



HOBBS BAY MARINA

SUPPLY & DEMAND STUDY

JULY 2025

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Hobbs Bay Marina Supply & Demand Executive Summary



Report Purpose

This report provides an overview of the domestic and international trends for recreational boats and preliminary analysis of the supply and demand for marina berths in Auckland to demonstrate the regionally significant contribution that Hobbs Bay Marina development will have.

Information Sources

The sources of information include statistics, marina data, media articles, survey results, interviews with marinas and other industry participants, WARDALE research and analysis.

Hobbs Bay Marina Overview

Hopper Developments proposes to apply for Fast-Track consent to develop a new marina at Hobbs Bay on the Whangaparoa Peninsula, 45km drive from Auckland CBD. This location is a fast-growing area of Auckland and provides convenient access to the popular recreational boating waters of the Hauraki Gulf.

The new marina will supply much needed additional marine infrastructure capacity for the Auckland region and its forecast population growth, providing a regionally significant contribution to forecast infrastructure needs.

The marina design can efficiently utilise the existing channel breakwater wall so new breakwaters are only required to protect the southwest and southeast edges. The proposal includes dredging of marine sediment to create a marina basin for ~354 floating berths. This sediment is sustainably reused onsite to construct a reclamation to enable provision of necessary infrastructure including the Northern Marine Centre headquarters for Coastguard and other maritime agencies, vessel haulout and maintenance hardstand, boat ramp, marina office and trailer parking.

The development also provides a new public walkway and waterfront promenade, wetland reserve and an enhanced sheltered swimming beach to improve amenity. The quality of public amenity is expected to be similar to Hopper's Marsden Cove development.

Marina Berths Supply & Demand

Marinas are an economic hub. The NZ industry makes a \$538 million annual economic contribution including supporting 310 small businesses and over 6,300 jobs.

NZ marinas supply ~12,595 marina berths. NZ yacht and launch numbers are expected to grow by 200 or 0.8% p.a.

Auckland is known as the "City of Sails", reflecting its heritage as the largest and most popular boating location in the country. The Auckland marina market is mature and well established, with limited new development in recent years and no significant new supply planned in the foreseeable future. The Auckland supply of recreational berths (excluding swing and pile moorings) is over 5,900 in 13 main marinas.

Westhaven is the largest marina, with over 1,500 recreational berths (~26% of total) followed by Gulf Harbour/Fairway Bay Marina with a combined 1,122 berths (~19% of total) plus ~173 waterway berths.

Gulf Harbour Marina has good overall occupancy but there is some vacancy in all berth sizes, so there is currently no waitlist. The expansion of Fairway Bay completed in December 2022 added a net 20 berths.

The proposed supply of ~354 new berths at Hobbs Bay is an increase of 32% in the Gulf Harbour location.

Hobbs Bay Marina Supply & Demand Executive Summary

Marina Berth Supply & Demand (continued)

The broader Auckland region population of 1.8m is forecast to increase by an average of 0.9% p.a. over the period to 2048. In the context of the existing Auckland supply of over 5,900 marina berths, the ~354 new berths at Hobbs Bay is ~6% increase. Given that the main Auckland marinas have relatively high occupancy and there is limited new marina berth supply in the foreseeable future, the offer of modern new berths at a new marina in Hobbs Bay is expected to attract some customers from other marinas. This should facilitate more vessels being accommodated across the Auckland region.

Marina berth demand peaked during Covid border restrictions in 2020 – 2022 with excess demand leading to long waitlists for vessel purchases and berth licences prices more than doubling at some marinas. During this period marina developments such as Half Moon Bay North Pier (97 berths) and Westhaven Pier AA (45 berths) filled quickly.

Tighter economic conditions has seen boat sales volumes decline more recently and a moderation in demand for marina berths. This is illustrated by recent marina developments such as Waiheke Marina and Okara Marina in Whangarei taking a longer time to fill.

However, the economic climate will continue to change over time and the new marina will have an asset life that spans many economic cycles.

Northern Marine Centre

The proposed Northern Marine Centre within the development is proposed to provide a northern headquarters for Coastguard and other maritime agencies in a similar way that the Mechanics Bay centre provides for central Auckland (e.g. potential for agencies such as Customs, Police, Ministry of Primary Industries, Department of Conservation to cohabitate in the centre). The centre also links to dedicated floating berths for their vessels and visiting agency vessels. The marina proposes to also provide Port of First Arrival customs and MPI service and potentially meeting rooms and storage facilities for marine-based community organisations (e.g. waka ama, Sailability, Waterwise).

Boat Stack Facilities

Boat stacks provide onshore storage for powered vessels up to 12m. Auckland has three dry stack facilities (Pier 21, Orams and Tamaki) catering for ~760 boats plus two uncovered boat stacks (Gulf Harbour 100 spaces and Pine Harbour 100). The nearby Gulf Harbour boat stack is consistently full with a waitlist, however the maximum size of 9m means that it is catering for a different market than marina berths.

Boat Maintenance Facilities

Typically up to 5% of the value of a boat goes into maintenance every year. The closure of hardstand areas at Pier 21 (Wynyard Quarter) and The Landing (Okahu Bay) in recent years, combined with growing vessel numbers, has increased demand at the remaining hardstand facilities in the Auckland region. The Gulf Harbour maintenance hardstand is typically busy. Hobbs Bay Marina will berth up to ~354 vessels which will require regular maintenance services and infrastructure.

Hobbs Bay Marina will expand the existing Gulf Harbour marine service hub by providing a new haulout and maintenance hardstand. This will supply additional needed boat maintenance capacity for the Auckland region which is compliant with modern environmental standards. It will also function as a Ministry of Primary Industries (MPI) Transitional Facility providing biosecurity protection for the Auckland region. New boat maintenance facilities will stimulate economic growth in the marine trades and new job creation.

Trailer Boat Ramp

Trailer boating is a growing recreational activity in the Auckland region, with new recreational trailer boat registrations in Auckland ranging for 2,500 to 4,000 per year.

Congestion at the Gulf Harbour boat ramp creates delays of one hour on busy days causing frustration among local boaties.¹ and a significant overflow of trailer parking onto grassed areas. Council is aware of this issue and the Local Board is considering options to relieve the pressure caused by high demand at Gulf Harbour as the priority location in the area.

Hobbs Bay Marina will provide a new quality sheltered all-tide access boat ramp which will increase launching capacity for the region.

Ferry Service

Hobbs Bay Marina will support demand for the ferry service connecting Gulf Harbour to Auckland CBD.

Hobbs Bay Marina

Executive Summary

Hobbs Bay Marina Indicative Feasibility

- Limited options for new development of other marina berths in Auckland region in foreseeable future.
- Popular boating location within driving distance of Auckland CBD and provides direct convenient boating access to Hauraki Gulf.
- Favourable demographics for income, home ownership levels and population growth.
- New modern facility is attractive for generating customer demand.
- Can target build towards scarce berth sizes to meet demand.
- Access to existing marine services infrastructure already in place at Gulf Harbour.
- Size of marina at ~354 berths provides economies of scale relative to small facilities.
- Experienced quality developer provides new customers confidence.
- Complements and enhances amenity of the adjacent 88 lot residential development.
- New boat ramp, public walkway and promenade and swimming beach will activate the marina area.
- Phasing of new berth construction to align with demand.

A preliminary analysis of the indicative feasibility of the Hobbs Bay Marina development and the benefits that it provides as a regionally significant development for the Auckland region is shown below, which is based on WARDALE's review of available information and the supply and demand analysis in this report.

Benefits to Auckland Region

- Addresses limited availability of marina berths in Auckland region given increasing demand driven by population growth.
- Addresses shortage of modern boat maintenance facilities by supplying additional capacity to support growth of Auckland region.
- Will create a marine services economic hub that will support economic growth of marine services trades and stimulate new job growth.
- The maintenance hardstand will be an MPI Transitional Facility providing biosecurity protection for the Auckland region.
- The proposed inclusion of a Northern Marine Centre will provide northern headquarters for the Coastguard and other maritime agencies to cohabitate in a similar way that the Mechanics Bay centre currently provides for central Auckland (as detailed on slide 5).
- Hobbs Bay Marina will provide a new quality trailer boat ramp providing sheltered all tide access which will increase launching capacity for the Auckland region and alleviate the current significant peak congestion and delays at the existing Gulf Harbour ramp.
- Public amenity improvements including a public walkway and waterfront promenade, sheltered beach for safe swimming and wetland reserve area will enhance and activate this area.
- Ongoing support and demand for the ferry terminal and the service connecting Gulf Harbour to downtown Auckland.



2.

Introduction

[Hobbs Bay Marina
Overview](#)

[Hobbs Bay Marina Layout
Concept](#)

[Northern Marine Centre](#)

[Gulf Harbour Marina
Overview](#)

Hobbs Bay Marina Overview

Hopper Developments is planning to develop Hobbs Bay Marina with ~354 floating berths, marine services infrastructure and improvements to public amenity.

Hobbs Bay Marina Overview

The Hobbs Bay Marina development is located at the entrance to the existing Gulf Harbour Marina. This location is a fast-growing area of Auckland and provides convenient access to the popular recreational boating waters of the Hauraki Gulf.



The Marina will provide additional boating infrastructure needed in the region, including ~354 marina berths, a proposed Northern Marine Centre headquarters for Coastguard and other maritime agencies, marina office, boat maintenance infrastructure and trailer parking. Public amenity of the area will be enhanced through access to a public walkway and waterfront promenade, sheltered swimming beach and a wetland reserve.

Hopper Developments has a track record of excellence in property and marine development including the coastal waterways in Whitianga, Marsden Cove and Pauanui.

The adjacent shoreline is Esplanade Reserve vested in the Auckland Council. The Seabed is Common Coastal Marine Area

The development utilises one of the existing breakwaters, so only requires construction of revetment breakwater groynes on the south-western and south-eastern edges to provide sheltered berthing for vessels. Excavation of the papa rock seabed is required to provide suitable all tide water.

The new marina structures will protect the adjoining residential areas from a coastal erosion hazard and provides positive effects for the hazard risks of the neighbouring terrestrial area. Levels will be set for the 50 year inundation level including 1% AEP tide, significant weather events and sea level rise.

Excavated material is proposed to be retained on site and used to form a reclamation for necessary adjacent landside marina facilities such as Coastguard headquarters, vessel haulout maintenance facilities and boat ramp which cannot be located away from the waters edge.

Consultation has been undertaken with 17 Iwi regarding the adjacent subdivision. Iwi deferred to Ngati Manuhiri who provided a cultural assessment and subsequent support of the adjoining proposal. No special importance of the adjoining CMA was noted.

Hobbs Bay Marina Concept Plan

A preliminary concept plan is shown for the Hobbs Bay Marina and the associated landside facilities and public amenities.

There is potential to stage the floating berth infrastructure to align with demand growth, with the plan showing an indicative 50%/50% split into Stage 1 and 2.

A concept plan with wider perspective is provided in [Appendix A](#).

Analysis of the supply and demand for berths is provided in [Section 3](#) and other marina facilities in [Section 4](#).

Legend

- 1 Travel Lift Hard Stand & Maintenance Sheds
- 2 Boat Ramp & Trailer Parking
- 3 Dry Stack Boat Storage & Launching
- 4 Northern Marine Centre (Coastguard and Others)
- 5 Subdivision Walkway to Marina
- 6 Marina Parking
- 7 Marina Park & Wetlands
- 8 Marina Office & Community Use Rooms
- 9 Marina Road & Pedestrian Entrance
- 10 Public Beach
- 11 Public Walkway
- 12 Outstanding Natural Landscapes Overlay
- 13 Eastern Breakwater with Public Walkway & Fishing Bays
- 14 Western Breakwater
- 15 Stage 1 Berths
- 16 Stage 2 Berths
- Public Walkway / Promenade



Hobbs Bay Marina

Northern Marine Centre

Hobbs Bay provides convenient access to the Hauraki Gulf and is a suitable location to establish a northern region maritime hub for Coastguard and other complementary agencies.



Coastguard Northern Headquarters

Coastguard requires a home base for its operations in northern Auckland and has committed its support to the Hobbs Bay proposed Northern Marine Centre.



Coastguard has indicated that its requirements for a northern facility include:

- Water access infrastructure that provides secure all tide access for quick launching of its rescue vessels;
- Dedicated floating berths for its rescue vessels and sufficient capacity for short-term berthage of recovered vessels;
- Vessel washdown facilities;
- Covered shed space for vessel storage and maintenance;
- Equipment storage shed space;
- Office space; and
- Meeting rooms where they can host their Coastguard Training courses as part of their Preventative Education.

At present Coastguard has makeshift arrangements in place at Gulf Harbour including a berth, a floating dock which is

not under cover and some equipment is stored in a small floating building. Another Coastguard vessel is stored remotely at the Stanmore Bay garage.

Other Maritime Agencies

There is an opportunity for other complementary maritime agencies to cohabitate in the Northern Marine Centre in a similar way that the Mechanics Bay centre provides (e.g. potential for agencies such as Customs, Police, Ministry of Primary Industries, Department of Conservation). Discussions with potential maritime organisations are in progress.

Community Marine Facilities

It is planned that the marine hub facility could also accommodate other marine-based community organisations such as waka ama, Sailability and Waterwise.





3.

Marina Berth Supply & Demand

[NZ Marina Industry
Overview](#)

[MacroTrends](#)

[Berth Supply](#)

[Vessel Demand](#)

[Population Growth](#)

[Marina Occupancy](#)



NZ Marina Industry Overview

Marinas are an economic hub. The NZ industry makes a \$538 million annual economic contribution including supporting 310 small businesses and over 6,300 jobs.

The New Zealand Marina Operators Association (NZMOA) surveyed its members in 2023 and reported statistics which show the significant economic contribution made by marinas.

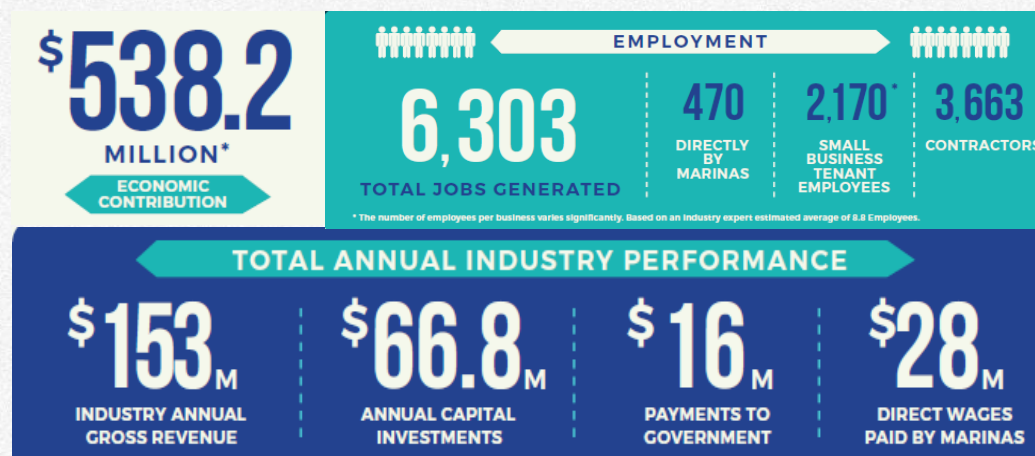
Marinas provide a wide range of facilities for the benefit of both boaters and the general public.



Source: NZ Marina Operators Association statistics

New Zealand Marina Industry Statistics

The industry includes 58 marinas supporting 310 small businesses and over 6,300 jobs.



The average marina facility has 279 berths with 86% occupancy and makes a \$9.3m annual economic contribution.

| | |
|----------|---|
| \$523K | annual direct wages paid per marina |
| 8.8 | employees per marina |
| 63 | contractors supported per marina |
| \$2.6m | annual revenue per marina |
| \$1,346K | annual capital investment per marina |
| \$358K | annual taxes and government payments per marina |

Hobbs Bay Marina has ~354 large berths plus a haulout and hardstand facility so is expected to provide significantly larger economic impact than the average marina above.

Refer to [Appendix C](#) for a NZMOA document summarising the industry statistics and assumptions.

Macro Marina Trends

WARDALE analysis of long-term trends in New Zealand and international marinas and vessel demand has highlighted key trends including:

Growing Boat Ownership

- NZ has one of the highest boat ownership ratios in the world
- Recreational vessels have steadily increased as a proportion of population
- Long term growth in boat ownership supported by population growth
- Share boat ownership businesses are stimulating demand from customers with disposal income but limited capital
- Boating participation rates in New Zealand remain consistently strong

Preference for Powered Vessels

- Boaties are more time constrained, creating a trend towards powered vessels
- Particularly strong demand growth for trailerable power boats and small water-craft
- Greater demand for launches than yachts for boat purchases and marina berths

Improving Standards

- Marina customers are generally becoming older and more affluent
- Marinas are improving facility and service standards to yield higher fees and returns. Marinas are replacing low cost swing and pile moorings with modern finger berths.
- Higher standards for water quality and biosecurity

Increasing Vessel Length

- Marina developments have increased average berth size over time
- Demand for marina berths and new yachts/launches is strongest in 12m+ sizes (and multi-hulls)
- Growing vacancy in marina berths for vessel sizes up to 10m

Alternative Storage Options

- Smaller berths being removed from marinas in favour of larger berths
- Hard stands, sheds and boat stackers are increasingly being used for smaller vessels
- Urban intensification is driving demand for storage sheds and boat trailer park yards

Optimisation of Existing Marinas

- Limited supply of new marinas given consenting challenges, local opposition and environmental issues
- Existing marinas with access to deep water are a valuable scarce resource
- Marinas are optimising berths layouts and land uses within available space

New Zealand Marinas Boat Storage Supply

New Zealand marinas supply an estimated 12,595 marina berths, primarily in the 10.1 – 20 metre size range, along with smaller quantities of moorings dry stacks and hard stands.

The NZ Marina Operators Association 2023 survey of NZ marinas provides a recent estimate of the New Zealand supply of marina berths.¹

A total of 40 marinas, representing 69% of the known eligible marinas in New Zealand, completed the survey.²

NZ Marinas Supply of Boat Storage Estimate ¹

| | Number of spaces ³ | % of all spaces |
|--------------------------|-------------------------------|-----------------|
| Boat storage type | | |
| Berths | 12,595 | 80.6% |
| Moorings | 720 | 4.6% |
| Dry stacks | 1,232 | 7.9% |
| Hard stands | 1,071 | 6.9% |
| Total | 15,618 | 100.0% |

NZ Marinas Supply of Boat Storage Estimate by Size ¹

| | Berths | | Hard stands | | Moorings | | Dry stacks | |
|------------------|---------------|---------------|--------------|---------------|------------|---------------|--------------|---------------|
| Storage size | # spaces | % spaces | # spaces | % spaces | # spaces | % spaces | # spaces | % spaces |
| 0-10m | 2,235 | 17.7% | 672 | 62.7% | | | | |
| 10.1-20m | 9,709 | 77.2% | 338 | 31.6% | | | | |
| 20.1-30m | 519 | 4.1% | 47 | 4.4% | | | | |
| 30.1m+ | 132 | 1.0% | 14 | 1.3% | | | | |
| Under 12m | | | | | 260 | 36.1% | | |
| 12m+ | | | | | 460 | 63.9% | | |
| 0-6m | | | | | | | 20 | 1.6% |
| 6.1-10m | | | | | | | 1,160 | 94.2% |
| 10.1-14m | | | | | | | 47 | 3.8% |
| 14.1-20m | | | | | | | 5 | 0.4% |
| Total | 12,595 | 100.0% | 1,071 | 100.0% | 720 | 100.0% | 1,232 | 100.0% |

1. "2023 Health of the New Zealand Marina Industry Survey: Economic, Social and Environmental Performance", Study conducted for New Zealand Marina Operators Association by Dr. Ed Mahoney, Teresa Herbowicz, and Dr. Steve Miller, Michigan State University, USA.

2. Eligible marinas were defined as employing at least one full time equivalent position and having either at least 20 on water berths or moorings that were rented/leased or being a marina hardstand/slipway/drydock facility that rented storage space and/or provided service, repair or refit.

3. The number of marina storage spaces are as at 30 June 2023 and were based on both a recent inventory of marinas conducted by the New Zealand Marina Operators Association and number of spaces provided by marinas on the survey.

Definition of Local Auckland Market

Auckland is known as the “City of Sails”, reflecting its heritage as the largest and most popular boating location in the country.

This report is focussed on a defined Auckland marina market shown in the map. This local market includes 13 main recreational marina facilities with wet berths accessing the Hauraki Gulf, extending from Sandspit Marina in the north to Pine Harbour in the south (“Local Auckland Market”).

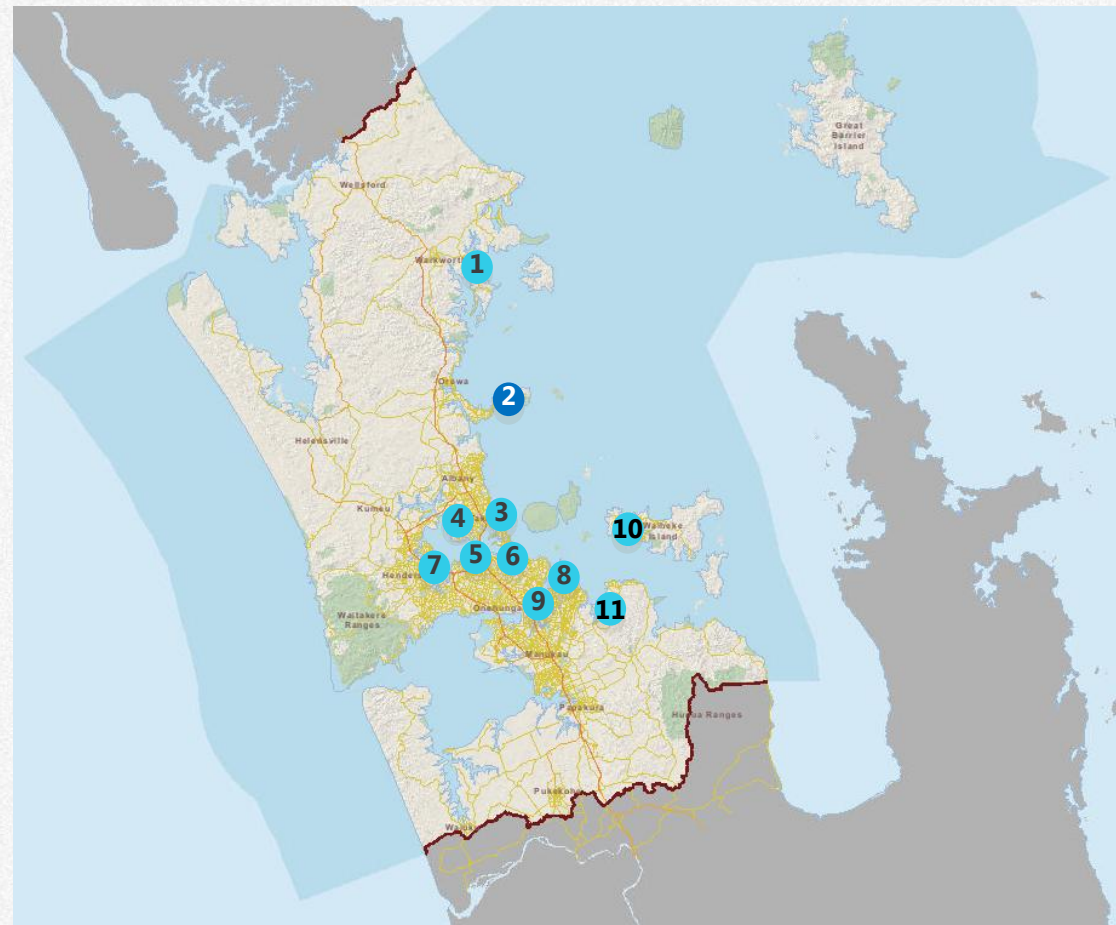
The following facilities are excluded from the scope of the Local Auckland Market marinas in this report:

- Temporary waiting berths for vessels at facilities;
- Pile moorings and swing moorings at marinas;
- 78 Mooring Management Areas managed by the Harbourmaster that provide approximately 4,300 moorings;
- Commercial marina facilities including Westhaven Z Pier charter boat berths, Silo superyacht marina, Hobson West and Viaduct Harbour marina.

Landside vessel storage includes three dry stack facilities and two uncovered boat stacks in the Auckland region for which supply and demand is separately considered in [Section 4](#).

Residential waterways at Gulf Harbour provide an additional 173 berths considered in the analysis of [Berth Supply vs Population](#).

Defined Local Auckland Market – Main Marina Locations



- | | | |
|---|---|--------------------------------|
| 1 Sandspit Marina | 5 Westhaven Marina + Pier 21 | 9 Tamaki Marine Park |
| 2 Gulf Harbour Marina Fairway Bay Marina | 6 Orakei Marina Outdoor Boating Club | 10 Kennedy Point Marina |
| 3 Milford Marina | 7 Hobsonville Marina | 11 Pine Harbour Marina |
| 4 Bayswater Marina | 8 Half Moon Bay Marina | |



Local Auckland Market Marina Berth Supply

The Local Auckland Market is mature and well established, with a relatively low amount of new development in recent years. The Local Auckland Market supply of marina berths (excluding swing and pile moorings) comprises over 5,900 recreational marina berths, with an average length of 13.1m. Westhaven is the largest marina, comprising over 1,500 recreational berths (about 26% of the total Local Market Area) followed by Gulf Harbour/Fairway Bay Marina with a combined 1,122 berths (19% of total)

Local Auckland Market – Recreational Marina Berth Mix

| MARINA | | | | | | | | | | | | | | | | | LOCAL MARKET | |
|----------------|-----|---------------|---------|---------------------|-----------------|-----------------|------------------------|-------------------|----------------------------|---------------|-----------------|-----------------------------------|--------|------------------------|------------------------------------|-----------------------------|-----------------|--------|
| | | West haven | Milford | Half Moon Bay | Hobson ville | Pine Harbour | Buck lands Beach | Pier 21 Marina | Outdoor Boating Club | Bays water | Gulf Harbour | Gulf Harbour Fairway Bay | Orakei | Sand spit Marina | Tamaki Marine Park Marina | Kennedy Point Waiheke | TOTAL SUPPLY | % |
| Berth Size (m) | 8 | 2 | 84 | - | - | - | - | - | - | - | - | - | - | - | - | - | 86 | 1.5% |
| | 9 | - | - | 35 | - | 36 | - | - | - | - | - | - | - | - | - | - | 71 | 1.2% |
| | 10 | 316 | 36 | 246 | 130 | 183 | 37 | 6 | 55 | 29 | 222 | 2 | - | - | - | 2 | 1,264 | 21.4% |
| | 11 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 0.0% |
| | 12 | 559 | 85 | 169 | 288 | 208 | 41 | 29 | 128 | 168 | 370 | 8 | 26 | 25 | 7 | 33 | 2,144 | 36.3% |
| | 13 | 23 | 12 | - | - | 80 | - | - | - | 68 | 193 | - | - | - | - | - | 376 | 6.4% |
| | 14 | 272 | - | 33 | 128 | - | - | 4 | 27 | - | - | 8 | 48 | 69 | 13 | 43 | 645 | 10.9% |
| | 15 | 21 | - | 35 | - | - | - | - | - | 48 | 129 | - | - | - | - | - | 233 | 3.9% |
| | 16 | 86 | - | 10 | 35 | 31 | 20 | 3 | 5 | 44 | 8 | 14 | 41 | 27 | 2 | 31 | 357 | 6.0% |
| | 17 | - | - | - | - | - | - | - | - | - | 3 | - | - | - | - | - | 3 | 0.1% |
| | 18 | 72 | - | 24 | 8 | 10 | 2 | - | - | 20 | 54 | 23 | 18 | 13 | 2 | 31 | 277 | 4.7% |
| | 19 | - | - | - | 1 | - | - | - | - | - | - | - | 2 | - | - | - | 3 | 0.1% |
| | 20 | 109 | - | 16 | - | 5 | 3 | 1 | - | 22 | 20 | 10 | 13 | - | 11 | 23 | 233 | 3.9% |
| | 21 | 1 | - | - | - | - | - | - | - | - | 20 | - | 1 | - | - | - | 22 | 0.4% |
| | 22 | 16 | - | 3 | - | - | - | - | - | 6 | 6 | 1 | 2 | - | - | - | 34 | 0.6% |
| | 23 | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | 0.0% |
| | 24 | 54 | - | - | - | - | - | - | - | - | 7 | 4 | - | - | - | - | 65 | 1.1% |
| | 25 | - | - | 5 | - | 1 | - | 1 | - | 3 | 13 | - | 5 | - | - | 11 | 39 | 0.7% |
| | >25 | 4 | - | 4 | - | 1 | - | - | - | 6 | 7 | - | 20 | - | - | 7 | 49 | 0.8% |
| TOTAL | | 1,535 | 217 | 580 | 590 | 555 | 103 | 44 | 215 | 414 | 1,052 | 70 | 177 | 134 | 35 | 181 | 5,902 | 100.0% |
| Average | | 13.4m | 10.2m | 12.1m | 12.3m | 12.0m | 12.6m | 12.7m | 12.0m | 14m | 13.2m | 16.9m | 17.5m | 14.4m | 15.8m | 16.7m | 13.1m | |

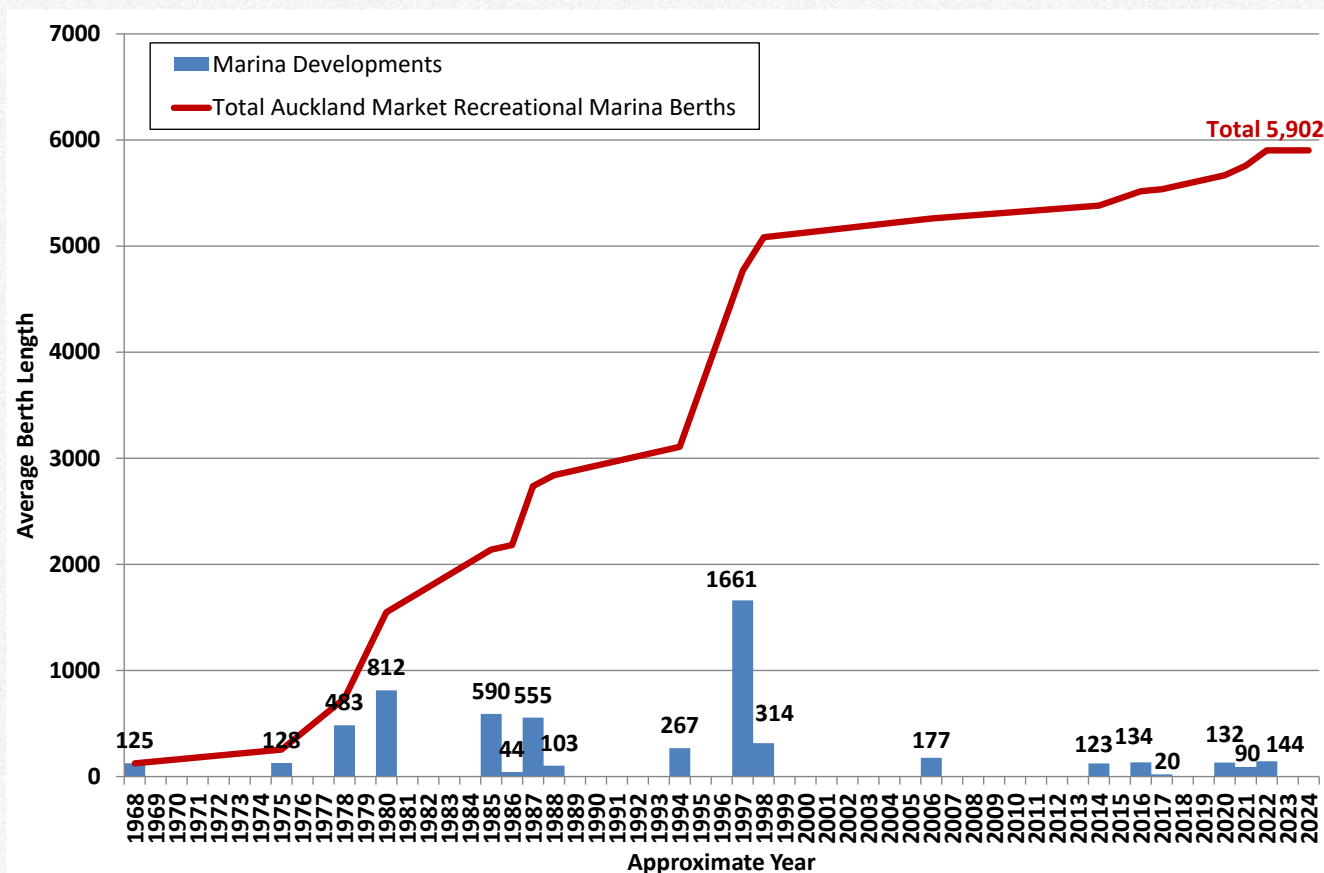
Sources: Marina websites, WARDALE research and estimates.

Recreational Berth Supply over Time

The indicative profile of the supply of marina berths to the Local Auckland Market over time is shown in the graph.

During the period from 1978 to 1998 over 4,300 marina berths were constructed, an average of 217 per year. The average growth rate was about 10% p.a. (however this was off a low base and benefited from the transition of vessels from moorings to marina berths).

Local Auckland Market – Recreational Marina Berth Supply over Time



Sources: Marina websites, WARDALE research and estimates.

During the twenty year period from 1998 to 2018 the rate of supply of new marina berths slowed considerably, with only ~450 new berths constructed. This was an average rate of ~23 per year or 0.4% p.a. which was considerably less than population growth. During this period Orakei Marina, Westhaven Pier Y and Sandspit Marina were constructed. The slowdown in supply was partly due to consenting delays in relation to new projects. Respondents to the Auckland Marine Industry Survey noted that it was becoming increasingly difficult to gain consent for new marina facilities with competing demand for water space and high costs and uncertainty associated with consent processes. This was demonstrated by a proposed new marina at Matiatia on Waiheke Island being declined in the Environment Court.

During the period from 2020 to 2024 there were four marina developments (Westhaven various pier redevelopments, Half Moon Bay North Pier extension, Tamaki Marine Park and Kennedy Point Marina). However, these developments are relatively small compared with large existing marinas.

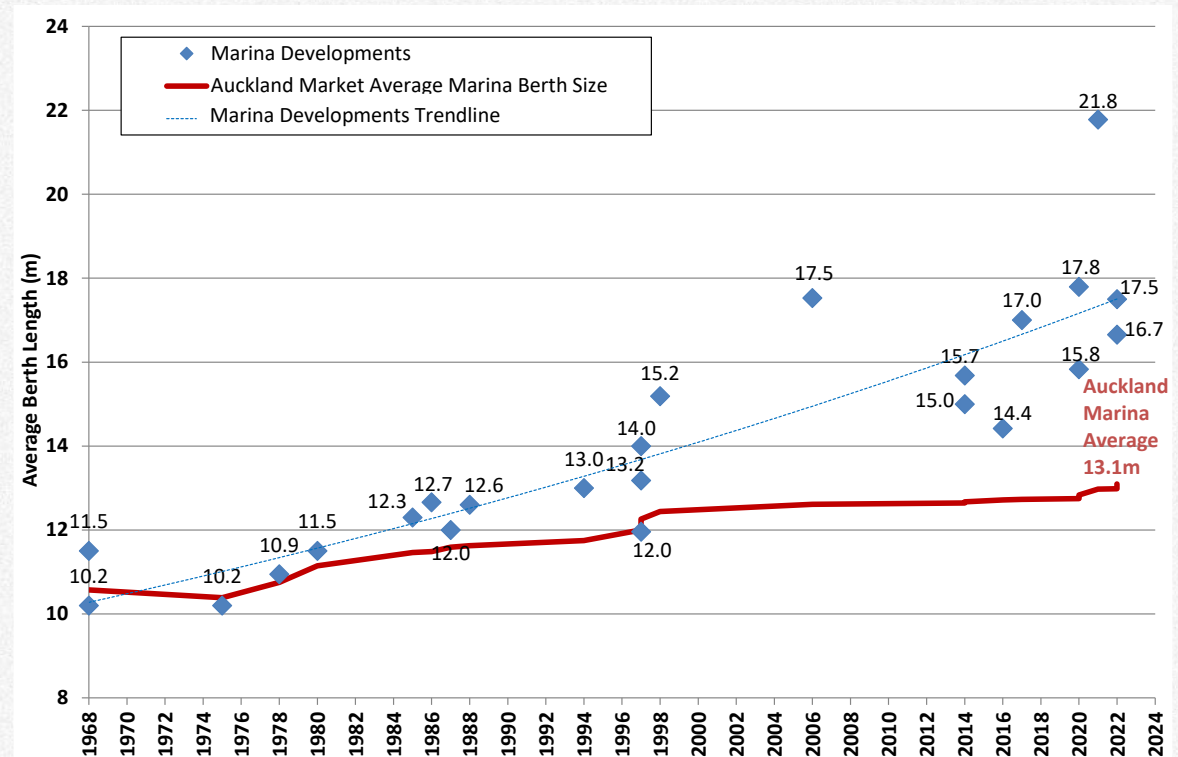
Marina Developments Increasing Berth Sizes

The average size of the floating marina berths in the Local Auckland Market has increased by 2.2m from 11.1m to 13.3m over a 52 year period

More recent Auckland marina developments have generally provided larger marina berth lengths with averages in the range of 14m to 18m, which has increased the overall average over time.

This result is consistent with the increasing trend in the size of vessels in New Zealand and internationally.

Average Berth Size of Marina Developments in Auckland Market



Sources: Marina websites, WARDALE research and estimates.

Recent Auckland Marina Developments

Fairway Bay

The Gulf Harbour Fairway Bay Marina expansion project completed in December 2022 replaced approximately 12 existing walkway berths (which had previously been added in 2019) with 32 new finger berths within inner basin of the marina on Piers A, D and E. This reconfiguration provided a net increase of 20 berths, from 50 to 70 berths.

- This berth expansion project reportedly addressed increasing demand for berths, especially larger sizes and the catamaran market. The average size of the 32 new berths was 17.5m.

Sandspit Marina

- Sandspit Marina was constructed in 2015 and provides ~134 berths. It is located about 50km drive north of Gulf Harbour and provides convenient access to Kawau Island, Tawharanui, Omaha and Pakiri beaches and Goat Island Marine Reserve.
- Occupancy is high with very few empty berths. There are about 20 customers on the waitlist with excess demand for berth lengths 14m, 16m, and 18m.

Westhaven Marina

- Westhaven Marina had full occupancy and a large waitlist which resulted in a decision to redevelop its underutilised pile mooring area with additional new modern large marina berths.
- The Pier AA and Pier AB development added ~90 new finger berths with an average berth length of 21.8m.
- The plans for stage 2 of the redevelopment provide for Pier AC with an additional 51 new serviced berths (indicative timing year 2027+).

Half Moon Bay

- The Half Moon Bay North Pier marina extension was built in 2020 and opened in the first half of 2021.
- The new berths were constructed at the entrance of the existing marina (similar to the Hobbs Bay concept).
- North Pier provided approximately 97 new berths ranging from 14m to 30m and an average length of about 17.8m.
- There was strong demand for this project and it was reported that all berths pre-sold prior to construction commencing.¹

Waiheke Marina Kennedy Point

- Waiheke Island Marina commenced construction in 2022 and opened in November 2023. This new marina is located at Kennedy Point in Pūtiki Bay which is a central island location in the Hauraki Gulf.
- The marina has 181 berths sized from 12m to 30m, with average length of about 16.7m.
- Almost all berth licences have been sold.

Future Auckland Marina Berth Supply

There appears to be limited new supply of marina berths within the Auckland region in the foreseeable future, other than planned or potential incremental expansions of existing marina facilities.



Incremental Expansion Projects

Existing marinas are conducting incremental expansion projects where possible and reconfiguring their berths to suit the market, however these changes are relatively immaterial to the overall Local Auckland Market. For example:

- Tamaki Marine Park recently developed 35 marina berths which have high occupancy, with demand particularly strong in the 16m to 18m range. Tamaki Marine Park intends to secure more water space for further berth development and is actively working on this opportunity with neighbours.
- Westhaven Marina has plans for its pile mooring redevelopment provide for future development (in year 2027+) of Pier AC with an additional 51 new serviced berths, subject to availability of Auckland Council funding. This project is shown as #15 in the image below.



Source: Westhaven Marina website

- Bayswater Marina plans to develop a new four-level 156-boat storage dry stack including 20 car and boat trailer parks, 18 berth-holder car parks, and 10 visitor spaces at ground level. Storage bays will range from 8.5 to 12 meters in length. Bayswater Marina has also consented development of 78 apartments.
- Orakei Marina has potential for further expansion but there are currently no signs that this will proceed in the near term and it would be subject to consentability.

Marine NZ Vessel Number Estimates

NZ Marine Industry Association ("NZ Marine") estimates that New Zealand numbers of yachts and launches (the most relevant category for marina berths) are expected to grow 0.8% p.a.

Historical growth in yacht and launch numbers since 2010 is estimated to be 2,350 vessels (0.6% p.a. average growth).

Estimated New Zealand vessel numbers and growth rates by type

| Boat Type | Existing Boat Numbers 2024 | Expected Annual Growth | Expected Annual Growth % | Historical Boat Numbers 2010 | Average Annual Growth since 2010 |
|--|----------------------------|------------------------|--------------------------|------------------------------|----------------------------------|
| Yachts and launches over 7.5m | 24,350 | 200 | 0.8% | 22,000 | 0.6% |
| Commercial boats (moored and trailer) | 7,200 | 100 | 1.4% | 5,000 | 1.9% |
| Trailer power boats | 215,500 | 3,500 | 1.6% | 170,000 | 1.1% |
| Jet skis | 93,000 | 1,000 | 1.1% | 10,000 | 27.5% |
| Trailer sailer boats | 16,200 | 100 | 0.6% | 15,000 | 0.4% |
| Small unpowered vessels¹ | 1,597,506 | 40,000 | 2.5% | 250,000 | 13.2% |
| Less: Boats scrapped/exported | n/a | -6,000 | n/a | n/a | n/a |
| Total | 1,953,756 | 38,900 | 2.0% | 467,000 | 10.0% |

Sources: NZ Marine data (2024 and 2010). Maritime NZ recreational survey (2024 and 2010).

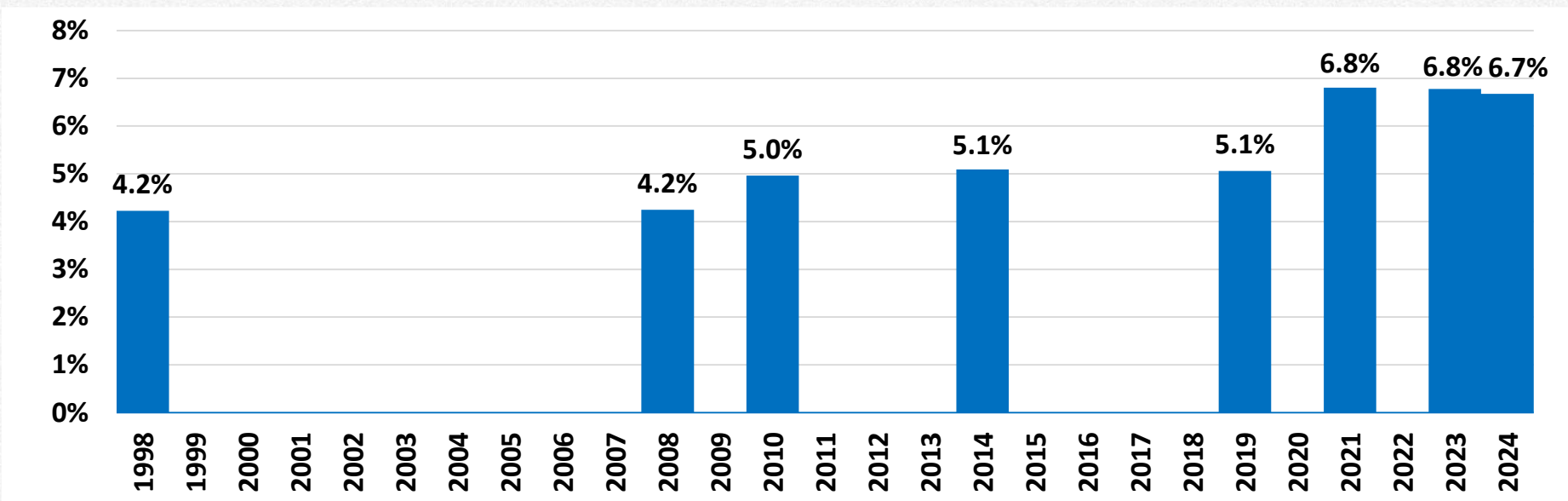
1. Small unpowered vessels include dinghies, inflatables, kayaks, canoes, windsurfers and SUPs.

New Zealand Boat Numbers Relative to Population

The ratio of boat ownership (excluding small unpowered vessels¹) relative to the New Zealand population has grown over the last 25 years, from 4.2% to approximately 6.8% as shown in the graph below.

New Zealand has one of the highest boat ownership ratios in the world at one boat (excluding small unpowered vessels) per 15 people. By comparison, the ratio is one boat per 28 people in Australia, 28 in the United States, 143 in France, 670 in Japan and 690 in Spain.²

New Zealand Recreational Boats (excluding small unpowered vessels) as % of Population



Sources: Statistics NZ population data and Maritime NZ recreational boating surveys, Marine NZ data

1. This definition of boat includes yachts, launches, commercial vessels, trailered power boats, jet skis and trailer sailors above 5m but excludes small unpowered vessels such as dinghies, inflatables, kayaks, canoes, windsurfers and SUPs.
2. Calculated based on data from ICOMIA Recreational Boating Industry Statistics Report, 2020. The definition of "boat" applied includes jet skis and inflatables but excludes other small unpowered vessel types.

Recreational Boating Participation

Based on the 2024 participation rate, NZ Marine reports that boating is New Zealand's largest recreational activity with approximately 1.7 million recreational boating participants.¹

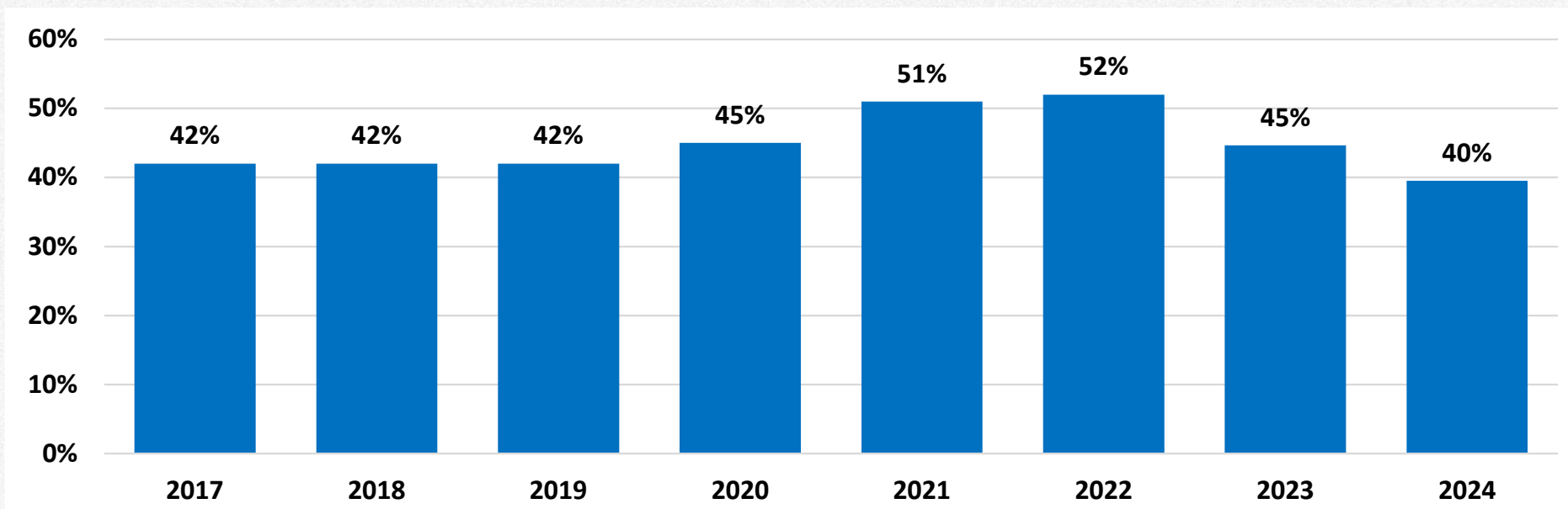
Maritime NZ conducts a regular survey of recreational boating user participation levels.

A historic survey in 1996 had a boating participation rate of 41%, which is similar to the results in the period from 2017 – 2019 shown in the graph below, indicating that participation rates appear to have been relatively steady over time.

However, COVID border restrictions in 2020 - 2022 limited discretionary recreational spending options and resulted in strong increases in demand for domestic recreational boating activities and higher participation levels of over 50%. This demand spike was also reported by many New Zealand marinas experiencing berth full occupancy, growing waitlists and significant berth price increases.

The participation results in 2023 and 2024 has moderated to 45% and 40%, respectively, which is broadly consistent with historical levels.

Estimated Percentage of New Zealand Population Involved in Recreational Boating



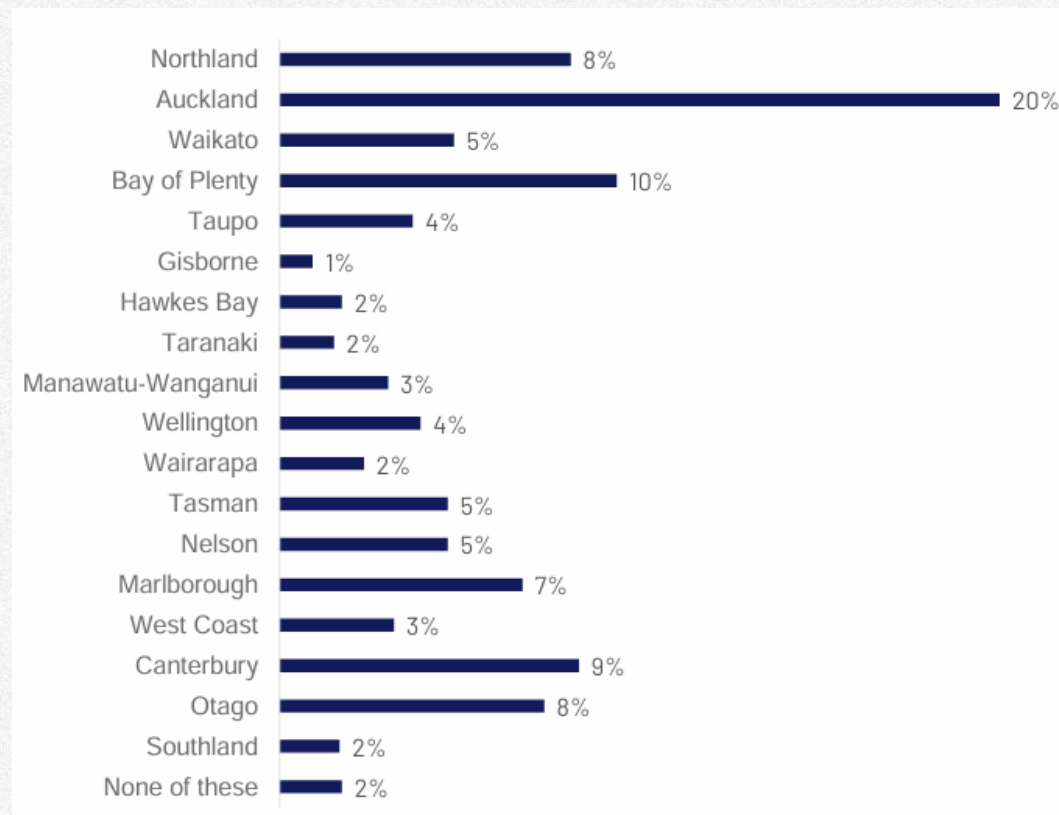
Source: Maritime NZ Recreational Boating Monitor Topline Reports, IPSOS. Participation is broadly defined to include both boat owners and people who participate through the use of vessels that they do not own.

1. NZ Marina calculation is based on the recreational boating participation rate multiplied by the New Zealand 18+ year old population.

Recreational Boating by Region

The Auckland region is the major recreational boating region accounting for ~20% of New Zealand's recreational boating activity.

Estimated Proportion of New Zealand Recreational Boating Activity by Region

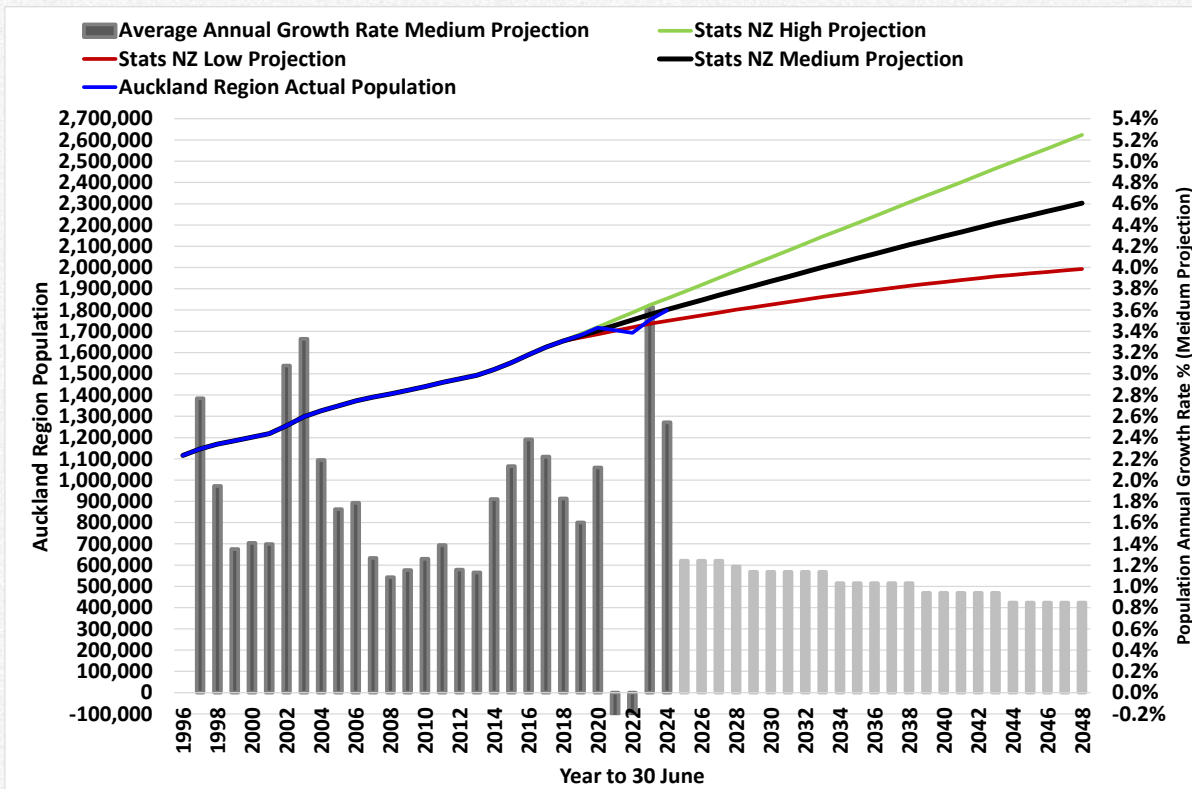


Source: Maritime NZ Recreational Boating Monitor Report, 2023-2024, IPSOS.

Auckland Population Growth

Growth in population is a key driver of long-term vessel ownership demand.

Auckland Region Population Forecast and Annual Growth Rate



Source: Statistics NZ population data. The latest Statistics NZ subnational projections for Auckland region are from 2018 base.

Statistics NZ data shows Auckland region's population grew at average 1.7% p.a. from 1.1 million to 1.7 million over the 25 years to June 2021.

Covid border closures resulted in a short-term reduction in Auckland's population growth by -0.7% in both years to June 2021 and 2022.

However, Auckland's population recovered to 1.75m in 2023 driven by strong net migration. In 2024 growth was 2.5% to 1.80m.

Statistics NZ's population projections to 2048 show continued growth is expected for the Auckland region.

The medium projection is Auckland region's population will grow to 2.3 million in 2048, representing average growth of 0.9% p.a.

The average growth rate under the low projection is 0.5% p.a. and under the high projection is 1.3% p.a.

There is an expected gradual slowing in the rate of growth, with the medium projection slowing from an average of 1.3% p.a. initially to 0.8% p.a. by the end of the forecast period. This is driven by ageing population.

Statistics NZ long term forecasts for total NZ population median case grow from 5.3m in 2024 to 7.8m in 2078, an average of 0.7% p.a. (growth rate of 1.0% p.a. in initial years declining over time to 0.5% p.a.)

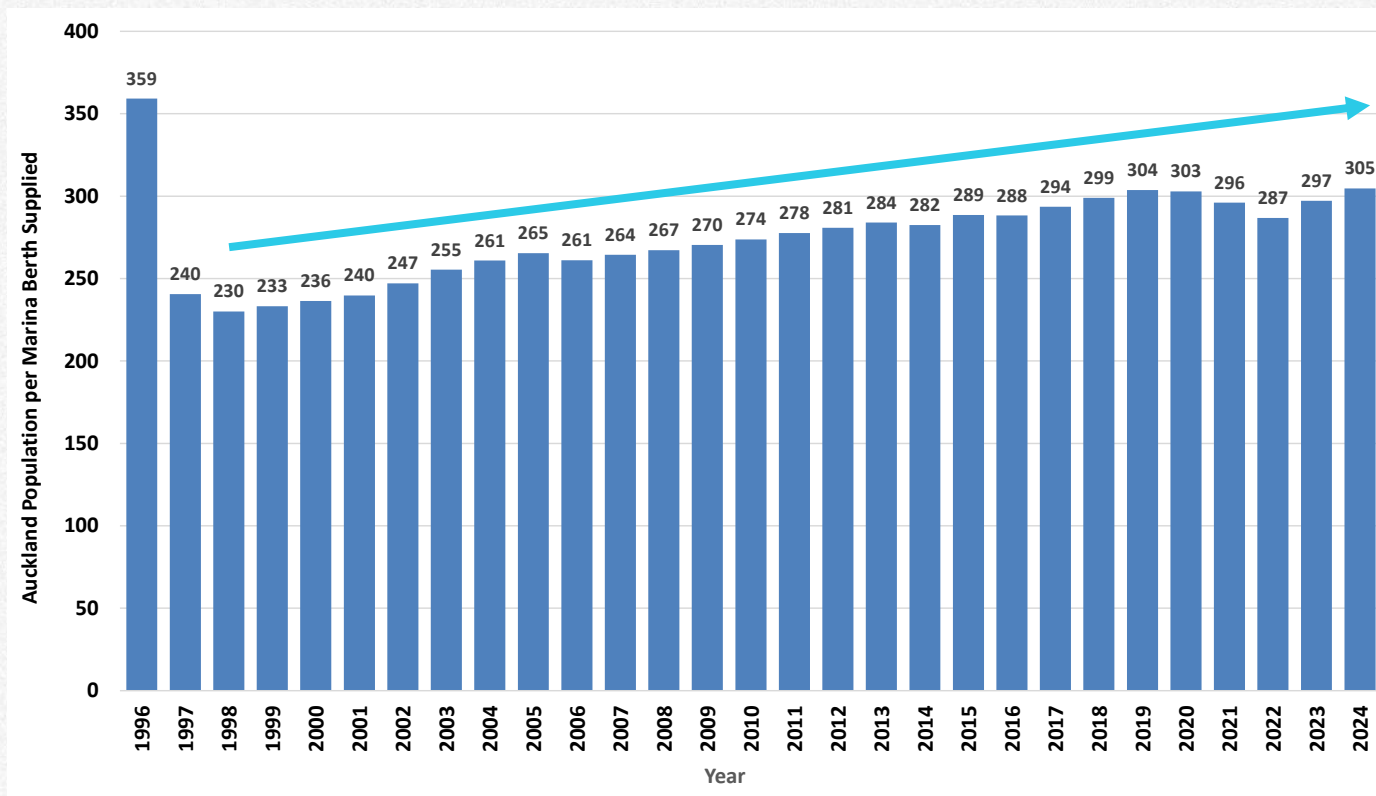
Auckland Population vs Marina Berths

The supply of marina berths to the Auckland region has lagged population growth since 1998.

The ratio of Auckland population to marina berth supply was 359 in 1996 and reduced to 240 in 1997 due to a significant supply of new marina berths that year. This ratio has been increasing in most years since 1998, from 230 people per berth to 305 people per berth in 2024. This increase in the ratio is indicative of growing demand pressure for marina berths in the Auckland region.

The Auckland ratio of population to marina berth supply ratio is relatively high compared to other regions of New Zealand as shown on the next slide.

Auckland Region Population per Marina Berth Supplied



Local Area Population Growth

The populations of the Hibiscus and Bays area and Rodney have both been growing faster than the Auckland region and New Zealand.

- The immediate population catchment for Hobbs Bay Marina is the Hibiscus and Bays Local Board area.
- This area has favourable demographics for income, home ownership levels and population growth.
- The Hibiscus and Bays population has grown rapidly from 68,000 in 1996 to 120,400 in 2024, an average of 2.1% p.a.
- The wider Rodney area population has also grown rapidly from 39,000 in 1996 to 82,400 in 2024, an average of 2.7% p.a.
- By comparison, over the same period since 1996 the Auckland region grew at a lower average of 1.7% p.a. and New Zealand at 1.3% p.a.
- Over the last 10 years the Hibiscus Coast has experienced an average increase of 2,400 and Rodney 2,370 people p.a.
- Years 2020 – 2022 were impacted by Covid border restrictions so do not reflect the underlying trend.
- There was a rebound in population growth in 2023 driven by high levels of net migration.
- In 2024, Hibiscus and Bays population grew by 1.3% and Rodney population grew by 1.9%.

Annual Population Growth for Hibiscus and Bays vs Auckland and NZ

| Year | Hibiscus and Bays Local Board | | | Rodney Local Board | | | Auckland Region | New Zealand |
|--------------------|-------------------------------|-----------------|----------|--------------------|-----------------|----------|-----------------|-------------|
| | Population | Annual Increase | Growth % | Population | Annual Increase | Growth % | Growth % | Growth % |
| 1996 | 68,000 | | | 39,000 | | | | |
| 1997 | 69,900 | 1,900 | 2.8% | 40,400 | 1,400 | 3.6% | 2.8% | 1.3% |
| 1998 | 71,500 | 1,600 | 2.3% | 41,400 | 1,000 | 2.5% | 1.9% | 0.9% |
| 1999 | 72,600 | 1,100 | 1.5% | 42,300 | 900 | 2.2% | 1.4% | 0.5% |
| 2000 | 73,900 | 1,300 | 1.8% | 43,200 | 900 | 2.1% | 1.4% | 0.6% |
| 2001 | 75,100 | 1,200 | 1.6% | 44,100 | 900 | 2.1% | 1.4% | 0.6% |
| 2002 | 77,300 | 2,200 | 2.9% | 45,400 | 1,300 | 2.9% | 3.1% | 1.8% |
| 2003 | 80,100 | 2,800 | 3.6% | 46,800 | 1,400 | 3.1% | 3.3% | 2.0% |
| 2004 | 82,100 | 2,000 | 2.5% | 48,200 | 1,400 | 3.0% | 2.2% | 1.5% |
| 2005 | 83,700 | 1,600 | 1.9% | 49,700 | 1,500 | 3.1% | 1.7% | 1.1% |
| 2006 | 85,200 | 1,500 | 1.8% | 51,000 | 1,300 | 2.6% | 1.8% | 1.2% |
| 2007 | 86,400 | 1,200 | 1.4% | 51,900 | 900 | 1.8% | 1.3% | 0.9% |
| 2008 | 87,300 | 900 | 1.0% | 52,900 | 1,000 | 1.9% | 1.1% | 0.9% |
| 2009 | 88,300 | 1,000 | 1.1% | 53,800 | 900 | 1.7% | 1.2% | 1.0% |
| 2010 | 89,300 | 1,000 | 1.1% | 54,800 | 1,000 | 1.9% | 1.3% | 1.1% |
| 2011 | 90,600 | 1,300 | 1.5% | 55,800 | 1,000 | 1.8% | 1.4% | 0.8% |
| 2012 | 91,800 | 1,200 | 1.3% | 56,700 | 900 | 1.6% | 1.2% | 0.5% |
| 2013 | 94,000 | 2,200 | 2.4% | 57,300 | 600 | 1.1% | 1.1% | 0.8% |
| 2014 | 96,400 | 2,400 | 2.6% | 58,700 | 1,400 | 2.4% | 1.8% | 1.7% |
| 2015 | 99,000 | 2,600 | 2.7% | 60,600 | 1,900 | 3.2% | 2.1% | 2.1% |
| 2016 | 102,100 | 3,100 | 3.1% | 63,200 | 2,600 | 4.3% | 2.4% | 2.3% |
| 2017 | 105,600 | 3,500 | 3.4% | 66,100 | 2,900 | 4.6% | 2.2% | 2.1% |
| 2018 | 108,500 | 2,900 | 2.7% | 69,100 | 3,000 | 4.5% | 1.8% | 1.8% |
| 2019 | 110,900 | 2,400 | 2.2% | 71,200 | 2,100 | 3.0% | 1.6% | 1.6% |
| 2020 | 113,500 | 2,600 | 2.3% | 74,500 | 3,300 | 4.6% | 2.1% | 2.2% |
| 2021 | 113,900 | 400 | 0.4% | 76,700 | 2,200 | 3.0% | -0.7% | 0.4% |
| 2022 | 113,900 | - | 0.0% | 78,700 | 2,000 | 2.6% | -0.7% | 0.1% |
| 2023 | 118,800 | 4,900 | 4.3% | 80,900 | 2,200 | 2.8% | 3.6% | 2.1% |
| 2024 | 120,400 | 1,600 | 1.3% | 82,400 | 1,500 | 1.9% | 2.5% | 1.3% |
| Last 5 Years p.a. | | 1,900 | 1.7% | 2,240 | | 3.0% | 1.4% | 1.2% |
| Last 10 Years p.a. | | 2,400 | 2.2% | 2,370 | | 3.4% | 1.7% | 1.6% |
| Last 20 Years p.a. | | 1,915 | 1.9% | 1,710 | | 2.7% | 1.5% | 1.3% |
| Since 1996 p.a. | | 1,871 | 2.1% | 1,550 | | 2.7% | 1.7% | 1.3% |

Sources: Infometrics, Statistics NZ.

Recreational Berth Supply vs Population

Hobbs Bay Marina has an immediate population catchment of the Hibiscus Coast and more widely the Rodney District. However, demand is expected to also come from the broader Auckland region due to the favourable location for accessing the Hauraki Gulf and shortages of supply at other Auckland facilities.

- The immediate Hibiscus Coast local population is ~120,400 and existing total berth numbers at Gulf Harbour, Fairway Bay and the Waterways are ~1,295. This represents population per recreational berth of 93 (comparable to Nelson).
- Adding the Rodney District, increases population to ~202,800 and the ratio of population to existing recreational berths to 157 (comparable to Tauranga). The addition of ~354 berths at Hobbs Bay marina increases total recreational berth supply to 1,649 and would reduce the ratio to 123 (comparable to Northland).
- The broader Auckland region has a higher ratio of population to recreational berths of 289 and is expected to contribute to demand. The addition of the Hobbs Bay supply reduces the Auckland regional ratio to 273.
- Thames Coromandel population per berth is lowest, likely due to demand for berths in this area being supported by it being a holiday destination. Wellington region population per berth is highest at 500 and this corresponds with high marina occupancy rates.

Recreational Berth Supply versus Population for Selected Areas of New Zealand

| Area | Marinas | Population Estimate | Marina Berths | Waterway Berths | Total Recreational Berths | Population per Marina Berth | Population per Recreational Berth |
|----------------------------------|--|---------------------|---------------|-----------------|---------------------------|-----------------------------|-----------------------------------|
| Thames Coromandel | Tairua, Whangamata, Whitianga, Thames, Matarangi, Cooks Beach | 33,300 | 746 | 650 | 1,396 | 45 | 24 |
| Nelson/Tasman/Marlborough | Nelson, Motueka, Tarakohe, Havelock, Picton, Waikawa | 167,500 | 2,088 | - | 2,088 | 80 | 80 |
| Nelson District | Nelson Marina | 55,200 | 591 | - | 591 | 93 | 93 |
| Hibiscus Coast | Gulf Harbour, Fairway Bay Marina, Hobbs Bay Marina | 120,400 | 1,476 | 173 | 1,649 | 82 | 73 |
| Hibiscus Coast | Gulf Harbour, Fairway Bay Marina | 120,400 | 1,122 | 173 | 1,295 | 107 | 93 |
| Northland Region | Marsden Cove, Whangarei, Riverside, Port Nikau, Okara, Tutukaka, Bay of Islands, Kerikeri, Whangaroa | 204,800 | 1,493 | 200 | 1,693 | 137 | 121 |
| Tauranga | Tauranga Marina, Tauranga Bridge Marina | 162,800 | 1,060 | - | 1,060 | 154 | 154 |
| Hibiscus Coast + Rodney District | Gulf Harbour, Fairway Bay Marina, Hobbs Bay Marina | 202,800 | 1,476 | 173 | 1,649 | 137 | 123 |
| Hibiscus Coast + Rodney District | Gulf Harbour, Fairway Bay Marina | 202,800 | 1,122 | 173 | 1,295 | 181 | 157 |
| Auckland Region | Existing Auckland Marina Berth Supply + Hobbs Bay Marina | 1,753,700 | 6,256 | 173 | 6,429 | 280 | 273 |
| Auckland Region | Existing Auckland Marina Berth Supply | 1,753,700 | 5,902 | 173 | 6,075 | 297 | 289 |
| Whangarei District | Whangarei Marina, Riverside, Port Nikau, Okara | 102,200 | 283 | - | 283 | 361 | 361 |
| Wellington Region | Chaffers, Seaview, Evans Bay, Clyde Quay Mana | 550,600 | 1,101 | - | 1,101 | 500 | 500 |

Source: Infometrics. Statistics NZ, Marina websites, marinaberths.com, WARDALE analysis.

New Zealand Marinas Occupancy

Survey results indicate that NZ marinas provide storage for over 13,400 vessels and generally have good occupancy levels.

- NZ marinas have an estimated 10,844 vessels stored in marina berths, based on marina berth occupancy average of 86% in 2023.
- Australian marinas had the same average occupancy 86%
- In 2023 there was still room for an estimated 2,200 boats at New Zealand marinas including about 1,800 boats at berths and moorings.
- Estimated vessels in other storage types at marinas are:
 - 667 vessels stored on moorings, based on average occupancy of 92.6%
 - 1,066 vessels are stored in dry stacks based on average occupancy of 86.5%
 - 859 vessels are in hard stands based on average occupancy of 80.2%

NZ Marinas Occupancy Estimate ¹

| | Occupancy | Occupancy | Estimated number of boats |
|--------------------|--------------|--------------|--------------------------------|
| | Average | Median | stored at marinas ³ |
| Berths | 86.1% | 90.0% | 10,844 |
| Moorings | 92.6% | 94.0% | 667 |
| Dry stacks | 86.5% | 87.5% | 1,066 |
| Hard stands | 80.2% | 90.0% | 859 |
| All spaces | 86.1% | 89.5% | 13,444 |

The proportion of marinas that reported occupancy levels greater than 75% is:

- Marina berths: 45 out of 54
- Moorings 9 out of 13
- Dry stacks 6 out of 8
- Hard stands 19 out of 30

NZ Marinas Occupancy Breakdown by Berth Type ¹

| | Berths ⁴ | | Moorings ⁴ | | Dry stacks ⁴ | | Hard stands ⁴ | |
|------------------|---------------------|---------------|-----------------------|---------------|-------------------------|---------------|--------------------------|---------------|
| Occupancy | # marinas | %marinas | # marinas | %marinas | # marinas | %marinas | # marinas | %marinas |
| Under 50% | 1 | 1.9% | 0 | 0.0% | 0 | 0.0% | 5 | 16.7% |
| 50 - 75% | 8 | 14.8% | 0 | 0.0% | 2 | 25.0% | 6 | 20.0% |
| 76 - 89% | 15 | 27.8% | 4 | 30.8% | 2 | 25.0% | 2 | 6.7% |
| 90 - 99% | 24 | 44.4% | 7 | 53.8% | 2 | 25.0% | 9 | 30.0% |
| 100% | 6 | 11.1% | 2 | 15.4% | 2 | 25.0% | 8 | 26.7% |
| Total | 54 | 100.0% | 13 | 100.0% | 8 | 100.0% | 30 | 100.0% |

1. "2023 Health of the New Zealand Marina Industry Survey: Economic, Social and Environmental Performance", Study conducted for New Zealand Marina Operators Association by Dr. Ed Mahoney, Teresa Herbowicz, and Dr. Steve Miller, Michigan State University, USA.

2. Eligible marinas were defined as employing at least one full time equivalent position and having either at least 20 on water berths or moorings that were rented/leased or being a marina hardstand/slipway/drydock facility that rented storage space and/or provided service, repair or refit.

3. The estimated number of boats stored at marinas is estimated using the total number of different storage spaces and the overall average occupancy rate for the different storage types.

4. Based on the number of marinas that offered different types of storage types.

Gulf Harbour Marina Occupancy



- An illustrative indication of the high occupancy levels of Gulf Harbour marina is shown in the latest Auckland Council aerial photo below.
- Given local and regional population growth, demand for additional marina berths and associated facilities is expected to exceed the existing available supply at Gulf Harbour over time.
- Gulf Harbour Marina has over 1,050 marina berths with an average length of ~13m.
- Gulf Harbour and Fairway Bay berth vacancy rates were not disclosed to us.
- Gulf Harbour has a few berths available for rent, but many berths are owner occupiers.
- There is no waitlist as the marina is able to accommodate all enquires.
- The hardest berths to rent are the smaller sizes 10m and 12m.
- Gulf Harbour has reconfigured some 12m berths into 12m Cat berths to try to get some rented.
- The marina still sees some overseas cruisers for berths in the summer.
- Fairway Bay is favoured as a new facility with some new berths as well as older berths. It popular with overseas cruisers.
- The Skipperi boat share business has now set up at Fairway Bay.



4. Other Marina Facilities

[Boat Stack Storage](#)

[Connectivity to
Infrastructure](#)

[Marine Services](#)

[Boat Maintenance
Haulout & Hardstand](#)

[Trailer Boat Ramp](#)

Boat Stack Vessel Storage Supply & Demand

Auckland Boat Stack Storage Supply

The Auckland region has three dry stack facilities catering for ~760 boats and two uncovered stacks with ~290 spaces.

The Pier 21 and Orams dry stacks are fully enclosed and located in the central city by Westhaven Marina.

Tamaki Marine Park is located on Gabador Place, Mount Wellington with access to the harbour via the Tamaki River and its dry stack is covered but only partially enclosed.

Bayswater Marina plans to develop a new dry stack with capacity to store 156 boats of maximum length 12 metres.

The Pine Harbour and Gulf Harbour stacks are uncovered.

| | Stack Vessel Capacity | Maximum Length |
|-----------------------------|-----------------------|----------------|
| Pier 21 | 190 | 9.2m |
| Orams | 310 | 12.0m |
| Tamaki Marine Park | 260 | 12.0m |
| Subtotal – Dry Stack | 760 | |
| Pine Harbour | 190 | 10.0m |
| Gulf Harbour | 100 | 9.0m |
| Subtotal - Uncovered | 290 | |
| Total | 1,050 | |

Source: Marina websites, WARDALE estimates.

Boat Stack Storage Demand Trends

There is an increasing demand for conveniently located land-based storage facilities for boats near to quality launching in the Auckland region. This demand is supported by the following trends:

- The trend of increasing customer preference for powered vessels is supportive for demand for land-based storage facilities, given the ability to rack powered vessels up to 12m length vertically to improve land utilisation;
- The trend of urban intensification is resulting in smaller house sites without sufficient space to store a boat which increases demand for land-based storage facilities;
- The trend of larger modern power boats being transportable by trailer as an alternative to marina berth storage and this will have an impact upon marina design. Boat storage yard space has traditionally been provided at many marinas but this is under pressure for redevelopment given limited available marina land area and higher value alternative uses, so vertical storage racks will assist marinas to meet the growing demand for their limited marina berth water space and land; and
- The trend of consenting becoming more difficult for marinas, particularly in the Local Auckland Market, which has resulted in minimal vacancy supports the demand for alternative storage options such as land based storage and dry stacks.

As a result of these trends, onshore vertical storage and quality launching facilities are likely to become increasingly higher priorities for the marina sector.

Dry stack facilities provide a premium storage option for customers, offering covered storage, the convenience of vessel cleaning and providore service and berthing access directly into the marina. The industry trends of vessel owners ageing, being time constrained and purchasing more expensive boats is supportive of higher service standards such as those offered by dry stacks.

Boat Stack Vessel Storage Occupancy

Auckland Boat Stacks Indicative Occupancy

| | Indicative Occupancy | Vessels on Waitlist |
|---------------------------|----------------------|--------------------------------------|
| Dry Stacks | | |
| Pier 21 | ~85 - 95% | Variable, can reach 20 – 30 at times |
| Orams | ~100% | Not available |
| Tamaki Marine Park | ~80% | - |
| Uncovered Stacks | | |
| Pine Harbour | ~90% | - |
| Gulf Harbour | ~100% | Indicatively 50 |

Source: WARDALE research and estimates.

Auckland Boat Stacks

WARDALE research and analysis of Auckland boat stacks provides a general indication of occupancy levels,

- Gulf Harbour's uncovered boat stack is typically consistently at capacity with a waitlist of about 50.
- Pine Harbour's larger 9m and 10m uncovered boat stack spaces are typically full. However, there has consistently been some vacancy in these smaller sizes up to due to its rural location which means customers are more likely to have space to store trailer boats at home relative to facilities in the central city.
- Pier 21 dry stack typically has indicative occupancy levels of ~85% - 95%, with summer being the stronger period of the year.¹ Racks for larger vessels 8.5m plus tend to be consistently full and at times the waitlist is up to 20 – 30. Smaller racks for vessels up to 7m experience lower demand.
- Orams facility is typically at capacity with approximately full occupancy and a waitlist for the largest of their dry stack storage spaces.
- Tamaki Marine Park experienced growing demand during the Covid border restriction period driven by strong growth in new boat purchases arriving from overseas. The Sports Marine boat dealership is on site. Tamaki Marine Park has received customer referrals from Pier 21 when it is at capacity and has success retaining these vessels at the Tamaki site.



1. The Pier 21 marina berths typically have relatively high occupancy levels, with sizes from 10m to 16m typically full and there can be a customer waitlist particularly for the larger sized berths 14m to 16m.

Hobbs Bay Marina Connectivity to Existing Infrastructure

Public Waterfront Access

- The public road and adjacent residential subdivision are planned to be connected by a new public walkway access to the waterfront including a new manmade swimming beach and wetland reserve. A waterfront promenade on top of two of the breakwater structures will enable public access and viewing of the harbour and marina. The quality of public amenity is expected to be similar to the Marsden Cove development completed by Hopper.

Ferry

- The ferry from Gulf Harbour to Auckland City has returned to full operating schedule including 24 sailings per day, covering inter-peak times and offering additional evening services.
- The Hobbs Bay Marina development is consistent with ongoing support and demand for the ferry terminal and the service connecting Gulf Harbour to downtown Auckland.

Breakwater Structures

- The marina will require construction of two breakwater structures and importantly the entrance is designed to limit waves action (both natural and ferry) into the marina area.

Mitigation of Coastal Hazard Risk

- The Hobbs Bay Marina structures will protect the adjoining residential areas from a coastal erosion hazard and provides positive effects for the hazard risks of the neighbouring terrestrial area.
- Levels will be set for the 50 year inundation level including 1% AEP tide, significant weather events and sea level rise.

Roading

- Driving access to Hobbs Bay Marina from the Twin Coast Highway takes about 20 minutes.
- Development of Penlink/O Mahurangi is ongoing with expected completion in late 2027. These public infrastructure works will improve connectivity to the end of Whangaparaoa peninsula and the proposed development of Hobbs Bay Marina.



Marine Service Facilities

The proposed Hobbs Bay Marina will stimulate demand for marine services and economic and job growth in the Auckland region.

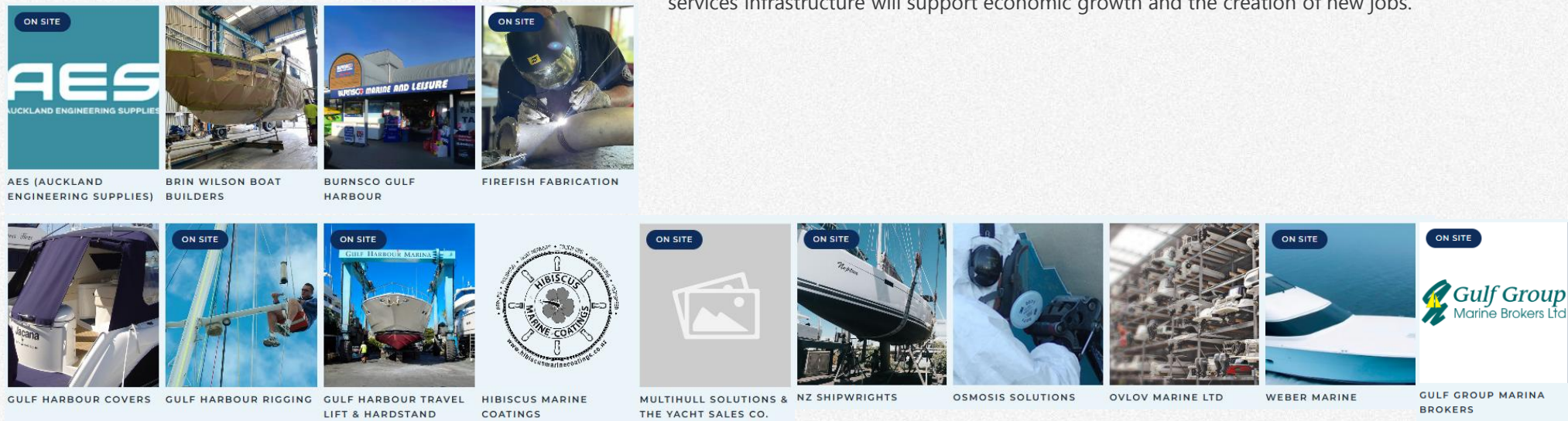
Typically up to 5% of the value of a boat goes into maintenance every year. Boat maintenance involves a range of marine services including boat maintenance travel lift and hardstand, chandleries, auto electricians, diesel engine mechanics, hydraulic operators, marine painters and riggers.

The existing Gulf Harbour Marine Service Centre provides haul-out, storage, maintenance and servicing of boats up to 55m, a chandlery, fuel dock, licensed café and marine broker.

Hobbs Bay Marina will berth ~354 vessels which will require regular maintenance services, thereby creating additional demand for established and new marine service businesses and infrastructure.

Hobbs Bay will add a new haulout and hardstand facility which is compliant with modern environmental standards and will supply additional needed boat maintenance capacity for the Auckland region. It will also function as a Ministry of Primary Industries (MPI) Transitional Facility providing biosecurity protection for the Auckland region.

The expansion of the existing Gulf Harbour marine services hub with additional new marine services infrastructure will support economic growth and the creation of new jobs.



Boat Maintenance Haulout & Hardstand



Auckland Boat Maintenance Hardstands

The closure of hardstand areas at Pier 21 (Wynyard Quarter) and The Landing (Okahu Bay) in recent years, combined with growing vessel numbers, has increased demand at the remaining hardstand facilities in the Auckland region. Hobbs Bay Marina is adjacent to the existing boat maintenance hardstand at Gulf Harbour which provides 100T and 30T travel lifts. Hobbs Bay Marina has potential to supply additional needed boat maintenance capacity for the Auckland region.

Other existing significant boat maintenance haulout facilities in Auckland include:

- Sandspit Yacht Club (13T)
- Hibiscus Marine and Storage (22T)
- Quayside Mahurangi (60T)
- Robertson Boats at Warkworth (85T)
- Orams at Westhaven (85T, 75T and larger)
- Floating Dock Services at Westhaven (20T)
- Hobsonville (75T, 35T)
- Half Moon Bay (85T, 35T)
- Pine Harbour (50T)
- Tamaki Marine Park (60T, 20T, 9T, 7T)
- McMullen and Wing (300T, 65T)

There are also smaller boat haulout facilities with capacities less than 20T at clubs and commercial boat repair yards.

However, club facilities are under increasing pressure due to ageing infrastructure and insufficient processes to manage biosecurity and health and safety risks.

Gulf Harbour Hardstand Occupancy:

- The Gulf Harbour maintenance hardstand is typically busy.
- Boat owners have changed their practices accepting that not everyone can be hauled out in the week before Christmas holidays so they now schedule earlier which better spreads demand across the year.
- The mid-winter months of July and August 2024 had good utilisation, showing no impact from the weaker economic conditions.
- Some boats are not being antifouled in order for customers to save money.

Trailer Boat Ramp

The existing public boat ramp at Gulf Harbour has limited launching and trailer parking capacity, so is highly congested with significant delays at peak times. Hobbs Bay Marina will provide a new quality sheltered trailer boat ramp which will increase launching capacity for the region.



Currently there are approximately 169 boat ramps in the Auckland region, however only a relatively small proportion are quality sheltered all tide ramps.

Trailer boating is a growing recreational activity in the Auckland region, with new recreational trailer boat registrations in Auckland ranging for 2,500 to 4,000 per year.

The existing Gulf Harbour public boat ramp provides two launching lanes with a central pontoon structure. The boat ramp is protected by a groyne breakwater structure to the east, but can still be exposed to wind chop during rough conditions. There are 67 marked designated trailer parks and an additional 4 unmarked boat trailer parks.

The Gulf Harbour public boat ramp is favoured by boaties as the best boat launching facility with all tide access in the area and therefore draws on a wide catchment of boaties from the Hibiscus Coast and Rodney District. Council does not charge for launching or parking at this public boat ramp.

Congestion at the Gulf Harbour boat ramp at peak times creates significant delays in trailer boat access for launching and retrieval which are reported to be one hour on busy days, causing frustration among local boaties.¹ At peak times there is a significant overflow of trailer parking onto grassed areas. The Gulf Harbour Marina Manager indicated to WARDALE that the boat ramp is “as busy as ever”.

Council has conducted surveys assessing nine boat ramps in the Hibiscus and Bays Local Board area to see where improvements are needed to relieve the pressure caused by high demand. The work recommended that the local board focus its efforts on the bottleneck caused by the number of boaties launching and retrieving their craft at the boat ramp at Gulf Harbour as a priority. The work undertaken indicated that it would be difficult for Council to make changes to ramps on Whangaparoa Peninsula that go onto the beach, without negative effects on other users. Local board members also raised issues with Stanmore Bay and Hatfields Beach ramps, including the need to widen them.²

The ferry terminal at Gulf Harbour shares this car parking area, so ferry customers can contribute to congestion in this area.

Campervans utilising the double length parking spaces can also exacerbate congestion in the area near the boat ramp at peak times which could be improved via Council parking rules.

Other quality boat ramps in the Auckland region also face peak congestion issues.

1. “Boat ramps survey ramping up”, Local Matters, 29 September 2021, accessed at: <https://www.localmatters.co.nz/hibiscus-news/boat-ramps-survey-ramping-up/>

2. “Gulf Harbour boat ramp a priority”, Local Matters, 4 April 2022, accessed at: <https://www.localmatters.co.nz/hibiscus-news/gulf-harbour-boat-ramp-a-priority/>



5. Appendices

[A. Hobbs Bay Marina
Concept Plan](#)

[B. Gulf Harbour Marina
Overview](#)

[C. NZ Marina Industry
Overview](#)



Appendix A

Hobbs Bay Marina Concept Plan



Client:
Hopper Developments

Location:
Hobbs Bay

Project:
Hobbs Bay Marina

Title:
**Prelim Stage 1 & 2 Berths
& SEA, ONL Overlays**

Drawing: **0302** Revision: **03**

Scale:
1:4,000 @ A3

Date:
8 July 2025

Revisions:

| ID | Date | Description |
|----|----------|-------------------|
| 01 | 21/02/25 | Channel / Staging |
| 02 | 19/05/25 | Entrance Channel |
| 03 | 26/05/25 | Land Amendments |

Notes:
1. All dimensions are in metres, unless otherwise stated

1:4,000 @ A3

0 50 100 200 m

WARDALE^W
marine industry consulting

PO Box 147003, Ponsonby, Auckland, New Zealand
+64 (0)9 360 9356
info@wardale.co.nz
www.wardale.co.nz

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Appendix B

Gulf Harbour Marina Overview



Gulf Harbour Marina is located on the Whangaparaoa Peninsula, 45km drive from Auckland CBD. The main marina was completed in 1997. Fairway Bay Marina was constructed between 2014 and 2022. Gulf Harbour Marina provides important marine infrastructure for the Auckland region including:

- Over 1,050 marina berths including 10m to 55m berth owner-occupiers and 10m to 30m berths for rental to long term tenants and visiting vessels. Fairway Bay provides a further 70 berths;
- Dry stack for storing trailer boats up to 10 metres;
- Trailer park storage;
- 15,000m2 of sealed hard stand area;
- Wash-down facilities for vessel maintenance;
- Haulout service provided by two mobile boat hoists (100 tonne hoist with 7.8m beam and a 30 tonne hoist);
- Marine Centre offering a full range of specialist marine trade services; and
- Marine facilities and services including showers, laundry, Wi-Fi, chandlery, fuel dock, licensed café and marine broker.

Adjacent to the marina there is an existing waterway containing residential house sections with an additional ~173 private berth pontoons.





Appendix C

NZ Marina Industry Overview

NEW ZEALAND MARINA INDUSTRY OVERVIEW

INDUSTRY VALUE & PERFORMANCE

\$538.2
MILLION*

ECONOMIC
CONTRIBUTION

*Extrapolated from MIA's industry estimate based on the IMPLAN International Model & OECD input-output tables

6,303

JOBS

EMPLOYMENT SUPPORTED

MARINAS - A HUB OF ECONOMIC ACTIVITY

It is estimated that 58 marina businesses generate Economic Contribution of \$538.2M & support almost 6,303 jobs

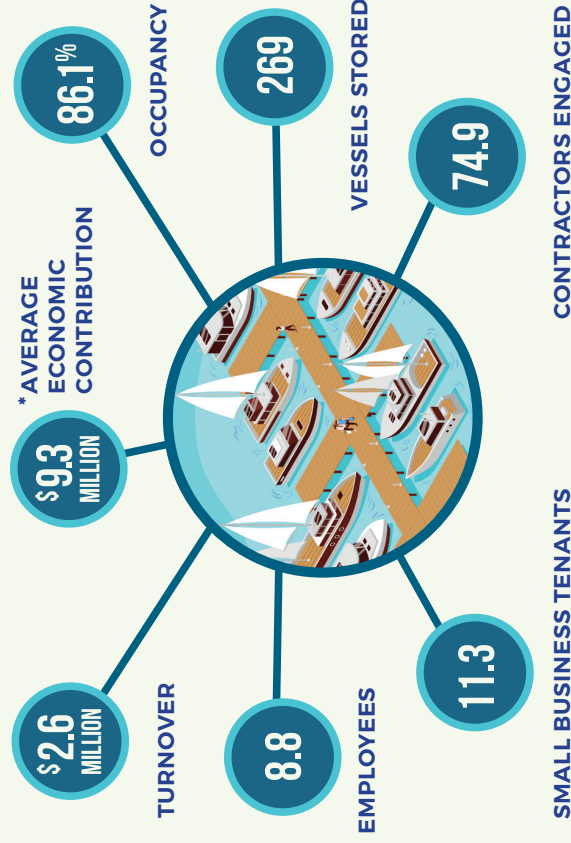
MARINA PERFORMANCE



TOTAL ANNUAL INDUSTRY PERFORMANCE



THE AVERAGE MARINA



* Estimated by local industry experts and based on an extrapolation of the MIA's data which was calculated using the IMPLAN International Model and OECD input-output tables

Footnotes explain if industry estimates have been used to further extrapolate results. Data in this report is based on a 2023 Industry Survey.

INDUSTRY CONTRIBUTIONS



6,303

TOTAL JOBS GENERATED

EMPLOYMENT



470

DIRECTLY
BY
MARINAS

2,170*

SMALL
BUSINESS
TENANT
EMPLOYEES

3,663

CONTRACTORS

* The number of employees per business varies significantly. Based on an industry expert estimated average of 8.8 Employees.

SUPPORTING SMALL BUSINESS & EMPLOYMENT



46.6%

Of marinas provide premises & work for small businesses

310

Small businesses are supported at marinas

11.3

Average number of small businesses supported by each marina

8.8

Average employees per marina

\$523k

Average annual direct wages paid

\$28

Total wages paid to direct employees

CONTRACTORS

83%

of marinas engage the services of external contractors

63

contractors are engaged by each marina annually

ENVIRONMENTAL PROTECTION

\$3.1M

Capital investment in environmental protection/ facilities

17.2%

Have environmental protection strategies in place, or will have in three years

17%

Of marinas have a Clean Marina Accreditation

FACILITIES PROVIDED

FOR BOATERS

56.9%

FUEL

58.6%

WASTE WATER PUMP OUT

53.4%

VESSEL MAINTENANCE

6.9%

BOAT SYNDICATION

74.9%

BOAT SALES

29.3%

MARINAS WITH LIVE-ABOARDS

FOR EVERYONE

25.9%

EVENTS/ FUNCTIONS

22%

CHARTER VESSELS

6.9%

ACCOMMODATION

34.5%

FOOD AND BEVERAGE

24%

OTHER RETAIL

55%

PUBLIC ACCESS

Data in this report is based on a 2023 Industry Survey. Footnotes explain if industry estimates have been used to further extrapolate results.

Research completed with the support of the Marina Industries Association

