



## COVERSHEET

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

### List of documents that have been proactively released

<b>Date</b>	<b>Title</b>	<b>Author</b>
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.



# Cabinet

## Minute of Decision

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### Approving the Reactivating Tāmaki Makaurau Auckland Package

**Portfolios**                      **Social Development and Employment / Economic and Regional Development / Small Business**

On 29 November 2021, Cabinet:

#### Reactivating Tāmaki Makaurau Auckland package

- 1        **noted** that the Auckland region has experienced much of the negative economic and social impact seen during the current COVID-19 outbreak due to extended periods at higher Alert Level restrictions;
- 2        **noted** that there is a need for additional financial support to stimulate social and community wellbeing as Auckland moves into the new COVID-19 Protection Framework (CPF);
- 3        **agreed** to establish a \$37.5 million Reactivating Tāmaki Makaurau Auckland package, consisting of five components designed to stimulate economic, social and cultural activities, and support Auckland families in hardship over the summer;
- 4        **agreed** that the objectives of the Reactivating Tāmaki Makaurau Auckland package 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 that 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        **authorised** the Minister for Social Development and Employment and the Minister for 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 Cabinet's decisions;

- 6 **authorised** the Minister of Finance, the Minister for Social Development and Employment, and the Minister for 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 **agreed** 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 **agreed** that the Local Activation Programme 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;
    - 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 **agreed** 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 **agreed** 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 **agreed** that the voucher scheme have the following parameters:
- 11.1 electronic vouchers will be available on the Bookme platform to allow consumer spending on experiences in Auckland;

- 11.2 Auckland residents will need to register for a voucher. Registrations will be open from 15 December 2021, and there will be no direct or indirect costs to register;
  - 11.3 two types of vouchers will be available:
    - 11.3.1 up to 70,000 family vouchers valued at \$100;
    - 11.3.2 30,000 individual vouchers valued at \$50;
  - 11.4 Auckland Unlimited can begin allocating vouchers in mid-January 2022, 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 **agreed** that Auckland Unlimited will allocate the vouchers by random allocation by postcode across all applicants;

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

- 13 **agreed** 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 **agreed** that the discount scheme 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;
  - 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 **agreed** that the timeframe for both Parts Two and Three of the Reactivating Tāmaki Makaurau Auckland package (the voucher scheme and the discount scheme) will be available through to 30 April 2022;
- 16 **agreed** that all participating businesses and consumers in Parts Two and Three of the Reactivating Tāmaki Makaurau Auckland package must adhere to the COVID-19 vaccination certificate guidelines;

### Part Four: Marketing campaign

- 17 **agreed** to provide \$2.5 million to Auckland Unlimited for marketing;
- 18 **agreed** that the funding for the marketing campaign be allocated as 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 Reactivating Tāmaki Makaurau Auckland package (the Local Activation Programme);
- 18.3 \$1 million for a marketing campaign and product development of the ‘Explore Tāmaki Makaurau this Summer’ voucher and discount scheme;
- 19 **noted** 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 **agreed** that Auckland Unlimited deliver and locally manage the delivery of the Reactivating Tāmaki Makaurau Auckland package, in line with the policy parameters agreed in paragraphs 7 – 19 above;
- 21 **agreed** to establish a steering group that includes a Ministry of Business, Innovation and Employment (MBIE) representative to govern the implementation of Parts One - Four of the Reactivating Tāmaki Makaurau Auckland package;
- 22 **agreed** that \$1 million be provided to Auckland Unlimited for administration and technology development costs to deliver the Reactivating Tāmaki Makaurau Auckland Package;
- 23 **agreed** that Auckland Unlimited be required to 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 **noted** that while funding has been provided to foodbanks and community food organisations to meet the surge demand resulting from the 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 **agreed** 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 implications**

26 **agreed** to establish the following appropriation in Vote Business, Science and Innovation:

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

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

28 **approved** the following changes to appropriations to give effect to the policy decision in paragraph 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
<b>Vote Social Development Minister for Social Development and Employment</b>					
<b>Multi-Category Expenses and Capital Expenditure:</b>					
Community Support Services MCA					
<b>Non-Departmental Other Expenses:</b>					
Community Response to Adverse or Emergency Events	12.000	-	-	-	-
<b>Total Operating</b>	<b>12.000</b>	-	-	-	-

29 **agreed** that the changes to appropriations for 2021/22 in paragraphs 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 **agreed** that the expenses incurred under paragraphs 27 and 28 above be charged against the COVID-19 Response and Recovery Fund;

31 **noted** 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 Reactivating Tāmaki Makaurau Auckland package including contracting and monitoring.

Michael Webster  
Secretary of the Cabinet