



# *Hastings District Council*

*Civic Administration Building  
Lyndon Road East, Hastings 4156*

*Phone: (06) 871 5000*

*Fax: (06) 871 5100*

*[www.hastingsdc.govt.nz](http://www.hastingsdc.govt.nz)*

---

## **OPEN MINUTES**

---

## **ECONOMIC DEVELOPMENT SUBCOMMITTEE**

Meeting Date: **Wednesday, 25 May 2016**

**Minutes of a Meeting of the Economic Development Subcommittee held on  
Wednesday, 25 May 2016 at 10.00am**

**Table of Contents**

<b><u>Item</u></b>	<b><u>Page No.</u></b>
<b>1. Apologies</b>	<b>1</b>
<b>2. Conflicts of Interest</b>	<b>1</b>
<b>3. Confirmation of Minutes</b>	<b>1</b>
<b>4. Economic Development Update</b>	<b>1</b>
<b>5. Additional Business Items</b>	<b>4</b>
<b>6. Extraordinary Business Items</b>	<b>4</b>

## HASTINGS DISTRICT COUNCIL

### MINUTES OF A MEETING OF THE ECONOMIC DEVELOPMENT SUBCOMMITTEE HELD IN THE COUNCIL CHAMBER, GROUND FLOOR, CIVIC ADMINISTRATION BUILDING, LYNDON ROAD EAST, HASTINGS ON WEDNESDAY, 25 MAY 2016 AT 10.00AM

---

**PRESENT:** Chair: Councillor Roil  
Councillors Hazlehurst, Lyons and Nixon

**ALSO PRESENT:** Group Manager: Economic Growth and Organisation  
Improvement (Mr C Cameron)  
Acting Economic Development Manager (Mr L Neville)  
Education Hawke's Bay International Business  
Development Advisor (Mrs S Kennard) – *for part of  
meeting*  
Community Grants Advisor (Mrs V Berkahn) *for part of  
meeting*  
China Consultant (Mr J Poppelwell) – *for part of meeting*  
Senior Policy Advisor (Mr B Murdoch) – *for part of  
meeting*  
Committee Secretary (Mrs C Hilton)

#### 1. APOLOGIES

Leave of Absence had previously been granted to Councillor Pierce (Deputy Chair).

#### 2. CONFLICTS OF INTEREST

Councillor Roil declared that he could have a potential conflict of interest in regard to industrial matters that may be discussed and would not take part in any such discussion.

#### 3. CONFIRMATION OF MINUTES

(Document CG-13-49-00031)

Councillor Hazlehurst/Councillor Lyons

**That the minutes of the Economic Development Subcommittee held Tuesday 16 February 2016 be confirmed as a true and correct record and be adopted.**

**CARRIED**

#### 4. ECONOMIC DEVELOPMENT UPDATE

(Document 16/501)

The Acting Economic Development Manager, Mr L Neville, presented his report. Several other Officers spoke to particular parts of the report as appropriate and

responded to questions from the Economic Development Subcommittee.

The report provided an economic development overview which focussed on the following areas:

- Business Enablement
- Business Investment
- Industrial Land Uptake
- Development and use of the 'Great Things Grow Here' Platform
- Education Hawke's Bay
- Economic Growth in Hastings City and Havelock North
- Economic Development Projects and Contracts

Mr Poppelwell gave an update on the China Investment Stream, highlighting the main points under Part 3.7 of the report "Economic Development Projects and Contracts". The main issues he highlighted under Paragraphs 3.7.1 to 3.7.5, or that were addressed in response to questions, included:

- The three key focus areas within the International Strategic framework for China Investment
  - Growing trade
  - Investment
  - Relationships
- The Focus Activity areas were:
  - China programme newsletter – this is going out in June, setting out the projects that were being worked on.
  - Hawke's Bay product portfolio – further information will be reported on at later meetings.
  - E commerce workshop – E commerce was a growing channel in China and was more appropriate for use by medium-to-large enterprises in Hawke's Bay. A workshop for businesses is due to be undertaken in September.
  - Shandong trade group of NZ councils with relationships in Shandong province – there were a large number of opportunities available. This Council will contact Auckland, Tauranga and Timaru who also have relationships in this province, so a broader approach can be undertaken.
  - Auckland Chinese media to promote Hawke's Bay in the domestic Chinese community – there were opportunities available, but further information was needed in regard to what is going on here, event-wise. It was necessary to see what a wider television, radio and print campaign would cost.
- Group visit to Shandong China – 18 to 26 April 2016
  - This had been a successful visit to mark the 35<sup>th</sup> anniversary of the relationship with Guilin.
  - This visit had an educational emphasis and also served to assist Iona to find a sister-school in Shandong, which had a successful outcome.
  - China Representative Office - six primary producers were involved and an initiative had been formed.
  - Hawke's Bay winegrowers started with a three year programme with 15 wineries. 10 of those wineries had signed on for the third year. After that time, the programme will be revisited. Those involved felt they were getting excellent value and they held events in May and September each year.
- China's focus was shifting to a consumption based economy which was good for NZ. We are trying to get more NZ products into Chinese markets.
- The projected increase in hotels in NZ was not related to the role of this Economic Development Subcommittee.

Mrs Kennard and Mrs Berkahn gave a power point presentation (STR-6-11-16-40) on the International Agents Fair they had attended in Melbourne 2016. The main points they highlighted, or addressed in response to questions, included:

- The background as to why Education Hawke's Bay had been formed – it had 19 members (including EIT and PTE's) and continued to grow.
- The value of international education to the NZ economy – now the 5<sup>th</sup> largest export earner.
- The ANZA Fair had been attended by Mrs Kennard and Mrs Berkahn, on behalf of Learning HB, as representatives of a collaborative local group of schools, rather than having individual local schools attending.
- The Fair was held for two consecutive years in Australia and the third year it was held in NZ. This year Education HB had set up a NZ pavilion at the Fair.
- The Fair was seen as an investment with longer term benefits.
- 170 agents attended the Fair from 43 countries – but our focus was on China and Southeast Asia, South America and Europe.
- There was a lot of interest in short stay groups coming to NZ and a number had been organised for later in the year.
- They had sent follow-up emails to all those they had met at the Fair. The schools involved had also been given the contact details of the agents.
- Five agents would be hosted in HB on 15 to 17 June 2016.
- Education HB was established 18 months ago.
- Year on year, HB was increasing its growth in the international education sector by 26% - the highest level of growth in all regions of NZ. In April 2016 there had been 94% growth, compared to the previous April (April 2015).
- There was an overlap with education and tourism (e.g. parents visiting children who are studying here). NZ is considered a safe place to come to.
- A Learning HB brochure was circulated (CG-13-49-00037) at the meeting.
- Education HB meets regularly and there are a total of 14 regions in New Zealand participating in this programme (three are non-university regions).
- EIT has eight fulltime staff working in this area.
- Education HB's goals – to double revenue from international students by 2025. Next week there would be a meeting to revisit strategy and set KPI's.
- An update presentation would be given **at the next Economic Development meeting on 16 August 2016** to show:
  - ❖ The progress that had been made;
  - ❖ KPI'S for 2016/17; and
  - ❖ The monitoring framework to be used.

Extensive discussion took place regarding information to be forwarded by Officers to the Economic Development Subcommittee members. Future Economic Update reports will include an "Officer's opinion" section. This will focus on key points or highlights in the district so members can have an understanding of the market and how Council resources are being used.

The "Great Things Grow Here" website platform was undergoing a major change in the next four weeks – regularly updated information, stories and blogs would be included which would give a succinct overview of activities.

Some discussion took place regarding Initiative Air Travel and the Connectivity Programme - (Paragraph 3.7.10 on Agenda Page 16). There was an HDC and Napier City funding programme to investigate the number of business travellers going in and out of HB, to try and grow that market. **It was suggested that a**

**presentation on this initiative could be given to the next Economic Development Subcommittee meeting on 16 August 2016.**

Discussion took place regarding the Regional Economic Development Strategy (REDS) - (Paragraph 3.7.14 on Agenda Page 17). "Great Things Grow Here" does not feature in the branding or marketing attached to this. Officers explained about the plethora of brands in this area and how they related to each other and were proposed to be used.

"Great Things Grow Here" was going to be used to underpin economic development, for export and import development, but not as a HB brand platform. The Council was making it available to those who wish to use it and welcome contributions toward this. Going forward, this would be one of the main tools to be used by the private sector and other organisations. Guidelines for its use are needed and HDC is to be the "gatekeeper".

It was noted that the role of the Officers and Subcommittee was to capture any government funding available for investment in this region and to have a finger continually on the pulse at both regional and district levels.

Council Officers responded to further questions in regard to several other matters, including the Regional Business Partner Programme (Mr Neville had been Acting Manager from January to May 2016) and the future of the Night Market.

Councillor Roil/Councillor Nixon

**That the report of the Economic Development Project Manager titled "Economic Development Update" dated 25/05/2016 be received.**

**With the reasons for this decision being that the objective of the decision will contribute to the provision of good quality public services in a way that is most cost-effective for households and businesses.**

**CARRIED**

**5. ADDITIONAL BUSINESS ITEMS**

There were no additional business items.

**6. EXTRAORDINARY BUSINESS ITEMS**

There were no extraordinary business items.

The meeting closed at 11.20am

Confirmed:

Chairman:

Date: