



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HIKINA WHAKATUTUKI

The Regional Growth Programme and Canterbury

Presentation at the Canterbury Mayoral Forum workshop with the Canterbury Regional Economic Strategy (CREDS) reference group - 23 February 2017.



Outline

- Evolution of the Regional Growth Programme
- Regional Action Plans
- Success factors
- Southland snapshot
- The Regional Growth Programme and Canterbury



Why a Regional Growth Programme?

Successful regions deliver high quality products and services that contribute to the national economy, generating jobs and higher living standards

Evolution of the programme

- Ministers requested regional economic opportunity studies
- Information on potential opportunities and challenges specific to regions
- To be used by local decision-makers as well as central government
- Provision of information alone was insufficient for regions to achieve their potential
- Ministers and central government agencies control the majority of regulatory and policy levers that impact on regions
- Realisation that central government could do more to add value to regional development
- The Regional Growth Programme was conceived as a way of partnering with local government

The regional growth programme

The premise:

- New Zealand will realise its full economic potential when all our regions are thriving

The operating model:

- Regionally-led, government-enabled action plans



The regional growth programme

10 regions throughout New Zealand

North Island

Northland , Waikato, Bay of Plenty,
Gisborne/Tairāwhiti, Hawke's Bay,
Taranaki, Manawatu-Whanganui,

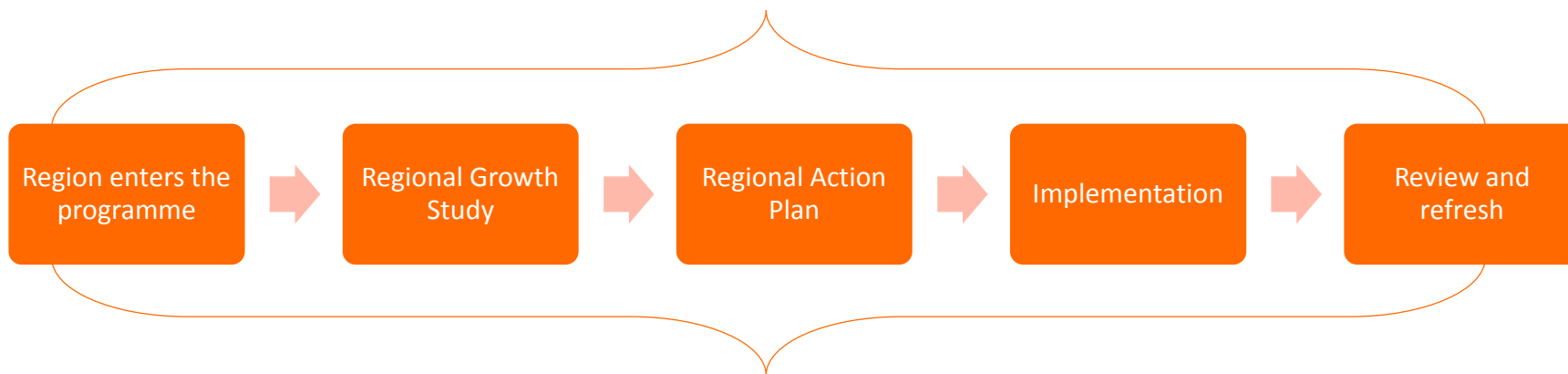
South Island

Canterbury, West Coast, Southland.



How does it work?

- Originally designed to provide tailored engagement and support for particular regions that have long-standing challenges
- Businesses, councils, iwi and Māori in each region, working in partnership with government



- Subsequent regions in the programme had already developed their own economic strategies
- From mid 2016 regions with existing momentum and economic development strategies included, aided by bespoke central Government support
- This is where Canterbury region joined the programme

Senior Regional Officials

- A Senior Regional Official (SRO) for each region
- SROs represent the whole of government, engage with the region and coordinate the government response to the region's priorities
- Current SROs:
 - Northland – Ben Dalton, MPI
 - Bay of Plenty – Paul Stocks, MBIE
 - East Coast – Carl Crafar, MSD
 - Waikato – Mike James, MOT
 - Taranaki – Al Morrison, SSC
 - Manawatu-Wanganui – Di Grennel, TPK
 - West Coast – Bruce Parkes, DOC
 - Canterbury – Helen Wyn, DIA
 - Southland – Penny Nelson, MFE



Ministry for Primary Industries
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Success factors

- Regional leadership is vital
- Local solutions that best meet the needs of local communities, enabled by government
- Flexible and focused central Government action that is responsive to initiatives and requests for engagement on issues
- A single senior point of central government contact (SROs) with regional governance groups
- The use of Regional Economic Development Ministers group speeds up decision-making and support
- Balanced economic development



Southland Snapshot

- A small economy
- Relatively low productivity performance
- Reliance on a limited number of industries
- The local workforce is aging
- For the past ten years population growth has been significantly slower than in the rest of the country



July 2016: Southland works with central government through the Regional Growth Programme

November 2016: the Southland Regional Development Strategy Action Plan launched

Aims to diversify the regional economy, grow the population by 10,000 people by 2025, and strengthen local business

Seeks to grow sectors like tourism, international education, aquaculture and other primary industries



Ministerial support for launch announced an additional investment of \$2.4 million including :

\$520,000 (primary sector)
\$440,000 (Education)
\$510,000 (Tourism)
\$750,000 (Aquaculture)

Regional Growth Programme: Canterbury

- May 2016: Canterbury region joins the Regional Growth Programme
- Working with you to identify how central government can best support implementation of CREDS
- Facilitating meetings with central government
- Provided funding for *The Canterbury Story*
- Regional Mid-sized Tourism Facilities Grant funding for Timaru, Kaikoura and Mackenzie District Councils
- Co-ordinating the central government economic recovery and response to the recent Kaikoura Earthquake



Next steps???

- Meeting with new ED Minister
- Launch of refreshed CREDS
- Government support for the refresh
- Linking with other South Island action plans??

