

OPEN

MINUTE ITEM

ATTACHMENTS

Ordinary meeting of the Governance Committee

Thursday 8 March 2018
Commencing at to follow the Council meeting
Council Chamber

Civic House

110 Trafalgar Street, Nelson

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4.1 Public Forum - NZ Fisheries Museum and Marine Education Centre Trust

- A. A1928828 - NZ Fisheries Museum and Marine Education Centre Trust PowerPoint presentation

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Te Matau

(The Hook)

Marine Education Centre
of Aotearoa

“Now to the Fisherman and his methods”
Tamati R Poata, 1919

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From the waka to the World

We are Te Tau Ihu o Te Waka a Maui, the prow of Maui's waka, from where he cast his hook and line and hauled the North Island out of the sea.

Now Nelson is...

- The largest Deep Sea fishing port in Australasia
- A world-class leader in quota management and sustainable fishing practises

The ocean is our past, our present and our future.



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The Trust

The NZ Fisheries Museum and Marine Education Centre Trust was formed January 2015.

Voluntary Trustees:



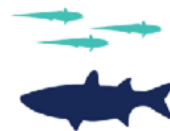
Senior
Nelsonians in
the fishing
industry



Science
providers



Local Iwi



The
aquaculture
sector



Marine
education
providers



1

To increase the public's understanding of New Zealand's marine and fishing environment

2

To recognise and celebrate New Zealand's marine heritage

3

To contribute to the improved management and sustainable use of the oceans in the future

The Purpose

To create a world-class marine education centre celebrating our region and nation's maritime history and ties to our ocean.



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Image courtesy of NZ Story

- **Explore** our fishing and maritime heritage from a Maori perspective
- **Chronicle** the evolution of our fishing industry and its abilities to provide sustainable seafood to the world stage
- **Provide** a viewing port into seafood, ocean research and ocean management, and their effect on climate change
- **Provide** education to enable our future generations to be the kaitiaki (guardians) of the ocean

The Need

- Challenging and exciting period for ocean management
- Threats to the ocean through over-fishing and climate change
- Understanding our history to inform our present and future, and why it is critical for future human survival
- NZ fourth largest exclusive economic zone



The Vision

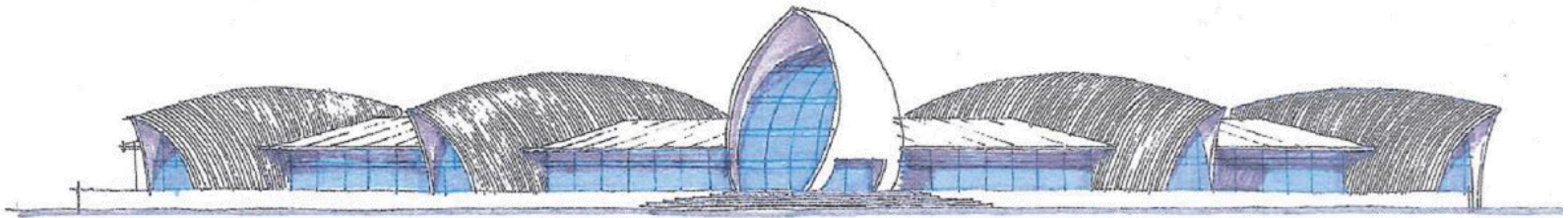
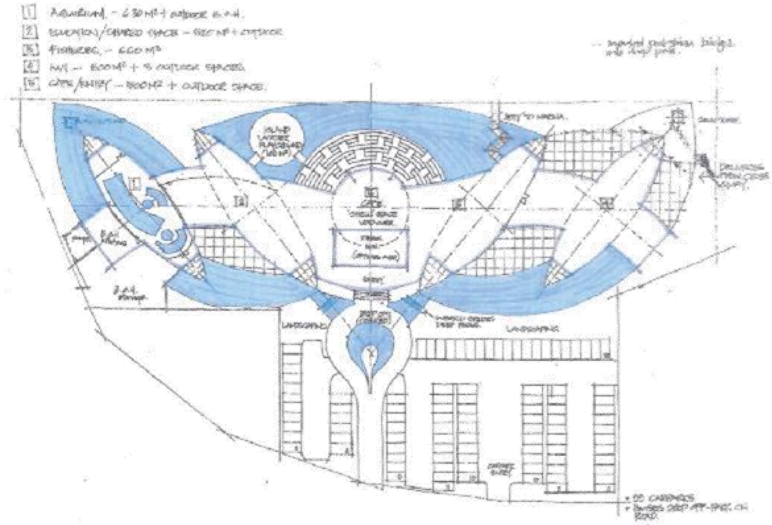
Te Matau will:

- Provide a unique, entertaining and educational all-weather attraction for tourists and residents
- Reflect the unique features of the Nelson Region
- Be a venue for special events and functions to host visitors to the region
- Illustrate the importance of the sea, ships, our seafood industry, research facilities, history and the sustainable health of our oceans
- Excite informed interest



Our Centre

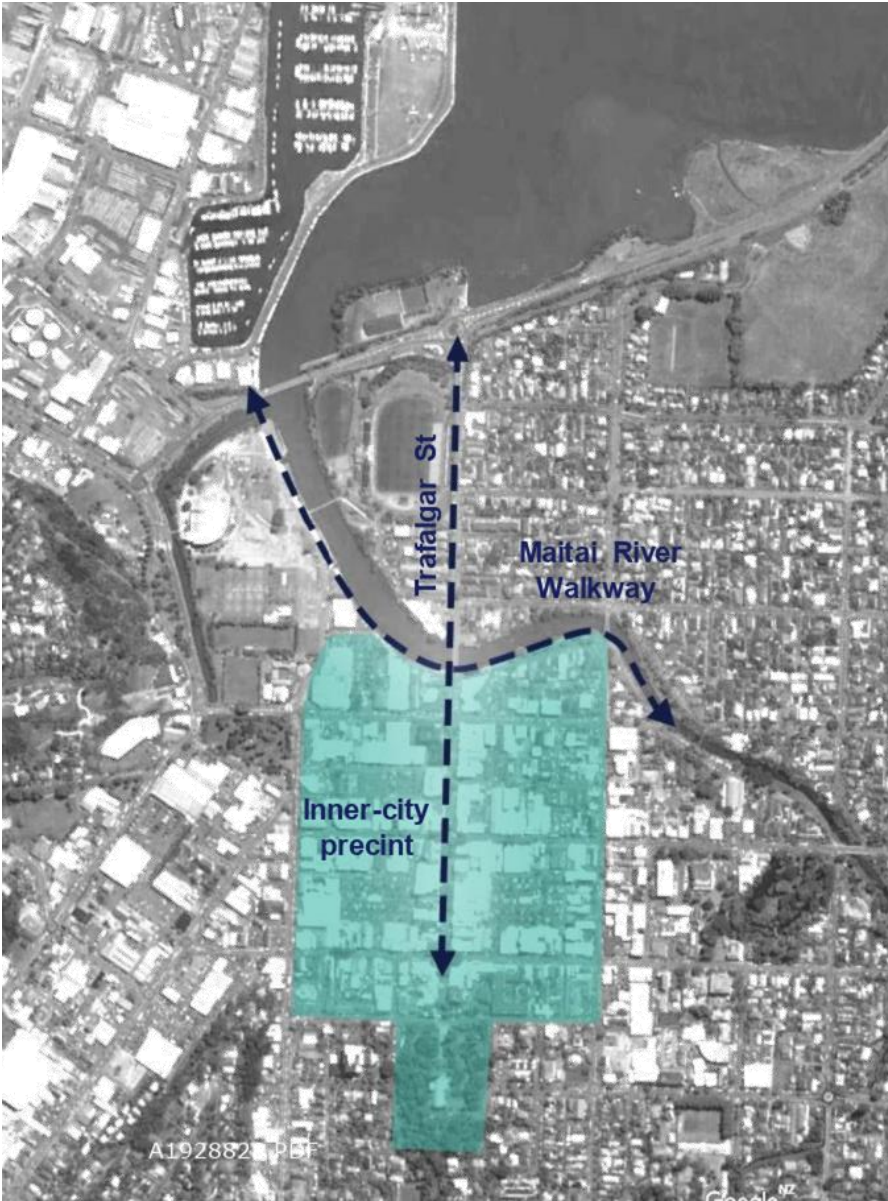
- Function area (200-250 guests)
- Café and playground
- Touch aquarium
- Fiberglass models of sea life
- Aquarium tanks





Site Requirements

- High visibility to main traffic routes
- Easy access for visitors
- Space for an approx. 3400m² building (including aquarium)
- Physical proximity to Tasman Bay
- Car parking for approx. 100 vehicles and school buses
- Access to sea water for tanks
- We have discounted Old Powerhouse Building and Akersten Street



Ideal site

Benefits to Nelson City

- Add development to Nelson's inner-city precinct
- Enhance the connection between Trafalgar Street and the foreshore
- Utilising the Maitai River Walkway as a link between city centre and foreshore

Engagement with Stakeholders



So far...

- Nelson City Council past 3 years
- Central government (Ministers in former government)
- Senior representatives of local iwi
- The fishing and aquaculture industry
- Port Nelson
- Others

Preliminary Research - Visitor Stats



694,673

Day Visitors
(staying at least four
hours in the region)



1,026,923

Overnight Visitors
(staying at least one
night in the region)

+



100,800

Local population
of Nelson Tasman

=



1,127,723

Overnight + Local



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- Spend increasing average of 6% p.a. (nationwide)
- International spend increased by 9% in 2017 (nationwide)
- Spend is seasonal (nationwide)
- Spend, Year to February 2017: International = \$100 million & Domestic = \$186 million (nationwide)
- Visitor numbers and spend will grow by approx. 47% (nationwide)

Te Matau visitor projections

- Potential to attract 60,000 - 70,000 per year
- Charge entry fee similar to WOW
- Provide heavily discounted rates for school groups and winter season
- Presence of a national marine centre of the anticipated size and quality could provide an incentive for tourists and scholars to visit Nelson and generate significant revenue



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Initial Cost Estimates

A preliminary estimate of the build cost for Te Matau is as follows:

Base building cost 3400m2 at \$2500	\$10.5 million
Fit out, services, aquarium etc	\$3.5 million
Ground works, landscaping and car parking,	\$1.0 million
Consenting & contingencies	\$1.5 million
Total	\$16.5 million

Next Steps

- Reserve domain name and complete preliminary website and branding;
- Hui with iwi TOS leadership Est April 2018 to advance interactions with iwi and seek input as to structure; funding support; concept; branding etc;
- Presentation to NCC Governance Committee; March 2018;
- Presentation to TDC Est April 2018.
- Appoint Professional fundraiser and seek full funding for feasibility study; March/April 2018;
- Put out tender and appoint entity to draft full Feasibility Study; March/April 2018;
- Review draft Feasibility Study; Est May 2018
- Trust Audit of progress: Est June 2018.