
REPORT 12

1215/52/IM

**REGIONAL DEVELOPMENT CONFERENCE, NAPIER,
21-23 MARCH 2005**

1. Purpose of Report

To provide information on the Regional Development conference to be held in Napier, 21-23 March 2005, and to seek approval for councillor attendance at the conference.

2. Executive Summary

Since the inaugural Regional Development conference in 2001, progress has been made in identifying the individual strengths of New Zealand regions and building the vision for the future. The 2005 Regional Development conference will focus on issues such as ownership of regional issues and outcomes, with a strong emphasis on the practical steps that can be taken to ensure that New Zealand has a positive future in a changing international environment.

3. Recommendations

It is recommended that the Committee:

1. *Receive the information.*
2. *Recommend that Council approve the attendance of two councillors at the Regional Development conference to be held in Napier, 21-23 March 2005, and that the costs associated with attending the conference be met from the Elected Members Budget (GVEMO1).*
3. *Note that a meeting of the Council Controlled Organisation Performance Subcommittee is scheduled for Monday 21 March 2005.*
4. *Note that a report back on the Conference will be presented to the Strategy and Policy Committee in accordance with Council policy.*

4. Discussion

The theme for this conference is *Our Future – Our Potential – Our Choices*. Defined more clearly, the focus will be on *Our Future*- challenges and opportunities for regional New Zealand, *Our Potential*- untapped regional resources, skills and talents and *Our Choices*- regional development leadership and partnership in action.

This conference will challenge delegates to become committed to, and actively involved in, the shaping of their region's future. The programme is designed to share best practice lessons, celebrate progress and brainstorm ideas for stepping up the quality of regional development plans and policies. There will be excellent opportunities to learn and network with other delegates, to work together on issues of regional development, and build partnerships for the future. This conference is being hosted jointly by Hon Jim Anderton, Minister for Industry and Regional Development, New Zealand Trade and Enterprise, EDANZ (Economic Development Agencies of New Zealand) and the Hawke's Bay region. An outline of the workshops streams is attached as Appendix One to this report.

4.1 Considerations

When deciding whether elected members should attend this conference, consideration should be given to:

- the cost; and
- the impact of attendance on the budget; and
- the other conferences elected members may wish to attend later in the financial year.

The total cost if two elected members are appointed is expected to be \$2120.00 and will be met from the Elected Members budget.

The impact on the budget of two elected members attending this conference is outlined in Table One.

Table One

	2004/2005 Budget	Year to Date Expenditure	Unexpended Funds
Total budget for conference fees, accommodation and travel	\$34,000	\$6,103 ¹	\$27,897
Impact of sending two elected member to the conference	\$2120	\$8223	\$25,777

The cost of attendance is broken down as follows (per person):

Item	Cost
Registration	250.00
Accommodation (x3 nights)	450.00
Return Airfares	360.00
Total	1060.00

¹ The attendance of 1 Councillor to the LIANZA conference at a cost of \$1795.00
The attendance of 1 Councillor and 2 Community Board members to the Community Board conference at a cost of \$4308.00

5. Conclusion

A decision is required as to which elected members should attend the 2005 Regional Development Conference to be held in Napier, 21-23 March.

Contact Officer: *Democratic Services*

Appendix One

Workshop Stream 1 - FUTURE
Think Regional, Act Global
<i>Making the most of the Government's Trade Agreements</i>
Themes: What the government is trying to achieve through trade agreements
What regions should be doing now to take advantage of agreements when signed
Contributors: Chris Butler - Executive Director, Asia New Zealand Foundation
Keith Curry - Group Projects Manager, Skellerup Industries
Derek Leask - Deputy Secretary, External Economic & Trade Policy, Ministry of Foreign Affairs & Trade
Skills & Talents - 1
<i>Raising capability, capacity and average income in your region</i>
Themes: Planning and preparing the labour force of the future - the regions' role
Who is doing what within the public sector to address these issues
Contributors: Chris Olson - Chief Executive, Roothing New Zealand
Mike Smith - General Manager Regional Operations, Ministry of Social Development
to be confirmed - Department of Labour
Regional Futures
<i>Shaping sustainable regional development</i>
Themes: Tools and techniques for evaluating a likely future for your region
Contributors: Dr Bob Frame - Sustainable Business & Government Group, Landcare Research
to be confirmed
Regional Innovation
<i>Accessing cutting edge research & development</i>
Themes: To compete in the value-add, international business market, NZ companies need to increase ratio of innovative products/services they bring to market.
Increased private sector investment in/access to effective/relevant world class R & D will play a crucial role in this respect
Contributors: Derek Fairweather - Chief Executive Officer, Waikato Innovation Park
John Gibson - Investment Manager, Technology NZ, Foundation for Research Science & Technology
Chris Kirk - Vice Chancellor, Lincoln University
Tony Smale - Manager, Marlborough Development Trust
Regional Advantage
<i>How New Zealand enterprises convert a region's distinctive qualities to international advantage.</i>
Themes: How New Zealand firms derive world-class advantage from their home region

The drives of advantage in a regionally-based community of enterprises
Inhibitors of advantage creation and how they can be overcome
Contributors: Colin Campbell-Hunt - Professor of Management, Otago University
James Saruchera - ICT Projects Leader, Electronics South, Canterbury Development Corporation
to be confirmed
Bringing home the Bacon
<i>Enhancing investment in your region</i>
Themes: Encouraging local investors to invest in your region
Attracting and retaining investment from outside your region
Contributors: Nick Gerritsen - Partner, Spring-Start Limited
Carsten Schousboe - Policy Analyst, Ministry of Economic Development
to be confirmed - Investment New Zealand
Workshop Stream 2 - POTENTIAL
NZ Inc at Aichi
Regions reaping the benefits
Themes: How NZ regions and businesses might capitalise on national representation at overseas trade fairs, conventions, expos etc
Contributors: Elizabeth Gollan - Project Manager Aichi Leveraging Fund - New Zealand Trade & Enterprise
George Hickton - Chief Executive, Tourism New Zealand
Steve La Hood - Director, Story! Inc
to be confirmed
Skills & Talents 2
<i>Partnering to meet the skills need</i>
Themes: Working together to define needs and deliver solutions
Contributors: Bruce Robertson - Chief Executive, Hospitality Association of New Zealand
to be confirmed
to be confirmed
Taking Stock
<i>Appreciating untapped regional physical resources</i>
Themes: Opportunities for regions to capitalise on untapped/underutilised physical resources
Contributors: Rick Pridmore - Chief Executive, National Institute of Water & Atmospheric Research
Pat Brown - Stretton & Co and advisor to Mokai Geothermal Powerstation (to be confirmed)
to be confirmed

Eat, drink and prosper
<i>Successful food & wine partnerships</i>
Themes: Food & wine specialism as a stimulus for regional development, confidence & identity
Contributors: Lauraine Jacobs - Food Editor, Cuisine Magazine
Wendy Macdonald - Manager, Food Hawke's Bay
Jason Smith - Chief Executive, Kaipara Regional Development Agency
Kelvin Spiers - General Manager, Go Wairarapa
Growing Export Potential
<i>Leadership & regional development</i>
Contributors: To be confirmed
"Not like it was in my day!"
<i>Engaging with and retaining the youth of your region</i>
Themes: What do youth want and how to find out?
Making today's youth part of your region's future
Contributors: To be confirmed
Workshop Stream 3 - CHOICES
Making a splash
<i>Quality, design & added value</i>
Themes: Learn from small to medium-sized businesses who are making a global splash with high quality, high design, high value-add products and services
Contributors: Robert Darroch - Future Products Group, Managing Director
Simon Fa'amoe - Sector Manager Creative Industries & Project Manager "Better by Design", New Zealand Trade & Enterprise
Steve La Hood - Director, Story! Inci
David Trubridge - Cicada Design Studios
Skills & Talents 3
<i>Primarily Primary</i>
Themes: Creative ways to overcome primary sector labour & skills shortages - and strategies for the future
Contributors: Alan Hampton - Chief Executive, Bay of Plenty Polytechnic
Lindsay Scott - East Coast Commissioner, Work & Income New Zealand
Richard Whatman - Manager, Skills Development Team, Department of Labour
to be confirmed
Capturing the diversity
<i>Migrants' skills & expertise</i>
Themes: How to attract highly skilled migrants
Creating an environment in which migrants can thrive and contribute to regional development

Contributors: Judi Altinkaya - National Co-ordinator, Migrant Resource Services, Immigration Services, Department of Labour
Alison Hudgell - Project Manager, Auckland Regional Settlement Strategy
Ron Massey - Economic Development Manager, Napier City Council
To be confirmed
Reaching back for the future
<i>Arts & heritage in regional development</i>
Themes: Arts & culture, past and present as a source of future regional competitive strength
Business-savvy approaches to regional arts/culture/heritage strategies (linkage to regional tourism etc)
Contributors: Kiri Goulter - Project Manager, Enterprise Northland
Roger Mulvay - Chief Executive, Hawke's Bay Cultural Trust
To be confirmed
Can you afford to ignore the LTCCP?
Themes: Importance of business sector and other regional development stakeholders engaging with local government re long term planning
Taking LTCCPs from "wish-list" to regional programmes of action
Contributors: Peter McKinlay - Executive Director, McKinlay Douglas Ltd
Peter Tennent - Mayor of New Plymouth
Ross Stanway - Chief Executive, Priority One, Tauranga
We're in this together
<i>How local firms collaborate to build international advantage for themselves and the region.</i>
Themes: Collaboration strategies that build advantage
Collaboration:
With whom?
On What:
When?
Where to find partners?
And why - what are the returns?
Contributors: Sylvie Chetty, Professor of Marketing, Massey University
Janyne Harman - Marketing Manager, Otago Pinot Cluster
Bruce Robertson - General Manager, Wood Hawke's Bay