

Tai Tokerau Northland Economic Action Plan

Changing gear

Our success depends on effective engagement and a work programme that is relevant to Northland and its people.

A one-year review is underway that will build on the momentum created and fine-tune the Action Plan. To do this we will:

- **Engage key stakeholders:** The economic revival of Northland, building new enterprise and creating more jobs needs a collaborative effort. The Action Plan must deliver on the needs of these important stakeholders. Iwi/Māori, government, business, and the community, all have important roles to play and be engaged at the design table.
- **Share information:** We will do more to share information about the projects in the Action Plan, promote awareness of the work programme and search out local opportunities that could also enhance our region.
- **Grow leadership:** Leadership and coordination are critical, at a local level and across central government – everyone has a role to play and we need advocates for change and prosperity for Northland people.
- **Invest in our youth:** Greater emphasis will be placed on skills, employment, training and education, particularly for our young people, as it is a high priority for Northland. Kaikohe GROW and Mānuka planting at Northland College are tangible projects that have demonstrated how important it is to strengthen the connection between regional economic development and social outcomes. We are working with key stakeholders to build on the momentum of the design and implementation of these projects.

Get involved

If you have an idea that could produce value for Northland - let us know your suggestions.

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Northland Inc

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

New Zealand Government



Tai Tokerau Northland Economic Action Plan – one year summary

February 2017

In February 2015, the *Tai Tokerau Northland Growth Study* was released. The study identified significant untapped economic potential for Northland across key industries, including visitor, education, forestry, dairy, aquaculture, marine and horticulture.

Subsequently, the Tai Tokerau Northland Economic Action Plan was launched in February 2016. The Action Plan prioritised the opportunities identified in the Growth Study.

The Action Plan was launched with the understanding that it would evolve as projects were completed and new priorities emerged. A collaborative working environment is needed to implement the Action Plan across government, industry, employers, Iwi/Māori and communities.

This update highlights progress since the launch of the Action Plan and how to get involved.

Building momentum

- Māori Forestry Collective for Tai Tokerau formed and prototype planting complete. The learnings from the prototype planting will support the next phase of work.
- Te Hiku Sheep and Beef Farming Collective (Red Meat Strategy) report is complete. Phase two is in development.
- Extension 350 (formerly REVEI) project manager hired and farm advisory consultants selected.
- Region-wide hui held to support building capacity, capability and participation within the honey industry, following the national miere conference in Rotorua.
- Investment memorandum to explore commercial viability of kingfish production is underway.



Building momentum

- Puhoi to Warkworth motorway project ground breaking ceremony held in December. The \$709.5 million project is being delivered through a Public Private Partnership.
- Twin Coast Discovery route upgrades: Matakohe bridges ground breaking and Taipa bridge replacement open day planned for early 2017.
- Significant investment and upgrade of the state highway from Whangārei to Auckland is being planned to enable a straighter, safer alignment for all road users.
- Northland Digital Enablement Plan underway.
- Investment in extending ultra-fast broadband rollout for Northland announced in January 2017. More than \$33 million will be spent in Northland, in co-ordination with the Government's partners, across 20 towns.
- Kaikohe Growth Industries Pathway (Kaikohe GROW) programme has a number of Northland youth on or in a pathway into employment.
- Scoping of irrigation scheme options in Northland (Stage 2 of the Strategic Opportunities Study) due for completion in 2017.
- Business case for *Te Hiku Pathways to employment in the early childhood sector* and feasibility study covering options for tertiary education completed. Implementation planning underway.
- UNISA report on demand for skills and labour across the upper North Island completed as a precursor to the Workforce Stocktake and Planning study focused on Northland.
- 5 Communities of Learning involving 48 schools and 1 early learning service covering 7880+ students.
- Research into primary sector employers' barriers to, and opportunities for, accessing local labour pool will be released in 2017.
- Region-wide LiDAR Data Capturing Project funding approved, with data capture expected to begin in 2017.



Building momentum

- Three byways along the Twin Coast Discovery route due to open early 2017 with further byway development and promotion to continue.
- \$4 million central government funding approved for the Hundertwasser Art Centre with Wairau Māori Art Gallery. Funding is 80% complete with approximately \$13 million out of \$16 million raised.
- Integrated Regional Tourism Promotion underway with trade visits to India, South America and the USA complete and a digital marketing programme for China underway.
- Business case and economic impact analysis underway for the Whangārei Marina expansion.
- Development of Māori tourism strategy focusing on tourism product and dispersal of visitor nights.



Building momentum

- Resin and Wax pilot project has received Callaghan Innovation funding.

