

Connect



Regionally Engaged - Nationally Effective



KEEPING EDAS CONNECTED

The next few months are promising to be challenging and also exciting, especially with our National Forum in August (details below). Also, there have been great things going on in the regions, and this journal showcases some recent examples.

Economic development agencies have been working on their response to the RFP to be regional partners in the new Business Assistance Programme. The outcome of this will be known by 2 August.

EDANZ has made a submission to the Local Government and Environment Select Committee on the Local Government Act 2002 Amendment Bill, recommending that economic development be specified as a core service, function or activity of local government.

A panel discussion – *Fibre to the door: the future of broadband* – on where New Zealand should be positioning itself in this sector, features Pacific Fibre entrepreneur Rod Drury, Chorus Chief Executive Mark Ratcliffe, and Jack Matthews from the Board of Crown Fibre Holdings.

EDAs will showcase some of their 'hot projects' in case study workshops that will expand on the focus areas of export, technology, innovation and commercialisation. There'll be a rich range of experiences to pick and choose from, and as the registration includes a DVD of the whole Forum, you can benefit from the collective wisdom after the event.

Please see the full Forum programme overleaf.

*- Samantha Seath, Executive Director
EDANZ*

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NATIONAL FORUM OF EDAS CONNECTING ACROSS THE ECONOMY

This will take place at Te Papa in Wellington on 26 and 27 August. It is a two-day event, with focus areas across export, technology infrastructure, innovation and commercialisation.

The Forum is an opportunity to learn from exceptional New Zealanders who have made their mark on the New Zealand economy; to showcase a mix of inspiring examples of business/EDA collaboration; and to highlight the effectiveness and potential of partnerships to stimulate growth – recognising the real value that regions add to the New Zealand economy.

Among the leading business speakers is Ray Avery, New Zealander of the Year – scientist, inventor and social entrepreneur.



Connecting

ACROSS THE ECONOMY

NATIONAL FORUM OF EDAS

Te Papa, Wellington | 26 & 27 August, 2010

THURSDAY 26 AUGUST

8.30	Registration table opens
8.30 – 9.45	Networking Cafe
10.00	EDANZ Chairman, Nigel Kirkpatrick
10.10 – 10.30	Opening speaker – Sir Stephen Tindall
10.30 – 10.45	Ganesh Nana, BERL
11.00 – 12.30	EDA Showcase Series (3 parallel sessions)
12.00– 1.30	LUNCH
1.30 – 2.15	Panel discussion: <i>Fibre to the door – the future of broadband</i> . Mark Ratcliffe, Chorus CEO, Jack Mathews, Crown Fibre Holdings Board & Rod Drury, Pacific Fibre Founder.
2.30 - 3.30	EDA Showcase Series (3 parallel sessions)
3.30 – 4.00	AFTERNOON TEA
4.00 – 4.30	Update on Rugby World Cup, <i>Pass It On</i> , Regional Partner model
4.30 – 5.00	EDANZ AGM
6.30 pm	Pre dinner drinks
7.00pm	DINNER

FRIDAY 27 AUGUST

8.30 – 9.30	Ideas Cafe
9.30 – 9.40	Welcome
9.40 – 10.10	Hon Gerry Brownlee, Minister of Economic Development
10.15 – 10.45	Ray Avery, New Zealander of the Year – Innovation and Commercialisation
10.45 – 11.15	MORNING TEA
11.15 – 11.45	<i>IP to GDP</i> – Foundation for Research Science and Technology speaker
12.00– 1.00	EDA Showcase Series (3 parallel sessions)
1.00 – 1.30	Feedback session
1.30 – 2.30	LUNCH and FINISH

Register online from 1 July at www.edanz.org.nz





Collecting post-consumer food waste from the Hotel Grand Chancellor near Auckland International Airport

“WHERE THERE’S MUCK, THERE’S BRASS!”

The food & beverage sector in Manukau was set with a challenging objective – to reduce business waste and business costs while creating local economic growth.

Enterprising Manukau, the economic development agency working with the Food & Beverage Sector Group, set out to help the group achieve this objective (set by the New Zealand Waste Strategy 2002).

The project, Environmental Organic Waste, was established with financial assistance from the Ministry for the Environment’s Sustainable Management Fund, and Waste Not Consulting was engaged.

Stage One involved surveying food and beverage manufacturers and processors throughout the Auckland region. This was to determine the volume and composition of organic waste being generated and identify the disposal pathways.

Later stages identified options for processing the organic waste, and linked up the waste generators and waste processors.

Through the survey, process manufacturers were also made aware of additional productivity that could be gained through alternate use of waste material as by-products (either by themselves or third parties) or by using more efficient and cost effective disposal practices.

Between December 2008 and May 2009, 65 food and beverage manufacturing businesses were surveyed. These

businesses represent over half of the businesses in the Food & Beverage Sector Group, and almost half of the total revenue generated from food and beverage manufacturers in the Auckland region.

The survey found approximately 4,200 tonnes of organic waste per month were being generated by these businesses. The main disposal pathways of this total were as follows:

- 63% was used as stock feed
- 7% was collected for composting
- 8% was processed into fertiliser
- 2% was rendered
- 5% was disposed of to landfill
- 5% was sometimes disposed of to landfill and sometimes processed in some other way
- 10% was disposed of through other methods.

With Stage One completed, the scope of the project was expanded to include other significant food waste producers, including hotels, restaurants, hospitals, and prisons. These organisations currently dispose of their post-consumer food waste into landfill, and are looking for alternative, environmentally friendly disposal options.



Food, glorious food – this waste has great value for vermiculture

Starting a waste collection service from nine leading Auckland hotels was facilitated by Enterprising Manukau and Waste Not Consulting. The hotels’ post-consumer food waste will be disposed of in a vermiculture (worm farm)/composting process.

Enterprising Manukau established and now facilitates and manages projects on behalf of the Food & Beverage Sector Group. The group is part of the Manukau Food Innovation Centre, set up as a commercial company with Enterprising Manukau as the initial shareholder. The Centre is one of four regional hubs in the NZ Food Innovation Network government initiative announced in March this year with funding of \$21 million.





NELSON AQUACULTURE THE WORLD'S ITS OYSTER

The Nelson Regional Economic Development Agency (EDA) was there at the outset ..

..when Wakatu Inc and the Cawthron Institute applied to the government's Enterprise Partnership Fund (for over \$10 million) to establish an aquaculture centre.

The EDA provided active guidance, working with key parties to ensure all requirements of the application process were met and initially providing a link with the key government agencies.

Horoirangi Centre of Seafood and Aquaculture aims to ramp up research and the commercial development of the aquaculture industry. This involves developing a shared research facility and pipeline to provide access to seawater. It is intended that the two essential parts – both seawater and a shared research

facility– will provide an infrastructural platform for other players to invest.

A key outcome from the project will be increased investment in research and commercial facilities at the site, and growth in the aquaculture sector. Co-locating industry participants with research and educational organisations will facilitate further investment in research and development and commercial production activities that will drive growth of the New Zealand aquaculture industry.

While this is a new project, it builds on previous work done by the Nelson Seafood Cluster toward establishing a Nelson Marlborough Seafood Centre of Excellence.

PROGRESS

A 'flick of dirt' back in March signalled the start of an upgrade of the Cawthron Institute's existing aquaculture research centre at Glenduan. The institute is building an additional 1000 square metres of shared research and development space and education facilities, to include wet and dry laboratory spaces, biosecurity facilities, offices, and an upgraded seawater reticulation system to support land-based aquaculture commercialisation activities. It will also include space for the Nelson Marlborough Institute of Technology to teach its new Diploma in Aquaculture course, which is due to start next year.



Cawthron received a boost in April with a \$1.69m cash injection from the government fund. The money will go towards further developing the Horoirangi Centre of Seafood and Aquaculture, and enable Cawthron to develop more buildings, ponds and biosecurity facilities.

Nelson MP Nick Smith, who is also a Cawthron Institute trustee, said the development helped reinforce the region's status as the capital of the New Zealand fishing industry. He said the Government was still considering Wakatu's proposal for support for its saltwater facilities at The Glen, particularly a pipe to transfer water from the sea to the facility.

Aquaculture is one of the fastest-growing food-producing sectors in New Zealand. The Aquaculture New Zealand Strategy has set a target of \$1 billion in annual sales by 2025. Cawthron's selective breeding programme allowed it to develop oysters that met the specific attributes customers wanted, whether that be shape, size or colour.

The big picture plan is to develop an aquaculture park with research and science, education and tourism facilities to grow the local and national seafood and aquaculture industry toward the government's \$1 billion target.

BENEFITS

The project has benefits for a wide range of stakeholders in the seafood and aquaculture industries, and aligns with a wide range of other national and regional goals relating to Maori development, education, employment, environmental sustainability and export growth.

The EDA has collaborated with Wakatu from the outset of the project, and has

assisted Wakatu to deliver its obligations to Poutama Business Trust which assisted with funding for the initial consultation and feasibility stages of the project through the Maori Regional Partnership Programme.

The EDA, as administrative agent for Te Tau Ihu Regional Governance Group, has regularly reported to the group on progress of the project and the Enterprising Partnerships Fund application.

The Horoirangi Governing Entity will be established once funding is secured and will include representation from the EDA, research entities, industry partners, education, Nelson City Council, and independent representation. It will be responsible to report regularly to the Te Tau Ihu Regional Governance Group.

The project provides substantial benefits in terms of economic growth:

- Capital to provide infrastructure to provide the impetus for aquaculture development
- Partnerships to provide the impetus for a transformative aquaculture cluster
- Knowledge and management providing a one-stop shop for industry on how to efficiently produce new species, and enhance existing production systems for products being demanded by a more sophisticated global market
- Employment opportunities – highly skilled, sustainable jobs; higher wages.

It will crystallise the emerging identity of the region as New Zealand's home of aquaculture, providing a unique competitive advantage. It is hoped to extend that advantage beyond the

top of the south to reap national and international rewards.

A key outcome from the project will be increased investment in research and commercial facilities at the site, and growth in the aquaculture sector.

Horoirangi is a special place with deep significance to Maori. The name Horoirangi is the title of the maunga or mountain at the Glen. It is an area where Maori ancestors went for kai moana and birding. A number of oral traditions significant to the area provide a historical timeline and connection for Maori. Horoirangi will create a fertile environment where Maori can develop and expand their commercial successes. It will build Maori capability and capacity. It will improve Maori participation, retention and achievement in education and qualifications, employment and succession planning.

Horoirangi will have a positive influence on the region and people and provide increased awareness of the seafood and marine environment. The project will build capacity and resource in the regional workforce – a bi-cultural approach to commercialisation and utilisation of seafood and aquaculture research.





A Western Bay of Plenty student (centre) with Young Innovator Awards judges (from left): Locus Research designer Blythe Rees-Jones, Woods Creative copywriter Jordan Strang, Envirostate's Steve Tierney, and Trimax Mowing Systems research and development manager Jim McEwen.

OH YiA!

Western Bay of Plenty high school students will have a chance to showcase their innovative flair at the first ever Young Innovator Awards ceremony (YiA) on 19 July.

YiA was launched by Priority One's INSTEP programme, in partnership with the local business community. The awards encourage local secondary students to understand and experience first-hand the necessary processes involved in taking a product or service to market.

Students will need to demonstrate how they interlink research, innovation, creativity, communication and sustainability into the design of a new or existing product or service. Entrants will submit their idea to a judging panel, either individually or as a group.

Priority One's INSTEP Manager Lyn Parlane says the awards provide support and opportunities for both the local business community and school students.

"We are excited to launch YiA as it provides the Western Bay of Plenty business community with the opportunity to support young people in gaining the skills needed by industry.

"YiA also gives students the chance to be recognised for solving a problem and making their idea happen – as most

business people can testify, this is a hugely satisfying process," Lyn says.

The awards support the new school curriculum, which encourages innovation, curiosity, creative and reflective thinking and ecological sustainability – as well as the key competencies such as problem solving, self-management, the ability to relate to others and participation.

YiA aims to engage all secondary school students that can think in a creative and innovative way, not necessarily just those who excel in the classroom.

Students can enter in either the junior category (year 9 and 10) or senior category (year 11, 12 and 13) – and will be marked against five key criteria: creativity, innovation, communication, research and sustainability; each worth 20 per cent of the final mark.

The judging panel will comprise representatives from the local business community, including Woods Creative (creativity), Trimax (innovation), Locus Research (communication and research), Sustainable Business Network (sustainability). Other partners include

Moca Web Creations, Village Public Relations, Page Macrae Engineering and Creative Tauranga.

The winning student from each category will receive a cheque for \$1000 and the opportunity to be mentored by a local business person. Certificates will also be awarded to the top entries in each category. The public will be able to follow the awards on Twitter and Facebook and students can visit www.yia.co.nz for entry criteria and an example entry.

Priority One is the economic development agency for Tauranga and the Bay of Plenty.

Priority One's INSTEP programme aims to increase the understanding of students, teachers, principals, and parents of business and how it relates to economic growth, the value and relevance of education, and future employment opportunities within the Western Bay of Plenty.



SEEING INTO THE ECONOMIC FUTURE

For Enterprise North Shore, an Auckland economic development agency, growing the economy is vital for the continuation of wealth and prosperity in the region.

But growing the existing business base and attracting new talent to the area – to maintain and enhance a diverse, innovative, and successful business community – needs an in-depth understanding of the economic ‘lie of the land’.

In 2008 Enterprise North Shore embarked on cutting edge research. The goal... to put the North Shore economy under a microscope and project the economic landscape as far out as 2031.

Teaming up with local company Market Economics, Enterprise North Shore devised an economic model to interpret a stream of data gleaned from Statistics New Zealand and other government departments, the North Shore City Council, and from individual business surveys.

The result was the Economic Futures Model (EFM), which includes a handbook for existing businesses keen to stay ahead of the game, and a foundation for those looking to locate to the Shore.

In November 2008, the first Economic Futures Report for North Shore City (EFR) was published putting the EFM's findings and trends in a digestible form for businesses. To reflect an ever-changing economy, the EFM was designed to be continuously updated with fresh data, and in July 2009 a second version of the EFR was published, followed by a third in February 2010.

Originally these were seen as a unique way to set a baseline for the future, and to confirm which sectors should receive the most support. But the potential to use the information as an essential growth tool for individual businesses was quickly realized, and became an equally important objective.

CHALLENGES

The data used in the EFM is gathered from a huge variety of sources and requires substantial statistical modeling. It is then published in the user-friendly EFR so readers can make sense of the information.

The EFM uses a myriad of published economic data, but, to communicate key issues to businesses on the Shore, it must cut through a swathe of ‘information clutter’. It does this by capturing the essence of the wider commentaries and issues, while focusing on the North Shore and its opportunities and issues.

MEASURES OF SUCCESS

This tool has been hugely successful in highlighting the North Shore economy's ability to drive and deliver growth.

The publishing of the 2010 EFR (see image) revealed astounding statistics that would not have otherwise been known – that the North Shore's key sectors were more resilient during the recession than the Auckland region and New Zealand as a whole, and that, despite the recession, the North Shore's economic growth was only one year behind the original 2008 EFR forecasts – confirming the validity of the research.

The 2010 research also validated the previously identified ‘sunrise’ sectors as those due to experience high growth on the North Shore.

The EFR takes centre stage at Enterprise North Shore's annual Economic Summit, an open forum for all local businesses. As the Summit gives an insight into the local and national economies, the EFR findings are a perfect complement to the event.

NEXT STEPS

The Economic Futures Report will continue to play a vital role for the North Shore economy. As each updated version is published, local businesses will digest the important identified trends and emerging opportunities and respond to changing economic conditions.

The Economic Futures Model will continue to test central government initiatives on the city, such as productivity targets and required growth rates, to catch up with Australia.

Enterprise North Shore will use the EFM and EFR for two key purposes:



- to further understand the economic linkages between businesses
- to better comprehend the strategic role of the North Shore in the Auckland and New Zealand economy.

For example, the 2010 EFR outlined Enterprise North Shore's Select Circle programme – the identification of business that significantly contribute to the economy. It enables Enterprise North Shore to work closely with these companies, to ensure that the benefits they bring to the Shore are maximised and their contribution is recognised.

Other important issues which may be incorporated in future EFRs include:

- implications of the new Auckland Supercity
- Rugby World Cup 2011
- recently released R&D funding (in Budget 2010).

Download free copies of the North Shore Economic Futures Report at: www.ens.org.nz/efr





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