



Auckland Racing Club

Fletcher Living
Love your new home

Media release - 31 March 2022

PROPOSED RESIDENTIAL DEVELOPMENT FOR THE HILL, ELLERSLIE

Auckland Thoroughbred Racing (ATR) formerly Auckland Racing Club has selected Fletcher Living, to develop a 6.2ha parcel of land at Ellerslie Racecourse known as The Hill, for residential housing.

The proposed development will include approximately 370 residential units in a mix of different housing types including apartments, duplex, terraced and detached houses. Some of the dwellings will be allocated to Fletcher's retirement living business, Vivid Living.

Auckland Thoroughbred Racing Chief Executive Officer Paul Wilcox says that developing the unused land will benefit the community.

"As part of our Club's plans to futureproof the sport of racing, we are currently upgrading our track at Ellerslie to an international-standard StrathAyr surface. However, with that kind of surface unsuitable for jumps racing, that type of racing will no longer be held at Ellerslie and The Hill is thus surplus to our requirements. The proposed Fletcher Living development will provide the community with better connections to surrounding streets and public transport links."

ATR selected Fletcher Living as the developer following a competitive bid process in 2021.

Steve Evans, Fletcher Building's Chief Executive, Residential and Development says Fletcher Living is delighted to be named the developer for The Hill.

"The Hill is a really exciting piece of land which will give us the scope to do what we do best - use our extensive residential development experience to develop a vibrant new community that Auckland can be proud of. We can't wait to get stuck into the next stage with ATR."

Alongside the housing, the development will also create new open spaces and pedestrian and cycle connections alongside new public roads.

"We believe Fletcher Living will develop the land sensitively, with respect to the neighbouring community. Their significant local knowledge, strong financial strength, and a reputation for delivery will ensure that the project is one that the community can be proud of," says Wilcox.

The Hill development proposal is being considered under the COVID-19 Recovery (Fast-track Consenting) Act 2020 (FTCA). FTCA has been established to speed up consenting processes for projects which are considered to support New Zealand's recovery from the economic and social impacts of COVID-19.

The Minister for the Environment, Hon David Parker, has confirmed that The Hill development meets the criteria of the FTCA and should therefore be referred for consideration by an expert consenting panel.

ATR and Fletcher Living will engage with local residents and retailers to facilitate an open dialogue, and ensure the programme creates great outcomes for the local community.

ENDS



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Auckland Thoroughbred
Racing
Reactive communications
approach

29/11/2021


Anthem

1.0 Background

The purpose of this document is to establish the process, spokespeople and reactive statement for media should The Hill development application become public knowledge before the decision of the fast-track application is made.

2.0 Process

If media becomes informed about this project and makes an enquiry to ATR or FLR, Anthem recommends the following process:

- 2.1 Record name and contact details of journalist
- 2.2 Contact Christian May/Kate Barlow at Fletcher Building to inform them of the enquiry
- 2.3 Fletcher Building (FB) to coordinate with Anthem on who should lead the drafting and media coordination
- 2.4 FB or Anthem to engage journalist to understand their inquiry and deadline
- 2.5 Anthem/FB as agreed to draft written statement based on the reactive messaging below, tailored based on the nature of the enquiry
- 2.6 Send draft for feedback to ATR for review
- 2.7 Once approved by both parties, written statement provided to journalist as well as project team for reference and ATR and Fletcher Building to share statement internally as required.
- 2.8 Anthem to update project team to confirm statement and next steps.

3.0 Spokespeople

We recommend that each media enquiry is assessed on a case-by-case basis and any statements will be attributed to either Paul Wilcox, Steve Evans, or a spokesperson from either company depending on the nature of the enquiry.

4.0 Draft reactive message for media:

Auckland Thoroughbred Racing is working alongside Fletcher Building's Residential and Development Division to transform the 6.3 hectares of land on the south-eastern corner of Ellerslie Racecourse, known as The Hill. The Hill will be developed into a high-quality residential urban community benefiting from local amenities and public transport routes alongside one of Auckland's most iconic venues.

The new development utilises previously inaccessible and currently disused land and will provide up to 350 new properties ranging from apartments, terraces, detached family homes and retirement living. This project supports the Government's ambitions to grow local employment opportunities, build local infrastructure, increase high-quality housing in Auckland and generate opportunities for growth. The centrally located development, connected close to public transport also supports the Government's goal to reduce the reliance on private vehicle travel.

Auckland Thoroughbred Racing and Fletcher Residential will continue to engage with those in the local area, including residents, local education providers, retail associations, and local and central government to share their development plans, and to consult with the local community to understand their views on what has the potential to be an iconic development.

5.0 Key messages

- Auckland Thoroughbred Racing is seeking to develop The Hill into a residential development adjacent to Ladies Mile and Derby Downs in Ellerslie. The development is an important one for the club, realising proceeds from the sale of disused land which will help horse racing in Auckland and beyond.
- Fletcher Residential (FRL) has been appointed as the developer for the project and plans to transform the land into a high-quality residential development with a range of homes including apartments, terraces, detached family homes and retirement living.
- The Hill development will increase housing stock in Auckland, contribute to local growth, and develop an active and vibrant community located close to established public amenities such as schools, retail outlets, sports grounds and public transport.
- The project will sustain over 1,100 jobs.
- The project is at the early stages of consenting and design, and an application for accelerated consideration under the Government's COVID-19 Fast Track system was lodged in November. A decision is anticipated to be made in February 2022.
- We will engage with those in the local area, including residents, local education providers, retail associations, and local and central government.
- ATR and FRL are committed to building understanding and trust in our programme's objectives. We will be transparent about the development and encourage stakeholders to be active participants in the process as the development progresses to ensure the best possible outcomes for the community.

- This is a two-way communications process. Throughout this process, we aim to share information about the programme with you, including the project vision and proposed timeline, as well as understand your views, concerns and considerations.
- This project supports the Government’s objective to grow local employment opportunities, build local infrastructure and generate opportunities for growth. It provides high-quality housing at a time where there is shortage of housing stock.
- This project is a great example of utilising existing previously inaccessible land to reduce urban sprawl and create urban communities connected to local amenities and public transport. The centrally located development, connected close to public transport, supports the Government’s goals to reduce the reliance on private vehicle travel.
- Fletcher Residential will include a number of sustainability initiatives into the development. This is to improve the performance of the homes with targeted improvements in energy efficiency, waste, embedded carbon and material selection. The team also intend to use Fletcher’s offsite manufacturing business where possible to reduce the time on site and any inconvenience to local residents
- We believe that this project will create value for the local community, providing connections to the racecourse and to local streets that were previously unavailable.
- We will engage with residents and retailers to facilitate open and constructive feedback, and ensure the programme minimises disruption, generates economic uplift for the region for all participants, and does not impact on the safety and wellbeing of all the residents in the surrounding area.

6.0 Key media contacts

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