

Auckland Surf Park Community

A sustainable development centred around a world class surfing lagoon

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New Zealand is a country of innovators, the Auckland Surf Park Community highlights this with a first of its kind combination sustainability approach incorporating on-site power generation and the capture of waste energy to heat the surfing lagoon.

SURFING IN NEW ZEALAND

New Zealanders have always had a strong interest in the sport of surfing. Surfing, known as whakahekeheke, was a part of Māori culture before the arrival of European settlers and today an estimated 400,000 Kiwis surf annually; with between 100-150,000 doing so on a weekly basis.

SITE AND MASTERPLAN

The site is ideal to deliver an authentic and holistic kiwi surfing experience within a rural aesthetic that will appeal to both New Zealanders and international tourists alike.

TEAM TO EXECUTE

Aventuur and its local partners bring the requisite skills to deliver this project. International and industry expertise combined with successful local partners including Sir John Kirwan and Mark Francis.

ECONOMIC AND SOCIAL IMPACT

The development will create meaningful community and economic benefits for Auckland and New Zealand.

Surfing in New Zealand



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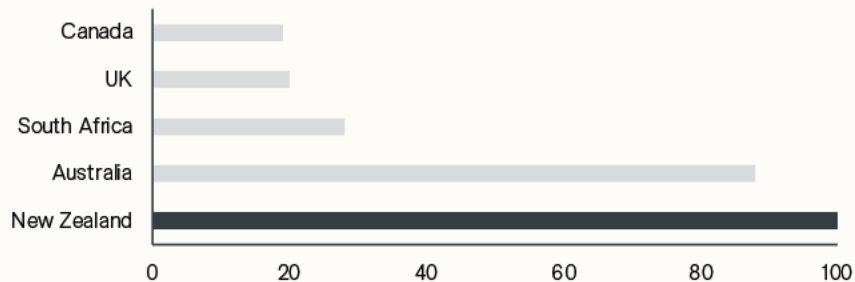
Surfing NZ has over 3,000 members, 33 affiliated boardriders clubs, 33 accredited surf schools and 85 International Surfing Association (ISA) Level 1 accredited instructors. Annually 65,000 surf lessons are delivered by the accredited surf schools and 1,600 youth participate in Surfing NZ's Wave Warriors program.

GOOGLE TRENDS DATA

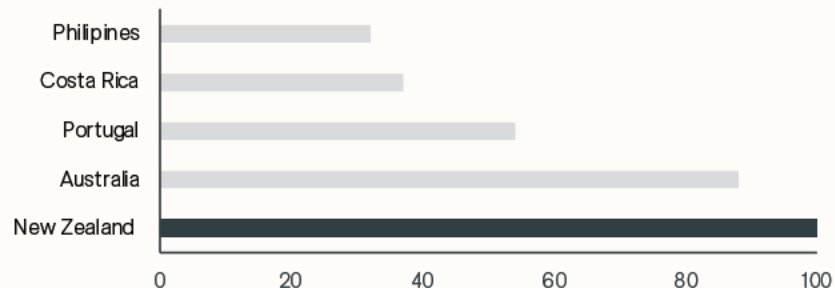
Data reveals the interest in surfing in NZ is arguably the highest in the world. Despite sub-optimal access and difficult conditions to learn, Auckland has the highest surfer population due to its sheer scale.

Surf parks eliminate these geographical barriers and democratize the sport by creating a safe environment while also lowering the barrier to entry, especially for physically and mentally disadvantaged surfers.

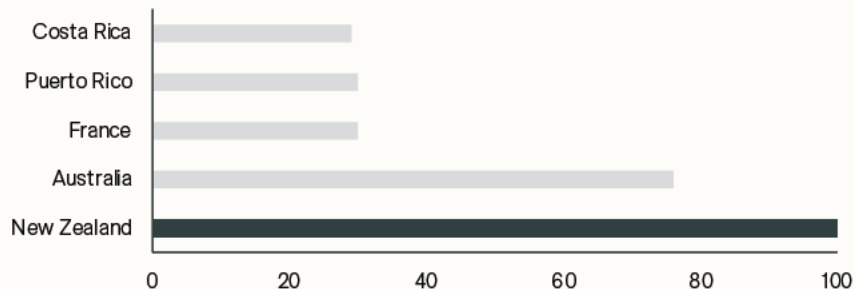
'LEARN TO SURF'



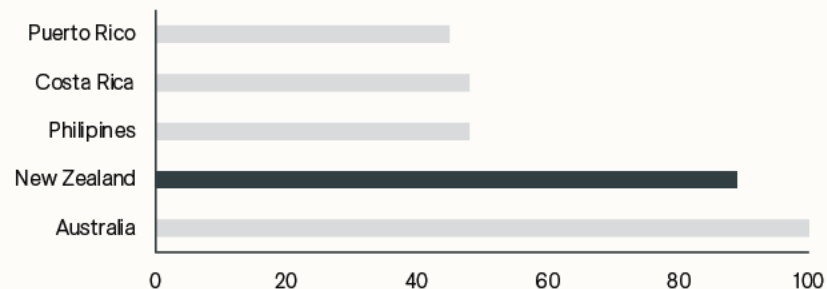
'SURF'



'SURF REPORT'



'SURFING'



New Zealand has a rich competitive surfing lineage and culture but is currently unrepresented on the highest stage of the World Championship Tour. The opportunity exists to create a ground zero for High Performance Surfing to nurture the current elite and inspire the next generation.

New Zealand recently finished outside of the world's top 20 nations for the first time when coming 22nd, below some landlocked countries, at the International Surfing Association, (ISA) World Surfing Games in Huntington Beach California.

SURF THERAPY

Surf therapy is a successful and fast-growing form of intervention combining the positive health benefits of surfing and physical exercise with activities proven to help people build relationships, grow self esteem, self soothe and build a positive image of their future.

NZ based surf therapy organisations include: "Restoke" works with adults experiencing anxiety and depression in Auckland and Taranaki // "One Wave Is All It Takes" supports mental health initiatives within the NZ surf community // "Surf For Life" works with disadvantaged and at-risk youth in Gisborne // "Surfing For Farmers" works with farmers to enhance well-being in 16 locations across New Zealand.





“Schools need to look at opportunities to engage kids in the new Olympic sports of surfing and skateboarding. The non-traditional sports are the ones that kids are moving into.”

Mark Shanahan, chair of College Sport Auckland

“Surfing as a sport is rapidly gaining popularity, a surf park would allow us to open events up to a broader range of abilities raising our level of inclusivity whilst improving water safety”

Bryan Thompson, chair of Auckland Scholastics Surfing Association

SURFING IN THE OLYMPICS

Surfing was the 9th highest of 40 sports that American viewers said they were interested in at the Tokyo Olympics, coming in ahead of the likes of soccer, tennis, cycling, golf and sailing.

Kiwis Billy Stairmand and Ella Williams reached the last 16 competitors in their divisions when surfing debuted at the Olympics in Tokyo in 2021. Surfing lifted the international viewership of the Tokyo Games and future Olympic surfing events are likely to be held in surf parks.





The world's most aspirational sport

125m global surf fans

35m active surfers

7% per annum growth for the past decade

\$51bn of global surf economic activity

Surfing debuted at Tokyo 2020

Part of the \$4.4bn global wellness market.

Introduction to Surf Parks

It is now possible to create ocean like surfing experiences in any location around the world....including the Swiss Alps!



Surfing great waves in a controlled environment adds a new dimension, as there is no hassling for waves, no stress over who got the best wave – they are all good. Everyone can relax, have fun and focus on improving their surfing.

KELLY SLATER – 11-TIME WORLD CHAMPION

EVOLUTION OF THE SURF PARK INDUSTRY

Kelly Slater Wave Co. opened the door for consumer acceptance of surf parks.



PRE 2015

From the mid-70's, wave pools have attempted to provide surfing-like experiences. However, they suffered from poor wave quality, short rides, low wave frequency and capacity.



2015

KS Wave Co. launched 'Kelly's Wave' which altered perceptions of man-made surfing and engendered broad acceptance. The tech however is commercially limited due to its high capex and low wave frequency.



2019

The 'Wavegarden Cove' opened in Melbourne (AU) and Bristol (UK). This revolutionary offering presents a near ocean-like surf experience with high wave frequency, variability and surfer capacity.



FUTURE

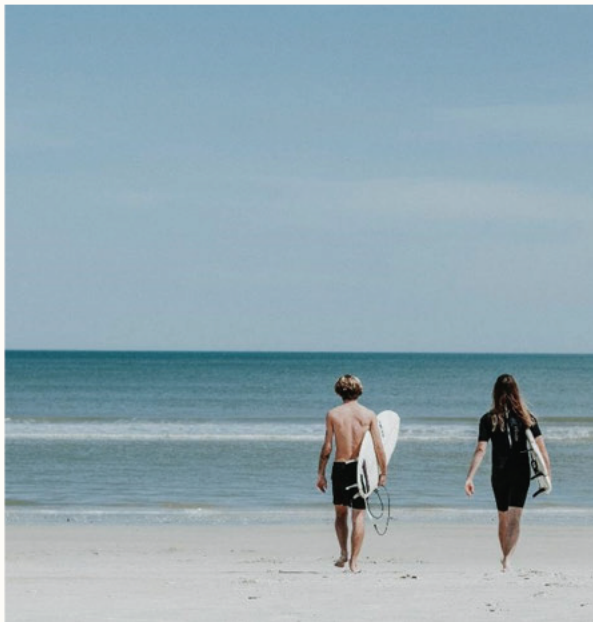
Surfing is growing rapidly around the world and featured in the Tokyo 2020 Olympics for the first time. Following the observed success of the modern day surf parks, the industry is rapidly expanding.

The surf park industry is at an exciting inflection point and there are now surf parks on every continent and all major cities around the world are looking at how to facilitate their development.

In the near future every major city in the world is likely to have some form of surf park thanks to a combination of proven technology, consumer acceptance, and surf industry support.

ACCESS

Many elements have to align to allow a high-quality surfing experience.



CONDITIONS

Tides, wind, and swell all must align during daylight hours need to align to create the ideal conditions.



OVERCROWDING

When conditions do align, breaks become overcrowded and intimidating.



SAFETY

Few controlled environments exist for people who want to learn and improve at surfing.

WAVE GENERATION TECHNOLOGY

Solves for access problem, will progress the sport and open it up to a far larger audience.



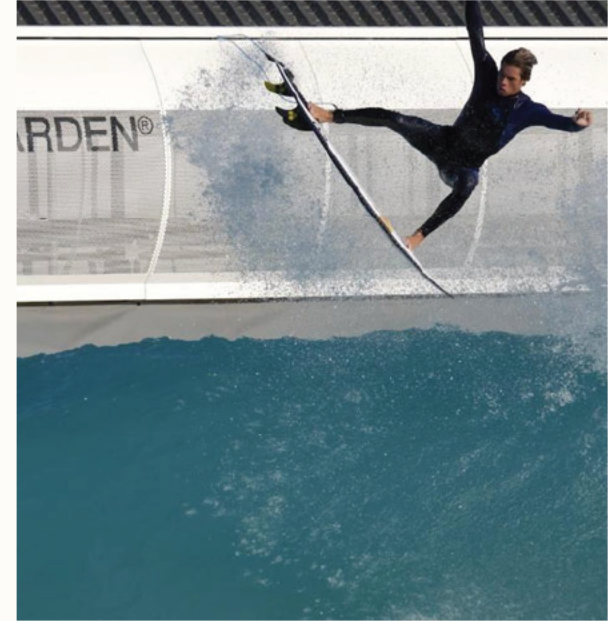
ABUNDANCE OF WAVES

The 'Cove' can produce two waves every 7.5 seconds, being one left and one right breaking wave.



ADDRESSABLE MARKET

Surf parks will attract new participants to the sport, growing the TAM at a faster rate than the population.



PROGRESSION

Surfing will progress at a far greater rate as athletes won't be reliant on fickle conditions to train.

The Site and Masterplan

Our site identification process saw us screen over 1,500 sites in the Auckland region for technical and aesthetic characteristics.

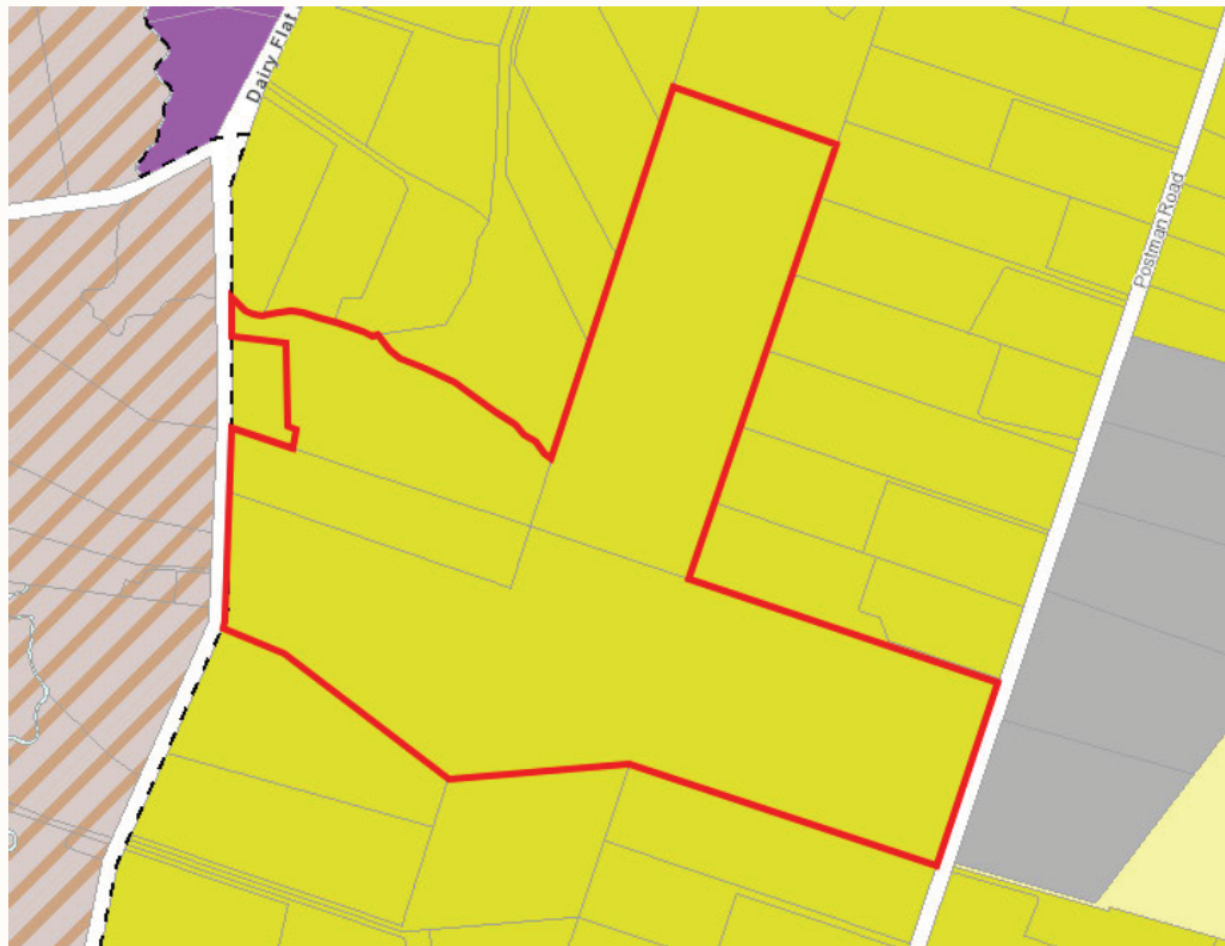
The proposed site is one of the highest ranked locations and offers the canvas to build a world class surfing destination.

THE SITE

The site is made up by the following properties:

- 1350 Dairy Flat Highway, Dairy Flat
- Lot 15 DP 65979, Dairy Flat Highway, Dairy Flat 0792
- Pt Allot 189 SO 1118A, Dairy Flat Highway, Dairy Flat 0792

The site is zoned Future Urban under the Auckland Unitary Plan and abuts the Rural Urban Boundary along the western boundary (along Dairy Flat Highway).



Our approach is to create an authentic surfing destination in Auckland, sympathetic to the location, incorporating thoughtfully designed buildings, landscapes and experiences.



UNIQUE ACTIVITY

The surfing lagoon is a unique activity. Shown below in Bristol, United Kingdom in a rural setting and Melbourne, Australia in an industrial setting.



MASTERPLAN

The comprehensively master planned development will comprise of the surf lagoon facility, along with associated surf park operations, short-stay accommodation, farm to table food and beverage, a wellness retreat and carparking for the development.

AW Holdings 2021 Ltd are also proposing a Data Centre in the eastern portion of the site which will enable a symbiotic relationship between the lagoon and the data centre, where surplus heat generated by the data centre facility will be used to directly heat the lagoon allowing for the surf park to operate year-round and won't be lost into the atmosphere.



While surfing is the cornerstone of the community, the masterplan is intended to have a broad appeal to all New Zealanders and tourists alike.

BROAD DEMOGRAPHIC

Our wave generation technology will cater to everyone from beginners through to experts, but the park is more than just a surfing destination. There will also be a wide range of amenities for non-surfers, such as community events and markets, open space, a farm-to-table restaurant and boutique accommodation.

AOTEAROA

The rural qualities of the location will be celebrated, and the authentic Aotearoa experience will make for a sought-after destination for international and domestic visitors alike. We will also deeply reflect Aotearoa's virtues and our surfing history.

A FOOD DESTINATION

The Surf Park will look to grow and source produce both on-site and from the local area to showcase the best of contemporary Kiwi fare and provide interactive opportunities for children to learn about the food they are eating via tours and workshops. At the heart of this experience will be a destination farm-to-table restaurant.

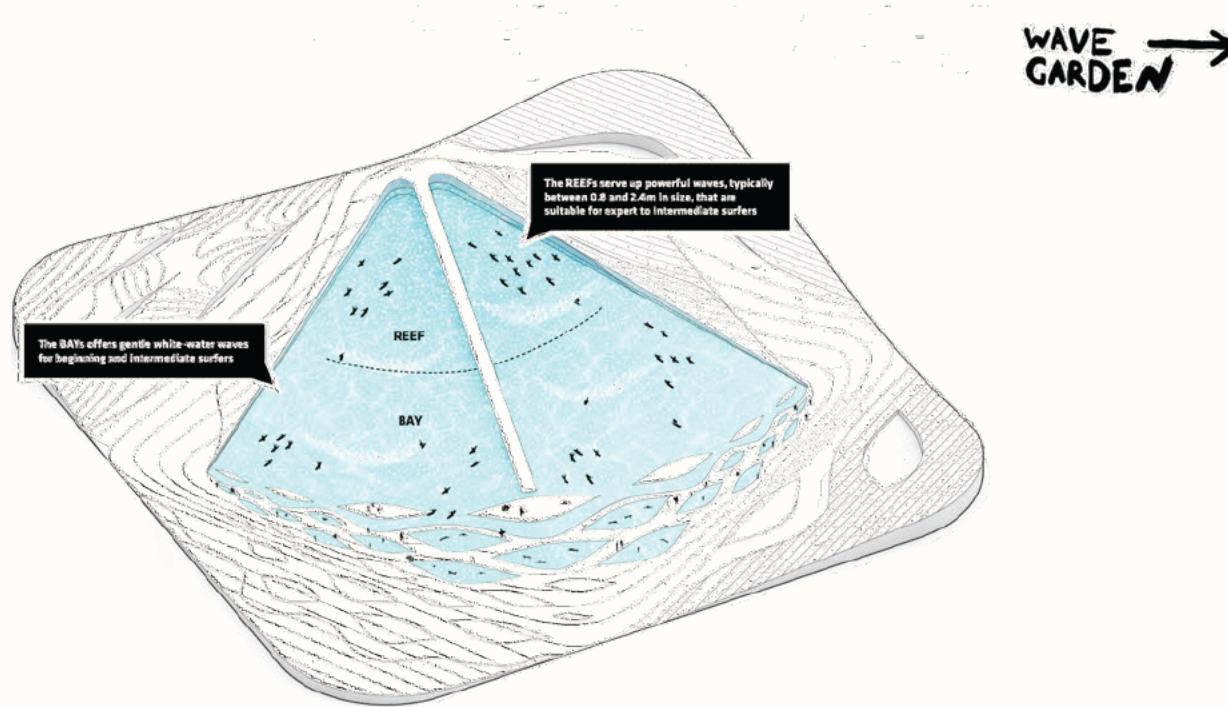
The cornerstone of the development is the 2ha surfing lagoon, set within a landscaped environment that captures the qualities of New Zealand's coastline and incorporates play spaces, event spaces, swimming pools, viewing spots and 'beach side' environments.



SURFING LAGOON

The Wavegarden lagoon has two separate surfing areas, the reef section for more advanced surfers and the bays for beginners. The Cove has capacity for up to 18 surfers on each side in the Reef and 24 per side in the Bays.

The Wavegarden Cove will employ 56 modules, giving the facility a technology and user experience advantage over the offerings on the east coast of Australia (Melbourne and Sydney have 46).



The Farm-to-Table Restaurant and Marketplace is a place where the local community and visitors can come together in a vibrant and welcoming social setting.

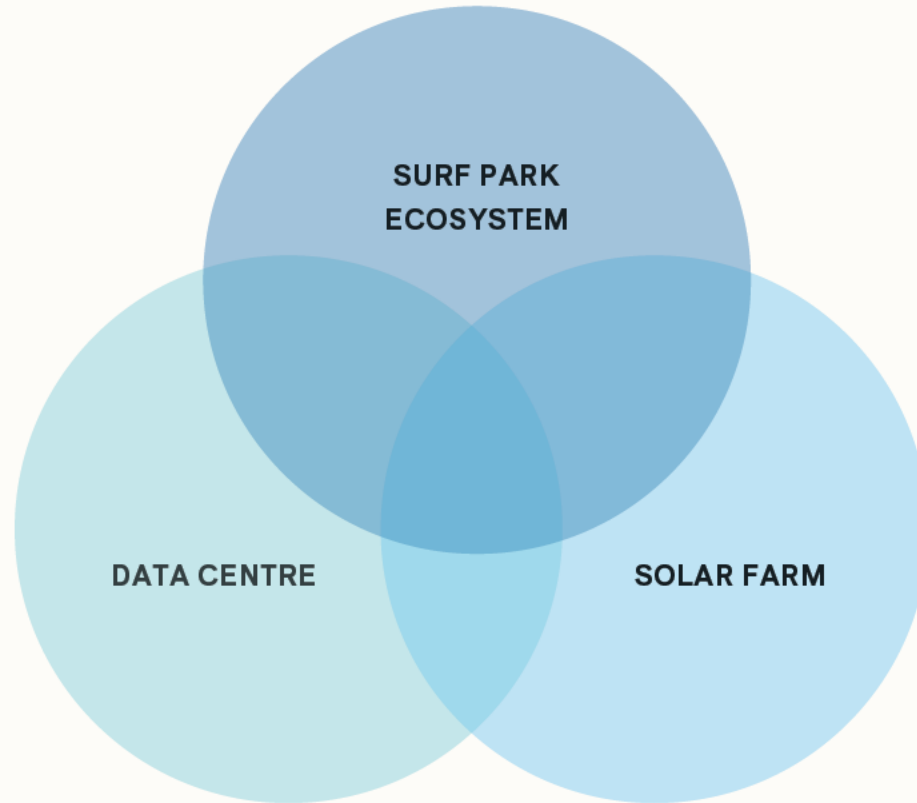


The two types of on-site accommodation will provide a distinctly New Zealand hospitality offering.



SYMBIOTIC RELATIONSHIP

This will be the first surf park in the world to use this innovative approach to sustainability.



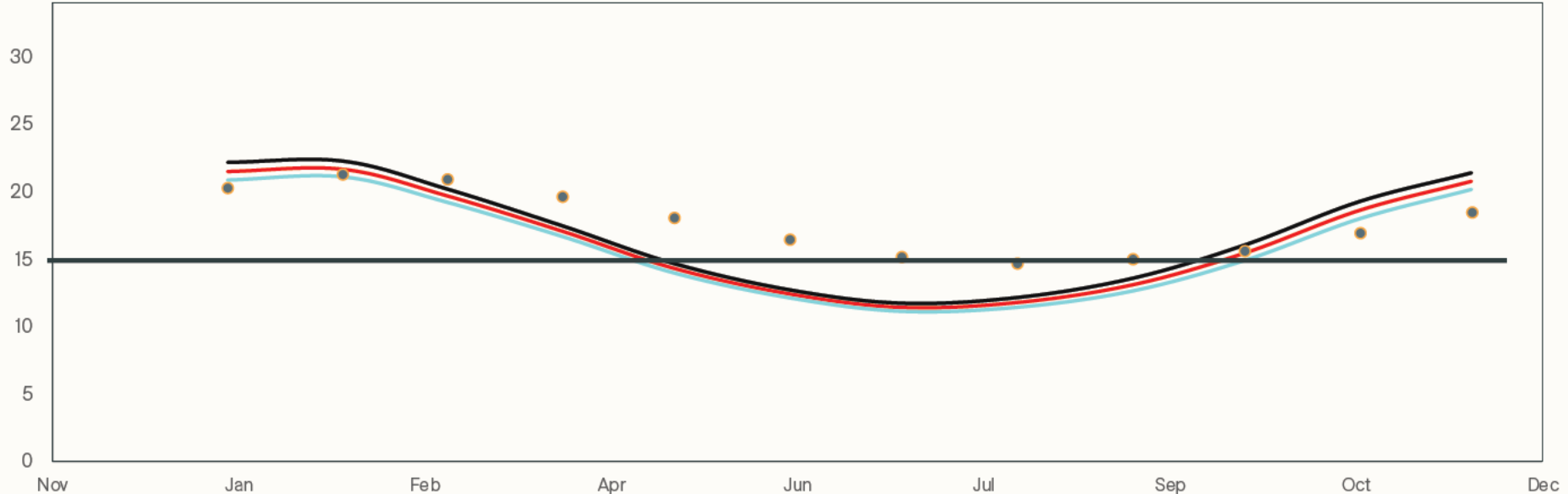
WATER TEMPERATURE

Preliminary modelling indicates that the water temperature of a lagoon at 1350 Dairy Flat Highway will be a minimum of 11.1°C in the winter and a maximum of 22.1°C in the summer

On average, the lagoon water temperatures are expected to be 1.2°C below those of the adjacent ocean, with the difference peaking in June (average modelled lagoon temp. 4°C below that of the ocean)

Modelled lagoon water temperatures based on climate data from the Dairy Flat Weather Station

— Average modelled lagoon temperature (°C) — Avg. maximum modelled lagoon temperature (°C)
— Avg. minimum modelled lagoon temperature (°C) ● Average Auckland ocean water temperature (°C)



The heat exchange from the data centre will allow for the water in the surfing lagoon to be heated, offsetting a major reason for seasonality of demand for surfing experiences.

The solar farm will allow for on-site generation for the wave generator and offset the non-renewably generated power from the NZ grid for the data centre.

Economic and Social Impacts

To enhance physical & mental wellbeing.

Unleashing the power of surfing for people all over the world; enriching lives as we transform communities.

The total development cost of the proposed development is in excess of s 9(2)(b)(ii) exclusive of land.

Surf Tourism is a global market worth \$US9.5 billion in 2022. During the pandemic, board sales grew by almost \$US1b, a CAGR of 5.8% and was shown to be the fastest growing sport in Australia (likely similar in New Zealand) during the pandemic.

HIGH VALUE TOURISTS

Surfers are increasingly affluent and represent a high earning and adventurous demographic. The Auckland surf park's unique, holistic offering combined with the best-in-class technology offering will attract high value international and domestic tourists and make this a global surfing destination.

TRANSFORMATIONAL TOURISM

The surf park will look to provide an opportunity to participate in a number of transformational experiences: access to nature, surf therapy, active recreation and high quality nutrition.

EVENTS

The park is set to become a future venue for prominent international, national and regional events. These will be of varying nature including surfing competitions, festivals, celebrations of sport, food, music, art and culture and will attract international and domestic visitors.

The World Surf League has recently announced they intend to sanction events within the Wavegarden cove, potentially introducing a new format to the sport.

"Wave technology is at an inflection point, and the level playing field of a wave basin provides a unique opportunity for competitors." –
Jessi Miley-Dyer, WSL Head of Competition.