

'Forever Waiheke'

Community views on tourism and development on Waiheke Island 2018

Project Forever Waiheke

Compiled by *Project Forever Waiheke* July 2018

Table of contents

Section I – Community consultation purposes and processes	1
A. Background to community concerns and wishes for Waiheke	2
B. The 2018 community consultation	3
C. Consultation processes	4
1. <i>Community workshop</i>	5
2. <i>Community survey</i>	5
Section II – Findings	7
A. Perceived benefits of tourism for Waiheke	8
1. <i>Impacts of tourism on the island generally</i>	8
2. <i>Impacts of tourism on residents personally</i>	8
B. Residents’ satisfaction with recent development/s on Waiheke	11
1. <i>Main patterns</i>	11
2. <i>Satisfaction and dissatisfaction with development/s</i>	11
C. Urgent action priorities	20
1. <i>Survey respondents’ priorities</i>	20
2. <i>Workshop participants’ priorities, and suggested solutions</i>	21
3. <i>Summary - Why these priorities?</i>	26
4. <i>Recommended urgent actions</i>	26
Section III – Conclusions and direction	30
A. What has changed since 2015-6?	31
B. Where to now?	33
1. <i>Developing sustainable community tourism strategy</i>	33
2. <i>A starting point</i>	33

List of figures

Figure 1: 2016 priorities – ‘What we love about Waiheke’	2
Figure 2: 2016 community concerns	3
Figure 3: Urgent action priorities	20
Figure 4: 2018 main community concerns	31
Figure 5: Draft sustainable community tourism for Waiheke Island	35
Figure 6: Respondent residence	36
Figure 7: Years resident on Waiheke Island	36
Figure 8: Respondent home ownership	37

List of figures (cont)

Figure 9: Residents renting homes to tourists	37
Figure 10: Perceived impacts of tourism for Waiheke Island generally	38
Figure 11: Perceived impacts of tourism for residents personally	39

List of tables

Table 1: Perceived tourism impacts on the island generally	8
Table 2. Impacts of tourism on residents personally	8
Table 3: Level of satisfaction with recent development on Waiheke	12
Table 4: Priority issues and solutions identified in the community workshop	22

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Section I – Community consultation purposes and processes

This Section describes the establishment of *Project Forever Waiheke*, summarises why the community consultation was undertaken and how, outlines its alignment with previous community consultations on Waiheke Island development and community vision, and describes the community stakeholder survey and workshop undertaken.

A. Background to community concerns and wishes for Waiheke

In 2015, a ‘refresh’ consultation was undertaken by the Waiheke Island Local Board with the Waiheke community, to build on earlier community consultations to identify the wishes and concerns of the local community in relation to the island. The consultation report, *Essentially Waiheke 2016 ‘Refresh’*, summarised the background and key findings of the consultation as follows (excerpted from that report, pp 9-12):

“Back in 1997, the community of Waiheke Island came together to ‘produce a strategy that would provide a framework for development of the island over the next 20-30 years’. Their views, captured over 3 years via community workshops, are articulated in the document *‘Essentially Waiheke - a village and rural communities strategy’* (2000, 2005). The document was then commissioned and adopted by Auckland Council (2000) aiming at informing council and regional planning staff. As part of an original agreement of being revised every 5 years, the document had its first (and so far last) revision (with no community consultation) in 2005. Almost 20 years later, the document still has its relevance and respect, and some recognition in sectors of the community. Within Council and CCOs it is still referred as the ‘go to’ document for Waiheke Island.

...

What is the Waiheke character?

In our everyday speech we refer to *character of place*. ... The Waiheke character is connected to the essence of the island as an entity, to its natural life principle or mauri – which is an essential source of emotions, clearly embodied by residents and visitors alike... Waiheke’s coastline and beaches, native bush cover, informal villages and low-density residential areas all contribute to the island’s strong sense of character. People here have a strong connection to the land and this relationship is expressed through the many community initiatives. **Most locals not only live on Waiheke but also for Waiheke. They love the island and its natural resources and they are ready to defend that with passion.** ... The desire for ‘keeping our pace of life’ resonates throughout the island and there is a strong desire to maintain it as an essential part of Waiheke’s character. Waihekeans are proud of not having traffic lights or high-speed roads and the aphorism ‘slow down, you’re here’ sums up community feelings perfectly. ... The community shares a special sense of belonging, an unspoken code.

...

What people are concerned about?

“... one clear theme emerged – the fear of losing Waiheke’s distinctiveness. ... Uncontrolled, unsustainable growth is a major concern. Global economic development models based only on financial results tend to create negative cultural, social and environmental outcomes.”

The 2016 consultation produced the collage analysis below of residents’ priority wishes and concerns for the island and its natural and community environments.

Figure 1: 2016 priorities – ‘What we love about Waiheke’



and a range of protests through the media², island residents have been asking for local management of tourism so that it (i) does not compromise the island's current and future community and conservation values, and (ii) promotes a visitor experience that is consistent with what residents value in the island experience.

Key objectives of the PFW initiative are to:

- Build on earlier planning for Waiheke through the *Essentially Waiheke* programme undertaken over the past 25 years to identify residents' concerns about and wishes for Waiheke
- Identify priority indicators of tourism impacts on Waiheke, both positive and negative, for monitoring
- Determine sustainable community and tourism strategy for Waiheke for the next 10-15 years
- Obtain baseline tourism impacts data and monitor impacts trends over the next 3-5 years to both (i) inform continuing sustainability strategy to sustain both community and tourism needs, (ii) provide an evidence base to support such strategy, and (iii) provide evidence to guide planning for Waiheke by Auckland Council.

PFW is employing, inter alia, the sustainability monitoring framework set out by the United Nations World Tourism Organisation (UN WTO) 'INSTO' programme – the International Network of Sustainable Tourism Observatories³, with the intention to join that Network. Sustainable tourism can be defined as 'Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities'⁴.

A key principle of that programme is community participation in the development and implementation of sustainability planning and implementation in the 'destination', including broad community consultation at regular intervals to monitor community satisfaction, concerns and preferences in relation to destination development.

The key objectives of this community consultation undertaken in February 2018 were to:

- Obtain baseline data on community views in relation to current tourism impacts and related development on Waiheke
- Identify priority concerns, needs and preferences
- Provide information and promote awareness amongst the Waiheke community about the PFW project and its goals.

For further information on the Project's goals, structure and activities, go to www.ForeverWaiheke.com.

C. Consultation processes

The community consultation was undertaken through two activities – a community stakeholder workshop and a community survey.

² See for example: <https://www.stuff.co.nz/business/99402126/project-planned-to-prevent-tourism-destroying-waiheke-island>; <https://www.stuff.co.nz/travel/travel-troubles/91376120/A-sight-they-didn-t-expect-to-see-200-angry-Waiheke-Island-residents-block-double-decker-bus-full-of-tourists>

³ See <http://insto.unwto.org/about/>

⁴ Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005, p.11-12.

1. Community workshop

A half-day workshop was undertaken on 16 February in the Surfdale Hall. It was advertised to the community through diverse channels (both local newspapers; the Waiheke Community Facebook page; the Waiheke Local Board Facebook page; posters in key community locations; flyers distributed to commuters, at the Saturday market, and in the Matiatia, supermarket and other main carparks; Waiheke Radio announcements and podcast; by email through interest-based community mailing lists, and by ‘snowballing’ the invitation to participate via Waiheke networks). The three hour workshop included: information about the Project provided by the PFW Local Working Group (LWG), the Local Board, Ngāti Paoa kaumātua; observation and input from the Project’s University of Otago Department of Tourism partners⁵; small group discussion to identify tourism benefits, issues and solutions for Waiheke, based on seven key categories⁶; and a plenary discussion to identify priorities for tourism strategy for the island. Thirty-one Waiheke residents took part in the discussions, including seven people who identified themselves as employed either part-time or full-time in tourism on the island.

Data analysis

The workshop data were recorded by participants during the discussions and transcribed verbatim based on the seven categories for discussion. The priorities identified by each small group were recorded as such in the plenary discussion and summarised by workshop participants through the plenary process.

2. Community survey

A community survey was launched on 1 February 2018 and available for participation by Waiheke residents⁷ for five weeks. The survey was advertised through all of the same channels as the workshop. It comprised questions in four main areas: respondent demographic characteristics; residents’ ferry use and participation in tourism business and employment; perceived impacts of tourism for the island generally and for residents personally; and level of satisfaction with recent developments on Waiheke. Respondents totalled 374⁸. More than 90% of respondents wrote comments, often lengthy, in response to the two open questions – “What one thing would you most like to see change on Waiheke in 2018?” and “Do you wish to make any other comments about tourism on Waiheke?”

⁵ The Department of Tourism will provide subject expertise to the Project, along with research and monitoring support.

⁶ The categories were: Infrastructure development and management (water; waste; power; Council activity); Tourism volumes, seasonality and management; The Waiheke economy (business development and stability; products and services; employment; wealth distribution); Residents’ quality of life, standard of living, and community cohesiveness; Protection of all natural environments (flora and fauna; beaches and coasts; wahi tapu); Transport - to, from and on the island (ferries; roads; buses; taxis; pedestrians; horses; parking); Housing availability and affordability (ownership; rental; rates). The selected topics were based on the topic areas from the *Essentially Waiheke* consultations combined with the nine mandatory impacts indicators required for INSTO membership.

⁷ ‘Residents’ included anyone who identified themselves as someone who owns or rents a home on Waiheke or lives on the island for significant periods, including weekend and seasonal residents.

⁸ 5.5% of the adult resident population <https://www.citypopulation.de/php/newzealand-northisland.php?cityid=214>

Data analysis

The survey quantitative data have been analysed for frequencies (numbers and percentages) only, as key patterns are evident from that analysis; the qualitative data were analysed thematically by two experienced independent data analysts.

Respondents' characteristics

Survey respondents were characterised as follows (see also **Figures 6-10** in **Appendix 1**):

- 96% were permanent full-time residents; 3% regular weekend/holiday residents; the remainder temporary residents (e.g. migrant workers).
- 43% lived in the Oneroa/Little Oneroa/Blackpool/Surfdale/Church Bay area; 18% in Ostend; 26% in Palm Beach/Onetangi; 7% in Omiha; 6% from Awaawaroa to Orapiu and the 'bottom end'.
- Length of residence ranged from less than one year to 58 years; the average was 14 years. Just a quarter had lived on the island for more than 20 years.
- 83% were permanent or semi-permanent owner-occupiers; 11% were tenants; 3% were weekend/holiday occupiers; and 1% were 'without a stable home currently'.
- 58% had never rented out all or part of their home, and 16% only rarely. However 11% rented out all or part of their home regularly and another 14 % occasionally.
- 34% commuted to Auckland several days per week and another 21% once or twice a week; 32% used the ferry a few times a month and the remaining 13% a few times per year.
- A quarter of respondents were engaged in tourism on the island – 8% full-time operators, 8% part-time operators, 4% full-time employees and 8% part-time employees. Of all engaged in tourism, a quarter (n=24) were members of the Waiheke Tourism Forum.

Section II – Findings

This Section describes the findings from the community consultation, setting out Waiheke residents' views in relation to three main areas:

- What are the perceived benefits of tourism for the island and for residents?
- How satisfied are residents with recent (5 years) developments on Waiheke?
- What direction do residents wish to see followed for both tourism and development generally on Waiheke?

A. Perceived benefits of tourism for Waiheke

Respondents were asked to rate the extent of the benefits of tourism to both (1) the island's collective environments in general and (2) themselves personally. The question parameters represented the seven key areas of benefit that tourism is seen as potentially bringing to a destination, as generally agreed in the tourism literature – see the 'A' columns in **Tables 1** and **2** below. To help with reader interpretation, these findings have been colour-coded from green to red, illustrating a gradient representing the proportion of perceived positive benefit (greens) to little or no benefit (orange shades) or negative impact (red).

1. Impacts of tourism on the island generally

Table 1: Perceived tourism impacts on the island generally		
A. Tourism impact parameter	B. Significant or some benefit	C. Little or no benefit, and/or negative impact
Significantly more benefit than disadvantage		
Business stability or enhancement	79%	15% ⁹
Somewhat more benefit than disadvantage		
More opportunities to showcase Waiheke's attractions	58%	39%
Increased recreational opportunities	54%	45%
New or improved services and products	55%	44%
Somewhat more disadvantage than benefit		
Improved Waiheke infrastructure	45%	54%
Mostly disadvantageous		
Improved standard of living	30%	69%
Opportunities to preserve local culture	19%	78%

2. Impacts of tourism on residents personally

Table 2: Perceived tourism impacts on residents personally		
Tourism impact on the island generally	Significant or some benefit	Little or no benefit, and/or negative impact
Approximately equal benefit and disadvantage		
Business stability or enhancement	47%	45%
Somewhat more disadvantage than benefit		
New or improved services and products	44%	55%
Mostly disadvantageous		
More opportunities to showcase Waiheke's attractions	33%	66%
Improved Waiheke infrastructure	30%	69%
Increased recreational opportunities	30%	69%
Improved standard of living	25%	74%
Opportunities to preserve local culture	15%	81%

⁹ Where numbers add to less than 100%, the remainder answered 'not sure', 'no opinion' or similar.

These patterns are further illustrated in **Figures 10 and 11** (see **Appendix 1**). The patterns in the tables above were supported and clarified by respondents' open comments (see verbatim quotes on pp 7-8 as illustrative).

In summary, respondents' views were as follows:

General patterns

- Overall, the **main benefits of tourism were seen as for island businesses**, in particular those focused on tourism. Around half of respondents identified some level of benefit either for the island or for themselves. However, the majority of residents (66% across all seven parameters) either saw few or no benefits of tourism for them personally (average 39% across all indicators) and/or had experienced negative impacts from tourism (average 27% across all indicators).
- **More than one quarter of residents experienced actual personal disadvantage for themselves from tourism, and a similar proportion identified negative impacts for the island generally** (25% across all indicators). Negative impacts were reported especially in relation to preserving local culture (46% of responses), standard of living (40%), recreational opportunities, (23%) and showcasing Waiheke attractions (22%).
- Over all seven parameters of potential benefit from tourism, **residents had experienced substantially less benefit for themselves personally than they perceived for the island at large**. With the possible exception of business stability or enhancement, residents consistently perceived little or no benefit and/or negative impacts only for themselves personally across all parameters.
- Significant economic benefits of tourism were identified in *business stability or enhancement*, but **the increased gain for Waiheke businesses did not reach the a majority of residents personally**.
- While some benefits were seen for the island at large in terms of more opportunities to showcase Waiheke's attractions, increased recreational opportunities, and new or improved services and products, again these were seen mostly as benefits to island tourism and not as benefits to island residents. In fact **a substantial majority of residents saw either little or no benefit or actual disadvantage to themselves** in these areas.
- In relation to **Waiheke infrastructure development, residents' standard of living and opportunities to preserve local culture, respondents identified substantially more disadvantages than benefits from tourism**, both for the island generally and for themselves personally.

The following quotes¹⁰ are from survey and workshop participants and have been selected as representative of comments made in response to questions on each of the areas of potential *benefit* from tourism. All quotes are indented. It is important to note that in some areas there were no comments on benefits, only on perceived negative impacts.

Business stability or enhancement

Although I benefit financially, I am aware it has a negative effect on the community: cohesiveness, those double deckers, and affordability.

¹⁰ All quotes are taken verbatim from survey and workshop participants' comments, including original spelling, grammar and punctuation.

The tourist dollars go to the operators but the upkeep of the islands infrastructure falls to the rate payers so I would like to see some of their dollars going back to maintaining and improving our infrastructure.

Things like Air BnB may have a negative impact for those looking for long term accommodation, but they also provide income for those supplying accommodation, including Waiheke residents.

It has become the life blood of Waiheke and just about every person working on Waiheke benefits from tourism in one way or another, even the construction industry. I know there must be some benefits to the island from tourism, I just wish it was supporting the little guys as much as the already wealthy.

There will be no tourism on Waiheke if what make us unique/attractive is gone! Tourism operators and hospitality service providers should be responsible to maintain, restore and improve the essence of Waiheke, which includes its vibrant community. Once their commitment is expressed in actions reflecting on the island's wellbeing, I am sure residents and visitors will be co-responsible to keep this essence and therefore, happily support the development of (sustainable) tourism on Waiheke.

New or improved services or products

The tourists give us the facilities to enjoy in the winter.

There are both benefits and disadvantages to tourism - it's about finding balance. Ferry services can be over crowded and not run on time, but on the other hand we now have a half hourly schedule compared to two hourly in the past. I'd like to see more infrastructure that benefits visitors and locals (like public toilets, playgrounds, bus services, arts facilities) and less developments that cause damage to the environment (like DD buses).

More opportunities to showcase Waiheke's attractions

Tourism provides employment for many people on the island & I respect that. I knew it when I came to live here. But we don't want Waiheke to turn into a rich person's playground, barring public access to beaches, building the KP marina, re-modelling Matiatia just for visitors needs, or driving ridiculous cars. I saw a Bentley convertible in the supermarket car park...why drive such a car here, on our motley roads with its 50 K speed limit? No reason but to show off, of course. Tourists should come to enjoy the local life-style - not demand we change for them.

Waihekeians need to be friendly and promote our amazing destination to all...so we can all continue to live in paradise.

Waiheke has a special atmosphere of natural beauty and a strong caring community. Let's not dilute this with making Waiheke a mindless expansion of Auckland.

Increased recreational opportunities

Great to see the significant improvement in Restuarants, bars, music, festivals...long may this continue!!

I do not like the encroachment of business activities in public places ie board hire, dive gear, jetboats, even coffee carts on the beach. There are sufficient places to buy coffee in the cafes.

The sheer volume of visitors appears to be the overwhelming problem impacting on travel, water supply and things like the basic ability to visit ones local beach for a swim - the number of visitors make it impossible to find a car park.

Improved Waiheke infrastructure

there should be a tourist levy to help with our infrastructure as many tourists and no benefits for locals not involved in the tourist industry.

Badly managed, need to limit numbers in peak season so infrastructure can cope. Need to ensure residents have priority over visitors for local transport More ferry providers to make more competitive.

Improved standard of living

Find rising costs of living due to tourism prices very difficult to tolerate especially for young families to maintain a reasonable lifestyle.

The reliance on tourism is holding this island back economically. It is a low skill, low wage industry that is preventing people on Waiheke from bettering themselves.

People think if you live on Waiheke you must have a flash house, actually there's a lot of people who can't manage their rates now, so they're leaving, or renting out their houses in the summer when that's when they want to be here relaxing with their kids and their friends.

Opportunities to preserve local culture

Too much focus on attracting tourist to the island at the expense of the natural resources, the surrounding oceans and the lifestyle that we've all committed to by living here. We are turning into a Gold Coast.

Tourism has diluted the Waiheke culture, and ruined our roads and infrastructure.

The volume of tourists on the island has a negative impact on the environment and overall culture of the island. Numbers should be limited daily to preserve the island.

B. Residents' satisfaction with recent development/s on Waiheke

Respondents were asked to rate their level of satisfaction with recent (last 5 years) development on Waiheke in terms of 19 development parameters. Those parameters were based on (i) the World Tourism Organisation's key tourism infrastructure indicators, and (ii) the aspects of Waiheke identified in *Essentially Waiheke 2016* as most important to locals. Residents' levels of satisfaction are shown in **Table 3**. (The same colour-coding as above is used in **Table 3** to illustrate high [green] to low [red] satisfaction.) They generally mirror the findings described above on perceived benefits of tourism.

1. Main patterns

The summary of findings on the following pages again clarifies the survey ratings with verbatim comments made by respondents. It should be noted that where respondents did make open comments, these most often identified dissatisfactions rather than satisfactions. Moreover, many comments were highly emotional, with a tenor of frustration mixed with respondents' evident love for their island and the community.

Table 3: Level of satisfaction with recent development on Waiheke			
Area of development	Completely or somewhat satisfied	Not very satisfied/ Very dissatisfied	Not sure / Don't know / No opinion
Mostly satisfied			
Emergency and health services	81%	10%	9%
Sense of community and community cohesiveness	72%	25%	3%
Somewhat more satisfied than dissatisfied			
Transport to and from the island	57%	43%	0%
Employment opportunities and stability	49%	38%	14%
Roughly equal satisfaction and dissatisfaction			
Economic benefits of tourism for the island	44%	47%	9%
Energy supply and management	40%	44%	16%
Somewhat more dissatisfied than satisfied			
Protection of native flora and fauna (plants, animals, birds, etc)	38%	55%	7%
The seasonality of tourism on Waiheke	36%	50%	14%
Significantly more dissatisfied than satisfied			
Residents' 'quiet enjoyment' of where they choose to live	35%	62%	3%
Current number of tourists and visitors coming to Waiheke	34%	64%	3%
Water supply and management	30%	60%	10%
Solid waste management	29%	58%	6%
Protection of beaches and coastlines	29%	68%	3%
Protection of wahi tapu (sacred sites to Maori)	24%	43%	32%
Mostly dissatisfied			
Transport on the island (use of roads; bus, taxi and shuttle service)	26%	72%	2%
Management of tourism generally	22%	77%	1%
Waste water management (e.g. graywater, run-off on roads)	16%	78%	5%
Governance - Auckland Council activity in relation to Waiheke	13%	81%	6%
Housing - availability; affordability; rates; etc.	15%	82%	3%

2. Satisfaction and dissatisfaction with development/s

- The areas where residents were **largely satisfied** with recent developments were in two areas:

Good ***health and emergency services***, specifically noting increased weekend clinics.

A continuing sense of ***community cohesiveness***; some respondents attributed this effect to the community coming together specifically around activity to retain the special character of Waiheke, for example through opposition to the proposed marina, protection of Matiatia, the road reserves and the coastline, and action opposing the double-decker buses and seeking better resident access to reliable ferry transport. Others felt that the sense of community was disappearing.

The tourist market can no longer be seen as just a unlimited and highly profitable way to utilise a resource but rather as a necessary but potentially hazardous component of our local economy and managed accordingly. Failure to do so will ensure Waiheke becomes consumed by the tourist experience leaving behind a hollow community that has become devoid of any of the tangible and intangible characteristics that have drawn people here for so many years. Sustainability of tourism and the tourist market on Waiheke must be balanced and considered with the environment, ecology, residents and community as a whole. What we have here is unique, precious and finite.

There are very few local cafes that are affordable and just sell a good pie and a cup of coffee. Now I avoid Oneroa as much as I can and stick to Surfdale for a bit of local community feel. It's all becoming too expensive, the roads are still falling apart, we have no bus service for local needs it's all around the ferry timetable. The local not so well off population of Waiheke is struggling to house, feed, and access opportunities because only the big owners are making money off Waiheke tourism.

- Areas where **somewhat more residents were satisfied than dissatisfied** were around ferry transport and employment opportunities and stability; however more than one third of residents were dissatisfied in both areas.

Ferry services – Residents mostly voiced appreciation of the increased ferry schedule and the Locals Lanes. However many commented that the inadequate operation of Locals Lanes failed to provide any assurance that residents would get onto the ferry they wished to catch in either direction, and/or that Fullers Group still retains a monopoly that leaves residents and Council powerless to require a reliable and effective service that suits locals' actual needs. Respondents were keen to see real competition.

The summer commutes are still a nightmare, Fullers should provide resident lanes all the time. As an example, my son who used to play football in town on the weekends over the early December and mid January training had to leave 2 hours before training not knowing if he would be able to get onto the ferry. He now has decided to not live on the island full time.

Fuller's are almost solely responsible for the mass increase in tourists and the pressure that puts on the infrastructure. By pushing Waiheke as a destination and providing all inclusive tickets at very low cost, they have effectively created a growth market for themselves. They should shoulder more of the burden, but I do not think they are interested to do that, only focussing on profit, with the odd community sponsorship here and there to make themselves look good. They are responsible for bringing tens of thousands of people here, and

increasing numbers. They need to be more heavily restricted on numbers allowed somehow or prevented from encouraging mass tourism by having a minimum cost imposed on them. Not only would that reduce passenger numbers but it would be better for the smaller operators who are suffering too.

Ferry management needs improvement to manage numbers of tourists - residents and commuters need prioritisation in terms of travel times and lower cost.

The ferry is an essential service to the community no different than a bridge. Priority should be made for residents at every sailing. Giving Fullers an exemption of law was a mistake. The market should be saturated with competitors thus lowering prices. Consider New York city and its massive amount of bridges. These were funded by tolls and built mostly by private firms for profit. Essentially the govt has killed off any possibility of competitive pricing.

Fullers control of the ferry and bus services is a disgrace the council should never have allowed. It should all be under the usual AT controlled services like the buses etc in Auckland.

I feel trapped on Waiheke over peak times as commuting is affected by large tourism flows

Desperately need an alternate ferry provider...

Employment – The benefits identified were that tourism had brought increased employment to the island. Dissatisfactions were primarily that:

- Tourism is a low-wage sector
- Employment in tourism only does not provide diverse career opportunities for local youth and others
- The employment is seasonal, not stable
- The hospitality worker demand creates its own set of stresses on the island (inadequate housing for both tourism workers and long-term locals, overloaded septic systems, cross neighbours).

I love seeing people enjoy our island and can see the financial benefit not only to businesses but to locals who are employed by bars, vineyards etc

... more could be done to create a Waiheke "brand" and package of holistic elements of Waiheke to develop a sustainable and mutually beneficial attractions to more discerning tourists, resulting in a more consistent economy and reliable employment and accommodation for those who choose to make Waiheke their home.

The reliance on tourism is holding this island back economically. It is a low skill, low wage industry that is preventing people on Waiheke from bettering themselves.

- Areas where **satisfaction and dissatisfaction were roughly equal** were around the economic benefits of tourism for the island and energy supply and management.

Economic benefits of tourism – The ratings and views expressed on this parameter reinforced those presented in **Tables 1 and 2** above, that is, that economic benefits were seen as largely confined to tourism businesses, and the increased wealth was not well shared across other businesses or the island's population at large.

All benefits accrue to tourist centric private businesses....generally not to small business operations either...but losses such as environmental impact and overcrowding are socialised to the rest of us. Fairly standard capitalist model really.....

Currently Fullers are the biggest benefactor of all tourism. I would like to see them levied for the benefit of the people who live here.

The big question is "Where does the money go?". The double decker bus and ferry profits go, I believe, to the business owner in Scotland. It is obviously to his advantage to increase these numbers regardless of the impact to the local population. The high end tourism dollars go to a few operators while many of the small businesses that service ordinary locals and who spend their incomes through local goods and service providers may not be getting their fair share. Serious analysis of the "follow the money" kind is needed to ensure that benefits of tourism are spread throughout the community and not captured by an exclusive few many of whom hold a separation from the local communities.

I owned a hospitality business on the Island, and in the past 2-3 years with the tour providers grabbing the majority of the tourists from the ferry made a major dent in our ability to provide a service. It affected not only our business, but those around us.

Energy supply and management – While some respondents commented that power outages had been reduced in recent years, there were concerns about the aging power infrastructure and a failure by local and central government to encourage greater use of solar power on Waiheke.

- Areas where **somewhat more residents were dissatisfied than satisfied** were around protections for native flora and fauna, and the seasonality of tourism on Waiheke.

Native flora and fauna – The main concerns expressed were around:

- The recent actions of Auckland Council in pruning protected native trees in the road reserves
- A perceived need for marine reserves
- A lack of funding available now for environmental protection on Waiheke.

The range of people coming is wonderful, I think that is great. But we really need to 'hold the line' in terms of protecting our environment; esp marine life. Not let new enterprises take advantage of resources for the sake of catering to indiscriminate tourism. I would like at least 1 northern marine reserve.

Fullers & Sealink being forced to use pump out facilities and regularly monitored.

Seasonality of tourism – Some people noted that more visitors were now coming in winter, but that hadn't in anyway reduced the summer "deluge" of tourists. In fact, many respondents commented on how summers on Waiheke were now a time of trial rather than pleasure for residents and tourists alike, and that the increase in winter tourism now meant that there was now "no respite" for locals and no chance for the island itself to recover.

It is important to encourage visitors year-round, in manageable numbers, in a way that minimises the impact on residents (e.g. parking and congestion at Matiatia, double-decker

buses). We should play to our strengths (e.g. wine, walking tracks, art galleries and exhibitions) and avoid killing the goose by overwhelming it with too many people. This means quality over quantity.

Tourists arrive with no destination, spend little, concentrate on the best spots in the best time of year (overburdening them) with little local benefit other than to employ 1-year work visa foreigners who then pack 14 in 2 BR rentals to the annoyance of neighbors. Visitors come all year long, spend 10x, spread out and interact with locals in a way that rewards both host and guest. Lower volume, less burden, higher return, very different industry. We do the visitor industry well but lack the capacity to serve the tourism industry. We need to expand the visitor season to year round and to provide more visitor amenities and experiences.

- Areas where **around twice as many residents were dissatisfied as were satisfied** related to residents' enjoyment of living on the island, the uncontrolled increases in tourist volumes, water supply management, and other environmental degradation.

Residents' enjoyment of the home and community – The main concerns voiced related to increasing problems relating to congestion, degradation of frequently enjoyed and loved natural environments, noise, light and beach pollution, and invasion of privacy.

I would like tourists to be somehow educated that Waiheke isn't just a holiday island, that many people live here. I'd like noise-making activities to be curtailed, e.g. jetskis.

Noise control is very busy with a house across the road as the tourists who rent it, come over for stag parties and weddings etc etc. tourists need to be more respectful - waiheke is getting the reputation of party island...

Please take the comments from the local community seriously because the tourist impact is uncontrolled and on track to destroy this beautiful island and make living here untenable. the ever increasing tourism is turning waiheke into just another commercial must-see destination. by doing this it destroys the sense of community and the peace and quiet of people who made Waiheke their home because they treasure community spirit and an unspoilt environment more than money.

The sheer volume of visitors appears to be the overwhelming problem impacting on travel, water supply and things like the basic ability to visit ones local beach for a swim - the number of visitors make it impossible to find a car park.

No double decker buses which are inappropriate & invade privacy.

Tourist volumes – The main problems described were around visitor numbers clearly exceeding the island's capacity to manage those volumes, in particular major problems relating to transport (e.g. wharf, ferry and road congestion, safety, and the costs of damage to the roads), the impacts on residents use of their community (see above), and damage to the island's natural environments (see below).

The share volume of visitors are responsible for the infrastructure break down on the Island, the roads are dangerous, speeding vehicles are out of control, Island children and senior citizens are no longer safe on our roads.

The carrying capacity for tourism needs to be assessed as well as a cost benefit analysis and

impacts on local economic factors. perhaps a cap on visitor numbers. A more responsive AKL council to storm damaged tracks which puts more pressure on roads as pedestrian walk ways. Stop fullers from having a stranglehold on our ferry service and destructive double decker buses.

I feel that too many of the current tourist have no real interest in the island, spend little in relation to the infrastructure that they 'degrade'.

As an island tourist destination, I would like to see Waiheke adopt what other European islands have done: limit the number of cars that come on the Sealink. This would reduce accidents, road degradation, and congestion.

I have no problems with tourists who stay a few days or more, the typical day tripper can just fuck off.

Environmental degradation – Respondents main worries were about the following environmental impacts: the increasing volume of waste caused by tourism, and waste disposal; degradation of the roads, walking tracks and beaches, exceeding Council's capacity to maintain them to retain the islands unique conservation values; degradation of wāhi tapu, due to insufficient public information of those sites; and changes to the wairua or community spirit of the island.

Packaged Tourism is eroding the very qualities that I came here for. It benefits a few commercial operators at the expense of residents The volume is too high. If it develops further along it's current trajectory it will eventually destroy the environment people come here for in the first place.

Profit SHOULD NOT be our #1 priority, protection of the unique beauty of our environment should be. The charm of the island that attracts visitors is evaporating.

Economically, tourism benefits most residents, but it is impacting on the general environment, and the feeling of the Island is changing. We need to find a way to retain the Island identity.

I am alarmed at the unchecked nature/volume of tourists now visiting Waiheke. And it now is being promoted all year round as a place to visit so there is no respite. This has a huge impact on the environment and the peace & quiet many of us came here for. More helicopters, many more buses including hideous double deckers.

Water supply – Many respondents voiced concerns that residents' need for a reliable water supply had lost priority to water use for the purposes of tourism.

Auckland council need to monitor the water supply more closely as in times of drought too much of our water is used for tourist activities.

My primary concern is the water table and how much is taken out for tourism and vineyards and the long term effects of that for residents.

- Areas where the majority of residents were **very dissatisfied** were around transport on the island, housing, wastewater management, and the lack of effective tourism management, including governance generally by Auckland Council.

Auckland Council governance – Approximately one quarter of all comments made by respondents expressed frustration at what they perceived as a failure by Auckland Council to support protection of Waiheke’s special character, its unique conservation values and the basic needs of residents as a rural community. The solution suggested most commonly was a change to completely Waiheke-based governance through its own Council.

As long as the Auckland Council remains, with its entrenched bureaucratic processes and mutually supportive financial relationships with private tourist operators, and the emphasis on increasing tourist numbers at any cost, the Waiheke community will suffer significant and increasing negative effects that we are seeing now and into the future.

Auckland City advertise Waiheke as a "must see" tourist destination to international travellers and as such they [Council] need to invest money in the island - not only roads, medical services, power, water and other utilities, but in the art gallery and in particular, the Waiheke Museum on the Onetangi Straight which is dying in its feet from lack of resources. We seem good enough to get a mention in Conde Naste as one of the five most liveable islands in the world, but get very little return on exorbitant rates.

Council needs to listen to the community's wishes. The SuperCity was foisted upon us resulting in bureaucrats who don't live here making decisions for those of us who do.

Auckland Council and Auckland Transport policies are destroying the very thing that attracted tourists to the Island in the first place. Its laid back, different, 'slow down you are here, artistic, boutique environment. Now it has become a numbers game, how many ferry tickets can be sold, rush them through, peer at the populace from the windows of a bus with little engagement with the people who live and work here, except the vineyard 'crawl'. The Island character is being destroyed by its traffic, both human and vehicular.

Effective tourism management – Respondents were deeply concerned that a continuing absence of effective tourism management would result in Waiheke becoming a “*theme park*” and “*unliveable*”.

It should be low key, under control of locals and of benefit to smaller local businesses not off-shore interests.

It's a shambles that is unsustainable there is no cohesive plan for the now or the future. Those in the tourism industry do not understand they are killing that which attracts the Tourist. An over priced fake golden egg.

I am not anti tourism but feel we need to be more proactive about forming a plan around tourism and not become overly dependent on it as primary source of income nor exploit the natural beauty of the island to its detriment.

I feel there's a lot of anger and resentment to the tourists themselves (and some racism). I don't think it's the fault of the tourists, it's the fault of the businesses and the restaurants who are getting more and more greedy.

i think the fact there is a Waiheke Tourism group which is closed only to paying members hasnt helped. It feels like they have their own agenda potentially behind closed doors. Not everyone has to be involved, but we should have a bit of a say and help with a solution.

There needs to be a real re-think about what tourism means to the island and its substantial downside. The focus needs to be on 'visitors', not 'tourists' (I can't understand why this

distinction is not properly addressed!) Even seasonal workers such as Argentina vineyard workers make a contribution to the atmosphere of the island - in this sense they are 'visitors' not tourists. People are leaving the island because of congestion, prices, lack of privacy - tourism in its present form is killing the very things that makes the island special and the reason residents want to live here and people want to visit.

Housing – Key concerns were:

- The unaffordability of housing, resulting in both seasonal and permanent homelessness for long-term tenants
- The increasing use of housing stock exclusively for holiday rental
- The lack of accommodation for tourism workers
- The inadequacy of regulation to prevent new building on ridgelines and beachfronts.

Having grown up on Waiheke, it is my dream to own a first home here. Not even with two full time young adults working very decent jobs, it's hardly affordable to be a homeowner. Since Waiheke grew in popularity, the ridiculous housing prices mean that locals of the younger generation and even long time locals will be forced to move off island if they ever want their own home. :(

there needs to be greater and more efficient investment of rates paid to improve the services and infrastructure to cope with the increased resident and visitor population. The Government CV assessment process needs to be reviewed to ensure fairness and accuracy and that it is not simply a revenue generating exercise that only serves to negatively impact those paying the increases.

Transport on the island – The main issues of concern were the sheer volume of cars and increasingly larger buses and trucks, their impacts on the increasing unsafety of the roads, the inadequacies of the public bus service, and an urgent need for better parking and park 'n' ride systems.

We need 'this is residential island, please respect this' or similar signage across the island. Cyclists using the road and not using allocated cycle paths when they're available should be fined. More care should be taken when renting scooters to inexperienced tourists. We need much more parking at Matiatia.

There are too many cars driven by tourists who do not know how to drive on our roads. Cyclists and scooters are better but again there is not a lot of room for them and is dangerous. Now we are being littered with black and yellow hire bikes dumped on the roadside. There should be a limit on how many tourists we want on this island or we will end up like other places around the world that have been spoilt.

Amount of vehicles ruining peacefulness in public places as well as inappropriate vehicles i.e. double decker buses & overly large trucks doing deliveries where much smaller would do more efficiently.

Wastewater – The major concern voiced in comments was the erosion in the last two years of both private and public property on the island, often seen as the result of recent curbing and channelling that had resulted in flooding and instability.

Need to urgently resolve transport and sewerage/wastewater constraints.

Summary

The figures shown in **Table 3**, together with respondents' often despondent comments, demonstrate the high levels of concern amongst locals that the island they care about and

for is being damaged to “*breaking point*”, causing potentially irreparable harm to the very aspects of Waiheke that make it both the chosen home for people who live here and an attractive visitor destination.

Auckland Council and Auckland Transport policies are destroying the very thing that attracted tourists to the Island in the first place. Its laid back, different, 'slow down you are here', artistic, boutique environment. Now it has become a numbers game, how many ferry tickets can be sold, rush them through, peer at the populace from the windows of a bus with little engagement with the people who live and work here, except the vineyard 'crawl'. The Island character is being destroyed by its traffic, both human and vehicular.

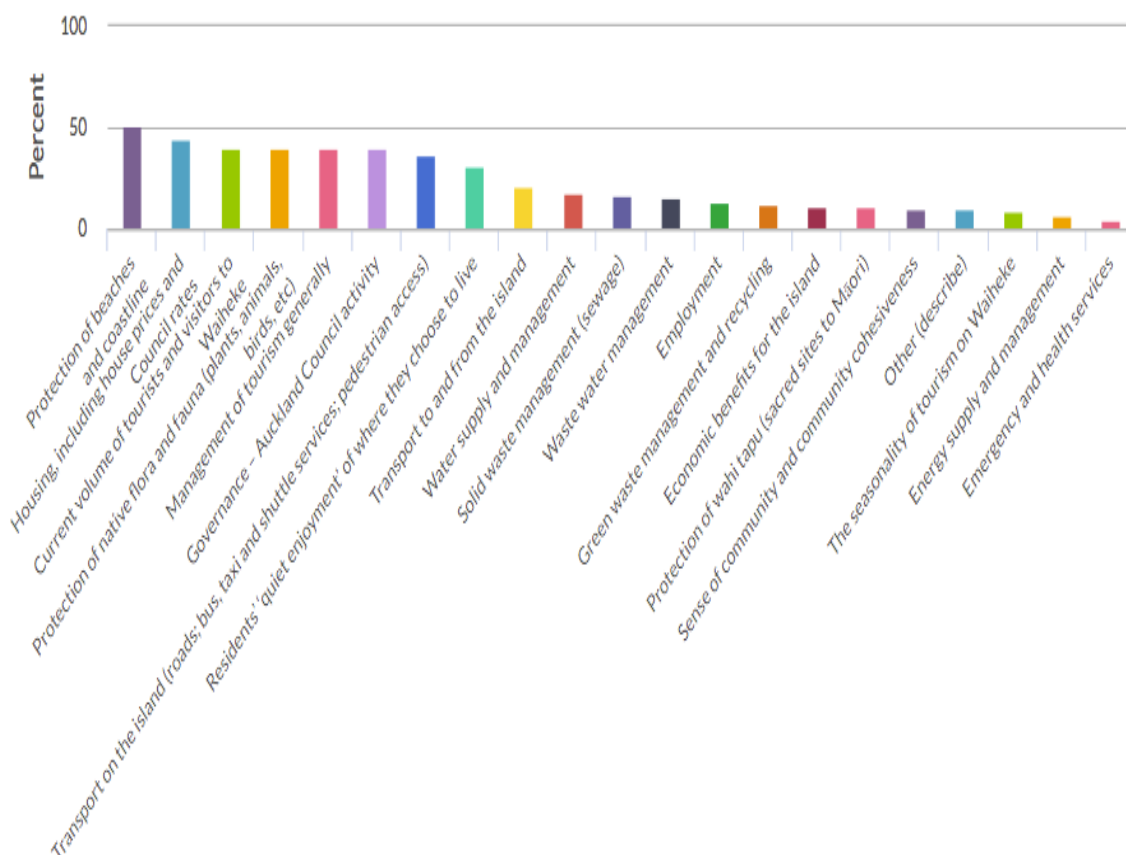
I can't think of anything to say right now that wouldn't involve rude words.

C. Urgent action priorities

1. Survey respondents' priorities

The survey asked each respondent to nominate up to 5 areas of “urgent priority” for improving management of Waiheke development, from a list of 20 areas, plus an ‘Other’ option. **Figure 3** shows the action areas prioritised by residents.

Figure 3: Urgent action priorities



The **top urgent priorities** (selected by one half to one third of respondents) were focused mainly on the need to protect against actual and potential negative impacts on the island’s natural and social environments:

- Protecting the natural environment – flora and fauna, and beaches and coastlines
- Managing tourism volumes, and tourism management in general
- Improved governance for Waiheke
- Housing costs and availability
- Transport on the island
- Residents’ ability to enjoy where they choose to live.

A **second tier of priorities** (selected by one fifth to one sixth of respondents) focused largely on infrastructure problems:

- Ferry transport

- Water supply and management
- Management of solid waste and waste water.

The following survey comments encapsulate residents' fears for the island.

Why are Waiheke residents and ratepayers paying for infrastructure to support tourism that is only benefiting a few businesses who are not taking any accountability for the damage to the environment and quiet enjoy of our properties? The nonsense that it is providing jobs is ridiculous. The jobs are low value roles and are filled by people on visitor visas.

We should feel smug that we live in such an idyllic place that so many tourists want to experience being here. They WILL come and we should encourage this, while avoiding the cruise liner "Venice Syndrome". Tourists spend money on local businesses here, creating employment and enabling increased recreational, cultural, retail and dining opportunities for locals and visitors alike. Let's keep it classy but also environmentally sound and of course with respect and blessing of the local iwi. Informed visitors will make better guests on the island, having a better time and looking after the place.

Without respect and care what brings people to the island will be lost... Watching hordes of inebriated punters stream off the boat citywide when trying to get home is quite frankly vile... The community is losing people due to the cost of living...

Too too many tourists, they should pay a tourism levy to fund protection of the environment and development/maintenance of infrastructure.

2. Workshop participants' priorities, and suggested solutions

Survey respondents' priorities were closely matched by those identified by the 30+ people who attended the community stakeholder workshop in February 2018. Their priority issues and concerns are detailed in **Table 4** (p 22 onwards), taken from participants' summaries compiled in the workshop. A key activity in the workshop was for participants to identify possible solutions to the issues identified; the main ideas suggested by participants are summarised in the right column.

Table 4: Priority issues and solutions identified in the community workshop	
Main issues	Priority actions
<i>Waiheke community & residents' quality of life</i>	
<ul style="list-style-type: none"> • Island life 'commodified' • Destroyed population diversity across class and ethnicity (gentrification) • Unique Waiheke culture disappearing – loss of community cohesion, tolerance, population diversity, sense of neighbourhood • Problems <u>all</u> exacerbated for elders and people with disabilities (e.g. parking, road access) • Large-scale public events and tourist volumes – noise and light pollution, public drunkenness, 'trolley rage', excessive traffic, etc • Problems <u>all</u> exacerbated for elders and people with disabilities (e.g. parking, road access) 	<ul style="list-style-type: none"> • Prioritise residents' needs over visitors' – road usage & parking; ferry services; water; housing; use of public space/s • Increased local control of governance and management • Recognition that living on Waiheke is about valuing community and the natural environment, not about 'lifestyle' • New economic model for tourism on Waiheke – clear priority focus on eco-tourism • Controls on rental accommodation (see below)
<i>Governance</i>	
<ul style="list-style-type: none"> • Auckland Council doesn't listen to the Waiheke community and its needs in planning – ignores Waiheke local/special character in decision-making (pruning in road reserves; road widening; draining wetlands; suburbanising; beachfront building permits; etc) → destruction of 'special character' • Council failure to recognise tourism infrastructure needs 	<ul style="list-style-type: none"> • Greatly increased local control of governance and management • Incorporate protection of unique Waiheke features in the District Plan – protection of native flora and fauna, alcohol use, public events, water, sewage/solid waste, road design and usage, etc. • More commitment from Council to allocate resources for tourism infrastructure

Table 4: Priority issues and solutions identified in the community workshop (cont)	
Main issues	Priority actions
<i>Environmental degradation</i>	
<ul style="list-style-type: none"> • The destructive impacts of tourism on the island’s natural environment - noise pollution; light pollution; litter and plastics; tree vandalism; overfishing • Changing demographic resulting in less care for the natural environment • Increased waste levels from tourism and inadequate/non-sustainable waste management 	<ul style="list-style-type: none"> • Incorporate unique Waiheke restrictions in the District Plan – roads, alcohol licensing, events, water, sewerage • Increased tourism industry and Council support for environmental issues – funding, time, political influence • Promotion of Waiheke as a special ecological tourist destination • Prioritise eco-tourist agenda and options • Promotion of Waiheke as a special ecological tourist destination • Manage tourism volumes; restrict day-tripper/events numbers • Restrictions on freedom campers, boats, effluent disposal • Macro education on all environmental impacts • Increased support for environmental issues – funding, time, political influence – from the local and international tourism industry, local government and national government
<i>Tourism volumes, seasonality and management</i>	
<ul style="list-style-type: none"> • Tourist numbers and flow not managed – volumes too great to manage <i>on</i> the island • Ferry carrying capacity insufficient for both residents and tourists; no resident priority • Lack of parking – everywhere • Roads – too many tourist buses, cars, food distribution trucks; supermarket road congestion • Drinking and impacts of drunken behaviour on locals - ferries, vineyards, Oneroa • Problems all exacerbated for elders and people with disabilities (e.g. parking, road access) • Sewerage – inadequate capacity for high tourist numbers • Rubbish on beaches, cliffs, private properties 	<ul style="list-style-type: none"> • Promotion of Waiheke as a special ecological tourist destination • New economic model and eco focus for tourism on Waiheke • Manage tourism volumes; restrict day-tripper/events numbers • Limit tourist buses to arterial roads • <u>Priority</u> Locals Lanes on both wharves • Signage re cyclists and other users • More park and ride services • Housing provision by tourism industry for tourism workers • Longer visits by tourists • Match visitor experience to what locals love and value

Table 4: Priority issues and solutions identified in the community workshop (cont)	
Main issues	Priority actions
<i>Housing availability and affordability</i>	
<ul style="list-style-type: none"> • Property values increase → houses treated as businesses, for holiday rental rather than local needs • Landlords raise rentals – locals can't afford → increasing homelessness • Rentals not available over summer → housing insecurity for tenants • Rates increasing beyond affordability • No provision for housing for tourism workers → overcrowding → impacts on neighbours, septic systems 	<ul style="list-style-type: none"> • Housing provision by tourism industry for tourism workers • Social housing provided and supported by Council or central government • Strengthened tenants' rights (minimum standards/WOF; long-term leases; restriction on rental increases) • Develop community housing models • Rent-to-own options • Targeted rates for tourism accommodation to fund community housing
<i>Transport - to, from and on the island</i>	
<ul style="list-style-type: none"> • Bus size relative to roads and resident traffic • Parking • Pressure on ferry operations – special events, seasonality, weddings, etc • Cyclist, pedestrian and horse-rider safety; elder safety • Congestion, noise and commotion → residents avoid their preferred recreation spaces 	<ul style="list-style-type: none"> • <u>Priority</u> Locals Lanes both ends • Limit tourist buses to arterial roads • Smaller more frequent bus services • Better scheduling/capacity of ferries for crowds • Signage re cyclists and other users • Local and central government support for a competitor ferry service • Restrictions on road usage by over-sized vehicles • Better and extended cycle ways • Limit helicopter landing sites and flight paths • Better planning for people with mobility limitations

Table 4: Priority issues and solutions identified in the community workshop (cont)	
Main issues	Priority actions
<i>Infrastructure problems</i>	
<ul style="list-style-type: none"> • Water supply – adequate, but wasted due to tourism excesses • Destruction of roads by too many and oversized vehicles; traffic issues • Housing – undersupply; overcrowding; rental costs; rates; homelessness • Not enough public toilets, beach BBQs, other public amenities for tourists as well as locals 	<ul style="list-style-type: none"> • Prioritise residents’ water supply needs over tourist operations • Educate visitors and tourism operators re water limitations and use • More water collection by tourism operators e.g. bigger/underground tanks • Educate visitors re respecting limited/vulnerable resources generally and recognising Waiheke is different/special • Comprehensive resource recovery and local composting facilities • Waste management back under local control
<i>The Waiheke economy – business development and stability; products and services; employment; wealth distribution</i>	
<ul style="list-style-type: none"> • Residents “picking up the bill” for tourism development through infrastructure maintenance • Tourism a low wage economy and not significantly career-oriented • Product development at the cost of the natural and social environments (e.g. huge buses; huge party events; congestion) • Tourism captured by big operators, in particular Fullers • Economic benefits not well shared 	<ul style="list-style-type: none"> • Much greater Council resourcing of tourism infrastructure • Longer visits by tourists → greater gains for accommodation operators • Facilitated development of eco-tourism activities • Limit Airbnb usage • Capital gains tax

3. Summary - Why these priorities?

The evident links across the priorities voiced in survey ratings and comments and those identified in the stakeholder workshop, were the priority need to:

- Protect the physical/natural environments of the island, which could only be achieved through much closer management of tourism, and on which the sustainability of the social and cultural well-being of the community relies;
- Place a strong focus on meeting the real needs of residents, in recognition that the island is first and foremost a community, not a commodity, *and* that the locals are the kaitiaki of the island itself.

That is, there was a need for balance – between economic and environmental interests, and between the interests of residents versus visitors.

It seems that tourist capacity has reached breaking point, with limited accommodation for workers, overload and pollution on beaches, increased partying impacting peace and quiet, and Fullers clipping the ticket with buses that encourage tourism with limited economic benefit for local business (do many get off and spend?). Some products and services have improved (supermarket, more trades), but the crush in the summer season can't be providing a positive visitor experience and if the island over-sells and under-delivers, it will cease to be an attraction. The island is increasingly becoming a party island; is this what locals want (Cable Bay steamrolling consents and negatively impacting neighbours, tipping out drunk day visitors on to the ferry)? How about a more strategic approach; not aiming for the mass tourism market and working to target visitors who spend more with less negative impacts? Our flora and fauna is amazing and could be better with community pest free projects; low impact eco-tourism could evolve from this (not much if any is available now).

My mother's stopped going out altogether now because she doesn't feel safe even walking to the village [Oneroa] to get her milk and veges with all the tourists milling around.

4. Recommended urgent actions

Survey respondents' open responses on the "one thing" that they would like to see changed as a priority were analysed thematically for suggested change strategies as well as issues. The changes suggested most often were focused on transport, infrastructure management, more equitable sharing of tourism benefits, and long-term strategy and planning for sustainable tourism *alongside* sustainable community development. The main themes are outlined here.

Protective environmental and infrastructure development

A major increase in investment by Auckland Council to rectify and prevent damage from current and future tourism to both infrastructure and the natural environmental was seen by residents as Council's urgent fiscal responsibility.

Better management of foreshore so run-off from roads, land-based development, and poorly maintained foreshore reserves does not discharge into ocean.

Greater consultation with those in community who are not engaged in tourism about the impact it has on their lives.

More responsiveness from auckland council e.g AT to locals, address core business, stop buck chasing and deliver core services well.

A tourist tax into the island, which is put towards the environmental and sustainability projects

Management of roadways, including elimination of double decker buses and a more rational plan for seasonal roadworks.

Emergency services are overloaded this needs to be addressed urgently

Locals saw the urgent priorities as establishing strong management functions to prevent ongoing or worse degradation of the island's vulnerable environments, which they saw as the result of uncontrolled tourism increases, and which had a major impact on the quality of their own lives and those of other residents, as well as on the island itself. Many respondents saw the only effective solution as greater or complete independence from Auckland Council.

Local board to have better influence over AT decisions

Managed entry of visitors. There are too many and we have zero control over this. Auckland Council is useless.

More autonomy in making decisions that are important for the island e.g. less power for Auckland transport.

Waiheke to become independent of Auckland Council.

Visitor levy

Establishing a visitor tax or levy for all non-residents coming to the island, with that revenue made available specifically for Waiheke-based activity to care primarily for the natural environment (beaches, tracks, roadsides, coastline, bird life, etc), and for essential infrastructure management.

Too many tourists, they should pay a tourism levy to fund protection of the environment and development/maintenance of infrastructure

Also there should be a tourist levy to help with our infrastructure as many tourists and no benefits for locals not involved in the tourist industry.

Bring back the Waiheke Passport, it was unique and people enjoyed the concept.

Removing the double decker buses

Removal of the double-decker buses was seen as vital, for environmental and transport safety reasons, and for a symbolic value.

Removal of double deckers....bit irrational given relative other pressing problems but their presence is totally inappropriate.

I LOATHE the double deckers!!!

The double decker buses are an example of an Auckland one-size-fits-all-approach whereas what we need is a Waiheke specific approach.

The use of double decker buses on our unsuitable crumbling road network along with the fact they are totally out of character should be removed.

I feel the double decker buses are tacky, they cheapen and dilute this beautiful island .

Limits on visitor and vehicle numbers

Limiting both visitor numbers and visitor cars coming to Waiheke was seen as essential both to reflect local infrastructure capacity and to highlight a quality visitor experience versus maximum visitor turnover.

Restriction on number of vehicles and type of vehicles on the island, eg electric car strategy and targets

Fewer cars allowed over Xmas break. Small buses 20 seaters. Fullers should have a loading capacity for numbers of visitors.

Fewer large vehicles (buses, double decker buses, trucks) improved roading (safer footpaths and designated cycle lanes.

Sustainable tourism and community development strategy

At a fundamental and strategic level, many respondent comments identified an urgent need for Waiheke, and in particular the tourism sector on the island, to develop a core focus on tourism experiences that truly reflect the spirit of Waiheke. They recommended tourist experiences that offer visitors the things that locals love about the island – its natural environment, the tranquility, the friendliness of the community, a strong focus on sustainability, and an appreciation of the natural features of the island rather than its use for “*partying*”.

Without respect and care, what brings people to the island will be lost... Watching hordes of inebriated punters stream off the boat cityside when we're trying to get home is quite frankly vile...

We need to encourage enjoyment of the natural environment on Waiheke by promoting low impact forms of tourism (e.g. cycling, walking) and providing safe and easily accessible facilities continuous cycle lanes, walking tracks and clean, functional public toilets.

This is primarily a residential island, and not a tourist island. All the economic benefits that are only for a few come at the expense of loss of quality of life for residents. 2) Fullers should be transport company and not a tour operator. 3) Local board should gain more independence and manage the islands for residents and not for tourist. 4) Most of us live here because we love the island, not because we make money off it.

Many respondents recognised that achieving this change in tourism culture would require a stronger collaboration between the tourism sector and the Waiheke community at large than has occurred up till now.

Preferred direction for Waiheke tourism – eco-tourism and low-impact tourism

The overwhelmingly common preference of survey respondents for the direction of tourism on Waiheke was that the island become an explicitly eco-tourist destination, with tourism offerings all focused on low impact and reflecting the historic and contemporary Waiheke community spirit of ecological sustainability. The following verbatim comments speak clearly for that preference.

We need to promote Waiheke to the world as a special place and not change it to suit at the views of a small minorities, i.e. unnecessary marina for the elite and double decker buses!! (For God sake whose idea was that!!!) If we are not careful we will loose what we have got, this special island, this special place, and our future generations will never forgive us.

We should be able to share the beauty as we do other places when travelling but more emphasis on walking and nature; less on wineries and binge parties. Wealthy indulgences taking priority over aspects like gardens recycling less waste etc we can excel at.

Turn Waiheke into a marine and green space park where the environment underpins all decision making.

Many survey comments endorsed *Project Forever Waiheke* as undertaking what was seen as a now crucial task of developing strong, visible, bottom-up and linked sustainable tourism and community development strategy.

The only way that Waiheke will be protected is through the actions of the local community and the Local Board, because frankly no one else cares enough about the island to prevent fatal exploitation that will kill everything we love here.

Section III – Conclusions and direction

This Section summarises the consultation findings in the context of developing sustainable community and tourism strategy for the future care and development of Waiheke.

A. What has changed since 2015-6?

The past two years have seen a major shift in residents' attitudes, an intensification of the perceived need for kaitiakitanga by locals, and a sense of urgency to protect the island not just for the benefit of residents but for the island's intrinsic values, in particular the wellbeing and integrity of the natural environment. The findings from the 2018 survey, where respondents could identify the "one thing" they would most like to see change about the island, illustrates the extent to which tourism, and in particular tourist volumes, have now become a main focus of concern for island residents.

Figure 4: 2018 main community concerns

11. 8. What one thing would you like to see change on Waiheke in 2018?



Between the 2015 and 2018 community consultations, there has been an accumulation of events and patterns that appear to have affected the views of Waihekeans. Events highlighted in open comments by survey respondents that had major impacts on their attitudes included the following (in rough order of frequency of concern):

- The major increase in visitor numbers in the summer of 2016-2017. Fullers later reported an increase of 29% over the previous summer in ferry traffic during the summer months. These increased numbers resulted in a level of unprecedented congestion – on the ferries, wharves, roads, beaches, the cafes where locals were used to regular gatherings with friends, the supermarket, parking – all of this interfering with residents' ability to live their lives as usual and enjoy summer on the island, and providing an impression that "Waiheke was completely overrun with people who didn't either value the island or appreciate that people actually live here".
- The arrival of the double-decker buses. These buses quickly came to symbolize destruction of the island's special character, creating major road safety problems, including accidents, causing damage (both intended and accidental) to roadside trees and essential habitats of both native birds and other at-risk native fauna, and resulting in a Council campaign to widen the island's roads, apparently without consultation, as a solution to these emergent problems. Fullers' refusal to remove the buses or limit their use, despite promises to do so, resulted in community anger. The painted graphics on these buses were seen as representing commoditization of the island's spirit.
- The apparent inability of Fullers to provide a reliable and accessible service to commuters and residents generally. This was exacerbated by the company's apparent renewed dumping of effluent from the ferries into seas close to Matiatia in early 2017. When Locals Lanes were finally introduced before the 2017-2018 summer, it emerged that the company's policy was to provide these lanes only at peak tourist travel times,

not at peak commuter times, and the lanes didn't provide priority, but only concurrent queuing. The reduction in queuing was seen by many as attributable primarily to an 11,000 reduction in visitor numbers because the *Headlands* event did not occur in 2018, rather than to any remedial action.

- An apparent increase in the number of large public events involving loud music and alcohol, affecting not only people living close to the venues involved but traffic and ferry access generally. Some residents experienced the levels and increased frequency of traffic, noise and light pollution, along with drunken behaviour and property damage, as intolerable.
- The storms in the autumn of 2017 added to visible damage to the island as people's homes, as well as some businesses, were flooded, trees were uprooted and hillsides slipped onto road and into the sea. It was evident to many residents not only that Council struggled to manage the extensive damage, but also that recent road-widening, curbing and channeling in many places had exacerbated the slips and flooding on roads and residences. In addition, the vulnerability and fragility of the island natural environment was now highlighted visibly.
- Council granted permits for a number of buildings in either beachfront locations or other places seen by locals as either highly vulnerable in terms of stability or habitat, or needing to be protected for continuing public enjoyment.
- Media coverage of all of the above events, chronicling the concerns and outrage of residents and the frustrations of the Local Board. At a national level, the media were noting that other small semi-rural communities in New Zealand were at risk from excessive tourism.
- Evidence that, as housing prices were increasing every more rapidly, both rental stock and previously permanent homes were being bought up by investors and converted to holiday accommodation only. Local newspapers reported, for the first time, homelessness on the island as tenants were unable to find affordable, or any, suitable accommodation for the summer or beyond. A report in early 2018¹¹ showed that 17% of Waiheke's rental stock was being used primarily for Airbnb rental, the highest rate in New Zealand.
- The 'Our Waiheke' application to the Local Government Commission for Waiheke to have its own council was declined, with reasoning that many locals saw as spurious, leading to an even stronger sense that the island was now without kaitiaki at the top governance levels.
- The water supply crisis in December 2017, when it became apparent that the limited, but probably sufficient, supply was being prioritised to tourism, rather than to residents.
- The departures of a number of well-known and loved long-term residents were profiled in the newspapers. Some of those departing commented explicitly that the island's wairua had changed to the extent that they no longer felt at home here, and many workshop participants talked about having looked around, reluctantly, for another place to go "*when Waiheke is no longer Waiheke*".

Summary

The cumulative result of these events for residents was a greatly heightened worry about the future of Waiheke and risks to residents' chosen way of life and their ability to care for the island, should the rapidly increasing pace of tourism continue. A sense of urgency was

¹¹ Auckland Council (2018) Airbnb and Housing in Auckland. Technical Report 2018/001, March 2018.

added to the residents' existing sense of responsibility to be the kaitiaki of the island – its social, cultural, natural and built environments, that the essence of Waiheke was now more at risk than ever before. This concern was heightened by a sense not only that Council could not be relied on to protect Waiheke's natural and built environments, but that Council action was in fact contributing visibly to the damage and further risks. That is, kaitiakitanga was seen as both needed more urgently and less feasible under current governance.

B. Where to now?

1. Developing sustainable community tourism strategy

The survey and workshop demonstrated strong support for developing sustainable tourism strategy for Waiheke, but saw such strategy as needing to focus equally on sustainable community. This approach is evident in other INSTO observatories, and in some tourism strategies elsewhere in New Zealand. For example, Northland's tourism strategy is based on two core principles - manaakitanga and kaitiakitanga - and applies those to both the natural and social/cultural environments of the region. Similarly, the tourism strategy for the Catlins is explicitly called 'Community Tourism Strategy' and has as its first goal to "*protect and preserve the community and environment from the negative impacts of tourism*". The Australian federal government's tourism planning guide '*10Steps to Sustainable Tourism*' acknowledges that all tourism strategy needs to take into account "*the costs and benefits of tourism*" for the local communities, including indigenous communities, and that there should be positive outcomes for those communities, not just for the tourism industry (p 4). A core principle and goal of the WTO, and the INSTO programme, is "*creating healthy places for both visitors and the host communities while leaving resilient destinations to future generations*".

What all of the above documents have in common is a recognition that the communities in tourism destinations are the kaitiakitanga of both the environments that make a place a tourist destination and of the community itself.

2. A starting point

The strategy concept outlined in **Figure 5** (below, page 36) has been developed by *Project Forever Waiheke* as a starting point, to bring together the diverse stakeholders in the Waiheke community and tourism with a shared goal of protecting Waiheke's environments and community for now and the future. It reflects the essential relationships of kaitiakitanga as described collectively in the comments of survey respondents and workshop participants.

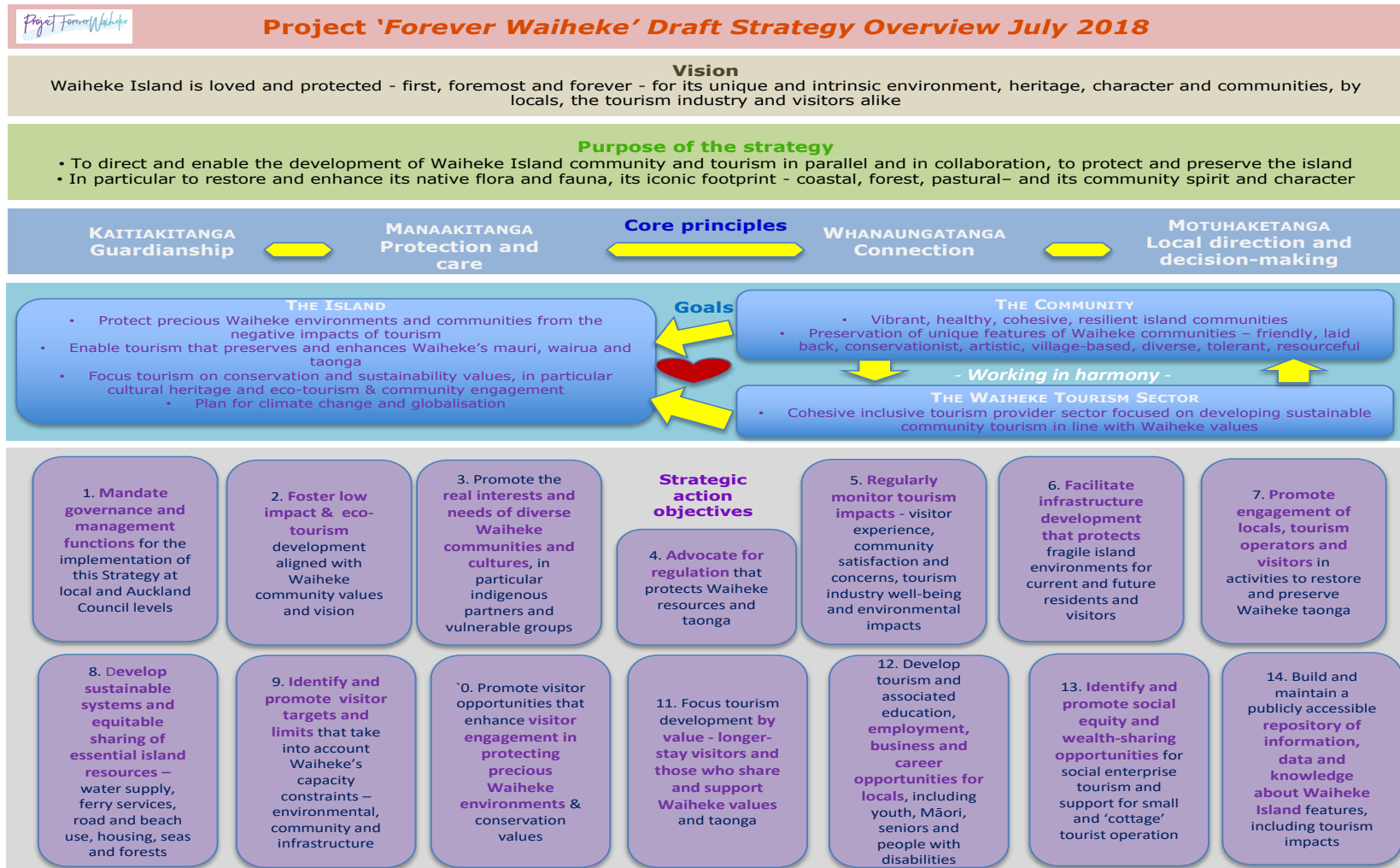
A master plan needs to be established to ensure Waiheke's infrastructure is developed for the long term benefit of the island residents and tourism needs, which does not appear to be the current situation.

Ensuring Waiheke is a great place to live will also ensure it remains a great place to visit ... keep the protection and conservation of our environment at the heart of any tourism strategy.

There is a document called the Hauraki Gulf Visitor Strategy 1998. It was designed to last five years or so. It's great that a new strategic plan is being created. The current series of independent strategies by private operators is not working for the community in general nor tourists I believe. Although Waiheke is part of the Auckland super city, a huge proportion of visitors to the island are from Auckland so are statistically holidaying within their own city. I don't think this is reflected within ATEED's tourism strategy.

This draft strategy has been designed to (i) reflect the views of the Waiheke community, including significant representation from the tourism sector, as to what is needed in a viable sustainable community and tourism strategy for Waiheke Island, and (ii) set out a comprehensive guide to developing actions for effective management of sustainable community and tourism for Waiheke. The draft strategy summary will be distributed to the Waiheke community at large, including all relevant stakeholder groups, and relevant local and central government agencies, for development into a comprehensive action plan for future development and protection of the island.

Figure 5: Draft Sustainable Community and Tourism Strategy for Waiheke Island



Appendix 1: Survey data

Figure 6: Respondent residence

2. 2. Where is your current Waiheke residence? Select the nearest locality to your residence

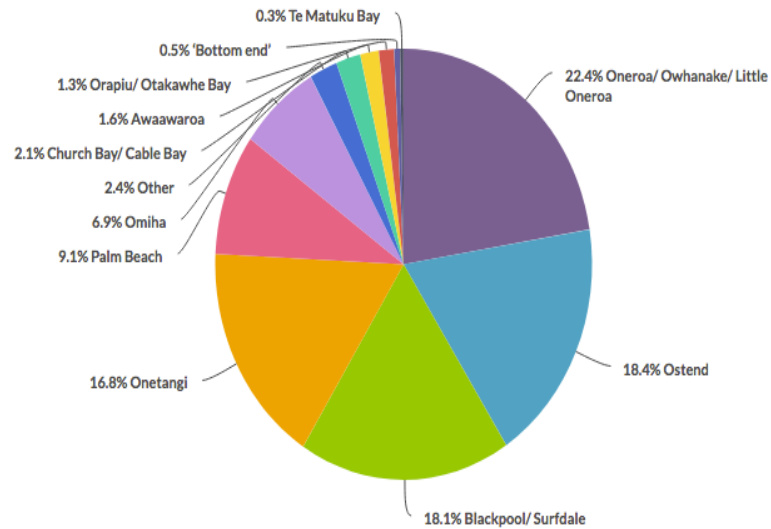
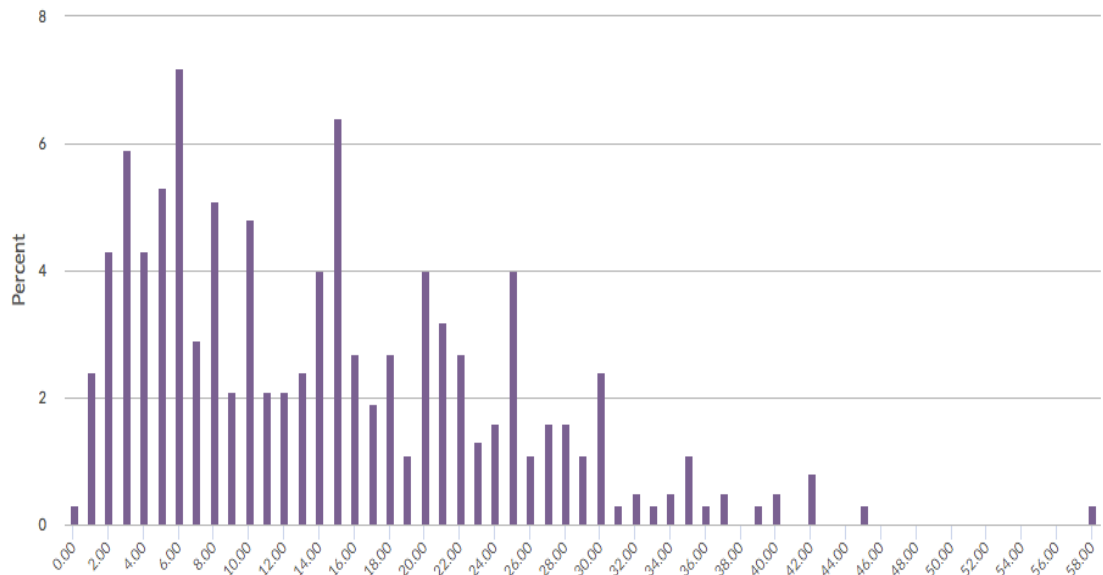


Figure 7: Years resident on Waiheke Island

3. 3. How many years full-time equivalent have you lived on Waiheke?



Average

14.2

Figure 8: Respondent home ownership

4. 4. Do you own your own home or rent? Select the one response option that best describes your situation

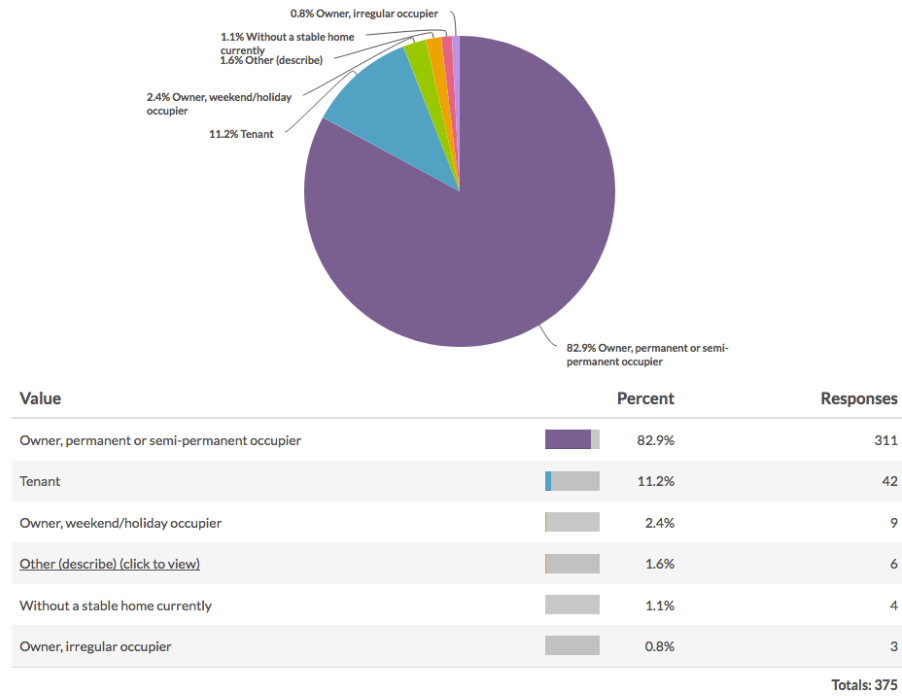


Figure 9: Residents renting homes to tourists

5. 4A. Have you ever rented out any part of your residential property/ies as accommodation for paying guests or visitors?

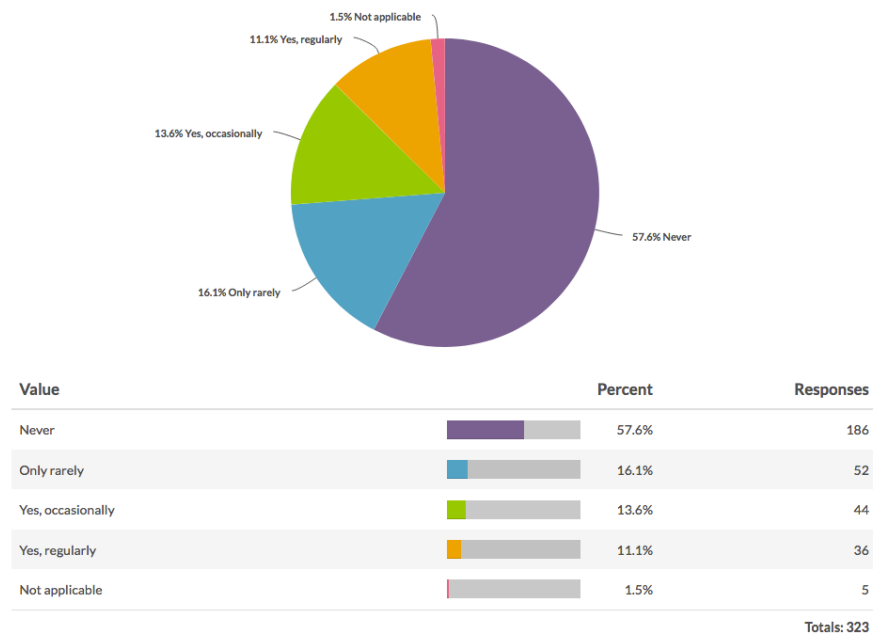


Figure 10: Perceived impacts of tourism for Waiheke Island generally

Note: Respondents were able to check ‘Negative impacts’ as well as another response.

6. B. Tourism impacts on Waiheke 5. In your perception, what are the impacts on the island of tourism on Waiheke over the past 5 years? For each row, please click any answer or combination of answers that reflect your views

	Significant benefit	Some benefit	Little or no benefit	Negative impact	Don't know	Total Checks
Improved Waiheke infrastructure						
Checks	31	140	87	139	4	401
Row Check %	7.7%	34.9%	21.7%	34.7%	1.0%	
Increased recreational opportunities						
Checks	41	162	114	65	4	386
Row Check %	10.6%	42.0%	29.5%	16.8%	1.0%	
Business stability or enhancement						
Checks	96	199	42	23	26	386
Row Check %	24.9%	51.6%	10.9%	6.0%	6.7%	
New or improved services and products						
Checks	39	169	118	50	7	383
Row Check %	10.2%	44.1%	30.8%	13.1%	1.8%	
More opportunities to showcase Waiheke's attractions						
Checks	64	158	83	69	13	387
Row Check %	16.5%	40.8%	21.4%	17.8%	3.4%	
Opportunities to preserve local culture						
Checks	15	57	124	177	12	385
Row Check %	3.9%	14.8%	32.2%	46.0%	3.1%	
Improved standard of living						
Checks	25	87	114	162	5	393
Row Check %	6.4%	22.1%	29.0%	41.2%	1.3%	
Total Checks						
Checks	311	972	682	685	71	2721
% of Total Checks	11.4%	35.7%	25.1%	25.2%	2.6%	100.0%

Figure 11: Perceived impacts of tourism for residents personally

Note: Respondents were able to check ‘Negative impacts’ as well as another response.

7. 5. In your perception, what are the impacts for you personally of tourism on Waiheke over the past 5 years? For each row, please click any answer or combination of answers that reflect your views

	Significant benefit	Some benefit	Little or no benefit	Negative impact	Don't know	Total Checks
Improved Waiheke infrastructure						
Checks	27	89	123	140	5	384
Row Check %	7.0%	23.2%	32.0%	36.5%	1.3%	
Increased recreational opportunities						
Checks	27	87	174	88	5	381
Row Check %	7.1%	22.8%	45.7%	23.1%	1.3%	
Business stability or enhancement						
Checks	57	118	131	43	32	381
Row Check %	15.0%	31.0%	34.4%	11.3%	8.4%	
New or improved services and products						
Checks	38	127	157	53	4	379
Row Check %	10.0%	33.5%	41.4%	14.0%	1.1%	
More opportunities to showcase Waiheke's attractions						
Checks	37	85	163	82	14	381
Row Check %	9.7%	22.3%	42.8%	21.5%	3.7%	
Opportunities to preserve local culture						
Checks	14	42	136	174	16	382
Row Check %	3.7%	11.0%	35.6%	45.5%	4.2%	
Improved standard of living						
Checks	27	69	132	150	2	380
Row Check %	7.1%	18.2%	34.7%	39.5%	0.5%	
Total Checks						
Checks	227	617	1016	730	78	2668
% of Total Checks	8.5%	23.1%	38.1%	27.4%	2.9%	100.0%