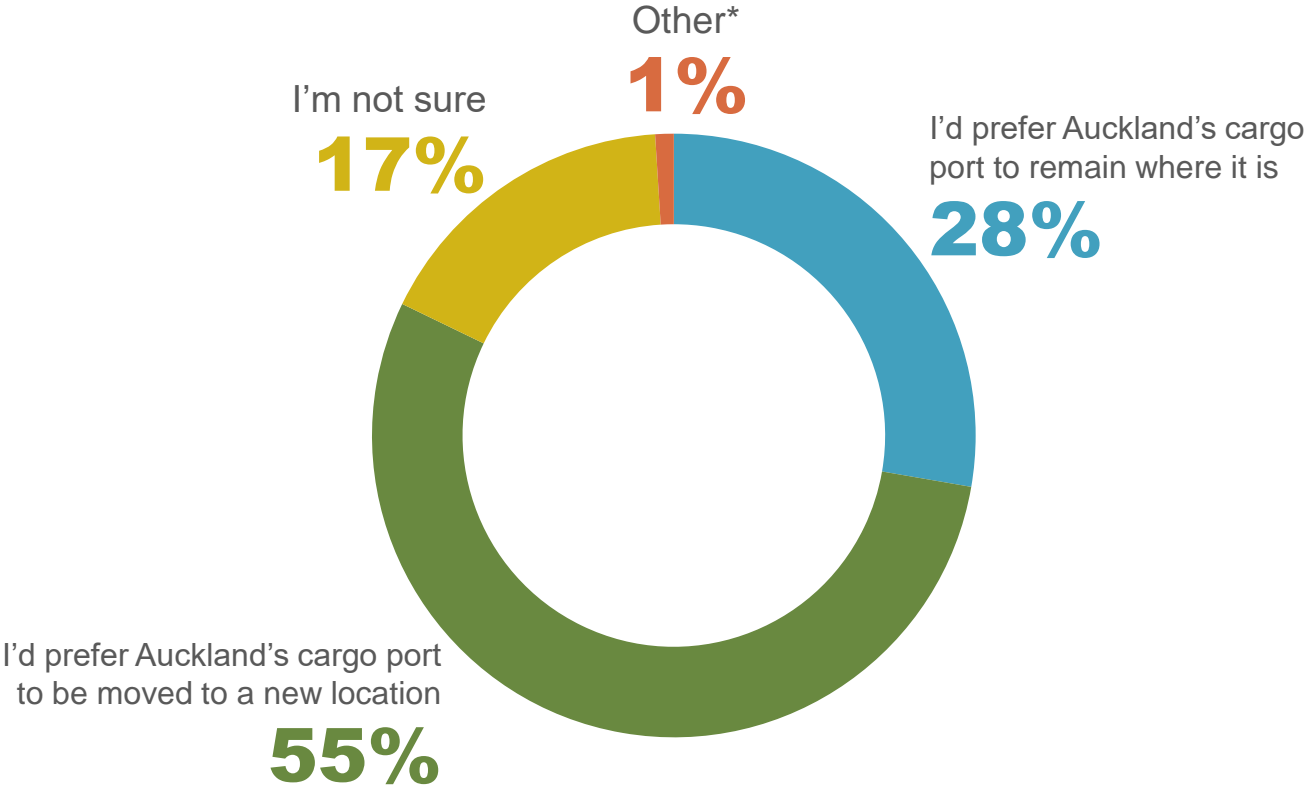
This survey is about the future location of Auckland’s cargo port – containers, vehicles and bulk goods. Please note that cruise ships and commuter ferries will remain in the central city whether or not the cargo port is moved.”

A photograph of several stacked shipping containers in shades of blue and red, set against a clear blue sky. The containers are arranged in a staggered, overlapping fashion, creating a sense of depth and scale. The lighting is bright, suggesting a sunny day. A dark grey triangular graphic element is visible in the top-left corner of the image.

MOVING THE PORT OF AUCKLAND

GENERAL SENTIMENT TOWARDS MOVING THE PORT

“By 2050, where would you prefer Auckland’s cargo port to be located?”

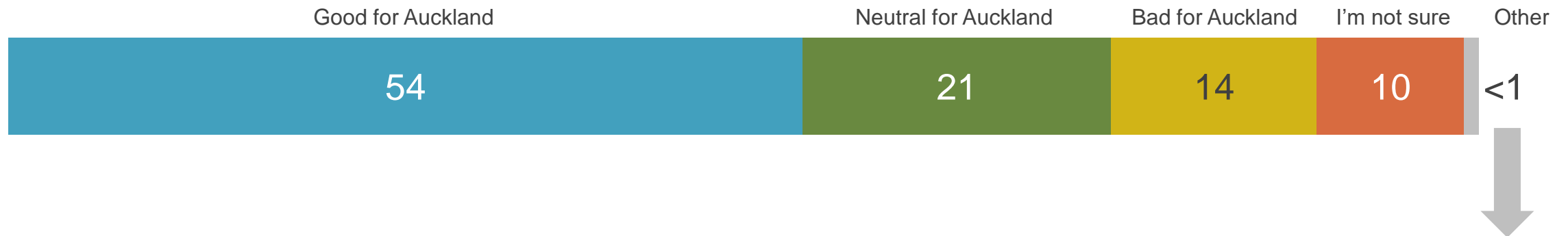


*all 'other' responses were 'no preference' / 'don't care'



PERCEPTION OF THE PORT RELOCATION BENEFITING AUCKLAND

% “If the city waterfront was redeveloped over time then Auckland’s cargo port may need to move to a new location. Do you think relocating the cargo port would be...”



REASONS FOR SAYING ‘OTHER’:

Depends on where it moves to, what would happen to the current site

Would be an expensive move, and the port is of economic importance to Auckland

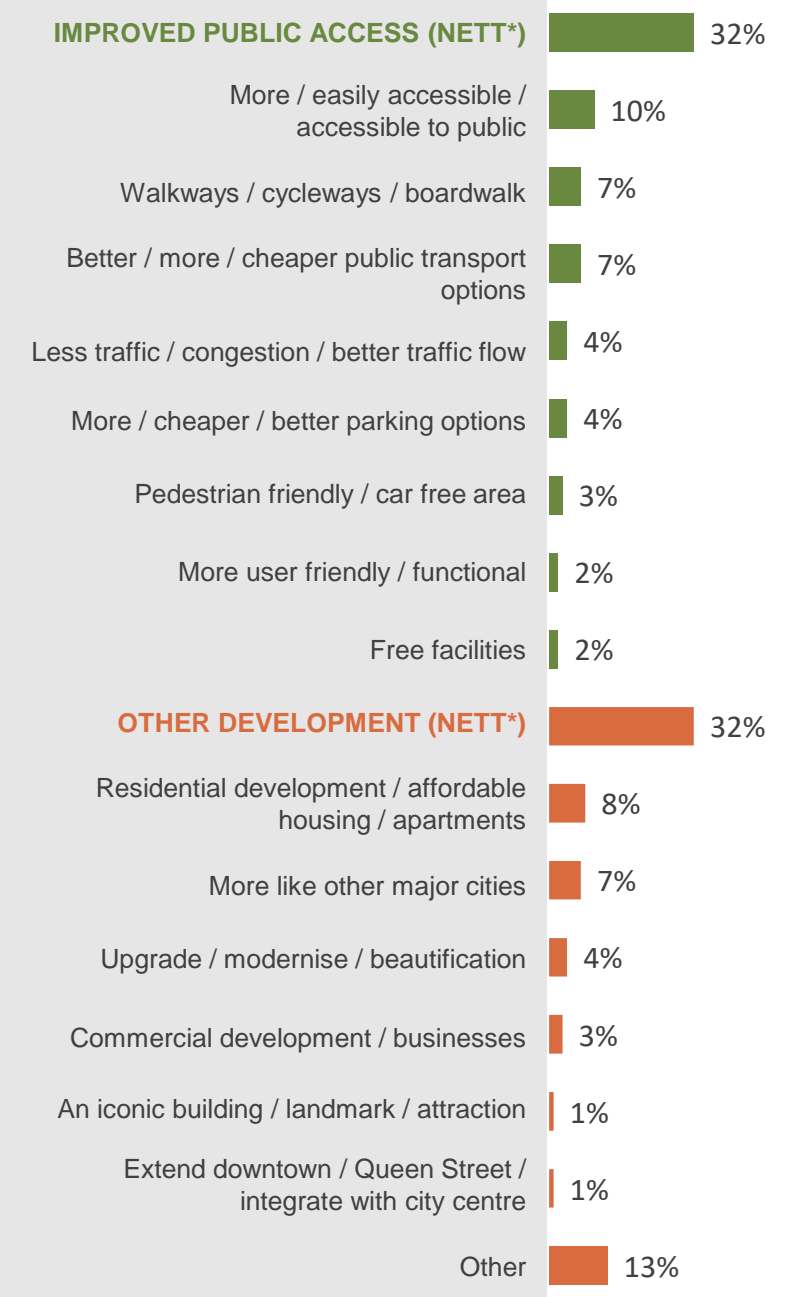
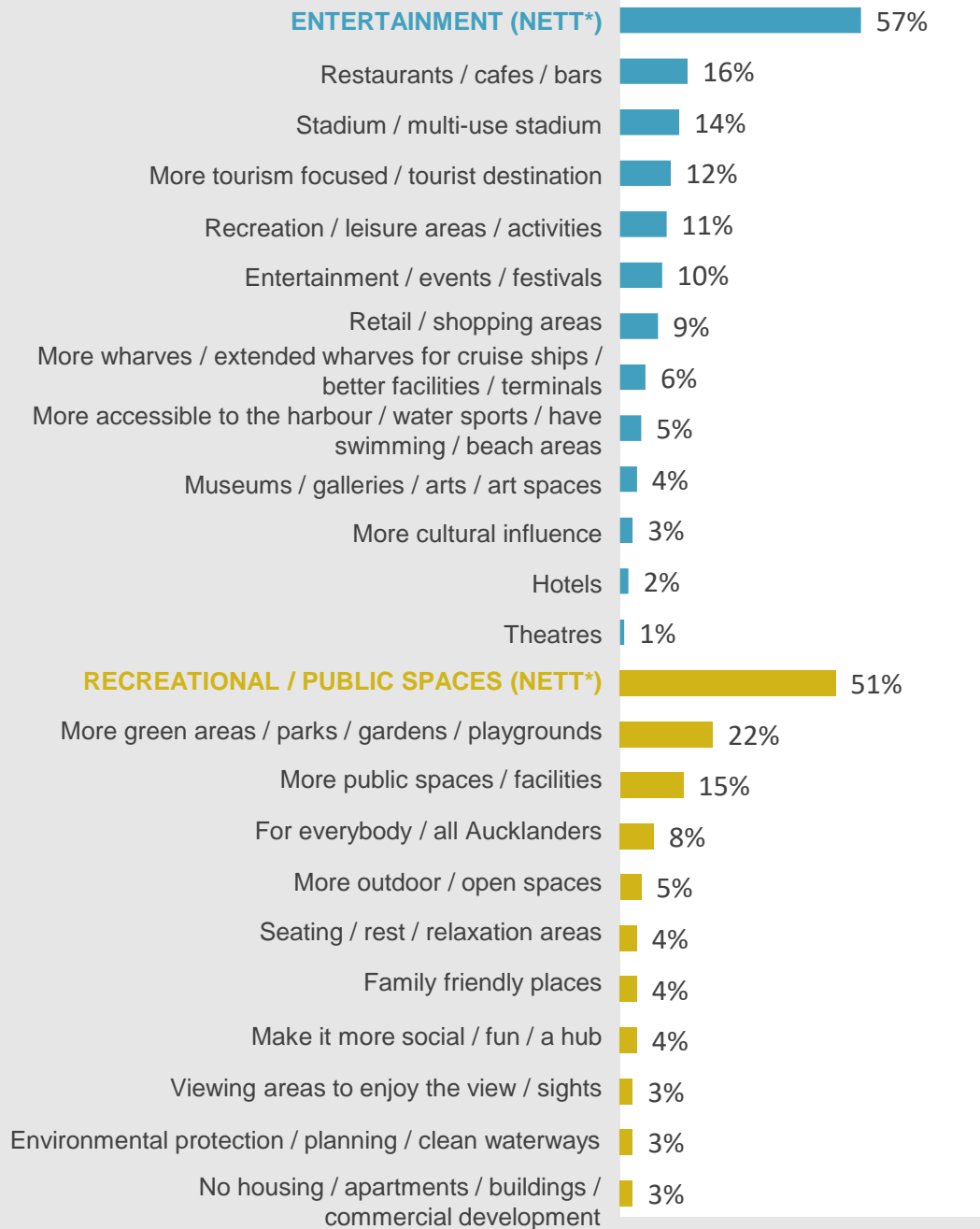


REDEVELOPING THE WATERFRONT

CHANGES TO THE WATERFRONT SHOULD THE PORT MOVE

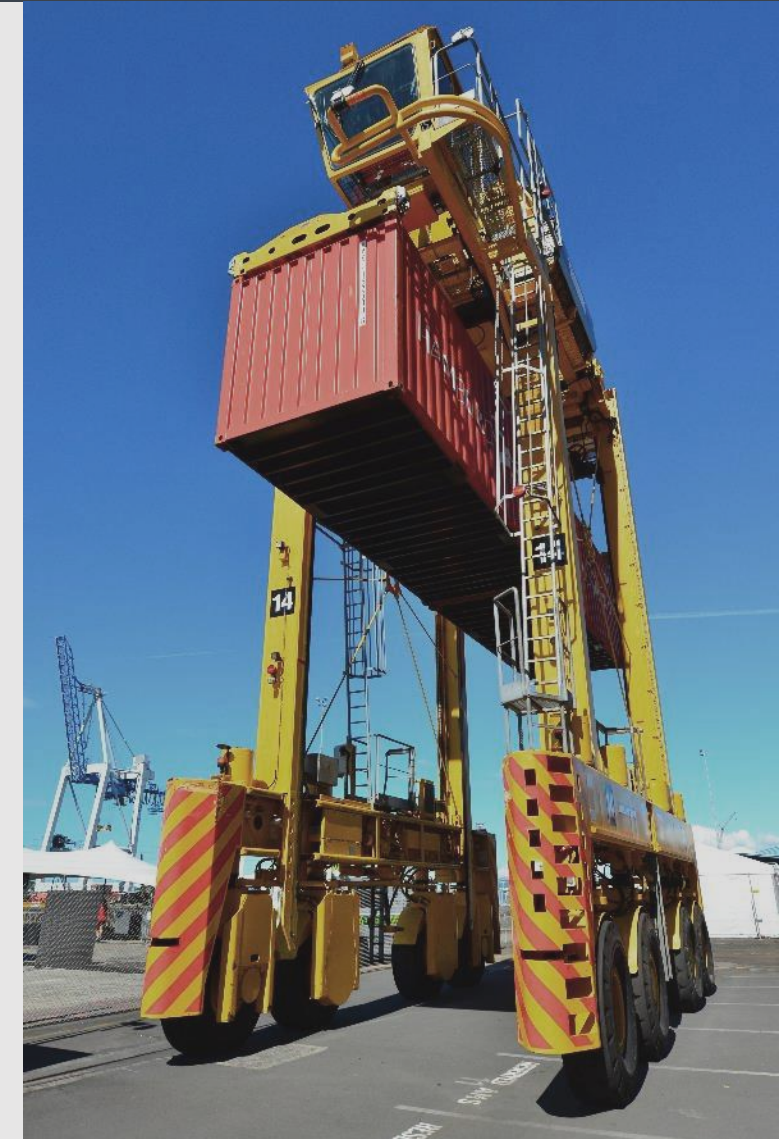
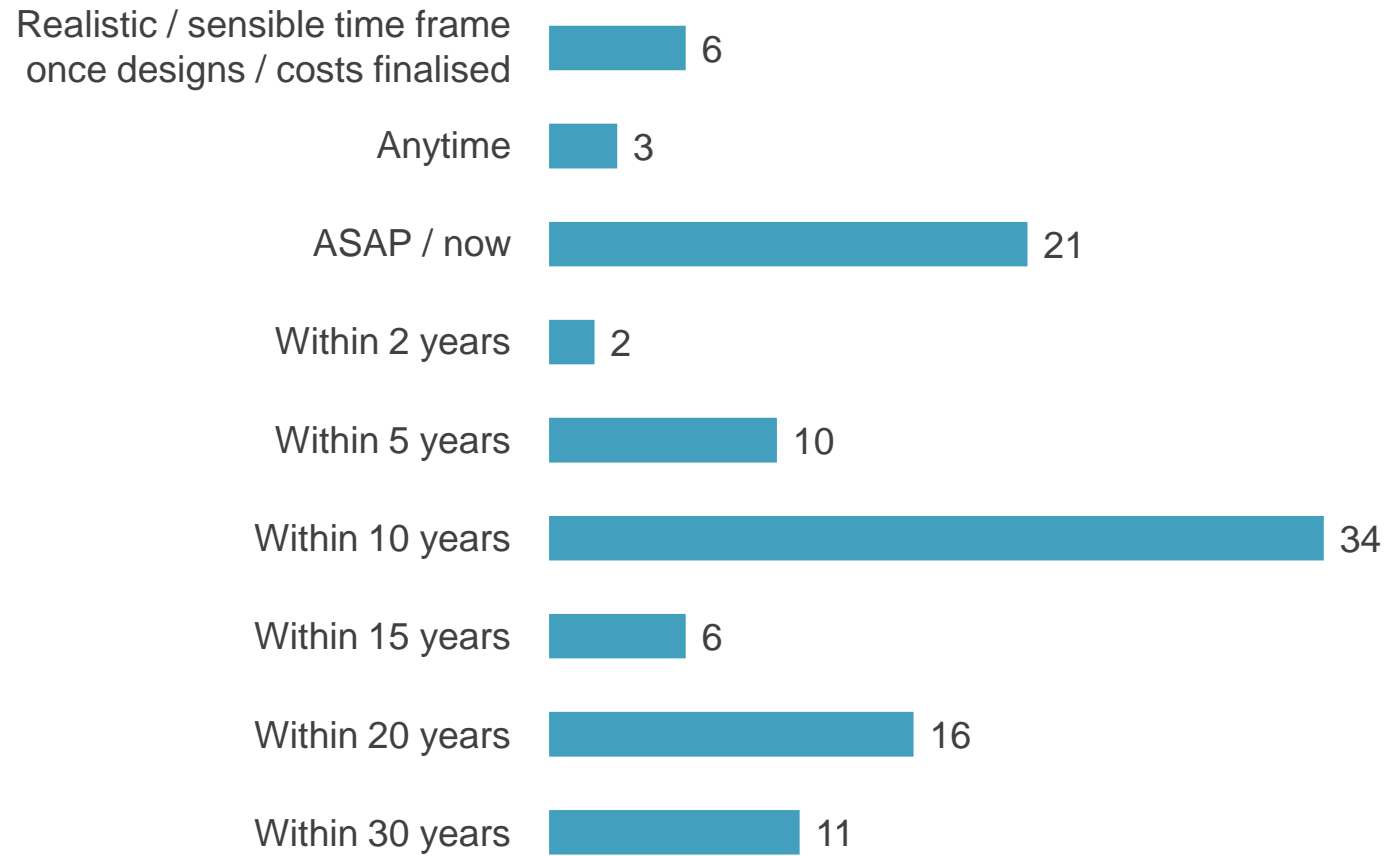
Without prompting with possible answers, respondents were asked:

“Over the next 30 years, if the use of Auckland’s waterfront were to change, what would you like to see happen and in what time frame?”



TIMEFRAME FOR CHANGES

% “Over the next 30 years, if the use of Auckland’s waterfront were to change, what would you like to see happen and in what time frame?”



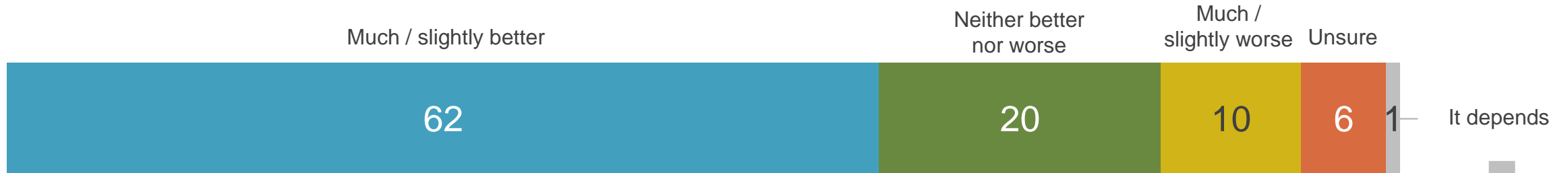
A photograph of a modern cable-stayed bridge with a train crossing over a body of water. The bridge features two prominent, white, curved pylons that support the deck. The train is a multi-car passenger train, and the bridge has a dark railing. The water is calm, and the sky is overcast with grey clouds. In the background, there are some buildings and a distant shoreline.

PERCEPTIONS OF IMPACT AND LOGISTICS

ATTRACTIVENESS OF AUCKLAND IF THE PORT IS MOVED

%

“How do you think moving the cargo port would affect Auckland’s attractiveness as a place to live, work, or visit?
I think moving the cargo port to a new location (possibly outside of Auckland) would make Auckland...”



‘IT DEPENDS’ ON:



Expenses



Population and impact on employment



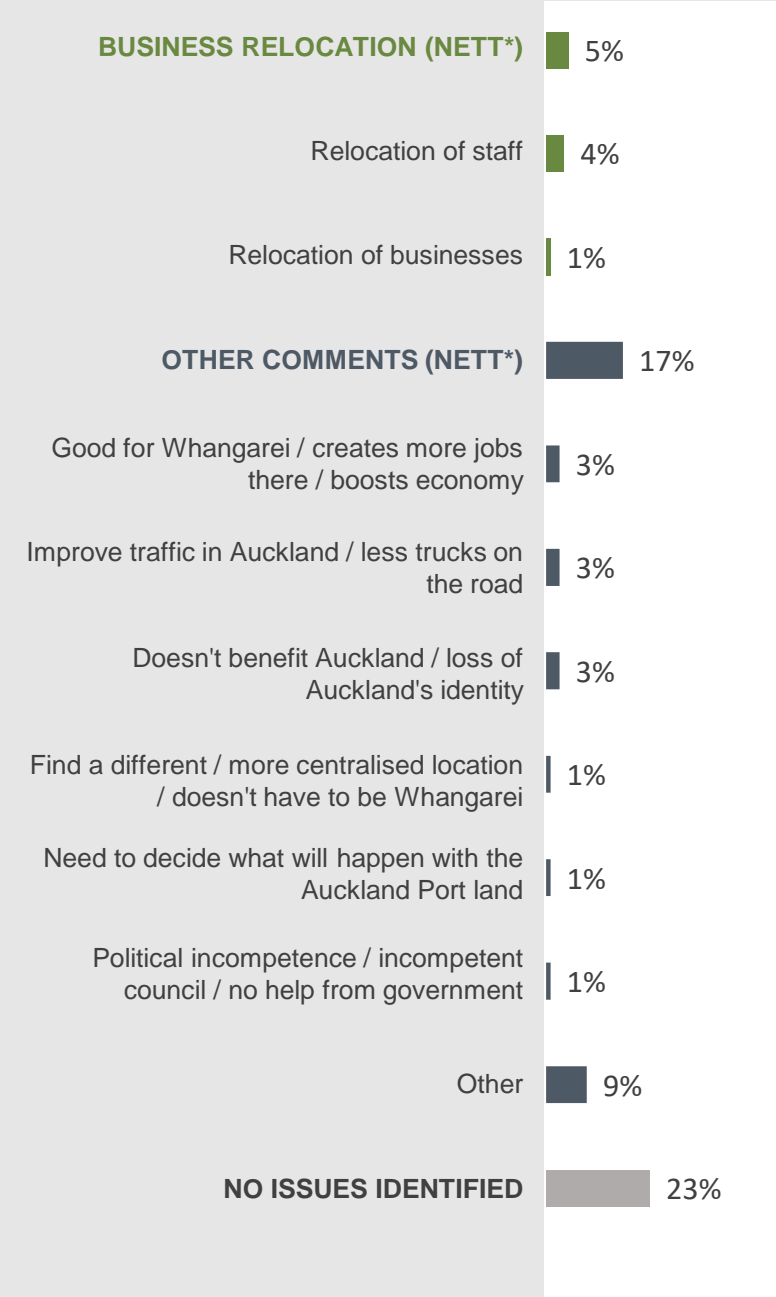
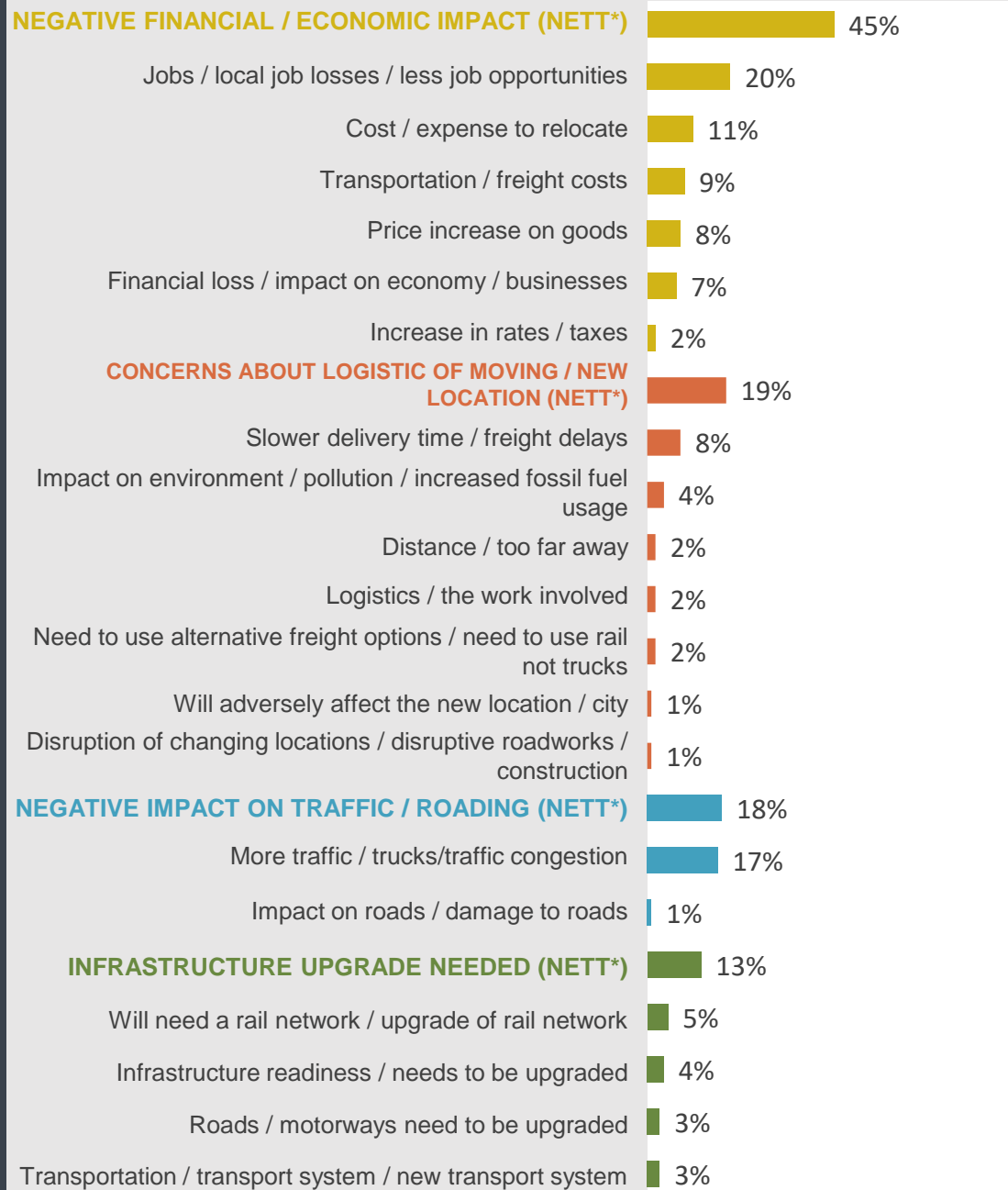
Effect on congestion / truck movement



RISKS/ISSUES INVOLVED WITH MOVING THE PORT

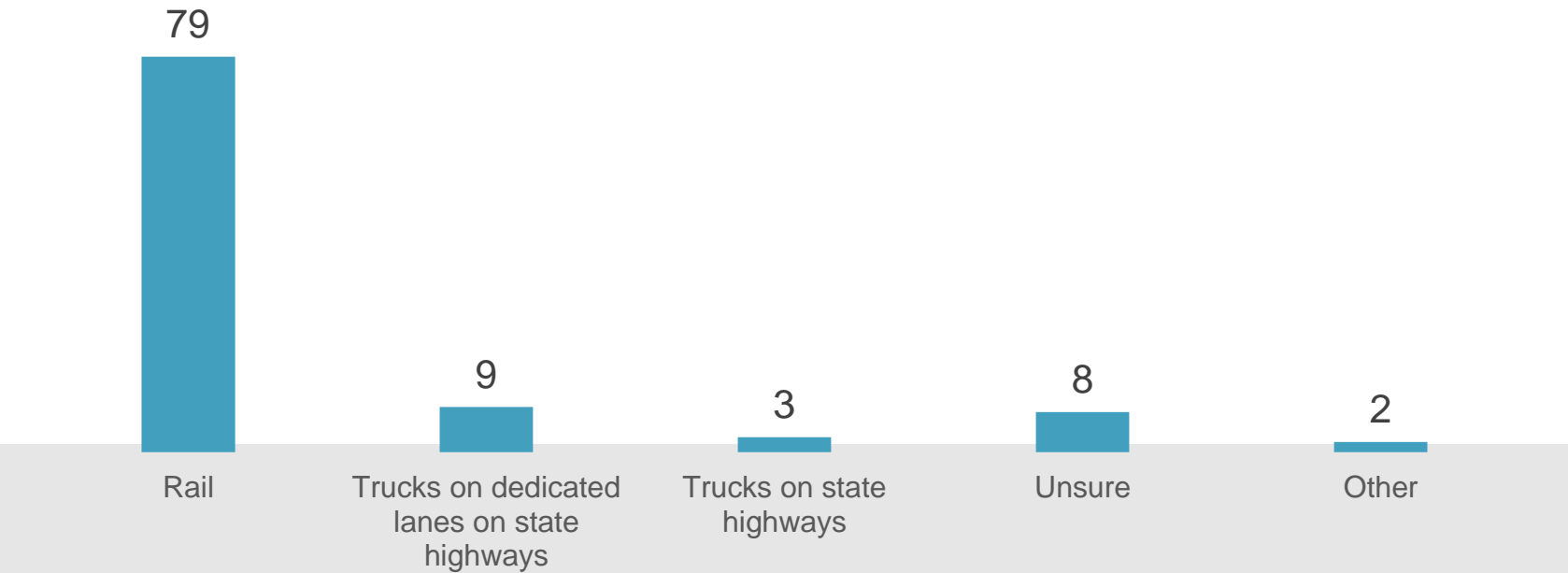
Without prompting with possible answers, respondents were asked:

“What risks or issues are there (if any) with moving Auckland’s cargo port to a new location?”



PREFERRED CARGO TRANSPORT OPTION

%
“The cargo at Ports of Auckland is mostly imported goods and vehicles. If the cargo port was relocated to Whangārei, how would you want cargo moved to / from Auckland?”



REASONS FOR SAYING 'OTHER': ▶ Don't move to Whangārei – go somewhere else in the Auckland region, or stay in Auckland | Mixture of both rail and truck



Base: All respondents (500)
Source: Q4

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