

Tai Timu Tai Pari

Sea change

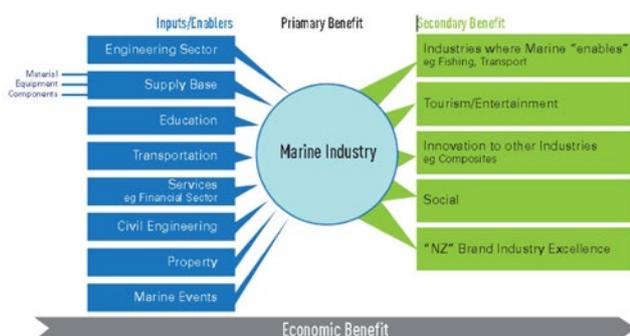
Hauraki Gulf Marine Spatial Plan

HAURAKI GULF MARINE SPATIAL PLAN

MARINE INDUSTRY

The marine industry is the largest specialised manufacturing industry in New Zealand. It includes building and servicing of recreational and commercial vessels and services to the marine defence industry.

The marine industry value chain is extensive and integrated across many sectors, including research and education, specialised products manufacturing, construction, and tourism industries, as shown below.¹



The marine industry in Auckland

Around 60 per cent of New Zealand's marine industry, servicing both domestic and international clients, is based in Auckland.

Devonport is the location of the Royal New Zealand naval base and engineering facility. The Waitemata Harbour supports commercial activity such as charters, passenger ferries and sea freight operating from the Ports of Auckland. However, Auckland's marine industry is predominantly focused on the recreational market. It ranges from super-yachts to personal leisure craft, from high quality customised boat building to marine services.²

¹ Barbera, M. 2012. Towards an economic valuation of the Hauraki Gulf: a stock-take of activities and opportunities. Auckland Council technical report

² Murray, C. 2009. Industry Snapshot for the Auckland Region, the marine sector

Economic impact

The marine industry is a major contributor to Auckland's economy. In 2008, it added \$550 million value to Auckland's GDP. Additionally, Auckland's recreational marine industry generated a turnover of \$1.2 billion, 64 per cent of New Zealand's total, and 5780 jobs.

Source: Barbera, M. 2012. Towards an economic valuation of the Hauraki Gulf: a stock-take of activities and opportunities. Auckland Council technical report

Trends

There is huge growth potential in the global market for recreational boats, with an emphasis on larger and expensive boats. There is also growth potential in the refit industry, with vessels in need of maintenance and repair. Auckland's recreation marine industry is forecast to increase its turnover to \$1.8 billion by 2020 according to Market Economics.²

Marinas

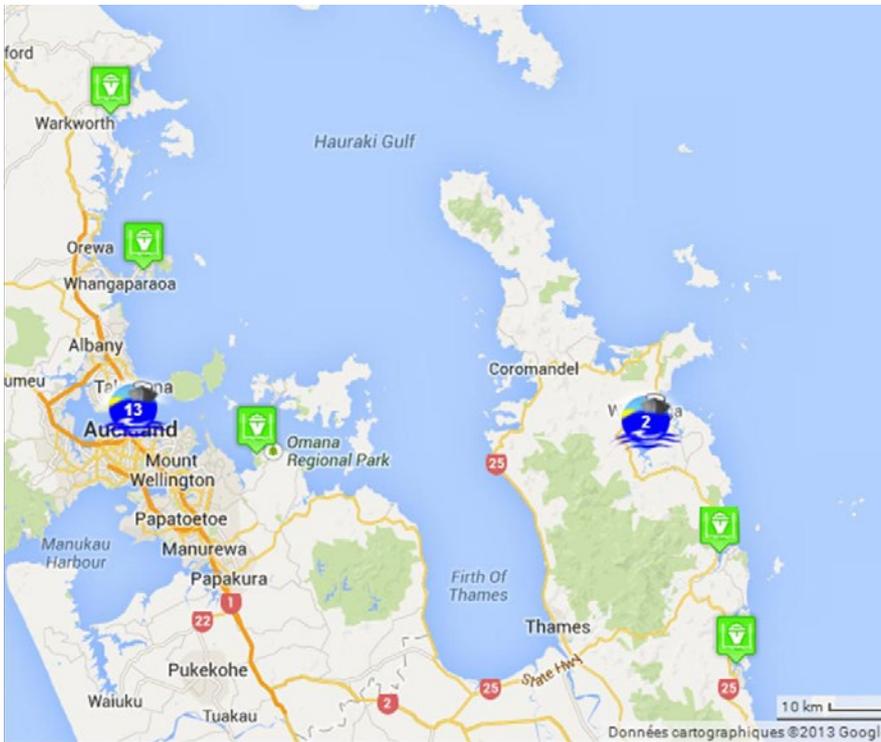
The Hauraki Gulf is home to a number of marine clusters that provide a range of services and facilities to the marine industry and recreational boat users. Some of these are associated with marinas.

Westhaven is the fifth largest marina in the world and its marine cluster supports more than 100 marine companies specialising in refits, maintenance, retail and services.¹

Marinas around Auckland and the Coromandel are shown overleaf.



Photos: Auckland Council



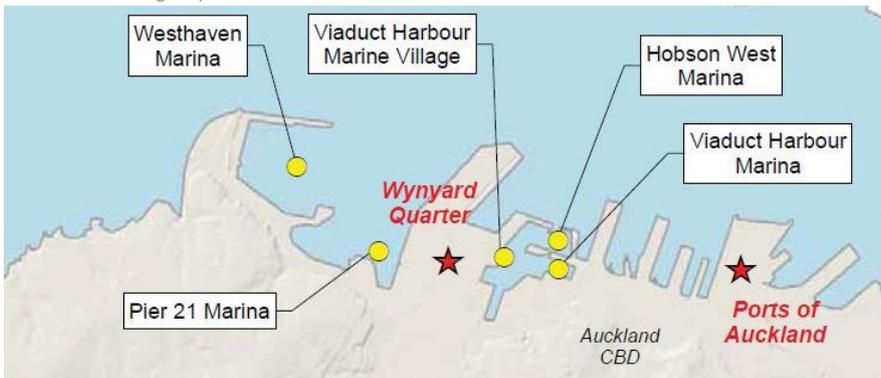
Source: theboating map.co.nz

Coromandel Peninsula

- Whitianga Marina
- Whangamata Marina
- Whitianga Waterways
- Pauanui Waterways

Auckland

- Bayswater Marina
- Bucklands Beach Yacht Club Marina
- Gulf Harbour Marina
- Half Moon Bay Marina
- Hobson West Marina
- Pier21 Marina Centre
- Pine Harbour Marina
- Viaduct Harbour Marine Village
- Westhaven Marina
- West Park Marina
- New Zealand National Maritime Museum
- Milford Marina
- Orakei Marina



Coromandel Harbour facilities project

Harbour facilities around the Coromandel need to be upgraded to provide for increased usage of wharf and boat ramp facilities by both recreational and commercial users. Developing infrastructure that will allow for a fast ferry from Auckland to Coromandel town will have major economic benefits for the entire district.

Source: www.tcdc.govt.nz/coroharbourproject

