



Kaipara te Orangahui • Two Oceans Two Harbours

Economic Development Strategy

August 2024



Strategy Outline

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Foreword

As we look to the future, the Kaipara District stands at a pivotal moment in its journey towards sustainable economic growth and community prosperity. This Economic Development Strategy represents a roadmap for our collective aspirations, built upon the foundational principles of collaboration, innovation, and resilience.

In the wake of global challenges like the Covid-19 pandemic and the challenges with recent weather events, the imperative for local economic planning and security has never been more apparent. This strategy is not merely a document; it is a commitment to shaping a future where the well-being of our people and the vibrancy of our communities are at the forefront of all our endeavours

Through strategic alignment with existing plans and policies at the Kaipara District Council, coupled with meaningful engagement with our stakeholders, we aspire to unlock the full potential of our district. By embracing opportunities, addressing challenges, and fostering a culture of innovation, we can create a Kaipara that thrives economically while preserving the essence of what makes our district unique.

As we embark on this journey together, let us be guided by our shared vision and mission, and let us work collaboratively towards a future where prosperity knows no bounds within the Kaipara District.

A handwritten signature in blue ink, appearing to read 'P. Thompson', with a stylized flourish at the end.

Paul Thompson,
Economic Development Lead,
Kaipara District Council

Executive Summary

The Economic Development Strategy for Kaipara District presents a comprehensive plan aimed at fostering economic growth while enhancing residents' quality of life. Informed by global, national, and regional influences, the strategy recognises the critical importance of local economic planning and security, especially in the aftermath of events like Covid-19 and Cyclone Gabrielle.

Aligned with existing plans and policies of the Kaipara District Council, this strategy integrates with regional and national economic development strategies. It acknowledges the influence of global events, such as climate change policies and trade dynamics, as well as national legislative changes and government priorities. Regionally, it leverages collaborative efforts and insights from existing strategic plans across Northland.

Challenges

Identified challenges include the absence of an updated District Plan, the need for strengthened partnerships, infrastructure deficiencies, and uncertainties in the primary sector. Additionally, demographic shifts, skill shortages, and community needs disparities pose significant hurdles to sustainable development.

Despite challenges, Kaipara District is poised for growth and prosperity. Its strategic location, accessibility, and diverse natural assets offer opportunities for tourism development and industry diversification. Affordable land, coupled with investments in liveability and regional infrastructure projects, enhance its appeal as an attractive destination for residents, investors and businesses.

Strategic Objectives

The strategy outlines key objectives to guide future development efforts, including defining a long-term vision, building a distinctive identity, supporting community resilience, optimising land use, enhancing skills and capabilities, creating attractive destinations, and investing in critical infrastructure and amenities.

Conclusion

By addressing challenges and capitalising on opportunities, the Economic Development Strategy for Kaipara District aims to lay the foundation for sustainable economic growth, community well-being, and prosperity. Through strategic collaboration and targeted initiatives, Kaipara can realise its full potential as a vibrant and thriving district.



The Kaipara

He aha te mea nui o te ao. He tāngata, he tāngata, he tāngata. What is the most important thing the world? It is the people, it is the people; it is the people.

Kaipara, a land blessed with rich heritage and diverse natural wonders, is not just defined by its geographical features but also by the resilience and vibrancy of its people.

Demography - Our People, Our Communities

The heartbeat of Kaipara is its diverse population, which has seen notable growth in recent years, particularly in thriving hubs like Mangawhai. Young families are drawn to the district for its coastal living and remote work opportunities, contributing to its dynamic community fabric. However, rural areas experience stable or declining populations due to advancements in the primary sector. Despite these demographic shifts, the spirit of community remains strong, fostering connections and collaborations that sustain Kaipara's essence.

Economy - Our Livelihoods

Kaipara's economy reflects its agricultural heritage, rooted in primary industries like dairy farming. Yet, the district is not confined to its agricultural roots alone. With initiatives such as the Kaipara Water scheme facilitating horticultural expansion, the economy is poised for diversification and growth. Manufacturing sectors also play a crucial role, contributing to the district's economic vitality and resilience.

Infrastructure

The journey of Kaipara's infrastructure mirrors its progress and challenges. While advancements in electricity, telecommunications, and broadband coverage enhance connectivity and accessibility, the district grapples with issues like unsealed roads and limited social infrastructure, particularly in healthcare and education. As the community navigates these challenges, there's a collective commitment to improving infrastructure to support the evolving needs of its residents.

In essence, Kaipara is more than just its geographical landscapes; it's a tapestry woven with the stories, aspirations, and resilience of its people. As the district embarks on its journey toward sustainable development and community well-being, understanding the intricate interplay between its land and people becomes imperative for shaping its future. Through collaborative efforts and informed decision-making, Kaipara continues to thrive, anchored by the shared values and spirit of its inhabitants.

Strategy

This Economic Development Strategy for Kaipara District is a key document in the successful future planning of the district and is informed by the wider economic, social, environmental influences at a global, national and regional level. Covid-19 has proven to the world that we are not immune from external influences and change, and for these reasons, economic planning and security at a local level are more important than ever before. This strategy focuses on economic growth while also prioritising and enhancing the overall standard of living for people and communities within Kaipara.

To achieve maximum impact and growth for the district, the strategy must also reflect the existing plans and policy making of Kaipara District Council, and where possible, align with other local, regional and national policies. The Tai Tokerau Northland Regional Positioning Statement captures some of these key influences for economic development in the diagram below.

Global Context

Covid-19 taught us that international events can have far-reaching consequences. It is important to remain cognisant of global changes that could affect economic development decision-making and planning. Some examples are outlined below:

- Climate change policies
- Trade tariffs and market supply
- International unrest, affecting supply routes
- Resurgence of Covid-19 or some other global pandemic

National Context

The recent change in Government has signalled a new approach to a number of government priorities and policies. This has direct flow-on effects to local government and to regions across New Zealand and these changes need to be considered as part of economic development decision-making and planning for Kaipara. Some examples are outlined below:

- National legislation affecting primary industries and land use (e.g. Resource Management Act, Freshwater Farm Plan regulations, carbon farming)
- The Kaipara Moana Remediation Programme is the largest landscape programme underway in New Zealand and represents significant central Government investment over the next eight years
- New Zealand tourism strategies, including New Zealand Tourism Strategy 2019 and Tourism 2025 & Beyond - A Sustainable Growth Framework
- Targeted national tourism strategies and campaigns e.g. Golf Tourism Strategy 2020-2025

Regional Context

Across Northland, a significant amount of strategic planning has already taken place to help strengthen the entire region, including the Kaipara. Much of this work is the result of meaningful collaboration between communities, iwi and hāpu, industry, local government and where applicable, central government. These existing strategies provide valuable insights, data and planning that will help to inform Kaipara's economic development.

These strategies include:

- Tai Tokerau Northland Economic Action Plan - 2019 Refresh
- Te Tai Tokerau Climate Adaptation Strategy
- Tuputupu Grow Northland Initiative
- Tai Tokerau Northland Destination Management Plan (2021)
- Socioeconomic Impacts of Northport
- Northland Walking and Cycling Strategy (2018)

District Context

Within Kaipara, a significant amount of strategic planning has been undertaken in the last five years, reviewing specific areas of development, such as water transport, land use and infrastructure planning. These documents all provide important and relevant information when considering economic development for Kaipara.

Relevant reports and strategies include:

- Kaipara District Council Annual Plan 2023-24
- Kaipara District Council Long Term Plan 2021-2031
- Kaipara District Spatial Plan - Ngā Wawata 2050 (2020)
- Kaipara Harbour Water Transport and Wharves Feasibility Study (2020)
- Kaipara Infrastructure Strategy - September 2020
- Kaipara Kai Growing Larger (2020)
- Current and Future Crop Sustainability in the Kaipara District (2020)

Guiding Principles

The principles below were developed by Kaipara District Council Chief Executive Jason Marris in June 2023, when signalling the focus for the new Council on economic development and growth for the Kaipara.

While guiding principles specific to this strategy are yet to be defined, these principles have been included to support the development of the strategy.

Facilitate growth

Be flexible, accommodating and proactive when dealing with growth and business opportunities. For example, this could be via a resource or building consent process or a roading enquiry. If we have discretion, be pro-growth in our approach. Provide certainty and clarity for our customers.

Be customer focussed

This means we go beyond just responding promptly to customers, we take the time to better understand their needs and take action to deliver better outcomes. We listen, we respond and make every interaction count.

Be innovative and bold

Don't be afraid to try something new. Question current processes and identify alternative approaches to service delivery to improve our efficiency.

Focus on our relationships

Identify, foster and grow relationships and partnerships to respond to growth and business opportunities.

Stakeholders

To deliver strong economic development outcomes, it is important for this strategy to be developed with key stakeholders in mind, to ensure meaningful engagement and consultation. Collaboration with those listed below - and others - will be critical to achieve success for Kaipara, given the population size and density.

Kaipara residents and ratepayers

Local authorities

- Northland Inc
- Northland Regional Council
- Whangārei District Council
- Far North District Council

Community

- Residents and Ratepayers Associations
- Business Associations Schools

Kaipara Uri (Iwi/hāpu)

- Te Uri o Hau
- Te Roroa
- Ngāti Whātua

Government and Funding Agencies

- Ministry of Business, Innovation and Employment
- New Zealand Trade and Enterprise (NZTE)
- NZ Transport Agency (NZTA)
- Ministry of Social Development
- Kāinga Ora (housing and urban development)
- Ministry for the Environment (MfE)

Infrastructure

- NZ Transport Agency (NZTA)
- Utilities companies (Northpower, Chorus)
- Waste and water management

Investors

- SMEs, large business owners
- Land developers
- HNI (high net-worth individuals)

Kaipara District Council Vision

In 2023, Kaipara District Council developed a new vision for the organisation, which can be used help to guide economic development activity.

KAIPARA The place to be!

Healthy environment

- Support the minimisation of waste and its impact on the environment
- Ensure maintenance and resilience of flood protection systems
- Balance growth with climate adaptation



Prosperous economy

- Actively promote Kaipara as the place to be
- Promote pro-growth and business friendly initiatives
- Ensure infrastructure keeps pace with growth, utilising economies of scale
- Support tourism and industry with Kaipara as a destination of choice



Vibrant communities

- Attract and welcome new residents to our district
- Advocate for inclusive communities
- Empower our communities to contribute and thrive



Affordable living

- Facilitate growth, accessibility and affordability with land zoning and desirable lot sizes
- Increase affordable land supply through rural and urban growth whilst carefully managing
- current high growth areas
- Create and promote systems for affordable housing design and pre-approval
- Minimise consenting requirements and costs and streamline consent processes



Dependable roading

- Provide tangible roading maintenance improvements
- Improve public access for safe and reliable travel between and within our towns and communities
- Enable seal extension opportunities
- Footpaths are properly maintained and safe
- Crossings are fit for purpose for property type





Kaipara's Economic Profile

Population growth

The Kaipara District Council had a usual resident population of 27,300 people, with an estimated growth of 1.9% in 2023. This is slightly lower than the national average and largely driven by the rapid growth of the Mangawhai area. Thanks to its proximity to Auckland, lifestyle opportunities and growing employment, Kaipara is seeing growing net migration, with the district's population expected to reach 32,551 in 2051.

Most of Kaipara's growth has been focused around Mangawhai and the southeast of the district; those parts which are closest to Auckland. This trend is expected to continue, with the Mangawhai population projected to increase from 6,086 in 2021 to approximately 12,718 in 2051. Kaiwaka and Maungatūroto are also expected to be affected by strong population growth. Out-migration from Auckland is a key contributor to this trend as high living costs push Auckland residents to seek relocation north and south of the city. Kaipara's southeast towns offer retirees a quieter, more affordable lifestyle, as well as supporting remote workers, who are now a commuting distance to Auckland, thanks to the new State Highway 1 extension to Warkworth.

Population distribution

The two key settlements in Kaipara today are Dargaville and Mangawhai. Dargaville is the key service centre for the western and northern part of the district, established to support the rural farming communities and primary industries in the area. Mangawhai has previously been a holiday destination (with many homes for holiday use only) and a retirement destination. However, the settlement is now evolving as a service centre for the surrounding area. Mangawhai's proximity to Auckland and increasing services is now attracting more permanent residents and young families. Mangawhai is now Kaipara's largest centre.

Outside of the two largest settlements, Kaipara is home to a number of smaller settlements which also service the needs of the District's rural residents. The most prominent of these are Kaiwaka, Matakōhe, Paparoa, Ruawai and Maungatūroto. Some of Kaipara's smallest communities are very remote and have few services such as shops and health care, for example, Pouto is 69 km from Dargaville and Donnelly's Crossing is 41 km from Dargaville. In these smaller communities, families are often experiencing socio economic conditions.

This contrasts with the more recently developed Te Arai Estate and Te Arai Links (in Auckland), east of Kaiwaka, which is attracting high net wealth individuals from across New Zealand and offshore.

Employment

Of the 9,048 jobs recorded in Kaipara in 2023, almost half (4,328) were in agriculture, forestry and fishing, construction and manufacturing. Construction and manufacturing contributed strongly to new job creation (see table below). Regional employment growth in 2023 was up 0.9% compared to the previous year, while the national growth average was 2.4%.

In total, these jobs were created by 3,939 businesses, a slight increase in business numbers from 2022. While employment remains stable, household spending is slightly subdued due to higher living costs and mortgage repayments.

GDP

Industries which created the most jobs, 2013-2023

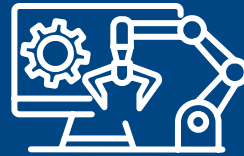


CONSTRUCTION

444

MANUFACTURING

326



PROFESSIONAL, SCIENTIFIC
AND TECHNICAL SERVICES

179

EDUCATION
AND TRAINING

121



PUBLIC ADMINISTRATION
AND SAFETY

120

ALL OTHER
INDUSTRIES

184



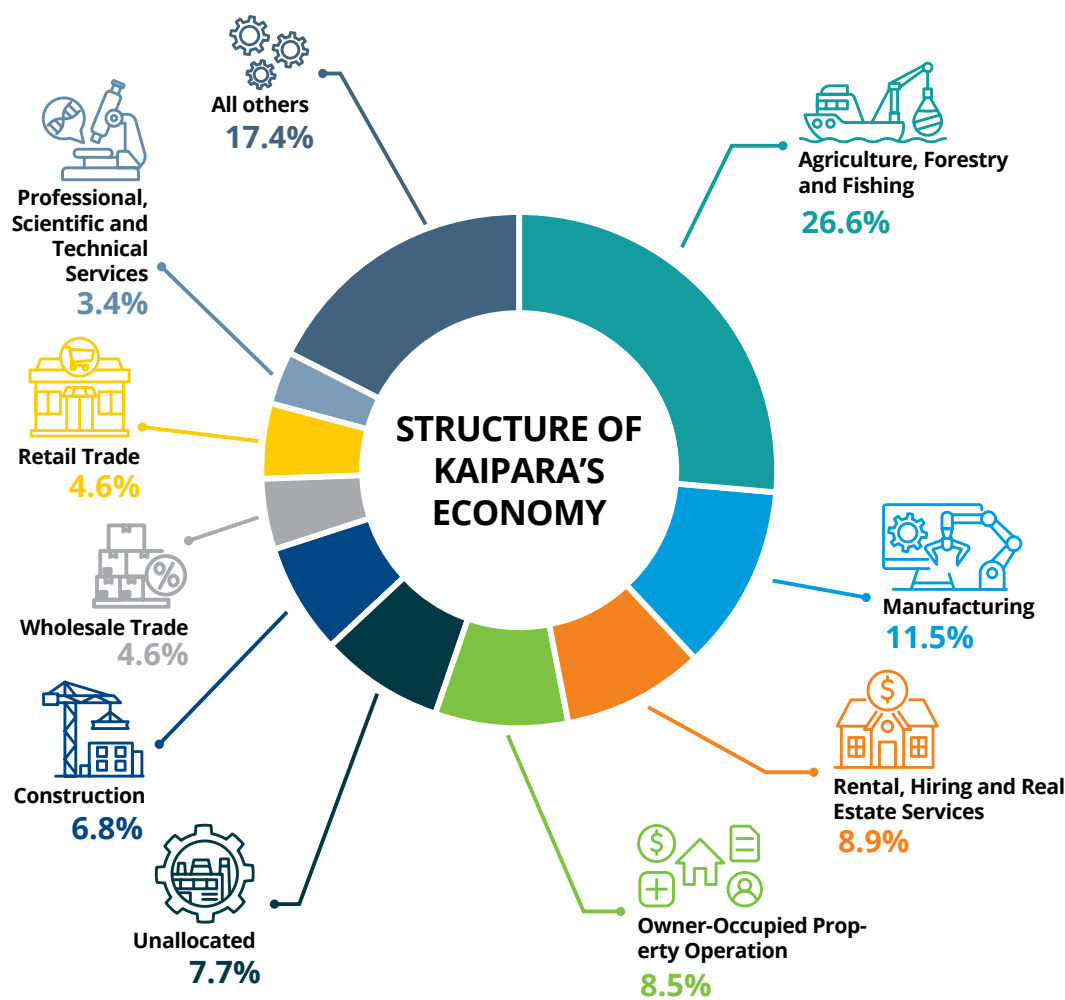
1373

TOTAL INCREASE
IN EMPLOYMENT

Source - Infometrics (<https://ecoprofile.infometrics.co.nz/Kaipara%2bDistrict/Employment>)

Provisional GDP was \$1,086 million in Kaipara District for the year to December 2023 (2023 prices). Annual GDP growth in Kaipara District peaked at 10.7% in the year to June 2021. Kaipara’s main industries based on GDP are outlined in the graph below.

Primary Industries



Source - Infometrics

Kaipara’s economy is founded on its primary industries, particularly dairy. These primary industries are supported by a strong manufacturing sector which includes processing of milk and meat and production of agricultural equipment and supplies. Across the country, the primary sector is struggling in the face of lower revenue and higher costs, in some cases triggered by changes in legislation.

Infometrics estimates this season’s dairy pay out for Kaipara is likely to be \$209m – \$10m lower than last season. Sheep and beef farmers are also facing lower prices, with a 19% decline in mutton prices and a 42% decline in lamb prices (to a 7-year low) alongside an 8.5% drop in beef prices at the end of 2023. The forestry market appears to have stabilised at lower levels due to weak offshore demand and lower prices. The kūmara industry is slowly recovering following the devastating impact of Cyclone Gabrielle and ongoing wet weather, but sector reports suggest a good crop for 2024.

Challenges

A strategic approach to economic development means identifying and removing barriers to growth, as much as exploring and investing in new opportunities. Based on input to date from Kaipara District Council elected members and staff, a number of key challenges have been identified.

District Plan

Elected members are working to review Kaipara District Council's District Plan to provide a cohesive approach to the future planning of the district, and the extensive range of activities that would ultimately support positive growth and economic development in the region. A district plan should play a significant role in shaping the district's economic development strategy.

Partnerships

Kaipara is a small, disparate population that is significantly influenced by the activities, strategies and policies of neighbouring authorities in Auckland, Whangārei and the Far North. Strengthening relationships with other districts, regions and mana whenua - with a focus on working creatively and collaboratively - will be essential to ensuring strong economic growth for the district.

Infrastructure

Kaipara faces a significant lack of key infrastructure and facilities, including roading, water (drinking, storm, waste), housing, public transport, internet connection and data coverage. This is a result of poor planning historically, lack of central government funding and regulatory requirements. More recently, significant growth in Mangawhai has increased pressure on amenities and services in the area.

Primary Sector

Strengthening investment in Kaipara's primary sector continues to be challenging. Changing national policies and international markets have created uncertainty for farming communities across Kaipara and weather events have wreaked havoc on vital primary industries in the district. These challenges are set to continue, with more stringent environmental regulation around protecting freshwater quality and increased carbon prices. Coupled with greater uptake of automation technology across the industry, employment opportunities in this sector are expected to decline. Without a clear understanding of future land use opportunities and a clear value proposition for investors, attracting primary sector investment to the district is challenging.

Identity

With a widespread population and years of uncertain direction, Kaipara lacks a strong identity as a district. There is a growing sense of division between the east and west, with Mangawhai overtaking Dargaville as the largest community in the district. Growth in Mangawhai has also impacted on demographics, creating a more diverse population with more disparate needs. This brings concern over uncontrolled growth, before clear planning is in place.

Skills and Labour

A fundamental ingredient in economic growth is a strong labour market with the skills and capabilities needed to support new business development. With an ageing population and limited training opportunities, Kaipara may not be equipped to support economic growth strategies without first attracting new residents, with relevant skill sets.

Predicted Ageing Population

Despite appealing to a wide demographic, Kaipara is proving popular as a retirement destination, with Aucklanders selling up and moving north to downsize and enjoy a slower pace of life. The number of residents aged 65 years and over is projected to more than double, from 6,104 in 2021 to 12,138 in 2051, which will create new challenges for the region and require careful consideration around the need for amenities and access to healthcare. Overall, steady population growth is projected from 2022 onwards, to reach a population of 32,551 in 2051.

Meeting Community Need

A key challenge when focusing on economic development is to also ensure the needs of the community are not overlooked. Kaipara has a diverse population living across the district, with a high population of rural and farming families and Māori. A quarter of Kaipara's population of 27,300 is over 65 and many live in remote rural areas. Social indicators from Infometrics suggest that a large number of Kaipara residents are living with high needs.

For example, renting in Kaipara District (25.9%) was less affordable than in New Zealand (21.5%) in the year to December 2023, based on the ratio of mean rents to mean household incomes. Gaming machine profits in Kaipara District also increased by 29.3% over the year to September 2023, compared to the previous year (this compares with a national increase of 15.5%). The challenge is to ensure that as areas like Mangawhai grow and thrive, strategies are in place to support wealth distribution across the district to important rural service towns like Dargaville, to avoid further disparity.

Business Investment

While there are a number of investors considering opportunities in Kaipara, there is no value proposition, or support processes and marketing, to capitalise on this interest. Attracting business investment will also lead to increases in population and labour and create a roll on effect to enhance amenities including health and education.

Climate Change

As temperatures increase, rain lessens, weather patterns shift and sea levels rise, economic development planning will need to stay abreast of these changes and carefully consider how this will affect the district in the future. Examples include agricultural pests that thrive in warmer temperatures and the needs for increased water security as rainfall decreases.

Government Regulations and Policies

Government regulations and policies have led to significant changes in recent years, particularly around land use in rural areas. Examples include changes to the RMA, Carbon Credit farming leading to more forestry, and freshwater farm plan regulations. Government policy can have a significant impact on smaller populations - both positive and negative - which can be challenging to pre-empt as part of long term economic development planning.

Opportunities

There are significant opportunities available to the Kaipara district, and with the development of a new District Plan and economic development strategy, the region is well positioned to enjoy strong growth and help its communities thrive.

Location and Accessibility

On Auckland's northern boundary, and with a landmass that spans both east and west coasts, Kaipara is well positioned to take advantage of Auckland's population and resources, especially in the current economic climate which has led to a significant number of Auckland residents moving away from the metropolis. Kaipara offers a gateway to the north and is now even more accessible with the Warkworth motorway extension. This will be enhanced when the new motorway continues all the way to Te Hana. Kaipara's geography and natural environment also support accessibility, with Kaipara Moana, the second largest harbour in the southern hemisphere also connecting Kaipara to Auckland. Opportunities also exist around access to freight networks, Northport expansions and possible rail corridors.

Destination

Kaipara has the opportunity to create a strong identity for the district that will make it an attractive destination to both residents and visitors. Kaipara offers affordable, accessible rural and coastal land for those seeking a more balanced lifestyle, while the locality makes it the 'best of both worlds', being so close to Auckland.

Kaipara is strongly placed to build a strong value proposition for visitors also. Home to globally recognised golf courses, Kai Iwi Lakes, the Waipoua Forest (and Tane Māhuta), significant harbour access for fishing and other recreational tourism, Kaipara has much to offer. The opportunity is to build a strong infrastructure around this tourism offering, ensuring high quality accommodation, hospitality and transport to support these visitors.

Mangawhai is quickly becoming a destination in its own right. With enhanced development set to continue for the next 10-20 years, Mangawhai is currently attracting a high number of residents from Auckland, including retirees, young families and commuters. There is an opportunity to get ahead of this growth by developing a value proposition that encourages the type of economic development needed to sustain and support this.

In addition, new residential development is being planned for Dargaville and lower housing prices make an appealing alternative for those working from home or seeking a slower pace of life.

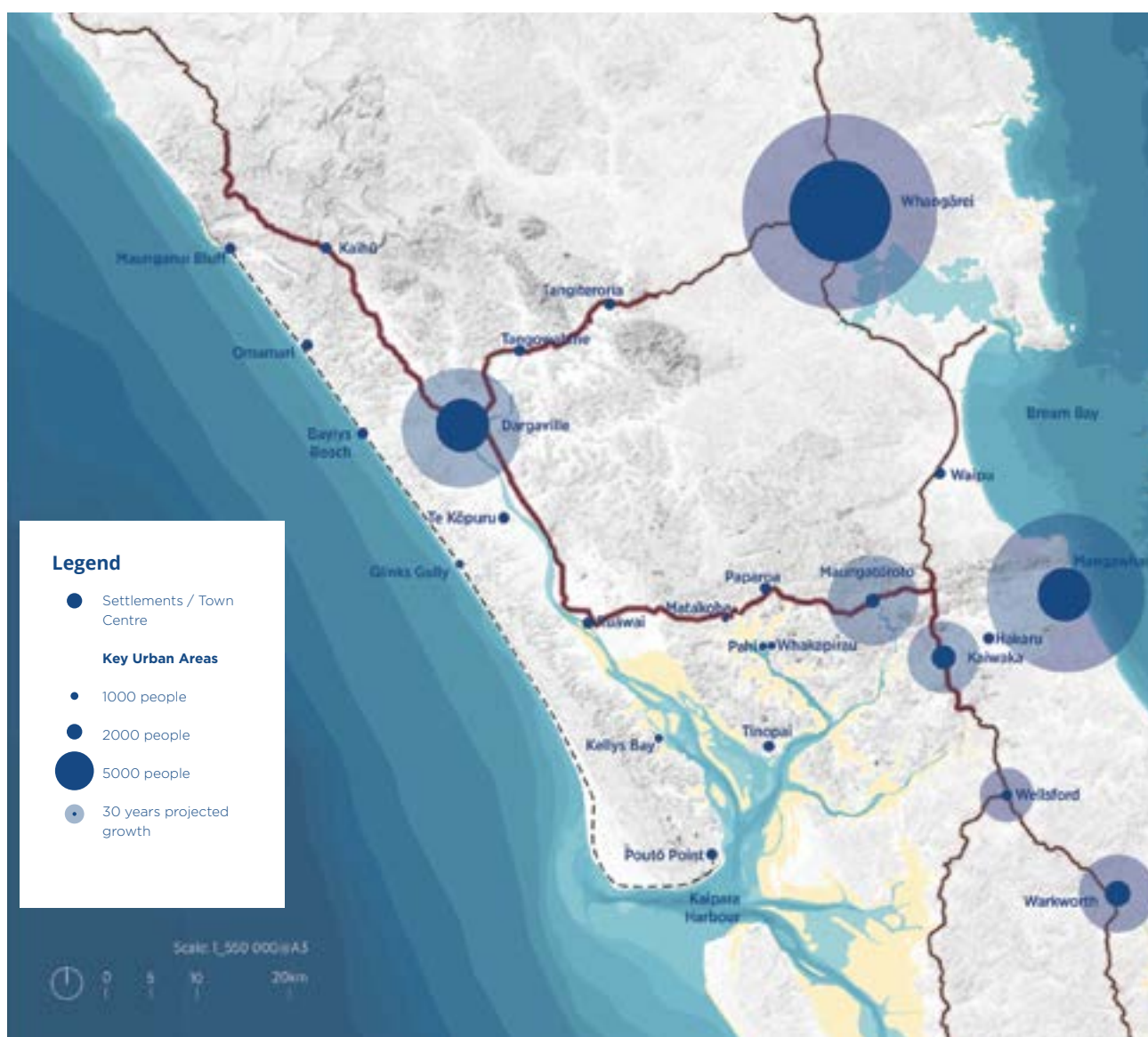
Affordability and Liveability

With the cost of living constantly rising and homeowners struggling with increased rates, inflation and interest rates, affordability of lifestyle is becoming a key consideration for many. Areas of Kaipara offer affordable land, with small lot subdivisions and lower development costs that give young families, new businesses and others the chance to build a foundation for themselves without the risk of significant debt.

To support this, a key focus should also be on liveability, ensuring that investment is being made in those areas that affect day to day lives of residents, such as digital connectivity, parks and recreational services, amenities such as supermarkets, and services such as health care and schooling.

The map below shows projected population growth in key towns over the next 30 years, as outlined in the Kaipara Infrastructure Strategy 2020 by AR & Associates.

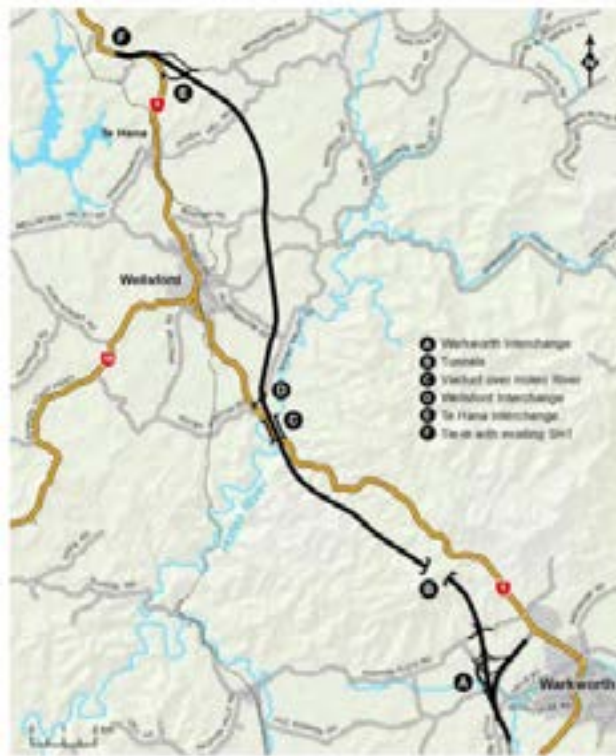
Regionally Significant Infrastructure Projects



Source - Kaipara Infrastructure Strategy 2020 by AR & Associates

There are a number of regionally significant infrastructure projects that will benefit Kaipara and these are all opportunities to attract people - and business - to Kaipara. Continued improvements to State Highway 1 and connectivity with Auckland will continue to create opportunities for Kaipara and should be a key part of the economic development story.

Walking and cycle trails are being developed across New Zealand, with growing opportunities for these to



Source: Warkworth to Wellsford Assessment of Environmental Effects (NZTA)

be expanded into Kaipara. In addition, companies like Northport have the potential to influence Northland's future direction, with the port built on a natural deep-water channel and with considerable industrial zoned land into which it can expand.

Industry

Kaipara is home to a number of key industries, including food production (most notably kumara), beef and sheep farming, dairy farming, forestry, fishing and manufacturing. There is an opportunity to review land use in the district and consider how these industries could be expanded or diversified, to achieve a greater level of impact for the Kaipara as a whole.

The greatest opportunity is in attracting industry that contributes to the GDP, as well as creating employment, increasing skills and capability and meeting the needs of the district (e.g. housing, technology, tourism, hospitality).

Strategic Objectives

To support the development of this strategy, the following DRAFT strategic objectives have been included to support the next stage of design and planning.

a. Define vision for the future

Develop a long-term planning approach, keeping a strong focus on the needs of the next generation and future development opportunities.

b. Build an identity; tell our story

Build a clear identity for Kaipara that fosters pride, honours the district's many attributes, and builds a unique story and value proposition to attract people and investment.

c. Enable communities to thrive

Enable existing communities and businesses to thrive by understanding their needs and supporting them to build capability and grow.

d. Support optimised land use and development

Support landowners to consider alternative land use development that reflects changes in economic environment, market demand and climate change.

e. Grow skills and build capability

Encourage collaboration and technology-based solutions to strengthen the district's labour market, increase capability and training and nurture education opportunities.

f. Create a destination to attract people and investment

Invest in infrastructure, amenities and research and development that will create communities across Kaipara where people will choose to live and invest.

g. Invest in infrastructure and amenities

Create a strong foundation to support growth, including digital connectivity, housing, roading and transport networks and water supply.

Strategy One - Northland Golf Tourism

The Northland Golf Tourism Development Strategy aims to position Northland as a premier golfing destination, attracting domestic golf enthusiasts and enhancing the region's economic growth. By leveraging the stunning landscapes, world-class golf courses, and unique cultural experiences, Northland will offer an exceptional golfing destination.

Target Audience:

- Domestic Golf Enthusiasts: Residents within Northland and nearby regions who enjoy golfing
- National Golf Tourists: Golf enthusiasts from other parts of New Zealand
- International Golf Tourists: Golfers from around the world seeking unique experiences

Unique Selling Points (USPs) of Northland:

- Scenic Beauty: Northland's breathtaking landscapes, including pristine beaches and lush greenery, provide a captivating backdrop for golfing activities
- World-Class Golf Courses: Highlight exceptional golf courses, designed to offer diverse challenges for players of all skill levels
- Cultural Experiences: Emphasise the opportunity to engage with Maori culture, traditional arts, and local cuisine
- Mild Climate: Promote the region's temperate climate, allowing year-round golfing

Marketing Strategies:

1. Digital Presence and Online Marketing:

- Develop a dedicated website highlighting Northland's golfing offerings.
- Optimise website content for relevant keywords.
- Share visually appealing content on social media platforms.
- Partner with local golf clubs, resorts, and businesses for joint promotions.

2. Content Marketing:

- Publish blog posts about golfing tips, course reviews, and cultural insights.
- Create engaging videos showcasing golfing experiences and local attractions.
- Collaborate with golf influencers and local ambassadors for promotion.

3. International Marketing:

- Participate in international travel and golf trade shows.
- Advertise in golf magazines and publications.
- List Northland's golf packages on international travel booking websites.

4. Personalised Experiences:

- Offer customisable packages combining golf with other tours and activities.
- Provide knowledgeable local guides to enhance the golfing experience.
- Explore the possibility of a golfing card package for accessibility

Measurement and Analysis:

- Track website traffic, user engagement, and conversion rates.
- Monitor social media metrics and booking data.
- Gather feedback from golf tourists through surveys.

Budget Allocation:

1. Website Development and Maintenance
2. Digital Advertising and Social Media Campaigns
3. Partnerships and Collaborations
4. Content Creation
5. Events and Tournaments
6. Influencer and Ambassador Campaigns
7. International Marketing
8. Personalised Experiences
9. Measurement and Analysis

Funding Models:

1. Public-Private Partnerships (PPPs)
2. Destination Marketing Organisation (DMO) Funding
3. Corporate Sponsorships
4. Tourism Development Funds
5. Grant Applications
6. Revenue Sharing Agreements
7. Public Funding Allocation
8. Philanthropic Donations
9. Merchandising and Souvenirs

Conclusion:

By implementing strategic marketing initiatives and leveraging Northland's natural beauty and golfing offerings, the region can attract a greater number of domestic and international golf tourists, driving economic growth and establishing Northland as a top-tier golfing destination in New Zealand.

Strategy Two - Kaipara Cycle and Trails

Vision:

To harness the economic potential of cycling and walking infrastructure in the Kaipara district, creating a vibrant, connected, and sustainable community.

Objectives:

1. **Enhance Road Safety:** Improve pedestrian and cyclist safety to align with the Safer Journeys Road Safety Strategy.
2. **Promote Tourism:** Develop signature cycling and walking trails, such as the Ancient Kauri Trail Byway, to attract tourists and stimulate local economies.
3. **Support Regional Priorities:** Align with regional transport plans to create sustainable transport systems and enhance connectivity.

Key Initiatives:

1. **Improved Infrastructure:**
 - Enhance pedestrian and cycle facilities across Kaipara, prioritising high-traffic areas and connectivity to local attractions.
 - Develop safe urban networks in key townships, including Dargaville, Maungaturoto, Kaiwaka, and Mangawhai.
2. **Tourism Development:**
 - Promote signature trails like the Ancient Kauri Trail Byway to domestic and international tourists.
 - Collaborate with local stakeholders to curate engaging experiences along the trails.
3. **Community Engagement:**
 - Organise community events to raise awareness and garner support for cycling and walking initiatives.
 - Engage local businesses to enhance visitor experiences and support economic growth.

Action Plan:

1. **Infrastructure Development:**
 - Invest in infrastructure projects to improve pathways, signage, and road markings.
 - Secure funding from local authorities and transportation agencies for upgrades.
2. **Tourism Promotion:**
 - Launch marketing campaigns targeting tourists and collaborating with tour operators.
 - Develop tour packages that include cycling and walking experiences.
3. **Community Engagement:**
 - Organise guided walks and cycling tours to foster community involvement.
 - Partner with local businesses to enhance trail experiences and support economic growth.

Monitoring and Evaluation:

1. Safety Monitoring:

- Regularly monitor road safety data and conduct safety audits to identify areas for improvement.
- Assess the impact of infrastructure improvements on pedestrian and cyclist safety.

2. Tourism Impact Assessment:

- Track visitor numbers and spending associated with cycling and walking tourism.
- Gather feedback from tourists and local businesses to evaluate the effectiveness of tourism promotion efforts.

Strategic Alignment:

Ensure alignment with regional transport plans and government priorities to maximise the impact of the cycle and trail economic development strategy.

By implementing these initiatives and engaging with stakeholders, Kaipara can create a sustainable cycle and trail network that enhances safety, promotes tourism, and fosters economic development for the benefit of the community and region.

Strategy Three - Film Strategy

Purpose Statement:

To position the Kaipara district as a premier filming destination, harnessing its natural allure, cultural richness, and storytelling legacy to captivate filmmakers and inspire exceptional cinematic experiences.

Strategic Objectives:

1. Celebrate Local Stories and Heritage:

Collaborate with indigenous communities, local storytellers, and filmmakers to honour and showcase the distinct narratives and cultural heritage of the Kaipara district.

Provide financial backing and logistical support for projects that authentically portray the region's history, landscapes, and diverse communities, ensuring accurate representation on screen.

2. Elevate Kaipara's Filming Appeal:

Launch targeted marketing campaigns aimed at filmmakers and production companies, spotlighting the district's breathtaking scenery, versatile filming locations, and accessible support services.

Spotlight successful film productions shot in the Kaipara district through film festivals, industry gatherings, and digital platforms, amplifying the region's allure and attracting future filming ventures.

3. Facilitate Seamless Filming Operations:

Simplify the permitting process for filming in the Kaipara district, offering transparent guidelines, hands-on assistance, and essential resources to filmmakers navigating the region's cinematic terrain.

Cultivate partnerships with local businesses, accommodations, and service providers to deliver tailored assistance and incentives for film productions, including location scouting, equipment rentals, and lodging.

4. Invest in Local Talent and Infrastructure:

Allocate funds and resources to nurture emerging filmmakers and industry professionals within the Kaipara district through training programs, workshops, and mentorship initiatives.

Enhance local infrastructure, including film studios, production facilities, and post-production services, to fortify the district's capacity to accommodate film productions of all scales.

5. Forge Collaborative Partnerships:

Establish strategic alliances with regional film offices, industry associations, and governmental bodies to synchronise efforts, pool resources, and position the Kaipara district within broader filming initiatives.

Engage educational institutions and cultural organisations to integrate filmmaking into local educational curricula and community initiatives, fostering a culture of creativity and storytelling among residents.

Implementation and Oversight:

- Establish a dedicated film office or liaison within the Kaipara district council to serve as a centralised hub for filmmakers, facilitating collaboration and coordination among stakeholders.
- Develop and execute a comprehensive marketing and outreach strategy targeting filmmakers, production entities, and industry influencers across digital platforms, trade publications, and networking forums.
- Monitor key performance metrics such as film permit applications, production expenditure, and local economic impact to evaluate the efficacy of the film strategy and adapt tactics as needed to maximise outcomes.

By implementing this film strategy, the Kaipara district aims to harness its natural and cultural assets to emerge as a leading filming destination, stimulating economic growth, nurturing creative talent, and showcasing its distinctive identity to audiences worldwide.

Strategy Four - Tourism Strategy

Vision Statement:

Position the Kaipara District as a premier destination that celebrates its rich natural, cultural, and historical heritage while fostering sustainable tourism practices and enhancing the well-being of its communities.

Objectives:

1. Increase visitor arrivals to the Kaipara District by 50% over the next five years.
2. Enhance visitor satisfaction and length of stay, leading to an increase in visitor expenditure.
3. Preserve and promote the unique natural, cultural, and historical assets of the Kaipara District.
4. Foster partnerships with local communities, businesses, and iwi to ensure tourism benefits are equitable and sustainable.

Strategic Priorities:

1. Kaipara Harbour Marketing:

Develop marketing campaigns highlighting Kaipara Harbour as one of the largest inland harbours globally.

Collaborate with local iwi to offer authentic cultural experiences showcasing the harbour's historical significance.

- Outdoor Recreation Development:

Develop Ātiu Creek Regional Park as a premier outdoor recreation destination offering hiking, biking, and picnicking.

Promote Omeru Reserve as a scenic spot for waterfall hikes and swimming.

- Cultural Attractions and Events:

Curate cultural events and festivals showcasing local artists and performers.

2. Infrastructure and Accommodation:

Invest in visitor facilities and amenities, including signage, parking, and public restrooms.

Expand accommodation options to cater to various traveler preferences.

3. Community Engagement and Partnership:

Foster partnerships with local businesses, tour operators, and iwi to create tourism experiences benefiting the entire community.

Provide training programs for local entrepreneurs and tourism operators to enhance service quality.

Implementation and Monitoring:

- Establish a Tourism Development Board to oversee strategy implementation.
- Develop marketing and promotional plans targeting domestic and international audiences.
- Monitor key performance indicators such as visitor arrivals, expenditure, and community participation.

By implementing this tourism strategy, the Kaipara District can capitalise on its unique assets and experiences to attract visitors, support local businesses, and preserve its natural and cultural heritage for future generations.

Strategy Five - Investment and Tourism Website

Vision Statement

Long-Term Objectives:

- Establish Kaipara as a vibrant, sustainable economic hub known for its innovation, cultural richness, and natural beauty.
- Create a thriving, diverse economy that attracts investors, businesses, and tourists while enhancing the quality of life for residents.

Short-Term Objectives:

- Develop infrastructure to support business growth and tourism.
- Foster partnerships with key stakeholders to promote economic initiatives.
- Enhance the visibility and appeal of Kaipara through strategic marketing and branding efforts.

Mission Statement

Our mission is to drive economic development in Kaipara by leveraging our unique cultural heritage, natural resources, and innovative spirit. We aim to create a sustainable and inclusive economy that provides opportunities for all residents, attracts investment, and enhances the overall quality of life.

Brand Promise

Kaipara promises to be a place where tradition meets innovation, providing unparalleled opportunities for growth, community engagement, and sustainable living. We commit to fostering an environment where businesses thrive, visitors are welcomed, and residents take pride in their community.

Brand Values

- **Integrity:** Upholding transparency and ethical practices in all economic activities.
- **Quality:** Commitment to excellence in services, infrastructure, and community engagement.
- **Sustainability:** Prioritising eco-friendly initiatives and sustainable growth.
- **Inclusivity:** Ensuring that economic benefits are accessible to all community members.
- **Innovation:** Encouraging creativity and forward-thinking approaches to development.

Target Audience

Our target audience includes local residents, potential investors, tourists, and businesses looking to relocate or expand. We aim to engage entrepreneurs, eco-conscious consumers, and culturally interested visitors.

Brand Positioning/USP

Kaipara is uniquely positioned as a destination where rich cultural heritage and natural beauty converge with modern innovation and sustainable living. Our unparalleled community spirit and commitment to quality make Kaipara the ideal place to live, work, invest, and visit.

Key Competitors

Competitors include other regional destinations that attract similar target audiences, such as nearby tourist towns, emerging business hubs, and areas known for their cultural and natural attractions.

Competitive Advantage

Kaipara's competitive advantage lies in its unique blend of cultural heritage, scenic landscapes, and a strong commitment to sustainable development. Our proactive approach to community engagement and stakeholder collaboration sets us apart.

Brand Voice

Kaipara's brand voice is welcoming, authentic, and inspiring. We communicate with clarity and warmth, emphasising our community spirit and commitment to excellence. Our tone is inclusive and forward-thinking, resonating with diverse audiences.

Brand Culture

Kaipara's brand culture is rooted in respect, collaboration, and continuous improvement. Our principles include fostering a supportive environment, encouraging innovation, and maintaining a steadfast commitment to our community's well-being and sustainability.

Brand Development Next Steps:

1. Research and Analysis

- **Understand Kaipara:** Conduct comprehensive qualitative and quantitative research using data from Infometrics, census, existing studies, and analyses of Kaipara's history, culture, geography, economy, and social dynamics.
- **Identify Key Stakeholders:** Organize workshops with stakeholders, partners, and community members to identify strengths, challenges, and opportunities, and gather insights on Kaipara's desired future.
- **Current Perceptions:** Analyze current perceptions of Kaipara, identify competitors, and understand the motivations and deterrents for visitors, businesses, and investors.

2. Vision and Strategy Development

- **Define Brand Essence:** Pinpoint the core essence of Kaipara that makes it unique and appealing.
- **Develop Brand Strategy:** Formulate a long-term brand strategy, set objectives, identify target audiences, position the brand, and craft key messages. Highlight Kaipara's unique attributes and differentiators.

3. Brand Identity

- **Visual Identity:** Create a visual identity, including colors, typography, logo, tagline, and imagery that reflects Kaipara's essence.
- **Brand Story and Voice:** Develop a compelling narrative that tells Kaipara's story, past, present, and future. Establish a consistent brand voice and personality.

4. Stakeholder Relationships

- **Alignment:** Ensure that stakeholders and partners are aligned with the brand's vision and understand how to leverage it.

- **Community Involvement:** Engage the community in the branding process to foster a sense of ownership and involvement.

5. Implementation and Marketing

- **Marketing Materials:** Develop a comprehensive suite of marketing materials, including a website, social media presence, case studies, and photography.
- **Launch:** Execute a coordinated launch to introduce Kaipara's new brand identity to the public and stakeholders.

6. Measure and Evolve

- **Metrics of Success:** Establish clear metrics to evaluate the success of branding and economic development initiatives.
- **Monitor and Evolve:** Continuously monitor progress, gather feedback, and refine strategies to ensure ongoing growth and improvement.

The strategic opportunity lies in the intersection of these insights, driving a cohesive and effective investment

Actions

a. Define vision for the future

Develop a long-term planning approach, keeping a strong focus on the needs of the next generation and future development opportunities.

Action	Delivery	Priority
Create an economic development Advisory Group	Economic Development Lead	Medium
Review all key documents, regional, national, and international, that speak to economic development, to ensure the full context is understood (e.g. Kaipara District Council Long Term Plan, Kaipara District Council District Plan, Destination Management Plans, Regional Skills Workforce Plans, Māori Economic Growth Strategy, and the Tai Tokerau Northland Economic Action Plan.	Economic Development Lead	Low
Develop vision for the future, for district as a whole, and for specific towns (e.g. Kaipara, Mangawhai)	Economic Development Lead	High
Understand impact of climate change and develop future plans that reflect these changes (e.g. by 2040, Kaipara's climate will be warmer throughout the year, slightly less wet overall, drier in winter and spring and wetter in autumn. River flow will be less, soils will be drier. Weather extremes such as tropical cyclones and extreme rainfall events can be expected).	Economic Development Lead	Low
Focus on our relationships - identify, foster and grow relationships and partnerships to respond to growth and business opportunities.	Economic Development Lead	High

b. Build an identity; tell our story

Build a clear identity for Kaipara that fosters pride, honours the district's many attributes and builds a unique story and value proposition to attract people and investment.

Action	Delivery	Priority
Develop a value proposition for Kaipara District	Build a vision that meets the needs of Kaipara residents, today and in the future - Economic Development Lead – investment website	High
Develop a destination value proposition to attract people and investment	Consider unique identities and destination propositions for specific communities e.g. Mangawhai, Dargaville - Economic Development Lead – investment website	High
Invest in building networks and partnerships to support others to become ambassadors for Kaipara	Economic Development Lead	High
Identify opportunities to leverage off Ancient Kauri Coast route development undertaken by Northland Inc in 2017 (to promote travellers to seek out an alternative to the established SH 1 tourism route).	Economic Development Lead – investment website	Medium
Develop brand story to create cohesive, compelling story to residents and visitors	Economic Development Lead – investment website	High
Develop marketing tools to support dedicated campaigns targeting business investment, net migration and other people of interest	Economic Development Lead – investment website	Medium

c. Enable communities to thrive

Enable existing communities and businesses to thrive by understanding their needs and supporting them to build capability and grow.

Action	Delivery	Priority
Identify targeted growth plans for key areas e.g. Kaiwaka, Mangawhai, Paparoa, Ruawai, Dargaville	Economic Development Lead	Medium
Engage Progressive Paparoa, Kaiwaka, Ruawai etc in this process to seek local knowledge and understanding, and ensure they feel supported	Economic Development Lead	Medium
Promote localism - develop campaign to support and promote spending money with local businesses	Economic Development Lead – Investment website	Medium
Review and or develop procurement policy to promote local investment	Economic Development Lead	Low
Collaborate with local business associations to encourage engagement and participation in strategy roll out	Economic Development Lead	High
Undertake qualitative research to understand needs of existing businesses and identify ways to meet these needs, to support existing businesses to thrive	Economic Development Lead	Medium

d. Support optimised land use and development

Support landowners to consider alternative land use development that reflects changes in economic environment, market demand and climate change.

Action	Delivery	Priority
Review all key documents to support understanding of land use optimisation in Kaipara	Economic Development Lead	Low
Identify opportunities to support beef and dairy farming	Economic Development Lead	Low
Identify opportunities to support the kumara industry and understand how we add value to this beyond exporting raw kumara	Economic Development Lead	High
Understand impact of climate change and adapt future land use planning and strategies accordingly	Over the next 10 years, temperatures are expected to rise, rainfall to reduce and sea levels to rise. These changes need to be considered when considering options for future land use. New opportunities exist for production in a sub-tropical climate, such as pineapples and peanuts etc. - Economic Development Lead	Medium
Undertake research to understand opportunities relating to waste to energy processing	Economic Development Lead – Economic Development Committee	High
Undertake research to understand opportunities relating to aquaculture expansion	Economic Development Lead	High
Undertake research to understand opportunities relating to agri-tourism and farm experiences	Economic Development Lead	Medium
Undertake research to understand opportunities relating to organic and specialist farming e.g. new crop types	Economic Development Lead	Low
Undertake research to understand opportunities relating to expansion into alternative livestock sources e.g. deer, goat, alpacas	Economic Development Lead	Low

Action	Delivery	Priority
Undertake research to understand opportunities relating to bio-energy and biomaterials from agricultural waste	Economic Development Lead	Low
Understand the objectives and actions of Kaipara Moana Remediation project, as well as R&D and industry innovation opportunities	Economic Development Lead	Low
Undertake research to understand opportunities relating to resilient pastures programme (alongside project leads Dairy NZ)	Economic Development Lead	Low

e. Grow skills and build capability

Encourage collaboration and technology-based solutions to strengthen the district's labour market, increase capability and training and nurture education opportunities.

Action	Delivery	Priority
Identify existing training and labour opportunities in the district to determine if they have the capability needed	Economic Development Lead	Medium
Identify skills and labour needed to meet objectives around optimised land use and development	Economic Development Lead	Low
Identify skilled labour shortages in the region that are necessary to support growth and develop targeted engagement with relevant industries (e.g housing)	Economic Development Lead	Low
Identify opportunities for Auckland businesses to expand into Kaipara with satellite offices	Economic Development Lead	High
Research opportunities that exist with technology sector growth e.g. software development, server and hubs, digital hub software	Economic Development Lead	High
Develop procurement strategy to support local businesses and people	Economic Development Lead, Business Associations	Low
Investigate opportunities to support cadetships, internships and apprenticeships with existing Kaipara businesses	Economic Development Lead	Low
Support partnerships between education, training providers and businesses (e.g. research projects for university thesis based on Kaipara businesses)	Economic Development Lead	Low

f. Create a destination to attract people and investment

Invest in infrastructure, amenities and research and development that will create communities across Kaipara where people will choose to live and invest.

Action	Delivery	Priority
Determine current needs and opportunities available within the district and develop targeted attraction campaigns	For example hospitality, tourism - Economic Development Lead and Investment website	Medium
Develop destination value proposition for	Consider unique identities and destination propositions for specific communities e.g. Mangawhai, Dargaville. Economic Development Lead	High
Explore opportunities with golf tourism - expanding on world ranked golfing resources at Te Arai (in Auckland) and Tara Iti	As reference, see Economic Assessment of Proposed World-Class Golf Facility in Muriwai 2021. Economic Development Lead	High
Invest in liveable facilities (e.g. recreational resources)	Invest in parks, playgrounds, sports facilities, shared office spaces, libraries etc. Economic Development Lead	Low
Support development of hospitality sector	Economic Development Lead	Low
Explore opportunities around niche “slow tourism” or “integrated community tourism” (guided experiences and self-guided routes throughout the district).	It would be based on guided experiences and self-guided routes throughout the district. The routes could be facilitated by local operators. Creating exploratory routes also enables locals to offer their services along the way (such as bike shops, cafes, guides, accommodation providers). Economic Development Lead	Low
Investigate visitor attraction of walking and attractive and safe multi-day cycling trails	e.g. Tour Aotearoa which takes cyclists through much of west Kaipara, including the whole Pouto Peninsula. This sees an influx of local activity, particularly at Pouto Point. These are the Kaihu Valley Trail (KVT), Mangawhai Shared Path (MSP) and Dargaville River Trail (DRT). – Northland Walking and Cycling and Economic Development Lead	Low

Action	Delivery	Priority
Understand housing limitations and develop solutions to improve accommodation in affordable housing	Economic Development Lead, Developers, Iwi	Medium
Investigate potential demand for event facilities (including meetings, conferences)	Economic Development Lead	Medium
Explore opportunities to attract business with low overheads e.g. tech	Economic Development Lead	High
Develop investment value proposition (e.g. lower costs, available land, skilled labour, or lifestyle benefits) for businesses looking to relocate from Auckland	Economic Development Lead	High
Establish strong connections with Auckland Council, business associations, chambers of commerce, and economic development organisations to tap into their networks and attract potential investors	Economic Development Lead	High
Understand demand for retirement living and housing and consider industry potential	Economic Development Lead	Medium
Explore further opportunities in the district with light manufacturing, industrial and assembly	Economic Development Lead	High
Investigate provision of business support resources to encourage relocation (e.g. shared workspaces, fibre connectivity, meeting rooms etc)	Economic Development Lead	High
Support Tourism New Zealand trade missions offshore with specific value propositions (e.g. golf tourism)	Economic Development Lead	High
Lobby Government (high number of MPs in the north)	Elected members and Economic Development Lead	High

g. Invest in infrastructure and amenities

Create a strong foundation to support growth, including digital connectivity, housing, roading and transport networks and water supply.

Action	Delivery	Priority
Investigate opportunities to support security of water supply for industry and towns/ communities, and wastewater and waste improvements	KDC	High
Continue investment in roading (focus on unsealed roads, drainage, bridge renewals, safety improvements, shared paths)	KDC	High
Investigate opportunities to support renewable energy generation (e.g. Northpower solar farms)	Economic Development Lead	High
Support expansion of Fibre across Kaipara region - Internet speed crucial to attracting the right people/industries	KDC, infrastructure suppliers, Economic Development Lead	High
Seek continued improvement on the transport system connecting Northland to Auckland, ensuring roads are safe for our community.	NZTA – lobby MPs – all elected members	High
Support development of Northland Expressway (four-lane) from Warkworth to Whangārei	Lobby MPs – all elected members	High
Implement Kaipara Spatial Plans strategy (Mangawhai Spatial Plan, Key Urban Areas - Dargaville, Maungatūroto and Kaiwaka and the Sub-Regional Spatial Plan)	KDC	Medium
Develop plan to improve infrastructure services to support growth in Mangawhai (e.g. reticulation, drinking water)	KDC	High
Streamline building consent and resource to create 'an enabling approach'	KDC	High
Rejuvenate the historic Kaipara Harbour wharves	KDC	Medium

Action	Delivery	Priority
Understand opportunities - both today and in the future - with Northport (the port is built on a natural deep water channel and has considerable vacant port and industrial zoned land into which it can expand).	Northport, Northland Councils and MPs	Medium
Understand viability of proposal to build a rail link to the port and to rejuvenate Northland's rail network. This is intended to reduce the growing pressure heavy vehicles are placing on the region's roads, especially as the port further increases its freight handling	Northport, Northland Councils and MPs	Medium
Develop proactive plan for waste management and minimisation	Understand New Zealand Waste Management Strategy and National Waste Data Framework etc. Promote mechanisms / incentives to support circular economies by reduction in waste, increasing recycling rates, and implementing plastic washing and shredding/preparation. Economic Development Lead, elected members	High
Develop plan to upgrade Kaipara's water supply infrastructure and explore water storage options, with climate forecasting suggesting more extreme weather events	KDC	High
Develop proactive plan for wastewater and stormwater	KDC	Low
Explore utilisation of existing Council facilities e.g. council offices, Northern Wairoa War Memorial Hall, Municipal heritage building and the Dargaville Library	KDC	Low

Monitoring & Reporting

It will be important to determine a series of measures to capture progress as this strategy evolves.

Standard economic development measures may include:

- Population growth
- Housing values and ownership
- GDP
- Consumer spending
- Employment
- Unemployment
- Number of businesses trading
- Non-residential building consents
- Car registrations
- Tourism attraction spend
- Tourism guest nights
- Dairy industry pay-outs
- School attendance
- Number of learners in schools/training programmes
- Crime statistics
- Beneficiary recipients

Other measures may include:

- Development of District Plan
- Engagement with key stakeholders and partners
- Development of Kaipara identity and brand story
- Development of value proposition for investors
- Establishment of training programmes based in Kaipara
- Attraction of new business

Future Considerations

Dargaville Airport

There is considerable interest in developing Dargaville Aerodrome into an airport of regional significance – it has been indicated that private funding may be available together with Regional Infrastructure Fund (RIF).

The development of a regional airport at Dargaville presents numerous economic opportunities that can boost the local economy and provide significant benefits to the wider region. Here are several potential economic development opportunities associated with establishing a regional airport in Dargaville:

1. Tourism and Hospitality

- **Increased Tourist Influx:** Attract more domestic and international tourists by providing easier access to local attractions, including the Waipoua Forest, the Kauri Coast, and the beaches of Northland.
- **Tour Packages:** Develop comprehensive tour packages that include flights, accommodations, and guided tours, enhancing the attractiveness of Dargaville as a tourist destination.
- **Eco-Tourism:** Promote eco-tourism initiatives that leverage the natural beauty and unique ecosystems of the region.

2. Business and Commerce

- **Business Travel:** Facilitate business travel, making it easier for professionals and executives to travel to and from Dargaville, fostering business growth and investment.
- **Conferences and Events:** Attract conferences, trade shows, and business events by providing convenient air travel options, boosting local hospitality and service industries.

3. Agriculture and Agribusiness

- **Export Opportunities:** Improve the logistics for exporting agricultural products, including dairy, beef, and horticultural goods, by providing faster and more efficient transportation to national and international markets.
- **Agri-Tourism:** Develop agri-tourism ventures that allow visitors to experience farm stays, tours, and local produce tastings, leveraging the airport for easy access.

4. Logistics and Freight

- **Freight Hub:** Establish Dargaville as a regional freight and logistics hub, facilitating the movement of goods within New Zealand and for export, particularly for time-sensitive products.
- **Supply Chain Efficiency:** Improve supply chain efficiency for local businesses by reducing transportation times and costs for importing and exporting goods.

5. Education and Training

- **Aviation Training:** Develop aviation-related training programs in partnership with educational institutions, offering pilot training, aircraft maintenance, and airport management courses.
- **Research Facilities:** Establish research and development facilities focused on aviation technologies and other industries, benefiting from improved connectivity.

6. Healthcare and Emergency Services

- **Medical Transport:** Enhance medical transport capabilities, providing quicker access to specialised healthcare facilities in larger cities, improving emergency response times.
- **Emergency Services Hub:** Use the airport as a base for emergency services, including air ambulances, fire-fighting aircraft, and disaster response teams.

7. Property Development

- **Commercial Real Estate:** Stimulate commercial real estate development around the airport, including business parks, hotels, and retail centres.
- **Residential Growth:** Attract new residents and boost residential development by improving the overall connectivity of Dargaville, making it an attractive place to live and work.

8. Technology and Innovation

- **Tech Parks:** Develop technology parks that attract tech companies and startups, leveraging the airport for business travel and transport of high-tech equipment.
- **Remote Work Hub:** Position Dargaville as a hub for remote work, attracting professionals who value good connectivity and a high quality of life.

9. Cultural and Community Development

- **Cultural Exchange:** Promote cultural exchange programs and events that attract international visitors, leveraging improved air connectivity.
- **Community Events:** Host regional and national community events, festivals, and sports competitions, boosting local pride and economy.

10. Environmental and Sustainability Initiatives

- **Green Airport Initiatives:** Implement sustainable practices and green technologies at the airport, setting a standard for environmental responsibility.
- **Conservation Tourism:** Promote conservation tourism that highlights local efforts to preserve the natural environment, attracting eco-conscious travellers.

These opportunities can be further explored and detailed in collaboration with local government, businesses, and community stakeholders to ensure that the regional airport at Dargaville brings widespread and sustainable economic benefits.

Hawaiki Cable digital opportunities

The installation of the Hawaiki Cable, which lands at Mangawhai Heads, presents numerous economic development opportunities for the region. Here are some strategic initiatives and sectors that could benefit from this enhanced connectivity:

1. Technology and Innovation Hubs

- **Data Centres:** Establishing data centres to leverage the low latency and high bandwidth connectivity provided by the cable. This can attract tech companies and foster a local tech ecosystem.
- **Tech Startups:** Encouraging the growth of tech startups by providing them with the necessary infrastructure and connectivity, creating a tech hub in the region.

2. Digital Economy

- **E-commerce:** Promoting e-commerce businesses by ensuring fast and reliable internet connectivity, which is essential for online transactions and customer service.
- **Remote Work:** Attracting remote workers and digital nomads who require robust internet connections, potentially turning Mangawhai Heads into a remote work-friendly destination.

3. Education and Research

- **Online Education:** Partnering with educational institutions to offer online courses and degrees, utilising the high-speed internet for virtual classrooms and remote learning.
- **Research Centres:** Developing research facilities that can conduct data-intensive research, benefiting from the high-speed data transfer capabilities of the cable.

4. Tourism and Hospitality

- **Smart Tourism:** Implementing smart tourism initiatives, such as augmented reality tours and digital concierge services, to enhance the visitor experience.
- **High-Tech Conferences:** Hosting technology and innovation conferences, utilising the excellent connectivity for international participation and streaming.

5. Agriculture and Aquaculture

- **AgriTech Solutions:** Integrating IoT and smart farming solutions to improve agricultural productivity and sustainability, using the cable's connectivity for real-time data monitoring and management.
- **Aquaculture:** Developing advanced aquaculture practices that rely on real-time data and monitoring systems to optimize operations and sustainability.

6. Healthcare

- **Telemedicine:** Expanding telemedicine services, allowing local residents to access specialist consultations and healthcare services remotely.
- **Health Data Management:** Establishing health data centres for research and management, leveraging the cable's capacity for secure and efficient data handling.

7. Creative Industries

- **Digital Media Production:** Attracting digital media and content production companies, utilising the high-speed internet for large file transfers and remote collaboration.
- **Gaming Industry:** Developing a local gaming industry, benefiting from the low latency and high-speed connections for game development and eSports.

8. Financial Services

- **FinTech Development:** Fostering a FinTech ecosystem by attracting startups and established firms that require reliable and fast data connectivity for financial transactions and innovations.
- **Blockchain and Cryptocurrency:** Encouraging blockchain technology and cryptocurrency ventures, which rely on secure and fast internet connections.

9. Smart Infrastructure

- **Smart City Initiatives:** Implementing smart city technologies to improve urban management, including traffic control, energy management, and public services.
- **IoT Deployment:** Rolling out IoT applications for various sectors such as utilities, security, and environmental monitoring.

10. Environmental Monitoring and Management

- **Marine Research:** Establishing marine research centres to study and protect the coastal and marine ecosystems, using the cable's connectivity for data collection and analysis.
- **Climate Monitoring:** Setting up climate monitoring stations to gather and analyse climate data in real-time, contributing to global climate research efforts.

These opportunities can be further explored and developed in partnership with local governments, businesses, and communities to ensure sustainable and inclusive economic growth for the region.

Plan on a Page

As the Kaipara District charts its course towards sustainable economic growth and community prosperity, this Economic Development Strategy serves as our roadmap. Rooted in collaboration, innovation, and resilience, it reflects our commitment to shaping a future where the well-being of our people and the vibrancy of our communities are paramount.

Executive Summary:

The Economic Development Strategy for the Kaipara District aims at fostering economic growth while enhancing residents' quality of life. Aligned with existing plans, it integrates regional and national economic strategies, addressing challenges and capitalising on opportunities for growth and resilience.

The Kaipara:

Kaipara, rich in heritage and natural wonders, thrives on the resilience and vibrancy of its people. Demographic shifts and economic evolution present opportunities for growth and diversification, while infrastructure improvements are vital for supporting the district's development.

Strategy:

This strategy reflects global, national, regional, and district contexts, considering factors like climate change policies, legislative changes, and regional collaborations. It emphasises facilitating growth, being customer-focused, fostering innovation, and building relationships.

Guiding Principles:

Facilitating growth, customer focus, innovation, and relationship-building serve as guiding principles for economic development activities, ensuring proactive, customer-centric, and innovative approaches.

Stakeholders:

Meaningful engagement with stakeholders, including residents, local authorities, community groups, iwi, government agencies, investors, and infrastructure providers, is crucial for achieving economic development outcomes.

Kaipara District Council - Vision and Mission:

The Council's vision and mission guide economic development activities, ensuring alignment with organisational goals and community aspirations.

Kaipara's Economic Profile:

Population growth, employment, GDP, and primary industries form the economic backbone of Kaipara, with opportunities for growth and diversification in various sectors.

Challenges:

Addressing challenges such as the District Plan, partnerships, infrastructure deficits, primary sector uncertainties, identity formation, skills shortages, aging population, and meeting community needs is essential for sustainable development.

Opportunities:

Kaipara's strategic location, accessibility, affordable land, natural attractions, and infrastructure projects present opportunities for growth in tourism, industry diversification, and community development.

Strategic Outcomes:

Clear outcomes will be determined to demonstrate the achievements of the Economic Development Strategy, ensuring tangible benefits for Kaipara.

Strategic Objectives:

Strategic objectives include defining a vision for the future, building an identity, enabling communities to thrive, supporting optimized land use, growing skills and capability, creating a destination for people and investment, and investing in infrastructure and amenities.

This one-page strategic plan outlines Kaipara District's holistic approach to economic development, focusing on collaboration, innovation, and resilience to create a prosperous future for all.



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