



Why join WQ TMA

August 2025

Who are we?

- ▶ WQ TMA are an independent, not-for-profit, organisation which employs one part time contractor.
- ▶ Funding comes from our membership fees and other funding is sourced on a project-by-project basis.
- ▶ WQ TMA do not have an office or any assets, it is a very lean operation.



Our Mission and focus

- ▶ Our mission is to be the voice of Wynyard Quarter: creating a thriving safe environment for business and community and fostering economic vitality by building partnerships; and delivering targeted transport initiatives.
- ▶ Our focus is on finding workable solutions for traffic and transport issues in Wynyard Quarter, as well as increasing sustainable journeys.

Four key things WQ TMA do that are of benefit to your business

Advocate

- ▶ We advocate on behalf of our members. We ensure your voice is heard. The situation with the Wynyard Crossing Bridge is a good example. The TMA took a proactive role in activating clear communications to businesses and seeking feedback from all stakeholders. WQ TMA brought businesses together and received regular updates from Eke Panuku on progress. No matter the size of the business every voice can be heard, ensuring strong two-way dialogue.

Collaborate

- ▶ WQ TMA “connects the dots”. We bring people together to avoid duplication and ensure the best outcomes for Wynyard Quarter commuters and the area as a whole. As an example, WQ TMA work behind the scenes with CCO’s well before plans are in the public realm. The TMA worked on the proposed new designs for the upgrade of Beaumont Street. WQ TMA brought together the key stakeholders and interested parties. This is to ensure the voices of the marine industry are heard and the final designs enable and facilitate the movement of large marine vessels and equipment through the area. WQ TMA are also lobbying to ensure adequate car parking for the marine industry and retail businesses in the area. All of which preserves and enhances the overall appeal of the area – and this benefits everyone.

Four key things WQ TMA do that are of benefit to your business - continued

Represent

- ▶ WQ TMA reads the strategy and planning documents pertinent to Wynyard Quarter – so you don't have to. WQ TMA have made significant submissions on topics such as GPS, Auckland Council budgets, Climate Action Framework, Regional Long-Term Plan, Transport Emissions to Net Zero by 2050, The Congestion Question, The Waitemata Harbour Connections project, and the City Centre Bus Plan. All of which have implications for Wynyard Quarter. This ensures WQ TMA members are up to date with current thinking as well as representing the views of WQ TMA members on these important topics. The TMA aims to ensure that your business knows what is being proposed and can plan accordingly.

Data collection

- ▶ WQ TMA have initiated and sourced funding for the Staff Travel Surveys in the Wynyard Quarter area for the past 5 years. This survey, the first of its kind for the area, produces reliable and accurate data. The data enables us to lobby for change, for example identifying areas poorly served by PT and alerting Auckland Transport to that. It also allows us to identify opportunities for change and gaps where support is needed, such as improving active mode routes. Carbon emissions for commuters are calculated along with light vehicle KM travelled. This gives a bench mark against which to measure our progress. The data is shared to ensure business decisions can be based on current facts, rather than assumptions. WQ TMA encourages businesses to move towards sustainable transport options.



Additional benefits of membership

The benefits of membership are summarised on our website – to view [click here](#).

To view our current Strategic Plan [click here](#)

In addition, WQ TMA provide the following:

- ▶ Regular online newsletter
- ▶ Opportunities to share and network with others of the same mindset
- ▶ Opportunities to participate in and present to the TMA Board
- ▶ Opportunity to be on the Board of WQ TMA
- ▶ Presence on TMA website
- ▶ Access to resources, help, advice and expertise
- ▶ Access to online annual staff travel surveys
- ▶ Access to data and real-life examples

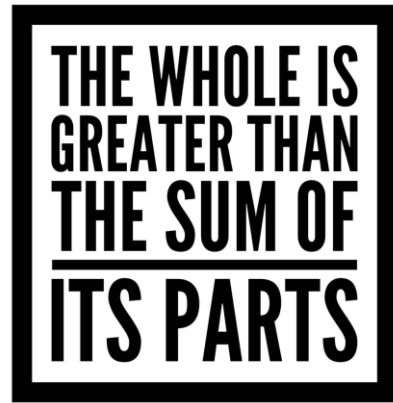


Why should you join WQ TMA?

Concept	Benefit
Gain an awareness of national and local transport related policies that may impact Wynyard Quarter	WQ TMA will disseminate these documents and provide succinct summaries as part of the submission process
Be at the table where decisions around the planning and strategic direction for the area are being discussed	Be informed, know what is happening and monitor how this might impact your business and your employees
Help to set the strategic direction of the work of the TMA	Being actively involved will enable you to steer the direction of the TMA, adding your own valuable input
Have an increased awareness of overarching strategies and have input on key projects	Use this knowledge to influence business decisions saving time, resources and money
Be part of the collective voice of the area seeking to increase sustainable journeys and resolve transport and traffic issues	Use this to help improve staff retention and staff wellbeing as well as reducing overall business emissions
Have access to up-to-date information relating to all aspects of transport and travel, including implications of event, public transport changes and roading disruptions	Use this to make informed decisions and proactively mitigate any negative impacts of the changes on your staff and/or business
Access to travel data and insights from other Wynyard Quarter businesses	Benchmark what you are doing against others in the area. Learn from and share with likeminded others
Provide strength in numbers for new sustainable initiatives in the area	Collaborate with others on new initiatives which will benefit your staff and others in the area
Have one voice to increase and improve sustainable transport modes, uptake and routes in the area	Be part of something aiming to improve outcomes and equity for everyone in the area, including your own employees

Two final thoughts

Ehara taku toa i te toa takitahi engari, he toa takitini
Success is not the work of one, but the work of many



[Click here](#) to join us

Thank you for your time