

# BAY OF CONNECTIONS Regional Growth Programme Summary Update #6 - Period ending February 2017

## Toi Moana BOP Economic Action Plan Summary

In 2014 an independent study on the Bay of Plenty's economic opportunities was commissioned by MBIE and MPI, in partnership with the Bay of Connections.

The Toi Moana Bay of Plenty Regional Growth Study (RGS) identifies a range of short to mid-term opportunities (0-10 years) that could assist in increasing investment, employment, and incomes across the regions.

The RGS was launched by Ministers in May 2015 and an Economic Action Plan created in partnership with regional stakeholders, to identify how key opportunities can be realised, who is responsible and by when.

There are nine key areas for development, with individual action plans developed for each.

## AGRIBUSINESS

**PROGRESS HIGHLIGHTS** On Target

- Manuka Action group baseline mapping project and proposals underway for skills training and boundary rider issue
- First MAG newsletter issued along with a press release. Strong interest among stakeholders and good media interest
- Presented proposal for a cross-work stream Land Use Decision Support project to the BOC Management Group and workshop on proposal held on 3 February

- KEY PRIORITIES**
- Complete manuka baseline mapping project and develop project plans for MAG's other priority projects
  - Work with other WSL to further develop the Land Use Decision Support project and present this to the BOC Governance Group
  - Continue to monitor developments in the dairy goat and sheep industries and with fresh milk to identify opportunities for the Bay of Plenty

## AQUACULTURE

**PROGRESS HIGHLIGHTS** On Target

- Responded to remaining requests for information from harbour tenderers
- DHI completed modelling of harbour designs
- RFP process on track for 17 March tender close
- Continued implementation of project assurance review recommendations
- Schedule developed for completion of Detailed Business Case for harbour

- KEY PRIORITIES**
- Harbour tenders close on 17 March, followed by detailed evaluation process, and recommendation of outcomes in May
  - Continue project assurance review action plan implementation
  - Detailed Business Case preparation

- OPPORTUNITIES & ISSUES**
- Expansion of Opotiki developments are key to achieving regional aspiration of a \$250M industry by 2025
  - FinFish activity parked until 2017 elections are held

## EDUCATION & SKILLS

**PROGRESS HIGHLIGHTS** On Target

- KEY PRIORITIES**
- Support BOP Maori achievement by increased understanding of mana whenua concept; promote best practice regional examples; connect people & projects to meet Maori learner needs
  - Promote local education to industry pathways by strengthening links with businesses & Maori entities
  - Develop regional labour market model supporting regional skill needs decision-making
  - Provide more relevant & targeted regional stakeholder communications on post-secondary education

- OPPORTUNITIES & ISSUES**
- Connecting with He Mauri Ohooho and the Maori Land Utilisation workstream to support the development of better pathways for Maori youth into employment opportunities, including with Maori trusts. HMO will participate in a workshop with TIS Leadership Group in June to progress

## FORESTRY & WOOD PRODUCTS

**PROGRESS HIGHLIGHTS** At Risk

- Afforestation: NZFOA has decided not to fund project, just prior to co-funding application.
- EWP: WPMA will do own fund and national specs for wood buildings

- KEY PRIORITIES**
- Finding way to take forest proposal forward.
  - Working with industry in EWP to ascertain next priorities

- OPPORTUNITIES & ISSUES**
- Afforestation: spans multiple ministries and doesn't have a natural home. MBIE, MPI, Ministry for climate change and MFE



## GEOTHERMAL

**PROGRESS HIGHLIGHTS** On Target

- Meeting planned for the 15th April with GM and senior members of the NZTE Investment team, to pitch the value proposition of direct use geothermal. Representatives from Mercury, Contact Energy, Tauhara North Number 2 Trust, Ngati Tuwharetoa Geothermal Assets and Mike Allen from Geothermal NZ will participate in the presentation and discussion
- Productive Telecon with central govt agencies on support for offshore promotion of direct use geothermal
- Visited direct use operations in Beppu City, Japan
- Supporting early stage scoping of significant maori geothermal tourism project
- NZ Goehat Strategy in final stages of development

- KEY PRIORITIES**
- Development of Start to Steam Maori workshop
  - Business case for Direct Use Business Development Lead (in final review)
  - Kissing Frogs Model Paper - in discussions with international economic development journals to submit paper

## HORTICULTURE

**PROGRESS HIGHLIGHTS** On Target

- Miro berry initiative about to launch with 26 Maori trusts involved
- Maori kiwifruit growers forum formed
- ME Proframme launched with katikati College

- KEY PRIORITIES**
- Update horticulture action plan

## MĀORI LAND UTILISATION

**PROGRESS HIGHLIGHTS** On Target

- Identified seven priority projects and developed proposals - awaiting funding decisions.
- Dairy Cluster - HMO supported Māori Dairy Forum held by DairyNZ in October last year, and a discussion group has been started with 25 Māori dairy farmers. The cluster has enabled DairyNZ to formalise their efforts with Māori in the region
- Hort cluster is helping participants through collaboration including governance training and are considering involvement in blueberries
- Assisted entities to apply to central government funding

- KEY PRIORITIES**
- Progress Horticulture and Dairy cluster projects
  - Progressing with Stage Two projects
  - Establish and implement a holistic marketing and communications strategy to better connect with Maori communities
  - Further consultation with BOP Maori communities to develop and implement local level economic development initiatives
  - Formalise Youth Action Plan

## VISITOR ECONOMY

**PROGRESS HIGHLIGHTS** On Target

- Strategy Development progressing well with TRC Tourism workshops held in all regions including stage 2 workshops and sessions
- Data summaries completed and preliminary summaries communicated for commentary

- KEY PRIORITIES**
- Topline summaries to be reviewed by each region for draft reports

- OPPORTUNITIES & ISSUES**
- Distillation of critical opportunities across sub regions to be completed for draft reports and agreement on key priorities

## WATER

**PROGRESS HIGHLIGHTS** On Target

- Rangitāiki Irrigation : Joint flood / Irrigation report released to community & discussions held with Trustpower

- KEY PRIORITIES**
- Water Bottling : Progressing thinkpiece on "value of water bottling to local economy"

- OPPORTUNITIES & ISSUES**
- Additional comments received on 'Water Opportunities / Barriers' has delayed the start of this work. We are seeking funding through IAF for 50%
  - Open access platforms : Opportunity to engage with MFE & other Regional councils on Freshwater Accounting approaches to support this work

## UPCOMING EVENTS & MILESTONES

- Land use modelling work set to be complete in early 2017
- Manuka industry baseline information mapped early 2017
- SMART Water campaign over 2016/17 summer
- BOC and RGS annual forum 7 June



Overall progress is self-assessed by Action Leads as being: On Target, Achieved, At Risk or Cancelled.

# BAY OF CONNECTIONS Regional Action Update #6 - Period ending February 2017

**Bay of Connections Regional Action Update**



*Overall progress is self-assessed by Action Leads as being: On Target, Achieved, At Risk or Cancelled.*

**eCOMMS for year ending February 2017**

**BAYOFCONNECTIONS.COM**



**5,247 Users**  
vs 8,662 for YE Feb-16

**01:29 Avg. Mins On Site Per Session**  
vs 01:47 for YE Feb-16

**1.27 Avg. Sessions Per User**  
vs 1.24 for YE Feb-16

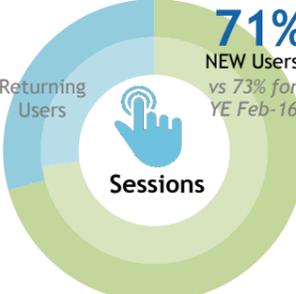
**15,262 Total Page Views**  
vs 30,409 for YE Feb-16

**6,680 Sessions**  
vs 10,759 for YE Feb-16

**2.28 Avg. Page Views Per Session**  
vs 2.83 for YE Feb-16

**67% Sessions Bounce**  
vs 70% for YE Feb-16

**71% NEW Users**  
vs 73% for YE Feb-16



**eMAIL**

**1,032 Subscribers**  
vs 951 as at Feb-16

**37% Open Rate**  
vs NA for YE Feb-16

**eNETWORK**

**202 Followers**  
vs NA as at Feb-16

**COMMS & PRESENTATION**

- Ongoing implementation of the 2017 Comms Strategy
- Ongoing distribution of Bay of Connections newsletters and updating of the database. This database is increasingly comprehensive and accurate and is proving to be a valuable tool. Toi EDA in particular has utilised the database to distribute information relating to the recruitment of new Trustees and CEO, with some good results
- Writing and distributing media release when appropriate e.g. the recent announcement of the ME Programme launch
- An ongoing project is the development of a series of case studies on various regional developments associated with the Bay of Connections. We require a commitment from the Action Leads to assist in progressing these
- LinkedIn updates when appropriate




**FREIGHT LOGISTICS (FLAG)**

**PROGRESS HIGHLIGHTS**

- 21 Feb FLAG meeting featured Kawerau Container Terminal and HPMV update and a briefing on the review of the Regional Transport Plan
- FLAG members invited to participate in bio-security exercise at Scion 8 March
- John Galbraith will replace John Gordon as Chair, who is stepping down after 5 years in the role

**KEY PRIORITIES**

- Upcoming 16 May FLAG meeting will be briefed on the next stage of development of the Kawerau Container Terminal and will discuss strategy for re-energising HPMV, with a focus on designated high quality, high volume routes between processing centres and the Port.

**OPPORTUNITIES & ISSUES**

- Maintaining interest and involvement of operating company members

**TAURANGA HARBOUR (HCMP)** On Target

**PROGRESS HIGHLIGHTS**

The Tauranga Harbour Marine Precinct (the "Marine Precinct") is a \$11.4m project to deliver a purpose-built marine servicing facility at Sulphur Point. The precinct will provide a base for boat building and refit businesses in Tauranga City, and will be managed by Tauranga City Council (TCC) under the Vessel Works brand. The project is funded by TCC (\$6.4m to be partially recovered through land sales) and BOP Regional Council (\$5m provided through the Regional Infrastructure Fund).

**KEY PRIORITIES**

By end 2017 stage one will have a 6300-square metre vessel storage area (hardstand), deep-water marina berths for large vessels and New Zealand's largest vessel hoist / travel-lift.

**OPPORTUNITIES & ISSUES**

After a successful tender process, six marine businesses acquired lots in the Marine Precinct, signing sale and purchase agreements with the Council on 30 June 2016. The owners of lots within stage 1 development of the precinct are Hutcheson Boatbuilders (lots 9 & 10),

**RUGBY SEVENS**

**PROGRESS HIGHLIGHTS**

- Delivered coaching program in California in January for 10 days with UC Santa Barbara and UC Santa Cruz

**KEY PRIORITIES**

- Reviewing and updating current strategy
- In discussions regarding a MOU with Hong Kong City Rugby Club
- Hosting players from Japan over next 6 months including players from RKU University, Nippon Sport Science University, NEC, and NTT Docomo
- Meeting with organisations in China regarding rugby opportunities
- Preparing Bid for All Blacks game in 2018

**OPPORTUNITIES & ISSUES**

- In discussions regarding other events that could achieve strong economic benefits for BOP region

**FILM** On Target

**PROGRESS HIGHLIGHTS**

BoP Film Office Business Plan revised and funding presentations completed with all Councils and alternative funding options sought with positive feedback to date. BOP Film reel completed and ready for promotional use including locations (subject to budgets)

**KEY PRIORITIES**

Securing funding for next 12 months including core mandates for establishing baseline

**OPPORTUNITIES & ISSUES**

Seeking funding and additional coverage to accelerate exposure and visibility for Year 1