

# **OPEN**

# **MINUTE ITEM**

# **ATTACHMENTS**

**Ordinary meeting of the  
Joint Committee of Tasman District and Nelson City  
Councils**

**Tuesday 7 November 2017  
Commencing at 9.00am  
Council Chamber**

**Civic House**

**110 Trafalgar Street, Nelson**

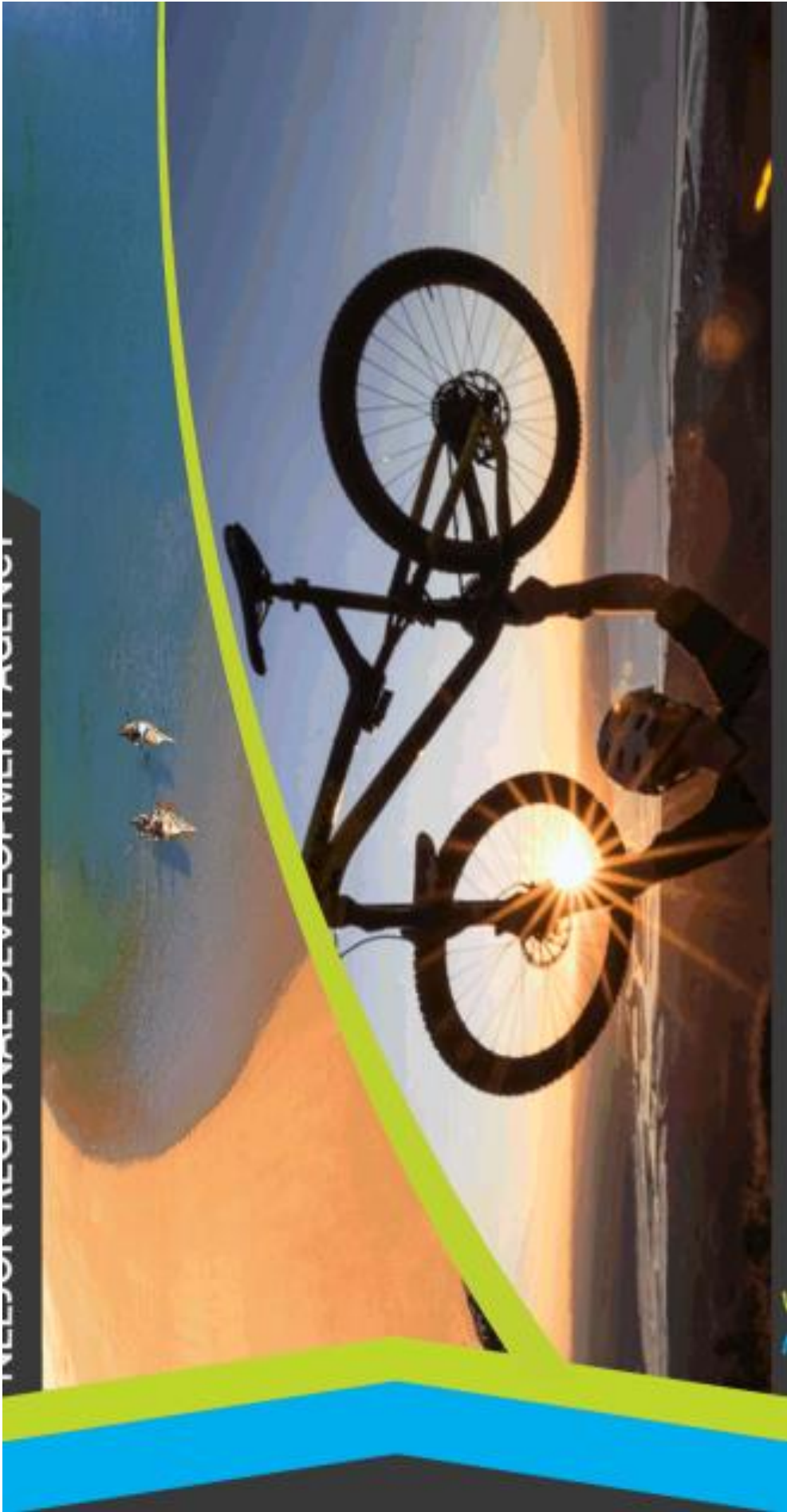
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- A. A1860282 Nelson Regional Development Agency Powerpoint Presentation

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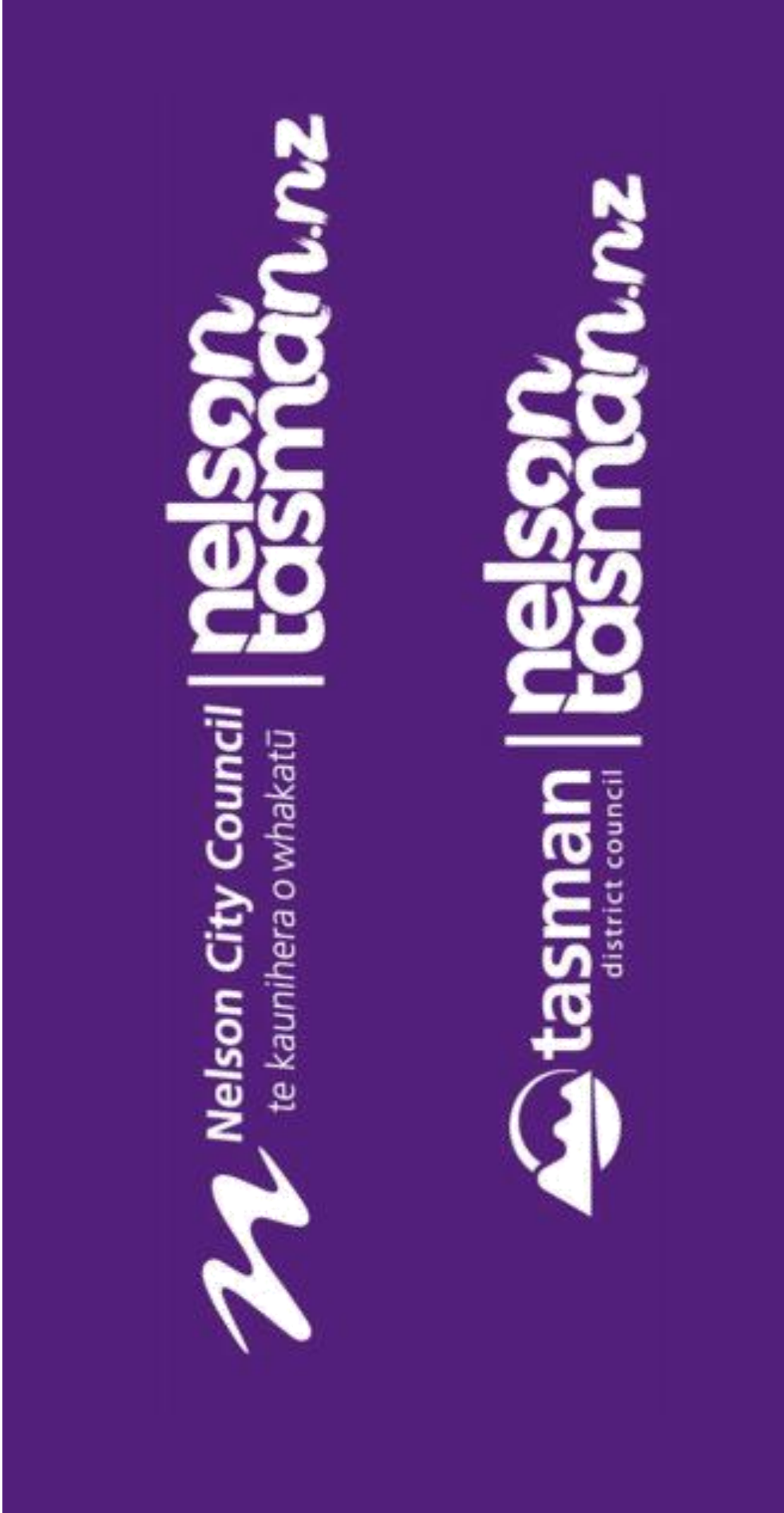
**Clever Business**  
Pure grit and clever thinking have fashioned an extraordinary business story.

**Stunning Natural Landscapes**  
Even on an ordinary day, we live amongst extraordinary nature.

**Surprisingly Diverse**  
In our extraordinarily diverse city and towns we live and work together as one.

**Highly Connected**  
It is easy to live an extraordinary life here while being connected to each other, the rest of New Zealand and the world.

**Arts and Artisans**  
There is an extraordinary depth of heritage, artists and artisan businesses here.









**YouTube** **NelsonTasman**

*NelsonTasman uploaded a video*

**We ask a few locals why they love Nelson Tasman**  
 NelsonTasman • 15th March • 4 months ago

We asked a few locals what they love about Nelson Tasman and we want to know what you love about it. So, here's our top 10 reasons NelsonTasman is so special and why you love NelsonTasman.




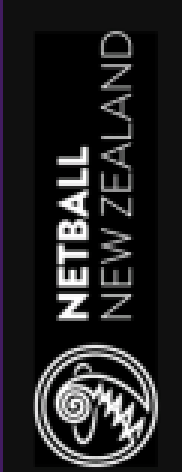

**PROUD PARTNER OF** **nelson tasman.nz**

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**Clever Business**  
 How to grow your business in Nelson Tasman

**AMY**





- ✓ All Blacks v Argentina – Sept 2018
  - ✓ Estimated economic impact - \$9-10 mil
- ✓ Netball – Super Club Series – (Aug 18, May 19)
  - ✓ Large participation secondary schools event – 2018
- ✓ Other key wins recently:
  - ✓ March Fest, Cider Fest, Able Tasman Cycle Challenge, Ocean Swim, Masters Games, ODI cricket
  - ✓ Bid – major music event
- ✓ Business Events: (July-Sept wins)
  - ✓ 5 Events
  - ✓ 1120 delegates \* avg 4 nights (4,500 nights)
  - ✓ All in shoulder season



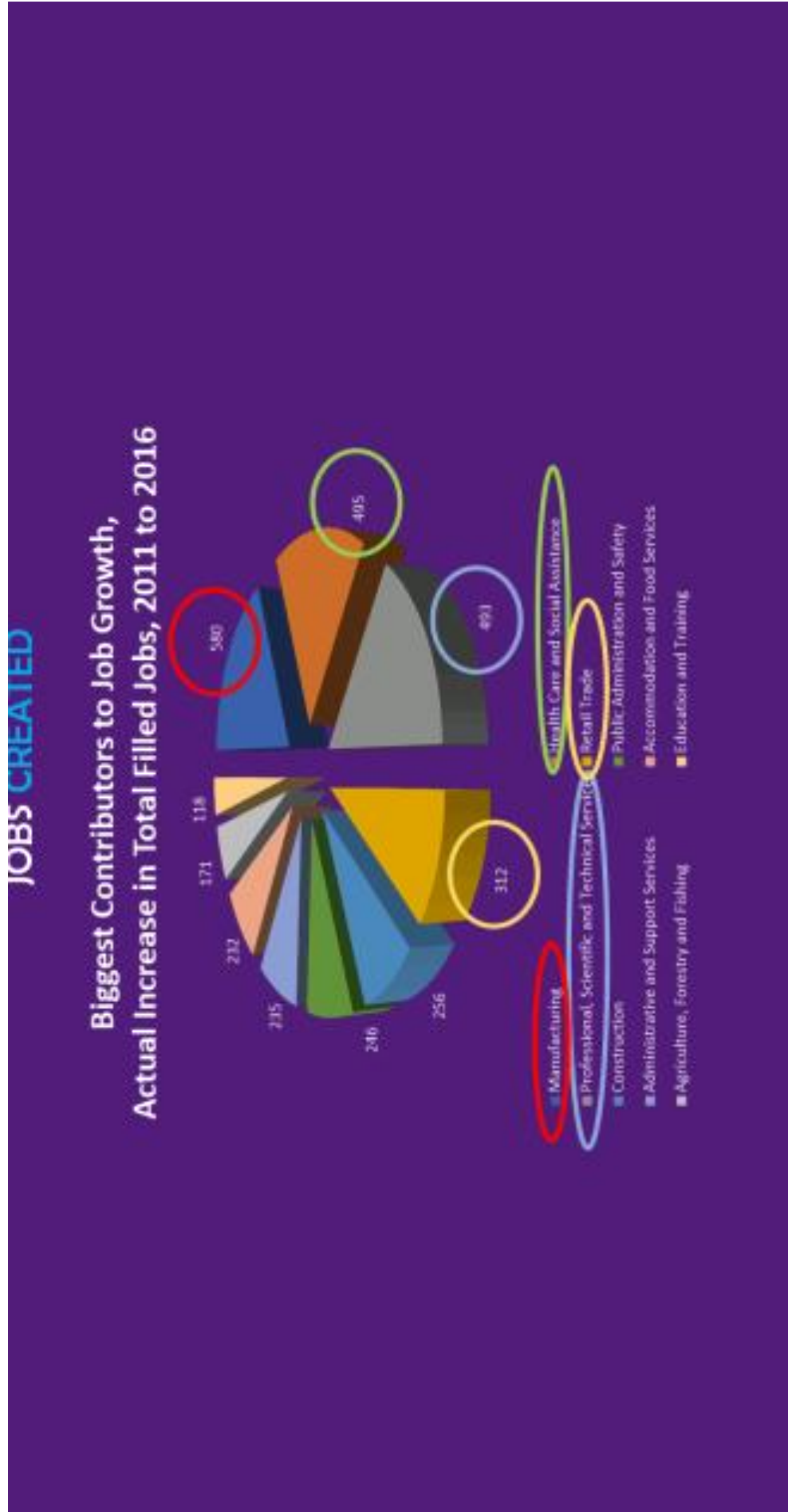
- Aim to get an **aligned understanding and clarity of focus** between the Councils, Govt, key public entities, Iwi and the private sector around:
  - The economic development priorities that will make a difference for a whole Te Tau Ihu region in the future.
  - A clearly defined growth action plan with a collective level of commitment to implementation.
- **Aligned view of:**
  - *Understanding the drivers* of the economies.
  - *Identifying the opportunities* to strengthen regional competitive advantage and/or the removal of barriers to investment attraction and/or retention.
  - **Clearly defined regionally-led programme of action** with a collective level of commitment to implementation.
- **Potential outcomes** could be Government investment into the region to align with the local government, Iwi, education and private sector investment priorities and commitments including:
  - **Infrastructure investment.**
  - **Programme investment**, in particular around adding value through technology and innovation in the core primary sectors.
  - **Policy influence** to enhance the investment environment.

**NRDA**

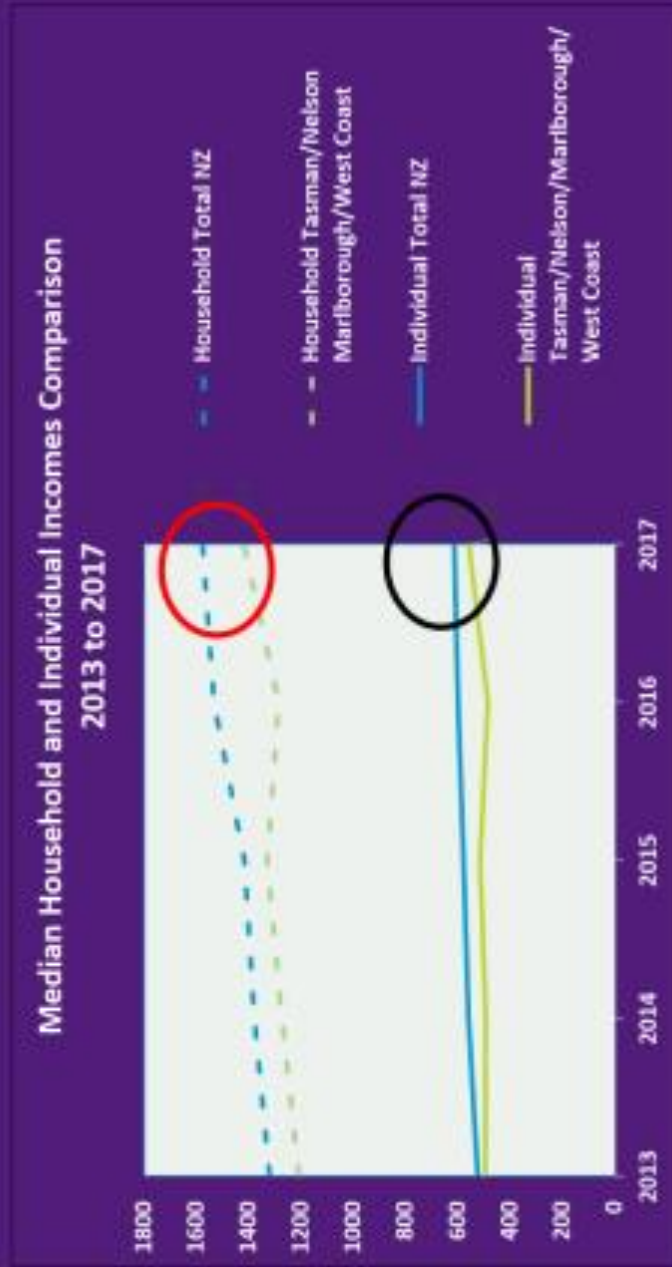
- Nelson Tasman Innovation Ecosystem research and emerging strategy
  - Identified the need to address **better coordination, collaboration and leadership** around the delivery of business support and innovation services within the region in a **whole of ecosystem** type approach.
- Three Phase Innovation Strategy approach
  - *Physical Infrastructure (Innovation Neighbourhood Hub)*
  - *Knowledge Infrastructure (Programmes – Mentors, Callaghan, Voucher programme etc)*
  - *Social infrastructure (Building of an Innovation / collaboration culture)*
- Innovation / Tech Neighbourhood Hub
  - Exploring the establishment of a physical co-location / collaboration Tech Hub (Hub) facility
  - Designed to create a focal point for innovation & business development activity within the region.
  - Key partners NRDA, NMIT, NTCC and other key public and private sector stakeholders in the region.
- Supporting Events

**Startup Weekend  
NELSON**

**<HACKNELSON>**  
FRESH IDEAS FOR REGIONAL PRODUCERS  
10 – 12 NOVEMBER | MAIN EVENT  
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# AVERAGE HOUSEHOLD AND INDIVIDUAL INCOMES





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## INFOMETRICS ECONOMIC PROFILE

### NELSON TASMAN

#### QUARTERLY ECONOMIC MONITOR



#### QUARTERLY ECONOMIC MONITOR

Find out which industries employ the most people, which skills are most in demand and where the growth is happening. [Click here](#)

#### NELSON TASMAN'S ECONOMIC PROFILE



#### NELSON TASMAN'S ECONOMIC PROFILE

Analysis of the Nelson Tasman region including the impact of tourism, tourism GDP, and jobs supported by tourism. [Click here](#)

#### ABOUT INFOMETRICS



#### ABOUT INFOMETRICS

We use Infometrics to explore the economic structure and performance of the Nelson Tasman region – Annual Economic Profile or Quarterly Update. [Find out more about Infometrics](#)

