

**Notice of Meeting:**

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

**Date:** Thursday 7 July 2022

**Time:** 1.00 pm

**Venue:** Edinburgh Room, Municipal Chambers, The Octagon, Dunedin

The meeting will be live streamed on the Council's YouTube Channel: <https://youtu.be/2uAe5oEvBQg>

Sandy Graham  
Chief Executive Officer

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## **Economic Development Committee**

### **PUBLIC AGENDA**

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**MEMBERSHIP**

<b>Chairperson</b>	Cr Chris Staynes	
<b>Deputy Chairperson</b>	Cr Rachel Elder	Cr Andrew Whiley
<b>Members</b>	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
<b>Senior Officer</b>	John Christie, Manager Enterprise Dunedin	
<b>Governance Support Officer</b>	Wendy Collard	

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Wendy Collard  
Governance Support Officer

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**Note:** Reports and recommendations contained in this agenda are not to be considered as Council policy until adopted.



<b>ITEM</b>	<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
1	Public Forum	4
1.1	Centre of Digital Excellence	4
2	Apologies	4
3	Confirmation of Agenda	4
4	Declaration of Interest	5
5	Confirmation of Minutes	16
5.1	Economic Development Committee meeting - 10 May 2022	16
<b>PART A REPORTS (Committee has power to decide these matters)</b>		
6	Economic Development Committee Forward Work Programme - July 2022	21
7	Centre of Digital Excellence (CODE) Update Report	24
8	Economic Development Strategy - Six Month Progress Report to April 2022	29

## **1 PUBLIC FORUM**

### **1.1 Centre of Digital Excellence**

Murray Strong, Chairperson and Tim Ponting, Establishment Director of the Centre of Digital Excellence will be in attendance to provide an update on the Centre of Digital Excellence.

## **2 APOLOGIES**

Apologies have been received from Cr Doug Hall and Cr Mike Lord.

That the Committee:

**Accepts** the apologies from Cr Doug Hall and Cr Mike Lord.

## **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**

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### **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**

	<b>Title</b>	<b>Page</b>
<a href="#">A</a>	Elected Members' Register of Interest	6

Councillor Register of Interest - Current as at 21 June 2022				
Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
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	Resource Management Steering Group (Ministry for the Environment 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.
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.
	Mentor	Business Mentors NZ	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
	Member	Southern Heritage Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Friends Otago Museum	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Peninsula Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Orokonui Ecosanctuary	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	<b>Volunteer</b>	<b>Blue Penguins Pukekura</b>	<b>No conflict identified</b>	<b>Seek advice prior to the meeting if actual or perceived conflict of interest arises.</b>
	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.
	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 Vegetable Growers Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	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.
	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.
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 (ZGP) 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.
	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.
Rachel Elder	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.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	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	Kaffelagic	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.
	<b>Member</b>	<b>South Dunedin Street Art Murals Project</b>	<b>No conflict identified</b>	<b>Seek advice prior to the meeting if actual or perceived conflict of interest arises.</b>
	Chairperson	Disability Issues Advisory Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
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.
	Member	Women of Ōtepoti	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	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.
	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.
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.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	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.
	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.
	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.
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.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	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.
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.
	Chair	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.
	Member	Women of Ōtepoti Recognition Initiative	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Family Member	Staff member a relative	Potential conflict depending on level of staff member involvement	Managed by staff at officer level if a perceived conflict of interest arises.
	Secretary	Brockville Improvements and Amenities Society (BIAS)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	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.
	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	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.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
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.
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.
	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.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Member	Waikouaiti Coast Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
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.
	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.
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.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	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.
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.
	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.
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.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	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.
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.
	Member	Institute of Directors	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.
	Chairman	Volunteer South	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
	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.
	<b>President</b>	<b>New Zealand PGA (Professional Golf Association)</b>	<b>No conflict identified</b>	<b>Seek advice prior to the meeting if actual or perceived conflict of interest arises.</b>
	Member	Dunedin Masters Games (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.
	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 MAY 2022**

---

#### **RECOMMENDATIONS**

That the Committee:

- a) **Confirms** the minutes of the Economic Development Committee meeting held on 10 May 2022 as a correct record.

#### **Attachments**

	<b>Title</b>	<b>Page</b>
A 	Minutes of Economic Development Committee meeting held on 10 May 2022	17

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**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 May 2022, commencing at 3:04pm.

**PRESENT**

<b>Chairperson</b>	Cr Chris Staynes	
<b>Deputy Chairperson</b>	Cr Rachel Elder	Cr Andrew Whiley
<b>Members</b>	Cr Sophie Barker	Cr David Benson-Pope
	Cr Christine Garey	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**

Robert West (General Manager Corporate and Quality), Fraser Liggett (Economic Development Manager), Louise van de Vlied (Manager Visitor Centre) and Clare Sullivan (Manager Governance)

**Governance Support Officer** Lauren McDonald

---

**1 PUBLIC FORUM****1.1 Public Forum - Startup Dunedin Trust**

Rachel Butler (General Manager) and Jamie Reidie (Trustee) spoke to the meeting on the details contained within the Startup Dunedin Trust (SUDT) Annual Report.

**2 APOLOGIES**

Apologies were received from Crs Hall and Vandervis for absence and Cr Houlahan for lateness.

Moved (Cr Chris Staynes/Cr Steve Walker):

That the Committee:

**Accepts** the apologies from Cr Doug Hall and Cr Lee Vandervis for absence and Cr Houlahan for lateness

**Motion carried**

### **3 CONFIRMATION OF AGENDA**

Moved (Cr Chris Staynes/Cr David Benson-Pope):

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 Steve Walker):

That the Committee:

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

**Motion carried**

### **5 CONFIRMATION OF MINUTES**

#### **5.1 ECONOMIC DEVELOPMENT COMMITTEE MEETING - 5 APRIL 2022**

Moved (Cr Chris Staynes/Cr Rachel Elder):

That the Committee:

**Confirms** the minutes of the Economic Development Committee meeting held on 5 April 2022 as a correct record.

**Motion carried**

## **PART A REPORTS**

### **6 ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME**

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

The General Manager Corporate and Quality (Robert West) and Economic Development Manager (Fraser Liggett) spoke to the report and responded to questions.

Moved (Cr Steve Walker/Cr Mike Lord):

That the Committee:

**Notes** the Economic Development Committee forward work programme

**Motion carried**

## **7 STARTUP DUNEDIN TRUST ANNUAL REPORT 2021**

A report from Enterprise Dunedin provided an update on the Startup Dunedin Trust (SUDT) activity for the year ending 31 December 2021.

The Economic Development Programme Manager (Fraser Liggett) spoke to the report and responded to questions.

Moved (Cr Chris Staynes/Cr Christine Garey):

That the Committee:

**Notes** the summary of the activity of the Startup Dunedin Trust (SUDT) for the year ending 31 December 2021.

**Motion carried**

## **8 ECONOMIC DEVELOPMENT ACTIVITY REPORT FOR THE PERIOD TO 1 JULY TO 31 MARCH 2022**

A report from Enterprise Dunedin provided an update on progress towards achieving levels of service for the Economic Development activity for the period 1 July 2021 to 31 March 2022.

The General Manager Corporate and Quality (Robert West), Economic Development Programme Manager (Fraser Liggett) and Manager Visitor Centre (Louise van de Vlied) spoke to the report and responded to questions.

Cr Houlahan joined the meeting at 3:44 pm.

Moved (Cr Christine Garey/Cr Rachel Elder):

That the Committee:

**Notes** the update report on the Economic Development activity for the period 1 July 2021 to 31 March 2022.

**Motion carried**

## **9 ITEMS FOR CONSIDERATION BY THE CHAIR**

There were no items for consideration by the Chair

The meeting concluded at 4:03 pm.

.....  
**CHAIRPERSON**

## PART A REPORTS

### ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME - JULY 2022

Department: Corporate Policy

#### EXECUTIVE SUMMARY

- 1 The purpose of this report is to provide the forward work programme for the 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. Months where no Committee meetings are scheduled are highlighted as grey.

#### NEXT STEPS

- 5 Forward work programmes will be presented to meetings in the new triennium.

#### Signatories

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

#### Attachments

	Title	Page
<a href="#">↓A</a>	Economic Development Committee Forward Work Programme - July 2022	22

Key	
New item	
Changes to timeframes	
Completed; progress to date update	<b>Bold</b>
No meeting month	

Economic Development Committee Forward Work Programme - July 2022						
Area of Work	Reason for Work	Council role (decision and/or direction)	Expected timeframe			
			June	July	Aug	Sept
Central of Digital Excellence (CODE) Update Report	To update the Committee on CODE activities	Noting the CODE Update Report  <b>Progress to date:</b> An update report is on the agenda.		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  <b>Progress to date:</b> A workshop on the plan was held on 26 April 2022. Staff are now working on next steps.				
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  <b>Progress to date:</b> An update report will be presented later in the year.				

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  <b>Progress to date:</b> <b>Future updates will be included in the activity reports.</b>				
Grow Dunedin Partnership	To update the Committee on the Grow Dunedin Partnership Activities	Noting the Grow Dunedin Partnership Report  <b>Progress to date:</b> <b>An update report is on the agenda.</b>		Notes		
JobDUN Dunedin Business Internship Programme	To update the Committee on the JobDUN Dunedin Business Internship Programme	Notes the update reports.  <b>Progress to date:</b> An annual update report will be presented later in the year.				

Completed work from last schedule:		
Area of Work	Reason for Work	
Study Dunedin Education Update Report	To update the Committee on Study Dunedin Activities	An update report was presented to the April 2022 meeting.
Strategy Tourism Assets Protection Programme (STAPP) Update Report	To provide an update to the Committee on the allocation of the Government Funding	An update was presented to the February 2022 Committee meeting.
Enterprise Dunedin Activity Report	To update the Committee on key Economic Development Strategy Activities	An activity report for the period ending 31 March was presented to the May 2022 Committee meeting.
Start Up Dunedin Trust Report	To update the Committee on the Start Up Dunedin Trust Activities	An annual update was presented to the May 2022 Committee meeting.

## CENTRE OF DIGITAL EXCELLENCE (CODE) UPDATE REPORT

Department: Enterprise Dunedin

### EXECUTIVE SUMMARY

- 1 The purpose of this report is to update the Economic Development Committee (EDC) on milestones achieved in the development of the New Zealand Centre of Digital Excellence (CODE) in Dunedin.
- 2 At the request of the Ministry of Business Innovation and Employment (MBIE), Enterprise Dunedin has led the development, establishment, and early-stage implementation of CODE since 2018. Enterprise Dunedin's substantive role with CODE is now concluding with accountabilities and management being novated to a new entity – CODE Limited.
- 3 This report summarises the role of Enterprise Dunedin in enabling the creation of a gaming ecosystem in Dunedin and the outcomes that have been achieved. The report also summarises Dunedin City Council's (DCC) future role in CODE Limited through an appointed director and services which will be provided through Enterprise Dunedin.

### RECOMMENDATIONS

That the Committee:

- a) **Notes** the activities and milestones completed by Enterprise Dunedin and economic development stakeholders in developing CODE Limited
- b) **Notes** the accountability for CODE has been novated from Dunedin City Council to the new legal CODE Limited.

### BACKGROUND

- 4 In October 2019, Government confirmed \$10m funding from the Provincial Growth Fund (PGF) to establish CODE in Dunedin.
- 5 The CODE business case set out activities intended to develop a \$1b video games industry nationally and maximise economic and social outcomes in Dunedin over 10 years.
- 6 A business case was developed with the agreed following objectives:
  - a) lift scale (*Dunedin video game studios are viable and internationally competitive*) and improve the perception of the industry (*illustrating the diversity and relevance of industry across the business, health and education sectors and in community and social development*)

- b) align talent to Industry needs (*develop multiple pathways to enable a diverse and skilled workforce to be attracted to, developed and retained in Dunedin*)
- c) provide leadership and develop networks (*establish a fit-for-purpose legal framework and structure to enable CODE to be led and managed successfully*)
- d) create a point of difference for Dunedin (*as a hub for Serious Games where Games for Health are developed as part of the digital transformation around the Dunedin Hospital rebuild*).

7 The business case and early implementation of CODE has been overseen by a Working Group, chaired by independent Director Murray Strong and the following representatives:

- Professor Richard Blaikie – Deputy Vice-Chancellor Research and Enterprise, University of Otago
- Jason Tibble – Deputy Chief Executive Learning and Teaching Services, Otago Polytechnic
- Associate Professor Katharina Ruckstuhl – Ngāi Tahu Representative
- Mike Collins – Executive Director People, Culture and Technology, Southern District Health Board/ Business South
- John Christie – Manager, Enterprise Dunedin.

## DISCUSSION

8 Since 2018, Enterprise Dunedin has led CODE in collaboration with the CODE Working Group, MBIE, Kānoa and industry partners. A number of key milestones have been achieved during this period.

- a) Development of a \$10m business case to the PGF based on the 2017 Labour Party manifesto to establish CODE.
- b) Development of Kaupapa CODE, embedding Kaupapa Māori values into CODE which includes a focus on Māori gaming companies, entrepreneurs, pathways, and talent.
- c) Development of a comprehensive industry grants and capability programme to support prototypes, start-ups and larger gaming companies in Dunedin.
- d) Based on world-class best practice in Sweden, development of a vocational model and tertiary curriculum with the Otago Polytechnic and the University of Otago to build employment pathways to the industry.
- e) Development of pathways for Year 7 and 8 students through a series of Game Dev Clubs.
- f) Development of institutional relationships with Edinburgh City Council, Edinburgh Biomedical Quarter and Bayes Institute, Future Games Sweden, JP Games Japan, and Capital Enterprise in London.
- g) Development of CODE's operating principles, constitution, shareholding structures, policies, Independent Chair and Directors appointments, legal entity, and novation agreements.

- h) Reporting and compliance to Kānoa, the appointment of CODE staff, contracts for services, advisors and mentors, events and communications.
- i) Progressing 'Games for Health' business case to test and validate the potential of a Games for Health ecosystem in Dunedin.

### Impact

- 9 While CODE is still at an early stage of development, it remains on track to meet goals in the business case.

<b>10-Year Business Case Goal</b>	<b>Update YTD 30 June 2022</b>
The creation of 30-50 sustainable indie video game studios, each employing on average 3.5 people and generating on average \$280,000 revenue per annum.	CODE funding has supported the creation of 21 new studios and 73 jobs.
The creation of 3-5 large video game studios, each employing on average 45 employees and generating on average \$13.6m revenue per annum.	CODE has supported two studios (Runaway Play and Mad Carnival) through Scale Up grants.
Approximately 450 graduates with industry-relevant qualifications and skills in making video game products from the University of Otago and Otago Polytechnic.	The University of Otago has over 50 enrolments in ENGL251 (Game Writing) 20 enrolments in ENGL342 (Digital Narratives) and 26 enrolments in COSC360 (Computer Game Design) papers. The Otago Polytechnic has 47 learners enrolled in the Games Development Pathway in the Bachelor of Design and Bachelor of IT.
Access to national and global industry experts to support the creation of scalable video game studios and research innovation outputs, such as publications.	Approximately 50 national and global experts have been supported through the grants proposal process and provided mentoring support to CODE grant recipients. In addition, a CODE operations manager (with extensive networks and industry credibility) has been recruited to Dunedin from Australia.
Approximately 1,000 people (including school students and those not in education, employment, or training, newcomers, and career changers) are attracted to video game development education pathways and skills opportunities.	CODE has supported nearly 50 students through the development and implementation of pathways for Year 7 and 8 students through a series of Game Dev Clubs.
Nearly \$2m worth of grants to support Dunedin video game (including games for	\$1.39m grants have been provided through CODE Kick Start and Start Up funding to Dunedin gaming companies.

<b>10-Year Business Case Goal</b>	<b>Update YTD 30 June 2022</b>
health) start-ups and scale-up companies in Dunedin.	
For each of these outcomes, the CODE governance board will aim to achieve at least 15% participation by Māori over the 10 years.	Te Rūnaka o Ōtākou and Kāti Huirapa Runaka ki Puketeraki ngā Rūnaka and CODE have worked towards the development of credible partnership and the appointment of a CODE Māori Partnership Manager to lead activities. To date 20% of Kick Start and Start Up funding has been to projects that feature Māori cultural content.

## OPTIONS

- 10 There are no options.

## NEXT STEPS

- 11 DCC will continue to be represented on CODE Limited through a Board Director. Enterprise Dunedin will also continue to support CODE through city marketing, sister city connections, and progressing the Games for Health Business Case. Further updates will be provided through the EDC.

## Signatories

Author:	Fraser Liggett - Economic Development Programme Manager
Authoriser:	John Christie - Manager Enterprise Dunedin

## Attachments

There are no attachments for this report.

**SUMMARY OF CONSIDERATIONS**
***Fit with purpose of Local Government***

This decision promotes the economic well-being of communities in the present and for the future.

***Fit with strategic framework***

	Contributes	Detracts	Not applicable
Social Wellbeing Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Arts and Culture Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Waters Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Spatial Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Integrated Transport Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Parks and Recreation Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other strategic projects/policies/plans	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

***Māori Impact Statement***

CODE has sought to develop an authentic and credible partnership with Ngāi Tahu, Te Rūnanga o Ōtākou and Kāti Huirapa Rūnaka ki Puketeraki. To date this work has resulted in the development of Kaupapa CODE focused on supporting a Māori-centred ecosystem, Māori digital creatives, and Whānau.

***Sustainability***

The economic and social impacts are addressed within the report. As a low-weight export, the development of gaming products has a lower carbon footprint than other sectors.

***LTP/Annual Plan / Financial Strategy /Infrastructure Strategy***

There are no implications.

***Financial considerations***

CODE received \$10m funding from the Provincial Growth Fund.

***Significance***

This decision is considered low in terms of the Council's Significance and Engagement Policy.

***Engagement – external***

The CODE Working Group has been involved in all aspects of the CODE workstreams and activities.

***Engagement – internal***

There has been no internal engagement.

***Risks: Legal / Health and Safety etc.***

There are no identified risks.

***Conflict of Interest***

There are no known conflicts of interest.

***Community Boards***

There are no implications for Community Boards.

## ECONOMIC DEVELOPMENT STRATEGY - SIX MONTH PROGRESS REPORT TO APRIL 2022

Department: Enterprise Dunedin

### EXECUTIVE SUMMARY

- 1 The attached report prepared by the Grow Dunedin Partnership (Partnership) provides a six-month update to April 2022, 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 – Six Months to April 2022”.

### 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 a progress update on Strategy themes and actions undertaken by the Partnership for the last six months. This includes actions identified when the strategy was developed, together with additional opportunities since.

### NEXT STEPS

- 5 The Partnership will provide updates on the delivery of the Economic Development Strategy actions to the Economic Development Committee.

### Signatories

Author:	Fraser Liggett - Economic Development Programme Manager
Authoriser:	John Christie - Manager Enterprise Dunedin

### Attachments

Title

Page

<a href="#">↓A</a>	Dunedin's Economic Development Strategy - Six Month Progress Report to April 2022	31
--------------------	---	----

# Dunedin's Economic Development Strategy Progress Update 2021/22 YTD Apr 2022



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, a 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 2013 – 2023

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



## INTRODUCTION

The 10-year vision and goals	2
Welcome	6
The Facts	8

# 1.0

## BUSINESS VITALITY

1.0 Business Vitality	11
1.1 Business Vitality – Key Indicators	14
1.2 Additional Activity Undertaken	15



# 2.0

## ALLIANCE FOR INNOVATION

2.0 Alliance for Innovation	17
2.1 Alliance for Innovation – Key Indicators	19
2.2 Additional Activity Undertaken	20



# 3.0

## A HUB FOR SKILLS AND TALENT

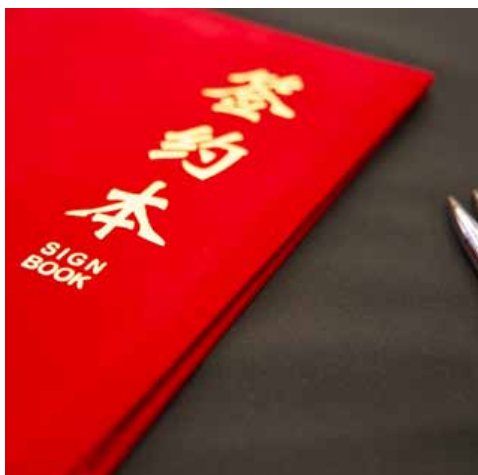
3.0 A Hub for Skills and Talent	22
3.1 A Hub for Skills and Talent – Key Indicators	24
3.2 Additional Activity Undertaken	25

4

# 4.0

## LINKAGES ACROSS BORDERS

4.0 Linkages Across Borders	26
4.1 Linkages Across Borders – Key Indicators	28
4.2 Additional Activity Undertaken	29



# 5.0

## A COMPELLING DESTINATION

5.0 A Compelling Destination	32
5.1 A Compelling Destination – Key Indicators	37
5.2 Additional Activity Undertaken	38

# 6.0

## WELLBEING OF OUR COMMUNITY

6.0 Wellbeing of our Community	40
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# 7.0

## WHAT'S NEXT

7.0 What's next?	42
Signatories of the Economic Development Strategy	46





## Promising progress and delivering it

### Welcome

As we reflect on some of the significant work that has taken place across the city over the last six months, it's heartening to see that we're trending favourably against other New Zealand cities and tracking well against our Economic Development Strategy goals. Despite a very challenging period for the global economy, Dunedin is faring comparably well.

As our collective mindset shifts from initial recovery to a flourishing future, Dunedin is poised for some exciting developments across multiple sectors.

The participating partner organisations and independent members of the Grow Dunedin Partnership (GDP) have progressed a number of key projects and initiatives since the last report, from further advancing our position as a national hub for video game development to preparing the next generation of vocational trainees.

The activities undertaken by our respective partners, are not only laying the foundation for our city to grow and prosper, but also contributing to the wellbeing of our residents, now and in the future.

Everything we do is ultimately contributing to the Dunedin Economic Development Strategy Vision to be one of the world's great small cities. A place renowned as a confident, competitive knowledge centre; a community where enterprise and creativity support a productive and sustainable city.

We're well on the way to achieving this, and it's been and will continue to be a collaborative effort.

Momentum continues to build and the outcomes of the work outlined in the following pages, will continue to reap benefits as we look towards the next iteration of the Strategy, beyond 2023.



John Gallaher  
Chair - Grow Dunedin Partnership

#### **Grow Dunedin Partnership Membership**

Dunedin City Council: Chris Staynes and John Christie

Business South: Mike Collins

Ngāi Tahu: Donna Matahaere-Ātariki

Otago Polytechnic: Megan Gibbons

University of Otago: David Thomson

#### **Independent members:**

John Gallaher (Forsyth Barr Ltd)

Barbara Bridger (Otago Community Trust)

Jason Tibble (Otago Polytechnic)

#### **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.

8

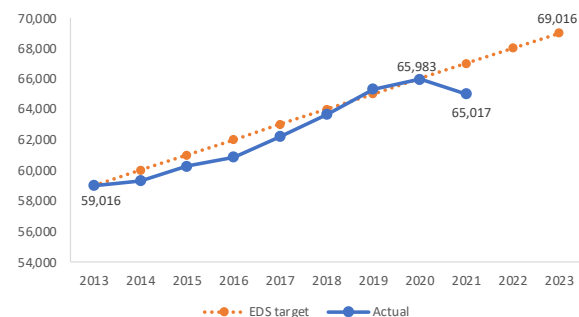
# The facts



## How has Dunedin been tracking?

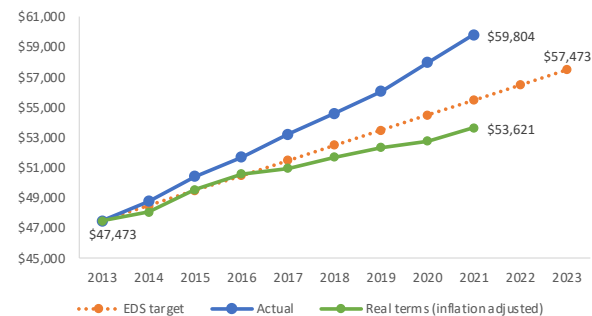
### Goal: 10,000 extra jobs over 10 years

#### Employment Growth 2013 – 2023



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

#### Mean Annual Earnings Growth 2013 – 2023



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

	Level			Average annual growth	
	2003	2013	2021	2003-13	2013-23
GDP (2021 pricing, \$m)	\$5,266	\$5,724	\$6,828	0.8%	2.2%
GDP per capita (2021 pricing)	\$43,557	\$46,348	\$51,223	0.6%	1.3%
Household income (mean)	\$37,658	\$60,560	\$78,862	4.9%	3.4%
Population	120,900	123,500	133,300	0.2%	1.0%
Employment (filled jobs)	56,728	59,016	65,017	0.4%	1.2%
Productivity (GDP per job, 2021 pricing)	\$92,833	\$96,988	\$105,018	0.4%	1.0%
Productivity (GDP per job, 2020 pricing)	\$90,980	\$94,965	\$101,582	0.4%	1.0%

Source: Infometrics Regional Annual Economic Profile, March 2021 year

10

## Pulse check of Dunedin

Headline indicators year ending March 2022

**4.8%pa**

Economic activity (GDP) growth  
(5.2%pa nationally)

**6.1%pa**

Retail spend growth  
(6.1%pa nationally)

**3.6%**

Unemployment as proportion of workforce  
(3.4% nationally)



**1.9%**  
growth traffic flows



**5.9%**  
less people receiving  
Jobseeker support



**0.1%**  
easing in health enrolments



**24%**  
more new dwelling consents



**120%**  
increase non-residential  
consents



**1.5%**  
more jobs



**8.1%**  
increase house prices



**14%**  
fewer house sales



**23%**  
more car registrations



**46%**  
more commercial vehicles  
registrations

\* Infometrics Dunedin City Quarterly Economic Monitor (March 2022)



## 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
- assisting businesses through procurement.

### Supporting our exporters

GDP continues to focus on growing export opportunities for the city – particularly those relating to Dunedin's relative strengths whether in education and/or knowledge. Increasingly, we are re-building our relationships with export and international markets as the world setting adjusts to changes in the COVID 19 pandemic.

- Over the last six months, Study Dunedin has continued work on the development and recovery of the international education sector.
- Work is underway on developing a better understanding of perishable food products grown within the wider Otago region and the potential to strengthen access to international markets and opportunities for associated services and industries
- The 2022 renewal of Memorandums of Understanding (MoU) between Shanghai and Dunedin cities, their science and technology and other institutions, will open doors for further discussions on export opportunities over the next three years.

12

### **Red carpet, not red tape**

This initiative ensures Dunedin is a business-friendly city through industry engagement and support by both Enterprise Dunedin and Business South.

#### **The Grange Lifecare Village**

After purchasing 21 hectares of residential zoned land near Mosgiel in late 2016, the developers of The Grange Lifecare Village began work to build a 350-unit retirement village. When complete, the complex is expected to home some 450 residents in a 'continuum of care' model employing around 80 people. Its build is involving around 25 contracting firms.

Working with the developers, DCC's Enterprise Dunedin Relationship Manager liaised with multiple Council departments to assist with the consenting process.

### **Unlocking potential**

Work continues on the city's programme to unlock land and property, to ensure the maximum economic development value is realised. DCC's Property Services and Planning teams are working across a number of projects such as the 2nd Generation Plan.

### **Supporting local**

GDP partners continue to promote Dunedin businesses via domestic marketing and publicity opportunities, including the students and parents welcome campaign and the current winter campaign.

Regularly updated marketing content on Enterprise Dunedin-managed digital channels including the DunedinNZ.com website and social media platforms, promotes local businesses including dining, attractions, retail and others.

A suite of 'support local' digital assets are available for the business community to use and are also distributed via partners to amplify the message.



### Regional Business Partnership

The Otago Regional Business Partner Network, led 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 1 July 2021 – May 2022	Dunedin YTD Delivered	Otago YTD Delivered
Voucher Spend – Management Capability Fund	\$92,977.00	244,933.00
Engaged Businesses	45	173
Mentor Matches	26	101
RBP NPS	82+	82+

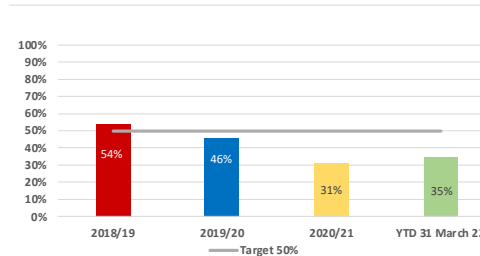
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## 1.1 Business vitality – key indicators

Satisfaction with the DCC.

2020/2021      YTD 2021/22  
**31%**      **35%**

Satisfied with Council support for economic development

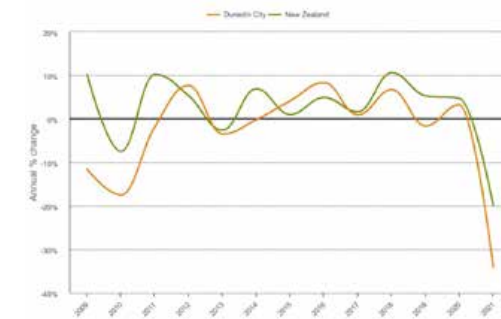


Source: Resident Opinion Survey

Uptake and availability of land and property.

To come

Percentage of exporting businesses and value of exports



Data gathered from Infometrics shows that exports from Dunedin businesses slumped 34%pa in the March 2021 year, down from a peak of 8.3%pa growth in 2016. The total value of exports from Dunedin in the March 2021 year was estimated to be \$508 million.

Source: Infometrics



15

## 1.2 Additional activity undertaken

### **Business South**

Business South's networking events build relationships and connections between a wide range of like-minded people whose operations already produce goods and services. The organisation also looks to the future, with training and support for key work and employment sectors.

Young people pursuing their vocational ambitions and the business community seeking the next generation of talent both benefit from Business South's facilitation of the For Trades Apprenticeship Trust (4Trades).

Business South also coordinates the Lion Foundation Young Enterprise Scheme (YES), helping to create a new wave of business savvy and financially competent Kiwis.

Southern Heroes is a Business South initiative supporting southern health care workers, as they respond to increasing COVID-19 cases in the community. Southern Heroes provides local organisations the opportunity to donate time to help the Southern DHB and other local health providers with non-clinical, non-contact tasks.

### **Growing screen sector**

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.

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 five major project enquiries in the pipeline for Dunedin through to mid-2023. As at May 2022, Film Dunedin is engaged with 10 local screenwriters/producers with 15 Dunedin-based, long-form projects in development. Our support includes resource to secure script consultants, mentoring and writers in residence.

Film Dunedin, Film Queenstown and Film Otago Southland have jointly:

- built a locations database of more than 30,000 images from across Otago and Southland
- placed interns in entry level roles on major television productions in the region
- worked with Ngāi Tahu, industry reps and the Southern Institute of Technology (SIT) to design a programme training crew with residency to meet gaps in the region's skill base
- managed a regional research and engagement project to design support for locally developed long-form content to reach the market.

16

Film permitting has included short films, a music video and domestic tourism commercials. Significant content has included a CNN documentary on the return of sealions to Dunedin beaches and the Scottish travel show 'Men In Kilts'.

To the end of March:

2018/19 33 permits

2019/20 42 permits

2020/21 36 permits

2021/22 37 permits

Film Dunedin received 138 film inquiries to the end of March 2022 (compared with 141 inquiries July 2020 to March 2021).

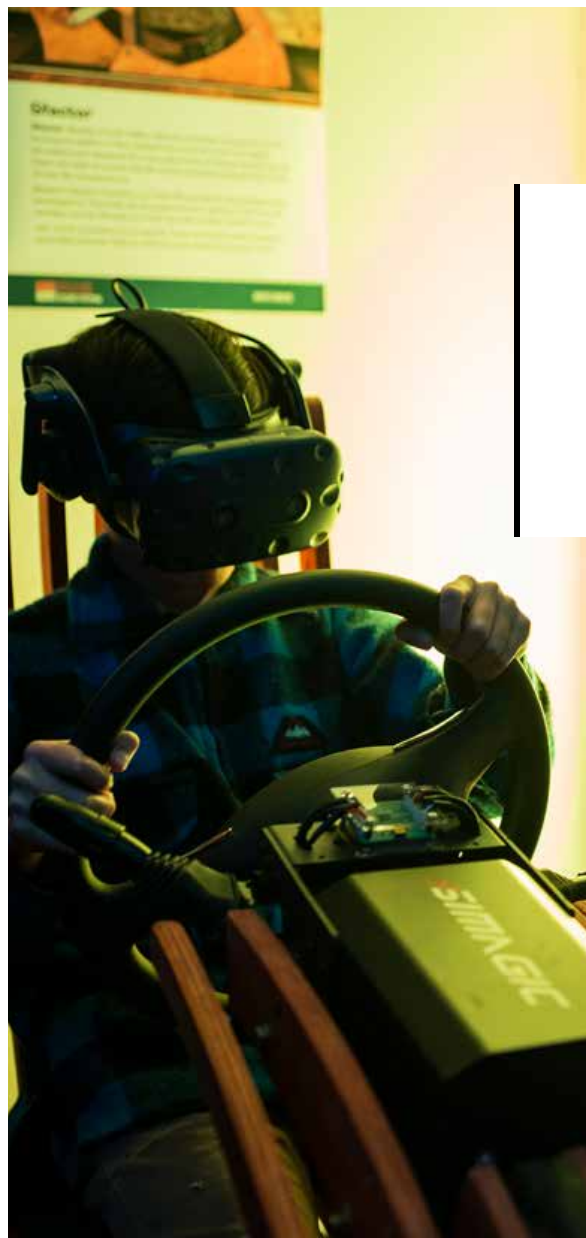


### Good Food Dunedin

Good Food Dunedin (GFD) is a Dunedin City Council-led initiative, supported by individuals, communities, organisations and businesses that 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.

- GFD 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.
- GFD is engaging with DCC departments to build better information sharing and collaboration.
- GFD and external stakeholders are finalising an Investment Logic Map (ILM) identifying issues that Ōtepoti-Dunedin's local food system faces.
- Conversations on Aotearoa Food Policy Network are ongoing.





## 2.0 Alliances for innovation

The growth of innovative, competitive and high value sectors and ecosystems remains a priority for Grow Dunedin Partnership (GDP). The work of GDP has resulted in business growth in the city, demonstrating the area's collaborative strengths, particularly with the University of Otago and Otago Polytechnic and support for industries via the Start Up Dunedin Trust and the Centre of Digital Excellence (CODE). While overall start up support, film and gaming have been, and will remain a priority, additional work on opportunities for health and gaming will be further progressed.

### 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. Support offered includes, one-on-one mentoring from the pool of mentors, weekly or fortnightly one-on-one coaching from the Startup Dunedin team, desk space and meeting rooms at Startup Dunedin, regular peer-to-peer learning with other founders, and in-kind services from local professional services.

**Coralcone** is a female-founded supplier of Aotearoa designed and made menstrual cups. With 100 orders within its first eight weeks of launching, its founder received exceptional mentorship from within Ōtepoti, including marketing experience in the health industry. Part of each Coralcone purchase supports ocean protection projects.

**Scannable** is the first cloud platform to connect the equipment-value chain, end to end, regarding safety equipment for those working at height. \$1 million was raised from two venture capital sources, valuing Scannable at \$5.5 million. The team has now grown to eight staff, including a top tier chief technology officer from a successful Queenstown-based start-up.

17

18



### **Audacious**

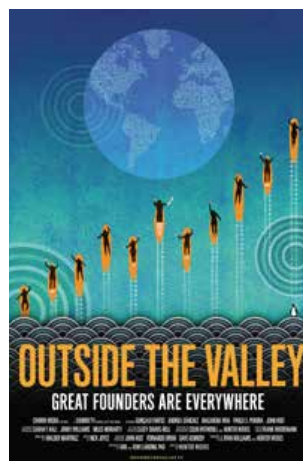
Audacious has adapted to host both in-person and online self-paced sessions to flexibly support students in the ever-changing start-up climate. Refreshingly, we now have a fully in-person cohort after two years on Zoom. This allows students to meet alumni and other Dunedin founders. Students continue to demonstrate a passion for creating sustainable and resilient businesses in such areas as pest-reduction, circular economy solutions and ice-cream from once-wasted bananas.

### **Mapping the ecosystem**

Startup Dunedin has supported University of Otago research into understanding the different support systems for start-ups, to make these easier for everyone to navigate. An i-SITE inspired map has been created highlighting resources and opportunities for any start-up founder at any stage.

### **Outside the Valley**

We made it to the big screen! A documentary has highlighted Dunedin as one of four regions outside Silicon Valley growing start-up hubs. It featured a number of local start-ups. Startup Dunedin hosted the Ōtepoti premier screening to a sold-out audience.



### **University of Otago – Otago Innovation**

Otago Innovation's annual Proof of Concept competition combined with the Health Science Division's Translational Research Grant (TRG) to attract 19 applications in 2021. The Proof of Concept competition was won by a new approach to cancer therapy from the Pathology Department, while the TRG was won by a group from Pharmacology with a novel approach to removing nitrates from water supplies.

A German-NZ Green Hydrogen alliance has been formed between the University and the Helmholtz-Zentrum Hereon, a major German research institute, to establish a joint research centre on green hydrogen at Otago. Funding for the initiative is shared by the German Federal Ministry of Education and Research (BMBF), and New Zealand's Ministry of Business, Innovation and Employment (MBIE). Five years of funding has been confirmed by both sides.

Amaroq Therapeutics, a new Dunedin-based biotech start-up spun out of the University, has secured a commitment to invest \$14 million to accelerate its pioneering work using one of the world's most advanced programmes in next-generation RNA therapy to target cancer. The Amaroq Therapeutics team, led by Dr Sarah Diermeier, is looking to apply the investment – from life science investor Brandon Capital, Otago Innovation Ltd, NZ Innovation Booster and Cure Kids Ventures – to investigate therapies to treat common cancers such as breast, colorectal and liver cancer.

## 2.1 Alliances 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. See page 13 (RBP table under Business Vitality).



### 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 0.3%pa in the March 2021 year, following growth of 2.5%pa the previous year. There were an estimated 24,605 jobs in knowledge intensive industries in Dunedin.



Source: Infometrics



### Indicator

Number of business and industry-research collaborations.

### Results

35 potentially commercial opportunities were presented to Otago Innovation in 2021 (2021: 50). 2021 saw newly formed companies Amarfuq Therapeutics (Biotech), Wellumio (stroke detection) and Periomedic (miniaturised devices to detect gum disease) come into existence. Previous University spin-outs including Chitogel also raised significant capital during the year.

Source: The University of Otago's Annual Report.



## 2.2 Additional activity undertaken

### **CODE (New Zealand Centre of Digital Excellence)**

This Dunedin-based initiative is intended to enable the development of a \$1b video gaming industry over ten years. As with GDP, CODE has built on stakeholder and industry relationships across the city to create a unified way of supporting video game development in Dunedin.

#### **CODE funding:**

\$10m funding from Kānoa has enabled CODE to create studios and jobs as well as effectively engage with the Dunedin game development community. This has resulted in 80 expressions of interest (EOI) for funding by gaming start-ups and companies in the first year alone. Now in 2022 and at the completion of round four of the funding programme, 139 EOIs have been submitted to the CODE funding programme in total (including Service Start and Scale Up EOIs).

69 applications have been made to CODE for funding since 2020. In total \$4.48m has been requested, with 29 successful applicants have receiving \$1.9m in support. To date, 19 new studios have been created in Dunedin resulting in 69 jobs, which have been created, or supported by CODE funding.

Diversity in the composition of studios and content is an important indicator of success for CODE:

- Overall, 9% of the output from CODE's funding recipients focus on Māori cultural content
- 8% of team members identify as Māori or Pasifika
- 53% of team's compositions are from under-represented groups.

Although it is expected that the numbers will fluctuate, this work means that overall CODE, with guidance from partners, is starting to build an intergenerational pathway for under-represented groups.

### Whare Mātoro o Ōtākou (Otago Games Space) at Otago Polytechnic

Enterprise Dunedin and CODE successfully brokered a relationship between the Otago Polytechnic and Swedish-based Future Games (vocational training educators) who along with local game developers have designed education pathways for graduates to enter the industry.

Whare Mātoro o Ōtākou (the Otago Games Space) includes game development pathway options in the Bachelor of Design (Communications) and Bachelor of Information Technology degrees from 2022. This will also include some non-traditional pathways for Māori into game development.

### Undergraduate student enrolments:

To date Whare Mātoro o Ōtākou has enabled the following outcomes:

	Anticipated	Actual
Student enrolments in first intake, 2022	20	47
Industry staff teaching into courses	2	7
Māori / Pasifika learners	15%	19%

### Visiting Chair of Gaming at the University of Otago

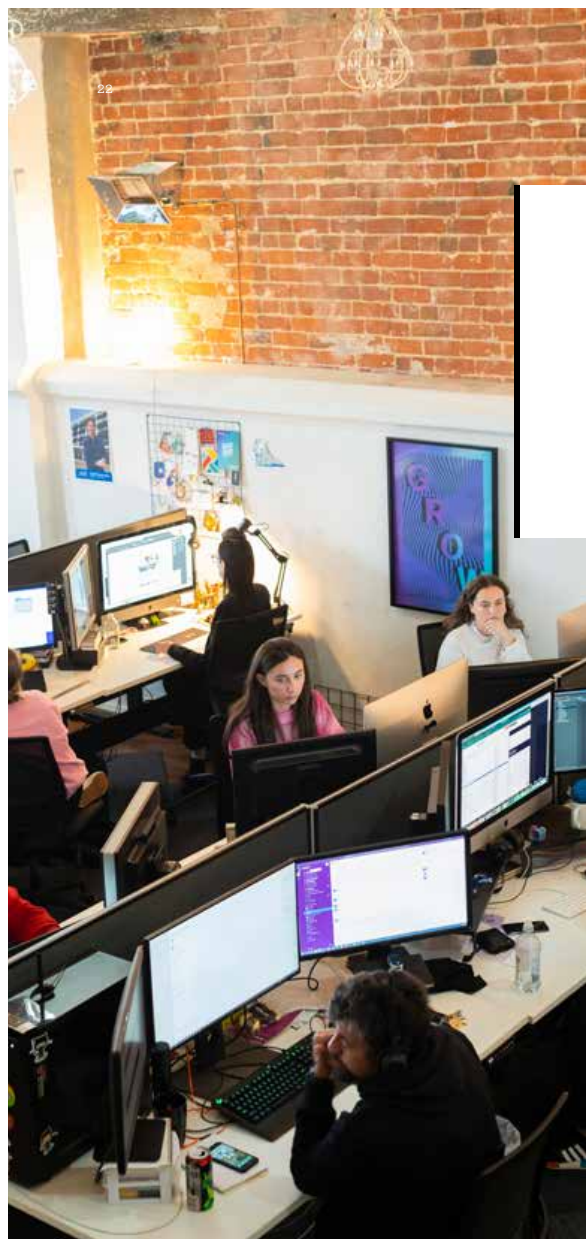
The University of Otago will welcome in 2023 CODE's first Visiting Chair of Gaming; Mark Merino, Professor of Writing at the University of Southern California, who will also contribute to the work of the Department of English and Linguistics. This work will include the development of new academic papers on 'Pervasive Gaming Development' for students with an interest in video game development. The University of Otago has also convened a cross-divisional committee to progress their curriculum development across Humanities (Digital English and Performing Arts), Information Science, and Computer Science.

### CODE's Outreach to children aged 11-13:

Game Dev Clubs (children collaborating to make interactive media projects) are operating in two locations, reaching approx. 25 students. Strong growth is anticipated in this area in the second half of 2022.

### Kaupapa CODE

CODE is also working on a plan to engage with local rūnaka for an interactive fiction/game jam in the run-up to Matariki celebrations in June 2022 involving the region's Māori creative community and game developers. Taikawa Tamiti Elliffe who is the CODE Māori Partnership and Pathway Manager is leading the work on this as part of Kaupapa 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

Like many other cities in New Zealand, the competition for talent continues to be a challenge for Dunedin, with particular demands in the health – and construction-related sectors. Critical support for the continued growth of our start up and business eco-systems includes:

- developing a better understanding of these demands through initiatives such as construction labour forecasting
- sector responses through projects such as Dunedin Workforce Central
- development of pathways between tertiary students and industry requirements.

### Retaining our graduates

While the flow of international students to Dunedin has remained severely restricted, the number of New Zealand students coming to the city from outside of Dunedin reached record levels in 2021. The progressive loosening of border controls by Government during 2022 is paving the way for a resumption of international student inflows from 2023, as is continuation of post-study work rights for those who graduate at degree level and above.



### **JobDUN**

The JobDUN business internship programme aims to meet business needs, create high-value jobs, retain skills and talent in the city and contribute to the economic growth of Dunedin. It also helps retain tertiary students in Dunedin once they graduate, to contribute to our growth sectors – technology, education, and the creative industries. JobDUN's 2021/2022 season saw 22 businesses register for 47 JobDUN internships. Forty internships were confirmed, and by April 2022 these had led to the creation of 15 jobs (eight FTE, two PTE, five contracts) of which 14 are new roles.

### **Design excellence**

Highlighting the depth of expertise within its School of Design, Otago Polytechnic won five medals at the Designers Institute of New Zealand Best Design Awards. In fact, eight Otago Polytechnic School of Design-related projects were represented at the country's most prestigious annual showcase of excellence in graphic, spatial, product, interactive and motion design – an outstanding achievement.

### **Wildlife Hospital**

Otago Polytechnic's School of Veterinary Nursing, in conjunction with the Wildlife Hospital, Dunedin, has developed two new programmes specifically focused on avian wildlife healthcare.

Since opening in 2018 and operating out of the School of Veterinary Nursing, the Wildlife Hospital has treated many hundreds of injured birds, many of which carry a nationally critical, endangered or vulnerable status.



### **Māori and Pasifika trades training**

Otago Polytechnic continues to build and grow the He Toki\* trades training programme (carpentry) for Māori and Pasifika learners in both its Dunedin and Cromwell campus.

He Toki is an indigenous model of education and works in a collaborative space with iwi (Kāi Tahu), mana whenua (via Aukaha), industry, community organisations and Government.

A key point of difference for this programme is that it not only focuses on skills outcomes, but also the introduction of Te Ao Māori principles, enabling students to gain a wider perspective of both the Māori world and who they are as individuals. The He Toki programme currently sits within Carpentry level-3, but work towards its inclusion within electrical and other trades programmes is underway.

[He Toki\* trades training programme is unrelated to the Polytechnic's building project which shares a similar name.]

24

### 3.1 A hub for skills and talent – key indicators



#### Indicator

Graduate retention rate.

#### Results

At the time of completing this report the 2021/22 JobDUN results are not yet completed, however as at April 2022, 22 businesses had registered, with 40 JobDUN internships confirmed. These have led to the creation of 15 jobs (eight FTE, two PTE, five contracts) of which 14 are new roles.

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 2021 Subnational Population Estimates show that Dunedin received 1.5% of New Zealand's net international migration during the June 2021 year, down from a 1.8% share of net international migration during the previous year.

Source: 2021 Subnational Population Estimates



### 3.2 Additional activity undertaken

However, skill and workforce requirements present challenges. Understanding these demands remain an ongoing priority for GDP, both through construction labour forecasting models developed by Enterprise Dunedin and activities via Dunedin Workforce Central through Business South.



#### Otago Construction Labour Workforce

Major construction projects worth almost \$23bn are expected in the Otago region in the period to 2029. This is expected to deliver wider economic benefit across the city through major renewal projects and public/private investments such as the ACC building and new Dunedin Hospital.

The University of Otago has a significant amount of construction underway on its Dunedin campus, including three major projects:



New **\$104m** hall of residence for around **450** students, (completion expected in 2023)



**\$18m** extension adding **66** places to an existing hall (completion expected in 2023)



**\$44m** redevelopment of its Food Science building (completion expected in 2024)

26

## 4.0 Linkages across borders

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 **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 aims to identify two-way trade and investment opportunities, including talent and education, between Dunedin and Shanghai.

Shanghai has been a Sister City of Dunedin for over 28 years. During this time, there has been a consistent focus on how to leverage this strong relationship to benefit Ōtepoti organisations and businesses.

Dunedin has renewed the Sister City Agreement with Shanghai for the seventh time. Along with this, the Dunedin Public Library and Shanghai Library, Lan Yuan Dunedin Chinese Garden and Yu Garden, and the Shanghai Science & Technology Commission and Enterprise Dunedin signed their own Memorandums of Understanding (MoU). The four additional MoUs will expand the potential for collaboration in mutual interest areas such as the digital economy, culture, science and technology research, climate change and environmental protection.



A new sister kindergartens relationship was formed between the Wuxi Women's Federation Experimental Childcare Centre and the Otago University Childcare Association (OUCA) after an online meeting in late 2021. Arranged by the Wuxi Foreign Affairs Office and Enterprise Dunedin, the meeting enabled the two kindergartens to establish ties under the umbrella of the friendly cooperative relationship between Dunedin and Wuxi (a city near Shanghai).

A joint application for funding cooperative dental research between Dunedin and Shanghai has been submitted to the Shanghai Science and Technology Commission. The application stems from existing collaborative mahi (work) by the University of Otago Dental School, Shanghai Dental School, the NZ-Shanghai Consul General Office and Enterprise Dunedin. Their mahi is already supported by an MoU between the Shanghai Science & Technology Commission and Enterprise Dunedin.

Mayor Hawkins met the new China Ambassador and Consul General of Christchurch, WANG Xiaolong, in May 2021. The ambassador was impressed by and supportive of all the tangible and ongoing cooperative activity between Dunedin and China.

### **Business and investment attraction**

Dunedin is a confident commercial centre with a sophisticated range of business support initiatives to foster economic development in the region and help businesses find their place in the global market.

The activities of the GDP members contribute significantly to business and investment attraction by facilitating opportunities across a number of key streams, including but not limited to:

- Otago Regional Economic Development forum
  - Film Dunedin
  - international relations including MoUs as part of Project China
  - Startup Dunedin
  - CODE
  - University of Otago research programmes
  - product development via Otago Polytechnic.
- The following industries continue to attract significant investment to Dunedin:
- education
  - health
  - design
  - niche manufacturing
  - information and communications technology
  - biotech.

28

## 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
- Business South

### Friendship Agreements

- Qingdao
- Qingyuan
- Hengshui
- Wuxi

Source: Dunedin City Council Records



### Indicator

Increased linkages with diaspora.

### Results

The University of Otago maintains connections with graduates globally. The University's 2021 Annual report identified that contact was maintained with over 130,000, up from 120,000 in 2020.

Source: The University of Otago's Annual Report



## 4.2 Additional activity undertaken

### Film Dunedin

Together with other Regional Film Offices, Film Dunedin works in partnership with the International Team at New Zealand Film Commission to service enquiries as they come into the country. In the last year, Film Dunedin has hosted in person visits by scouts and directors for five international drama productions, and pitched images for a further 20 prospective projects. The city's compact size, authentic architecture and accessible beaches are attractive. As an enquiry develops, the Dunedin Film Office provides information about filming and using the city as a project base.



The Netflix romantic comedy, *The Royal Treatment*, was filmed in Dunedin and Oamaru in 2021. It was in Top 10 most viewed content globally for three weeks following its release in late January 2022.



*The Power of the Dog*, directed by Jane Campion, was filmed in Central Otago, Oamaru and Dunedin in 2020. The film received numerous prestigious international awards. In the week after it won six Oscars in the 2022 Academy Awards, Film Otago Southland placed this half page advertisement in "The Hollywood Reporter".

30

### Otago Regional Economic Development

Since 2018, Council's across Otago have sought to collaborate on economic development to improve the well-being of people across the region. In late 2021, ORED initiated a new process of engagement with regional stakeholders from 28 organisations, industries, and businesses, and started meaningful and ongoing

conversation with Rūnaka about their own aspirations and priorities for Otago's economic development. Championed by GDP, this work culminated in the identification of four priority action areas for Otago's economic development, intended to inform future projects and engagement with government in support.

Priority area	What it means
<b>Collaboration</b>	We are stronger working together. Otago does not have deep cross-regional economic development forums for stakeholders. A key focus is creating spaces and an ecosystem to collaborate so we can enjoy the benefits of networking and amplifying ideas and initiatives across the region.
<b>Learn Otago</b>	To be as productive as we can be and resilient in the face of change, we must constantly learn and adapt. This priority is about identifying best practice, adopting new technologies to do better, fostering local innovation, and developing our people. Otago's strength in research, education and technology can enable us to overcome identified challenges.
<b>Lifetime value</b>	Many people pass through Otago at different points in their lives – particularly students and tourists – and the region holds a special place in their hearts. There are opportunities to create additional value for those people and the region by keeping them connected to, and invested in, Otago.
<b>Food Otago</b>	Otago has a strong agricultural backbone and sells a variety of food and beverage products to the world. The agricultural supply chain is also supported by research, technology, logistics and marketing. There are opportunities for Otago to enhance the value derived from its food and beverage supply chain, including through the way we market, package and distribute products, as well as how we minimise waste.

### Global learning communities

Otago Polytechnic has strong international connections with tertiary institutions that work closely to create global, multidisciplinary and cross-cultural learning communities.

Otago Polytechnic works with partners including: Humber College, Toronto; Kaua'i Community College, Hawaii; Saskatchewan Polytechnic; and Medicine Hat College, Alberta. Together they have developed and delivered opportunities to engage with indigenous practices, bi-culturalism and sustainability.

Humber College and Otago Polytechnic are also partners in the Global Polytechnic Alliance along with VIA University College, Denmark. Together they are making significant achievements related to micro-credentials, programme development and research.

Otago Polytechnic also partners with the Royal Melbourne Institute of Technology in an international research project focused on bi-culturalism and sustainability and the delivery of United Nations Sustainable Development Goals.

### iD Emerging Designer Awards

The iD International Emerging Designer Awards 2021, in partnership with Otago Polytechnic, comprised more than 40 collections, selected from more than 150 applications from 27 countries.



*When I saw the incredible submissions, it reminded me that there is nowhere else in the world where edgy and challenging sustainable fashion from some of the most notable institutions internationally are accessible to the public in such a way.*

Head of Fashion Design, Professor Margo Barton



### University extends international ties and courses

In the past year, the University of Otago renewed 20 existing international agreements and, despite the challenges of the pandemic, established a further 74 partnerships, bringing the University's current number of international partnerships to 369.

In response to ongoing COVID-related border restrictions, the University of Otago extended its online offshore delivery to include courses in health sciences and the humanities as well as business.

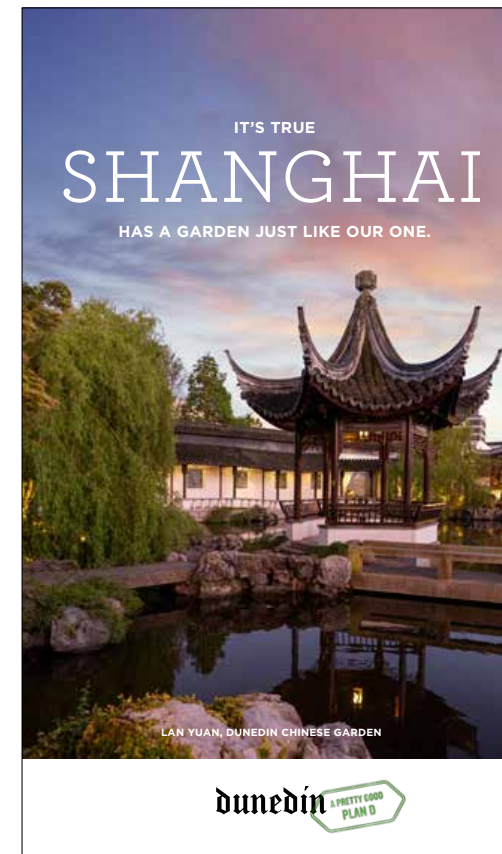


## 5.0 A compelling destination

Job opportunities will attract some people to Dunedin, however, it is the lifestyle that will make them stay. Our compelling stories will inspire public and private investors, skilled talent, and ambitious entrepreneurs to want to discover the many wonderful things Dunedin has to offer.

### Dunedin Destination Plan

Development of the Dunedin Destination Plan is ongoing however, COVID has impacted on the timing for the delivery of the plan.



## Plan D

Enterprise Dunedin's destination marketing activities has continued to focus on the domestic audience and engagement with the local visitor industry. With the support of the Strategic Tourism Asset Protection Plan (STAPP) and other Government funding, a series of new initiatives were progressed, including:

- Work on the Dunedin Destination Plan
- The DunedinNZ Research Hui
- Dunedin Product Development review
- Dunedin Food and Drink Tourism review
- Regional Events Funding second round

### Marketing campaigns and promotional initiatives in market since September 2021 included:

- The continuation of the Plan D campaign with additional creatives and refreshed messaging, including an exhibition at Wellington Airport, Dunedin Airport, and an ongoing digital marketing presence.
- The launch of the Dunedin Deals page and the new Insiders Dunedin storytelling platform on the DunedinNZ website.
- TVNZ Big Backyard live cross and pre-recorded segments showcasing the city and its attractions on the Breakfast Show in collaboration with Tourism New Zealand.
- The welcome students and parents' campaign in conjunction with University of Otago, Otago Polytechnic and Dunedin Airport.
- The Kids Insider's Easter school holiday campaign netted good results during the three weeks it was in market.



**1,632,611**

impressions overall via digital channels



**339**

direct referrals to local operators from the DunedinNZ website and operators and events receiving good numbers

### Winter 2022

A new winter campaign has been launched, with a focus on dark nights, warm lights and cosy places to be, including the range of major city events taking place over the season including Mana Moana: Ōtepoti, All Blacks v Ireland, Midwinter Carnival and Dine Dunedin.

The campaign will run on DunedinNZ channels in addition to NZME, Stuff and Air NZ Inflight Entertainment nationwide.

### Welcome student and parent campaign

Acknowledging the positive impact students and their parents have on the Dunedin economy, this campaign is a collaboration between Enterprise Dunedin, Otago Polytechnic, the University of Otago and Dunedin Airport. This year it extended a warm Dunedin welcome to our students and their parents as they arrive with:

- an in-flight welcome video shown on A320 flights during February.
- a Kia Ora magazine welcome article
- brochures enticing parents to get out and explore and to visit again, which were distributed to local accommodation, airport shuttles & Go Rentals at Dunedin Airport
- Otago Polytechnic and University of Otago student ambassador welcomes at Dunedin Airport.





### Otago Polytechnic

#### He Toki Kai te Rika

Work continues on He Toki Kai te Rika, Otago Polytechnic's multi-million-dollar trades training centre in the heart of its Dunedin campus.

The reo Māori name was gifted to Otago Polytechnic by local rūnaka. He Toki Kai te Rika translates as 'A Tool For Your Hand'.

The \$31.7 million facility is expected to be ready by the first semester of 2023. Its construction will involve around 200 tradespeople, construction managers and consultants, stimulating and supporting economic activity in the city and region.



*Future projects in Dunedin, such as the New Dunedin Hospital, will require a broad range of expertise. He Toki Kai Te Rika will provide an ideal learning environment to meet some of the skill demands of such big projects.*

Otago Polytechnic Chief Executive, Dr Megan Gibbons,

#### New Dunedin Hospital Careers Fair

Otago Polytechnic is collaborating with Workforce Central Dunedin and Business South to inspire and inform rangatahi via an interactive New Dunedin Hospital Careers Fair, where they will meet people working in industry. The fair is focused on the wide range of trades and services and vocational pathways involved in the new hospital build and its ongoing operation. Attendees will receive a safe and unique insight into the project, with access to real construction activity and project staff members while considering vocational education opportunities to be a part of this legacy build.

#### Student showcase

Otago Polytechnic's annual Student Showcase shines a light on the innovative work produced by ākonga in the previous year, from fashion to architecture, product and communication design, art, engineering, horticulture and beyond, with skill and passion.





### **University of Otago**

#### **Marketing the city**

After two years of significant disruption, the University was able to resume its formal graduation ceremonies from May 2022. The influx of graduates and their families to Dunedin for a graduation weekend brings significant economic benefit to the city; the three weekends of graduations in May 2002, for example, had an estimated direct economic impact of \$5.2 million.

#### **Sustainability in business**

The University is committed to slashing its carbon emissions on the Dunedin campus by 54% across six areas by 2029, as the most critical step to achieving net carbon zero by 2030.

Sending emissions plummeting by about 27,000 tonnes of CO<sub>2</sub>-equivalent compared to the 2019 baseline is the cornerstone of plans to reach that target, which will take the University below 22,000 tonnes before the end of the decade.

### **Study Dunedin**

International education is a valuable part of the wider education ecosystem, providing economic value, and social and cultural benefits to the city. While COVID-19 has hit the number of international students coming here hard, work is underway to resume and improve the city's appeal to young people and reassure their caregivers.

In February 2022, the Study Dunedin Advisory Group (SDAG) and Enterprise Dunedin facilitated a workshop which brought together representatives from Education NZ (ENZ), the University of Otago International Office, English Language Centre, Secondary Schools, Otago Polytechnic/ Te Pūkenga and the Otago Polytechnic Students Association.

Enterprise Dunedin and the SDAG continue to engage with high schools and tertiary providers on the challenges and priorities identified at the workshop, including:

- the anticipated slow rebuild of the international education sector, especially for secondary schools
- the opportunity to streamline homestay and English as a Second Language (ESOL) provision within schools
- the need to proactively engage with educational partners and agents (both onshore and offshore)
- the visibility of Dunedin as an international education destination.



### Game Development Pathway Project (GDPP)

Aligning with Dunedin's emerging gaming sector and the Centre of Digital Excellence (CODE), Study Dunedin's GDPP builds on student transition research undertaken by SDAG in July 2020. The intention is to build pathways for interested international students, from secondary school to tertiary education and onwards, into employment in the local digital technology and gaming industry.

Study Dunedin successfully applied for \$65,000 from Education New Zealand (ENZ) for the first stage of GDPP development. A steering group has been established featuring CODE, Dunedin high schools, University of Otago, Otago Polytechnic, game developer and ENZ representatives. Japan has been identified as the first target market and work on the delivery model and online taster programmes has been undertaken. Further ENZ funding has been sought for phase two of the project.

## 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 April 2022 was 2.1 days, compared to 1.9 days in April 2021.

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 in April 2022, Dunedin's share of domestic visitor spending across New Zealand was 3.7%, the same share as reported in April 2021.

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

The data includes card spending, but not prepaid bookings or cash payments.

The University of Otago recently released its enrolment numbers for Otago for the last five years and international student numbers are:

University of Otago enrolments Efts by fee status at 31 March 2018 – 2022 (includes Foundation Year)	2018	2019	2020	2021	2022
Domestic Students	16,235	16,360	16,523	17,827	17,732
International full-fee students	1,451	1,468	1,347	906	735
Total	17,685	17,828	17,871	18,733	18,467

This reflects the impact of COVID, including closed borders.



## 5.2 Additional activity undertaken

Despite COVID disruption, the i-SITE has managed to operate at the various levels. The prolonged Auckland lockdown impacted on visitors from the North Island coming to Dunedin, resulting in fewer visitors from the north in the 2021/22 summer season than the 2020/21 summer season. With the exception of a few international visitors in mid to late April, visitors have all been domestic with 60% being Dunedin locals.



### i-SITE customers' origin details by numbers



#### Domestic Travellers

1 July 2021 – 30 April 2022  
**1499**

1 July 2020 – 30 April 2021  
**2652**

1 July 2019 – 30 April 2020  
**2292**



#### International Travellers

1 July 2021 – 30 April 2022  
**38**

1 July 2020 – 30 April 2021  
**149**

1 July 2019 – 30 April 2020  
**4479**



#### Cruise Ship Travellers

1 July 2021 – 30 April 2022  
**0**

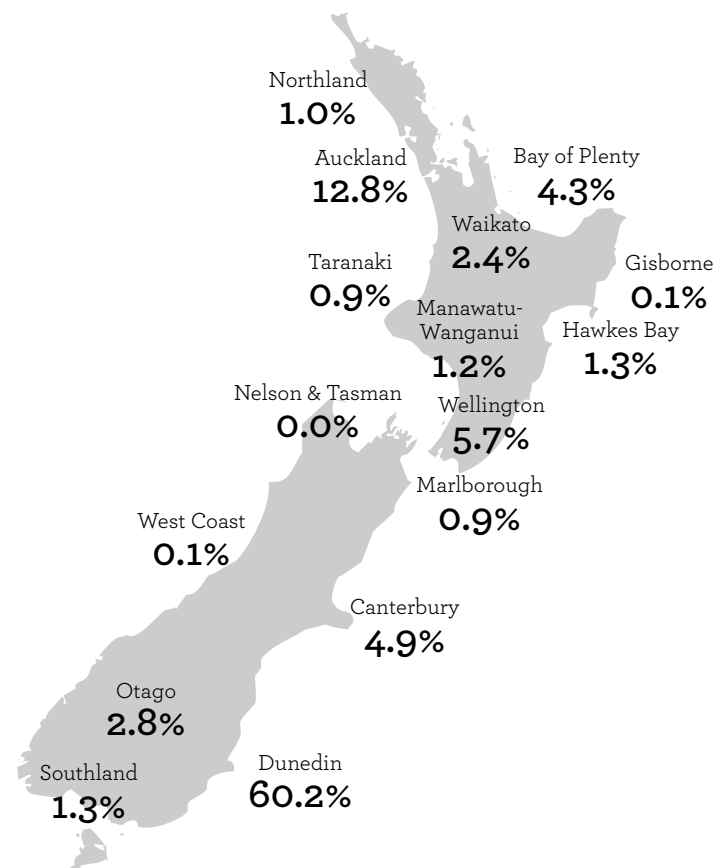
1 July 2020 – 30 April 2021  
**0**

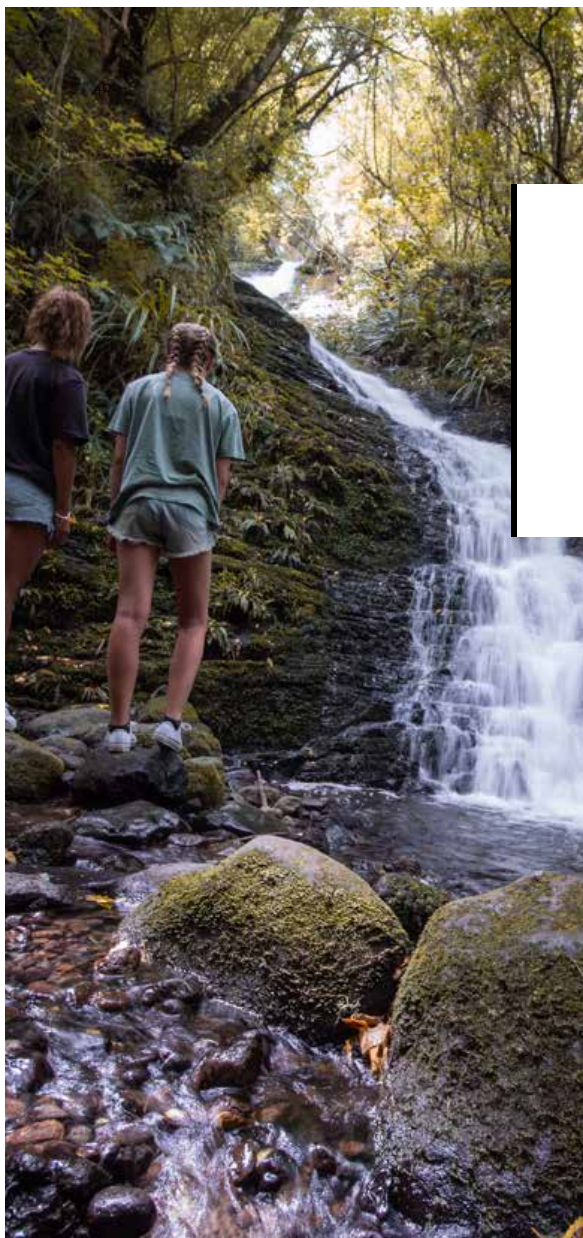
1 July 2019 – 30 April 2020  
**2671**

This gives the actual 10 month comparison for 01 July – April 30 for the last three years based on number of visitors purchasing from the i-SITE. There has been a drop in the percentage of North Island visitors directly related to COVID traffic light status and lockdown levels.

Source: i-SITE sales

### i-SITE domestic customers' origin details by percentage





## 6.0 Wellbeing of our community

### Otago Community Trust



*Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world*

Desmond Tutu

Otago Community Trust is the Otago region's largest philanthropic funder. Since its inception nearly 35 years ago, the Trust has granted almost \$200m into the community from revenue generated by a diverse investment portfolio

Over the last year, the Trust is proud to have steadfastly funded a wide variety of programmes and projects within greater Dunedin and across the wider Otago funding region.

In Dunedin, the Trust provided a \$200,000 grant to Catholic Social Services to support their new Family Support Centre in South Dunedin and a \$91,000 grant to the Araiteuru Marae Council to assist with repairing kaumātua flats within the marae precinct.

The community is still adjusting to the ongoing economic and social impacts life with COVID. It has also been a challenging period for Otago Community Trust's investment portfolio. While its reserves remain robust, volatility in the market remains with the evolving fluidity of the Russia-Ukraine situation.

Funding for the last six years to projects specifically within the Dunedin City boundary are as follows:

Year to March	2017 \$000s	2018 \$000s	2019 \$000s	2020 \$000s	2021 \$000s	2022 \$000s
Dunedin City	\$4,187	\$5,118	\$6,410	\$6,990	\$4,757	\$3,524
Total Grants	\$7,489	\$9,018	\$11,291	\$11,613	\$8,577	\$10,369

### New strategic focus for community giving

The Otago Community Trust introduced its new five-year strategy plan in April 2022.

The plan will guide the Trust into the future as it works with Dunedin's communities and key stakeholders to invest in, assist with and facilitate opportunities for the benefit of Otago.

Funding decisions are now categorised under four new funding pillars representing strategic focus areas of granting ie:

- empowered communities
- improved health and wellbeing
- increased access to opportunities
- thriving children and young people.

The Trust has also identified priority communities, aiming to address inequities these communities experience.

Under the Trust's new 'Thriving Children and Young People' funding pillar, a strategy and an innovative suite of funds has been developed, which aims to lift the capability of young people in the Otago region. The Trust plans to invest up to \$10 million over the next five years into organisations and initiatives that seek to support the region's tamariki and rangatahi, focusing on the adverse effects of disadvantage, discrimination and exclusion.

This funding is in addition to the Trust's annual community grants budget, set at \$10 million for the 2023 financial year.



### University of Otago benefiting the city

Over 2021, it is estimated that \$1.13 billion of value was injected into the Dunedin economy by the University, its staff and students. This is an increase on an estimate impact of \$1 billion for 2020, and equates to 17% of Dunedin's Gross Regional Product. The University also accounts for an estimated nine per cent of the city's workforce, with a total employment impact of 5,581 full-time equivalent jobs.

In an economic and well-being sense, the relationship between the University and wider city is a mutually beneficial one. Practically every sector of the Dunedin's economy is positively impacted by the presence of the University with literally hundreds of businesses and organisations within the city that play their part in meeting the needs of the University, our staff and our students.



## 7.0 What's next?

The Grow Dunedin Partners (GDP) Implementation Plan outlines the agreed 2021/22 priorities for delivery of Dunedin's Economic Development Strategy (EDS) actions. The partners, Dunedin City Council, Business South, Ngai Tahu, Otago Polytechnic and The University of Otago, supported by the independent Board members continue to work collaboratively in delivering outcomes for the EDS.






### **GDP Implementation Plan 2021/22 – Update to April 2022**










The Grow Dunedin Partners (GDP) Implementation Plan has been designed to prioritise action for the 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 to have 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.

43















EDS themes: Priority areas for change that will help us meet our objectives									
 <b>Alliance for innovation</b>		 <b>Business Vitality</b>		 <b>A Hub for Skills and Talent</b>		 <b>Linkages Beyond our Borders</b>		 <b>A Compelling Destination</b>	
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.	

Our initiatives (projects/proposals that are strategically aligned)								
On-going projects: <i>Priority projects for 2021/22:</i>					Success Measures		Progress	
					<b>Economic Development Strategy</b> – 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.	Work continuing on the alignment of DCC strategies using the Thriving Cities Framework. This work is being led by DCC Policy.
					<b>CODE (New Zealand Centre of Digital Excellence)</b> – 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.	New entity anticipated by 30 June 2022. Good progress made including, 100+ students between OP/OU and creation of 18 studios.

44

					<b>Otago Regional Economic Development</b> – 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.	Initial regional economic activity priorities have been identified by mana whenua and key stakeholders: • Collaboration • Learn Otago • Lifetime Value • Food Otago These have been provided to Government
					<b>Start-up Ecosystem</b> – 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.	SUDT Year-end December 2021: 410 founders supported, 170 students through Audacious, 62 community events, \$2m capital raising by start-ups.
					<b>International Relations</b> – 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 JP Games/Japan) can benefit Dunedin businesses.	Review and implementation of the Memo Of Understanding schedule.	Renewed memorandums of understanding (MOU) with China: • Dunedin – Shanghai Sister City Agreement • Dunedin Public Library • Lan Yuan /Dunedin Chinese Garden • Shanghai Science and Technology Commission Draft International Relations Strategy in development.
					<b>Export Education</b> – 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).	Study Dunedin activating measures to support return of international education market. Futures Workshop held. Stage 1 of ENZ funded CODE related transitions project nearly completed

45

Developmental projects <i>Priority projects for 2021/22:</i>					Success Measures	Progress
				<b>Games for Health</b> – 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.	Delayed pending creation of new CODE entity. Still priority for GDP and Enterprise Dunedin.
				<b>Skills /Labour force attraction</b> – 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.	Enterprise Dunedin and stakeholders completed construction labour forecasting. Business South leading with Dunedin Workforce Central. Working with Regional Skills Leadership Group (RSLG).
			 	<b>Export logistics</b> – 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.	Enterprise Dunedin – research into perishable food. Options and next steps being considered with Dunedin International Airport.
			 	<b>Dunedin Destination Plan</b> – 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.	Draft DMP has been received. Working to confirm next steps.

# Signatories of the Economic Development Strategy

