



# **2023 EXPRESSIONS OF INTEREST FOR MAUNGA TOHU TIER 3 CONCESSION**

**Exclusive tourism operations for  
Maungawhau / Mt Eden, Maungakiekie /  
One Tree Hill, Takarunga / Mt Victoria,  
and Maungauika / North Head**



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# 1.0 Mihimihi | Welcome

E ngā mana, e ngā reo, e ngā karangatanga o te motu. Tēnei te mihi maioha ki a koutou katoa.

Ki ngā Maunga Whakahī o Tāmaki e karapoti ana, tū mai rā.

Ki ngā wai e kau pikopiko haere ki te Waitematā, ki te Mānukanuka a Hotūroa.

Tēnā ngā mihi, kāhore ngā mihi e mutua.

E ngā pītau whakarei o ngā mata waka, he mihi, he tangi atu ki a koutou kua tangohia e te ringa aituā.

Nui ngā whetū ki te rangi, mau tonu, mau tonu, whatungaro ki te pō.

## 2.0 Tirohanga | Overview

The Tūpuna Maunga o Tāmaki Makaurau Authority (TMA) seeks expressions of interest for developing exclusive tourism opportunities for Maungawhau / Mt Eden, Maungakiekie / One Tree Hill, Takarunga / Mt Victoria, and Maungauika / North Head respectively.

On 14 March 2022 the Tūpuna Maunga Authority approved the Maunga Tohu framework for assessing concessions and permitted activities on the Tūpuna Maunga. The assessment criteria determine three tiers of permitted activities on the Maunga. The table below provides an overview of these three tiers.

Tier 1	Tier 2	Tier 3
<ul style="list-style-type: none"><li>• Low impact regular user [further prescriptive detail to be provided to define the impact (such as potential for enhancing the Maunga, hours, noise, number of people)].</li><li>• Maunga Outcomes Plan required.</li><li>• Flat annual fee.</li><li>• Conditions may be set (such as location, hours of operation).</li><li>• Monitoring may be required.</li></ul>	<ul style="list-style-type: none"><li>• All one-off activities.</li><li>• Medium/High impact regular users [further prescriptive detail to be provided to define the impact (such as potential for enhancing the Maunga, hours, noise, number of people)].</li><li>• Priority given to mana whenua or those who collaborate with mana whenua.</li><li>• Maunga Outcomes Plan required.</li><li>• One off fee, monthly fee, annual fee, or per user fee.</li><li>• Conditions will be set.</li><li>• Monitoring will be required.</li><li>• Regular reporting may be required.</li></ul>	<ul style="list-style-type: none"><li>• All high impact users on [list specific Maunga]</li><li>• Limited and specific opportunities only available through a tender process.</li><li>• Priority given to mana whenua or those who collaborate with mana whenua.</li><li>• Maunga Outcomes Plan required.</li><li>• Conditions, reporting and monitoring will be required.</li></ul>



- |                                                                                                                                                                                                                         |  |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| <ul style="list-style-type: none"><li>• Limitations on numbers of Tier 1 permits may be set by the Authority if the accumulative effect of any one commercial activity is impacting the Tūpuna Maunga values.</li></ul> |  |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

For more information about tiers 1 & 2 please visit our website [maunga.nz](https://maunga.nz): [Maunga Tohu / Tūpuna Maunga Authority](#).

## 2.1 Tier Three

This expression of interest process is for the first tranche of Tier 3 opportunities to conduct a tourism operation on Maungawhau / Mt Eden, Maungakiekie / One Tree Hill, Takarunga / Mt Victoria, and/or Maungauika / North Head. We are seeking a suitable applicant to work in partnership with the Tūpuna Maunga Authority, The Tūpuna Taonga Trust, and Ngā Mana Whenua o Tāmaki Makaurau to deliver a world-class tourism operation on each of the respective Maunga listed above.

The successful applicant/s will be offered the opportunity to negotiate a Maunga Tohu (concession) for one or all the respective Maunga. Only one concession per Maunga will be offered as part of this EOI process. For the successful applicant(s) they will be required to promote the values of the Tūpuna Maunga, promote and celebrate the collective nature of Ngā Mana Whenua o Tāmaki Makaurau, deliver a great tourism product and/or service, and contribute to the health and wellbeing of the Tūpuna Maunga.

## 3.0 Kōwhiringa | Opportunity

The Tūpuna Maunga network are some of the most culturally significant landscapes in Tāmaki Makaurau. They hold a paramount place in the historical, spiritual, ancestral, and cultural identity of Ngā Mana Whenua o Tāmaki Makaurau. In 2014 fourteen Tūpuna Maunga were returned to Ngā Mana Whenua<sup>(1)</sup> as part of an historic Tiriti o Waitangi settlement. As part of the same settlement the Tūpuna Maunga Authority was established to administer the Maunga. In exercising their powers and functions the Tūpuna Maunga Authority must have regard for the spiritual, ancestral, cultural, customary, and historical significance of the Maunga to Ngā Mana Whenua o Tāmaki Makaurau and that the Maunga are held in trust for the common benefit of Ngā Mana Whenua o Tāmaki Makaurau and all other Aucklanders.

Ngā Mana Whenua o Tāmaki is made up of the following iwi:

Marutuāhu Rōpū	Ngāti Whātu Rōpū	Te Waiohū Rōpū
Ngāti Maru	Ngāti Whātua o Kaipara	Ngāi Tai ki Tāmaki
Ngāti Pāoa	Ngāti Whātua Ōrākei	Ngāti Tamaoho
Ngāti Tamaterā	Te Rūnanga o Ngāti Whātua	Ngāti Te Ata
Ngāti Whanaunga		Te Aki Tai o Waiohū
Patukirikiri		Te Kawerau a Maki

In 2007 the Tūpuna Maunga were put on New Zealand's Tentative List for UNESCO World Heritage Status. They are internationally significant archaeological sites and are viewed as the most extensive network of Polynesian monumental, fortified settlements sites in the world. The return of these Maunga to Mana Whenua reasserts an unbroken association since humans arrive in Aotearoa.

Since its establishment the Tūpuna Maunga Authority has been working hard to ensure the integrity of the Maunga are protected. This has included a significant number of projects to remove redundant infrastructure, take vehicles off the Maunga, build appropriate track networks for visitors, and revegetate the Maunga with native vegetation. Long term plans include developing cultural infrastructure such as waharoa, pou whakairo, pā restoration, and developing story-telling opportunities.

Over the next period the Tūpuna Maunga Authority will be working with the Department of Conservation to progress the World Heritage Bid. This is likely to increase the interest in the Maunga and in Tāmaki Makaurau as a tourism destination.

As we move closer to a post-COVID-19 environment the Authority is anticipating a slow return in international visitors to the Maunga. This is now a perfect opportunity to work with a professional tourism provider or providers to develop a world class tourism product to showcase the Tūpuna Maunga.

A short description of each Maunga, their current infrastructure, and future projects are described in the next section.

<sup>1</sup> Held in trust by the Tūpuna Taonga Trust



### 3.1 Maungawhau [click on the link for more information about Maungawhau](#)



(Credit: Cactus Photography)

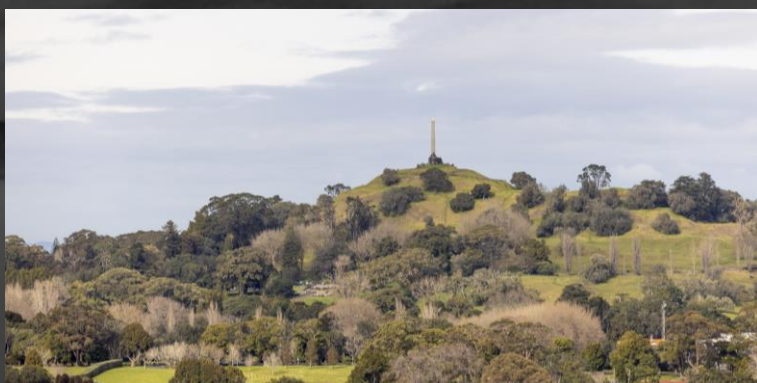
Maungawhau is one of our most popular visitor destinations. Prior to COVID-19 it was estimated that there were close to one million visitors to the Maunga per annum. 11.1% percentage were international visitors, 80.4% percentage were domestic tourists, and 8.4% were Auckland visitors.

Recent upgrades to the Maunga have include: an award-winning visitor information centre, Te Ipu Kōrero o Maungawhau, café, Friend & Whau, extensive track upgrades, and an award-winning boardwalk.

The Maunga was pedestrianised in 2016 transforming the site into an amazing walking experience where people can enjoy 360-degree views of Tāmaki Makaurau.

Future projects include the development of cultural infrastructure including a waharoa (entrance), and pou whakairo (prominent carved post).

### 3.2 Maungakiekie [click on the link for more information about Maungakiekie](#)



(Credit: Cactus Photography)

Maungakiekie is in the centre of New Zealand and is connected to Cornwall Park making it a part of the largest open space in the centre of Tāmaki Makaurau. The Maunga was pedestrianised in 2018 creating a peaceful walkway to one of the most iconic peaks in Tāmaki Makaurau. From the tihi of the Maunga you can see both the Waitematā and Manukau harbours. Future projects include upgrade of the tihi track creating a loop track through to Cornwall Park and back through to the Western Crater Carpark.

Prior to COVID-19 it was estimated that there were 723,000 visitors to the Maunga per annum. 8.1% percentage were international visitors, 81.3% percentage were domestic tourists, and 10.6% were Auckland visitors.

### **3.3 Takarunga & Maungauika** *click on the link for more information about Takarunga & Maungauika*



*(Credit: Cactus Photography)*

Takarunga and Maungauika give 360-degree views back to the city centre and out to the North Shore. There are also spectacular views out to Rangitoto and the inner Gulf Islands. The North Shore Tūpuna Maunga are in Devonport and have both a rich Māori and European history. There are several heritage assets associated with the Auckland Coastal Defence System on the maunga. These include a heritage disappearing gun and a heritage storage magazine (The Bunker). Recent projects have included track upgrades and the pedestrianisation of the maunga. Future projects include finalising the track programme and developing the tihi of Takarunga, while this has already occurred on Maungauika.

While we have not collected statistics for Takarunga we have done so for Maungauika. Prior to COVID-19 it was estimated that there were 725,000 visitors to the Maungauika per annum. 11.1% percentage were international visitors, 80.4% percentage were domestic tourists, and 8.4% were Auckland visitors.



## 4.0 Raihana | License

The successful applicant will be offered the chance to negotiate a Maunga Tohu to operate an exclusive tourism opportunity on the Maunga. Only one concession per Maunga specific to tourism activities will be offered as part of this process. The Tūpuna Maunga Authority may consider other activities on the Maunga in the future upon agreement of the successful concessionaire, provided it doesn't impact negatively on the Maunga.

The Authority is offering an initial term of 2 + 3-year concession with the opportunity to be the preferred candidate for a further 5 years if all parties are satisfied with how the product or service is operating.

## 5.0 Ko wai koe | About you

Suitable applicants will be well experienced tourism providers with proven experience running world class tourism operations for at least 5 years. Ideally you will have an online booking platform that is available to international tourist.

You will have good relationships with other tourism industry partners including Tātaki Auckland Unlimited, Tourism NZ, and NZ Māori Tourism. The business must have the financial resilience to weather a post-COVID-19 economic climate.

You will have a client base of inbound operators and an understanding of the Māori tourism offering. You will have an understanding of Ngā Mana Whenua o Tāmaki Makaurau and have experience partnering with Mana Whenua and kaupapa Māori organisations. To find out more about Ngā Mana Whenua o Tāmaki Makaurau and the history of the Tūpuna Maunga head to our [website](#).

Your business will have a commitment to cultural capability and at a bare minimum your staff will be able to pronounce Māori words properly and have a basic understanding of tikanga Māori. You will know how to attract Māori staff and staff with cultural capability and/or be investing in further growth and development of cultural capability with staff.

## 6.0 Tāpaetanga | Submission

Your submission will:

1. Be based on the terms set out in the Schedule of terms.
2. Need to complete the EOI form [here](#).
3. Provide further information, such as:
  - a. Information on your company and any current operations.
  - b. A link to your booking platform.
  - c. Promotional materials e.g., videos, advertisements, brochures
  - d. Any testimonials you may have or any evidence of trade standard qualifications e.g., Qualmark.



- e. CVs and/or information on your key personnel.

Expressions of interest do not constitute an offer capable of acceptance, and acceptance of any proposal will not constitute a binding agreement to offer a permit. No binding agreement for a permit will be formed until a formal agreement is prepared and signed by the parties concerned.

## **6.1 Schedule of terms**

This schedule provides an overview of the terms of any licence to be offered for the site.

- Licence term: the term will be for 3 +2 years with the ability to negotiate a further 5-year term if all parties agree.
- Licence Fee to be negotiated.
- Operating expenses: are to be covered by the applicant.
- The formal agreement will detail all specifics of the schedule of terms.

## **6.2 Assessment criteria and weighting**

### **Financial contribution 30%**

- Potential permit fee contribution
- Any savings to operational maintenance activities
- Any contribution to sustainable outcomes or conservation projects that benefit the Maunga
- Any contribution to Mana Whenua

### **Business experience and proven performance 20%**

- Number of years in business
- Demonstrated ability to run business successfully
- Innovation
- Relationships across the tourism sector
- Ability to be COVID-19 resilient

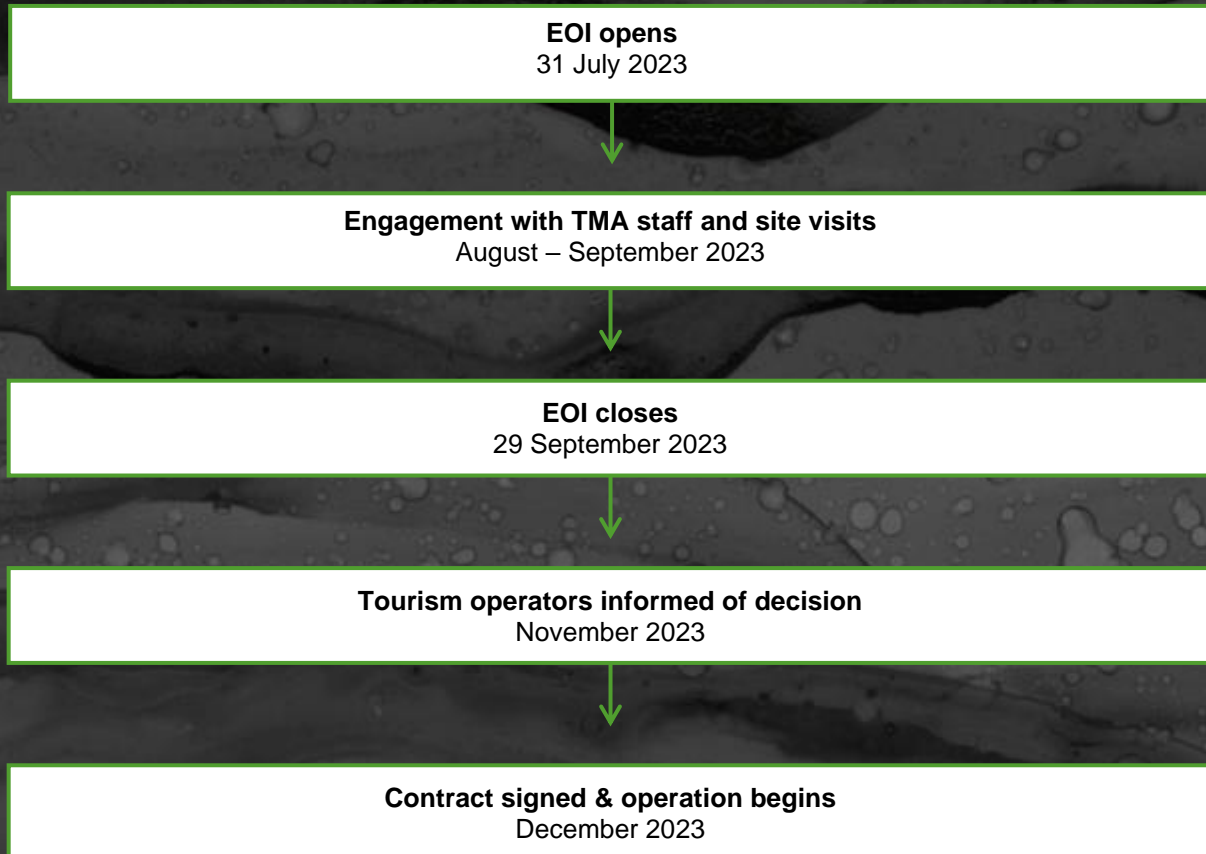
### **Resources 10%**

- Qualifications of management and staff
- Health and safety processes
- Reporting skills and methodology
- Communication processes
- Complaints procedure

### **Contribution to Tūpuna Maunga values and cultural capability 40%**

- Links with the cultural heritage of the respective Tūpuna Maunga
- How and what core values are encompassed
- Provision of cultural capability
- Ability to provide opportunities for Mana Whenua

## 7.0 Ā tōna wā | Dates



Submit your EOI no later than 5 pm on 29 September 2023. All submissions should be emailed to [maungaauthority@aucklandcouncil.govt.nz](mailto:maungaauthority@aucklandcouncil.govt.nz).

## 8.0 Tūtakitaki | Contacts

### 8.1 Please direct any queries to:

Nicholas Turoa, Kaiwhakhaere, Te Waka Tai-ranga-whenua

[maungaauthority@aucklandcouncil.govt.nz](mailto:maungaauthority@aucklandcouncil.govt.nz)



# Āpitihangā tuatahi | Appendix one

## Tūpuna Maunga values

### Wairuatanga / Spiritual

The Tūpuna Maunga are sacred places to Mana Whenua. They are taonga tuku iho (treasures handed down the generations) and inspire reverence and aroha.

The Tūpuna Maunga are restorative and nourishing places. This is an expression of the inherent connection between people and place.

Protection and enhancement of the mauri and wairua of the Tūpuna Maunga is paramount.

The tihi is the most sacred part of the Maunga to Mana Whenua and this will be reflected in the nature of activities that are appropriate on different parts of the Maunga.

### Mana Aotūroa / Cultural and Heritage

The Tūpuna Maunga are interwoven in Mana Whenua history and whakapapa. Visibility and prominence will be given to these histories and the connection over the millennia between people and place.

Mana Whenua will be enabled and supported to express their kaitiakitanga over the Tūpuna Maunga (the intergenerational rights and obligations of Mana Whenua to care for the Tūpuna Maunga), and to address the previous cultural and physical separation between Mana Whenua and the Tūpuna Maunga. The 'footprint' of the Tūpuna Maunga over which Mana Whenua exercise kaitiakitanga extends beyond the legal boundaries and fence lines.

The Tūpuna Maunga are unique on a global scale and an important part of Tamaki Makaurau/Auckland's cultural and historical heritage. They also contain physical reminders of European history and interaction with these landscapes, including military defence facilities.

Local communities have a strong emotional connection with, and draw a sense of identity from, the Tūpuna Maunga.

### Takotoranga Whenua / Landscape

The Tūpuna Maunga are among the most treasured and distinctive connected landscape features of Tāmaki Makaurau that are both natural and modified. The Tūpuna Maunga create and contribute to Aucklanders sense of pride, 'place' and home.

The ability to view these taonga from all over Auckland – the most populated part of New Zealand – and from other maunga is valued for this reason. The Tūpuna Maunga are a place to see and experience other parts of Tāmaki Makaurau.

The significance of the Tūpuna Maunga to Mana Whenua and all Aucklanders creates an opportunity to ensure the protection and enhancement of the physical and visual integrity of these natural features in the surrounding urban environment.

The Tūpuna Maunga are a part of the naturally preserved, young, monogenetic basaltic volcanic field in Aotearoa/New Zealand. They are the most visible reminder to people of the volcanic field on which we live.

### **Mauri Pūnaha Hauropi / Ecology and Biodiversity**

A functional and healthy Tūpuna Maunga ecosystem with strong biodiversity values will enhance the mauri and wairua of the Tūpuna Maunga and adjoining environmental systems.

The Tūpuna Maunga are a connected landscape and ecosystem and there is an opportunity to nurture the ecological links between them and restore ecosystems so they are healthy and have integrity. The health and ora tonutanga (intergenerational wellbeing) of the mauri of the Tūpuna Maunga and the people is interdependent.

### **Mana Hononga Tangata / Living Connection**

The Tūpuna Maunga are a place to host manuhiri (visitors). There are significant opportunities for visual interpretation and education of the history and culture of Tāmaki Makaurau, and for the Tūpuna Maunga to be places of education, understanding and discovery and rediscovery.

A variety of mediums will give expression to the historical and current living connection between the Tūpuna Maunga and the diverse communities within Tāmaki Makaurau, including interactive experiences, arts and cultural experiences and technology. A sense of connection between people and the Tūpuna Maunga is also felt and experienced without physically visiting the Maunga.

### **Whai Rawa Whakauka / Economic**

Revenue creates opportunities to invest in the Tūpuna Maunga to protect and enhance the values of the Tūpuna Maunga, independent of funding from Auckland Council.

Strategic partnerships will support the achievement of desired outcomes including creation of economic and employment opportunities for Mana Whenua.

### **Mana Whai a Rēhia / Recreational**

People value the Tūpuna Maunga because of the structured and unstructured recreational opportunities and spaces on the Maunga. The Tūpuna Maunga are publicly accessible natural spaces to engage in activities with whānau, friends or individually, and these qualities are highly valued by people.

To Mana Whenua, the Tūpuna Maunga are more than parks and the tihi (summits) are the most sacred part of the Maunga and not an appropriate recreational space.



# Āpitihangā tuarua | Appendix two

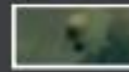
## Maungawhau / Mt Eden map



Historic  
Reserve



Recreation  
Reserve



Legal  
Boundary



# Āpitihangā tuatoru | Appendix three

## Maungakiekie / One Tree Hill map





# Āpitihangā tuawhā | Appendix four

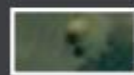
## Takarunga / Mt Victoria map



## Maungauika / North Head map



Historic  
Reserve



Legal  
Boundary