

REDS RECOMMENDATIONS

Issue/ Opportunity	Ref	Recommendation	Comment
<p>1.1 Forecast zoned land requirements – The supply of appropriately zoned land for industry and commerce in the Nelson-Tasman region is a key requirement in achieving the region’s economic potential. See Part II</p>	<p>3.4.1 5.1 5.5</p>	<p>That a land use plan for the Nelson-Tasman region be established based on long term population trends, productive, industrial and commercial sector requirements. This to also include infrastructure requirements.</p>	<p>Urban development strategy planning for the region’s communities is in progress. The planning process acknowledges the uniqueness of each council’s boundaries, the interdependence of these council areas and the need for an integrated land use plan for the region.</p>
<p>1.2 Affordable housing is a factor in recruitment and retention of staff.</p>	<p>3.4.2 5.6</p>	<p>That the two councils liaise on strategies to provide an adequate supply of affordable housing in the Nelson-Tasman region in conjunction with the Affordable Housing Project (Regional Coordinator, Nelson/Tasman and Marlborough).</p>	<p>Ensure the urban development strategy takes full account of the needs of the various segments within the region’s population and communicates the opportunities to private sector developers. This will build on both councils’ urban growth strategies.</p>
<p>1.3 Resource Management Act (RMA) The issue is interpretation and awareness of the Resource Management Act and District Plans.</p>	<p>5.4</p>	<p>That the EDA takes a role in facilitating greater awareness of the regions needs, and understanding of the RMA and Districts Plans and processes. That both Councils review the opportunities for their District Plans to have a consistent interpretation for development options spanning the region.</p>	<p>Raising awareness and understanding of the District Plans and processes is important for many enterprises in the region’s key industries. The EDA can undertake a neutral educational role in developing and coordinating a forum programme providing awareness of the requirements of District Plans.</p>

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1.4	Extending the tourism season and increasing the yield from tourism is a priority. Providing seed investment for tourism infrastructure in a conference centre will stimulate private sector investment in accommodation and other facilities.	5.8	That priority be given to expedite construction of a conference centre to provide essential tourism infrastructure for the region.	Nelson-Tasman region is characterised by relatively low yield visitors with a very pronounced seasonal peak. Extending visitor incidence into the shoulder seasons and increasing visitor spend is high priority. This can be achieved by the development of a conference centre and enhancing event facilities.
1.5	Transport issues affect the efficient transport of export goods.	5.7.4	The region's councils need to work together on regional transport with emphasis on traffic management solutions for the Nelson-Brightwater corridor and a bypass route for heavy traffic through Motueka township.	The efficient movement of goods and produce to the Port and the distribution of consumer goods requires improvements to the roading system to reduce travel times, contain transport costs and ensure efficient transport management solutions for all road users.
1.6	Energy Generation Ensuring sustainable power supply to the region.	5.7.1	The region needs to establish sustainability of energy infrastructure for distributed generation - this incorporates diversification of generation sources including affordable small-scale units.	Responsibility for reducing the risk to power supplies in the event of emergency, and to lower the cost of power transmission should be taken by councils and other stakeholder groups. There is a need to lobby central government to allow for small scale renewable power plants to be constructed as an essential component in the water resource augmentation process. Investigation into other sources such as solar, tide and wave, and biofuels should also be undertaken.

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1.7	<p>Water</p> <p>The demands on the region's water resource are increasing against the prospect of reduced or more erratic rainfall supply.</p>	5.7.8	Support the Waimea Water Augmentation Committee's initiatives. Develop strategic water initiatives elsewhere in the region to ensure that planning and implementation of future water storage and usage meet the regions needs.	The key purpose of the Waimea Water Augmentation Committees project was to carry out a study into feasibility of water storage in the upper parts of the Wairoa/Lee catchment for enhancing water availability downstream for: consumers, environmental flows for fisheries and recreation, community and aesthetic benefits and iwi values.
1.8	Sustainable Development	3.2	Within the next 12 months the Nelson Regional EDA and Marlborough Regional Development Trust hold a forum for the purpose of developing and establishing a strategy for sustainable development: detailing objectives, purpose and a plan of action to be undertaken in the subsequent 12 months.	Many of the region's key industries operate across the Top of the South. It is essential that key industry leaders, local government and regional government agencies recognise the need to provide valuable input into the process of planning for sustainable development. The strategy should reflect Council requirements; to take into account the social, economic and cultural wellbeing of people and communities; and need to maintain and enhance the quality of the environment; and reasonably foreseeable needs of future generations co-operative links already in place, (Local Government Act 2002), co-operative links already in place and using examples of best practice from other regions in reducing duplication should be reflected in the strategy.

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2.1	<p>Unit Size of Enterprises</p> <p>Consolidation and co-operation can assist SMEs who have the potential for substantial growth into the regional, national and international economies</p>	2.8.2	Identify and assist key sector SMEs who have the potential for substantial growth. Assist these SMEs to identify the benefits from consolidation, co-operation, and/or vertical integration within their sector to expand and obtain competitive advantage.	Increasing productivity and reducing the cost of production, including compliance costs, is essential for all sectors to remain competitive.
2.2	<p>Pipfruit</p> <p>Ensuring global market acceptance and meeting changing consumer requirements.</p>	3.2 6.1.1	That region's pipfruit growers support the 'Low Residue' and 'Apple Futures' projects.	Regain the reputation for premium quality and obtain premium prices in the global pipfruit market by implementing the strategy for "Low Residue" in pipfruit and meet the exacting requirements of today's consumer.
2.3	<p>Forestry</p> <p>Requirement for a regional body to represent the forestry industry.</p>	3.1.1	That a regional industry body for the forestry sector be established.	A regional forestry industry body is required to represent the industry in negotiations with local and central government, ensuring they are fully informed of the opportunities for the sector. The EDA and the regional office of the Ministry of Social Development have offered assistance to the sector to improve its representative and governance structure.

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<p>2.4 Aquaculture</p> <p>A leadership role is required to ensure that enabling legislation and all aspects of infrastructure and services are aligned to take advantage of the sector's growth potential.</p>	<p>3.3.1</p> <p>6.4</p>	<p>That the EDA facilitate, with key parties, an action schedule to expedite progress including enabling legislation for the development of the sector.</p>	<p>The enabling regulatory legislation for marine farming must be expedited in order that the Tasman Resource Management Plan can be completed with regard to AMAs.</p> <p>Collaboration between all parties is needed to work through the planning process and provide for onshore infrastructure and land requirements of an expanded aquaculture sector.</p>
<p>2.5 Natural Products</p> <p>The full potential of this industry is not being realised.</p>	<p>3.3.3</p>	<p>That an audit of this sector be undertaken to identify the potential growth.</p>	<p>The potential for growth in this sector crosses the boundaries between a number of primary production areas.</p>
<p>2.6 Information and Communication Technology</p> <p>Maximising full potential of ICT in the Nelson Marlborough Inforegion offers.</p>	<p>3.3.4</p> <p>6.6.8</p>	<p>Extend the Nelson Marlborough Inforegion initiative to attract and develop potential ICT companies and ensure the key region's industries take full advantage of technological applications that provide innovative solutions to adding value</p>	<p>The NMi fibre-optic network supported by wireless solutions will provide the region with a competitive advantage. ICT capability is at a tipping point for the region. The ICT infrastructure highway that will be in place will establish a critical mass for many ICT start-ups. The infrastructure will establish a more competitive environment for all users and provide diversified business development opportunities.</p>

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2.7	<p>Tourism</p> <p>Optimising the potential of the tourism industry.</p>	<p>6.5.7</p> <p>3.3.4</p>	<p>That the Nelson-Tasman Regional Tourism Strategy 2007-2016 in alignment with the National Tourism Strategy be adopted.</p>	<p>It is important to note that the spend by international and domestic visitors to the region in 2006 is estimated at \$352m. The value-added GDP contribution to the regional economy generated by the provision of hospitality and transport services, F&B production, hire charges and wages/salaries attributable to this tourism activity was \$134m.</p> <p>The Regional Tourism Strategy, prepared in parallel with REDS, has established strategy goals to generate additional economic benefits from the sector. Without appropriate action and investment the region could experience a decline in visitors and their contribution to the regional economy.</p>
2.8	<p>Engineering Cluster</p> <p>Maximising this full potential of the Engineering Cluster.</p>	<p>3.3.5</p> <p>6.7.2</p>	<p>Engineering Cluster to identify potential for providing technical and engineering solutions for greater adoption of mechanisation in the region's key industries.</p>	<p>There is considerable opportunity for the region's engineering skill base in marine and infrastructure engineering projects to be exported to other regions. The sector has the potential to move from a repairs and maintenance industry to a projects and manufacturing centred sector.</p>

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2.9	<p>Science Based Organisations</p> <p>There is opportunity to attract further science based organisations to the region and to apply technological and scientific research to lift value-added production in the region.</p>	3.3.6	<p>Increase co-operation between science providers and industry to extract higher value from innovative products and techniques.</p> <p>Promote Nelson-Tasman as the preferred location for science based organisations that operate in the key driver industries.</p>	The potential to improve productivity and to add significant economic value through the application of technology and science based R&D is required to maintain competitive production in the region. The commercialisation of technology innovation will also provide high value-added benefits to the regional economy.
2.10	<p>Labour and Training</p> <p>Ensuring the provision of appropriately trained and skilled staff for the region's industries is a major concern.</p>	<p>5.2</p> <p>5.3</p>	<p>That the Work Force Development Strategy continues to be implemented with particular emphasis on recruitment, retention, skills and training.</p>	The shortage of skilled labour being experienced across the region and sectors requires positive action in tailoring innovative training programmes for new entrants to the workforce, and the upskilling of those in employment. The introduction of the Recognised Seasonal Employer programme is anticipated to reduce seasonal labour shortages.

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3.1 Nelson Regional Economic Development Agency – The current funding regime will not meet future requirements and responsibilities being placed on the EDA.	2.12	Increase funding regime to ensure EDA can fulfil its obligations.	The EDA is encountering increased calls on its expertise and administrative responsibilities. Increasing the resources to fulfil these responsibilities and implement new priority regional projects efficiently is an issue.
3.2 Nelson Regional Economic Development Agency – fulfil its mandate to encourage and support industry bodies to maintain lines of communication with local and national government.	2.12	That the EDA ensure that industry representative bodies are effective and have effective lines of communication with local and national government stakeholders.	Industry representative bodies in the region must be able to articulate their concerns and requirements effectively to local government, and where appropriate national government agencies.
3.3 Wellness Cluster Establishment of the Wellness concept as the prime positioning statement for the region’s tourism and community aspirations.	3.6 6.5.6	That the Wellness Cluster Development Group secure funding to enable the formal establishment of the Wellness Cluster and the development and implementation of a strategic plan.	To generate awareness and acceptance of the vision of Wellness as an appropriate positioning for the Nelson-Tasman region.
3.4 Genuine Progress Indicators There is opportunity to introduce a broader based menu of indicators for the measurement of the region’s progress with a regional GPI index.	2.11	That the EDA advance work on the development of Genuine Progress Indicators in conjunction with the monitoring of Wellbeing Indicators as being progressed by the Wellbeing Measures Group.	Expand on the initiative of the Wellbeing Measures group in establishing a menu of economic, social, cultural and environmental indicators that provide a superior measure of advances in the regional community wellbeing. Reduce reliance on GDP as the primary indicator of advancement.