



Tai Tokerau Northland Prosperity Roadmap

SUMMARY OF THE TAI TOKERAU NORTHLAND ECONOMIC ACTION PLAN
FEBRUARY 2016

The Tai Tokerau Northland Economic Prosperity Roadmap (the Roadmap) starts now and as it progresses, we must work together productively to create real change in Northland; change that will transform our economy.

This Roadmap brings into focus the first projects that will drive the transformation – it introduces the Tai Tokerau Northland Economic Action Plan (the Action Plan). This is the beginning of the journey; the start of the conversation. The projects within the Action Plan should be seen as part of a wider narrative about the region’s opportunities and barriers; they demonstrate steps towards transformation – the path to prosperity.



The Tai Tokerau Northland Growth Study (completed in February 2015) highlighted a range of opportunities for Northland. These have been narrowed down in the development of an Action Plan to coalesce limited resources around the projects that will make the greatest short to medium term difference. The projects in the Action Plan have been organised together into **four broad work streams**.

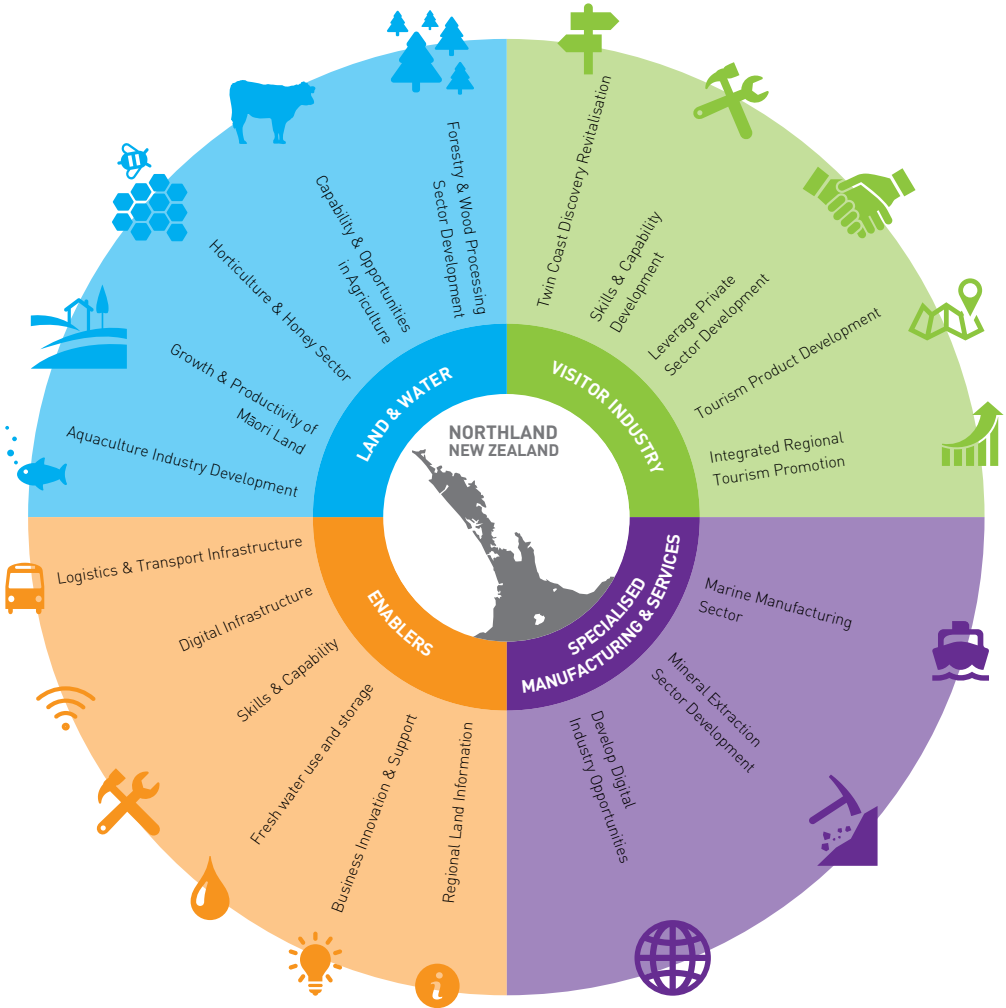
1. **Enablers:** To bring Northland's transport, digital infrastructure, skills and capabilities, and water resources to a standard that creates an enabling environment for economic development in Northland.
2. **Land & Water:** To identify and develop opportunities for more productive use of land and water resources across a range of primary industry sectors.
3. **Visitor Industry:** To reduce the impact of seasonality, improve product dispersal across the region and enhance tourism promotion.
4. **Specialised Manufacturing & Services:** To support the development of new innovation and specialised manufacturing and service sectors.

WHAT SUCCESS LOOKS LIKE FOR THE ACTION PLAN

- Transport system that enhances growth and existing development
- Equitable digital coverage and increased uptake
- Improved level of higher education qualifications
- Māori land holdings and investments profitable and productive
- Increase in off-peak visitor numbers
- Increase in total guest nights and visitor numbers
- GDP growth and increased employment in specialised manufacturing and services
- Māori income on par with non-Māori income
- Farms performing equal to or better than national averages
- Decreased unemployment.

THE ACTION PLAN

This diagram shows the specific work areas for each of the four work streams that are included in the first iteration of the Action Plan:



PROGRESS

COMPLETED:

The first iteration of the Action Plan is to **get us on the road** – the following projects show the existing commitment of the region towards transforming our economy:

- Private sector investment in travellift infrastructure
- Containerisation of Northport underway with first container crane in operation
- Investment and Growth Reserve loan for Resource Enterprises Limited for a new sawmill at Marsden Point.

BUILDING MOMENTUM:

The region must **keep this momentum** by focusing on the projects and actions that will have a **significant impact** on Northland's economic growth. Examples of these are:

- Hundertwasser Art Centre with Wairau Māori Art Gallery
- Kingfish aquaculture commercialisation
- Manea; Footprints of Kupe cultural tourism experience in Hokianga
- National cycleway – completion of Pou Herenga Tai - The Twin Coast Cycleway
- Cycleway and tourism products (particularly for Kaipara and Far North)
- Ngawha forestry processing
- QRC Tai Tokerau Resort College
- Region wide strategic study of economic opportunities from better fresh water use and storage
- Skills and education pathways to employment and development of an education precinct
- Twin Coast Discovery route revitalisation.



GAME CHANGERS

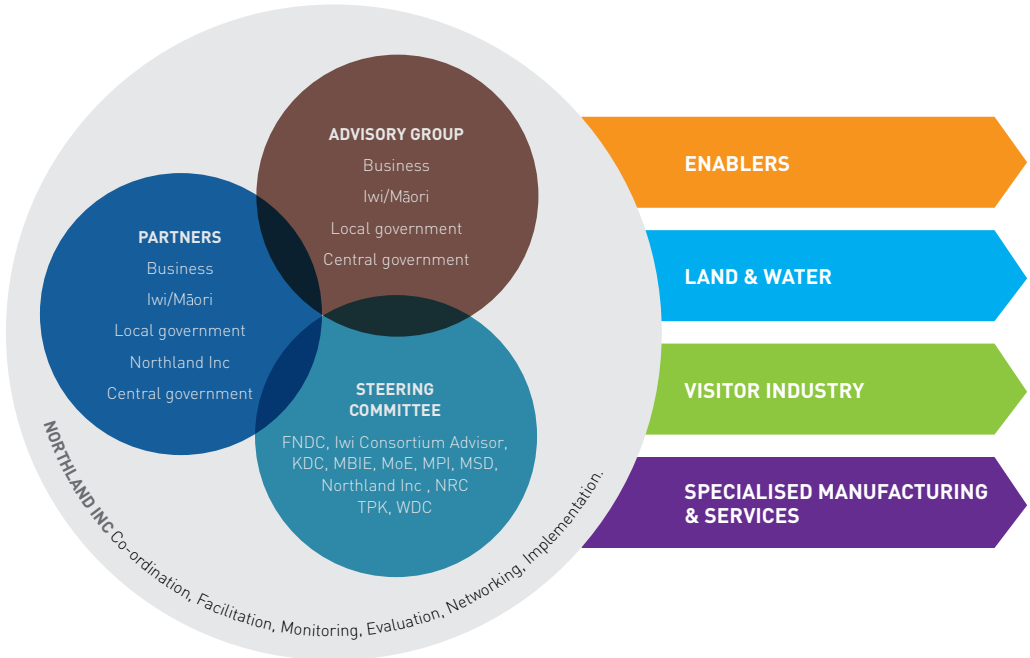
The Action Plan represents an evolving call to action across the region. However, local and central government must galvanise behind the four **game changers** that are **fundamental** to unlocking Northland's potential:

1. **Transport** – better connectivity with Auckland, within the region and with export markets. Northland is a place-based economy. Roothing in particular is critical for Northland to develop and affects virtually every part of the economy
2. **Digital Infrastructure** – full digital coverage (whether it is ultrafast broadband, rural broadband or mobile coverage) across the region at acceptable speeds and with a consistent connection to enable business to be conducted efficiently and effectively
3. **Skills & Capability** – governance, management, entrepreneurship, soft skills and technical and industry specific skills
4. **Water** – storage and management (including allocation), enable best use through making water more consistently available.



HOW AGENCIES WORK TOGETHER

The Action Plan represents a partnership between industry, Iwi/Māori, and central and local government. This partnership is facilitated by Northland Inc, the regional economic development agency for Northland.



FIND OUT MORE

For a copy of the Action Plan and further information, visit: www.northlandnz.com/business/TTNEAP; email: vaughan@northlandinc.co.nz; or call: **09 438 5110** and ask to speak with the Action Plan Portfolio Manager

NorthlandInc

Growi Northland's Economy
Kia tupu i te ōhanga o Te T i Tokerau

