

MARINE

- Develop Marine Economy



INDUSTRY

- Support Local Industry Growth



EXPORT

- Attract Investment and Add Value



VISITORS

- Grow the Visitor Economy



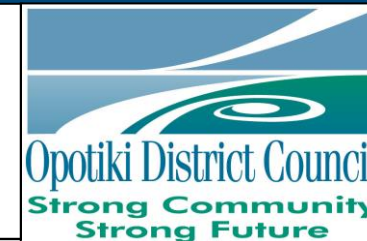
PEOPLE

- Purposeful Work and Learning Opportunities



Economic Vision: Ōpōtiki District: Strong People from a Strong Community contributing to a Strong Sustainable Economy

OUTCOME STATEMENT		HIGH LEVEL MEASURES		
<p>A strong community with the skills to collaboratively develop Ōpōtiki's exceptional land and marine assets, for the benefit of their whanau and the wider economy.</p>		<ol style="list-style-type: none"> 1. Gross domestic product / No. of businesses 2. Labour force participation 3. Household income 4. Education levels 5. Visitor nights 		
PRIORITY AREAS				
MARINE Develop Marine Economy	INDUSTRY Support Local Industry Growth	EXPORT Attract Investment and Add Value	VISITORS Grow Visitor Economy	PEOPLE Purposeful Work and Learning Opportunities
<p>M1. Inform and support businesses and trusts in Ōpōtiki to take advantage of marine opportunities.</p> <p>M2. Facilitate local and global collaborations that can capitalize on the economic potential arising from quality marine access</p> <p>M3. Advocate for infrastructure improvements that support marine economy growth.</p> <p>M4. Advocate for and enable the development of the Aquaculture Production and Processing industry</p> <p>M5. Harbour Transformation Project to develop the infrastructure to create high quality marine access.</p>	<p>I1. Build Asia readiness capability in the local business community</p> <p>I2. Foster an informed, capable and connected Ōpōtiki business sector (e.g. Horticulture, Dairy, Tourism)</p> <p>I3. Facilitate and support the implementation of Bay of Connections industry- specific strategies where they can deliver on Ōpōtiki District's needs</p> <p>I4. Enable regulatory and infrastructure improvements that support industry growth.</p> <p>I5. Support Food Cultivation and Processing innovations that increase sustainable returns to the District.</p> <p>I6. Promote investment and initiatives that support self-determined growth in Ōpōtiki's Maori Economy.</p>	<p>E1. Recognise the potential for the Ōpōtiki Aerodrome to support timely business and tourism access</p> <p>E2. Support ICT business opportunities in Ōpōtiki</p> <p>E3. Develop Asia centric collateral and knowledge to actively engage with potential investors</p> <p>E4. Seek out central government and partner funding to support research and development of export businesses and markets.</p> <p>E5. Enable and encourage the strategic location and expansion of appropriate business and industry.</p> <p>E6. Actively attract investment to establish or grow high value export businesses and industries.</p> <p>E7. Attract investment into infrastructure which supports economic growth</p>	<p>V1. Drive branding around 'authentic experiences of untouched New Zealand nature and culture'.</p> <p>V2. Provide appropriate infrastructure to support the quality of life expected by visitor and resident population</p> <p>V3. Foster strong communities and enriched visitor experiences through events.</p> <p>V4. Advocate for and support the development of appropriate visitor accommodation</p> <p>V5. Collaborate with neighbouring districts and regions on business and visitor tourism.</p> <p>V6. Cost-effectively & positively promote Ōpōtiki District's business and visitor attractions (e.g Motu Trail)</p>	<p>P1. Partner with central government, iwi and industry to fund initiatives that tackle unemployment</p> <p>P2. Support opportunities that raise education levels in Ōpōtiki District</p> <p>P3. Advocate for skills-based learning opportunities appropriate to current and future Ōpōtiki industries.</p>
<p><i>Partners</i> Eastern Seafarms, Whakatohea Maori Trust Board, Sealord; NZ Seafarms; Ōpōtiki Marine Advisory Group; BayTrust; EBOP Regional Council; MPI</p>	<p><i>Partners</i> BOC Advisory Groups: Forestry, Freight Logistics; Whakatohea, Ngai Tai, Te Whanau a Apanui, Te Puni Kokiri etc; Kiwifruit, Horticulture & Dairy industries</p>	<p><i>Partners</i> BOC Advisory Group – Forestry, ICT...; MBIE, NZTE, MPI, Callaghan Innovation; RBI/UFb partners;</p>	<p><i>Partners</i> Motu Trails Trust, RTOs, Tourism NZ; Iwi; Individual Tourism Businesses...</p>	<p><i>Partners</i> MBIE, TPK, MPI; Tertiary orgs, PTE, Wananga, Secondary Schools, ITOs; Mayors Taskforce for Jobs;...</p>



Priorities

Overview

At the summary level, there are 27 identified strategies. Ōpōtiki District Council has limited resources to pursue all of these strategies so have made an effort to prioritise them based on Relative Importance and Council Influence. The following graphics show the Councils priorities in each of the five key areas.

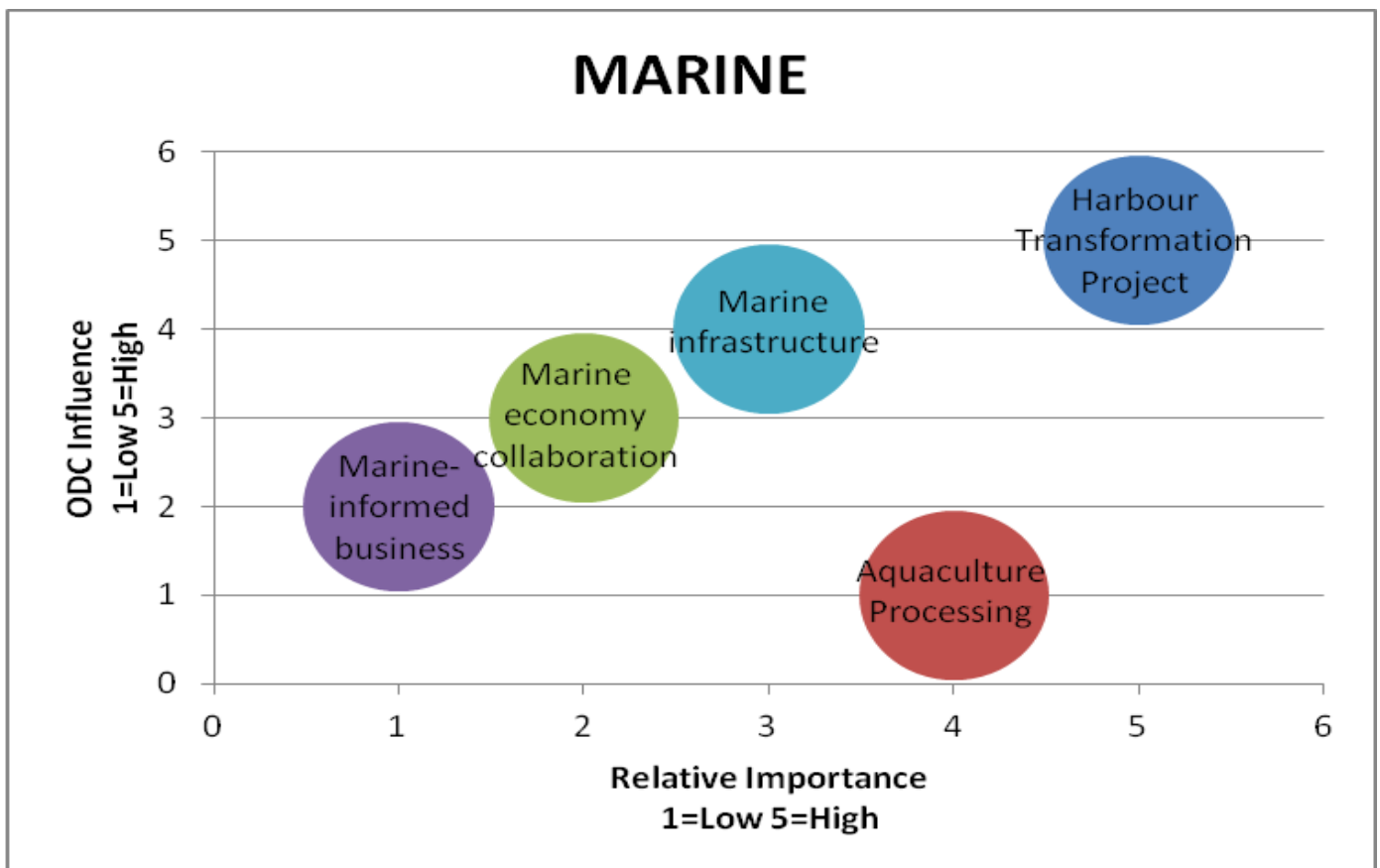
Format

The potential opportunities have been consolidated within each key area: Marine, Industry, Export, Visitors and People. Each opportunity has been ranked in terms of two key considerations:

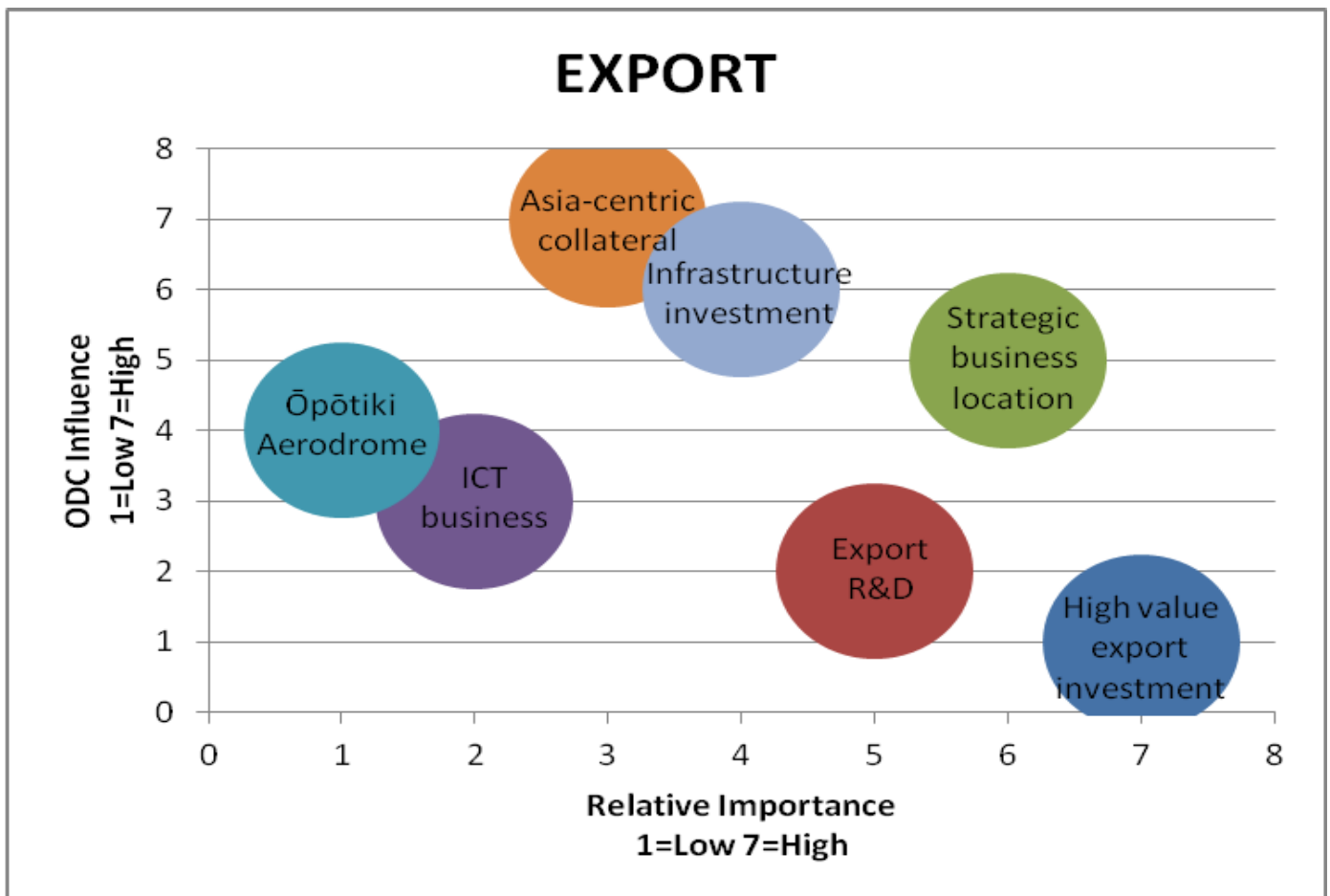
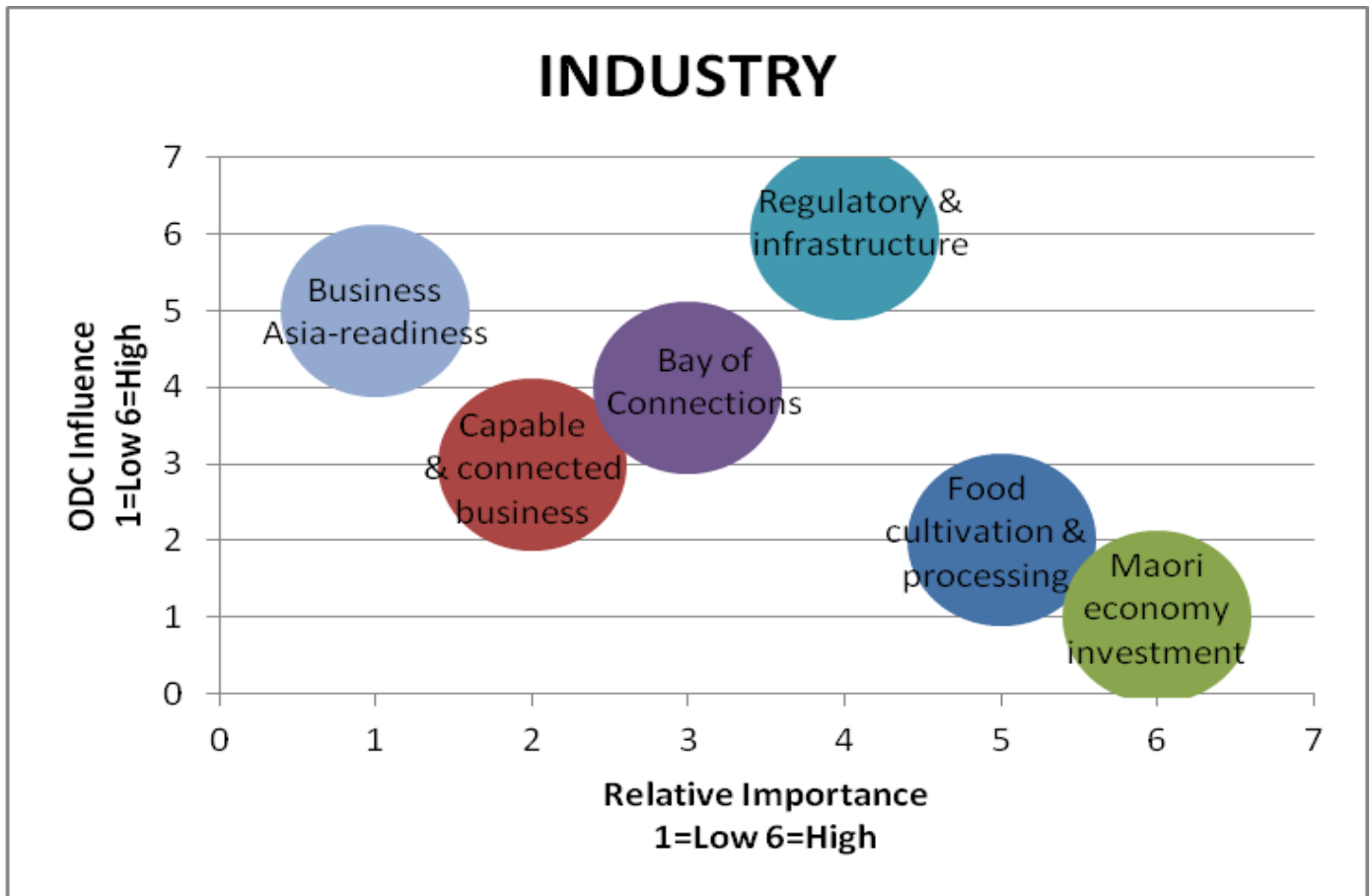
1. The ability of Ōpōtiki District Council to **successfully influence change**
2. The **relative importance** of the strategies

- The X axis shows a 1-7 scale for ability to successfully influence change. These rankings consider the level of control or influence that Ōpōtiki District Council has in that area, the number of stakeholders to partner with and how easy it might be to get them collaborating for this outcome, what's already planned in that area that could be leveraged off etc. For example, where there is greater ability to influence change the bubble will appear higher up (i.e. have a higher number)
- The Y axis shows a 1-7 scale for relative importance of each strategy within each key area, as gauged from a survey of councillors and key staff. Where there is greater relative importance the bubble will appear further to the right (i.e. have a higher number)

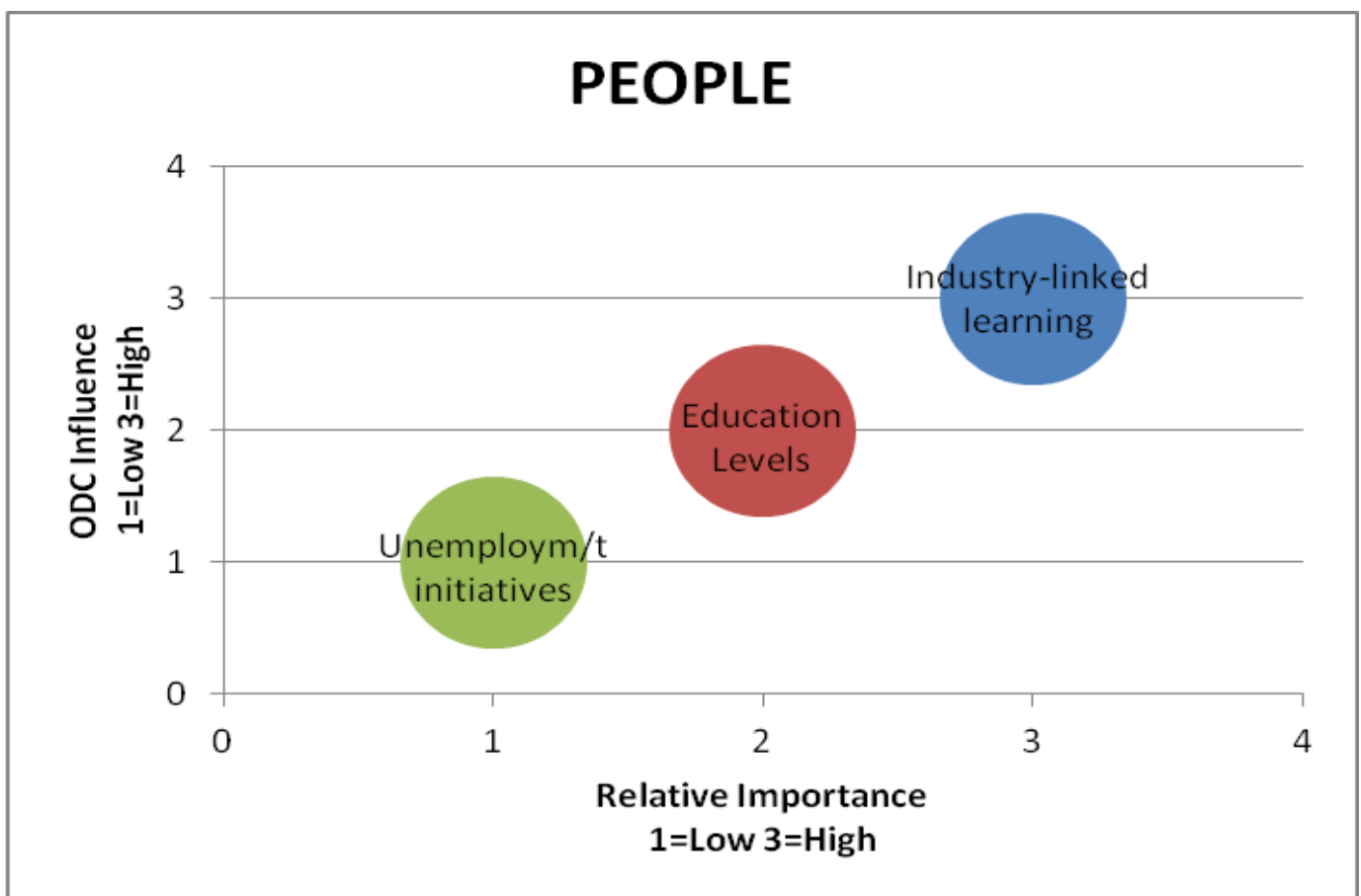
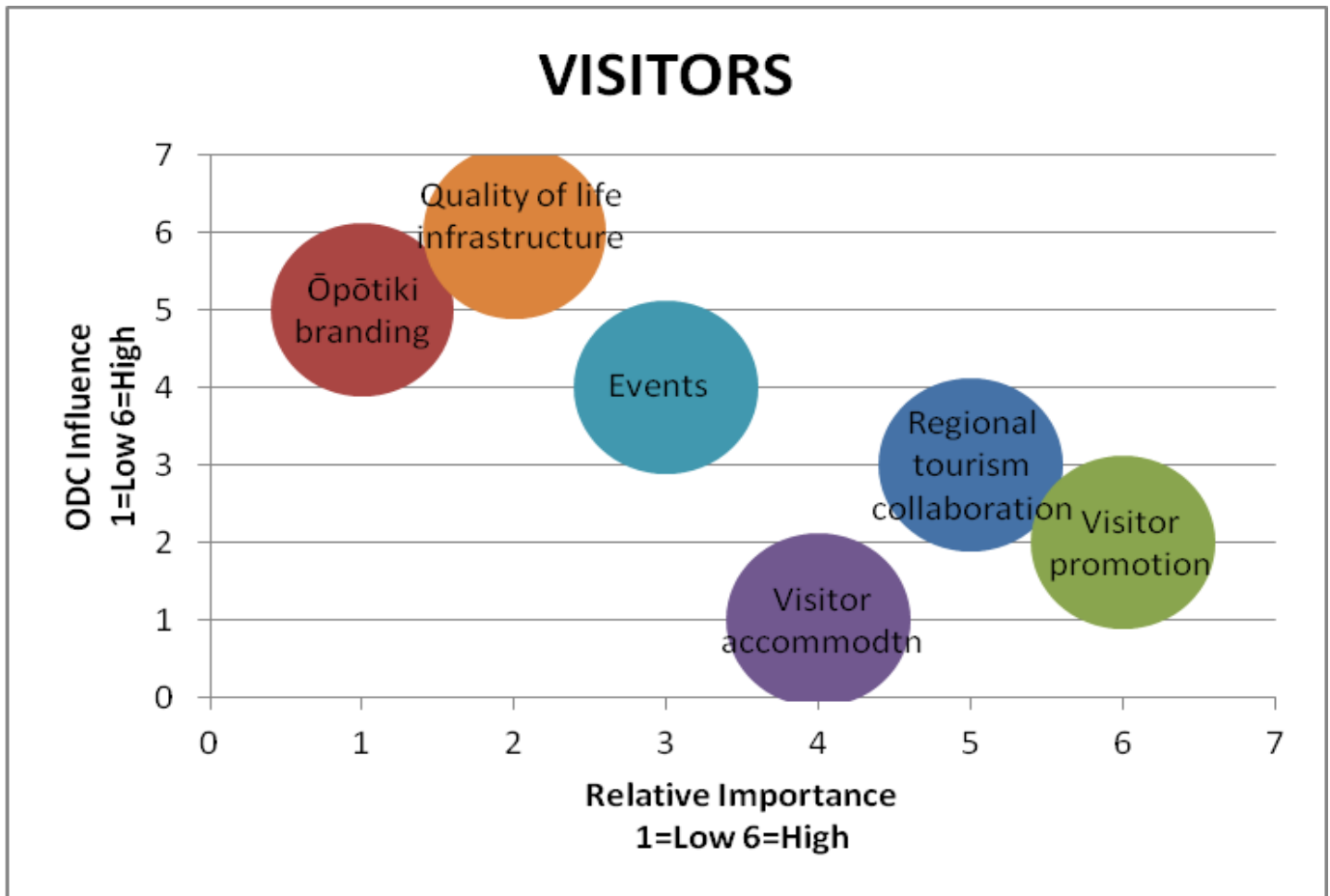
It is important to note, that for ease of decision-making the X and Y axis variables have been calculated based on a forced ranking not a pure score. That means, while there may be two things that you would think have a high impact (e.g. pure score of 4/7), a choice has been made as to which one is ranked 4 vs which is ranked 5. The forced ranking doesn't necessarily mean that an item with a low ranking is not important, just that it is considered to have less impact or be more difficult to implement, than other item(s).



Priorities cont'd



Priorities cont'd



Key to Bubble Graphs

Ref.	Long form	Short form
M1	Inform and support businesses and trusts in Ōpōtiki to take advantage of marine opportunities	Marine-informed business
M2	Facilitate local and global collaborations that can capitalize on the economic potential arising from quality marine access	Marine economy collaboration
M3	Advocate for infrastructure improvements that support marine economy growth.	Marine infrastructure
M4	Advocate for and enable the development of the Aquaculture Production and Processing industry	Aquaculture Processing
M5	Harbour Transformation Project to develop the infrastructure to create high quality marine access	Harbour Transformation Project
I1	Build Asia-readiness capability in the local business community	Business Asia-readiness
I2	Foster an informed, capable and connected Ōpōtiki business sector (e.g. Horticulture, Dairy, Tourism)	Capable & connected business
I3	Facilitate and support the implementation of Bay of Connections industry-specific strategies where they can deliver on Ōpōtiki District's needs (e.g. Freight Logistics, Forestry, ICT, Sport & Recreation)	Bay of Connections
I4	Enable regulatory and infrastructure improvements that support industry growth (e.g. consents, zoning, roading, electricity supply, business water/waste etc)	Regulatory & infrastructure
I5	Support Food Cultivation and Processing innovations that increase sustainable returns to the District	Food cultivation & processing
I6	Promote investment (national, regional and local) and initiatives that support self-determined growth in Ōpōtiki's Maori Economy.	Maori economy investment
E1	Recognise the potential for the Ōpōtiki Aerodrome to support timely business and tourism access	Ōpōtiki Aerodrome
E2	Support ICT business opportunities in Ōpōtiki.	ICT business
E3	Develop Asia-centric collateral and knowledge to actively engage with potential investors	Asia-centric collateral
E4	Seek out central government and partner funding to support research and development of export businesses and markets	Export R&D
E5	Enable and encourage the strategic location and expansion of appropriate business and industry	Strategic business location
E6	Actively attract investment to establish or grow high value export businesses and industries	High value export investment
E7	Attract investment into infrastructure which supports economic growth	Infrastructure investment
V1	Drive branding around ' <i>authentic experiences of untouched New Zealand nature and culture</i> '	Ōpōtiki branding
V2	Provide appropriate infrastructure to support the quality of life expected by visitor and resident populations (e.g. roads, water, stormwater, sewerage, waste management, energy)	Quality of life infrastructure
V3	Foster strong communities and enriched visitor experiences through events.	Events
V4	Advocate for and support the development of appropriate visitor accommodation	Visitor accommodtn
V5	Collaborate with neighbouring districts and regions on business and visitor tourism	Regional tourism collaboration
V6	Cost-effectively and positively promote Ōpōtiki Districts business and visitor attractions (e.g. Mōtu Trails)	Visitor promotion
P1	Partner with central government, iwi and industry to fund initiatives that tackle unemployment	Unemploym/t initiatives
P2	Support opportunities that raise education levels in Ōpōtiki District	Education Levels
P3	Advocate for skills-based learning opportunities appropriate to current and future Ōpōtiki industries	Industry-linked learning