



COVERSHEET

Minister	Hon Carmel Sepuloni	Portfolio	Social Development and Employment
Minister	Hon Stuart Nash	Portfolio	Economic and Regional Development Small Business
Title of Cabinet paper	Approving the Reactivating Tāmaki Makaurau Auckland package	Date to be published	On or before 4 February 2022

List of documents that have been proactively released

Date	Title	Author
29 November 2021	Approving the Reactivating Tāmaki Makaurau Auckland package	Office of the Minister for Social Development and Employment Office of the Minister for Economic and Regional Development Office of the Minister for Small Business
29 November 2021	CAB-21-MIN-0506	Cabinet Office

Information redacted

Yes

Any information redacted in this document is redacted in accordance with MBIE's policy on Proactive Release and is labelled with the reason for redaction. This may include information that would be redacted if this information was requested under Official Information Act 1982. Where this is the case, the reasons for withholding information are listed below. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

Some information has been withheld for the reason of protecting commercial information.

In Confidence

Office of the Minister for Social Development and Employment

Office of the Minister for Economic and Regional Development

Office of the Minister for Small Business

Cabinet

Approving the Reactivating Tāmaki Makaurau Auckland package

Proposal

- 1 We are seeking Cabinet's approval to establish the Reactivating Tāmaki Makaurau Auckland package to provide financial support for the Auckland region to stimulate economic, social and cultural activities, and to support Auckland families in hardship over the summer.

Issue Identification

- 2 The Auckland region has been significantly impacted by the COVID-19 Alert Level restrictions. The extended periods at higher Alert Level restrictions have had a direct negative impact on the local economy and the community's wellbeing. As Auckland prepares to move to the new COVID-19 Protection Framework (CPF), there is need to encourage Aucklanders to re-engage with the region to boost economic and social well-being.

Executive Summary

- 3 We propose Cabinet agree to the Reactivating Tāmaki Makaurau Auckland package, a short-term package of measures targeted to support the revitalisation of the Auckland region as it moves into the CPF. The package below seeks to achieve this to as great extent as possible. In addition to supporting the revitalisation of the region, the package proposes immediate funding for foodbanks and community food organisations in the lead up to the holiday period in Auckland and other regions that have been subject to higher Alert Level restrictions since 17 August 2021.
- 4 We propose the Reactivating Tāmaki Makaurau Auckland package provides \$37.5 million of funding to:
 - 4.1 Part One: Establish a Local Activation Programme to support and promote access to programmes, events and activities that are free to access for the public in local town centres. The contestable fund will be established for programmes, events and activities organised by different Auckland organisations such as business associations, community groups and cultural organisations (\$10 million);
 - 4.2 Part Two: Establish an 'Explore Tāmaki Makaurau this Summer Voucher' scheme to encourage families and individuals to visit Auckland-based commercial attractions (\$9 million);

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- 4.3 Part Three: Establish an ‘Explore Tāmaki Makaurau this Summer discount’ scheme to encourage families and individuals to visit Auckland-based council-owned facilities (\$3 million);
 - 4.4 Part Four: Enable funding to support marketing and promotional campaigns for the Reactivating Tāmaki Makaurau Auckland package and a domestic marketing campaign (\$2.5 million);
 - 4.5 Part Five: Provide immediate funding to foodbanks and community food organisations (\$12 million); and
 - 4.6 To provide Auckland Unlimited with administration costs associated with the delivery of the above package (\$1 million).
- 5 We propose that Parts One – Four of the Reactivating Tāmaki Makaurau Auckland package be delivered by Auckland Unlimited, an Auckland Council-controlled organisation. We recommend Cabinet agree to the parameters to enable Auckland Unlimited to deliver the package in line with the intent of the policy.
 - 6 We propose that Part Five be delivered through the Ministry of Social Development’s (MSD) Food Secure Communities Programme.

Background

- 7 Auckland has been hit hard by the recent COVID-19 Delta outbreak due to long periods in Alert Level Three and Four restrictions. Auckland has experienced much of the negative economic and social impacts seen during this outbreak.
- 8 COVID-19 Alert Level restrictions have significantly impacted economic activity in the Auckland region. At the end of the first full month of Alert Level restrictions (September 2021), four-weekly domestic consumer spend fell approximately 48% compared to the previous year. A loosening of restrictions has enabled consumer spend to increase, however at mid-November, spending is 25% lower compared to the previous year.
- 9 The Auckland region has received significant broad-based Government support since Alert Level restrictions were put in place on 17 August 2021. Financial support to date for the Auckland region includes around twelve weeks of the Wage Subsidy scheme, with close to \$1.8 billion being paid out to employees based in Auckland. There have been multiple iterations of the Resurgence Support Payment, totalling approximately \$1 billion to Auckland since the beginning of the outbreak. The Transition Payment should provide additional stimulus to Auckland, with the Treasury estimating that approximately 66% of the forecasted \$350-\$490 million Transition Payment will go to businesses in Auckland. The sectors that should benefit the most from this Payment are projected to be retail, arts and recreation, construction and food and beverage.
- 10 The prolonged time spent under COVID-19 Alert Level restrictions for the Auckland region has impacted social cohesion. The significant disruption to Aucklanders’ personal lives, potential financial pressures, and social isolation from friends, whānau

and communities are all likely to lead to adverse social wellbeing outcomes for the region.

- 11 Even before COVID-19, one in five children lived in severely to moderately food-insecure households. Prevalence of food insecurity is high among children in Pacific and Māori households, in sole parent families and large families, in low-income families, and families living in high-deprivation areas.¹ As a result of the considerable increase in demand that foodbanks and other community food organisations experienced over the COVID-19 lockdown, many have depleted the funding they would normally have budgeted to support families over the summer period.

Reactivating Tāmaki Makaurau Auckland package

- 12 Auckland Council has sought urgent Government support for its community. The Council, through Auckland Unlimited, has proposed a range of revitalisation activities that seek to encourage Aucklanders to re-engage in activities in the community to support their wellbeing, and stimulate economic activity in the Auckland region as it moves into the CPF.
- 13 We have developed this package in collaboration with Auckland Unlimited to ensure its delivery is targeted and effective. The implementation of the package will be delivered through Auckland Unlimited.
- 14 We propose the package of support meets the following objectives:
 - 14.1 Encourage and provide opportunities for Auckland residents to re-engage with its region over the summer period.
 - 14.2 Reach a wide range of communities, local areas and socio-economic groups within the Auckland region.
 - 14.3 Help stimulate Auckland's recovery from the economic impacts of COVID-19 in areas hardest hit by lockdown.
 - 14.4 Provide co-benefits for businesses through encouraging people back to attractions and events, which will have spill-over benefits for other local businesses.
 - 14.5 Encourage consumers to be fully vaccinated, and participating businesses to require COVID-19 vaccination certificates.
 - 14.6 Encourage public health settings to be upheld by having activities and events delivered through the package in line with all levels of the CPF.

¹ <https://www.health.govt.nz/system/files/documents/publications/household-food-insecurity-among-children-new-zealand-health-survey-jun19.pdf>

Part One: Local Activation Programme (\$10 million)

- 15 We propose that Part One of the package will comprise of \$10 million for a Local Activation Programme aimed at activating Auckland, local communities and places to host events, programmes, and activities. Examples of activities could include:
- 15.1 activities, such as markets and performers, to bring people to the city for shopping and experiences in the lead-up to Christmas run by organisations such as Heart of the City and K Road Business Association;
 - 15.2 support for market days to showcase Pasifika and migrant communities run by organisations such as Mangere Town Centre and Avondale Town Centre; and
 - 15.3 Waitangi Day celebrations (if public health settings allow) run by mana whenua groups.
- 16 The Local Activation Programme will have the following parameters:
- 16.1 A contestable fund which business associations, community groups, local town centres and organisations apply to for funding to deliver events, activities and programmes for members of the community to attend.
 - 16.2 Funding can be used to support any of the following (described further in **Annex One**):
 - 16.2.1 new programmes, events, and activities;
 - 16.2.2 extensions to existing programmes, events, and activities with under 5,000 attendees to avoid overlap with the Events Transition Support Payment (ETSP) scheme;
 - 16.2.3 generating food and retail spend in neighbourhood centres across the region (through markets, Christmas events, Waitangi events); or
 - 16.2.4 programming, activation and community outreach programming (such as commissioning theatre development, extending music programmes and activation programmes).
 - 16.3 New events and activities established through the fund will be free to access for the public and any existing events and activities receiving funding will ensure that a benefit is passed through to the consumer (e.g. through discounts or additional shows).
 - 16.4 The programme would also be capability building, creating new programming, and support current programming for existing cultural organisations, venues and groups.
 - 16.5 The fund will be administered by Auckland Unlimited, working with Auckland Council to reach local business improvement districts, business associations, cultural organisations and venues, mana whenua and other relevant groups.

- 16.6 A condition of support is that the events, programmes and activities must require COVID-19 vaccination certificates.
- 16.7 On application, event organisers must be able to demonstrate how the event can be delivered under CPF RED and ORANGE restrictions to ensure public health restrictions remain a priority.
- 17 Given the lead in time for organising events, we propose that funding be provided to support events and activities scheduled to begin between 15 December 2021 – 3 April 2022 (inclusive), to align with the ETSP scheme.

Part Two: ‘Explore Tāmaki Makaurau this Summer Voucher’ scheme (\$9 million)

- 18 We propose that Part Two of the package comprise of \$9 million ‘Explore Tāmaki Makaurau this Summer Voucher’ scheme (the voucher scheme) aimed at encouraging families and individuals to visit commercial attractions, to provide opportunities for increased social wellbeing and to engage with Auckland.
- 19 The voucher scheme will have the following parameters:
 - 19.1 Electronic vouchers will be available on the Bookme platform to allow consumer spending on experiences in Auckland **Commercial Information** **Commercial Information**.
 - 19.2 Auckland residents will need to register for a voucher. Registrations will be open from 15 December 2021 -there will be no direct or indirect costs to register.
 - 19.3 Two types of vouchers will be available:
 - 19.3.1 70,000 family vouchers (for up to four individuals) valued at \$100; and
 - 19.3.2 30,000 individual vouchers valued at \$50.
 - 19.4 Auckland Unlimited can begin allocating vouchers in mid-January and participants can begin to redeem vouchers once allocated.
 - 19.5 For the consumer, these \$50 or \$100 vouchers can be spent on participating experiences of their choosing through the Bookme platform, up to the total value of the voucher. For example:
 - 19.5.1 An individual could use their \$50 voucher to cover the total cost of an **Commercial Information** in Auckland which costs \$49.
 - 19.5.2 An individual could use their \$50 voucher to cover the total cost of an adult pass to **Commercial Information** (\$32) and put the remaining \$18 towards another experience of their choice.

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- 19.5.3 A family could put their \$100 voucher towards the cost of an **Commercial Information** on Waiheke Island, bringing the cost of a family package down from \$337 to \$237.
- 19.5.4 A family could use their \$100 voucher to cover the full cost of entry to **Commercial Information** (\$65) and use the remaining \$35 for another experience of their choice.
- 19.6 Each experience will have a certain number of spots available for reservation, which will be determined by the available capacity of the business. This will ensure that all voucher holders are not able to use their voucher on the same experience. Spots for each activity will be allocated on a first come first served basis. This will also ensure that consumer flows are manageable in line with public health and capacity requirements.
- 19.7 As part of the Council family, Auckland Unlimited will work with Auckland Transport about their participation with a possible public transport offering, as they have done in the past with major events.
- 19.8 To allow Auckland Unlimited a longer period to market the 'Explore Tāmaki Makaurau this Summer Voucher' scheme to ensure high number of registrations with broad coverage across communities, vouchers will be allocated in different waves: 25,000 vouchers being allocated at each of the following dates: 15 January 2022, 1 February 2022, 15 February 2022 and 1 March 2022.
- 19.9 Auckland Unlimited will seek to achieve an even distribution of vouchers across communities, however the ability to achieve this will depend on the success of marketing the scheme and therefore who registers for the voucher scheme.
- 19.10 Auckland Unlimited can allocate vouchers either:
- 19.10.1 **Option One:** randomly, or;
- 19.10.2 **Option Two:** by random allocation by postcode across all applicants.

Part Three: 'Explore Tāmaki Makaurau this Summer Discount' scheme (\$3 million)

- 20 We propose that Part Three of the package comprise of \$3 million 'Explore Tāmaki Makaurau this Summer Discount' scheme (the discount scheme) is aimed at encouraging Auckland residents to visit council-owned, cultural, or recreational facilities in Auckland, to provide opportunities for increased social wellbeing, and to engage with Auckland. This scheme will allow for discounted or free entry to these facilities (e.g. swimming pools, art galleries, leisure centres, and cultural venues).
- 21 The discount scheme will have the following parameters:

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- 21.1 Funding will provide discounted or free access to council-owned facilities, or other cultural or recreational facilities, for Auckland residents.
- 21.2 Auckland Unlimited will develop a framework for the facilities to use. The individual facility will determine its own discount programmes for the community (e.g. open days, free access, and discounted prices).
- 21.3 Funds will be distributed from Auckland Unlimited in two different ways, either:
 - 21.3.1 directly to the community programmes and facilities to apply discounts to their entry prices for all Auckland residents (on a particular day or over a particular period); or
 - 21.3.2 Through the Bookme system where a discounted activity is available for purchase by the consumer alongside activities available under the voucher scheme. For example, an Art Gallery package might be available on Bookme at a discounted price for the consumer to purchase without a voucher.
- 21.4 Auckland residents will be required to show evidence of residence, such as a bank statement or utilities letter addressed to them, to be eligible for the discounted price.
- 21.5 Any funding received by community-owned assets or cultural and recreational venues through the discount scheme must be passed through to consumers by way of discounts or reduced costs.

Parameters to apply to Part Two and Part Three of the package

- 22 The timeframe for both Part Two and Part Three of the package (the 'Explore Tāmaki Makaurau this Summer Voucher and Discount' schemes) will be available through to either:
 - 22.1 **Option One:** 3 April 2022 (end of daylight savings), or;
 - 22.2 **Option Two:** 30 April 2022. Auckland Unlimited wants the scheme to extend to this date to capture the Easter period and school holidays. There would be no additional cost and it provides a great period to redeem vouchers.
- 23 All participating businesses and consumers in Parts Two and Three of the package must adhere to the COVID-19 vaccination certificate guidelines.

Part Four: Marketing campaign (\$2.5 million)

- 24 We propose that the final part of the package is \$2.5 million to Auckland Unlimited for marketing campaigns. We propose the funding be allocated for the following purposes:
 - 24.1 \$500,000 for a campaign targeting visitors from outside Tāmaki Makaurau Auckland during the period for February 2022 – April 2022. This campaign

will be aimed at encouraging domestic visitation to enjoy the region and support local businesses;

- 24.2 \$1 million to promote Part One of the package (the Local Activation Programme); and
 - 24.3 \$1 million for a marketing campaign and product development for Parts Two and Three of the package (the voucher and discount schemes).
- 25 Auckland Unlimited will ensure that marketing activity for the Reactivating Tāmaki Makaurau Auckland package is distributed through a variety of channels to ensure broad coverage of communities, including low socio-economic groups, within the Auckland region. While efforts will be made to reach a broad range of community groups, the digital platform for registering and using vouchers will inevitably be a barrier to access for some. This is an unavoidable trade-off in getting the scheme operational quickly and in time for the summer period.

Impact of Parts One - Four

- 26 Parts Two and Three of the package (the ‘Explore Tāmaki Makaurau this Summer’ voucher and discount schemes) are expected to reach at least 300,000 people. Through this scheme, 100,000 vouchers will be available, that should reach approximately 250,000 people. The discount scheme and activation should allow for at least 50,000 people to access facilities.
- 27 In addition, Part Four of the package (the marketing messaging and activity) will reach most Aucklanders and stimulate activity across Tāmaki Makaurau, ensuring that Aucklanders receive the message to enjoy the region over summer. The marketing will be measured and reported.
- 28 There is no overlap with funding provided through the Strategic Tourism Assets Protection Programme (STAPP). While some successful STAPP applicants will also be eligible for support through Parts Two and Three of the package (the ‘Explore Tāmaki Makaurau this Summer’ voucher and discount schemes), the STAPP funding was for minimum viable operations while the purpose of the Auckland package is to incentivise consumer behaviour, participation and stimulate activity in the region.

Part Five: Immediate funding to foodbanks and community food organisations

- 29 Auckland has experienced a prolonged lockdown with the Delta outbreak and many foodbanks and community food organisations in the region have had to respond to a significant and sustained surge in demand. Between early September and late October 2021, weekly food parcel volumes increased by as high as 10-fold above pre-lockdown levels.
- 30 While funding has been provided to foodbanks and community food organisations to meet the surge demand resulting from lockdown, many providers have used their reserves, especially in the initial days of the lockdown before funding was made available. These reserves have not been able to be restored as Alert Level restrictions have meant that typical food drives and fundraising was not able to take place.

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Consequently, without additional funding, many providers may not be able to deliver the type of support to families in hardship as in previous years.

- 31 We propose that \$12 million in immediate funding to foodbanks and community food organisations is agreed. Funding would be allocated through the MSD's Food Secure Communities Programme from 3 December 2021 to 28 January 2022. The funding sought is intended to support foodbanks and community food organisations to meet the annual increase in demand that occurs every year in the run up to the summer period.
- 32 This funding is distinct from the funding recently appropriated by Cabinet as part of the *COVID-19: A whole of system welfare approach under the COVID-19 Protection Framework*. The CPF funding is to meet the costs associated with providing support to those who are required to self-isolate as part of the national COVID-19 response.
- 33 It will support many families and whānau that will face food insecurity over this period and turn to foodbanks and food organisations for support. This year, the demand is likely to be exacerbated by the ongoing impact of COVID-19 on low socio-economic communities such as South Auckland, who have been amongst those hardest hit by the impacts of COVID in 2021. The prospect of these communities enduring unmet food needs over the December/January period signals a significant equity issue.
- 34 In addition to ensuring there is sufficient funding for food security purposes, there is also provision built into the funding model for foodbanks and community food organisations to have flexibility in how they utilise funding to provide seasonal related items within parcels.
- 35 The funding will be allocated through the Food Secure Communities Programme to providers such as the New Zealand Food Network, the Pacific Food Hub operated by SouthSeas, The Fono and Affirming Works, as well as the Māori Food Hub established by Taumata Kōrero. While the majority of funding will be allocated to foodbanks and community food organisations in the Auckland region, some funding will also be allocated to organisations in other regions that have had sustained periods at higher Alert levels such as Waikato and Northland.

Impact

- 36 While it is difficult to estimate the number of families impacted from this funding, it is estimated that \$12 million to foodbanks and community food organisations through January 2022 translates to about 1,300 tonnes of food or around 84,000 parcels.
- 37 Additionally, over the holiday period, many foodbanks and community food organisations typically also provide a small gift for children alongside ingredients for a festive meal. For example, this year, the Auckland City Mission advises that it plans to deliver 9,000 food parcels and 30,000 gifts in the two weeks leading up to Christmas.

Implementation

Parts One – Four of the Reactivating Tāmaki Makaurau Auckland package

- 38 We propose that the management and delivery of Parts One – Four of the Reactivating Tāmaki Makaurau Auckland package be via Auckland Unlimited, an Auckland Council-controlled organisation.
- 39 Auckland Unlimited will require administrative funding for the delivery of the different components of the scheme, estimated to be \$1 million. For the ‘Explore Tāmaki Makaurau this Summer Voucher and Discount scheme’, Auckland Unlimited will contract Bookme. This will come with standard costs and Auckland Unlimited will negotiate best rates.
- 40 Auckland Unlimited will utilise its already existing functions and relationships within the Auckland community to deliver the package. We propose Cabinet agree that Auckland Unlimited ensure that:
- 40.1 Auckland Unlimited is the decision maker for how funding is distributed, in line with the policy parameters agreed by Cabinet.
 - 40.2 Any activity or event funded through the Reactivating Tāmaki Makaurau Auckland package must adhere to the relevant public health restrictions at the time.
 - 40.3 Auckland Unlimited will report fortnightly to MBIE and the steering group on the progress of the package, including spending to date and recipients.
 - 40.4 Any unspent funding as of 30 April 2022 across the Reactivating Tāmaki Makaurau package will be returned to the Crown.
- 41 A steering group will be established to govern Parts One - Four of the Reactivating Tāmaki Makaurau Auckland package. The steering group will include representation from MBIE. The panel will assess applications and make funding allocation decisions under Part One of the package and will receive reporting via Bookme on all voucher and discount redemptions awarded through Parts Two and Three of the package.
- 42 Timeline for implementation for Parts One-Four is shown in the table below:

December 2021	<p>8th – Auckland Unlimited begin receiving applications for the Local Activation Programme (Part One).</p> <p>15th – Funding begins to be approved and paid out for the Local Activation Programme (Part One). Events and activities begin.</p> <p>15th – Bookme is open to receive registrations for the Voucher scheme. Auckland Unlimited continuing to work with businesses to get packages confirmed (Part Two).</p> <p>15th – Discount scheme begins (Part Three).</p>
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January 2022	15 th – first 25,000 vouchers are allocated and begin to be redeemed. Packages are confirmed on Bookme for consumers to redeem (Part Two).
February 2022	1 st – second 25,000 vouchers allocated and begin to be redeemed (Part Two). 15 th – third 25,000 vouchers allocated and begin to be redeemed (Part Two).
March 2022	1 st – final 25,000 vouchers are allocated and begin to be redeemed (Part Two).
April 2022	3 rd - Local Activation Programme closes. 3 rd or 30 th - Voucher and discount scheme close.

- 43 For Part One of the package (the Local Activation Programme), Auckland Unlimited will be ready to receive applications for the local town centre and community events fund by 8 December 2021, with funding being delivered by 15 December 2021. Auckland Unlimited has access to existing platforms and processes, working with Auckland Council, in place to support an online application process for grants from this fund and to channel funding to cultural organisations and venues for the development of programmes and activities.
- 44 Part Two (the voucher scheme) and some elements of Part Three (the discount scheme) will be delivered through an Auckland Unlimited contract with platform Bookme. Auckland Unlimited will prepare an investment plan and design a discount programme that will confirm the eligible experiences in the Auckland region. Participating businesses and organisations would be able to receive payment for the vouchers through Bookme, which is a familiar tool for many of the eligible businesses.
- 45 Auckland Unlimited will work with the relevant businesses in-scope of the voucher and discount scheme to ensure preparedness ahead of 15 December 2021.

Part Five: Foodbanks and community food organisations funding

- 46 MSD’s Food Secure Communities Programme will allocate funding immediately following approval to ensure time for purchasing and distribution ahead of peak demand for foodbanks and community food organisations.

Financial Implications

- 47 The Reactivating Tāmaki Makaurau Auckland package will cost \$37.5 million in new funding. That is \$10 million for the Local Activation Programme, \$12 million for the ‘Explore Tāmaki Makaurau this Summer’ voucher and discount scheme, \$2.5 million for Auckland Unlimited to undertake marketing and \$1 million is for Auckland Unlimited to administer and deliver the scheme. The final \$12 million will be for

Vote Social Development to be administered through the Food Secure Communities Programme.

Legislative Implications

48 There are no legislative implications with the proposals in this paper.

Impact Analysis

Regulatory Impact Statement

49 Regulatory impact statement requirements do not apply to the proposals in the paper.

Climate Implications of Policy Assessment

50 There are no climate impacts of the proposals in the paper.

Population Implications

51 Funding for foodbanks and community food organisations will be targeted towards low-income individuals and families. In addition, priority will be given to Māori and Pacific Food Hubs established to respond to some of the most impacted communities in Tāmaki Makaurau.

52 Through \$2 million in marketing funding to promote the Reactivating Tāmaki Makaurau Auckland package, Auckland Unlimited will ensure there is broad coverage across the Auckland region, targeting a cross-section of Auckland and low socio-economic groups to access the package.

Human Rights

53 The proposals in this paper are consistent with the New Zealand Bill of Rights Act 1990 and the Human Rights Act 1993.

Consultation

54 The Treasury and Auckland Unlimited were consulted in the development of the proposals in the paper.

Communications

55 We intend to announce on, or soon after, Monday 29 November 2021, following Cabinet agreement and in consultation with the Prime Minister and the Minister of Finance.

Proactive Release

56 We intend to release this Cabinet Paper as soon as practicable following announcement of the proposals in the paper.

Recommendations

The Ministers for Social Development and Employment, Economic and Regional Development and Small Business recommend that Cabinet:

- 1 **note** that the Auckland region has experienced much of the negative economic and social impact seen during this outbreak due to extended periods at higher Alert Level restrictions;
- 2 **note** that there is a need for additional financial support to stimulate social and community wellbeing as in Auckland moves into the new COVID-19 Protection Framework (CPF);
- 3 **agree** to establish a \$37.5 million Reactivating Tāmaki Makaurau Auckland package, which consists of five components designed to stimulate economic, social and cultural activities, and support Auckland families in hardship over the summer;
- 4 **agree** that the objectives of the package will be to:
 - 4.1 Encourage and provide opportunities for Auckland residents to re-engage with its region over the summer period.
 - 4.2 Reach a wide range of communities, local areas and socio-economic groups within the Auckland region.
 - 4.3 Help stimulate Auckland’s recovery from the economic impacts of COVID-19 in areas hardest hit by lockdown.
 - 4.4 Provide co-benefits for businesses through encouraging people back to attractions and events which will have spill-over benefits for other local businesses.
 - 4.5 Encourage consumers to be fully vaccinated, and participating businesses to require covid vaccination certificates.
 - 4.6 Encourage public health settings to be upheld by having activities and events delivered through the package in line with all levels of the CPF;
- 5 **delegate** authority to the Ministers for Social Development and Employment and Economic and Regional Development to make any further necessary decisions regarding the detailed design of the Reactivating Tāmaki Makaurau Auckland package not covered below, in a manner consistent with the decisions in this paper;
- 6 **delegate** authority to the Ministers of Finance, Social Development and Employment and Economic and Regional Development to approve adjustments to funding allocation amounts of each part of the Reactivating Tāmaki Makaurau Auckland package;

Part One: Local Activation Programme

- 7 **agree** to establish a \$10 million contestable fund for the Local Activation Programme aimed at activating Auckland, local communities and places to host events, programmes, and activities;
- 8 **agree** that the Local Activation Programme will have the following parameters:
- 8.1 A contestable fund which business associations, community groups, local town centres and organisations apply to for funding to deliver events, activities and programmes for members of the community to attend.
- 8.2 Funding can be used to support any of the following:
- 8.2.1 new programmes, events, and activities;
- 8.2.2 extensions to existing programmes, events, and activities with under 5,000 attendees;
- 8.2.3 generating food and retail spend in neighbourhood centres across the region; or
- 8.2.4 programming, activation and community outreach programming.
- 8.3 New events and activities established through the fund will be free to access for the public and any existing events and activities receiving funding will ensure that a benefit is passed through to the consumer (e.g. through discounts or additional shows).
- 8.4 The fund will be administered by Auckland Unlimited with support from Auckland Council.
- 8.5 A condition of support is that the events, programmes and activities must require COVID-19 vaccination certificates.
- 8.6 On application, event organisers must be able to demonstrate how the event can be delivered under CPF RED and ORANGE restrictions to ensure public health restrictions remain a priority.
- 9 **agree** that the Local Activation Programme be time-limited and cover events and activities scheduled to begin between 15 December 2021 – 3 April 2022 (inclusive);

Part Two: 'Explore Tāmaki Makaurau this Summer Voucher' scheme

- 10 **agree** to establish a \$9 million 'Explore Tāmaki Makaurau this Summer Voucher' scheme (the voucher scheme) to encourage Auckland residents to visit local attractions and facilities;
- 11 **agree** that the voucher scheme will have the following parameters:
- 11.1 Electronic vouchers will be available on the Bookme platform to allow consumer spending on experiences in Auckland.

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- 11.2 Auckland residents will need to register for a voucher. Registrations will be open from 15 December 2021, there will be no direct or indirect costs to register.
- 11.3 Two types of vouchers will be available:
 - 11.3.1 70,000 family vouchers (for up to four individuals) valued at \$100; and
 - 11.3.2 30,000 individual vouchers valued at \$50.
- 11.4 Auckland Unlimited can begin allocating vouchers in mid-January and participants can begin to redeem vouchers once allocated.
- 11.5 For the consumer, these \$50 or \$100 vouchers can be spent on participating experiences of their choosing through the Bookme platform, up to the total value of the voucher.
- 11.6 Each experience will have a certain number of spots available for reservation, which will be determined by the available capacity of the business.
- 11.7 Vouchers will be allocated in different waves: 25,000 vouchers being allocated at each of the following dates: 15 January 2022, 1 February 2022, 15 February 2022 and 1 March 2022.
- 11.8 Auckland Unlimited will seek to achieve an even distribution of vouchers across communities.
- 12 **agree** that Auckland Unlimited will allocate the vouchers:
 - 12.1.1 randomly,
 - OR;
 - 12.1.2 by random allocation by postcode across all applicants.

Part Three: 'Explore Tāmaki Makaurau this Summer Discount' scheme

- 13 **agree** to establish a \$3 million 'Explore Tāmaki Makaurau this Summer Discount' scheme (the discount scheme) that allows for discounted or free entry to council-owned assets and other cultural and recreational venues;
- 14 **agree** that the discount scheme will have the following parameters:
 - 14.1 Funding will provide discounted or free access to council-owned facilities, or other cultural or recreational facilities, for Auckland residents.
 - 14.2 Auckland Unlimited will develop a framework for the facilities to use. The individual facility will determine its own discount programmes for the community.

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- 14.3 Funds will be distributed from Auckland Unlimited in two different ways, either:
 - 14.3.1 directly to the community programmes and facilities to apply discounts to their entry prices for all Auckland residents (on a particular day or over a particular period); or
 - 14.3.2 through the Bookme system where a discounted activity is available for purchase by the consumer alongside activities available under the voucher scheme.
- 14.4 Auckland residents will be required to show evidence of residence, such as a bank statement or utilities letter addressed to them, to be eligible for the discounted price.
- 14.5 Any funding received by community-owned assets or cultural and recreational venues through the discount scheme must be passed through to consumers by way of discounts or reduced costs.

Parameters to apply to Parts Two and Three of the package

- 15 **agree** that the timeframe for both Parts Two and Three of the package (the voucher scheme and the discount scheme) will be available through to either:
 - 15.1 3 April 2022 (to align with the end of daylight savings),
 - OR;
 - 15.2 30 April 2022 (Auckland Unlimited preference)
- 16 **agree** that all participating businesses and consumers in Parts Two and Three of the package must adhere to the COVID-19 vaccination certificate guidelines;

Part Four: Marketing campaign

- 17 **agree** to provide \$2.5 million to Auckland Unlimited for marketing;
- 18 **agree** that the funding for marketing campaign be allocated used follows:
 - 18.1 \$500,000 for a marketing campaign targeting visitors outside Tāmaki Makaurau Auckland during the period for February 2022 – April 2022;
 - 18.2 \$1 million for promoting and marketing Part One of the package (the Local Activation Programme); and
 - 18.3 \$1 million for a marketing campaign, product development of the ‘Explore Tāmaki Makaurau this Summer’ voucher and discount scheme.
- 19 **note** that through the marketing campaigns, Auckland Unlimited will ensure that marketing activity is distributed through a variety of channels to ensure broad coverage of communities, including low socio-economic groups, within the Auckland region;

Implementation of Parts One - Four

- 20 **agree** that Auckland Unlimited deliver and locally manage the delivery of the package, in line with the policy parameters agreed in recommendations 7 – 19 above;
- 21 **agree** to establish a steering group that includes a MBIE representative to govern the implementation of Parts One - Four of the Reactivating Tāmaki Makaurau Auckland Package;
- 22 **agree** that \$1 million be provided to Auckland Unlimited in administration and technology development costs to deliver the Reactivating Tāmaki Makaurau Auckland Package;
- 23 **agree** that Auckland Unlimited ensure that:
- 23.1 Auckland Unlimited is the decision maker for how funding is distributed, in line with the policy parameters agreed by Cabinet.
- 23.2 Any activity or event funded through the Reactivating Tāmaki Makaurau Auckland package must adhere to the relevant public health restrictions at the time.
- 23.3 Auckland Unlimited will report fortnightly to MBIE and the steering group on the progress of the package, including spending to date and recipients.
- 23.4 Any unspent funding as of 30 April 2022 across the Reactivating Tāmaki Makaurau package will be returned to the Crown.

Part Five: Immediate funding to foodbanks and community food organisations

- 24 **note** that while funding has been provided to foodbanks and community food organisations to meet the surge demand resulting from lockdown, many providers have used their reserves that have not been able to be restored due to Alert Level restrictions on fundraising and food drives;
- 25 **agree** that \$12 million in funding be allocated to the Ministry of Social Development's Food Secure Communities Programme to distribute to foodbanks and community food organisations in regions, such as Auckland, who have spent a prolonged period in lockdown and are unable to restore reserves in time for the summer period;

Financial recommendations

- 26 **agree** to establish the following appropriation in Vote Business, Science and Innovation;

IN CONFIDENCE

Title	Appropriation Minister	Type	Scope
Economic and Regional Development: Reactivating Tāmaki Makaurau Auckland Package	Minister for Economic and Regional Development	Non-departmental Other Expense	This appropriation is limited to resourcing Auckland Unlimited to implement and deliver all aspects of the Reactivating Tāmaki Makaurau Auckland Package.

27 **approve** the following changes to appropriations to give effect to the policy decision in recommendation 7, 10, 13, 17 and 22 above, with a corresponding impact on the operating balance and net core Crown debt:

	\$m - increase/(decrease)				
	2021/22	2022/23	2023/24	2024/25	2025/26 & Outyears
Vote Business Science and Innovation Minister for Economic and Regional Development					
Non-departmental Other Expense					
Economic and Regional Development: Reactivating Tāmaki Makaurau Auckland Package	25.500	-	-	-	-

28 **approve** the following changes to appropriations to give effect to the policy decision in recommendation 25 above, with a corresponding impact on the operating balance and net core Crown debt:

	\$m – increase/(decrease)				
	2021/22	2022/23	2023/24	2024/25	2025/26 & outyears
Vote Social Development Minister for Social Development and Employment					
Multi-Category Expenses and Capital Expenditure:					
Community Support Services MCA					
Non-Departmental Other Expenses:					
Community Response to Adverse or Emergency Events	12.000	-	-	-	-
Total Operating	12.000	-	-	-	-

29 **agree** that the proposed changes to appropriations for 2021/22 in recommendation 27 and 28 above, be included in the 2021/22 Supplementary Estimates and that, in the interim, the increase be met from Imprest Supply.

30 **agree** that the expenses incurred under recommendation 27 and 28 above be charged against the COVID-19 Response and Recovery Fund.

- 31 **note** that MBIE will utilise administrative funding received through the Events Transition Support Payment scheme, to fund operational elements of Parts One to Four of the package including contracting and monitoring.

Authorised for lodgement

Hon Carmel Sepuloni

Minister for Social Development and Employment

Hon Stuart Nash

Minister for Economic and Regional Development

Minister for Small Business

Appendices

Appendix One: Elements of local town and community activation fund

Appendix One: Elements of local town and community activation fund

Supporting Programming

- 1 Working with cultural organisations, venues and groups, funding will be administered to develop new and expanded programming during the summer period across public arts, music, theatre and entertainment, including kapa haka and Pacifica. The funding is intended to assist with rebuilding organisational and industry capability and workforce impacted by covid restrictions (i.e., technical and operational staff have been stood down and will need to be reengaged).
- 2 Programming examples could include:
 - 2.1 Creating additional community activation and public programming around existing events e.g. increased Cultural Festival performance programmes, community activation and performance hubs aligned to significant community and major events
 - 2.2 Supporting UNESCO Auckland City of Music programme development including grassroots venue and activations.
 - 2.3 Commissioning of new exhibitions, displays and programming by cultural organisations and venues.
 - 2.4 Extending the extending the run of existing planned cultural pieces

Supporting local town centres build events, food and retail spend in neighbourhood centres across the region, including musicians, artists and performers;

- 3 Supporting local town centres build programming, food and retail spend in neighbourhood centres across the region, including musicians, artists, and performers. Additional funding support will be provided to Auckland's city centres to increase the programming, events and accessibility of their activity over key periods. This portion of the fund will be delivered through business partners.
- 4 Creating additional community activation and public programming around existing events e.g. increased Cultural Festival performance programmes, community activation and performance hubs aligned to significant community events.
- 5 Leverage Auckland Council Business Improvement District (BID's) and Business Association network and Local Boards themselves.
- 6 Examples could include:
 - 6.1 Christmas or Auckland Anniversary activity
 - 6.2 Support all ethnicities e.g. scale Lantern Festival performances and stallholder offerings dispersed into town centre activations
 - 6.3 Markets

IN CONFIDENCE

- 6.4 Music activations
- 6.5 Summer in the Square
- 6.6 Support for Māori community events and activities
- 6.7 Support for Pacifica and other community events and activities