

Notice of Meeting:

I hereby give notice that an ordinary meeting of the Economic Development Committee will be held on:

Date: Monday 1 November 2021
Time: 10.00 am
Venue: Edinburgh Room, Municipal Chambers, The Octagon, Dunedin – Mayor and Councillors
Audio Visual Link – Members of the Public
<https://youtu.be/TEuMN81DpdE>

Sandy Graham
Chief Executive Officer

Economic Development Committee**PUBLIC AGENDA**

MEMBERSHIP

Chairperson	Cr Chris Staynes	
Deputy Chairperson	Cr Rachel Elder	Cr Andrew Whiley
Members	Cr Sophie Barker	Cr David Benson-Pope
	Cr Christine Garey	Cr Doug Hall
	Mayor Aaron Hawkins	Cr Carmen Houlahan
	Cr Marie Laufiso	Cr Mike Lord
	Cr Jim O'Malley	Cr Jules Radich
	Cr Lee Vandervis	Cr Steve Walker
Senior Officer	John Christie, Manager Enterprise Dunedin	
Governance Support Officer	Wendy Collard	

Wendy Collard
Governance Support Officer

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Wendy.Collard@dcc.govt.nz
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Note: Reports and recommendations contained in this agenda are not to be considered as Council policy until adopted.

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1 PUBLIC FORUM

At the close of the agenda no requests for public forum had been received.

2 APOLOGIES

At the close of the agenda no apologies had been received.

3 CONFIRMATION OF AGENDA

Note: Any additions must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

DECLARATION OF INTEREST

EXECUTIVE SUMMARY


1. Members are reminded of the need to stand aside from decision-making when a conflict arises between their role as an elected representative and any private or other external interest they might have.
2. Elected members are reminded to update their register of interests as soon as practicable, including amending the register at this meeting if necessary.

RECOMMENDATIONS

That the Committee:

- a) **Notes/Amends** if necessary the Elected Members' Interest Register attached as Attachment A; and
- b) **Confirms/Amends** the proposed management plan for Elected Members' Interests.

Attachments

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Economic Development Committee Register of Interest - Current as at 7 October 2021				
Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Mayor Aaron Hawkins	Trustee	West Harbour Beautification Trust	Potential conflict WHBT work with Parks and Reserves to co-ordinate volunteer activities	Withdrawal from all West Harbour Beautification Trust/ DCC discussions involving this relationship.
	Trustee	St Paul's Cathedral Foundation	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property Owner - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Thank You Payroll	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	ICLEI Oceania Regional Executive	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Hospital Local Advisory Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Green Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Connecting Dunedin (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Member	Otago Museum Trust Board (Council appointment)	Duties to Trust may conflict with duties of Council Office. Recipient of Council funding	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Otago Theatre Trust (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Member	Otago Polytech's Research Centre of Excellence	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	LGNZ National Council	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Alexander McMillan Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Cosy Homes Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	LGNZ Policy Advisory Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Local Government New Zealand Zone 6 Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Sophie Barker	Director	Ayrmed Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Ocho Newco Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Various publicly listed companies	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Property Owner	Residential Property Owner - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Beneficiary	Sans Peur Trust (Larnach Castle)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Dunedin Heritage Fund Trust (Council appointment)	Duty to Trust may conflict with duties of Council Office	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Trustee	Dunedin Midwinter Carnival	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Committee Member	Otago Anniversary Day Dinner	No conflict Identified	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Sophie Barker Cont.	Member	Dunedin Gas Works Museum Trust (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
Cr David Benson-Pope	Owner	Residential Property Ownership in Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee and Beneficiary	Blind Investment Trusts	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Yellow-eyed Penguin Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	New Zealand Labour Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Heritage Fund Trust (Council appointment)	Duty to Trust may conflict with duties of Council Office	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Connecting Dunedin (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Delegation holder	Second Generation District Plan (2GP) Authority to Resolve Appeals on behalf of Council (Council appointment)	No conflict identified.	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Hospital Local Advisory Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Regional Transport Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Rachel Elder	Commissioner (Community Representative)	District Licensing Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Greater South Dunedin Action Group	Decisions may be considered on the future of South Dunedin.	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Host Parent	Otago Girls High School	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Advisor/Support Capacity	Kaffellogic	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Trails Networks Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	Southern Urban Dunedin Community Response Group	Decisions about emergency response recovery may be conflicted	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Craigieburn Reserve Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Keep Dunedin Beautiful (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Okia Reserve Management Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitu Otago Settlers Museum Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Disabilitiy Issues Advisory Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Christine Garey	Trustee	Garey Family Trust - Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	Creative Dunedin Partnership (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Christine Garey Cont.	Member	Dunedin Symphony Orchestra Foundation Board of Trustees (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Theomin Gallery Management Committee (Olveston) (Council appointment)	No conflict identified	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Chair	Grants Subcommittee (Council Appointment)	No conflict identified	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
		External family member is a Principal Security Consultant	Major supplier to DCC	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Local Government New Zealand Zone 6 Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Doug Hall	Director/Owner	Hall Brothers Transport Ltd	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Director/Owner	Dunedin Crane Hire	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Director/Owner	Wood Recyclers Ltd	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Director/Owner	Dunedin Concrete Crushing Ltd	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Director/Owner	Anzide Properties Ltd - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	The Woodshed 2014 Limited	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Owner	Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Farmlands	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Ravensdown Fertiliser	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	PGG Wrightson	Currently no likely conflict	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Silver Fern Farms	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Valley View Development Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Geekfix Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Milburn Processing Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Donor of the use of a building free of charge to the group	Fire Brigade Restoration Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Appellant	2GP	Appellant to the 2GP	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Financial Donor	Dunedin North Community Patrol	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Donor of the use of a building free of charge to the group	North Dunedin Blokes Shed	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Partner	Highland Helicopters	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Doug Hall Cont.	Supplier	Southweight Truck and Weights for testing Weighbridges Otago & Southland	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Craigieburn Reserve Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Chinese Garden Advisory Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitu Otago Settlers Museum Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Carmen Houlahan	Owner	Residential Property - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Rental Property - North Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Part Owner	Adobe Group Ltd, Wanaka	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Rotary Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Institute of Directors	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Property Investors Association	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Company Owner/Sole Director	Shelf Company - RU There	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Startup Business	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitu Otago Settlers Museum Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Acquisitions Committee (Council appointment)	Possible grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Member	Dunedin Public Art Gallery Society (Council appointment)	Possible grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Member	Mosgiel Taieri Community Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Marie Laufiso	Property Owner	Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Community Building Trust - Trust Owner of Property 111 Moray Place	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Member	Otago Mental Health Support Trust	Potential grants applicant which would result in pecuniary interest. Duty to Trust may conflict with duties of Council Office	Do not participate in consideration of grants applications. If the meeting is in confidential, to leave the room.
	Trustee	Brockville Community Support Trust	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Trustee	Corso Ōtepoti Dunedin Trust	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Member	Dunedin Manufacturing Holdings Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	National Communications Officer	P.A.C.I.F.I.C.A Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Dunedin Branch Treasurer	P.A.C.I.F.I.C.A Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Marie Laufiso Cont.	Dunedin Branch delegate to Arai Te Uru Marae Council	P.A.C.I.F.I.C.A Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Green Party of Aotearoa New Zealand	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Age Concern (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Abrahamic Interfaith Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	Dunedin Refugee Steering Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Settlers Association (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Fair Trading Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Deputy Chair	Grants Subcommittee	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	Social Well Being Advisory Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Mike Lord	Trustee	ML Lord Family Trust - Owner of Residential Properties - Dunedin	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Fonterra	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Federated Farmers	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Mosgiel Rotary Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Mosgiel RSA	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	National Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Federated Farmers Charitable Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Various publicly listed companies	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Otago Rural Support Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Otago Youth Adventure Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Strath Taieri Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Hereweka Harbour Cone Trust (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	District Licensing Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Jim O'Malley	Owner	Biocentrix Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Mosgiel Association Football Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Ocho Newco Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Jim O'Malley Cont.	Owner	Ayrmed Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Ice Sports Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Manufacturing Holdings	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Ice Sports Dunedin Incorporated (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Member	Connecting Dunedin (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Okia Reserve Management Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Waikouaiti Coast Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Jules Radich	Shareholder	Izon Science Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Taurikura Drive Investments Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Golden Block Developments Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Cambridge Terrace Properties Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Southern Properties (2007) Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Arrenway Drive Investments Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Golden Centre Holdings Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	IBMS Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Raft Holdings Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Otago Business Coaching Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Effectivise Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Athol Street Investments Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Allandale Trustee Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Aberdeen St No2 Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Acquisitions Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Society (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Road Safety Action Plan	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	100% Shareholder/Director	Panorama Developments Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Jules Radich Cont.	Member	Tertiary Precinct Planning Group (Council appointment - alternate)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Saddle Hill Community Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Chris Staynes	Chairman	Cargill Enterprises	Contractor and service provider to DCC	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room.
	Director	Wine Freedom	Supplier to DCC	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room.
	Patron	Otago Model Engineering Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Balmacewen Lions Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Otago Southland Manufacturers Association Trust	Possible co-funder of ED project. Duties to the Trust may conflict with duties of Council	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room. Seek advice prior to the meeting.
	Life Member	Otago Chamber of Commerce	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Deputy Chair	Cancer Society of Otago/Southland	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Member	NZ Cancer Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Patearoa Golf Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	President	Balmacewen Lions	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	CJ and CA Staynes Family Trust - Property Owner - Dunedin and Patearoa	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	George Street Wines Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Saddle Hill Investment Trust Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	NZ Association of Amateur Radio and Transmitters	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Member	Otago Museum Trust Board (Council appointment)	Duties to Trust may conflict with duties of Council Office. Recipient of Council funding	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Trustee	Theomin Gallery Trust (Council appointment)	Duties to Trust may conflict with duties of Council Office. Recipient of Council funding	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Chairman	Grow Dunedin Partnership (Council appointment)	Duties may conflict with duties of Council Office. Recipient of Council funding	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Dunedin Shanghai Association (Sister City Society) (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Trustee	For Trades Apprenticeship Training Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Social Well Being Advisory Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Local Government New Zealand Zone 6 Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Lee Vandervis	Director	Lee Vandervis, Antonie Alm-Lequeux and Cook Allan Gibson Trustee Company Ltd - Residential Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Bunchy Properties Ltd - Residential Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Lee Vandervis Cont.	Owner	Vandervision Audio and Lighting - Hire, Sales and Service Business	May contract and provide service to DCC	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room. Seek advice prior to the meeting.
Cr Steve Walker	Chairperson	Dunedin Wildlife Hospital Trust	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room. Seek advice prior to the meeting.
	Chairperson	West Harbour Beautification Trust	Potential conflict WHBT work with Parks and Reserves to co-ordinate volunteer activities	Withdrawal from all West Harbour Beautification Trust/ DCC discussions involving this relationship.
	Member	Orokonui Ecosanctuary	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room. Seek advice prior to the meeting.
	Member	Port Chalmers Golf Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Keep New Zealand Beautiful	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room. Seek advice prior to the meeting.
	Member	Society of Beer Advocates	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	New Zealand Labour Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Port Chalmers Historical Society	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room. Seek advice prior to the meeting.
	Owner	Residential Property - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Various publicly listed companies	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	NZ Sea Lion Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Edinburgh Sister City Society (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Connecting Dunedin (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Te Ao Turoa Partnership (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Keep Dunedin Beautiful (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council appointment - alternate)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	West Harbour Community Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Andrew Whiley	Owner/Operator	Whiley Golf Inc and New Zealand Golf Travel Ltd	No conflict identified	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room. Seek advice prior to the meeting.
	Director/Shareholder 22 May 2017	Estate of Grace Limited	No conflict identified	Withdraw from discussion and leave the table. If the meeting is in confidential leave the room. Seek advice prior to the meeting.
	Trustee	Japek (Family Trust) - Property Ownership - Dunedin	Duties to Trust may conflict with duties of Council Office.	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Otago Golf Club	No conflict identified	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Dunedin South Rotary Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Member	New Zealand Professional Golfers Assn	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Institute of Directors	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Andrew Whiley Cont.	Member	National Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairman	Volunteering Otago	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Otaru Sister City Society (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Society (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Grow Dunedin Partnership (Council appointment - alternate)	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	NZ Masters Games Trust Board (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Acting Chair	Dunedin Community House Executive Committee	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Puketai Residential Centre Liaison Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Property Investors Association	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Chisholm Links Golf Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Peninsula Community Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

CONFIRMATION OF MINUTES

ECONOMIC DEVELOPMENT COMMITTEE MEETING - 10 AUGUST 2021

RECOMMENDATIONS

That the Committee:

- a) **Confirms** the minutes of the Economic Development Committee meeting held on 10 August 2021 as a correct record.

Attachments

	Title	Page
A 	Minutes of Economic Development Committee meeting held on 10 August 2021	18

Economic Development Committee

MINUTES

Minutes of an ordinary meeting of the Economic Development Committee held in the Edinburgh Room, Municipal Chambers, The Octagon, Dunedin on Tuesday 10 August 2021, commencing at 2.41 pm

PRESENT

Chairperson	Cr Chris Staynes	
Deputy Chairperson	Cr Rachel Elder	Cr Andrew Whiley
Members	Cr Sophie Barker	Cr David Benson-Pope
	Cr Christine Garey	Cr Doug Hall
	Mayor Aaron Hawkins	Cr Carmen Houlahan
	Cr Marie Laufiso	Cr Mike Lord
	Cr Jim O'Malley	Cr Jules Radich
	Cr Lee Vandervis	Cr Steve Walker

IN ATTENDANCE

Sandy Graham (Chief Executive Officer), John Christie (Manager Enterprise Dunedin), Simon Pickford (General Manager Community Services), Simon Drew (General Manager Infrastructure and Development), Fraser Liggett (Economic Development Programme Manager), Malcolm Anderson (City Marketing Manager), Chanel O'Brien (Business Development Advisor Skills and Entrepreneurship) and Clare Sullivan (Manager, Governance)

Governance Support Officer Wendy Collard

1 PUBLIC FORUM

1.1 Startup Dunedin

Rachel Butler (General Manager) and Jamie Reidie (Board Member) of Startup Dunedin Trust provided an update on Startup Dunedin and responded to questions.

2 APOLOGIES

There were no apologies.

3 CONFIRMATION OF AGENDA

Moved (Cr Chris Staynes/Cr Mike Lord):

That the Committee:

Confirms the agenda without addition or alteration

Motion carried

4 DECLARATIONS OF INTEREST

Members were reminded of the need to stand aside from decision-making when a conflict arose between their role as an elected representative and any private or other external interest they might have.

Moved (Cr Chris Staynes/Cr Andrew Whiley):

That the Committee:

- a) **Notes** the Elected Members' Interest Register attached; and
- b) **Confirms** the proposed management plan for Elected Members' Interests.

Motion carried

5 CONFIRMATION OF MINUTES

5.1 ECONOMIC DEVELOPMENT COMMITTEE MEETING - 21 JUNE 2021

Moved (Cr Chris Staynes/Cr Mike Lord):

That the Committee:

Confirms the minutes of the Economic Development Committee meeting held on 21 June 2021 as a correct record.

Motion carried

PART A REPORTS**6 ACTIONS FROM RESOLUTIONS OF ECONOMIC DEVELOPMENT COMMITTEE MEETINGS**

A report from Civic provided an update on the open and completed actions from resolutions of Economic Development Committee meetings from the start of the triennium in October 2019.

Moved (Cr Chris Staynes/Cr Andrew Whiley):

That the Committee:

Notes the Completed Actions from resolutions of Economic Development Committee meetings.

Motion carried

7 ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME

A report from Corporate Policy provided the forward work programme for the 2021-2022 year.

The Manager Enterprise Dunedin (John Christie) spoke to the report and responded to questions.

Moved (Cr Chris Staynes/Cr Andrew Whiley):

That the Committee:

Notes the Economic Development Committee forward work programme.

Motion carried

8 STARTUP DUNEDIN TRUST UPDATE TO JUNE 2021

A report from Enterprise Dunedin provided an update on Startup Dunedin Trust (SUDT) activity for the period January to July 2021.

The Economic Development Programme Manager (Fraser Liggett) and the Business Development Advisor Skills and Entrepreneurship (Chanel O'Brien) spoke to the report and responded to questions.

Moved (Cr Rachel Elder/Cr Andrew Whiley):

That the Committee:

a) **Notes** the summary of the activity of the Startup Dunedin Trust (SUDT) for the year ending 2020/21.

b) **Notes** the SUDT January and July 2021 report.

Motion carried

9 JOBDUN DUNEDIN BUSINESS INTERNSHIP PROGRAMME 2020/2021

The Mayor left the meeting at 3.35 pm and returned at 3.42 pm.

A report from Enterprise Dunedin provided an update on the results of the 2020/21 JobDUN Business Internship Programme.

The Economic Development Programme Manager (Fraser Liggett) and the Business Development Advisor Skills and Entrepreneurship (Chanel O'Brien) spoke to the report and responded to questions.

Moved (Cr Andrew Whiley/Cr Rachel Elder):

That the Committee:

- a) **Notes** the results of the 2020/21 JobDUN Business Internship Programme.

Motion carried

10 ENTERPRISE DUNEDIN ACTIVITY REPORT - JULY 2021 UPDATE

Cr Mike Lord left the meeting at 4.05 pm and returned at 4.07 pm.

Cr Sophie Barker left the meeting at 4.25 pm.

A report from Enterprise Dunedin provided an update on Enterprise Dunedin activities.

The Manager, Enterprise Dunedin (John Christie), Economic Development Programme Manager (Fraser Liggett) and the City Marketing Manager (Malcolm Anderson) spoke to the report and responded to questions.

Moved (Cr Rachel Elder/Cr Andrew Whiley):

That the Committee:

- Notes** the Enterprise Dunedin Activity Report – July 2021 Update.

Motion carried

11 ITEMS FOR CONSIDERATION BY THE CHAIR

There were no items for consideration.

The meeting concluded at 4.28 pm.

.....
CHAIRPERSON

PART A REPORTS

ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME

Department: Corporate Policy

EXECUTIVE SUMMARY

- 1 The purpose of this report is to provide the forward work programme for the 2021-2022 year (Attachment A).
- 2 As this is an administrative report only, there are no options or Summary of Considerations.

RECOMMENDATIONS

That the Committee:

- a) **Notes** the Economic Development Committee forward work programme as shown in Attachment A.

DISCUSSION

- 3 The forward work programme is a regular agenda item which shows areas of activity, progress and expected timeframes for decision making across a range of areas of work.
- 4 As an update report, purple highlights show changes to timeframes. New items added to the schedule are highlighted in yellow. Items that have been completed or updated are shown as bold.
- 5 Months where no Committee meetings are scheduled are highlighted as grey. At this stage, the 2022 meeting dates have not been confirmed.

NEXT STEPS

- 6 An updated report will be provided to future meetings of the Economic Development Committee.

Signatories

Author:	Sharon Bodeker - Corporate Planner
Authoriser:	John Christie - Manager Enterprise Dunedin

Attachments

	Title	Page
↓A	Economic Development Forward Work Programme - November 2021	24

Key	
New item	
Changes to timeframes	
Completed; progress to date update	Bold
No meeting month	

Economic Development Committee Forward Work Programme - November 2021															
Area of Work	Reason for Work	Council role (decision and/or direction)	Expected timeframe												
			Sept	Oct	01-Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
Enterprise Dunedin Activity Report	To update the Committee on key Economic Development Strategy Activities	Noting the Non-Financial Activity Report. Progress to date: An activity report for the period ending 30 September 2021 will be presented to the November meeting.			Notes			Notes			Notes			Notes	
Study Dunedin Education Update Report	To update the Committee on Study Dunedin Activities	Noting the Study Dunedin Education Report. Progress to date: An update report was presented to the June Committee meeting. A further update will be presented in early 2022.						Update				Update			
Start Up Dunedin Trust Report	To update the Committee on the Start Up Dunedin Trust Activities	Noting the Start Up Dunedin Trust Report Progress to date: An annual update report was presented to the August 2021 Committee meeting.												Update	
Central of Digital Excellence (CODE) Update Report	To update the Committee on CODE activities	Noting the CODE Update Report Progress to date: A report was presented to the 3 September 2021 Council meeting.									Update				
Dunedin Destination Plan	To update the current Dunedin Destination Plan in align with the current city requirement	To adopt the updated Dunedin Destination Plan Progress to date: Underway - public engagement and consultation has been undertaken. A report will be presented to the committee in early 2022, previously scheduled for November.						Notes							

Area of Work	Reason for Work	Council role (decision and/or direction)	Expected timeframe												
			Sept	Oct	01-Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept
Strategy Tourism Assets Protection Programme (STAPP) Update Report	To provide an update to the Committee on the allocation of the Government Funding	Noting the STAPP update Progress to date: An update report was presented to the June Committee meeting. A further update will be presented in early 2022.						Update							
Sister City and International Update Report	To provide an update to the Committee on Sister City and International Activities	Noting the Sister City Update Report Progress to date: A Project China update report will be presented in early 2022, previously scheduled for the November 2021 Committee meeting.						Update							
Dunedin City - Annual Economic Profile	To provide an update to the Committee on the progress against the 2013-2023 Economic Development Strategy	Noting the Dunedin City - Annual Economic Profile Progress to date: An annual economic profile update report was presented to the June 2020 Committee meeting.										Update			
Construction Skills Labour Force Work Report	To provide an update to the Committee on the assessment of the labour force market in Otago against known construction projects	Noting the Construction Skills Labour Force Work Report Progress to date: A report will be presented in early 2022, previously scheduled for the November 2021 Committee meeting.						Notes							
Grow Dunedin Partnership	To update the Committee on the Grow Dunedin Partnership Activities	Noting the Grow Dunedin Partnership Report Progress to date: An update report was presented to the June Committee meeting. A further update will be presented to the November Committee meeting.			Notes							Notes			
JobDUN Dunedin Business Internship Programme	To update the Committee on the JobDUN Dunedin Business Internship Programme	Notes the update reports. Progress to date: An annual update report was presented to the August 2021 Committee meeting.												Update	

ECONOMIC DEVELOPMENT STRATEGY UPDATE 2021

Department: Enterprise Dunedin

EXECUTIVE SUMMARY

- 1 The attached report prepared by the Grow Dunedin Partnership provides an update on the progress of the actions of the Economic Development Strategy (Strategy) 2013-23 (Attachment A).
- 2 As this is an update report only, there are no options or Summary of Considerations.

RECOMMENDATIONS

That the Committee:

Notes the Grow Dunedin Partnership report “Dunedin’s Economic Development Strategy – Reflections to 2021”.

BACKGROUND

- 3 The Grow Dunedin Partnership provides direction and leadership to assist Dunedin in achieving the vision and goals outlined in the Economic Development Strategy 2013-2023.

DISCUSSION

- 4 The attached report provides an update on the themes and actions undertaken by the partners on priority areas that were identified for Dunedin when the strategy was developed.

NEXT STEPS

- 5 The Partnership will provide further updates on the 2021/22 Implementation Plan to the Committee.

Signatories

Author:	Suzanne Jenkins - Finance and Office Manager Fraser Liggett - Economic Development Programme Manager
Authoriser:	John Christie - Manager Enterprise Dunedin

Attachments

	Title	Page
↓A	Dunedin's Economic Development Strategy - Reflections to 2021	28



2

The 10-year vision and goals

VISION

Dunedin is one of the world's great small cities. We are renowned as a confident, competitive knowledge centre, as community where enterprise and creativity support a productive and sustainable city.

The vision encapsulates several ideas:

- Dunedin is a centre of learning, education and research
- It sparks creativity and experimentation in our community
- It has an enterprising and pioneering spirit
- The city has an inspiring cultural, heritage and natural environment
- Dunedin is relevant and connected to international markets.

ECONOMIC GOALS

- 10,000 extra jobs over 10 years
- An average \$10,000 extra income for each person



INTRODUCTION

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1.0

BUSINESS VITALITY

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2.0

ALLIANCE FOR INNOVATION

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3.0

A HUB FOR SKILLS AND TALENT

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4

4.0

LINKAGES ACROSS BORDERS

4.0 Linkages Across Borders	28
4.1 Linkages Across Borders – Key Indicators	30
4.2 Additional Activity Undertaken	31



5.0

A COMPELLING DESTINATION

5.0 A Compelling Destination	33
5.1 A Compelling Destination – Key Indicators	38
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6.0

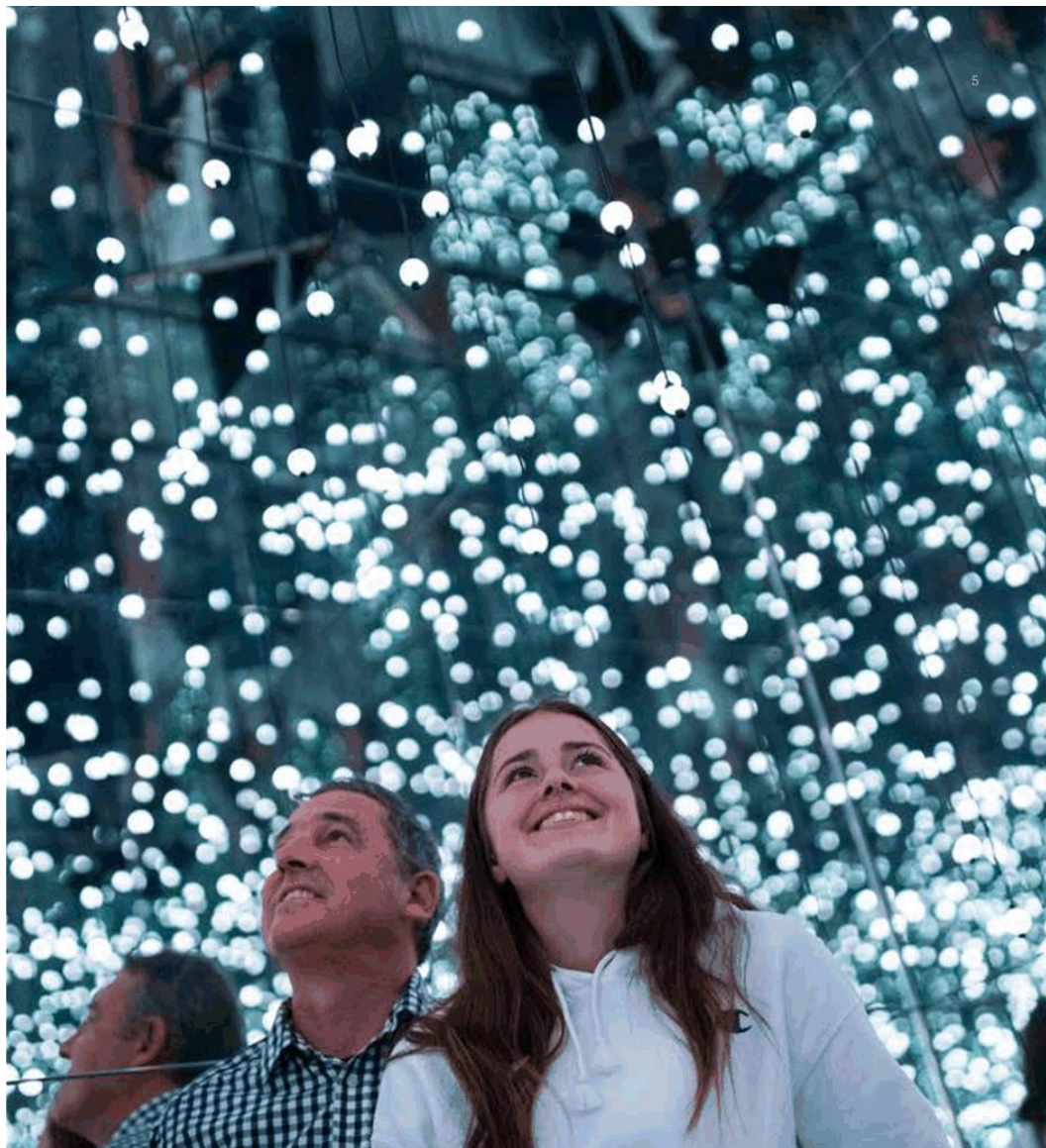
WELLBEING OF OUR COMMUNITY

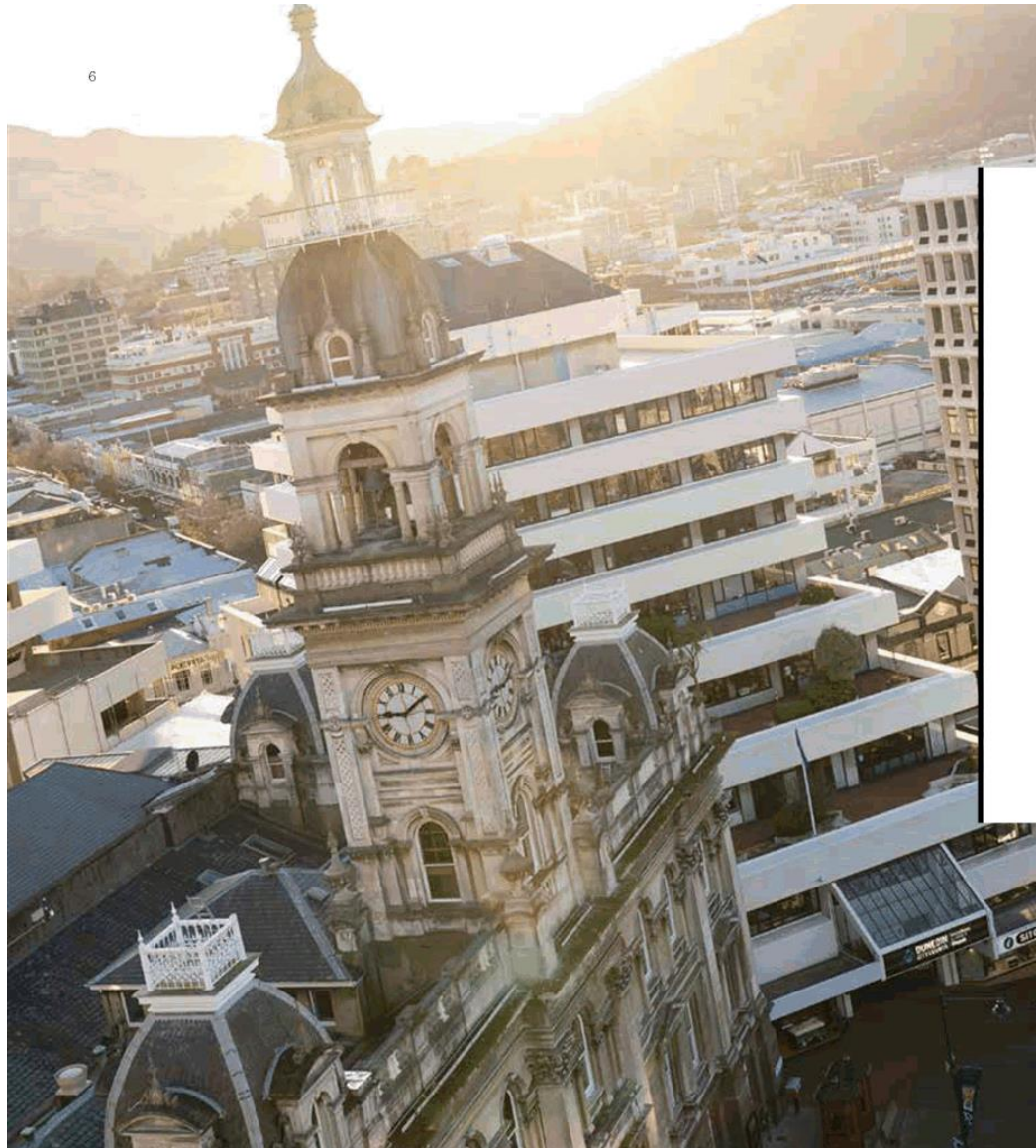
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7.0

WHAT'S NEXT

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Promising progress and delivering it

Welcome to Dunedin's Economic Development Strategy – reflections to 2021 update. In this document we look at the progress being made by our key economic partners towards our 10-year vision.

Making Dunedin one of the world's great small cities, renowned as a confident, competitive knowledge centre, a community where enterprise and creativity support a productive and sustainable city.

The Grow Dunedin Partnership (GDP) has been driving the delivery of this strategy through its membership which includes Dunedin City Council, Business South, Ngāi Tahu, Otago Polytechnic, University of Otago, and representation from the Ministry of Social Development, Otago Community Trust and Forsyth Barr Limited.

The strategy is built around five themes: **Business Vitality, Alliances for innovation, A hub of skills and talent, Linkages beyond our borders and A compelling destination.**

Partnership is at the heart of the GDP. Our goal is to help enable ecosystems which can harness the collective strengths of Dunedin and support community, innovators, entrepreneurs and investors.

Dunedin has experienced significant change since the development of the initial Economic Development Strategy in 2013. The city has seen considerable growth over this period, including population (from 123,500 to 134,000), Gross Domestic Product (GDP) from \$5.6b to \$6.7bn in 2021 and jobs from 59,000 to 66,100.

As with many cities throughout New Zealand, Dunedin has not been immune to the effects of COVID-19 and our activity has adjusted to reflect the current business and wider economic environment. Some actions have been paused, while new opportunities have risen in their place.

Nonetheless progress has been made in removing red tape for business, unlocking land for development and supporting further economic development.

Our support for innovation and entrepreneurship has played a role in enabling an environment where our leaders, entrepreneurs and innovators can grow. The start-up ecosystem is regarded as strong and our employment in our knowledge and creative industries continues to rise.

We are retaining more graduates, with 26% of Dunedin residents having at least a Bachelor's degree. Despite closed borders, we are continuing to forge strong overseas partnerships – particularly through Project China.

Our tourism marketing has gained national recognition, Dunedin visitor stays have increased and our share of the national visitor spend is at its highest level since 2019.

While there continues to be challenges and uncertainty from the impacts of COVID, we still need to stay the course to achieve our 10 year vision and I'm pleased to share the real progress we are making with you today.

As we approach the end of the first ten years of the Economic Development Strategy we look forward to the opportunities the next stage of our collective kaupapa can offer which will inform the next iteration of the strategy. By responding collectively, we will continue supporting our community's economic and social wellbeing.



John Gallaher
Chair – Grow Dunedin Partnership

Current Grow Dunedin Partnership Membership

Dunedin City Council: Chris Staynes and John Christie

Business South: Mike Collins

Ngāi Tahu: Donna Matahaere-Atariki

Otago Polytechnic: Megan Gibbons

University of Otago: David Thomson

Independent members:

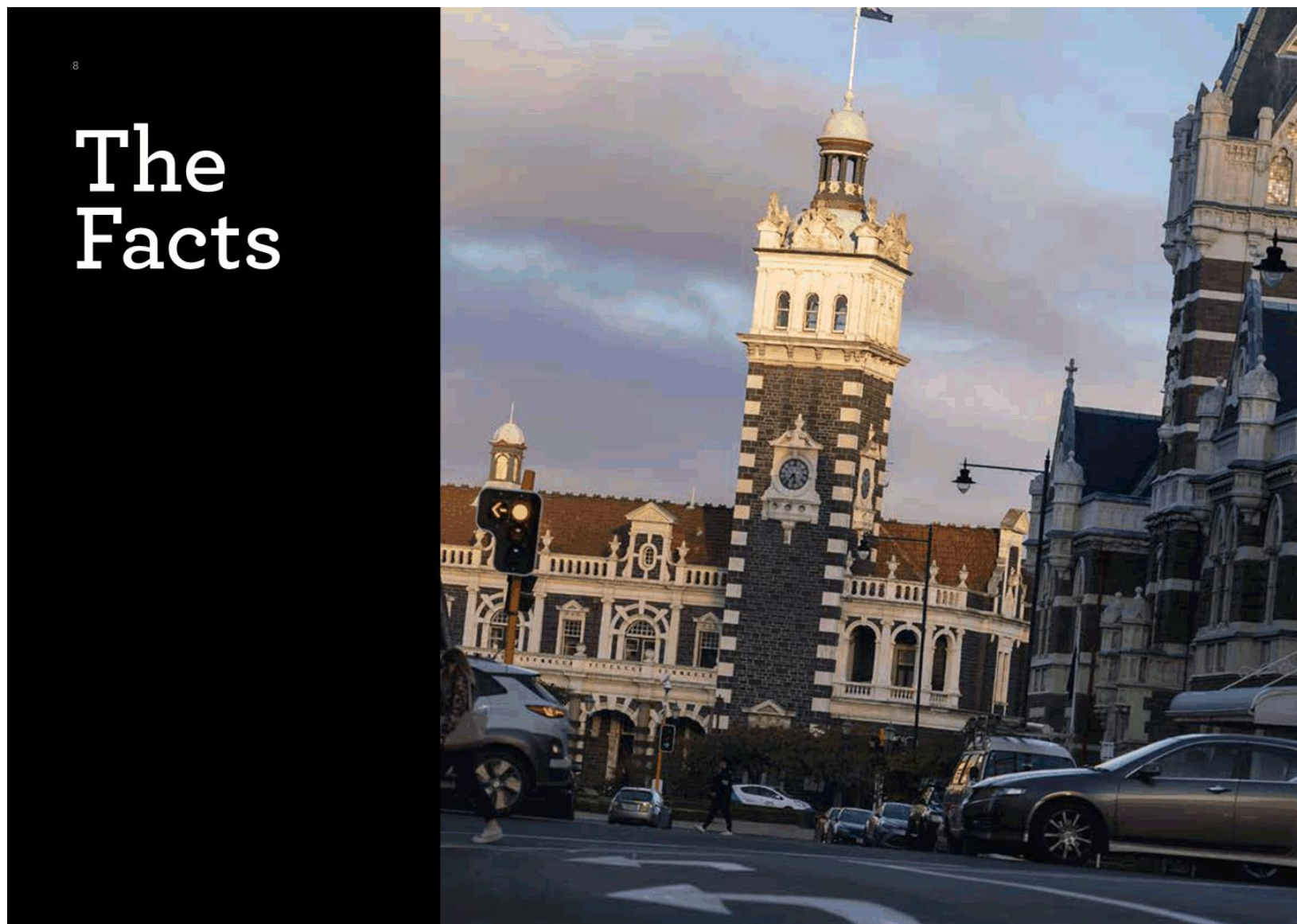
John Gallaher (Forsyth Barr Ltd)

Barbara Bridger (Otago Community Trust)

Jason Tibble (Ministry of Social Development)

Note:

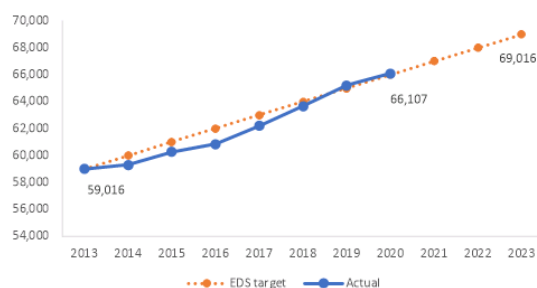
Since the development of the Strategy a number of the data sets/ methods for monitoring progress are either no longer available or have changed. The analysis for this report is based on data that best reflects the actions undertaken. It is important to note that as the current Strategy covers ten years i.e. 2013-2023, this is a progress report.



How has Dunedin been tracking

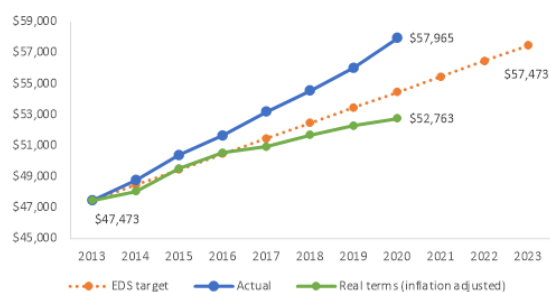
Goal: 10,000 extra jobs over 10 years

Employment Growth 2013 – 2020



Goal: An average \$10,000 extra income for each person

Mean Annual Earnings Growth 2013 – 2020



The following table shows an update of key economic performance measures that cover those summarised in the strategy.

	Level			Average annual growth	
	2003	2013	2020	2003-13	2013-20
GDP (2020 pricing, \$m)	\$5,161	\$5,604	\$6,715	0.8%	2.6%
GDP per capita (2020 pricing)	\$42,688	\$45,377	\$50,075	0.6%	1.4%
Household income (mean)	\$38,292	\$63,140	\$82,773	5.1%	3.9%
Employment earnings (mean per filled job)	\$31,785	\$47,473	\$57,965	4.1%	2.9%
Population	120,900	123,500	134,100	0.2%	1.2%
Employment (filled jobs)	56,728	59,016	66,107	0.4%	1.6%
Productivity (GDP per job, 2020 pricing)	\$90,980	\$94,965	\$101,582	0.4%	1.0%

Source: Infometrics Regional Annual Economic Profile, March 2020

10

Pulse check of Dunedin since COVID-19

Headline indicators to June 2021

4.2%pa

Economic activity (GDP) growth
(4.2%pa nationally)

10.3%pa

Retail spend growth
(7.7%pa nationally)

5.0%

Unemployment as proportion of workforce
(4.7% nationally)

What do we know below this headline over the June 2021 year?



6.7%

growth traffic flows



21%

more people receiving Jobseeker
support (but improvements since
its peak)



0.3%

lift in health enrolments
(population growth proxy)



14%

more new dwelling consents



25%

increase non-residential
consents



0.5%

fewer jobs (but improvement
signs since)



20%

increase house prices



13%

more house sales



2.7%

more car registrations



2.0%

fewer commercial vehicles
registrations

* Infometrics Dunedin City Quarterly Economic Monitor (June 2021)



1.0 Business Vitality

Businesses thrive in an environment where it is easy to 'do business'. Four Actions were identified. These were **supporting exporting businesses, reducing red tape, unlocking land and development opportunities, and assisting businesses through procurement.**

11

12

Supporting our exporters

A great deal of effort has been spent identifying and understanding local businesses, their potential, and their opportunities – particularly in the agricultural and horticultural sector. With New Zealand Trade and Enterprise, industry and Dunedin Airport, a research project is underway to identify crops and volumes in the Otago, Southland and South Canterbury regions. With that knowledge, engagement with producers can help identify better opportunities for export success.

To further support and encourage exporters, the Otago Chamber of Commerce created new categories in the Westpac Otago Chamber of Commerce Business Awards for exporting, and for logistics. Business South continues to supply invaluable support to exporters through the provision of export documentation and advice.

Red carpet, not red tape

Ensuring Dunedin is a business-friendly city and this initiative is ongoing. This project is enabled through engagement with industry by Business Relationship Managers, business clinics run by Enterprise Dunedin and the Regional Business Partner programme. New business and start-ups that are attracted to our city are assisted with networking and training opportunities to help their business grow.



True to your word, the red carpet system was the best thing I have ever experienced. I was assigned a liaison person who made the consenting and compliance process so easy, removing a huge burden from my shoulders leaving me with the ability to get on with the build far earlier and easier than ever before or since.

Geoff Thomson. Owner and Developer of Distinction Hotel, Dunedin.

Unlocking potential

The city is working to unlock land and property to ensure the maximum economic development value is realised. Whether urban renewal or change of purpose, through beautification, recreation or restoration, DCC Property Services and DCC Planning are working across a number of projects such as the 2nd Generation Plan.

Supporting local – buying local

Local businesses need local support, and access to local government budgets. Barriers for local small and medium sized enterprises to participate in procurement opportunities have been identified and actioned. In response to COVID-19 a number of campaigns have been run encouraging Dunedin residents to 'shop local'. Business South continues to endorse and share the 'shop local' message.

Regional Business Partnership

The Otago Regional Business Partner Network, lead by Business South, is an initiative of central government and draws together 14 Regional Business Partners that focus on building a stronger eco-system of support for New Zealand businesses. This is delivered through the following programmes:

- New Zealand Trade Enterprise (NZTE) – Business capability training grants
- Callaghan – Research & Development grants
- Business Mentors New Zealand (BMNZ) – Business Mentors

Regional Business Partner Results

RBP Otago Reports on 3 months July - Sept 2021	Dunedin YTD Delivered	Otago YTD Delivered
Voucher Spend – Management Capability Fund	\$20,000	\$53,460
Engaged Businesses	n/a	59
Mentor Matches	n/a	30
RBP NPS	n/a	82

2020/21

RBP Otago	Dunedin YTD Delivered	Otago YTD Delivered
Voucher Spend – Management Capability Fund	\$57,902	\$329,004
Voucher Spend - COVID-19 Advisory Fund *	\$453,088	\$2,055,863
Voucher Spend - Tourism Transitions Fund	\$181,780	\$2,036,998
Engaged Businesses	n/a	1630
Number of vouchers issued – COVID-19 Advisory Fund	195	1235
Mentor Matches	n/a	90
RBP NPS	n/a	85

2019/20

RBP Otago	Dunedin YTD Delivered	Otago YTD Delivered
Voucher Spend – Management Capability Fund	\$77,235	\$238,829
Voucher Spend - COVID-19 Advisory Fund *	\$244,922	\$914,373
Engaged Businesses	n/a	703
Mentor Matches	n/a	119
RBP NPS	n/a	57

14

1.1 Business Vitality - Key indicators

Satisfaction with the DCC

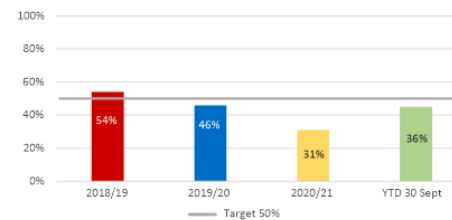
Council support for economic development

2020/2021

2019/2020

31% **46%**

Satisfied with Council support for economic development



Source: Resident Opinion Survey

Perceptions can be affected by variability in economic outcomes as a result of uncontrollable factors, like COVID-19 border closures and alert level shifts.

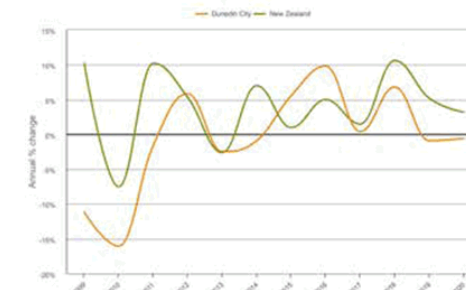
Enterprise Dunedin continues with the implementation of its communications and engagement programme and is developing a business satisfaction monitoring programme for engagement across the project portfolios (new baseline for 2021/22).

Uptake and availability of land and property

Progress is underway as reported on page 12.

Percentage of exporting businesses and value of exports

Export growth



Data gathered from Infometrics shows that exports from Dunedin businesses eased by 0.6%pa in the March 2020 year, down from a recent peak of 6.8%pa growth in 2018. Over the past five years, export growth has averaged 3.1%pa. The total value of exports from Dunedin in the March 2020 year was estimated to be \$830 million, which represents 12.4% of GDP.

Source: Infometrics



1.2 Additional Activity Undertaken

A growing film sector.

With wild landscapes, heritage buildings and a skilled film industry, Dunedin is a great place to produce homegrown films and to attract overseas productions.

Grow Dunedin Partners support and fund (via DCC) the development of a Film Dunedin role to scope and explore opportunities for growing the film/screen sector in Dunedin.

Dunedin presented a programme of feature films from Otago in Shanghai during 2019, and the cities have initiated a screenwriter exchange programme, hosting writers for six week stays to research and develop stories for feature films.



I hope the Shanghai Dunedin Screenwriters Exchange continues indefinitely

Director General, Shanghai Art Film Federation, Mr Jin Hui

Film Dunedin provides support and advocacy for both incoming and home-grown film projects by securing access to locations, film permits, industry connections, logistical and business support as required.

There are currently major projects enquiries in the pipeline across Otago through to mid-2022. Film Dunedin is currently supporting eight screenwriters with script consultants, mentoring and writers in residence. Dunedin based screen writer Pennie Hunt has secured intensive professional mentoring because of this activity.

Film Dunedin, Film Queenstown and Film Otago Southland are jointly delivering a programme to train resident crew to meet current gaps in the skill base regionally. The workshops will provide NZQA accreditation to participants in five crew departments initially. They are also jointly managing a regional research and engagement project to develop a programme that will support more locally developed long form content. Both programmes will partner with manawhenua to enable diversity in crew roles and content development.

Film permitting is consistent with the number issued in the same period for 2018/19, prior to COVID-19. This has included short films, music video and domestic tourism commercials.

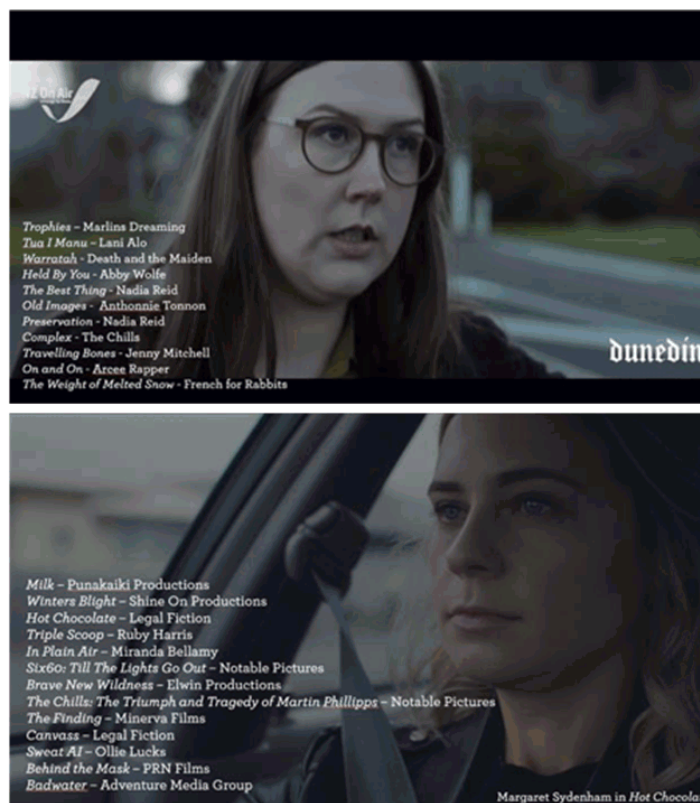
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	2019/2020	2020/2021
Inquiries related to filming in Dunedin	105	196
Film Permit Applications	48	47

The graphic above shows the number of film enquiries and film permits issued for the year ending 30 June 2021 compared to the year ending 30 June 2020.

Where musicians have confirmed funding from NZ On Air or short film producers have confirmed production budgets the DCC can offer a small top-up on the basis that these projects are filmed in Dunedin and use Dunedin crew and talent in their production. The music videos are often viewed hundreds of thousands of times and the short films have achieved international screenings in multiple festivals. This activity has supported upskilling and cohesion for resident production crew.



Good Food Dunedin

Good Food Dunedin (GFD) is a Dunedin City Council-led initiative, supported by individuals, communities, organisations and businesses who share a vision to transform Dunedin into a thriving and sustainable food city. Many of those people share their experience and expertise through the Good Food Dunedin Alliance.

- Good Food Dunedin is working towards the goal of being a pragmatic food system facilitator/connector for the city.
- The DCC has a food resilience-related department which assists with network building.
- Engagement with external stakeholders is continuing.
- Conversations on Aotearoa Food Policy Network also occur.

Through Grow Dunedin Partners, DCC has invested in Food Voucher, a fund for those who are developing food product through FoodSouth's Otago Innovation lab at the University of Otago. Companies with a registered address in Dunedin were eligible for this grant. By 2020, the following businesses/activities have been supported:

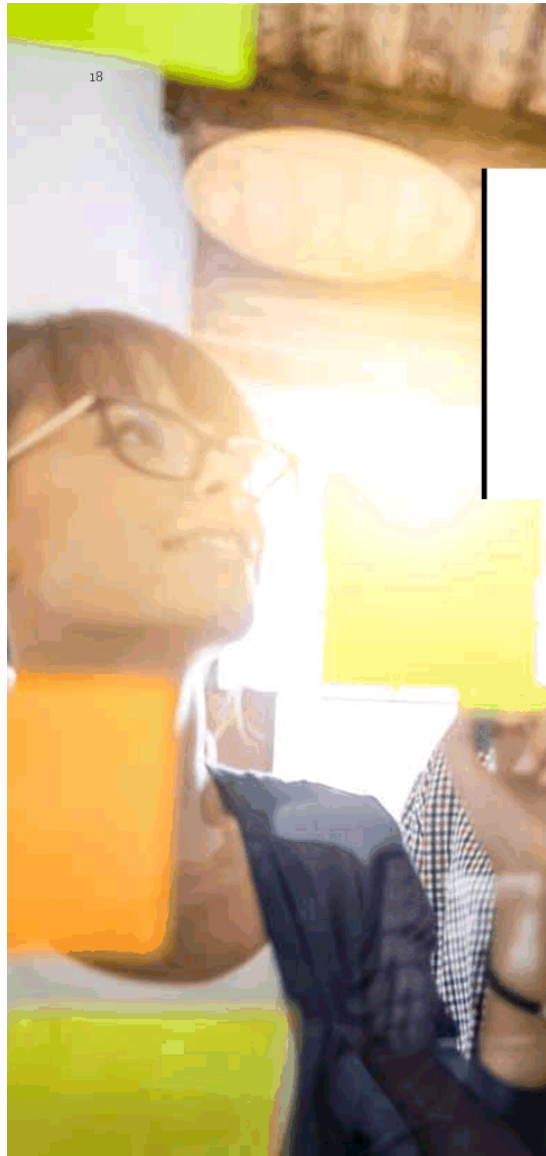
Company	Product Developed	Grant*
Cheeky Tea Company Ltd.	Alcoholic Iced Tea (2 flavours)	\$2,500 + \$2,000
Fred Fred Organic Baby Foods	Freeze dried baby food	\$222.50
Savour Society Ltd	Organic vodka RTD	\$3,000
Otakou Smoke House	Cold smoked salmon	\$2,300
DK Miller Investments Ltd	High protein oat bar	\$3,000

*Amount granted were based on the potential of the developed product (maximum of \$3000 or \$2500 for subsequent projects; or 50% of a project fee).

StartUp support includes developing new food products in Dunedin and have assisted:

- Two University students, who used the FoodSouth Otago funding and are now two successful entrepreneurs of the Cheeky Hard Iced Tea (alcoholic iced tea).
- A University of Otago dietic graduate through her participation in Start-Up Dunedin's Co.Starters programme. She has now opened her business focusing on healthier and affordable option for Dunedin diners. <https://www.odt.co.nz/business/dietary-graduate-starts-baked-spud-diner>





2.0 Alliance for Innovation

There's a positivity in Dunedin with start-ups, innovators, incubators and creative industries making the most of homegrown ideas and talent. To support these fledgling businesses, **our strategy is to grow innovative and internationally competitive industries and clusters.**

Growing ideas

To create an environment where innovation can flourish, innovation support needs to be appropriately structured and co-ordinated. Investment in Startup Dunedin Trust (SUDT) has been a key support mechanism. Their key objectives are to: improve access by start-ups to the people and resources they need, build confidence and belief in Dunedin's start-up ecosystem, grow opportunities for entrepreneurs to pathway to new start-ups and increase the level of investment support available to early-stage start-ups.

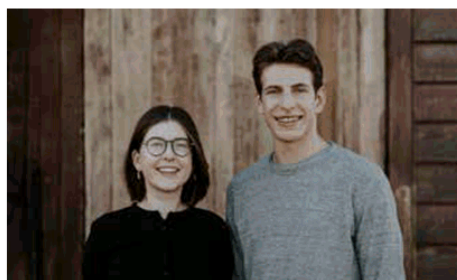
Startup Dunedin hosts quality events that raise the profile and build the strength of the start-up ecosystem in a manner that helps support the social, economic, environmental and cultural wellbeing of Dunedin.

Distiller Incubator

The Distiller Incubator is a flexible programme to help Dunedin's high growth start-ups understand and achieve their goals. Every start-up accepted into the incubator receives bespoke mentorship and support to overcome the unique challenges they face. This could include: 1 on 1 mentoring from the pool of mentors, weekly or fortnightly 1 on 1 coaching from the Startup Dunedin team, desk space and meeting rooms at Startup Dunedin, regular peer to peer learning with other founders, a share of \$80,000 worth of cash and in-kind services, including legal, accounting advisory, digital transformation and marketing support.



Cheeky Tea is New Zealand's first hard iced tea brand. Cheeky Tea produced 6000 cans for their launch, and were the top selling RTD at two Dunedin liquor stores during Flat O-Week. Their streak lasted five days before they sold out. They currently produce 60,000 cans per month and are available in over 50 stores across the country.



Chive's online platform generates profiles for any registered charity in Aotearoa to make giving easy, empowering and effective. Over 150 charities have joined Chive since they launched last year, a quarter of which access paid plans. They leave incubation this July, shortly after landing their biggest sale.

Audacious

This year's Audacious showcase might have been the best one yet! This group of student innovators completed eight long weeks of workshops, market research, customer interviewing and business planning. The showcase was their chance to show Dunedin their hard work.

This group had a diverse range of ideas – from food waste solutions, to bubble tea, to learning Te Reo through gaming – students had no shortage of clever solutions to some of the community's most challenging problems.

Dunedin Techweek 2021

Working with event organisers locally, Dunedin Techweek helped shape a festival programme that reflected the strengths and uniqueness of Dunedin's tech sector, and in alignment with the Dunedin Economic Development Strategy and New Zealand's Centre of Digital Excellence (CODE).

Dunedin Techweek was able to highlight the region to New Zealand (and internationally) through eleven unique events, offering opportunities to educate, entertain and upskill through the use of technology, raising the innovation profile of the city, and lifting industry scale and perception.

These event offerings have assisted in promoting Dunedin as a diverse and talented hub of innovative individuals and organisations at many stages of the development cycle.

Seniortech Open Day

SeniorTech Open Day with Age Concern Otago offered Dunedin's senior community the opportunity to learn about digital literacy, tech tools, online banking and safety. Representatives from ANZ, BNZ, Westpac and KiwiBank were on-hand for online banking and advice, one-on-one help desks assisted people with downloading banking apps, tech support and device advice, as well as digital literacy tutoring.

In addition, the Open Day also ran two informative seminars for seniors who use computers, tablets, ipads or mobile devices, with tips on how to stay safe online. Over 100 people attended the morning and afternoon Online Safety sessions.

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Energy Strategy

As New Zealand embraces decarbonisation of our cities and the new technologies that come with it, there is a need to understand the economic benefits of reducing energy demand and carbon emissions and develop practical recommendations about a local energy infrastructure that accelerates positive change and opens up commercial opportunities for local business.

To ensure Dunedin is one of the world's great small cities, Dunedin City Council adopted the Energy Plan 1 in 2015. This plan proposes actions that build on Dunedin's strengths, through recognised expertise and financial constraints. Using existing resources and leveraging planned activity or partnerships as far as possible is part of the Plan.

The actions include:



Dunedin's largest health and education institutions have substantial energy efficiency initiatives underway. Port Otago's energy management scheme saves hundreds of thousands of dollars each year. The University of Otago is leading international research into energy use and behaviour. Dunedin is also home to businesses that export leading heating and waste-to-energy products. The Otago Polytechnic has made a major investment in high-tech woodchip for heating. Several programmes for insulating and heating existing homes, making them warmer and drier while reducing their energy use are also underway.

2.1 Alliance for Innovation – Key Indicators



Indicator

Business expenditure on R&D

Results

Data from the Regional Business Partners provides an insight into the investment in research and development and support for business capability.



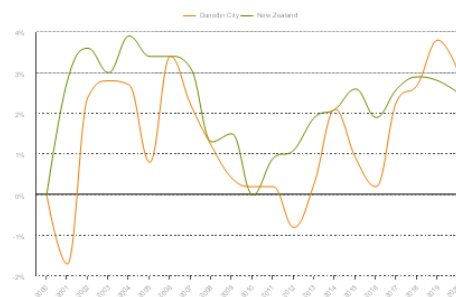
Indicator

Employment in knowledge intensive and high-tech industries

Results

Growth in knowledge intensive employment

Data gathered from Infometrics shows that employment in knowledge intensive industries in Dunedin rose 3.0%pa in the March 2020 year, following growth of 3.8%pa the previous year. There were an estimated 24,626 jobs in knowledge intensive industries in Dunedin



Source: Infometrics



Indicator

Number of business and industry-research collaborations

Results

50 commercial opportunities were presented to Otago Innovation in 2020 (2019: 40). Spin-out companies successful in raising capital during the year included Chitogel Limited and Insitugen Limited. A number of licences were agreed with pharmaceutical and other companies worldwide, though often under conditions of confidentiality.

Source: The University of Otago's Annual Report.



2.2 Additional Activity Undertaken



To Grow Dunedin Partners who funded and supported the initial business case for CODE that enabled the election manifesto commitment to have life breathed into it thank you. The DCC through Enterprise Dunedin and members of the DCC team have also been actively and ably supporting CODE - thank you too.

Murray Strong, Chairman CODE



CODE (New Zealand Centre of Digital Excellence)

This Dunedin-based initiative is intended to enable the development of a \$1bn video gaming industry over ten years. As with GDP, CODE has built on stakeholder and industry relationships across the city in order to create a unified way of supporting gaming in Dunedin. CODE has the potential to connect gaming professionals through the Centre of Vocational Excellence (COVE) and apply games technology to serious world issues – such as health.

In the first year, CODE engaged effectively with the game development community and attracted 80 expressions of interest for funding in the first year. Now in round three, this figure has surpassed 100 expressions of interest.

69% (57% in R1 and 96% in R2) were invited to apply for funding and 49% (43% in R1 and 63% in R2) submitted full applications.

Total KickStart and Start Up funding requested for the year was just under \$1.8m of which \$0.64m was granted (36%).

5 Studios were created in each of the first rounds, 10 in total for the year. The first round created 23 jobs and supported a further 7.

Round 2 job creation figures are not yet available.

In terms of full applications, 10% were for projects with primarily Māori cultural content, 5% of team members identified as Māori or Pasifika. 49% of teams had a diverse lead (ie a leader under-represented in the games industry of Aotearoa) and 53% of team composition was made up of under-represented groups.

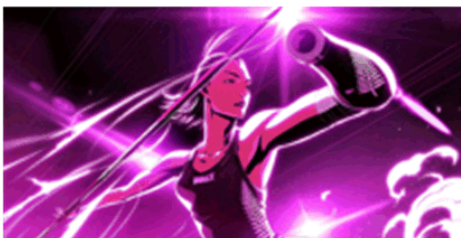
The Pegasus Dream Tour

In May Enterprise Dunedin announced that Dunedin-based Kiwi Paralympian Holly Robinson was to be immortalised as a character in the official video game of the Tokyo 2020 Paralympics, 'The Pegasus Dream Tour'.

Robinson's inclusion in 'The Pegasus Dream Tour', the world's first official International Paralympic Committee (IPC) video game, brings to fruition a major milestone in the partnership between Japan's JP GAMES and the New Zealand Centre of Digital Excellence (CODE), which is overseen and facilitated by Enterprise Dunedin.

CODE is the only Government-backed organisation in the world to be involved in 'The Pegasus Dream Tour', which illustrates the importance of forging international partnerships and the growing momentum of CODE.

Robinson is the only Kiwi athlete to feature in the game – and one of just nine real-life athletes included and Dunedin also makes a backdrop appearance in the game.



'The Pegasus Dream Tour' is a free avatar role-playing game (Massive Avatar RPG) which places players into a virtual Paralympic Games held in a fantasy, futuristic, inclusive and diverse metropolis known as Pegasus City. The game launched on iOS and Android on 24th June 2020 and so far has a 4.2 approval rating in the App store.

Games for Health

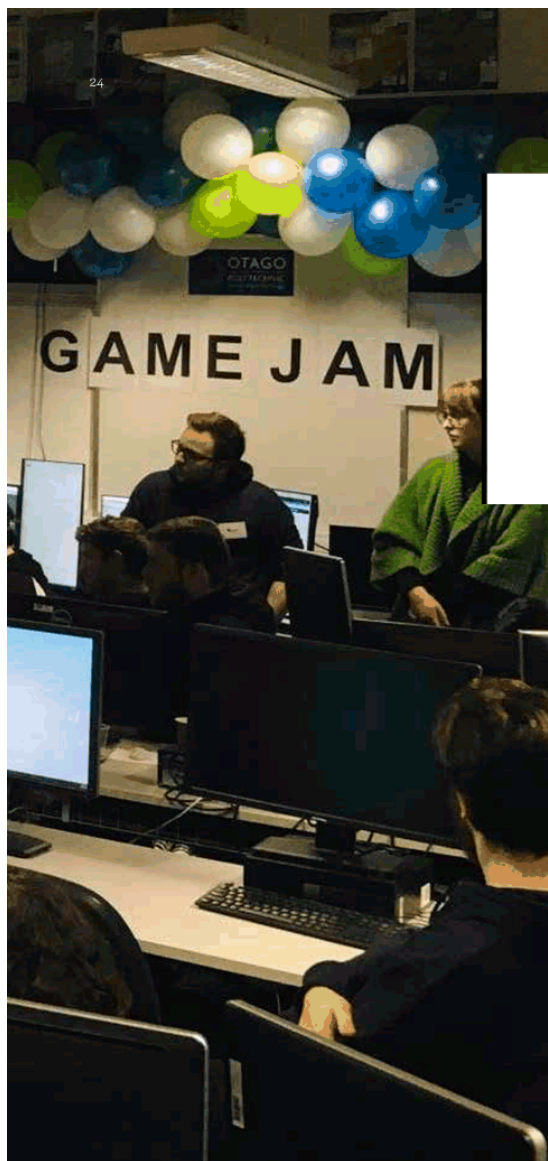
While CODE is primarily focused on supporting and growing the video games industry a complementary focus on 'games for health' is being progressed. Dunedin's strength in medical training and research, combined with the \$1.4 billion hospital rebuild and Southern District Health Board's ambition to develop a strong digital health sector in the city, presents an opportunity to have a complementary focus on 'games for health' (through gamification and serious games). This separate workstream is currently being developed. The first stage has involved engagement with the health sector and industry in Dunedin, government departments and agencies and consideration of national global trends (such as the Edinburgh Biomedical Quarter, and Bayes Centre in Edinburgh) and models.

GigCity and SmartCity

In 2014, Dunedin was announced the winner of the Chorus Gigatown competition. The entry was based on "A Plan for Success" which aimed to maximise the opportunities created by ultra-fast broadband. The plan included 28 potential initiatives ranging from business support, community development and innovation overseen by the Digital Community Trust. \$2.5m was invested in a broad range of initiatives as below during the 2015-2018 competition period:

- Support for start-up businesses, delivery of the 'Co. Starters' programme, Nokia ng-Connect programme and subsidised gigabit connections;
- Development of the Gig Community Fund, support for the rollout of wi-fi hot spots and the GigCity Living Hub in the Dunedin Public Library.

The GigCity programme concluded in 2018 with a focus on the continued promotion of Smart City technology, investment in the start-up ecosystem and development of the Centre of Digital Excellence (CODE)



3.0 A Hub for Skills and Talent

Dunedin's strategy for economic growth is to create 10,000 extra jobs over 10 years. To be successful, there will be a need to attract workers both locally and internationally. To create this hub of talent, **Dunedin's skills base** needs to be built by **retaining graduates and increasing migrant numbers** to fill business needs.

Building our skills base

Dunedin has a well-educated population however, the right pathways need to be in place, to guide our school leavers, university graduates and migrants, both local and international. This is being driven by a number of initiatives co-lead by Ngāi Tahu and Business South and supported through Education to employment brokerage, Workforce Central Dunedin and the 4Trades initiatives. This work is creating employment opportunities throughout Dunedin and in particular, the construction sector which remains the city's largest employer.

Retaining our graduates

With the University of Otago and Otago Polytechnic attracting large numbers of students and academics to Dunedin (and until recently large numbers from overseas), there is a readily available talent pool. The challenge is one of retention – keeping as many of these students as possible for our growth industries of technology, education, biotech and the creative industries.

Through the JobDUN Business Internship Programme, designed to retain skills and talent, over 41 interns participated in the 2020/2021 programme and 23 interns were employed.

Despite COVID lockdowns, students still managed to connect and engage with potential employers using digital tools such as zoom.

To attract new businesses to the programme, Enterprise Dunedin has also developed a set of business focused videos positioning JobDUN as a low risk, high reward way of accessing quality tertiary level students. The JobDUN programme for 2021/2022 is already underway.

Increasing migrant numbers

With New Zealand's borders effectively closed to migrants and overseas students, it's not surprising to see numbers down. Nonetheless, the action remains and it's important to maintain visibility and relevance in the minds of future migrants. Internal migration from New Zealand's larger cities is still benefitting regional centres like Dunedin. With jobs increasing by 7,091 over the seven years to March 2020, the city is experiencing triple employment expansion compared to the decade prior.

JobDUN 2020/21 Satisfaction

21 Businesses Participated

80% Very Satisfied



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3.1 A Hub for Skills & Talent – Key Indicators



Indicator

Graduate retention rate

Results

A comprehensive indicator of graduate retention is not available due to data limitations. A partial indicator is available of graduate retention influenced by Enterprise Dunedin's JobDUN programme. During the 2020/2021 season, there were 23 JobDUN interns who gained employment in Dunedin at the end of their internship.

Source: JobDUN Survey



Indicator

Qualifications of residents

Results

At the 2018 Census 26% of Dunedin residents had at least a bachelor's degree qualification, compared to 23% at the 2013 Census.

Source: Census New Zealand



Indicator

Percentage of New Zealand's recent migrants

Results

Statistics New Zealand's 2020 Subnational Population Estimates show that Dunedin received 1.5% of New Zealand's net international migration during the June 2020 year, up from a 1.2% of net international migration during the previous year.

Source: 2020 Subnational Population Estimates



3.2 Additional Activity Undertaken

Otago Construction Labour Workforce

In 2019 The Ministry of Social Development, Enterprise Dunedin and Aukaha commenced work on research into planned and proposed construction projects and industry workforce, skills and training demands across the Otago region (including Queenstown Lakes, Central Otago, Clutha, Dunedin and Waitaki Councils).

This work led by the Building Construction Industry Training Organisation (BCITO) sought to:

- Create visibility over the skills and trades required by industry over the next 15 years and any potential demand, deficits, pressures and needs
- Develop a flexible model responsive to changes in assumptions in industry demand over the 15-year period; and
- Consider and take account of separate supply side information which could align industry need with training provision, projects and measures to support pathways to employment.

Analysis indicated just under \$10B worth of projects across Otago (with a value of \$20M or greater) over the next 15 years (as of July 2020) of which:

- \$3.3B is located in Coastal Otago (almost entirely in Dunedin) – almost 90% of which was driven by the public sector; and
- \$6.4B is located in inland Otago primarily Queenstown, Wanaka and Cromwell – almost 90% of which is funded through private and commercial investment.

This work is being finalised and will inform future work force opportunities across the city and Otago region.

The Otago Polytechnic is building their Government funded \$28 million trades building positively responding to the future need for trades people.

The University of Otago has a number of projects underway one being a new \$90m hall of residence which will cater for up to 450 students.

Central Government has funded 'Workforce Central', an onsite hub that is involved with the labour needs of the new Dunedin hospital build.

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4.0 Linkages Across Borders



The strong relationship between the University of Otago and the City of Dunedin is an important factor in the University's engagement with Shanghai and greater China.

Professor Helen Nicholson, Deputy Vice-Chancellor External Engagement, University of Otago.

With Dunedin's ambition to become a thriving digital city, globally recognised for our creative and film industries, for our education and for our affordability and accessibility, having strong international links is vital. There are three active projects that **attract inward investment, identify specific two-way trade with China** and that **attract potential offshore investment** for opportunities in Dunedin.

Dunedin Ambassador's programme

The University of Otago and Otago Polytechnic both have engagement programmes with their alumni.

With several hundred thousand Alumni, graduates of Dunedin's education institutions become great ambassadors for the city, espousing the features and their experiences in Dunedin to people across the world.

Project China

Project China's aim is to: Identify two-way trade and investment opportunities, including talent and education between Dunedin and Shanghai through assessing political and Shanghai city ownership, ie. interests that can be leveraged to benefit Dunedin organisations and businesses.

While Shanghai has been a Sister City of Dunedin's for more than 20 years, the strategy remains on how to leverage this strong relationship to benefit the city. This Sister City relationship has enabled Dunedin to widen its connections with other Chinese cities such as Wuxi, Guangzhou, Zhengzhou, Qingyuan, Chengdu and the capital, Beijing.

Project China has opened doors and deepened relationships for tourism, arts and culture, science and technology, and investment and trade. However, the main beneficiary of this solid relationship has undoubtedly been the education sector, through student exchanges, paid teacher exchanges and high levels of collaboration between the University, Polytechnic and their academic counterparts in China. Seven sister-school relationships have also driven an increase in Chinese students to Dunedin.

International student and teaching collaboration numbers were predicted to rise in 2020, however, border restrictions have curtailed this growth and the impact will continue well into 2022.

Both sister cities continue to work together, online, to set up special activities for future exchange students including the Mayoral scholarship programme.

Project China is also enabling Dunedin to make valuable advances in research and innovation. The combined work for non-communicable disease between the University of Otago facilitated through an MOU with the Shanghai Science and Technology Commission, is a great example.

Civic visits for 2020/2021 were disrupted by COVID-19 restrictions. However, events online have included a webinar between medical experts from the Southern District Health Board (SDHB) on the exchange of experiences and best practice for combating COVID-19.



Business and Investment Attraction

This programme continues to identify and profile potential offshore investors and companies, and R&D investment opportunities in Dunedin, through facilitating the matching of investors with opportunities. This include developing collateral that articulates Dunedin's value proposition to businesses and investors in New Zealand and offshore. The city also works with other regional and local councils in undertaking investment attraction efforts, to ensure the greatest value from our collective efforts.

Collateral has been developed for trade missions in conjunction with Government organisations eg Mexico. Working with organisations such as the Edmund Hillary Fellowship has seen Dunedin develop focussed programmes to host international (potential) investors visiting the city. Enterprise Dunedin also works with NZTE in developing information to attract potential companies looking at NZ as a possible base to set up business. A number of international connections and alliances have also been made with major businesses in areas such as film, CODE, education and tourism.

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4.1 Linkages Across Borders – Key Indicators



Indicator

Number and value of foreign investment projects

Results

There is no centralised database of foreign investment into Dunedin.

Dunedin's Sister City arrangement with Shanghai has opened the door for ongoing and enduring opportunities for Dunedin; these include:

MoU/Agreements Status

Sister City Agreement with Shanghai (and facilities including, Gardens, Chinese Gardens, Libraries and OU legal department)

Business/Partnership MoUs

- Shanghai Education Commission
- Science & Technology Commission of Shanghai
- Shanghai Art Film Federation
- Shanghai Media Group
- Qingdao Municipal Tourism Administration
- Qingyuan Education Commission
- Chamber of Commerce

Friendship Agreements

- Qingdao
- Qingyuan
- Hengshui
- Wuxi

Source: Dunedin City Council Records



Indicator

Increased linkages with diaspora

Results

The University of Otago Alumni maintains connections with graduates globally. The University's 2020 Annual Report identified that contact was maintained with 120,000 alumni up from 116,000 in 2019.

Source: The University of Otago's Annual Report



4.2 Additional Activity Undertaken

Film Dunedin

Film Dunedin and other Regional Film Offices work in partnership with the International Team at New Zealand Film Commission to service enquiries as they come in to the country. Film Dunedin has built a large collection of location images showing the breadth and depth of locations available in and around the city and commission further photography as required. As the enquiry develops, the Film Office provide information about filming and being based in the city.



Filming for the Blumhouse (US) feature film 'Black Christmas' included placement for University of Otago Media Film Communication students on set and as extra's.



Shooting in Dunedin was one of the best professional experiences of my life. We chose the South Island for our feature, BLACK CHRISTMAS, because it was an ideal place for cold weather in July. But what I didn't expect to find was a bevy of highly skilled technicians with incredible enthusiasm and spirit. I plan on bringing more work to Otago as soon as I can!

Adam Hendricks, Producer (US)

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NETFLIX feature film 'The Royal Treatment'



Pictured on set in Vogel St as Brooklyn (NY) Art Director Neville Stevenson, Dunedin Mayor Aaron Hawkins, Line Producer Matt Noonan, DCC CEO Sandy Graham.

The Royal Treatment



Filming generated 4,000 bed nights in Dunedin



Employed 65 local crew



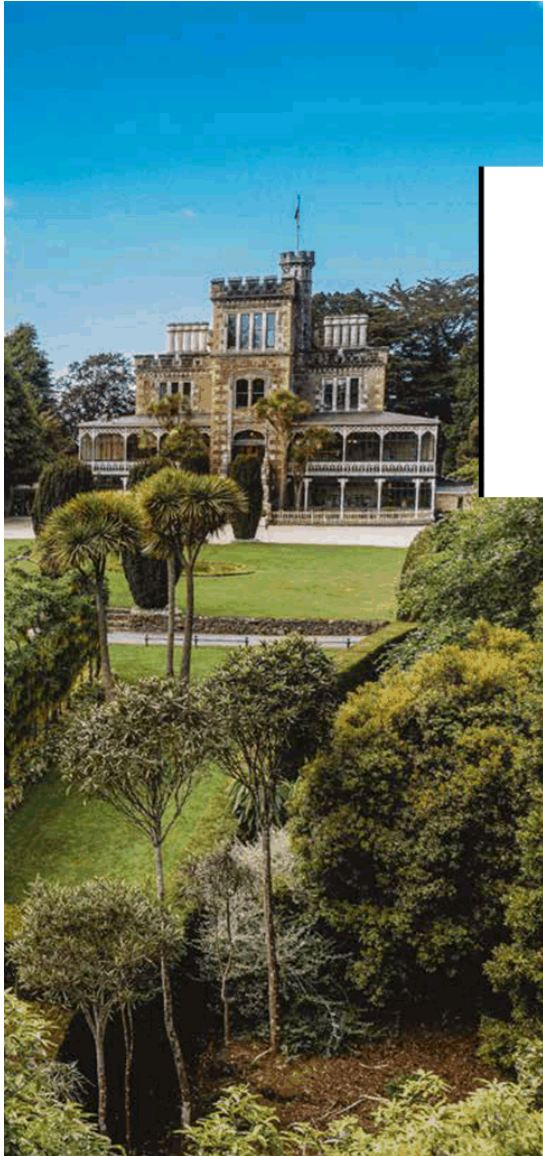
Delightful Dunedin: screen production comes, sees and loves your locations and proximity to the vast magical South and the collaborative relationship that council, community and business have extends to our presence.

Having now helmed four productions who have either based or worked in Dunedin: WANTED 2 for Matchbox AU, BLACK CHRISTMAS for Blumhouse US, THE POWER OF THE DOG as a NZ/AU Co-Production and most recently THE ROYAL TREATMENT for Netflix - I confirm, affirm and appreciate the support and - yes - the fun - that cast and crew have in Otepoti.

Chloe Smith, Producer (NZ)

Provincial Growth Fund (PGF) and Otago regional economic development (ORED)

In late 2017 Economic Development Agencies across Otago came together to consider collaboration with economic development opportunities across the region. A framework setting out thematic priorities was developed (with the support of the PGF) and agreed by the Otago Mayoral Forum and Councils in 2019. This work has supported individual non-Council applications to the PGF and resulted in additional resources (two fixed term economic advisors) to progress and coordinate economic activities including data gathering, events and projects across the region.



5.0 A Compelling Destination

Job opportunities will attract some people to Dunedin, however, **it is the lifestyle that will make them stay.** The city needs to evolve from primarily selling the city to visitors and students, to offering **compelling stories** that will inspire public and private investors, skilled staff and ambitious entrepreneurs eg Education Perfect and Timely.

International tourism to Dunedin and to all New Zealand, has practically ground to a halt. A small number of marooned international tourists have been making the most of the opportunity of having New Zealand all to their own, but their numbers are few. Domestic tourists however increased their spend by \$42 million or over 13% between 2019 and 2021, not quite enough to fill the gap, but certainly softening the blow. As a result of this paradigm shift in the visitor economy, the Destination Management Plan is being re-written to focus on destination management which is a holistic approach to planning and sustainably growing the visitor economy.

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Dunedin Destination Plan

The Dunedin Destination Plan was published in 2018 and was one of the first of its kind in New Zealand. The plan outlined how the Dunedin City Council's Enterprise Dunedin proposed to market and manage Dunedin as a destination, in partnership with city stakeholders.

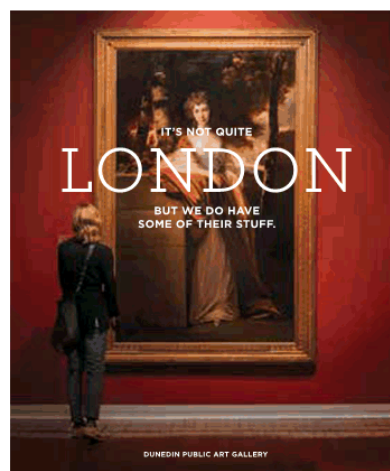
Following the release of new Ministry of Business, Innovation and Employment (MBIE) Destination Management Plan guidelines and the significant changes to the visitor sector over the period since it was published, the Dunedin City Council's Enterprise Dunedin commissioned Stafford Strategy to complete a rewrite of Dunedin's Destination Plan.

Following an initial period of stakeholder and public consultation in April and May 2021, the rewrite of the Dunedin Destination Plan is currently underway.

The first draft is expected before the end of 2021, subject to disruptions by COVID-19.

Plan D

The Plan D campaign was Enterprise Dunedin's domestic marketing response to the impact of COVID-19 on Dunedin's tourism sector. The campaign was launched in May 2020, as other Regional Tourism Organisations (RTO's) were also launching their domestic campaigns. New marketing collateral continues to be released as part of the ongoing campaign.



dunedin UNIVERSITY OF
PLAN D



In my somewhat qualified opinion this is the best tourism campaign in market around COVID-19 to date. Well done...Top marks from me!"

Nigel Douglas, CEO at OMD

The implementation of the campaign achieved its two key objectives. Visitor spend (measure of visitors to Dunedin) was maintained, awareness and conversation enhanced and increased, and brand attributes reinforced.

'Dunedin a pretty good Plan D' on the DunedinNZ social media channels was among Dunedin brand's most liked, shared and talked about posts.

Facebook launch post
Reach of **442,565** Engagement **18%**

Dunedin received TripAdvisor's Top 12 Emerging Destination's award as a direct result of awareness and media attention for the campaign.



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University of Otago – Marketing the City

The University of Otago promotes the city to its audiences – alongside promoting the University of Otago as a study option. Current examples include:

Tertiary Open Days:

A two day on-campus experience in which prospective taura (students) and their whānau visit the University of Otago and Otago Polytechnic. Enterprise Dunedin have become a key stakeholder in this event, with staff on campus for two days promoting return visits to the city, as well as working with accommodation providers and tourism operators to provide special deals for those attending the event. This information is promoted on our website and is distributed to all New Zealand schools. It is also highlighted by our Schools' Liaison team during school visits and at Otago information evenings.

Schools' Liaison Team:

Our liaison officers are based in three locations – Auckland, Wellington and Dunedin – and work with all schools in New Zealand. Alongside their presentations on the University of Otago as a place to study, they also highlight the key benefits of Dunedin as a city:

- Dunedin is a university city, with the campus right at its heart – it is a quick walk to the centre of town, restaurants, bars, the stadium and the Botanical Gardens.
- The 10-minute city – compared to many of New Zealand's larger cities, most attractions are less than a 10-minutes' drive away.

- Dunedin has an amazing arts and culture scene – great bands, funky cafes, street art, inspiring art galleries and museums.
- Close to nature – challenge yourself with a wide range of running tracks and mountain bike trails all through stunning landscapes easily accessible from the University campus.
- A community of students all living away from their whānau – Dunedin is New Zealand's only true collegiate university, with thousands of students living on or around our beautiful campus.



Village of Learning:

With Dunedin Venues Management (DVML) and Otago Polytechnic we are working on a new project to promote Dunedin as a conference destination. The University has put forward the names of a number of academics, from across the four academic divisions, who's expertise will be promoted alongside DVML's conference expertise. The Village of Learning concept, featuring the collaboration of education providers and conference vendors from across Dunedin, will offer a unique conference experience. We are hoping it will launch in 2022.



The Otago Polytechnic Story

Otago Polytechnic is one of Dunedin's larger employers with 532.3 full-time equivalent (FTES) staff at its Dunedin campus in 2020. Otago Polytechnic's people provide other precious benefits, or tikanga, to industry, business and community beyond fiscal value. These include culture and knowledge transfer, human and social capital enhancement, community support, and well-being and happiness.

Although there was a 2.5% decline in international full-time equivalent (EFTS) students from 283 to 276 in 2020, a number of factors combined to produce the overall increase in EFTS for the institution, the most significant of which was the Government's Targeted Training and Apprenticeship fund (TTAF). Otago

Polytechnic continues to provide work-ready graduates with the \$31.7 million Trades Training Centre a recent development. Employing around 200 tradespeople as well as construction managers and consultants, the Dunedin campus project is significant to both the local and national construction industry, in the context of the economic impacts of the Covid-19 pandemic. Construction on the three-story centre was started by Naylor Live in January 2021, and is expected to be completed in late 2022.

Otago Polytechnic collaborates annually on Tertiary Open Day with the University of Otago and Dunedin City Council, and have also worked in partnership with both parties and Dunedin Venues to bring the Village of Learning concept to life.





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Study Dunedin (Export Education Uplift)

Study Dunedin was designed to support education providers, to attract international students, to develop local education businesses and providers with export potential, and to leverage export education to attract and retain talent and support other sectors (including tourism) in Dunedin.

The 2019 study year was fruitful for international education nationally and in Dunedin. Numbers showed that although fewer students were coming to study, economic value was increasing. This outcome would be beneficial in helping to build the future sustainability of the sector.

Four key objectives were the focus of Study Dunedin in supporting the sector

- destination marketing
- ensuring a positive Student Experience
- boosting the capability of staff working in the sector while ensuring capacity issues could be highlighted and mitigated, and
- developing and enhancing education and workforce pathways.

The onset of the COVID-19 pandemic changed all of this quickly and the focus became solely on ensuring that the international students who elected to stay in Dunedin for study, felt safe and supported and that those students who needed and wanted to go home could be facilitated to do so. In 2020 Study Dunedin twice supported students leaving on repatriation flights through New Zealand's Level 4 lockdown by contracting

private bus services to get students to Christchurch for international flights. The city also supported students who had to stay longer with accommodation payments.

As Lockdown levels came down and life returned to a new normal, Study Dunedin focused on the Student Experience objective, organising events for students to come together to network, share stories and celebrate milestones including a monthly I-Hub Café. Study Dunedin supported a summer programme for students who would traditionally have travelled home to spend time with their families but were unable to do so.

Advocating and information sharing has also become a key task as the New Zealand government works on plans for a reboot of the industry once borders re-open. Government continues to consult the sector on a Recovery Plan which Study Dunedin has engaged with on a number of levels.

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5.1 A Compelling Destination – Key Indicators



Indicator

Value of export education

Results

The most recent data available from Education New Zealand relates to 2018. The data showed that export education contributed to \$197 million of value add to Dunedin's economy in 2018.



Indicator

Length of visitor stay

Results

The average length of stay in Dunedin in August 2021 was 2.0 days, compared to 1.9 days in August 2020.

Source: MBIE's Accommodation Data Programme

Note: Average length stay in December 2014 was 1.7 days; source data NZ Stats Commercial Accommodation Monitor.



Indicator

Visitor expenditure

Results

Annual tourism spending showed that Dunedin's share of domestic visitor spending across New Zealand was 3.3% in the August 2021 year. This compares to a 3.5% share in the August 2020 year. The data includes card spending, but not prepaid bookings or cash payments.

Source: MBIE's Tourism Electronic Card Transactions (TECTs)



5.2 Additional Activity Undertaken




Post arrival of COVID-19 the i-SITE has continued to welcome a small number of international visitors. During the period October 2020 – September 2021, 8% of our visitors were overseas visitors.

They have been a combination of those that were here on working visas and continued to travel on their days off and between jobs, those that had just arrived for a longer stay holiday and decided that New Zealand would be a great country to stay during lockdown and continue to travel once in level 2. Several Australian visitors caught here recently have continued to holiday and see more of the country.

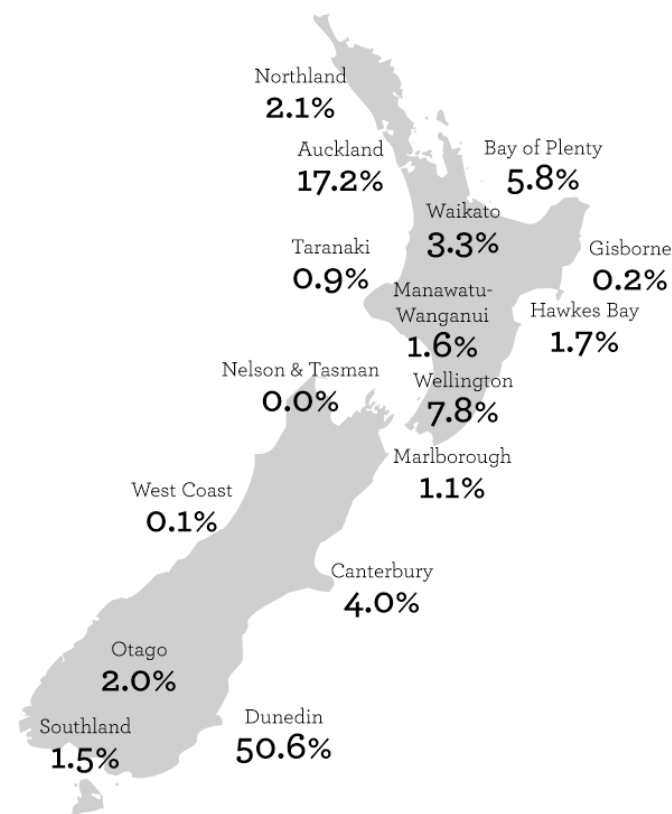
51% of customers to the i-SITE are Dunedin residents.

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i-SITE customers' origin details by numbers

		
Domestic Travellers	International Travellers	Cruise Ship Travellers
01 Oct 2020 - 30 Sep 2021 (Pax number)	01 Oct 2020 - 30 Sep 2021 (Pax number)	01 Oct 2020 - 30 Sep 2021 (Pax number)
2693	239	0
01 Oct 2019 - 30 Sep 2020 (Pax number)	01 Oct 2019 - 30 Sep 2020 (Pax number)	01 Oct 2019 - 30 Sep 2020 (Pax number)
2334	4061	2671
01 Oct 2018 - 30 Sep 2019 (Pax number)	01 Oct 2018 - 30 Sep 2019 (Pax number)	01 Oct 2018 - 30 Sep 2019 (Pax number)
2570	6299	3238

i-SITE domestic customers' origin details by percentage





6.0 Wellbeing of our Community

The work undertaken by the Otago Community Trust encapsulates the sentiment of the wellbeing of Dunedin's community.

Otago Community Trust for the six months to 30 September 2021 granted over \$4m into the wider Otago community, with over \$2.21m of this going to support activity within the Dunedin City area. Recently \$42,000 was granted to organisations supporting the city's most vulnerable with food parcels and other such supports in connection with hardships experienced as a result of the recent COVID-19 lockdown.

Large capital projects supported during this period include the redevelopment of the Broad Bay Boating facility and a landscaping project at Orokonui Ecosanctuary.

Numerous festivals and events have been supported by the Trust including the Dunedin Arts Festival, Otago Polyfest, iD Fashion Gala, Te Hautoka and the Scouting Gang show.

\$430,000 was granted to organisations providing community support programmes, including those to the City's Children and Young people.

Each year the Trust makes a substantial contribution to the Regional Sporting bodies, many of whom reside within the city. This year these grants amounted to nearly \$700,000.

The Trust is in the process of launching a new Strategic Plan which contains four new funding pillars that will guide and inform the Trust's granting activity going forward. These pillars are Empowered Communities, Improved Health & Wellbeing, Increased Access to Opportunities and Thriving Children and Young People. The Trust's new Tamariki and Rangatahi Strategy has been developed in response to research undertaken by the Trust in recent years and a dedicated staff member has now been employed to assist the Trust to deliver this strategy.

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7.0 What's next

The Economic Development Strategy is one way in which city stakeholders have supported and enhanced Dunedin's economic and social wellbeing. While the strategy set a direction in 2013 it has equally been responsive to change, challenges and opportunities.

As the strategy has evolved, so has the membership of Grow Dunedin Partnership. Over the last twelve months new stakeholders have been welcomed on-board. This has further strengthened and broadened partnership opportunities to further align activities to achieve wellbeing for all.

As signatories and supporters of the Strategy, Grow Dunedin Partners will remain committed to exploring opportunities for collaboration and advocacy to support an innovation and entrepreneurship environment.






This mahi through is set out in activities listed in the following implementation plan.

7.1 GDP Implementation Plan – 2021/22

The Grow Dunedin Partners (GDP) Implementation Plan has been designed to prioritise action for partners of the Economic Development Strategy (EDS). The EDS was developed collaboratively by the Dunedin City Council, Otago Chamber of Commerce, Ngai Tahu, Otago/Southland Employers Association, The University of Otago and Otago Polytechnic. Projects included in the plan have been identified as having strong alignment with the themes from the EDS and Enterprise Dunedin's Business Plan.















Implementation Plan opportunities:

1. To engage and partner with Runaka to give effect to Te Tiriti o Waitangi in GDP activities and outcomes;
2. To progress and communicate our strategic response to current economic challenges;
3. To align and prioritise initiatives that deliver outcomes beyond what we are already and/or planning on doing;
4. To seek investment which builds on and scale up existing initiatives;
5. To align the proposed implementation plan with our regional economic development strategy and framework;
6. To champion, support and promote the plan and activities within each partner organisation and wider Dunedin community.

EDS themes: Priority areas for change that will help us meet our objectives				
 Alliance for innovation	 Business Vitality	 A Hub for Skills and Talent	 Linkages Beyond our Borders	 A Compelling Destination
Improve linkages between industry and research. Increase scale in innovation and tradeable sectors.	Improve ease of doing business. Grow the value of exports.	Increase retention of graduates. Build the skills base. Grow migrant numbers.	Increase international investment. Establish strategic projects with other cities.	Enhance the city centre and environs. Increase the value derived from tourism and events. Improve an awareness and opportunities of Dunedin's advantages.

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Our initiatives (projects/proposals that are strategically aligned)						
On-going projects: <i>Priority projects for 2021/22:</i>						Success Measures
					Economic Development Strategy – Support the review of the Dunedin Economic Development Strategy.	In collaboration with the Dunedin City Council, the EDS review is aligned to the Thriving Cities Framework.
					CODE (New Zealand Centre of Digital Excellence) – A Dunedin-based initiative intended to enable the development of a \$1bn video game industry over ten years. CODE has the potential to connect gaming professionals through the development of Centre of Vocational Excellence (COVE) and apply games technology to serious issues such as health.	Implementation of CODE is completed, and new entity is established by 31 December 2021.
					Otago Regional Economic Development – Support focussed and productive long-term collaboration between Otago Councils, including the identification and progression of economic development activities and projects which align with their individual strategic priorities and provide regional benefits.	Initial partnership programme phase is completed by June 2022.
					Start-up Ecosystem – Investment, support and continuing development of Dunedin's start-up, technology, innovation ecosystem through access to talent, internships, business support and coordination.	Support ongoing commitment and investment by shareholders (University of Otago, Otago Polytechnic and Dunedin City Council) in Start-up Dunedin activities.
					International Relations – Leverage off Dunedin's sister city relationships such as Shanghai (plus other city agreements) to identify two-way trade and investment opportunities (including for talent and education). Assess the extent to which our connections with political (China) plus business interests (for instance JPGame/Japan) can benefit Dunedin businesses.	Review and implementation of the Memo Of Understanding schedule.
					Export Education – International education has the potential to provide significant economic and social value to Dunedin and be incorporated into destination marketing activities. Ability to create partnerships that are mutually beneficial.	Achieve contribution from Export Education of \$20m to Dunedin's economy. (Based on approx. \$200m value and of 10% of market).

Developmental projects <i>Priority projects for 2021/22:</i>					Success Measures	
					Games for Health – The CODE business case identified opportunities to develop and apply games technology to health issues. Southern District Health Board's \$1.4b health transformation programme, along with the University of Otago and Otago Polytechnic provides an opportunity to develop a niche for games for health. This provides the ability to combine health with the start up sector, then research the outcomes.	Development of business case and advice for Games for Health by 30 June 2022.
					Skills /Labour force attraction – With \$3.3 bn investment over the next 10 years in capital investment, there is an opportunity to enable economic benefits for Dunedin residents. There is a need to match training and education with skills need for Dunedin (current and future).	Collaboration between government agencies MBIE/MSD and GDP Partners to explore opportunities.
					Export logistics – One major challenge for our primary sector, which can also be viewed as an opportunity, is the speed/effectiveness to which our high-quality perishable goods can get to market. A collaborative approach is critical to create the scale required to change this.	Complete research into primary sector volumes in Otago and Southland by 31 December 2021.
					Dunedin Destination Plan – Rewrite the 2017 Dunedin Destination Plan to implement a Dunedin Inc approach to both Destination Marketing and Management of the City.	Complete the review and development of the new Dunedin Destination Plan by 30 June 2022.

Signatories of the Economic Development Strategy



ECONOMIC DEVELOPMENT ACTIVITY REPORT FOR THE PERIOD TO 30 SEPTEMBER 2021

Department: Enterprise Dunedin

EXECUTIVE SUMMARY

- 1 This report provides an update on progress towards achieving levels of service for the Economic Development activity for the period 1 July 2021 to 30 September 2021, as provided in Attachment A.
- 2 As this is an administrative report only, there are no options or Summary of Considerations.

RECOMMENDATIONS

That the Committee:

- a) **Notes** the update report on the Economic Development activity as provided in Attachment A.

DISCUSSION

- 3 The 10 year plan sets out the activities undertaken by Council. Each activity has levels of service that describe what Council will provide to the community, along with measures and targets used to assess the level of achievement in delivering those activities. Council reports on its achievement of all levels of service through its Annual Report.
- 4 Attachment A reports on progress towards achieving the levels of service, measures and targets as detailed in the 10 year plan for Economic Development for the three months to 30 September 2021. Information on specific areas of work is also provided. This is a new approach to quarterly reporting. It is an iterative process, where improvements and/or changes will be made to the reports as they are identified. Consolidated budget information for each activity will be reported to the Finance and Council Controlled Organisations Committee.
- 5 The Residents' Opinion Survey (ROS) is used by Council to measure achievement of some of its levels of service, and the results from the survey are shown in the attached activity reports. Respondents of the survey are asked to rate their satisfaction levels for some activities on a scale of 1-10 from very dissatisfied to very satisfied.
- 6 The survey is carried out on a continuous monthly basis, with the aim of getting 100 responses each month. This provides a sample size of around 1,200 for the year, with a quarterly sample size of around 300 residents. A sample size of 300 has an expected margin of error (at the 95% confidence interval) of $\pm 5.7\%$.

NEXT STEPS

- 7 An update report for the six months to 31 December 2021 will be presented at the first Committee meeting in 2022.

Signatories

Author:	Malcolm Anderson - City Marketing Manager Fraser Liggett - Economic Development Programme Manager
Authoriser:	John Christie - Manager Enterprise Dunedin

Attachments

	Title	Page
↓A	Economic Development Activity Report to 30 September 2021	76

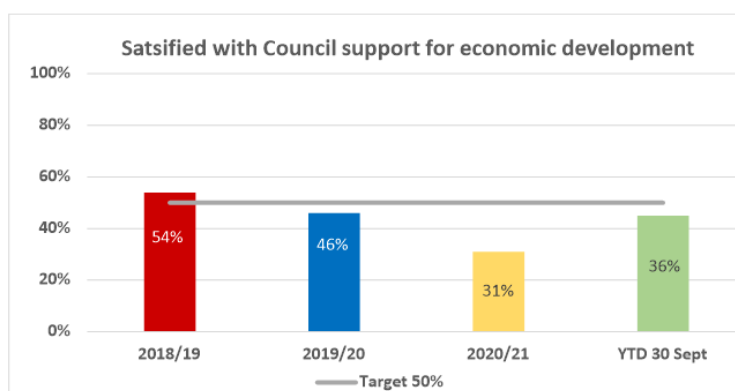
Economic Development

**Quarterly report for the period
1 July – 30 September 2021**

Economic Development

Economic development and marketing

Level of Service – Enterprise Dunedin provides business sector support and coordinates the marketing of the city for tourism and education and attracting investment and skilled migrants.		Achieved?
Measure:	Percentage of residents satisfied with the Council's support for economic development.	Target not being achieved
Performance target:	50% or more residents are satisfied.	
Achievement to date:	36% of residents are satisfied with the Council's support for economic development.	
Data source:	Residents Opinion Survey	



Infometrics notes that Dunedin City Gross Domestic Product (GDP) reduced from 3.4% in 2019 to 1.7% in 2020 (National Growth 1.6%) as a result of COVID-19, which impacted on the economy.

Measure:	Dunedin's share of national visitor spend.	Will not achieve
Performance target:	Grow 10% year on year.	
Achievement to date:	This is a new measure introduced for the 2021/22 financial year. The 2020/21 results will form the baseline for future measurement of growth. To date, Dunedin's share of national visitor spend is 3.4%.	
Data source:	MBIE Tourism Electronic Card Transactions.	

COVID-19 and border closures has had an impact on international and trans-Tasman visitors to New Zealand and Dunedin.

Level of Service – the i-Site Visitors Centre provides and accessible, accurate tourism information and booking service.		Achieved?
Measure:	Percentage of external customers satisfied with the i-Site Visitor Centre experience.	Target achieved to date
Performance targets:	90% or more of external customers are satisfied.	
Achievement to date:	To date 100% of customers were satisfied with experience albeit with low visitor numbers due to COVID-19.	
Data source:	Independent external survey	

Specific areas of work:

- Business engagement** - Enterprise Dunedin proactively engaged with 155 businesses between 27 August and 23 September in response to the change in COVID 19 alert levels. The focus of engagement was on business wellbeing and directing businesses to support offered by Government agencies.
- Business clinics** - 16 business clinics were undertaken between July and September 2021. This compares with 14 in the same period in 2020.
- Start-Up Dunedin Trust** - the following activities were undertaken by Start-Up Dunedin Trust:

	July – September
Start-up Fundamentals	
Founder enquiries (per year)	138
Start-up Canvas submissions	38
Start-up Check ins + Feedback Sessions (per year)	40
Tertiary Programme	
Tertiary entrepreneurial programme applications	78
Tertiary entrepreneurial programme pitch submissions	16
Incubation Services	
Incubator applications	5
Incubated founders (total)	6

- Film** - 61 film inquiries (2020/21: 196 inquiries) and 8 film permits (2020/21: 47 permits) have been received to date.
- JobDUN** - To date 15 businesses have registered for 32 JobDUN internships for the 2021/2022 season.
- Otago regional economic development agencies (ORED)** - have begun a review of the themes in the ORED framework with regional stakeholders, to identify priority areas for investment as part of Kanoa's \$200m Regional Strategic Partnership Fund.
- International** - work has started on developing an International framework to further support city wide economic, social, and cultural collaboration internationally.

8. **Pathways Project** - Work continues on the \$65,000 Education New Zealand (ENZ) funded Pathways Project. \$15,000 has also been provided by ENZ for the development of case studies on international students in Dunedin.

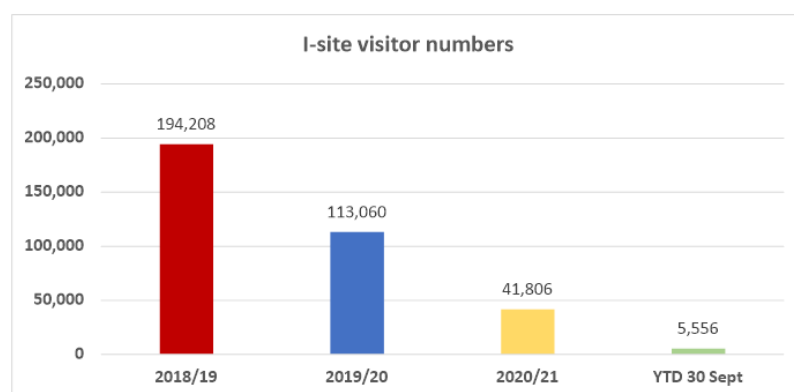
9. **Strategic Tourism Asset Protection Programme (STAPP)** - Tourism projects funded by the Ministry of Business, Innovation and Employment (MBIE) under the STAPP continue to be implemented. Projects yet to be completed from the first round of funding include domestic marketing initiatives, pathways to carbon neutrality, Dunedin Destination Plan, and a product development review. All STAPP 1 projects are expected to be completed by April 2022.

MBIE have approved \$1 million for a STAPP 2 investment plan with Council supporting further tourism projects.

10. **Dunedin Destination Plan** - Stafford Consulting have advised that a draft Dunedin Destination Plan will be completed by the end of 2021.

11. **Accommodation data** – in August, Dunedin's occupancy rate was 30%, compared to a national rate of 31%. Average stay per guest is 2.0 nights.

12. **i-Site Visitor Centre Visitor Numbers**



ITEMS FOR CONSIDERATION BY THE CHAIR

Any items for consideration by the Chair