



Invest in Auckland's city centre
Tāmaki Makaurau Auckland | Investment prospectus

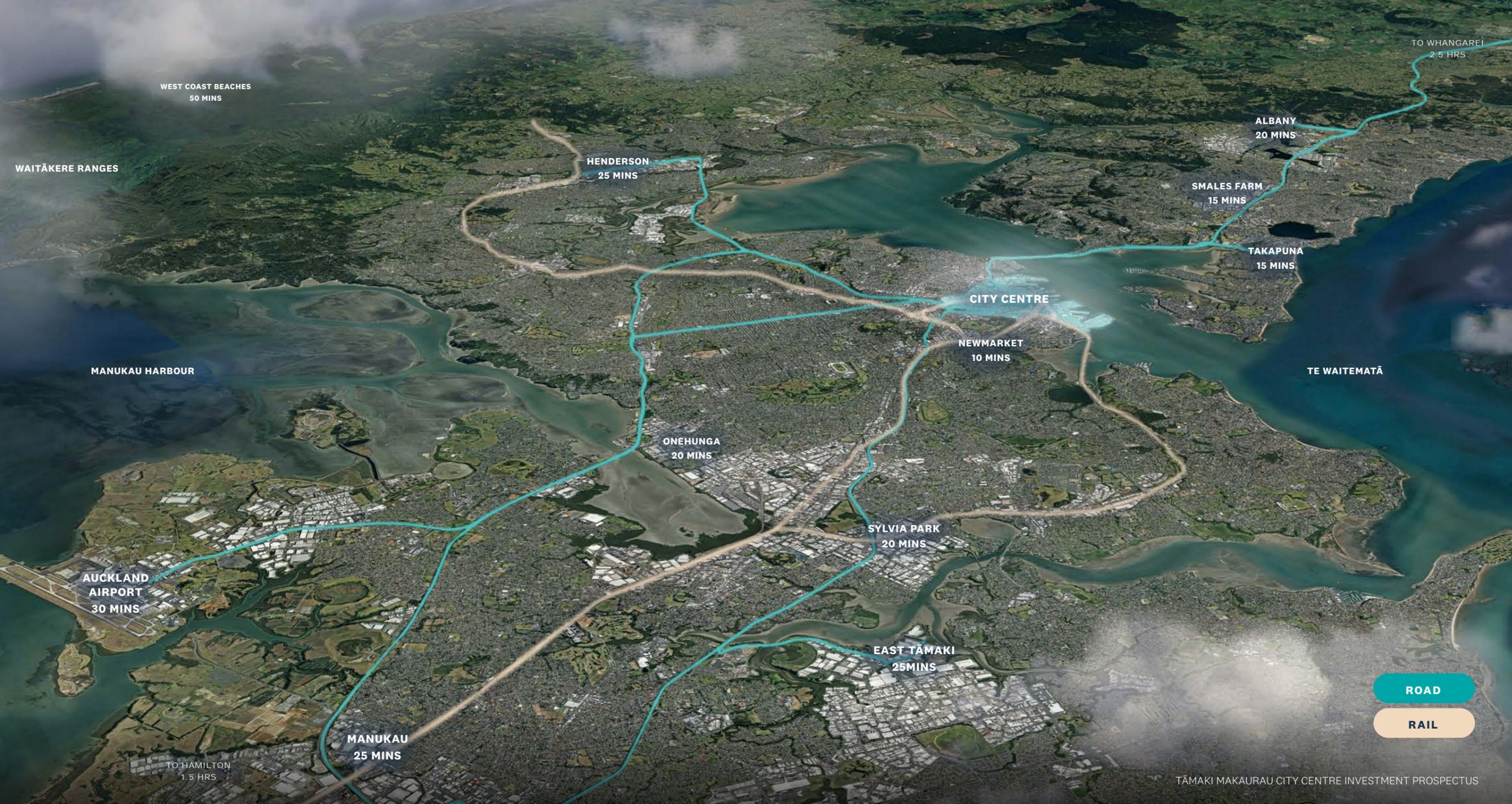
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Welcome to **Tāmaki Makaurau Auckland**



Tāmaki Makaurau Auckland is on a continuous journey of transformation.

Tāmaki Makaurau, the Māori name for Auckland, means “Tāmaki desired by many,” reflecting the rich resources and strategic vantage points that have attracted people for generations, from iwi (Māori tribal groups) to early European settlers and beyond.

From its early days as a hub for trade and commerce to its present role as a centre for enterprise and culture, Auckland has continuously evolved, fostering a spirit of innovation and encouraging the exchange of ideas.

Auckland is Aotearoa New Zealand’s economic powerhouse. Generating more than a third of the country’s gross domestic product (GDP), it is an international hub of commerce, with more than 60 per cent of the country’s leading companies headquartered here, alongside national and regional presences for multi-national companies.

Home to a third of New Zealand’s population, Auckland is one of the world’s most diverse cities, with more than 180 ethnicities, including the world’s largest population of people with Polynesian heritage.

Today, Auckland’s city centre is a place where tradition meets progress, where the past intertwines with the future, creating a unique and vibrant tapestry of experiences. From the historic Queen Street to the modern skyline of the Central Waterfront and Wynyard Quarter, Auckland offers a wealth of opportunities.

Auckland’s city centre is undergoing a transformational change, with significant public and private investment already under way. This investment, coupled with Auckland’s strategic location in the Asia-Pacific region, world-class amenities, and a thriving business ecosystem, make the city centre a magnet for investors and entrepreneurs alike.

This prospectus shines a light on the unique precincts that make up Auckland’s city centre, and the investment opportunities that exist within them, in the present and near future.

As Auckland continues to evolve and thrive, there has never been a better time to be a part of its journey. We invite you to join us in shaping the future of New Zealand’s global city.

Why Auckland city centre?

Auckland's city centre has a combination of economic strength, cultural vibrancy, and natural beauty. As New Zealand's financial and commercial capital, it offers opportunities for investors and businesses looking to be part of a thriving central hub.

Like many global cities, Auckland's city centre faces economic, social, and environmental challenges, yet these issues also present opportunities for investors to contribute to sustainable solutions and drive positive change.

The city centre is made up of seven distinct precincts spanning 4.5km², where people live, work, study and visit. 157,500 workers – 16 per cent of the Auckland region's workforce – are based in the city centre, while its residential population is projected to grow by 44 per cent over the next 25 years.

A projected pipeline of \$6 billion of private investment, and projected public investment of approximately \$1b in transport and public spaces, is set to rapidly improve the city centre over the next five to ten years. This includes the \$5.5b City Rail Link (CRL), New Zealand's largest-ever transport infrastructure project.



OVER THE NEXT 5-10 YEARS



RESIDENTIAL POPULATION²





Photo by Fanaticals

With world-class amenities and a highly skilled workforce (fostered by some of the country's top universities, and the GridAKL innovation precinct), Auckland city centre provides an ideal environment for innovation and investment. Our indigenous Māori culture also presents an investment opportunity to grow and support Māori businesses and the growing Māori economy.

As Auckland continues to evolve, it remains committed to sustainability and innovation. The region is investing in initiatives such as *Te Tāruke-ā-Tāwhiri: Auckland's Climate Plan*, to reduce greenhouse gas emissions, adapt to climate change, and enhance resilience across the region.

The greening of Auckland's city centre and reconnection to its harbour, driven by public investment and demand from tenants for sustainable buildings, enhances the city's appeal as an investment destination.

Beyond its economic appeal, Auckland's city centre offers a world-class quality of life. It boasts a dynamic cultural scene, captivating events, a diverse range of dining, retail, and recreation options, and a world-class harbour which has been reconnected to the city through an extensive redevelopment.

Residents and visitors alike are drawn to the city's energy and rich cultural heritage, which has seen Auckland regularly feature in global liveability rankings, including a top 10 position in the Economist Intelligence Unit's 2024 Global Liveability Index.

Auckland's city centre offers a diverse range of opportunities for investors in mixed use, residential, and commercial developments, and companies in a wide range of sectors looking for a New Zealand or Asia-Pacific base.

Investing in Auckland's city centre is an opportunity to become part of a thriving community and contribute to its further success. With its diverse economy and dynamic culture, Auckland offers investors a wealth of opportunities to make a positive impact while achieving their financial goals.



Auckland city centre in numbers

Economic indicators

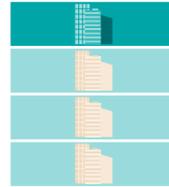
City centre GDP (2023)

\$30.4 billion (21% of Auckland's total)⁶

4.5km² generating 8% of New Zealand's GDP – **highest amount of GDP generated per square kilometre** in New Zealand due to the agglomeration.



Nearly **one-quarter of New Zealand's top 100 firms are headquartered** in Auckland's city centre including major banks (ASB, BNZ, Westpac, Suncorp) and major New Zealand firms (Fonterra, Spark, Southern Cross) and international corporations (Microsoft, Goodman Fielder, IAG, Zurich).⁷



More than 60% of GDP

generated by three key industries:



Tech innovation⁸



39

Number of New Zealand's top 200 tech firms (TIN200 report) in the city centre and immediate surrounding area



People employed globally

6000+

Generating in revenue:

\$1.5 billion

Auckland region's jobs

40% Computer system design and software jobs

44% Labour productivity premium over rest of New Zealand (GDP per filled job)

Professional and financial services

One-third of financial and insurance services jobs in New Zealand, one-quarter of New Zealand's GDP across professional, technical, scientific, financial and insurance services,

7% annual growth

in professional, scientific and technical services GDP over last decade.

Auckland city centre employment and business count (2000-2023)⁹



Population and education

Population

Total estimated city centre population (2023):

38,500



Residential population has the potential to reach

100,000



Total estimated Auckland regional population (2023):

1.74 million

Student

Home to two of New Zealand's top universities



University of Auckland



Auckland University of Technology (AUT)

Total student population
(2023)

70,000+

11,000

Number of **international students** attending universities (2023)

Diversity

More than 40% of the Auckland region's population was born overseas, rising to 74% for city centre residents.



Infrastructure and amenities

Ultra-fast broadband (UFB) access

The entire city centre has access to UFB.

Spark Arena

A major venue for concerts, sports events, and other entertainment activities.

Theatres in the city centre

Aotea Centre, The Civic, Auckland Town Hall, ASB Waterfront Theatre, Q and SkyCity Theatres **9**

Parks in the city centre

14

Top 50 Metro restaurants

Number of Metro's Top 50 restaurants located in Auckland's city centre **17**

Central transport hub

42%

Trips in the morning peak are on public transport.

City Rail Link (CRL)



A major infrastructure project aimed at improving public transport connectivity in the city, opening 2026, enabling

54,000

passengers at peak.

New Zealand International Convention Centre (NZICC)

32,500m² of new business convention space, opening in 2025. Venue capacity of

4000 delegates.

Employment and business

Total employment (2023)

157,500



Number of businesses (2023)

15,200

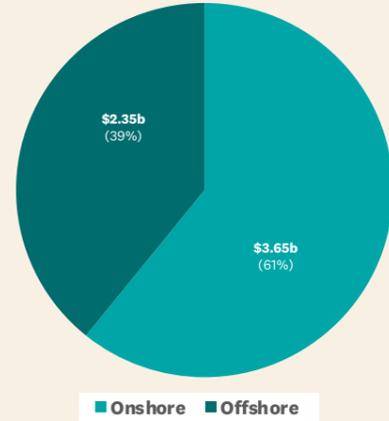


Percentage of employment in **professional, technical, scientific, financial and insurance services** (2023)

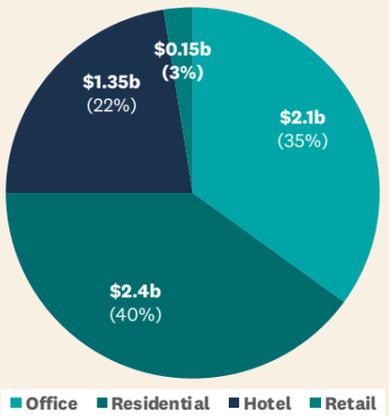
46%



Private investment pipeline: onshore v offshore



Private investment pipeline: use type



Planned spend by the Auckland Council Group

Public realm investment

\$220M



City bus infrastructure

\$242M



City centre projects completed

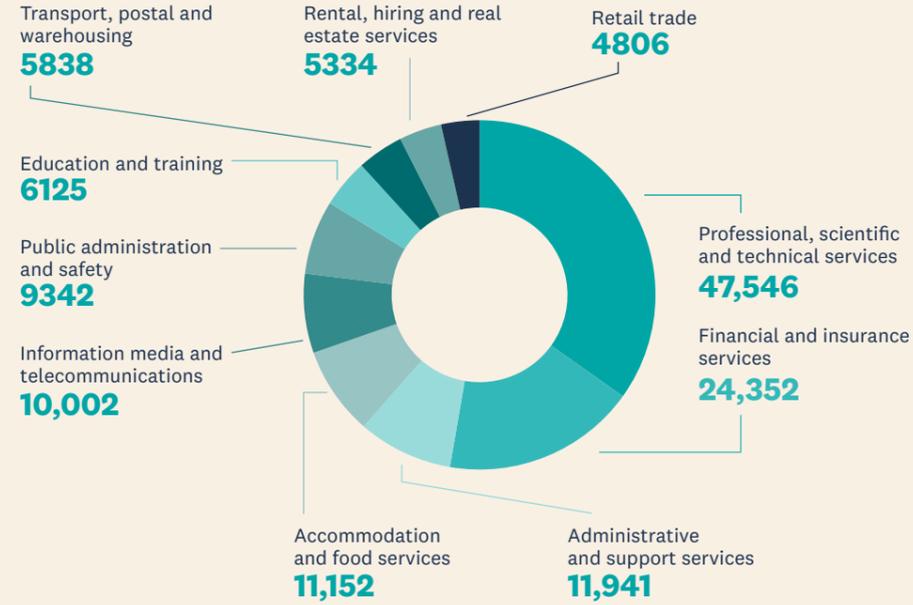


- Galway Street
- Wai Horotiu Queen Street
- Federal Street
- Quay Street Enhancement
- Te Ngau O Horotiu, Downtown Ferry Terminal
- Karangahape Road Enhancement
- Te Wānanga
- Silo Park Extension
- Daldy Street Linear Park
- Amey Daldy Park
- Te Komititanga
- Albert Street Bus Interchange
- Albert Street
- Westhaven Promenade
- Urunga Plaza
- America's Cup Infrastructure
- Freyberg Square and Ellen Melville Centre

Private investment pipeline by development stage (as at Jan 2024)



Auckland city centre employment by industry top 10 (2023)



Auckland city centre's advantages





A centre for Asia-Pacific business

Tāmaki Makaurau Auckland is the economic centre of New Zealand, and an innovation hub of the Asia-Pacific region.

Auckland is set to hit a population of 2 million people by 2033 (medium projection) and the city centre has the capacity to accommodate a significant proportion of the jobs that will be generated by this increase in population.

More than 157,000 people work in Auckland’s city centre at more than 15,000 businesses, with this large concentration meaning many companies look to locate here. Nearly one-quarter of New Zealand’s top 100 firms are headquartered in Auckland’s city centre including major New Zealand and international corporations.

The city centre is the location of choice for regional headquarters for major New Zealand companies, including Fonterra, Spark and Southern Cross, and international corporations such as Microsoft, IBM, IAG and Google.

Auckland’s city centre is the financial services hub of New Zealand, with 24,350 jobs in the financial and insurance services industry – one in every three financial services jobs in New Zealand. The city centre is also home to a burgeoning professional, scientific and technical services industry, which has grown by 84 per cent between 2012 and 2022.

Auckland’s strategic location in the Asia-Pacific region is a distinct advantage for companies based here. Proximity and shared time zones enable Auckland-based firms to compete effectively in Asia-Pacific markets.

World-class digital infrastructure supports thriving technology and creative industries in Auckland. Globally connected, with no fewer than five international submarine data cables, Auckland businesses enjoy excellent digital capacity, speed and resilience. This allows them to be globally competitive, while based in a city where a great lifestyle attracts top talent.

People working in Auckland’s city centre

157,500



Businesses in the city centre

15,200



Jobs in the financial and insurance services industry

24,350



Labour productivity growth: Auckland city centre v New Zealand



City centre professional services employment change 2003-2023



A centre for innovation and talent

Auckland's city centre is a place where innovation takes centre stage. From the thriving Wynyard Quarter, with its innovation precinct and marine industries, to the financial and service sectors around Queen Street, the city buzzes with creativity and forward-thinking.

Auckland offers a supportive ecosystem for startups and entrepreneurs, with incubators, accelerators, and co-working spaces providing resources, mentorship, and networking opportunities. Organisations such as GridAKL play a crucial role in nurturing and supporting the region's entrepreneurial spirit and growth of innovative businesses.

The fintech, creative tech and Software as a Service (SaaS) sectors lead the charge, encouraging collaboration and pushing boundaries. Companies such as Soul Machines, specialising in lifelike digital avatars and artificial intelligence technology, and PushPay, a fintech company providing mobile payment solutions, have gained international recognition for their work, while plans to establish a fintech hub within GridAKL are under way.

Two of New Zealand's top universities, the University of Auckland and Auckland University of Technology (AUT), are located in the city centre, providing a steady stream of talent and driving innovation and research in collaboration with industry.

Auckland celebrates its indigenous Māori culture and heritage, which includes a rich tradition of innovation and entrepreneurship.

Māori businesses are increasingly influential in Auckland's economy, contributing unique perspectives and approaches to innovation. By collaborating with Māori communities and organisations, investors can foster economic opportunities that benefit all stakeholders and showcase Auckland's Māori culture on the global stage.¹⁰

Auckland's commitment to sustainability is evident in its ambitious targets to cut emissions by 50 per cent by 2030 and achieve net-zero by 2050, set out in *Te Tāruke-ā-Tāwhiri: Auckland's Climate Plan*. This is supported by Climate Connect Aotearoa, an initiative that connects people, builds partnerships and delivers practical solutions to accelerate the transition to a climate resilient and low carbon Auckland and beyond.



Number of TIN200 companies in the city centre and periphery

39



employing more than

6000

people



Cutting emissions

50% by 2030

Net-zero by 2050



Residents based in GridAKL Innovation Precinct

130+





A centre for people

Auckland's city centre is not only a hub for commerce and innovation; it is a thriving community, where residents and visitors can enjoy the amenity of a world-class city on their doorsteps.

The city centre is home to a diverse mix of residents who add to the area's energy and cultural richness. With a population of 38,500 residents, and the potential to grow this to 100,000, Auckland's city centre is ripe for further residential development.

Recent years have seen a surge in residential projects, with more than 1000 additional residential units anticipated to be delivered by 2026.

Notable developments include Seascape, which is set to be New Zealand's tallest residential building upon its completion. Albert Street's Hotel Indigo apartments and student accommodation at 64-68 Lorne Street, slated for completion in 2025, will further add to the city's residential offerings.

Commercial Bay | Photo by David St George

Mixed-use projects such as the Symphony Centre, a vertical village offering accommodation and office space in the heart of Aotea Arts Quarter, and the redevelopment of the Downtown Car Park to include commercial, retail and hospitality offerings, underscore the ongoing expansion of residential options within the city centre.

As well as a place to live, Auckland city centre is a place to visit. Bolstered by a steady influx of visitors staying in a range of leading hotels, the city centre enjoys a diverse population mix, contributing to its cosmopolitan character.

As Auckland's city centre continues to evolve and grow, its residents remain at the heart of its appeal, enriching the urban fabric with their diverse backgrounds, experiences, and aspirations.



Current residential population

38,500



Potential to grow resident population to

100,000



¹City centre area dedicated to formally designated open space

350,000m²



Gateway to Hauraki Gulf Marine Park: 1.2m ha coastal feature with more than **50 islands and 6 marine reserves**



Silo Park | Photo by David St George



Skyscrapers | Photo by David St George



Bledisloe House artist impression by One to One Hundred produced for developers MRCB and RCP

A centre for arts, events and culture

Auckland’s city centre is a beacon of cultural vibrancy, captivating residents and visitors with its diverse array of arts, events, and entertainment. As a key destination for arts, entertainment, sports, food, and business events, the city centre is a place where Aucklanders come together to celebrate the city’s diversity.

The city centre offers experiences that cater to all tastes and interests. It is home to world-class theatres such as the iconic theatre The Civic, event venues such as Spark Arena, and a plethora of theatres and galleries, including many located in the Aotea Arts Quarter, ensuring there is always something new and exciting to explore and experience.

Auckland city centre’s diverse culinary scene showcases flavours unique to Auckland, and cuisines from New Zealand and around the world, offering everything from street food markets to award-winning, fine dining restaurants.

The city centre and surrounding areas host a wide range of events year-round, from cultural festivals to international sporting competitions and world-class music and arts festivals, ensuring there’s always something exciting happening in the city.

On the fringe of the city centre is Karangahape Road, one of Auckland’s most colourful and exciting streets, with a unique blend of cultural, artistic, and commercial offerings. Time Out named it the 6th coolest street in the world in 2022.

New Zealand is renowned for its natural beauty and Auckland is no different. The city centre is well situated to enable residents and visitors to easily access the outdoors, with 14 parks in the city centre for residents and visitors to enjoy. A number of Auckland’s 53 maunga (volcanic cones) are less than 15 minutes away. Connection to these majestic taonga (treasures) will only improve when the City Rail Link opens in 2026.

Downtown Auckland is also the gateway to Hauraki Gulf Marine Park/Ko te Pataka kai o Tikapa Moana Te Moananui a Toi, with many islands easily accessible by ferry including Waiheke Island, Rangitoto Island and Tiritiri Matangi Island, offering further opportunities for outdoor adventures and scenic experiences.

Aucklanders can take the chance to make the most of what the city centre has to offer, with the city ranked fifth for work life balance according to Forbes Advisor worldwide work life balance index 2023.



Business conventions held in the city centre from 1 July 2023 to 30 June 2024

108



Economic impact estimated to the events

\$89 million



70,000 attendees



100,000 visitor nights¹²



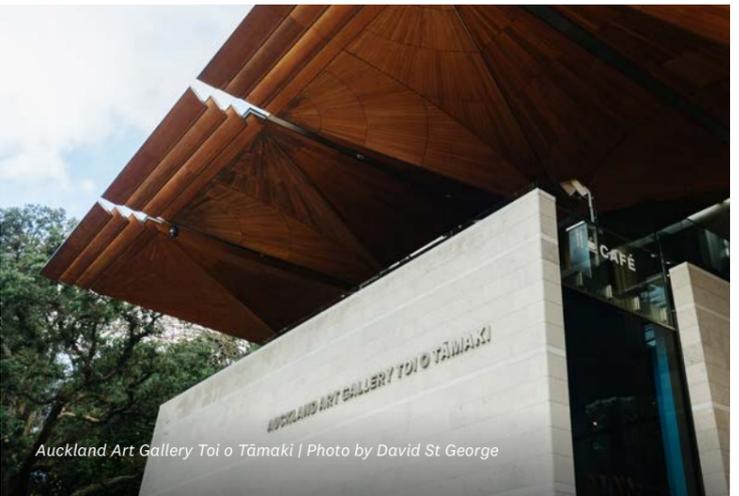
Theatres in the city centre

9



Metro Top 50 Restaurants in Auckland’s city centre

17



Auckland's city centre precincts



Wynyard Quarter
TE TAKUTAI
I TE URU

Central Waterfront
TE TAKUTAI
I TE POKAPŪ

West Stitch
TE KŌTUI
I TE URU

Queen Street Valley
WAIHOROTIU

Te Tōangaroa East City
TĀONE I TE RĀWHITI

Learning Quarter
TE WĀHANGA
AKORANGA

Karangahape Rd
KARANGA-A-HAPE

Image by Eke Panuku Development Auckland

Auckland's central city is made up of seven distinct precincts, spanning from Central Waterfront along the Queen Street Valley to Karangahape, and from the West Waterfront to the East City. Each precinct has its own distinct characteristics, and opportunities.



Central Waterfront/Te Takutai I Te Pokapū encapsulates Britomart and Commercial Bay with its high-end retail and hospitality offering, and a strong concentration of leading professional service firms. The vision for the area is to be a world-class, harbour-edge boulevard that distinctly expresses Auckland's uniqueness. This involves redevelopment of cruise and ferry infrastructure and unlocking new waterfront public spaces, with a \$350m upgrade completed in 2021.



West Waterfront (Wynyard Quarter)/Te Takutai I Te Uru is home to the Wynyard Quarter innovation precinct, Auckland's tech and innovation hub, and includes the marine industry. It generates 1.6 per cent of New Zealand's GDP and includes an extensive food, beverage and entertainment hub at Viaduct Harbour. It is a hotspot for development, including a new green space on Wynyard Point, and a new mixed-use waterfront neighbourhood for Aucklanders and visitors.



West Stitch (Victoria Quarter)/Te Kōtui I Te Uru is located on the western edge of the city centre, facing the harbour and Wynyard Quarter to the north. It is a major employment hub for information media, telecommunications, and professional services and includes the densest residential neighbourhood in New Zealand. The vision is for Victoria Park, located in this precinct, to become a highly accessible green heart and central focus of this area.



Learning Quarter/Te Wāhanga Akoranga is home to two of New Zealand's two largest universities (University of Auckland and Auckland University of Technology [AUT]). It offers significant wider benefits to the city centre through education, research and commercialisation. The vision for this precinct is to create a more attractive, expanded city campus environment through significant street network changes, improving accessibility by foot, cycle and public transport.



Karangahape/Karanga-A-Hape is an iconic area, where historic buildings house an array of restaurants, bars, clubs and shops, as well as workspaces for small and startup creative businesses. The completion of the City Rail Link is expected to be the catalyst for significant ongoing regeneration and redevelopment, and will renew and elevate the opportunities for this precinct.



Queen Street Valley (Midtown)/Waihorotiu is the cultural, historical, commercial, professional, hospitality, and retail heart of the city centre. Much of the city centre's economic activity is concentrated here and includes Midtown and the Aotea Arts Quarter. Transport improvements under way such as the City Rail Link and public upgrades are set to improve access to the area.



Te Tōangaroa East City/Tāone I Te Rāwhiti is the eastern gateway to the city centre and home to the first tangata whenua (people of the land) precinct, the multipurpose event venue, Spark Arena and Ports of Auckland (POAL), the country's largest container port. Future development in the area aims to enable a productive and attractive new quarter, seamlessly integrated with the heart of the city centre via a multi-modal boulevard and future urban neighbourhoods around Grafton and Te Tōangaroa.



Queen St Valley
(Midtown)
WAIHOROTIU

Central Waterfront
TE TAKUTAI I TE POKAPŪ

West Waterfront
(Wynyard Qtr)
TE TAKUTAI I TE URU

West Stitch
(Victoria Qtr)
TE KŌTUI I TE URU

Karangahape
KARANGA-A-HAPE

Learning Quarter
TE WĀHANGA AKORANGA

Te Tōangaroa East City
TĀONE I TE RĀWHITI

KEY SECTORS

Finance
Insurance
Legal services
Accounting services
Accommodation
Hospitality
Retail
Arts and culture

Finance
Insurance
Legal services
Accounting services
Accommodation
Hospitality
Management consulting
Retail

Finance
Insurance
Management consulting
Computer system design
Architectural services
Engineering consulting
Marine
Hospitality
Accommodation

Information media and telecommunications
Management consulting
Finance
Insurance
Computer system design

Hospitality
Employment services
Computer system design
Retail

Higher education
Scientific research
Hospitality
Accommodation

Employment services
Computer system design
Port operations
Engineering consulting
Accommodation
Arts and culture
Health services
Moving employment services and port operations

KEY OCCUPIERS

BNZ, ANZ, Bank of China, Vero, Simpson Grierson, Russell McVeigh, Bell Gully UDC, SkyCity, Goodman Fielder

Westpac, HSBC, Chapman Tripp, MinterEllison, DLA Piper, EY, PwC, Deloitte, Aon NZ, Savor Group, Mercer NZ, AWS, LVMH, Britomart Group, Precinct Properties

ASB, Kiwibank, Tenzing, Microsoft, Datacom, ClearPoint IAG, Southern Cross, NZI, Fonterra, KPMG, Tonkin & Taylor, Warren & Mahoney Architects, Orams Marine

Spark, NZME, TVNZ, 2 Degrees, Chorus, Tower Insurance, Fidelity Life, AA Insurance, Meredith Connell, Lion, Ricoh, Vista Group

Ventia

University of Auckland, AUT, Whitecliffe College, Yoobee School of Design

Spark Arena, AECOM, Babbage, Medcall, Certus Solutions, Staircase Financial Management, Russell Property Group, Latitude Financial Services, Ports of Auckland (POAL)

PRIVATE INVESTMENT PIPELINE

\$2.95b

\$500m

\$1.8b

\$450m

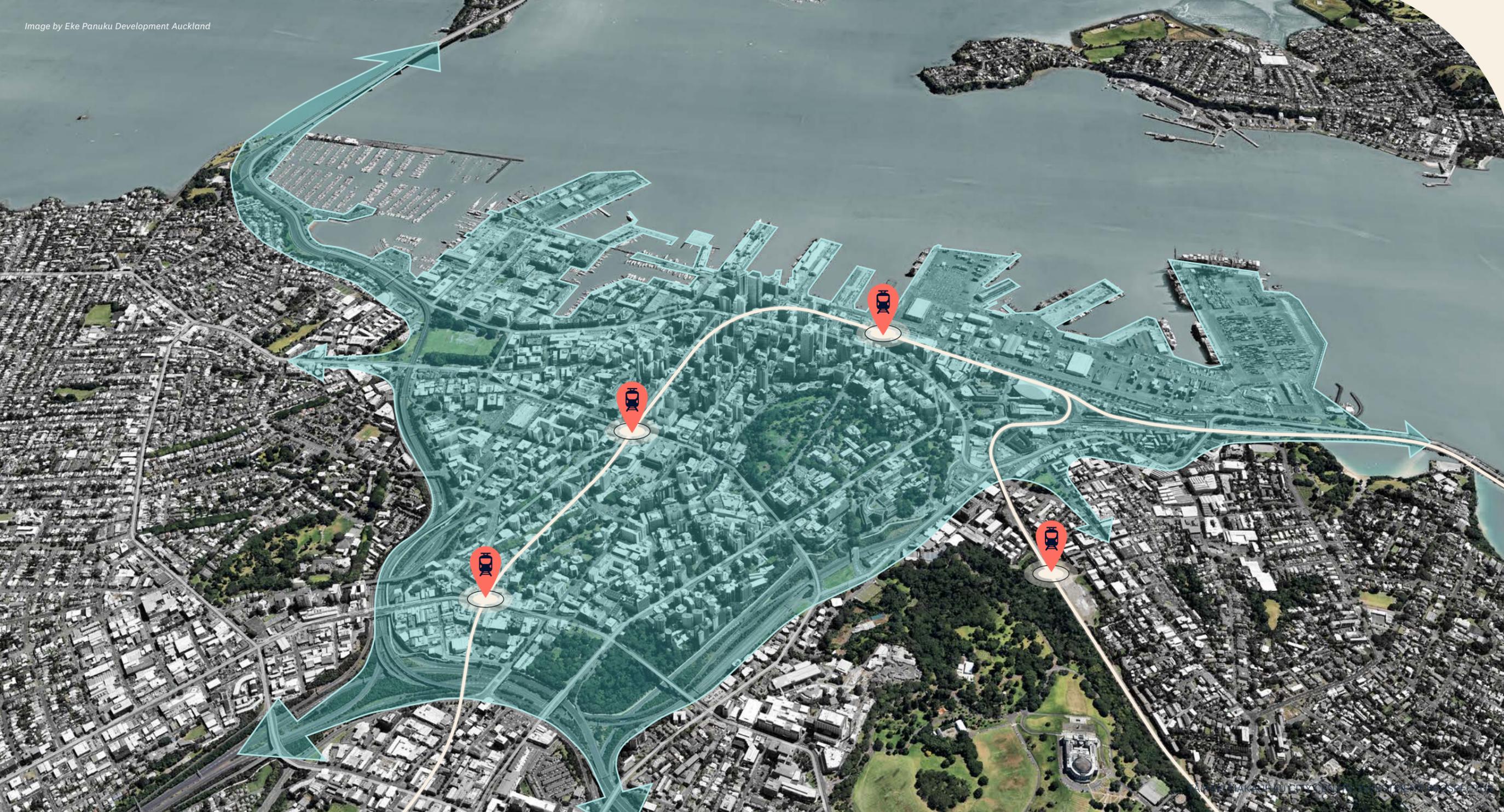
\$160m

\$100m

\$50m

Investment opportunities





Auckland's city centre features a number of key development sites that present immediate opportunities for investors in commercial ventures, residential developments, and mixed-use projects:

Residential

Auckland city centre's residential population is projected to grow by 44 per cent over the next 25 years. The owner-occupier market at Wynyard Quarter and Britomart present the largest opportunities for investors to develop residential buildings, while Midtown offers a sizable opportunity due to the City Rail Link, scheduled to open in 2026.

Office

City centre employment is predicted to rise by nearly 48,000 from 2022-2052.¹³ This represents the biggest increase of any major employment area in Auckland, and 19 per cent of total projected employment growth across the Auckland region.

As a result, the city centre has the highest demand for additional commercial floorspace. While there is an abundance of plan-enabled capacity, it is projected that 610,000m² of floorspace will be needed from 2022-2052.

There is a growing emphasis on proximity to public transport and the availability of end-of-trip facilities. Occupiers are actively seeking better quality spaces – often in conjunction with consolidating their footprint through refurbishment or new development projects – which cater to the needs of modern businesses.

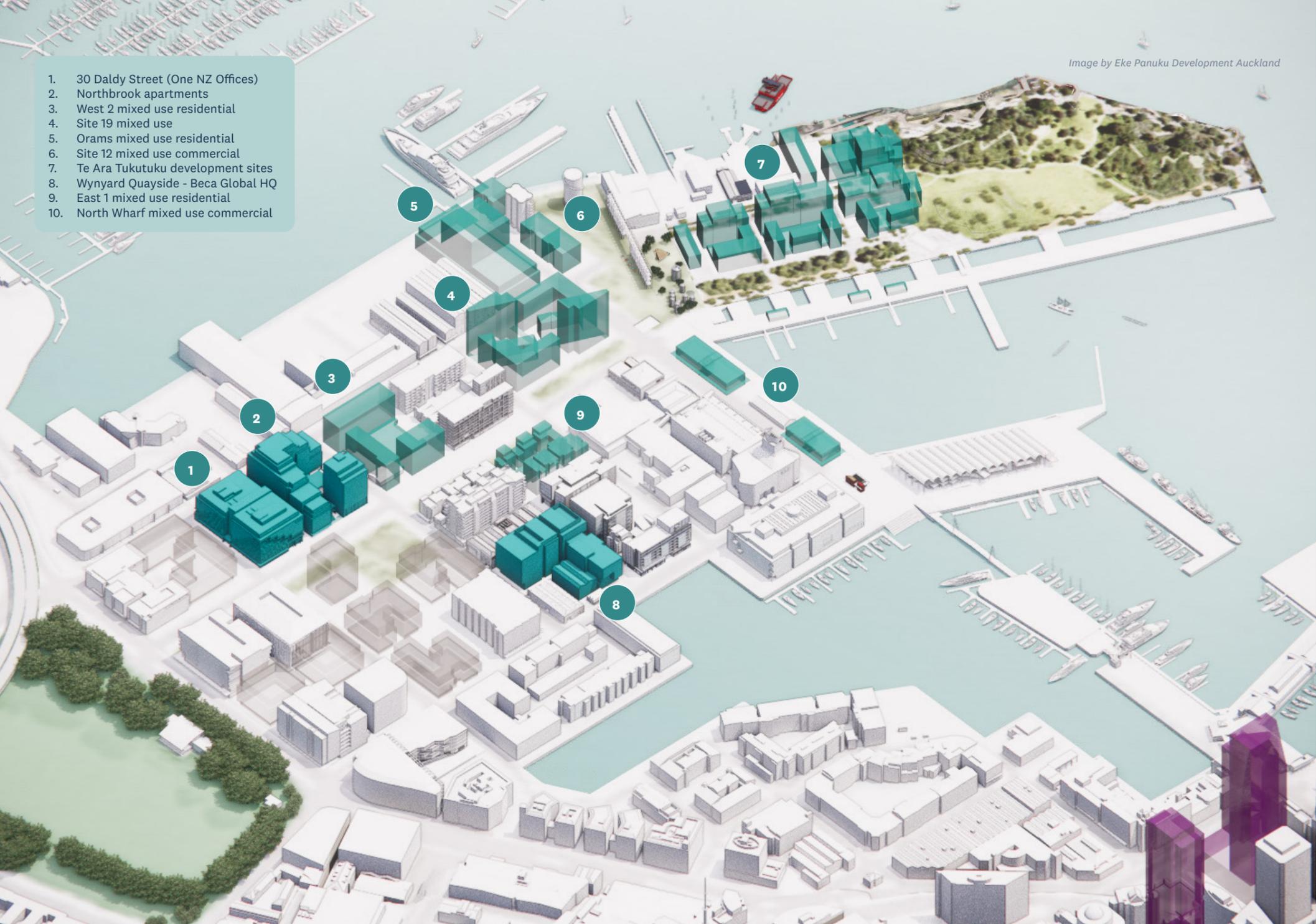
Mixed-use

Investing in mixed-use developments in Auckland's city centre offers plenty of opportunity. With renewal projects underway and demand for integrated spaces, investors can tap into the trend of mixed-use environments attracting residents and businesses seeking vibrant live-work-play environments.

These include opportunities in the West Waterfront (Wynyard Quarter)/Te Takutai I Te Uru, Central Waterfront/Te Takutai I Te Pokapū, Queen Street Valley/Waihorotiu, and Te Tōangaroa East City/Tāone I Te Rāwhiti precincts.

1. 30 Daldy Street (One NZ Offices)
2. Northbrook apartments
3. West 2 mixed use residential
4. Site 19 mixed use
5. Orams mixed use residential
6. Site 12 mixed use commercial
7. Te Ara Tukutuku development sites
8. Wynyard Quayside - Beca Global HQ
9. East 1 mixed use residential
10. North Wharf mixed use commercial

Image by Eke Panuku Development Auckland



West Waterfront (Wynyard Quarter) /Te Takutai I Te Uru

Since 2011, Wynyard Quarter has been transformed from a former industrial zone into a dynamic mixed-use area comprised of commercial space, hotels, residential accommodation, retail, café, restaurant, and leisure offerings.

Wynyard Quarter's dynamic mix of residential, retail, public and office space create a strong, diverse, inclusive and lively community, which is home to about 3000 residents and 25,000 workers.

Wynyard Quarter's urban renewal began in 2007, with the first milestone being to open new waterfront space to the public for the 2011 Rugby World Cup, including Silo Park, North Wharf and Karanga Plaza, which remain a drawcard for visitors today.

Under the guidance of Waterfront Auckland and now Eke Panuku Development Auckland, alongside investment in the public realm, significant commercial and residential developments have been undertaken. This includes the city's innovation precinct GridAKL, which is currently home to more than 57 businesses, transforming the area into a lively waterfront destination. ASB Bank, Media Design School, the 5-star Park Hyatt hotel, ASB Waterfront Theatre, and a cluster of marine businesses are amongst the many organisations also based in this area.

The transformation of Wynyard Quarter will continue over the next 10-15 years, with further sites within the central part of Wynyard Quarter being developed, inclusive of further residential development delivering approximately 500 apartments.

Further to the north at Wynyard Point, Te Ara Tukutuku will deliver one of the city's most beautiful waterfront park destinations, the first inner city park to be developed in Auckland in 100 years. This park will be supported by further mixed-use development on the water's edge.

★ HIGHLIGHTS

- Te Ara Tukutuku – 5ha of former industrial land being transformed into one of the city's most beautiful waterfront park destinations.
- Site 19 – a potential landmark residential building with approximately 400 apartments.

Future development sites:

North Wharf Pavilions

- Entertainment, commercial; approx. 7000m² gross floor area (GFA).

Wynyard Central

- Recreation and mixed use including marine activity, approximately 10,000m² GFA.

Wynyard Point Sites

- Mixed use approx. 58,000m² allowable GFA, including marine commercial, 3500m² of ground floor retail and community uses and approximately 300 new homes.



Photos 1 & 2: David St George



Image by Eke Panuku Development Auckland

1. Aecom House
2. Hudson Brown
3. Historic Railway Station
4. Spark Arena
5. Mirage Apartments



Te Tōangaroa East City /Tāone I Te Rāwhiti

(Te Tōangaroa) East City/Tāone I Te Rāwhiti is the eastern gateway to the city centre. It is home to residential and commercial developments, hotels, Spark Arena, green spaces and public art. It offers easy motorway connections, links to local cycleways and is close to Waitematā Station (Britomart).

As tangata whenua (people of the land) and the landowner of the 19-hectare precinct, Ngāti Whātua Ōrākei is seeking partnerships that will continue to broaden and deepen the mixed-use offering of Te Tōangaroa and take advantage of the uniqueness provided by an indigenous-owned urban precinct.

Ngāti Whātua Ōrākei and Precinct Properties have already partnered to acquire two A-grade buildings in Te Tōangaroa at 8 Tangihua Street and 30 Mahuhu Crescent.

As part of the acquisition, the previous/existing lease was restructured with ownership of the land remaining with Ngāti Whātua Ōrākei with the investment partnership holding a 123-year prepaid ground lease. The repositioning of these assets is currently underway.

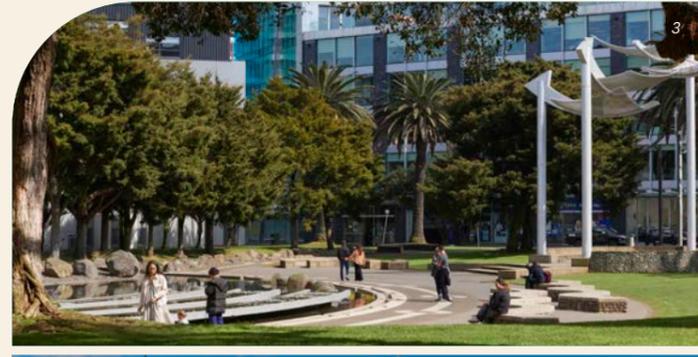
Te Tōangaroa has proven itself as a viable mixed-use precinct, and with the appropriate investment, has the potential to exponentially improve to an area that best serves the community and continues the long-needed regeneration of the eastern central city.

★ HIGHLIGHTS

- Ngāti Whātua Ōrākei, landowner of the 19ha precinct, is seeking partnerships that will continue to broaden and deepen the mixed-use offering of Te Tōangaroa.
- Ngāti Whātua Ōrākei and Precinct Properties have already partnered to acquire two A-grade buildings in Te Tōangaroa.

Te Tōangaroa Sites:

- Investment opportunities include a mixture of brownfield and greenfield developments, with varying investment horizons possible.
- Greenfield opportunities include an area up to 3.8ha of available space, which includes air rights over the existing railways, and adjacent brownfield sites wholly controlled by Ngāti Whātua Ōrākei.
- Further to this 3.8ha, Ngāti Whātua Ōrākei sees a unique opportunity to include a redevelopment of the railway station building with the future development of the eastern end of Te Tōangaroa.



Photos 1-4 courtesy of Ngāti Whātua Ōrākei



Image by Eke Panuku Development Auckland

1. Downtown Carpark
2. 5 Albert Street
3. 51-53 Albert Street
4. Holiday Inn + Voco Hotel
5. 45-56 Albert Street - Mk2
6. The Pacifica
7. Commercial Bay
8. Deloitte Building
9. 10-18 Customs Street - Hayman Kronfield
10. The Seascope



Central Waterfront /Te Takutai I Te Pokapū

The downtown central waterfront area is rich in history and forms part of the 3000ac of land offered in partnership by Ngāti Whātua Ōrākei to Governor Hobson for the construction of a new capital city after the signing of te Tiriti o Waitangi/the Treaty of Waitangi in 1840.

The area has been a focus for investment in the city centre over the last 20 years, spurred on by the opening of Britomart Train Station (now Waitemātā Station) in 2003 which was a pivotal moment in the city centres regeneration.

This public sector led investment has spurred on the development of the Britomart Precinct by Cooper and Company, and Commercial Bay by Precinct Properties. These lively urban areas blend heritage buildings with modern developments and feature shops, restaurants, offices, and hotels such as The Hotel Britomart and the InterContinental Auckland.

The downtown central waterfront is a bustling central transport hub with ferry, bus, and train services. It features an expanding high-end retail scene in Britomart and Lower Queen Street, alongside a high concentration of grade-A office floor space, and the recently completed Te Komitanga public space, Quay Street upgrade and Downtown Ferry Basin redevelopment.

Downtown Central Waterfront Sites:

- 5 Albert Street (34,400m² GFA, office space).
- Downtown Car Park (a large, mixed-use precinct encompassing, office, residential and hospitality and urban spaces for residents and the public, construction scheduled to start 2026).

★ HIGHLIGHTS

- An area of focus for city centre investment over the last 20 years, spurred on by the opening of Britomart Train Station in 2003.
- Recent public developments include Te Komitanga Square, the Quay Street upgrade and Downtown Ferry Basin redevelopment.

CASE STUDY

Downtown West

Further investment in the downtown central waterfront is planned with the redevelopment of the Downtown Car Park by Precinct Properties in partnership with Ngāti Whātua Ōrākei.

This is an example of a project involving private investment and significant public works, with Auckland Council committing to improve the streetscape, including the removal of an existing flyover to improve the public space around the development.

This investment will deliver premium commercial, retail and hospitality offerings, drawing thousands of workers and visitors to the area every day. It will also include hundreds of new homes, growing the city centre's stature as an urban neighbourhood that tens of thousands of Aucklanders already call home. Construction is planned to commence in 2026.



Photos 1, 2 & 3: David St. George / Photo4: The Hotel Britomart from Takutai Square, Britomart | Photo by Samuel Hartnett

1. NZICC Convention Centre
2. The Symphony Centre
3. Bledisloe House
4. 2 Wakefield Street
5. 64-68 Lorne Street
6. 92 Albert Street - Doubletree
7. 3 Lorne Street & 228 Queen Street
8. 280 Queen Street - The Radisson Red



Queen Street Valley, (Midtown) /Waihorotiu

Central Auckland’s Midtown area is a bustling district situated between the downtown waterfront and the uptown commercial and residential neighbourhoods. It is characterised by a mix of businesses, retail outlets, entertainment venues, hospitality, and cultural attractions.

Midtown is centrally located within the city’s Queen Street Valley/Waihorotiu precinct, bordered by the Waitematā Harbour to the north and stretching inland towards Karangahape Road.

It is home to the Aotea Arts Quarter, with cultural facilities including The Civic Theatre, Aotea Centre, Q Theatre and Auckland Town Hall. Aotea Square also plays host to some of the iconic events held annually in the city such as Auckland Diwali Festival, Auckland Writers Festival and Auckland Arts Festival.

Midtown is within walking distance of the New Zealand International Convention Centre (NZICC), a 32,500m² conference, exhibition and entertainment space due to open in 2025 that will be the largest and most versatile space of its kind in the country. It is close to Auckland’s iconic Sky Tower, the focus of New Year celebrations in the city.

Accessibility to Midtown will be majorly improved when the City Rail Link opens in 2026. The new station, Te Waihorotiu Station, is in the heart of Midtown and is expected to be New Zealand’s busiest train station.

★ HIGHLIGHTS

- New Zealand International Convention Centre, a 32,500m² conference, exhibition and entertainment space due to open in 2025.
- Te Waihorotiu Station, in the heart of Midtown, is expected to be New Zealand’s busiest train station when it opens in 2026.

Midtown Sites:

- \$150m is being invested in public realm infrastructure including wastewater, public transport and public space upgrades.
- Further public sector investment is being investigated by Auckland Council Group in the Aotea area to develop this area as the heart of the arts and cultural sectors.
- The private sector is playing a leading role in redevelopment of key sites in the area, including:
 - » Symphony Centre (c. 40,000m² GFA), value \$450m, creating a vertical mixed-use development, offering opportunities to live, work and play.
 - » Bledisloe House (10,240m² GFA), restoring the adjacent heritage-listed Bledisloe House and the creation of a laneway between these the two sites will bring renewed energy to this urban community.

Photo 1: Auckland Philharmonia, New Zealand International Film Festival, The Civic | Photo by Jay Farnworth / Photo 2: Te Waihorotiu Station | Photo by David St. George





Investment support

General support

We're here to help. Our consultants are ready to assist with independent, free advice. Get personalised insights and detailed information about the Auckland economy and settling here. No question is too big or too small.

With an established ecosystem of consultants and government agencies, we can help you assess opportunities and get started. We can also connect you with the support you need in regulatory compliance, business consulting, marketing, logistics, or securing well-located commercial space.

Working with mana whenua

Investors exploring opportunities in Auckland's city centre can align their goals with the aspirations for Māori outcomes outlined in the *Auckland Plan 2050*, an Auckland Council plan which sets out the long-term vision and direction for the region's growth and development.

Embracing Māori identity and culture not only enriches the built environment but also contributes to the city's unique character and global appeal. To support investors in meeting these goals, our consultants can facilitate engagement with mana whenua, including guidance on incorporating Māori principles into development projects.

Additionally, our region is committed to Māori procurement practices and social procurement approaches, ensuring that investment initiatives contribute to the advancement of Māori wellbeing and prosperity.

Please get in touch with one of our investment specialists today.

invest@aucklandnz.com

<https://industry.aucklandnz.com/invest>

Footnote

- P8 ¹ Source: Economist Intelligence Unit’s 2024 Global Liveability Index
- ² Source: StatsNZ
- ³ Source: Infometrics
- ⁴ Source: Based on combined data from Colliers and CBRE
- ⁵ Source: Auckland Council

- P14 ⁶ Source: Infometrics
- ⁷ Source: Based on information from Katalyst Business Database
- ⁸ Source: Technology Investment Network
- ⁹ Source: Infometrics

- P22 ¹⁰ Refer to page 45 “Working with mana whenua”

- P25 ¹¹ City Centre Masterplan 2020

- P26 ¹² Source: Auckland Convention Bureau

- P35 ¹³ Source: Auckland Council (2023) - Housing and Business Development Capacity Assessment for the Auckland Region

Front and back cover: Photo by Fanaticals



