



Memorandum

To: c/o Kallam Brown, Azuma Property

From: Adam Thompson

Date: 27 February 2025

Re: Waipiro Marina Boat Ramp Demand Memo

This memorandum provides an assessment of boat ramp demand at the proposed Waipiro Marina, based on observed usage at comparable boat ramps in the Bay of Islands, Tutukaka, and Marsden Cove. A summary of the key findings from the Far North Boat-Ramp Study (Far North District Council, 2021) is also included.

Figure 1 provides an assessment of boat ramp usage in the Bay of Islands, Tutukaka Marina, and Marsden Cove. This was conducted by surveying parked boat-trailers on Google Earth from available summer month periods (December-February), for 3-5 periods per boat ramp, as an indicator of trailer-boat ramp demand. The purpose is to determine whether existing demand levels at comparable locations can also be achieved at the Waipiro Marina. The key findings are:

- The busiest ramps in the Bay of Islands include Russell, Rawhiti, and Parekura Bay, averaging 21 - 22 trailers parked at the observation periods. This is considered to be relatively high usage.
- Tutukaka and Marsden Cove, while outside the Bay of Islands, have been included as further benchmarks. These boat ramps demonstrate high and very high usage, of 22 and 58 trailers parked at the observation periods, respectively.
- Marsden Cove highlights the potential for a new and well-designed and located boat ramp to attract high levels of demand.
- Parekura Bay's high usage is significant, however it operates as a beach launch rather than a formal ramp. This launch is in close proximity to the proposed Waipiro Marina. Its relatively strong usage suggests that a well-designed boat ramp at the Waipiro Marina could capture greater usage.

Based on observed demand at comparable boat ramps, the proposed marina boat ramp is expected to have a **high or high-very high usage**, similar to the other high performing boat ramps. Most notably, this is based on the high usage recorded at Parekura Bay (despite being a beach launch) indicating the location within the Bay of Islands is attractive, and the performance of other modern boat ramp facilities, particularly with good parking.



Figure 1:
Average Trailer-Boat Patronage for Key Boat Ramps

Bay of Islands Boat Ramp	Average Patronage**	Relative Rating
Rangitane	2	Low Use
Waipapa Landing	6	Low Use
Windsor Landing	10	Low Use
Doves Bay	11	Medium Use
Opito Bay	13	Medium Use
Opua	15	Medium Use
Tapeka Point	15	Medium Use
Waitangi	19	Medium Use
Russell	21	High Use
Parekura Bay	21	High Use
Rawhiti	22	High Use
Tutukaka*	22	High Use
Marsden Cove*	58	Very High Use

*Not in Bay of Islands, however, included as a useful benchmark.

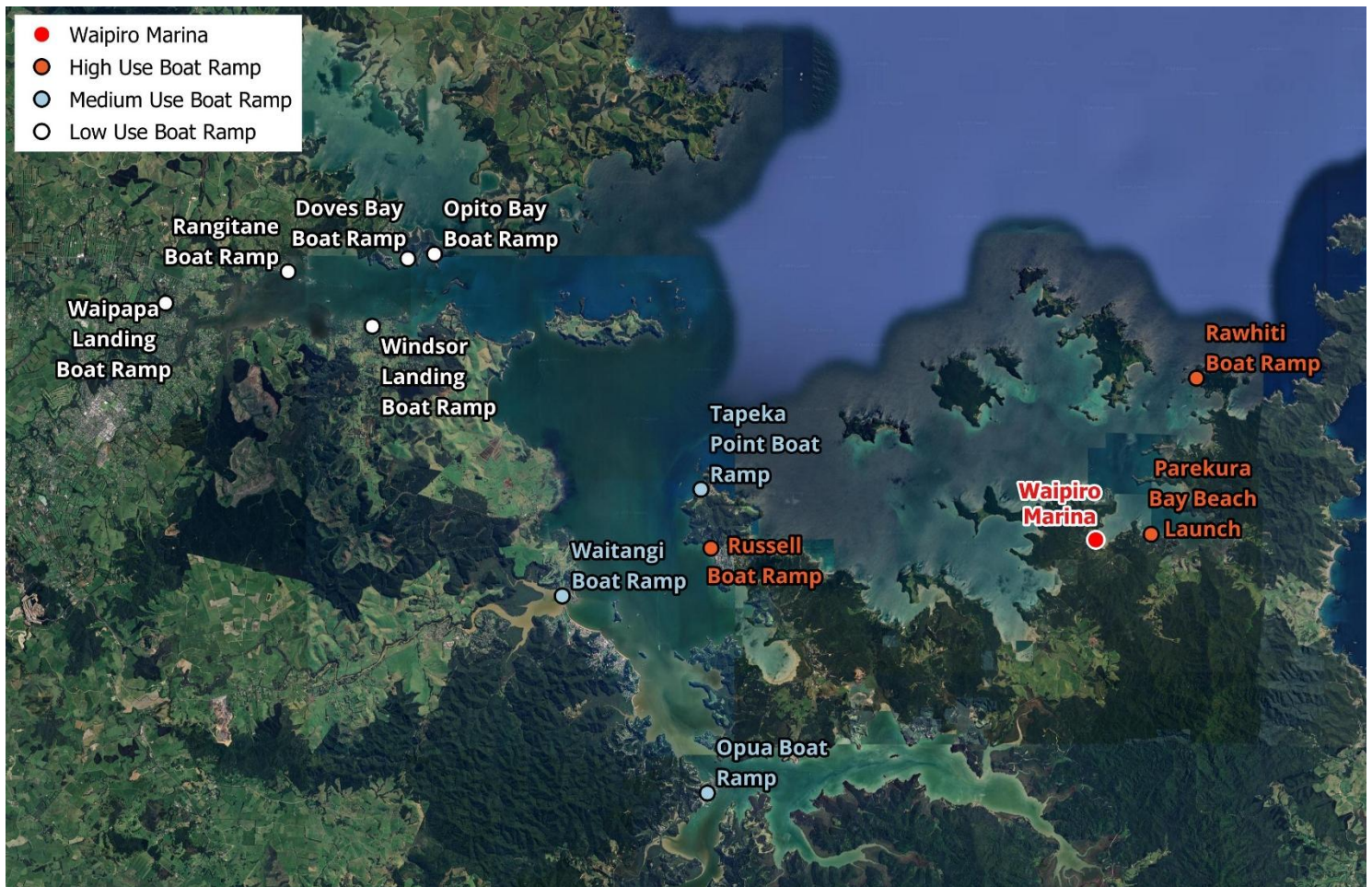
**Based on aerial boat-trailer imagery over summer periods.

Source: Far North District Council, Google Earth



Figure 2 illustrates the location of boat ramps surrounding Waipiro Marina. These are presented by their level of use as derived from Figure 1.

Figure 2:
Location Map of Boat Ramps Surrounding Waipiro Marina



Source: Google



The Far North Boat-Ramp Study (Far North District Council, 2021) identifies a significant shortage of dedicated boat-trailer parking across the region, which has become increasingly significant in the Bay of Islands due to rising residential growth, visitor numbers, and the growing popularity of trailer-boating. The study states:

“The Far North has a trailer-boat car-park supply and demand issue that is becoming more acute as the district experiences ongoing increases in residential growth, visitor numbers, trailer-boating popularity, and the size of trailer-boats.” (Page 10)

“There are an estimated 2,900 trailer-boat users living in the wider Bay of Islands catchment area and although individual usage varies, and some boats may rarely leave the driveway or are based at holiday homes, the impact on demand with even just half the estimated users being regularly active is significant.” (Page 11)

“Demand is clearly higher than supply...” (Page 10)

*“The problem for the region is access to the water. In particular, boat ramps in Doubtless Bay, Karikari Peninsula, **Bay of Islands**, and Whangaroa are full by early morning in peak season and on summer weekends. This is a cause of considerable frustration for local residents and is also causing environmental and safety issues as trailers are parked anywhere they can fit, and traffic becomes congested.”* (Page 9)

The study supports the conclusion reached in this memo, that there is strong demand for additional boat ramp capacity in the Bay of Islands.

Having considered the level of usage at boat ramps in the Bay of Islands and the shortage of boat ramp capacity derived in the Far North Boat-Ramp Study, it is anticipated that a boat ramp at Waipiro Marina will achieve a peak utilisation in the order of 30 - 40 users.

Figures 3-7 highlight the trailer-boat parking conditions at boat ramps identified as having a “High Use” and “Very High Use”. These aerial images illustrate indicative usage levels across the key boat ramps. Notably, Marsden Cove features well developed trailer parking infrastructure, which supports its significantly higher patronage. This suggests that a marina boat ramp with sufficient parking capacity can successfully accommodate strong demand and attract consistent usage.

Figure 3:
Russell Boat Ramp - Aerial Image



Source: FNDC



Figure 4:
Parekura Bay Beach Launch - Aerial Image



Source: Google Earth



Figure 5:
Rawhiti Boat Ramp - Aerial Image



Source: Google Earth

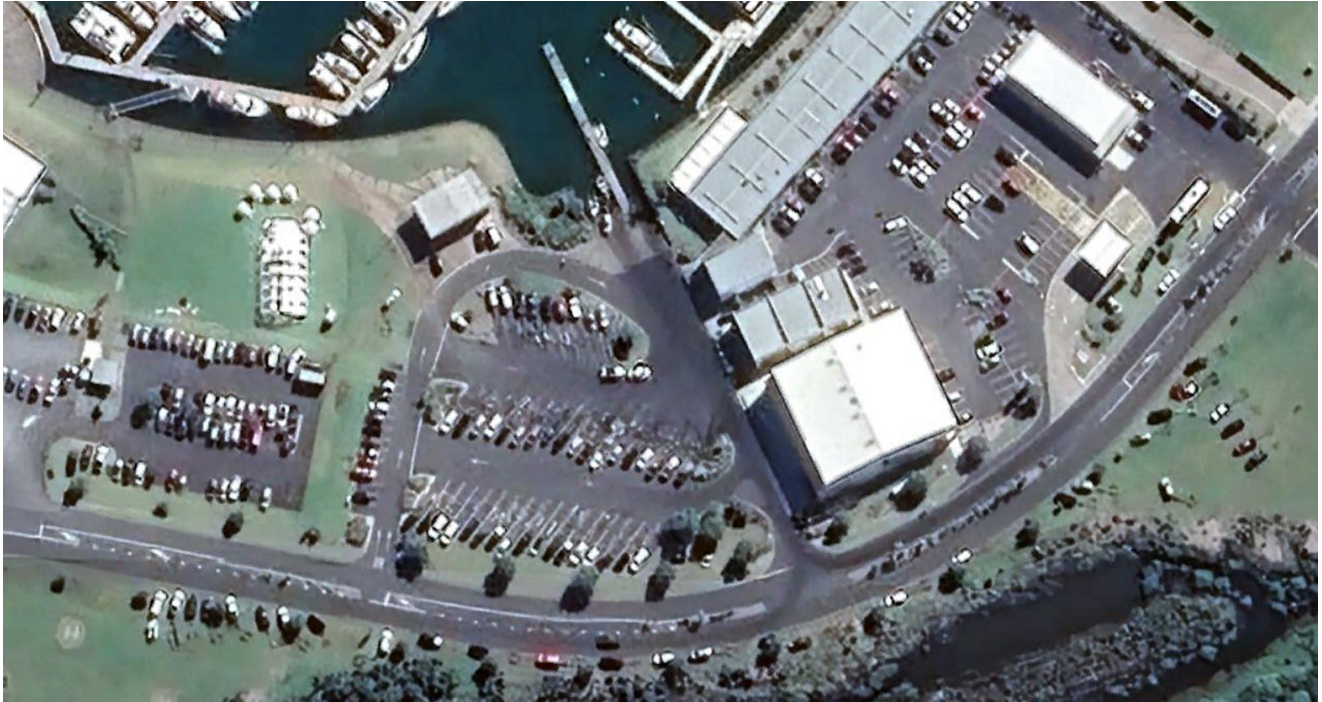
Figure 6:
Tutukaka Boat Ramp - Aerial Image



Source: Google Earth



Figure 7:
Marsden Cove Boat Ramp - Aerial Image



Source: Google Earth