



Campaign to secure Te Tai Tokerau Infrastructure Investment: *The case for a Northland Expressway*

How to support the campaign?

We all know that Northland's woeful state highway network is an economic barricade for our region. But with the right infrastructure investment, capable of connecting the region to Tamaki Makaurau Auckland with a robust and resilient road network, we could unleash millions of dollars in untapped economic potential in Northland and beyond.

Thankfully, our new government recognises this too, and has designated the stretch of SH1 between Whangarei and Auckland a road of 'National Significance,' to be upgraded to a four-lane highway in stages over the coming years.¹

We applaud the government and our local MPs for backing Northland in their commitments to date, but we think those commitments could, and should, go further.

NZIER has helped us to quantify the economic benefits of a wholesale upgrade to SH1 between Northland and Auckland. The results are compelling and make the business case for a full and effective connection between the two regions, with a four-lane expressway running the length of this important stretch of road. Without it, bottlenecks and backlogs will continue to be the chokehold on our economic potential, to the detriment of Northland, Auckland and the rest of Aotearoa New Zealand.

The report provides the business case for why upgrading SH1 between Auckland and Te Tai Tokerau Northland should qualify for a fast-track consent under the incoming legislation. Northland deserves a transport infrastructure with inbuilt resilience, robustness and safety every step of the way.

It's time to empower the North to unleash its economic potential, for the benefit of the region and for all New Zealanders.

¹ Draft Government Policy Statement on land transport 2024/25 - 2033/34



Key Messages to use to support the case of a Northland Expressway

As a member of the Northland business community, our request is that you join us in thanking our government and local MPs for their commitments to date and help us to generate a groundswell of support for a full and effective connection between Northland and Auckland.

Let's create a strong, positive and united voice for Northland by amplifying our call to action far and wide. We've compiled information you can share on your social media channels (LinkedIn, Facebook), in direct communications with your networks (in-person or via email) or with journalists. We've attached some visual assets you can use to share our message.

- We have strong and capable businesses in the North, businesses that punch above their weight and hold deep infrastructure, logistics, and technological expertise.
- But our biggest markets are to our south, and the absence of a robust and resilient transport corridor has isolated us from the rest of the country, preventing us from realising our true economic potential and from providing critical resource and capability support to Auckland which contributes almost 40% of New Zealand's GDP.
- A high-quality, four-lane expressway will reduce travel times and operating costs, limit road closures and diversions, and prevent road accidents. **This could generate benefits as high as \$562 million per year.**
- If productivity in Northland improves by 2.5%, a position NZIER noted as realistic if connection is enhanced, the proposed investment could boost annual GDP by **\$1.2 billion per year by 2050, or \$23.8 billion over a twenty-year period.**
- A Northern Expressway would deliver annual cost reductions of up to \$3.7b, annual revenue boosts of \$4.1b, employment boosts of 6k, and latent capital investment of \$38.3b for Northland businesses annually.
- **A resilient and efficient Northern Expressway could stimulate population growth and encourage migration from Auckland to Northland, which has the potential to increase the region's GDP by \$2.1b by 2048.**
- Investment in Northland's transport infrastructure is an investment in Aotearoa's food production industry. The region is rich in natural assets and houses tremendous growth opportunities for New Zealand's resource-based industries.
- Without a reliable and efficient route to the region, Northland's tourism industry cannot fully leverage its pristine landscapes, rich history and cultural heritage. If we want to showcase our Nation, we must give tourism a link to our Northland heritage.
- Greater connectivity will improve the region's access to workplaces, schools and hospitals, giving a much-needed boost to the region's social and economic development.

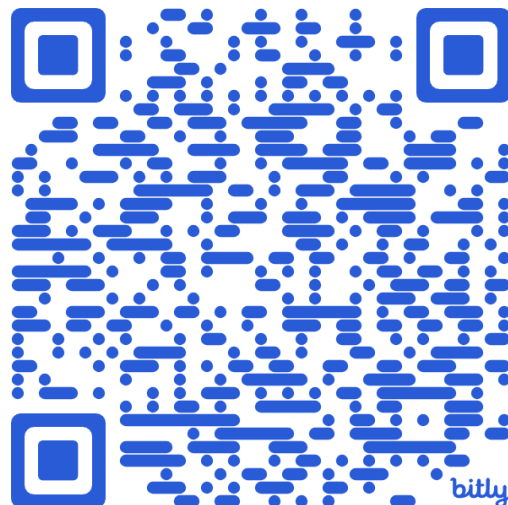


Our request for the New Zealand government:

- Fast-track the implementation of its commitments to date, which includes building a four-lane highway alternative to the Brynderwyns, and replacing the existing SH1 road infrastructure between Whangarei and Port Marsden, and Warkworth to Wellsford, with a four-lane highway.
- Commit to a four-lane expressway running the entire length of SH1 between Auckland and Te Tai Tokerau. This means extending the four-lane upgrades that have been made to date from Warkworth through to Whangarei in a cohesive and well-planned way that minimises disruption to commuters, neighbouring communities and businesses.
- Te Tai Tokerau Northland is the birthplace of Aotearoa New Zealand. By 2040, the bicentennial of the Treaty of Waitangi, the cultural and historic heart of the country must be more accessible. We ask the government to commit to a ‘bicentennial expressway from Auckland to the heart of Te Tai Tokerau’ to restore the mana of the region and promote our heritage and founding principles.

The NZIER Northland Expressway Business Case Report

- We have limited printed copies of the report available on request. Please contact us [here](#).
- You can download copies of the report [here](#).
- The shortcode url to share for report access is: <https://bit.ly/NorthlandExpressway>
- You can also use this QR Code to access the report (feel free to share it).



Social Media Assets

We have developed a comprehensive set of social media tiles for you to use on your various channels. You'll find these files on our LinkedIn page [here](#).



Media contact:

If you have a case study to share or would like to engage with the NCG's media team, please contact Emily Sayes at Pead.

If you're doing your own media engagement work, or publishing commentary – please do share this with us.

Emily Sayes +64 21 055 2814 | emily.sayes@pead.co.nz



About NCG

Northland Corporate Group (NCG) commissioned NZIER's research. It is a consortium of businesses in Te Tai Tokerau comprising Channel Infrastructure NZ, Culham Engineering, Marsden Maritime Holdings Ltd, McKay and Northpower. Together, we have a combined annual turnover exceeding \$1 billion, employ more than 3,500 people and deliver essential services to 65% of the region's population.

To contact us, please email our Group Secretary Julian Smith [here](#) in the first instance, or call him on 021 77 33 44.

