

**Notice of Meeting:**

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

**Date:** Wednesday 22 May 2024  
**Time:** 11.00 AM (or at the conclusion of the previous meeting)  
**Venue:** Council Chamber, Dunedin Public Art Gallery, The Octagon, Dunedin

Sandy Graham  
Chief Executive Officer

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## **Economic Development Committee**

### **PUBLIC AGENDA**

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**MEMBERSHIP**

<b>Chairperson</b>	Cr Andrew Whiley	
<b>Deputy Chairperson</b>	Cr Christine Garey	
<b>Members</b>	Cr Bill Acklin	Cr Sophie Barker
	Cr David Benson-Pope	Cr Kevin Gilbert
	Cr Carmen Houlahan	Cr Marie Laufiso
	Cr Cherry Lucas	Cr Mandy Mayhem
	Cr Jim O'Malley	Mayor Jules Radich
	Cr Lee Vandervis	Cr Steve Walker
	Cr Brent Weatherall	
<b>Senior Officer</b>	Leanne Mash, General Manager Business & Community Engagement	
<b>Governance Support Officer</b>	Jennifer Lapham	

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Jennifer Lapham  
Governance Support Officer

Telephone: 03 477 4000  
governance.support@dcc.govt.nz  
[www.dunedin.govt.nz](http://www.dunedin.govt.nz)

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

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## **1 PUBLIC FORUM**

### **1.1 Public Forum - Dr Hywel Lloyd**

Dr Lloyd, Te Whatu Ora, Health New Zealand, will speak to the committee about Digital Interactive Health.

### **1.2 Public Forum - Julie Fawcett**

Julie Fawcett will be in attendance to speak on the Cruise Ship Market at Port Chalmers Town Hall.

## **2 APOLOGIES**

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

## **3 CONFIRMATION OF AGENDA**

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



## DECLARATION OF INTEREST

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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>
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Economic Development Committee - Register of Interest - Current as at 8 May 2024				
Councillors are members of all committees				
Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Mayor 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	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	Dunedin Hospital Local Advisory Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Council of Social Services (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Sector Steering Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Club	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	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.
	Member	Connecting Dunedin (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Bill Acklin	Shareholder/Director	Dunedin Brokers Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	APRA - AMCOS	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Entertainer	Various functions	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.
	Casual Employee	Insulmax	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	Toitū Otago Settlers Museum Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Sophie Barker	Director	Ayrmed Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	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.
	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.
	Volunteer	Blue Penguins Pukekura	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	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Dunedin Heritage Fund (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Gasworks Museum Trust (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	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	Hereweka Harbour Cone Trust (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Te Ao Tūroa Partnership (Council Appointment)	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.
Cr David Benson-Pope	Owner	Residential Property Ownership in Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee and Beneficiary	Blind Investment Trusts	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Yellow-eyed Penguin Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	New Zealand Labour Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Heritage Fund (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)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Museum Trust Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Christine Garey	Trustee	Garey Family Trust - Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Women of Ōtepoti	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member (alternate)	Grow Dunedin Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Museum Trust Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Sophia Charter (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Study Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Ashburn Hall Charitable Trust Board	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	St Paul's Cathedral Foundation (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Theomin Gallery Management Committee (Olveston) (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Kevin Gilbert	Owner	Gipfel Limited - Bakery	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Schlubert Trust - Residential Property	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
	Trustee	Schlup Family Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	BNI	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Business South	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Air New Zealand	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Kevin Gilbert and Esther Gilbert Partnership - Residential Rental Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Biddies Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Advisors	Ronald McDonald House Supper Club Committee	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.
	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.
	Member (alternate)	Otago Regional Transport Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitū Otago Settlers Museum Board (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	Otago Settlers Association (Council Appointment)	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.
	Member	National Industry Advisors Group Food and Beverage (Workforce Development Council)	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.
Cr Carmen Houlahan	Owner	Residential Property - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Rental Property - North Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Part Owner	Adobe Group Ltd, Wanaka	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Rotary Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Institute of Directors	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Property Investors Association	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	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.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	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	Creative Dunedin Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	KBCLR Family Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Theatre Trust (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Marie Laufiso	Property Owner	Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Moray Place 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 public excluded, 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 public excluded 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.
	Secretary	BIAS Charitable Trust	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	Dunedin Abrahamic Interfaith Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Refugee Steering Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Social Wellbeing Advisory Group (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.
	Chairperson	Grants Subcommittee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Cherry Lucas	Trustee	Otago Farmers Market	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago A & P 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
	Trustee	Henderson Lucas Family Trust - Residential Dunedin Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	NZ Institute of Chartered Accountants	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Museum Trust Board (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	Toitū Otago Settlers Museum Board (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.
	Member (alternate)	Grow Dunedin Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Taieri Airport Trust (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Mosgiel Taieri Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Te Poāri a Pukekura Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Mandy Mayhem	Chairperson	Waitati Hall Society Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Blueskin News Committee	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Co-ordinator	Waitati Market	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Co-ordinator	Emergency response group, Blueskin area	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	FENZ Local Advisory Committee for Otago	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Waitati Music Festival Committee	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Blueskin Bay Amenities Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Blueskin A & P Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Keep Dunedin Beautiful (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Zone Representative and Board Member	Keep New Zealand Beautiful	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Coastal Community Cycleway Network	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.
	Member	Disability Issues 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
	Property Owner	Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Social Wellbeing Advisory Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Jim O'Malley	Owner	Biocentrix Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	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	Northern AFC	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Ice Sports Dunedin Incorporated (Council Appointment)	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.
	Member	Dunedin Hospital Local Advisory Group (Council Appointment)	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.
	Member	Okia Reserve Management Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Waikouaiti Coast Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
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 public excluded leave the room. Seek advice prior to the meeting.
	Member	District Licensing Committee (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.
Steve Walker	Board Member	Dunedin Wildlife Hospital Trust	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in public excluded leave the room. Seek advice prior to the meeting.
	Member	Orokoni Ecosanctuary	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in public excluded 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
	Member-	Port Chalmers Golf Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	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	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.
	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)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Justice of the Peace		No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Predator Free Dunedin	No conflict	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Predator Free Dunedin (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Brent Weatherall	Member	Urban Access	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Business George Street, Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Brent Weatherall Jeweller Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Weatherall Trustee Company	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Residential Rental Properties	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 Public Art Gallery Society (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	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder 22 May 2017	Estate of Grace Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Japek (Family Trust) - Property Ownership - Dunedin	Duties to Trust may conflict with duties of Council Office.	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Golf Club	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 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.
	Board Chair and Acting Chief Executive	Volunteer South	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	President	New Zealand PGA (Professional Golf Association)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	Dunedin Community House Executive Committee	Potential grants recipient	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	Hereweka Harbour Cone Trust (Council Appointment)	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.
	Member	Dunedin Shanghai Association (Sister City Society) (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Grow Dunedin Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	NZ Masters Games Trust Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	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.

## **CONFIRMATION OF MINUTES**

### **ECONOMIC DEVELOPMENT COMMITTEE MEETING - 5 SEPTEMBER 2023**

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#### **RECOMMENDATIONS**

That the Committee:

- a) **Confirms** the minutes of the Economic Development Committee meeting held on 05 September 2023 as a correct record.

#### **Attachments**

	<b>Title</b>	<b>Page</b>
<a href="#">A↓</a>	Minutes of Economic Development Committee meeting held on 5 September 2023	16

## **Economic Development Committee**

### **MINUTES**

Minutes of an ordinary meeting of the Economic Development Committee held in the Council Chamber, Dunedin Public Art Gallery, The Octagon, Dunedin on Tuesday 5 September 2023, commencing at 1.00 pm

#### **PRESENT**

**Chairperson** Cr Andrew Whiley  
**Deputy Chairperson** Cr Christine Garey

**Members**

Cr Bill Acklin	Cr Sophie Barker
Cr David Benson-Pope	Cr Kevin Gilbert
Cr Carmen Houlahan	Cr Marie Laufiso
Cr Cherry Lucas	Cr Mandy Mayhem
Cr Jim O'Malley	Mayor Jules Radich
Cr Lee Vandervis	Cr Steve Walker
Cr Brent Weatherall	

**IN ATTENDANCE** John Christie (Manager Enterprise Dunedin) and Fraser Liggett (Economic Development Manager)

**Governance Support Officer** Jennifer Lapham

#### **1 PUBLIC FORUM**

There was no Public Forum.

#### **2 APOLOGIES**

An apology was received from Cr Benson-Pope.

Moved (Cr Andrew Whiley/Cr Bill Acklin):

That the Committee:

**Accepts** the apology from Cr Benson-Pope.

**Motion carried (ED/2023/015)**

**3 CONFIRMATION OF AGENDA**

Moved (Cr Andrew Whiley/Cr Kevin Gilbert):

That the Committee:

**Confirms** the agenda without addition or alteration

**Motion carried (ED/2023/016)**

**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 Andrew Whiley/Cr Christine Garey):

That the Committee:

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

**Motion carried (ED/2023/017)**

**5 CONFIRMATION OF MINUTES**

**5.1 ECONOMIC DEVELOPMENT COMMITTEE MEETING - 15 MAY 2023**

Moved (Cr Andrew Whiley/Cr Cherry Lucas):

That the Committee:

**Confirms** the minutes of the Economic Development Committee meeting held on 15 May 2023 as a correct record.

**Motion carried (ED/2023/018)**

**5.2 ECONOMIC DEVELOPMENT COMMITTEE MEETING - 29 JUNE 2023**

Moved (Cr Andrew Whiley/Cr Cherry Lucas):

That the Committee:

**Confirms** the minutes of the Economic Development Committee meeting held on 29 June 2023 as a correct record.

**Motion carried (ED/2023/019)**

## **PART A REPORTS**

### **6 ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME - SEPTEMBER 2023**

A report provided an update of the Economic Development Committee forward work programme to show areas of activity, progress and expected timeframes for decision making across a range of areas of work.

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

Moved (Cr Christine Garey/Cr Mandy Mayhem):

That the Committee:

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

**Motion carried (ED/2023/020)**

### **7 STARTUP DUNEDIN TRUST (SUDT) HALF-YEAR REPORT TO 30 JUNE 2023**

A report from Enterprise Dunedin provided an update on the Startup Dunedin Trust (SUDT) Half-Year Report to 30 June 2023.

The Chair and General Manager, SUDT (Rachel Butler), Board Member, SUDT (Jamie Reidie) and Economic Development Manager (Fraser Liggett) spoke to the report and responded to questions.

Moved (Cr Carmen Houlahan/Cr Christine Garey):

That the Committee:

**Notes** the Startup Dunedin Trust (SUDT) report to 30 June 2023.

**Motion carried (ED/2023/021)**

### **8 JOBDUN DUNEDIN BUSINESS INTERNSHIP PROGRAMME 2022/2023**

A report from Enterprise Dunedin Provided an update on the results of the 2022/23 JobDUN Business Internship Programme.

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

Moved (Cr Andrew Whiley/Cr Mandy Mayhem):

That the Committee:

**Notes** the results of the 2022/23 JobDUN Business Internship Programme.

**Motion carried (ED/2023/022)**

**9 STRATEGIC TOURISM ASSET PROTECTION PROGRAMME INVESTMENT PLAN 2023 FINAL REPORT**

A report from Enterprise Dunedin provide an update the Economic on the implementation of the Government funded Strategic Tourism Assets Protection Programme (STAPP) and subsequent Tourism Communities: Support, Recovery and Reset Plan (TCSRRP).

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

Mayor Jules Radich left the meeting at 1:54 pm and returned at 1.57 pm.

Moved (Cr Andrew Whiley/Cr Sophie Barker):

That the Committee:

**Notes** the Strategic Tourism Assets Protection Programme Investment Plan 2023 Final Report.

**Motion carried (ED/2023/023)**

**10 ENTERPRISE DUNEDIN MARKETING AND PUBLICITY ACTIVITY REPORT - JULY 2022 - JUNE 2023**

A report from Enterprise Dunedin provided an update on the Enterprise Dunedin's marketing campaigns and publicity activities for the period July 2022 to June 2023.

The Communications and City Marketing Manager (Leanne Mash) spoke to the report and responded to questions.

Moved (Cr Christine Garey/Cr Steve Walker):

That the Committee:

**Notes** the Enterprise Dunedin Marketing and Publicity Activity July 2022 – June 2023 Report.

**Motion carried (ED/2023/024)**

**11 ITEMS FOR CONSIDERATION BY THE CHAIR**

There were no items.

The meeting concluded at 2.10 pm .

.....  
**CHAIRPERSON**



## **PART A REPORTS**

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

Department: Civic

#### **EXECUTIVE SUMMARY**

- 1 The purpose of this report is to provide a regular update of the Economic Development Committee forward work programme. This shows areas of activity, progress and expected timeframes for decision making across a range of areas of work (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 will be highlighted in yellow. Items that have been completed or updated are shown as bold.

#### **Signatories**

Author:	Jennifer Lapham - Governance Support Officer
Authoriser:	Leanne Mash - General Manager Business and Community Engagement

#### **Attachments**

	<b>Title</b>	<b>Page</b>
<a href="#">↴A</a>	Forward Work Programme	23



Key																
New item																
Changes to timeframes																
Completed; progress to date update	Bold															
No meeting month																
Economic Development Committee Forward Work Programme 2024/2025 - May 2024																
Area of Work	Reason for Work	Council role (decision and/or direction)														
			May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
Activity Report	To provide an update on the activities of Enterprise Dunedin	Notes the update report.  Progress to date: A report will be on the agenda	Report			Report	Report		Report							
Centre of Digital Excellence (CODE) Update Report	To update the Committee on CODE activities	Noting the CODE Update Report  Progress to date: A 2023/2024 year end report will be presented in August.				Report										
Ōtepoti Dunedin Destination Management Plan	To update progress on the implementation of the Ōtepoti Dunedin Destination Plan.	Note the Ōtepoti Dunedin Destination Management Plan activity and results.  Progress to date: A report will be presented at the November meeting.							Report							
Digital Interactive Health	To update the Committee on Digital Interactive Health project	Note the Digital Interactive Health Project Report  Progress to date: A report is on the agenda	Report						Report							
Job Dun	To update the Committee on Job Dun results for the year ending 2023/2024	Note the Job Dun Report  Progress to date: A 2023/2024 year end report will be presented in September					Report									

Economic Development Committee Forward Work Programme 2024/2025 - May 2024															
Area of Work	Reason for Work	Council role (decision and/or direction)													
			May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Start up Dunedin Trust	To update the Committee on the Start up Dunedin Trust Activities annually.	Noting the Start UP Dunedin Trust Report  <b>Progress to date:</b> <b>A 2023/2024 year end report will be presented in September.</b>					Report								
Dunedin City - Regional Economic Profile	To provide an update to the Committee on the progress against the Regional Economic Profile.	Noting the Dunedin City Regional Economic Profile  <b>Progress to date:</b> <b>An update will be provided in August.</b>				Report									
Study Update	To update the Committee on Study Dunedin Activity	Noting the Study Dunedin Education Report.  <b>Progress to date:</b> <b>An update will be provided in August.</b>				Report									
Cruise Action Plan Refresh	To update the Committee on the revised Cruise Action Plan	Note the Cruise Action Plan:  <b>Progress to date:</b> <b>A report is on the agenda</b>	Report												
Marketing Campaign and Activity Update	To update the Committee on Enterprise Dunedin's marketing activity.	Notes the update report.  <b>Progress to date:</b> <b>An update will be provided in November.</b>							Report						
Dunedin Regional Events Fund	To provide an update the Committee on Regional Fund Delivery.	Note the Dunedin Regional Events Fund Update Report  <b>Progress to date:</b> <b>A report is on the agenda</b>	Report			Report									

Economic Development Committee Forward Work Programme 2024/2025 - May 2024															
Area of Work	Reason for Work	Council role (decision and/or direction)													
			May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Sister City Anniversary Updates	To update the Committee on anniversary activities	<div>To be considered as required.</div> <div>Progress to date: Work is underway on for the Anniversary celebrations for Dunedin/ Shanghai (30 Years) Dunedin / Edinburgh (50 years) and Dunedin Otaru (45 years in 2025). A report will be presented in September</div>							Report						



## **ENTERPRISE DUNEDIN ACTIVITY AND TRACKING REPORT - MAY 2024**

Department: Enterprise Dunedin

### **EXECUTIVE SUMMARY**

- 1 Please see attached the Enterprise Dunedin Activity and Tracking Report -May 2024.
- 2 As this is an administrative report, the Summary of Considerations is not required.

### **RECOMMENDATIONS**

That the Committee:

- a) **Notes** the Enterprise Dunedin Activity and Tracking Report – May 2024.

### **Signatories**

Author:	John Christie - Manager Enterprise Dunedin Fraser Liggett - Economic Development Programme Manager
Authoriser:	Leanne Mash - General Manager Business and Community Engagement

### **Attachments**

	<b>Title</b>	<b>Page</b>
<a href="#">A</a>	Enterprise Dunedin Activity and Tracking Report - May 2024	29





## Dunedin Economic Development Strategy – Goals ENTERPRISE DUNEDIN

The 2013-2023 Economic Development Strategy (EDS) set out two economic goals

- 10,000 extra jobs over 10 years (requiring growth of approximately 2% per annum).
- An average of 10,000 extra income for each person (requiring GDP per capital to rise 2.5% per annum).

The annual Regional Economic Profile (REP) provides an in-depth description of Dunedin's economic structure and performance over the past year and previous years. The annual REP includes a breakdown of industries and occupations for Dunedin's economy as IRD tax records are used for this analysis there is a lag in the availability for the data i.e. the latest REP is March 2023.

Infometrics will present an update on Dunedin's economy at the September 2024 EDC Committee meeting.

The Quarterly Economic Monitor (QEM) provides up to date indicators on how the economy is tracking but does not have the depth of data to report the full story. The March QEM is reported on page 2 of this report

## Pulse check of Dunedin's Economy Quarterly Economic Monitor – March 2024

Infometric's Quarterly Economic Monitor (QEM) provides a timely insight into how Dunedin's economy has performed over the previous quarter, covering a range of economic indicators.

Indicator	Dunedin City	New Zealand
Gross Domestic product (provisional)	-0.4%	+0.2%
Employment	+1.4%	+2.9%
Unemployment	+4.0%	+4.0%
Guest nights	+4.8%	+11.5%
House values	\$645,121	\$933,66
Dwelling consents	-9.6%	-24.9%
Non-residential consents	+50.0%	-1.1%
All measures are annual average percent changes.		

In the 12 months to March 2024, Dunedin's economy activity fell 0.4%, however is an improvement of the 1.1% pa contraction in the December 2023 quarter. (according to Infometrics provisional GDP estimates)  
Nationally, the economy grew by a marginal 0.2%.

Employment rose by 1.4% in the 12 months to March 2024, led by growth in health and transport, partially offset by a contraction in retail employment. Shifting job opportunities, coupled with more people entering the workforce, have edged up Dunedin's unemployment rate to 4.0%, following the same trend of the national rate, which is forecast to rise towards 5% by the end of this year.  
For now, the number of Jobseeker Support recipients in Dunedin has held steady, and other benefit recipients are only up 3.7% in the year to March 2024.

Guest nights at commercial accommodation in Dunedin have steadied at nearly 900,000 per year, growing 4.8% in the year to March 2024, although this figure does not take into account the contribution of cruise ships visiting over the summer. Domestic guest nights in Dunedin declined by -7.0%, and international guest nights rose 63%, reflecting a pullback in domestic tourism and an international tourism recovery globally.

Dunedin's housing market has picked up momentum this quarter, with a 5.0% pa increase in house values in the March 2024, and a 7.9% increase in sales over the year to March 2024. Dunedin's average house value reached \$645,100, which amounts to 6.1 times the city's average household income, slightly more affordable than the national ratio of 7.0.

Despite growing housing market momentum, new dwelling consents in Dunedin have fallen 9.6%, with just 68 issued in the March 2024 quarter, the city's weakest quarter since 2013.

Interest rates are expected to start falling towards the end of this year, which should help boost new house construction.

Overall construction workloads in Dunedin are strong for now, with \$379m worth of non-residential work consented in the year to March 2024, with a broad base of projects in addition to the new Dunedin Hospital project.

## Relationships & Engagement BUSINESS VITALITY

The Strategy objective for Business Vitality is to:

- improve the ease of doing business and
- grow the value of exports.

### Dunedin Economic Development Strategy Refresh

Enterprise Dunedin recently hosted a business forum for feedback to inform the Strategy refresh. 46 businesses and organisation reps attended the event, with an interest from this group and others keen for continued engagement.

This is the first of a series of engagement with the Dunedin business community, partners and key stakeholders. The development of a post forum survey is underway.

### Civic Relations

In February, Enterprise Dunedin attended a community welcome and meetings with a delegation led by the Kiribati Employment Minister to discuss employment opportunities. The meetings were attended by Business South and representatives from the aged care sector and discussed sector needs and opportunities for Kiribati coming to New Zealand on the Pacific Access Category (PAC) resident visa.

Further meetings and engagement are planned with the Kiribati Ministry and employers in Dunedin and Otago.

### Tourism Minister Visit

As the Regional Tourism Organisation, Enterprise Dunedin coordinated a series of meetings for Tourism Minister Matt Doocy including with some of our local tourism operators and Business SOUTH. It provided an opportunity to brief the Minister on visit sector and in turn understand the national context.

## Business Support BUSINESS VITALITY

The Strategy objective for Business Vitality is to:

- improve the ease of doing business and
- grow the value of exports.

Enterprise Dunedin provides business support and advice, ranging from business clinics to advising large commercial developments.

Developments include supporting the PMO team with engagement for the Central City Upgrade and the current Bath Street Project. Other developments include the Kmart development, ESEA, Summerset and Loan and Merchantile refit.

### Business Clinics

Year to date there have been 17 referrals to Enterprise Dunedin's business clinic. Inquiries have included meetings and advice for the food, retail and digital sector inquiries.

A further analysis of these inquiries and how they sit within Dunedin's wider start up eco-system will be presented at a future Committee meeting.

### Good Food Dunedin (GFD)

In partnership with Start Up Dunedin (SUDT) GFD created resources for people looking develop new food businesses in the city. The resource navigates people through compliance, available support across Council departments, Start Up Dunedin and Business SOUTH. The resource includes case studies with new food businesses sharing their business development pathway.

GFD are currently working with relevant Council and external partners on a resource to support people considering development of new horticulture and market garden businesses.

These actions are informed by the Healthy Food For All, ILM 2022 (Information Logic Mapping) which identified the opportunity to support people understand food regulation.

## Film & Screen BUSINESS VITALITY

The Strategy objective for Business Vitality is to:

- improve the ease of doing business and
- grow the value of exports.

### Film & Screen

Film Dunedin works to grow the screen sector in the city through commitment to ease of business, facilitation, talent and IP development, attraction and marketing. This activity is often undertaken in collaboration with industry, education and training providers and other councils through the work of Film Otago Southland.

### Regulatory and Facilitation

Dunedin City Council piloted use of Film App. The App simplifies film permit applications. Film Otago Southland is supporting roll out of Film App to other territorial authorities with the intention to establish a regionally consistent permitting process.

Since July 2023 Enterprise Dunedin has responded to film inquiries and hosted familiarisation visits from projects considering filming in Dunedin.

	Inquiries	Permits
Dunedin	65	17
Film Otago Southland	101	

### Development

‘Southern Pilots’ is a regional talent development programme funded by the New Zealand Film Commission (NZFC) to build capability in the local industry and generate content that could be filmed here. Three teams will take their idea for a digital series through a development and mentoring programme to create a pilot episode, series bible and pitch deck which can be used to pitch to funders and commissioning platforms. Additional NZFC funding has been sought to enable ‘Southern Pilots’ teams to participate in a face-to-face pitch day in Auckland.

Screen rights Cultural Fund for ‘Southern Lights’. Funding sought to identify and grow new filmmaking talent in Otago and Southland secondary schools. The project was designed in collaboration with the Southern Institute of Technology.

Film Dunedin designed a new DCC discretionary screen development grant called ‘Dunedin Script Accelerator Grant’ (10K) which will support a Dunedin-based writer or producer to create the first draft for a feature or scripted show that is clearly set in Dunedin. Applications for the grant are currently open.

Film Dunedin is leading development of a substantial Regional Film Offices of New Zealand (RFONZ) application to the new NZFC Talent Development Fund titled ‘CATAPULT: Aotearoa's Debut Feature Accelerator.’ An update on this project will be provided at a future Committee meeting.

### Attraction

Film Dunedin is researching international models for regional film incentives.

## Business Support & Development ALLIANCES FOR INNOVATION

The Strategy objectives for Alliances For Innovation is to:

- improve linkages between industry and research
- increase scale in innovative and tradable sectors.

### Digital interactive Health (DIH)

A separate update report has been prepared for the May 2024 Committee Meeting.

### STARTUP Eco System

- The Council partners with Startup Dunedin Trust (SUDT); facilitated by a SLA and Council funding. SUDT will present its annual update on its activity and outcomes at the next Committee meeting and reporting.
- Techweek24 is being held between 20-26 May 2024. Enterprise Dunedin is supporting TechWeek24 to promote businesses and Dunedin wider Tech sector.

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

The CODE Chair, Chief Executive and DCC Director will present an update to the EDC at August Committee meeting.

### Whare Karioi

Dunedin will host the inaugural International Digital Games Summit *Wanaka Whare Karioi ā-Whenua 2024 (Whare Karioi)* in June. The event has been developed by CODE and Te Rūnanga o Ngāi Tahu and Kotahi Mano Kāika (KMK) and will bring together Indigenous game developers from around the world to connect, share and support the video games industry.

### Deep Field Games

Dunedin gaming studio Deep Field Games launched [Abiotic Factor](#) in May 2024. The studio which was supported by CODE has [already sold 250,000 copies](#) and [Abiotic Factor](#) received positive reviews worldwide.

## Growing & Supporting HUB FOR SKILLS & TALENT

The Strategy objectives for Hub For Skills & Talent is to:

- increase retention of graduates and
- build the skills base.

### Hapori Fund

DCC's Hapori Māori Fund and Pāsifika Development Fund aims to support local Māori and Pāsifika to be active across the economy. The fund

- \$60,000 for Māori and
- \$30,000 for Pasfika

can support creative, cultural, youth and social enterprises as well as general business activity.

Round 3 of the Hapori Fund is currently open. The Community Development and the Ara Toi teams' and Enterprise Dunedin are facilitating Round 3.

### JobDUN

DCC led internship programme to support businesses to attract talented interns to grow exceptional Dunedin companies.

To date for the 2023/24 programme, 17 businesses have participated, with 34 internships placed.

The 2023/24 JobDUN results will be updated at a future Committee meeting.



## Business Support & Engagement LINKAGES BEYOND & BORDERS

The Strategy objectives for Linkages Beyond our Borders is to:

- increase international investment and
- establish strategic projects with other cities.

### Sister City Anniversaries

Enterprise Dunedin is coordinating activities to mark the 50<sup>th</sup> anniversary of the Edinburgh Sister City relationship, 45<sup>th</sup> anniversary with Otaru and 30<sup>th</sup> anniversary with Shanghai. Alongside the respective Sister City working groups, working on events and activities which have assisted economic, social and cultural outcomes.

### Cross Pacific Games Jam – Global Cities Award

Enterprise Dunedin was presented with the Global Cities NZ Award for Best Local Government Project for the 2023 Cross Pacific Games Jan.

The project, supported by Education New Zealand and CODE, designed to strengthen international education pathways between Japanese students, Dunedin secondary schools and tertiary institutions in Dunedin.

### Project China

Enterprise Dunedin supported the Mayoral and business delegation to China in November 2023. Delegation partners included local education institutions and Business SOUTH.,

During the visit Enterprise Dunedin renewed the SAFF (Shanghai Art Film Federation) MOU with the Dunedin City Council. Enterprise Dunedin also facilitated a new MOU between Business SOUTH and the Shanghai Chamber of Commerce.



## Destination Management & Marketing COMPELLING DESTINATION

The Strategy objectives for Compelling Destination is to:

- enhance the city centre and environs
- increase the value derived from tourism and events
- improve the understanding of Dunedin's advantages

### ODDMP – Otepoti Dunedin Destination Management Plan

Published in October 2024. An annual update will be presented to the Committee at a future meeting.

Actions underway include:

- Business Events Plan Refresh
- Festival & Events Plan Refresh
- Data Insights work – this includes annual subscription for retail sales activity (note loss of tourism data sets since ODDMP development)
- Food & Drink Plan – The Dunedin Food Story
- Cruise Action Plan Refresh and Comms & Engagement Plan development

An update on marketing and campaign activity will be presented to the Committee at the August 2024 meeting.

### Study Dunedin

A detailed report about Study Dunedin activity will be presented to the committee at a future meeting.

Actions underway include:

- multiple familiarisation visits by international education agents have been hosted, more visits are coming
- sufficient provision of Homestay accommodation has been a constraint to recovery of the sector, research by Study Dunedin has identified key messages to inform a planned public campaign
- Study Dunedin hosted ESOL providers in Dunedin to consider planned changes to NCEA standards which could affect international students, facilitation of this discussion is ongoing
- Study Dunedin has organised a civic welcome to international students, a sports day, ice skating and a marae visit to provide unique experiences and networking opportunities for students, further events are planned throughout the year

## Destination Management & Marketing COMPELLING DESTINATION

The Strategy objective for Compelling Destination is to:

- enhance the city centre and environs
- increase the value derived from tourism and events
- improve the understanding of Dunedin's advantages

### TRADE ACTIVITY

#### TRENZ 2024

Attended the annual tourism trade event in Wellington in May 2024; met with 48 buyers (trade agents/wholesalers).

Key insights include:

- A strong interest from buyers in the newly introduced harbour cycle way, as well as the train products.
- For buyers including Dunedin into their travel programmes, discussed their existing offerings and discussed additional tourism products they could consider for extended stays or to diversify their travel programmes for their respective audiences (visitors).
- For emerging buyers, presented Dunedin's offerings, encouraging buyers to include Dunedin in their travel programmes.
- Explore leveraging the touring route between Christchurch and Queenstown or positioning Dunedin as the destination before international travellers fly to Auckland could benefit Dunedin in the international market.

#### Pre- TRENZ Famil Hosting

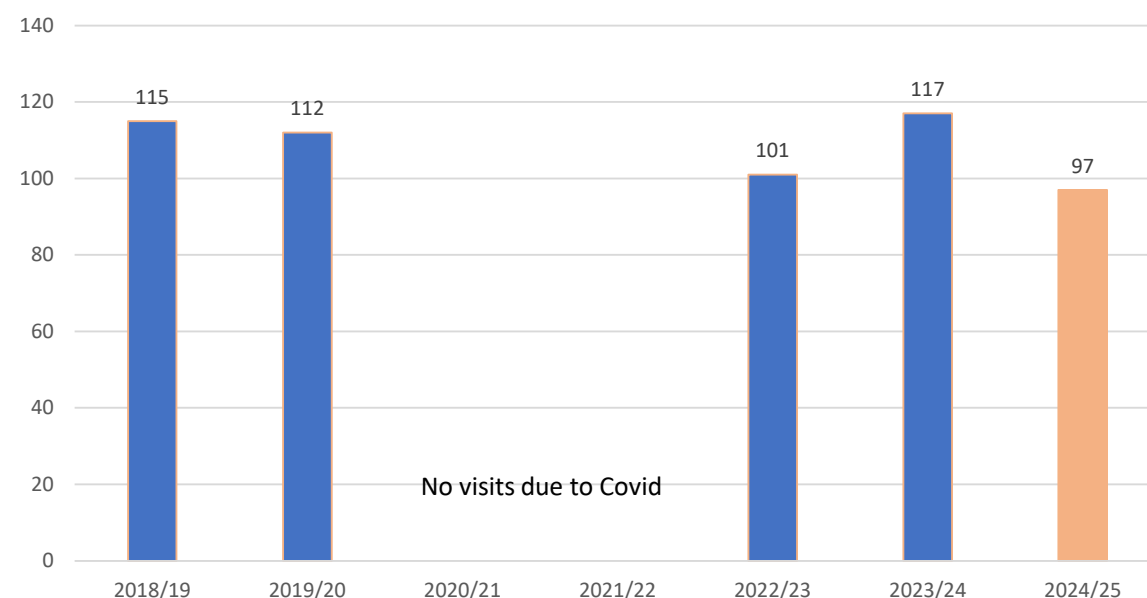
Prior to TRENZ, Enterprise Dunedin hosted five international travel trade agents and one Inbound Tour operator, which enabled the opportunity to showcase Dunedin in person.

### IBO (Inbound Tour Operators) Events

- Attended Tourism New Zealand's Regional Showcase in February. Met with 23 high-quality Australian buyers to re-engage and update them on Dunedin's tourism offerings.
- Attended the RTNZ (Regional Tourism NZ) Inbound Trade Event in Auckland in March, and met with over 70 inbound operators, which covered major inbound tour operators across New Zealand.

## Dunedin isite Visitor Centre Activity ENTERPRISE DUNEDIN

Cruise Ship Visits to Port Chalmers & Dunedin

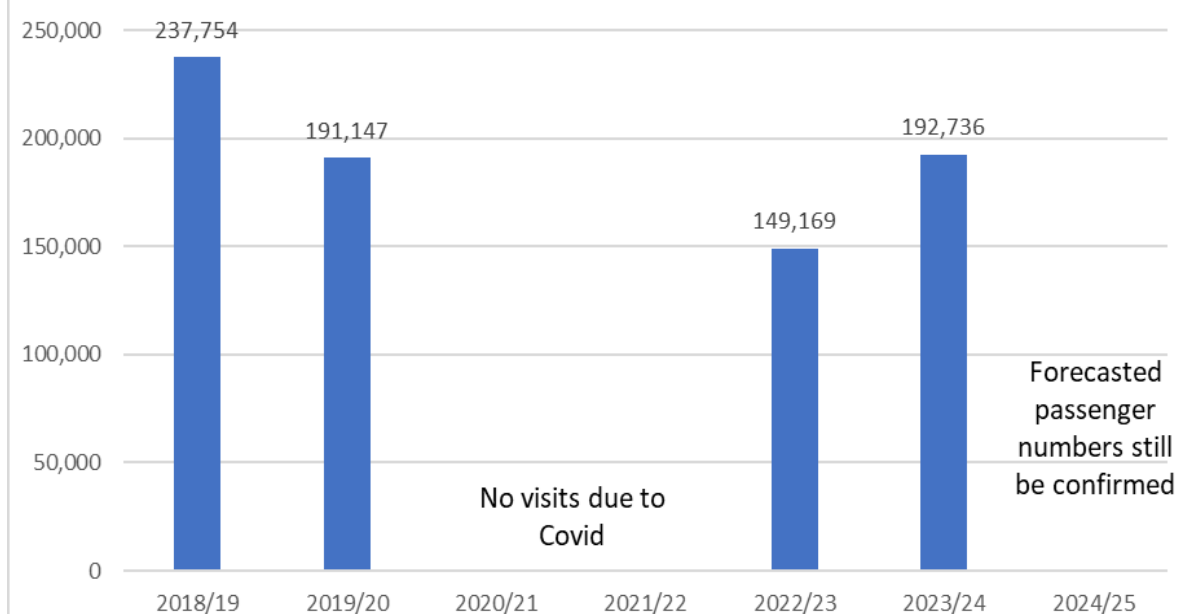


### Key trends and comments

#### 2023/24 Cruise Season

- The season ran from November 2023 to April 2024, with visits on 58 days.
- During the season, the isite operated at both the Dunedin isite and at the Port Chalmers Cruise Terminal .
- Of note, was the increase in European visitors, with an interest in wildlife and related product.

Cruise Ship Passenger Numbers



#### Breakdown of isite visitor markets – top 5 and % of total sales by market:

- Domestic
- Australia
- International

IN DEVELOPMENT - Due to change in IBIS reporting; will update at the next Committee meeting.



## **DIGITAL INTERACTIVE HEALTH UPDATE**

Department: Enterprise Dunedin

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### **EXECUTIVE SUMMARY**

- 1 This report is to update the Economic Development Committee (EDC) on the development of a business case for Digital Interactive Health (DIH). This work is being led by Enterprise Dunedin and the New Zealand Centre of Digital Excellence (CODE) Limited.
- 2 The aim of DIH is to combine expertise in the games for entertainment sector with Dunedin's strengths in health, technology, innovation, education, and research. The intention is to develop digital health solutions which provide a better experience for users and grow a digital health industry and business ecosystem from Dunedin.
- 3 DIH was highlighted as an economic development opportunity in the \$10M CODE business case (2019) which aimed to support the creation of a \$1B games for entertainment sector in New Zealand. At this point DIH was called 'games for health' and included games which could:
  - a) Enable physical and cognitive stimulation to accelerate neurological recovery.
  - b) Help manage pain relief through neurological programmes using interactive games.
- 4 CODE is now established and delivering a range of economic outcomes including the creation of 26 new gaming studios from its headquarters in Dunedin. Government has recognised the success of CODE in 2023 with further investment to appoint additional resources in Auckland in Wellington.
- 5 Enterprise Dunedin has been working with CODE, the University of Otago, Health New Zealand, mana whenua, clinicians, academics, industry, and Economic Development Strategy partners on the development of a draft business case for several months.
- 6 The business case is expected to be completed by the start of Quarter two 2024/25 and presented to government and other public and private sector agencies for investment.

### **RECOMMENDATIONS**

That the Committee:

- a) **Notes** the Digital Interactive Health update report.

## BACKGROUND

- 7 The Dunedin economy has traditionally been underpinned by health, education, and research.
- 8 Dunedin is home to several established export focused health related companies and is also seeing increasing growth of new health innovation businesses.
- 9 Economic forecasting company Infometrics, notes the three largest industries in Dunedin are healthcare and social assistance (10.9%), education and training (8.4%) and professional, scientific and technology (8.1%).
- 10 Data also produced by Infometrics indicates that healthcare and social assistance (\$241M) and professional, scientific, and technology (\$234M) were the second and third largest contributors to economic growth in the 2013-23 period.
- 11 The potential to create new and innovative sectors – including the health technologies was highlighted in the 2013-23 Economic Development Strategy (EDS):

*The health, education and ICT sectors in combination provide a platform of skills and technologies to support the development of health software and imaging, evidenced by best practice and businesses such as ADInstruments.*

- 12 The concept of games for health – now known as Digital Interactive Health (DIH) was explored in the CODE business case in 2019. Examples of DIH include:
  - a) Therapy based games which can provide physical and cognitive stimulation to accelerate neurological recovery.
  - b) Games which can help manage pain relief through neurological programmes using interactive games.
- 13 The Southern District Health Board noted their support for the concept of DIH in the 2019 CODE business case:

*We also recognise that the outcomes from CODE will positively influence our hospital development project and potentially both national and international changes in traditional health models.*

## DISCUSSION

- 14 CODE is now established and delivering a range of economic outcomes including the creation of 26 new gaming studios from its headquarters in Dunedin, 120 jobs, administration of 45 grants. Government has recognised the success of CODE last year with further investment to appoint additional staff in Auckland in Wellington.
- 15 An Enterprise Dunedin project team has been working with stakeholders on a business case for DIH. This work has been supported by Kānoa, the government's regional economic development and investment unit and \$200K from CODE Limited. We intend to have a draft business case completed by the end of September 2024.

- 16 Once complete, the business case will be presented to Government and other public and private sector investors. It will also be used to explore research and innovation funds such as the €95.5B European Union (EU) Horizon programme (2021-27) which New Zealand can access via the Free Trade Agreement signed with the EU in July 2023.
- 17 A working group is currently assisting Enterprise Dunedin with the draft business case. This group is chaired by Murray Strong and includes:
  - a) Dr Hywel Lloyd (Health New Zealand).
  - b) Rei Ishikawa (Karo Data Management Limited).
  - c) Anna Barham (Balancing Monkey Games).
  - d) Taikawa Tamati Elliffe (endorsed Mana Whenua representative).
  - e) Megan Potiki (Te Pūkenga/Otago Polytechnic).
  - f) Dr Carthika Luxmanan (University of Otago).
  - g) Dr Chris Paton (University of Otago).
  - h) Patrick Ng (Health New Zealand).
  - i) Dr Diana Siew (Med Tech IQ Aotearoa).
  - j) Mike Collins (Business South).
  - k) John Christie (Enterprise Dunedin).
- 18 Several technical workshops have been held between March 2023 – March 2024 as part of the development of the draft business case. These sessions have included mana whenua, clinicians, Te Whatu Ora/ Health New Zealand, the University of Otago, Te Pukenga/ Otago Polytechnic, game developers and industry leads.
- 19 The workshops identified the following:
  - a) Three objectives for DIH:
    - To connect and develop digital interactive health knowledge and competencies in Dunedin - to a local, national, and global ecosystem.
    - To increase the credibility and legitimacy of digital interactive health including clinical utility (or effectiveness).
    - To enable digital interactive health opportunities from Dunedin – growing economic and social outcomes, national and international benefits.
  - b) The following scope:
    - User experience (UX) - drawing on capabilities from CODE.
    - People/whanau centric solutions.

- Devices and applications.
- c) Draft initiatives which have been categorised under three themes:
  - Activating the ecosystem.
  - Commercialisation and value.
  - Place and space – including application of DIH in rural and provincial settings.
- 20 More detailed initiatives (for instance clinical – industry engagement models, research, and commercialisation model) are currently being considered with the guidance of the DIH working group. This includes the identification of good practice locally (including the Start Up Dunedin Trust and CODE), nationally and globally for instance in Australia and the United Kingdom.
- 21 The Enterprise Dunedin project team is currently focusing on the development of a cost benefit analysis model. This model is likely to include a range of benefits which have been identified by Treasury and are currently being tested with stakeholders:
  - a) Numbers of businesses and jobs created.
  - b) Dollar value of inward investment.
  - c) Number of projects successfully commercialised.
  - d) Potential system wide cost savings including inpatients and outpatients.

## **OPTIONS**

- 22 As a report for noting there are no options.

## **NEXT STEPS**

- 23 Once the cost benefit analysis has been complete, we will engage further with a wide range of potential public and private sector investors.
- 24 Subject to the results of this work, a final draft business case is expected to be finalised by Q2 2024/25. Further updates will be provided to the EDC before the presentation of the final draft business case to the Board of CODE Limited and Council for approval.

## **Signatories**

Author:	Fraser Liggett - Economic Development Programme Manager Chanel O'Brien - Business Development Advisor Skills and Entrepreneurship
Authoriser:	John Christie - Manager Enterprise Dunedin Leanne Mash - General Manager Business and Community Engagement

## **Attachments**

There are no attachments for this report.





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

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

***Fit with strategic framework***

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

DIH builds on the theme of Alliances for Innovation within the 2013-23 Dunedin Economic Development Strategy. The development of the business case was noted in the original CODE business case and funding agreement with Kānoa.

***Māori Impact Statement***

Mana whenua have nominated a representative to guide the development of DIH. Briefings and updates have been provided to the Māori Partnerships Team. Te Taki Hararu and lessons from Kaupapa CODE will also be applied to the development of the business case.

***Sustainability***

The development of a DIH ecosystem and sector will support the growth of the professional, science and technical and health sectors in Dunedin. This sector has been traditionally recognised as being a high value, export focused with a lower carbon footprint.

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

There are no implications.

***Financial considerations***

There are no implications.

***Significance***

There are no implications.

***Engagement – external***

A range of stakeholders are currently involved in the development of Digital Interactive Health. This includes academics, clinicians, and industry organisations. This engagement will continue throughout the development of the draft business case.

***Engagement - internal***

The Manager – Māori Partnerships has been updated on the development of DIH.

**SUMMARY OF CONSIDERATIONS**

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

There are no identified risks.

***Conflict of Interest***

There are no conflicts of interest.

***Community Boards***

There are no implications for Community Boards.

## **DUNEDIN'S REGIONAL EVENT FUND UPDATE TO 31 DECEMBER 2023**

Department: Enterprise Dunedin

### **EXECUTIVE SUMMARY**

- 1 This report updates the Economic Development Committee on the implementation and delivery of the Regional Event Fund (REF).
- 2 In September 2020, the Government announced a \$50 million REF to support the tourism and events sectors in response to the global pandemic. The initial period was to cover events between 2021 – 2023. With MBIE’s approval some events were granted extensions and have been extended for delivery to 2024.
- 3 The aim of the REF was to increase out-of-town visitation by encouraging domestic and local events, replacing some of the spend lost from international tourists while borders remained closed.
- 4 In January 2021 Enterprise Dunedin signed an Investment Plan with MBIE and a Service Level Agreement with the wider “Pure Southern Land International Marketing Alliance” (IMA) to facilitate the REF.
- 5 In October 2023, the Dunedin City Council (DCC) released the Ōtepoti Dunedin Destination Management Plan (ODDMP). A key deliverable of the ODDMP is to build and enhance Major, Business and Leisure events.

### **RECOMMENDATIONS**

That the Committee:

- a) **Notes** the Dunedin’s Regional Events Fund Update Report.

### **BACKGROUND**

- 6 Enterprise Dunedin as the lead agency for the Pure Southern Land IMA, along with regional partners Southern Regional Development Agency (Great South), Tourism Waitaki and Clutha Development, received \$1.5 million from MBIE’s Regional Event Fund. Each partner’s funding was based on their international visitor spend prior to Covid-19.
- 7 The table below shows the funding each of the Pure Southland Land regional partners received.

Enterprise Dunedin	\$808,147.00
Great South	\$442,444.00

Tourism Waitaki	\$183,000.00
Clutha District	\$66,381.00
Total	\$1,500,000.00

## DISCUSSION

- 8 DCC facilitated three contestable funding rounds, one in March 2021, October 2021 and October 2022. The rounds attracted 35 applications, with 17 receiving funding, ranging from \$20,000 to \$80,000. The Events Team supported Enterprise Dunedin in administering the fund and conducting the funding rounds.
- 9 Open to both existing and new events, event applications needed to meet the following criteria:
  - a) To increase economic benefit and stimulation
  - b) To protect and enhance Dunedin's environment, biodiversity and clean air
  - c) To be more sustainable through waste minimisation and actively reduce waste to landfill to mitigate impacts to the environment
  - d) Assist in Dunedin's transition to a net zero carbon economy by 2030.
- 10 To date, DCC has allocated a total of \$808,147 of the REF;
  - a) \$735,000 for event delivery – for the full list of events supported please refer to Attachment A.
  - b) \$73,147 was allocated for capability building, professional development and secretariat costs. To increase economic benefit and stimulation.

The range of events supported include 12 existing events, two business events, a new start-up festival and two stand-alone events.
- 11 Live Nation New Zealand, received \$55,000 in the October 2021 funding round for the Fortune Festival (motion carried GS/2021/001). Due to scheduling of other events in the city Live Nation New Zealand advised an indefinite postponement of their event and did not uplift the grant, leaving \$55,000.00 REF funding to be reallocated.
- 12 In July 2023 the Major and Premier Events Grants Subcommittee approved \$60,000 to the New Zealand International Science Festival (NZISF) for their 2024 events (motion carried GS/2023/041).
- 13 The University of Otago's Department of Tourism lead the bid for and hosted the 17th World Leisure Congress in December 2023, and received \$20,000 REF funding for a social impact study: 'To make leisure more inclusive for the lesbian, gay, bisexual, transgender, takatāpui and intersex (LGBTQIA+) community in Aotearoa New Zealand'. A report into the findings is currently underway and is expected to be published in June 2024.

- 14 The REF also supported a workshop called “How to Grow Your Festival or Event,” which covered sponsorship and partnership, marketing and brand development. The workshop was attended by 20 event organisers from established events and relative newcomers to event organising.

### **OPTIONS**

- 15 There are no options.

### **NEXT STEPS**

- 16 The two remaining events to be organised by the NZSIF, includes a drone show in conjunction with Matariki on 29 June and their NanoFest (a smaller event held during the in between years to the NZSIF) is scheduled for July 2024.
- 17 A key deliverable of the ODDMP includes a refresh and delivery of both the Festival and Events Plan and the Dunedin Business Events Plan and work is underway for both.
- 18 Enterprise Dunedin will submit two further reports, one covering January – June 2024 and the other, July 2024. These will be submitted to MBIE in September 2024 and brought back to the Economic Development Committee for noting.
- 19 The Government has recently announced the Regional Events Promotion Fund (REPF). This is a new fund and will provide \$5 million over two years to support the promotion of regional events to the domestic market. The fund will be contestable and is available to Regional Tourism Organisations. Events should, where possible, align with the Destination Management Plan for the region.
- 20 Enterprise Dunedin and the Events Team are working together to explore potential opportunities that meet REPF criteria and will report back to a future Economic Development Committee meeting.

### **Signatories**

Author:	Penny Neilson - Enterprise Dunedin Marketing Co-ordinator Sian Sutton - Dunedin Destination Manager Suzanne Jenkins - Finance and Operations Manager
Authoriser:	John Christie - Manager Enterprise Dunedin Leanne Mash - General Manager Business and Community Engagement

### **Attachments**

	<b>Title</b>	<b>Page</b>
<a href="#">A</a>	Dunedin's Regional Event Fund 2021 - 2024 Funding Allocation	53

## SUMMARY OF CONSIDERATIONS

### ***Fit with purpose of Local Government***

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

### ***Fit with strategic framework***

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

Enterprise Dunedin is responsible for the delivery of 2013 – 2023 Economic Development Strategy.

### ***Māori Impact Statement***

There are no known impacts for Māori.

### ***Sustainability***

Waste minimisation was a key criteria for applicants to the Regional Events Fund (REF). Event organisers were required to reduce waste to landfill and mitigate impacts to the environment.

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

There are no implications.

### ***Financial considerations***

The REF received \$1.5 million in 2021 from MBIE's Tourism Recovery Package. The amount was distributed amongst the four Regional Tourism Offices within the Pure Southern Land IMA. Dunedin's share being \$808,147.00.

### ***Significance***

This report is considered of low significance in terms of Significance Engagement Policy.

### ***Engagement – external***

Engagement included with MBIE, REF Partners, the events community, event coordinators and industry. The Southern Lakes IMA was engaged to ensure all regions worked together to avoid clashes by not hosting major events at the same time.

### ***Engagement - internal***

Community Development and Events Team conducted the funding rounds, Communications and Marketing provided outward communications and support, and the Web Team provided website additions, updates, and online forms.

## **SUMMARY OF CONSIDERATIONS**

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

As the lead entity for the Pure Southern Land IMA, Enterprise Dunedin entered into an Investment Plan with MBIE and signed Service Level Agreements with the other IMA partners.  
Each REF application was required to submit a Health and Safety Plan. Successful recipients also signed agreements with the Dunedin City Council.

### ***Conflict of Interest***

All identified possible conflicts of interest were managed during each funding round according to the DCC's conflict of interest policy.

### ***Community Boards***

There are no known implications for Community Boards.



## Dunedin's Regional Events Fund 2021 – 2024 Funding Allocation.

<b>March 2021 Funding Round</b> Total Allocated \$110,000.00				
Organisation	Name of Event	Date/s of Event	Amount Allocated	Notes
International Festival of Environment, Science and Technology NZ Inc	New Zealand International Science Festival	8 – 18 Jul 2021	\$75,000.00	34,149 total attendees. 3,741 out-of-town visitors with an average daily spend of \$388.04.
Dunedin (NZ) Masters Games Trust	Masters Games	5 – 13 Feb 2022	\$35,000.00	Event cancelled due to Covid enacted Red Traffic Light Setting Jan 23, 2022.
<b>October 2021 Funding Round - Completed Events:</b> Total Allocated \$342,000.00				
Organisation	Name of Event	Date/s of Event or Planned Date/s of Event	Amount Allocated	Notes
Otago Sports Car Club	2022 Otago Rally	8 – 10 Apr 2022	\$42,000.00	No international competitors due to border closure. 2,970 estimated out-of-town domestic visitors.
Dunedin Wildlife Trust	Wild Dunedin NZ Festival of Nature	22 – 28 Apr 2022	\$50,000.00	10,754 attendees, both online and in person. 33% out-of-town visitors with an average daily spend of \$461.70.
Dunedin Midwinter Celebrations	Dunedin Midwinter Carnival	8 – 9 Jul 2022	\$50,000.00	The organisers used a different location and format for 2022's event. There was a clash with the All Blacks v Ireland rugby test match and inclement weather hampered attendance. 7,513 attended over the two nights. 676 out-of-town visitors with an average daily spend of \$564.51.
Hockey New Zealand	National Hockey Championship	11 – 17 Sept 2022	\$60,000.00	1,750 total attendees, with 850 out-of-town staying for an average of eight days.
Pacific Trust Office	Moana Nui Festival	24 Sept 2022	\$30,000.00	Nine Pasifika nations took part in the festival and attendance was approx. 5,500, up from 4,000 the previous year.
<b>October 2021 Funding Round - Scheduled Events:</b>				
Dunedin Brass Incorporated	2023 Festival of Brass	5 – 9 Jul 2023	\$35,000.00	
Conference Innovators (Agent for 17 <sup>th</sup> World Leisure Congress)	17 <sup>th</sup> World Leisure Congress	11 – 15 Dec 2023	\$20,000.00	Congress rescheduled from Dec 2022.
Live Nation New Zealand	Fortune Festival	Mar 2024 (dates tbc)	\$55,000.00	Event indefinitely postponed and funds not uplifted. Funds reallocated via Extraordinary Grants Subcommittee (motion GS/2023/041) to NZISF

<b>October 2022 Funding Round Scheduled Events:</b> Total Allocated \$278,000.00				
Organisation	Name of Event	Planned Date of Event	Amount Allocated	Notes
iD Dunedin Fashion Inc	iD Dunedin Fashion Week	28 Mar – 2 Apr 2023	\$40,000.00	
Otago Sports Car Club	2023 Otago Rally	1 – 2 Apr 2023	\$45,000.00	
Dunedin Wildlife Trust	Wild Dunedin NZ Festival of Nature	14 – 23 Apr 2023	\$30,000.00	
CODE New Zealand Centre of Digital Excellence	Festival of Interactive Narrative & Storytelling	12 – 14 May 2023	\$30,000.00	
Dunedin Midwinter Celebration	Dunedin Midwinter Carnival	23 – 24 Jun 2023	\$28,000.00	
ISAPA 2023 Organising Committee	International Symposium of Adaptive Physical Activity	25 – 29 Jun 2023	\$25,000.00	
Dunedin Venues Management Limited	Wellington Phoenix v Perth Glory	See Note	\$25,000.00	Event did not go ahead. Funds reallocated via Extraordinary Grants Subcommittee (motion GS/2022/087) to NZISF.
International Festival of Environment, Science & Technology NZ	New Zealand International Science Festival	30 Jun – 9 Jul 2023	\$80,000.00	Initial grant was \$55,000.00. See above note for additional funding. The drone show component of 2023's event is now planned for June 29 2024
<b>July 2023 Major Community and Premier Events Funding Round:</b>				
International Festival of Environment, Science & Technology NZ	New Zealand International Science Festival's NanoFest	10 – 14 July 2024	\$60,000	Funds reallocated from Live Nation via Extraordinary Grants Subcommittee (motion GS/2023/041) to NZISF

## **ŌTEPOTI DUNEDIN CRUISE ACTION PLAN 2023 - 2025.**

Department: Enterprise Dunedin

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### **EXECUTIVE SUMMARY**

- 1 This report updates the Economic Development Committee on the updated Ōtepoti Dunedin Cruise Action Plan.
- 2 The first Cruise Action Plan was created in 2007 and had been updated annually until the 2018/2019 season.
- 3 The new plan (2023-2025) has been refreshed to reflect outcomes being sought through the Ōtepoti Dunedin Destination Management Plan.

### **RECOMMENDATIONS**

That the Committee:

- a) **Notes** the progress of the Ōtepoti Dunedin Cruise Action Plan 2023-2025.

### **BACKGROUND**

- 4 The Ōtepoti Dunedin Cruise Action Plan (The Plan) is a sector-lead, collaborative approach to managing Ōtepoti Dunedin as a cruise visitor destination. The Plan's objectives are to:
  - provide a forum for the coordination of actions and information across stakeholders in the cruise visitor sector;
  - grow an understanding of the sector within our community;
  - partner across the sector on actions that grow the value of our visitor economy to the benefit of the wider Ōtepoti Dunedin area;
  - partner with key cruise sector stakeholders, to protect and enhance our environments, taoka and communities.

### **DISCUSSION**

- 5 Facilitated by Port Otago the plan has the support from the Dunedin Cruise Action Group (DCAG). DCAG has representatives from Dunedin City Council (Enterprise Dunedin & Transport), Port Otago, Otago Regional Council, Waka Kotahi, Kāti Huirapa Rūnaka ki Puketeraki, Te Rūnanga

ō Ōtakou, Dunedin Host, Business South, Otago Business School (University of Otago), West Harbour Community Board representative and a Port Chalmers business representative.

## OPTIONS

- 6 There are no options.

## NEXT STEPS

- 7 Actions within the Plan will be implemented in partnership with cruise sector stakeholders.
- 8 A communications plan is being developed to engage with Dunedin's cruise sector.
- 9 The Plan and actions will be reviewed and updated annually by the Dunedin Cruise Action Group.
- 10 The development of a city-wide Ōtepoti Dunedin Cruise Strategy will provide a future framework for implementing future plans.

## Signatories

Author:	Suzanne Jenkins - Finance and Operations Manager Louise van de Vlierd - Manager Visitor Centre
Authoriser:	John Christie - Manager Enterprise Dunedin Leanne Mash - General Manager Business and Community Engagement

## Attachments

	Title	Page
<a href="#">A</a>	Otepoti Dunedin Cruise Action Plan 2023 - 2025	59

**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 type="checkbox"/>	<input type="checkbox"/>	✓
Economic Development Strategy	✓	<input type="checkbox"/>	<input type="checkbox"/>
Environment Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Arts and Culture Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
3 Waters Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Spatial Plan	<input type="checkbox"/>	<input type="checkbox"/>	✓
Integrated Transport Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Parks and Recreation Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Other strategic projects/policies/plans	<input type="checkbox"/>	<input type="checkbox"/>	✓

This decision promotes the economic well-being of communities in the present and for the future. Cruise visitation contributes directly to increasing value derived from tourism as an objective of the 'Compelling Destination' theme in Dunedin's Economic Development Strategy.

***Māori Impact Statement***

Representatives from Kāti Huirapa Rūnaka ki Puketeraki and Te Rūnanga ō Ōtakou sit on the Dunedin Cruise Action Group.

***Sustainability***

Action 4.3 of the Ōtepoti Dunedin Destination Management Plan is to investigate the benefits and burdens of the cruise sector, which will inform the development of a city-wide Ōtepoti Dunedin Cruise Strategy.

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

There are no known implications.

***Financial considerations***

The management of cruise delivery and costs sits within both the DCC's Enterprise Dunedin and Transport departments operational budgets.

***Significance***

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

## SUMMARY OF CONSIDERATIONS

### ***Engagement – external***

There has been engagement with several stakeholder and partners including, but not limited to local Rūnaka, Port Otago, Otago Regional Council, Waka Kotahi, Dunedin Host, Business South, University of Otago, transport operators, West Harbour Community Board, a Port Chalmers business and the local cruise sector and business communities. On a national level engagement included with the New Zealand Cruise Association, Regional Tourism Organisations, Ministry of Business, Innovation and Employment, Department of Conservation, New Zealand Customs Service and Maritime New Zealand and on an international level engagement included with Cruise Lines International Association Australasia and the Australian Cruise Association.

### ***Engagement - internal***

Enterprise Dunedin engaged with isite Visitor Centre staff, Transportation, Planning and Parking, Zero Carbon, Events Team, Toitū Otago Settlers Museum, the Dunedin Public Art Gallery, Dunedin Marketing and the Communications and Marketing Teams.

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

No known legal risks have been identified. Health and safety planning in the Plan aligns with Port Otago's Health & Safety Plan and the DCC isite Visitor Centres Health & Safety Wellbeing and Improvement Plan.

### ***Conflict of Interest***

There are no known conflicts of interest.

### ***Community Boards***

West Harbour Community Board has an interest in cruise ship activity and a community board member sits on the Dunedin Cruise Action Group.

## Ōtepoti Dunedin Cruise Action Plan 2023-2025

### CONTENTS

- Introduction – about the Ōtepoti Dunedin Cruise Action Plan
- Cruise Action Group – Our Vision
- Action plan objectives
- Overview of the Cruise Action Plan
- Alignment with the Ōtepoti Dunedin Destination Management Plan
- Responding to the drivers for change
- Background to the tourism and cruise sector
- Outlook
- Related sector and city activity
- SWOT
- Our partners and stakeholders
- Areas of responsibility
- Understanding priority areas for action
- Our actions

#### **Dunedin Cruise Action Group Membership:**

Dunedin City Council: Enterprise Dunedin, Visitor Centre Manager, Destination Manager, DCC Transport.

Port Otago: Cruise and Sustainability Manager, Cruise Operations Lead

University of Otago: Otago Business School

Te Rūnanga ō Ōtakou and Kati Huirapa Rūnaka

West Harbour Community representative, Port Chalmers Business Representative

Otago Regional Council

Department of Conservation

Dunedin Host: Cruise representative

Business South: Chief Executive Officer

Plan facilitated by Port Otago. Prepared for the Cruise Action Group by Justin Courtney, Dawn Chorus Consulting Ltd. [www.dawnchorus.co.nz](http://www.dawnchorus.co.nz) October 2023.

### **Introduction – about the Ōtepoti Dunedin Cruise Action Plan**

Cruise Action Plans have been created by the Cruise Action Group since 2007. With the establishment of a Cruise Action Group and Plan the region took a leading approach to co-ordination of destination management, industry research and communication with tour operators and the community. This cruise action plan is a refreshed 3-year view of cruise tourism's role in our region. The plan is a sector-led, collaborative approach to managing Ōtepoti Dunedin as a visitor destination for cruise visitors.

The refresh of the cruise action plan is also an outcome of the Ōtepoti Dunedin Destination Management Plan (DMP). Central to the DMP is a shared vision for our region:

*Matawhānui - Our shared vision*

*Growing the value of our visitor economy to the benefit of the wider Ōtepoti Dunedin area, and partnering to protect and enhance our environments, taoka and communities*

This cruise action plan is a partnership between key stakeholders in the community who have central roles in supporting the cruise sector and our community with services. The DMP lays out aspirations covering economic, cultural, social and environmental outcomes for our city.

Cruise tourism is a significant contributor across these pillars for a sustainable tourism sector. Economically, in the incomplete 19/20 season, the cruise sector contributed \$49.8m to the Dunedin economy, according to StatsNZ. Visitors experience a range of our natural, built and cultural heritage. Cruise tourists are also attracted to our natural environment, while operators are increasingly acknowledging the sector's impact and are taking steps to lessen its footprint. Socially, the sector brings the world to our city, supporting activity and amenities our local communities also enjoy.

*“Located on the foreshore of a spectacular harbour, and encompassing communities from Middelmarsh to Waikouiti, it offers all the experiences and services visitors might expect from a sophisticated urban destination – including world-class arts and culture, food and beverage experiences, and educational opportunities. Ōtepoti Dunedin is also new Zealand's only UNESCO designated City of Literature.” – Destination Management Plan 2023*

Tourism's export receipt contribution to Aotearoa New Zealand is a significant part of our economy. Ōtepoti Dunedin is in a special position, as we are strategically well located to benefit from the growth of the cruise sector. We are a location that is in demand from a sector that has shown remarkable resilience in its ability to recover from global conditions that restricted economic activity. Like any growth in productive areas of our regional economy, the benefits do not come without challenges to how growth is managed. The shift to 'Regenerative Tourism', where there are net positives for the communities and environments hosting tourism is recognised across the sector.

The Cruise Action Plan was developed with support and feedback from: Enterprise Dunedin, University of Otago, Port Otago, DCC, ORC, Waka Kotahi, Kati Huirapa Rūnaka and Ōtākou Rūnaka, and other stakeholders including DunedinHOST members, and Business South. The Action Plan is to be updated in 2026.



### **Cruise Action Group – Our Vision**

This plan articulates a shared vision for actions recommended to ease the risk of our successful growth outpacing our ability as a city to provide a visitor experience and community benefits that enhance our environment, taoka and communities.

*Cruise Action Group Vision:*

*To be the premier cruise destination in New Zealand for the benefit of passengers, crew and our Dunedin community, taoka and the environment.*

### **Action Plan Objectives**

The plan is a sector-led, collaborative approach to managing Ōtepoti Dunedin as a visitor destination for cruise visitors. It has the following objectives:

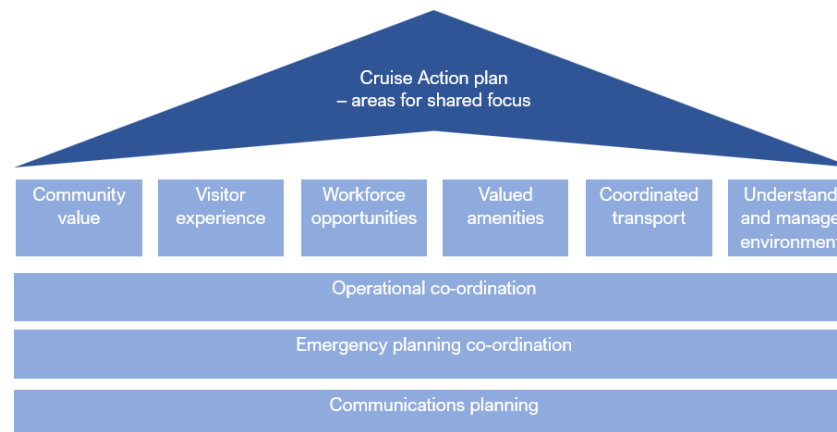
- Provide a forum for coordination of actions and information across stakeholders in the sector
- Grow understanding of the sector within our community
- Partner across the sector on actions that grow the value of our visitor economy to the benefit of the wider Ōtepoti Dunedin area
- Partner on actions that protect and enhance our environments, taoka and communities.

### Overview of the cruise action plan

The Cruise Action Plan has six key areas for shared focus for recommended annual actions which are discussed in detail from page 23 in this document:

- Visitor experience
- Community value
- Workforce opportunities
- Valued amenities
- Coordinated transport
- Understand and manage environmental impact

These areas are supported by overarching actions covering operational co-ordination, emergency planning co-ordination and communications planning.



### **Alignment with the Ōtepoti Dunedin Destination Management Plan**

The Cruise action plan aligns with the Ōtepoti Dunedin Destination Management Plan which has the following actions and desired outcomes:

*Investigate the benefits and burdens of the cruise sector:*

- Cruise is “mass tourism” for Ōtepoti Dunedin, and places peak demand burdens on operators, buses and CBD businesses. It is vital to identify Ōtepoti Dunedin’s capacity to fulfil cruise guests’ expectations, and the community’s desire and ability to welcome cruise guests, as well as cater to our FIT and domestic markets

*Develop a sector-led cruise action plan:*

- Positive social license is vital for the health and wellbeing of the visitor sector, cruise sector, our communities and our visitors. This will involve taking the results from the benefits and burdens investigation and developing a sector wide plan and approach to the cruise market. This should include ensuring experiences sold to cruise passengers and supported by the district are quality experiences. Consideration should be given to exploring the consequences of capping cruise ship visits to the city.

*Desired outcomes*

1. Definition of acceptable numbers of cruise visitors to match Ōtepoti Dunedin’s infrastructure.
2. Identification and application of ways of meeting increased demand.
3. Positive feedback from residents following plan implementation.

### **Responding to the drivers for change**

The Destination Management Plan (DMP) lays out the key drivers for a change in approach to destination management in our region and signals a move towards regenerative tourism.

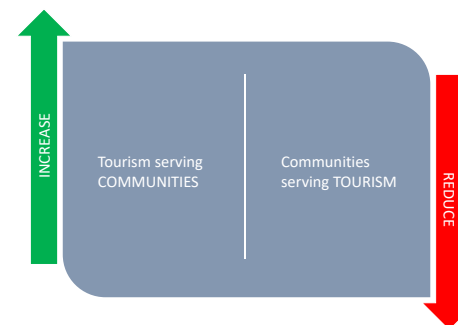
*Regenerative tourism*, the primary driver for change, is an approach focused on the principles of regeneration, sustainability, and community involvement, with the aim of going beyond traditional sustainable tourism by actively contributing to the betterment of the environment, society, and local economies.

This is a global approach being taken up by the tourism sector. It is a proactive step to counter what has been seen from tourism in parts of New Zealand where there are concerns that tourism and recreational activities are negatively impacting the natural environment, and where communities have struggled with the demands of visitors. It is a change in approach to reduce erosion of the tourism sector's social licence in these communities.

While the DMP acknowledges Ōtepoti Dunedin has not experienced these issues to the extent of some communities, valid concerns were raised in community consultation. As a response, the DMP has been shaped to create a balance between optimising the benefits of having a visitor economy while mitigating the burdens that can arise when host communities do not have a clear understanding of the tourism sector, as well as when visitor populations are either not seen to be providing benefit or are not respecting the values of their host communities and environment. This necessitates a shift in strategy, and plan to facilitate an increase in tourism serving communities.

Other noted drivers include:

- *Workforce*: The competition for talent and the need to develop the tourism workforce, with consideration to changes in the future of work, and;
- *Resourcing*: Recognising that financing and funding the future of tourism development will require new tourism models.



## **Background to tourism and the cruise sector**

### **Who are our tourists?**

#### ***Tourist demographics***

The New Zealand Cruise Association and Stats NZ data provide an interesting insight into where tourists come from; showing the majority of tourists coming from Australia (51%). North Americans make up 25% of the market and Europe 12%. Interestingly, New Zealanders also choose to cruise, with 7% of all cruise passengers being tourists experiencing their own country.

*“The number of cruise passenger from New Zealand is 7%. CLIA reports that cruising is very popular with New Zealanders – New Zealanders are recognising that cruise is an easy comfortable, and economical way to see our own country”* (New Zealand Cruise Association – Cruise Tourism Economic Overview 2020, O’Sullivan, Yee, 2020).

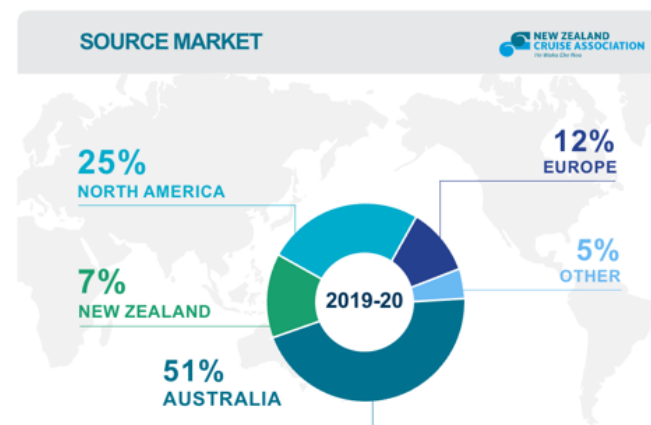
Stats NZ’s most recent data shows 191,147 passengers arrived in Dunedin across the 2019/20 season. The majority of vessels arrive at Port Chalmers from Australian ports via Fiordland, or from Lyttleton/Akaroa/Timaru en-route to Fiordland and Australia.

Cruise Lines International Association research shows the average age of a cruise tourist is 46.5 years. GenX and Millennials are the most enthusiastic cruise travellers, with more than 86% of them planning to cruise again.

#### ***How they view the cruise experience***

Otago University research shows shore excursions, attractions and experiences are often regarded, from passengers’ points of view, as a highlight of the cruise holiday experience (Sanz-Blas et al. 2019; Weeden, Lester & Thyne, 2011).

Otago University’s Cruise Tourism Research Survey of Cruise Passengers in New Zealand 2022-23 interviewed 363 passengers. The findings showed that: *“satisfaction with the visit to New Zealand was very high: 95% of respondents were either satisfied or extremely satisfied with their onshore experience in New Zealand, 97% reported they would recommend New Zealand as a destination, and 71% stated they plan to return to New Zealand. Cruise tourists are particularly satisfied with New Zealand’s natural landscapes and the friendliness of local residents.”*



### Global growth context:

According to the Cruise Lines International Association's (CLIA) [2023 State of the Cruise Industry Report](#), global cruise tourism is expected to reach 106 percent of 2019 levels in the 2023/4 season, with 31.5 million passengers sailing, generating \$155b to the global economy.

The report indicates that global capacity is predicted to grow by 19 percent to more than 746,000 berths from 2022 to 2028. Of those cruise tourists surveyed, 85% indicated they will sail again, six percent higher than pre-pandemic totals.

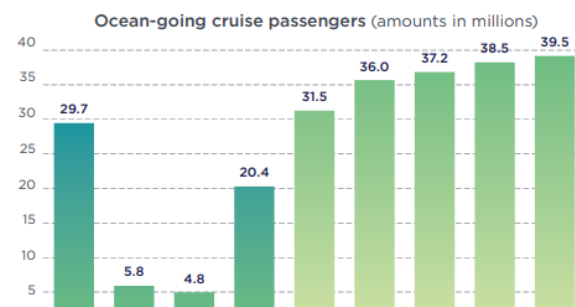
The CLIA report shows cruise passengers return to destinations, with 63 percent of respondents saying they have returned to a destination first visited via a cruise ship. Travelers also spent an average of \$750 (USD) per person in port cities throughout a typical seven-day voyage.

There is a global trend for new market growth and New Zealand faces competition from challenger regions.

This is being seen in the predicted rebound in Asia and China as destinations, and in the continued growth in the Alaskan market, which may lead to a plateau in demand for New Zealand.

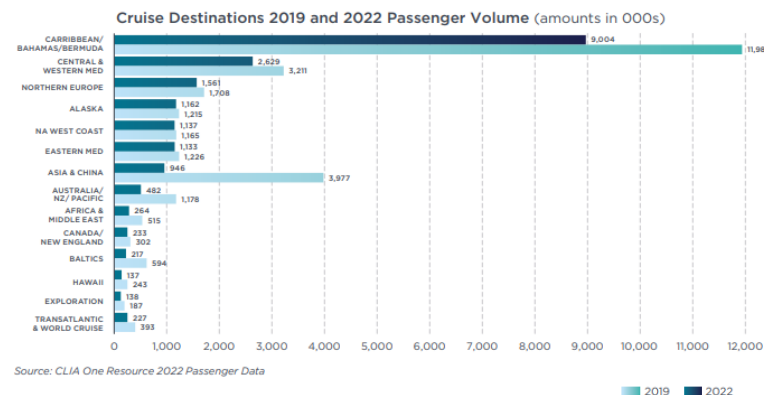
### CRUISE UPDATE & FORECAST

Cruise continues to be one of the fastest-growing sectors of tourism



### CRUISE FACTS, FIGURES, & TRENDS

The Caribbean remains the top destination for cruise travelers



## Economic contribution:

### *Tourism is a significant regional economic contributor*

The Destination Management Plan lays out the economic value of tourism to our city. The tourism industry contributed \$267m towards GDP in Ōtepoti Dunedin in 2022. (Source: Dunedin City Annual Economic Profile 2022, Infometrics.)

Tourism is a key employer in Dunedin, with an average of 4,683 people (7.1% of our population) employed within the sector in 2022.

Growth in the sector in Dunedin has averaged 3.5% over the past decade compared to 2.4% sector growth across New Zealand.

### *Cruise sector economic value to the country and our city*

Statistics NZ figures showed pre-pandemic growth in the cruise tourism sector. Statistics NZ (2019, 2020) calculated cruise ship expenditure to be \$474 million in the 2018/2019 season (up 28% from the previous season), and \$547 million in 2019/2020 (despite being shortened by Covid); with the majority of this expenditure being spent onshore by passengers and crew. This total is made up of:

- Spending by cruise visitors (\$356.4 million) – shore excursions, and spending ashore by passengers and crew;
- Spending associated with the ships (\$138.7 million) – port and other fees, purchase of fuel, produce and other supplies; and
- GST from cruise expenditure (\$52.0 million).

Although it was an incomplete season, the 2019/20 regional spend in the Otago region from the cruise sector totalled \$49.8m.

Last season's figures are not available, although the country experienced a significant rebound in cruise tourism following the re-opening of the country's borders.

#### Overview of Cruise in Dunedin 2022/3 season in review

- 101 visits – 88 to Port Chalmers, 13 to Dunedin
- 149,169 passengers
- 73,383 crew visits
- Directly supports 37 tour operators, 6 bus companies, 19 taxi operators.

### How Dunedin residents view tourism

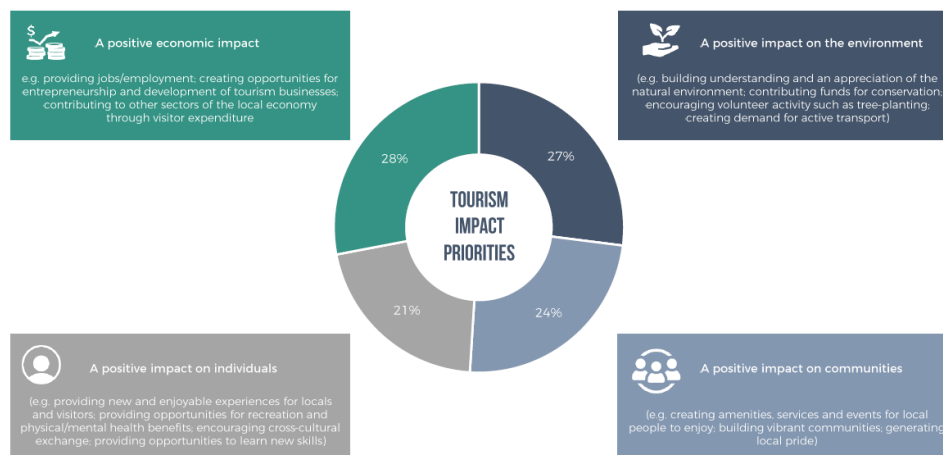
The DMP was informed by research carried out by Angus & Associates to survey residents' views. Seven workshops, including a hui with local Mana Whenua to ensure an understanding of their perspective, and a survey of 478 residents led to the *Ōtepoti Dunedin community views on tourism and destination management* report in November 2022.

#### Key findings:

- Almost 90% of residents see international (inbound) tourism as a force for good, both at a national (for New Zealand) and regional (for Ōtepoti Dunedin) level.
- Tourism (including Accommodation and Food Service) is seen as the most important sector of Dunedin's economy by 16% of residents, putting it third in ranking behind Education and Training (55%), and Healthcare and Social Assistance (28%).
- More than half of residents who work outside of the tourism/accommodation and food services sector – e.g. retail trade, construction, financial services and education – believe that the region's tourism activities and recreational assets are important to the success of the sector in which they work.
- Almost 40% of residents believe that international tourism places too much pressure on their region.
- Just 10% of residents have not benefitted from tourism in their area (well below the New Zealand average of 24%).
- At the same time, 80% of residents indicate they have experienced negative impact of tourism in their area. Most commonly perceptions relate to litter and waste, carparking and traffic congestion, damage to the natural environment and perceived pressures on community infrastructure.
- Relative to New Zealand norms, Dunedin residents are more likely to call for efforts to reduce the impact of visitors on their local environment, to involve visitors in the regeneration of their local environment and to develop/promote more authentic and/or indigenous experiences for visitors.

#### VIEWS ON TOURISM IN ŌTEPOTI DUNEDIN TOURISM IMPACT PRIORITIES

Following are four areas in which action could be taken to ensure that tourism has positive impacts. To help in prioritising action plans, please tell us how important you think each of these is by allocating a total of 100 points between them.





### New Zealanders' views on tourism

Angus & Associates' 2022 findings from the Views on Tourism research, reveal a significant increase in support for international visitors in New Zealand.

Managing Director of Angus & Associates, Chris Roberts says the closing of borders due to the pandemic has clearly had an impact on attitudes. "It seems that Kiwis are now more aware of the benefits that tourism activity in their community can deliver, because they have also seen what is lost when there are no international visitors."

- The Tourism Approval Rating considers both the positive and negative impacts of tourism on local communities. The International Tourism Approval Rating in New Zealand had shown a steady decline from a net positive 42 in 2018, to a net positive 28 in 2021. But in 2022 this rebounded to a positive rating of 44.
- The proportion of New Zealand residents aged 18 and over who have personally experienced any adverse local impacts of tourism has also fallen from 73% in 2019 (pre-Covid) to 64% in 2022.

### Community support for international tourism bounces back



Source: [www.angusassociates.co.nz/support-for-tourism-bounces-back-in-nz/](http://www.angusassociates.co.nz/support-for-tourism-bounces-back-in-nz/)

11

**Environmental sustainability:**

Consideration of environmental sustainability is a critical when assessing the demands placed on regions to sustain tourism activities. The cruise sector recognises the critical importance of reducing its environmental footprint, and protecting the natural environments it relies on. The CLIA has a focus on destination sustainability. This is backed by global regulations for the sector which are set by the United Nations through the International Maritime Organization (IMO).

CLIA, Australian Cruise Association and the New Zealand Cruise Association developed a Cruise Industry Sustainability Guide in 2018. It outlines initiatives across emissions reductions, waste and recycling management, destination sustainability, and sustainability partnerships.

Significant steps have been made to protect the environment. For example, CLIA's mandatory wastewater discharge policy prohibits the discharge of untreated sewage from ocean-going cruise ships anywhere in the sea, this exceeds the IMO legal requirements and the existing regulations of the vast majority of the maritime industry. The Resource Management (Marine Pollution) Regulations 1998 (the Regulations) outline treatment standards that specify where wastewater can be discharged in order to control pollution of the sea from sewage.

**Focus on lowering emissions**

As part of an industry-wide effort, cruise lines are using technology, infrastructure and operations to decarbonise, with multiple pilot projects underway and new propulsion technologies being planned and tested.

Given the high priority cruise tourists place on sustainability, cruise line operators have made commitments to reduce their carbon emissions.

CLIA ocean-going cruise lines are pursuing net-zero carbon cruising by 2050 across the global fleet, and are on track to reduce the rate of carbon emissions by 40% by 2030. CLIA cruise lines made a global fleet-wide commitment in December 2018 to reduce the rate of carbon emissions by 40% by 2030 compared to 2008 levels.

- The Royal Caribbean Group is the first cruise line to pursue science-based emission reduction targets as it aims to get to net zero emissions by 2050. Known as its Destination Net Zero strategy, the company has plans to decarbonize its operations by 2050.
- The world's largest cruise line, Carnival Corporation, has a goal to achieve net carbon-neutral ship operations and zero-emissions ships by 2050.
- MSC Cruises is a member of the Hydrogen Council, a global initiative of more than 100 companies working towards the large-scale use of hydrogen as fuel.

Improvements in hull design has been important in finding efficiency gains. Many of the environmental technologies found onboard ships have been led by the cruise industry including Exhaust Gas Cleaning Systems (EGCS). EGCS technology has been shown to reduce the level of sulphur oxides in a ship's exhaust by as much as 98 percent, offering an alternative to low-sulphur fuels to achieve emission reduction goals.

Several of the largest international cruise companies have multiple orders for LNG-fuelled ships over the next few years, and 87 alternative fuel ships are in the pipeline between 2018 and 2026. CLIA has worked with the International Maritime Organization (IMO) to develop mandatory measures for a 30 percent reduction in new marine vessel CO<sup>2</sup> emissions by 2025.

Shore power is an emerging technology. Utilising the land-based electricity grid to power ships while at dock lowers emissions if the source is carbon neutral and close to the port. Approximately 21 percent of CLIA Cruise Lines are equipped to use shore power. Only 11 ports (out of more than 1,000 ports worldwide) visited have shoreside electricity capacity, and the majority of these are in the United States. The first southern hemisphere A\$60 million (NZ\$66m) shore power facility is due to open in Sydney in 2024. The power needs of ships while in port are significant (for larger ships carrying 4000 passengers and up to 1800 crew power needs can exceed the ability for current infrastructure to provide power to Port Chalmers). Servicing this additional demand requires substantial capital investment in city-wide electricity network transmission and port infrastructure.

For some cruise lines, it makes more commercial and environmental sense to invest in emissions reduction technology rather than shore power enabled vessels, particularly when these vessels cover a wide deployment where shore-power is not an option.

Forecasts indicate that 60 percent of the ships scheduled to debut between 2023 and 2028 would rely on liquefied natural gas (LNG) for their primary propulsion. LNG is a transition fuel, producing 25 per cent less carbon dioxide, zero sulphur emissions and up to 95 per cent less nitrogen oxide than conventional fuel. While LNG is not currently offered at New Zealand ports, CLIA, ACA and NZCA are working closely with the cruise lines to support their port infrastructure needs.

The development of next generation carbon-free fuel is attracting significant investment into R&D to produce synthetic LNG, biofuels and hydrogen fuel cells.

As technologies are being developed some cruise lines are also investing in carbon off-sets. For example, Virgin Voyages have invested in wind and solar projects.

#### **Current emissions profile**

The Cruise Action Group is committed to working with the cruise industry on realising these shared environmental aspirations.

The Dunedin City Council has modelled a city-wide emissions profile and recommended an overall emissions reduction target of (40% reduction by 2030) for all marine activity in-line with the CLIA and IMO target, however there is no data available currently apportioning cruise tourism emissions to Dunedin. Accounting for net emissions, and analysis to avoid double-counting and double-offsetting are factors to be considered as cruise lines take proactive steps to invest in reductions and off-sets.

### **Respecting and enhancing our unique cultures:**

Managing the growth in visitor numbers to find a sustainable balance between benefits and costs to communities is a priority for cruise lines and destinations.

As the wider tourism sector grows, the cruise industry recognises that destination overcrowding needs to be tackled in a sustainable and responsible way. For example, Carnival Group has a Sustainable Tourism 2030 goal addressing this challenge:

*“Establish partnerships with destinations focused on sustainable economic development, preservation of local traditions and capacity management.”*

Commitments like these recognise that to achieve sustainability in nature and heritage tourism, partnerships are required to achieve both quality visitor experiences and the preservation of natural and heritage resources.

### **Octagon Gateway to Ōtepoti**

There are opportunities to elevate the cultural experience for cruise visitors. Tangata whenua see nature as something intrinsically intertwined with their own lives. For Māori, every mountain, every river, every tree has a story. These stories form part of their own identities and help to shape their place in the world.

Tiaki – Care for New Zealand, ([www.tiakinewzealand.com](http://www.tiakinewzealand.com)) was created through a collective desire to share a connection to the natural world, inspiring and helping visitors to travel safely and conscientiously. It is a concept that helps to connect people to the place around them and to reflect this in our attitudes and behaviours. To commit to travelling in this way is to take the Tiaki Promise. It is an approach with potential to add to the visitor experience through respecting and elevating our cultural uniqueness, while preserving our natural and heritage resource.

The Octagon is home to Ayesha Green’s *Kō te Tūhono* sculpture which is described as “gateway connecting us with our deep ancestral ecologies.”

*“If you can come into Dunedin via a gateway and a pōwhiri and share a cultural experience we are saying: ‘you are as us, you’ve responsibilities as we do to treasure our taonga, through respect, you will be welcomed on your return’.” – Action plan workshop participant.*

### **Environment, heritage and culture important motivators**

Otago University’s Cruise Tourism Research Survey of Cruise Passengers in New Zealand 2022-23 asked passengers for their motivations for visiting a region.

Motivations which were rated as very important include: Natural Scenery (sightseeing, beautiful scenery, varied and diverse scenery), discovering new places, visiting historical attractions/events, increasing one’s knowledge and learning new things. Learning about the local culture was also an important motivator.

The Dunedin Destination Management Plan reinforces this view with views from residents highlighting the following 9 ‘must-do’s’ for visitor experiences:

1. A place where education and lifelong learning are valued and celebrated
2. A place where visitors enjoy and learn about local wildlife
3. A global leader in conservation, where protecting biodiversity and the environment are top priorities
4. A place with a highly connected network of tracks and trails which provide opportunities for travel, transport and active recreation
5. A place with a diverse and thriving food and drink scene
6. A place with a full year-round calendar of sporting, arts, music, culinary and cultural events
7. A place that celebrates early settler history and achievements, where visitors can explore the old parts of the region and their heritage buildings/sites
8. A place that celebrates the sites, stories and histories of significance to mana whenua
9. An inclusive society that celebrates diversity.
  - Angus & Associates - Ōtepoti Dunedin community views on tourism and destination management Nov. 2022

### **Critical Cruise Infrastructure – Effectively constrains visitor capacity:**

An MBIE report into tourism infrastructure in 2016 highlights the following critical aspects to cruise infrastructure, which hold today:

- *“The number of cruise ships able to be in port at any one time is restricted by the number of berths. Scheduling cruise ships on different days within the season can alleviate this problem, to a point.*
- *The length and depth of available berths is also a factor, with length being a more important factor than depth for cruise ships. As the size of cruise ships increases, some ports will require the lengthening of wharves before cruise ships can dock. In cases where ships are not able to dock, tenders (small boats) are used to transport passengers to the shore (though this is a less satisfactory experience for passengers).*
- *Processing facilities for passenger arrivals are also required at ports if the passengers start or finish their cruise there. For very large cruises, these facilities must be capable of processing thousands of people in a short amount of time (both those exiting the voyage and those joining it).*
- *In addition to processing facilities, supply of accommodation and transportation are essential for passengers starting or finishing their trip in a specific port.”* MBIE – Tourism Infrastructure Insight Series, August 2016

### **Port Chalmers**

Port Chalmers is a deep-water port with capacity for two cruise vessels to berth simultaneously. The majority of cruise vessels berth at the Port for approximately 10 hours. Smaller longer-stay ‘expedition vessels’ have the ability to cruise up the harbour channel and berth in town at the Fryatt Street Wharf.

Port infrastructure has berths that accommodate a combination of log vessels, container vessels and general shipping as well as cruise vessels. This mix of shipping out of Port Chalmers is critical to ensuring the smooth functioning of the Otago region.

As a result of demand for berths from these competing sectors significant co-ordination is required to ensure services are maintained. It also sets up a natural balance of use which constrains significant growth in Dunedin as a visitor destination.

Port Otago invested \$750,000 in cruise terminal facilities in 2019 at Port Chalmers. The facility handles border entry requirements, supports visitors with destination information with an i-Site on-wharf, transportation management and provides additional services including free Wi-Fi, seating and dedicated bathroom facilities for visitors. These facilities support current visitation levels.

In 2020, Port Otago assumed responsibility and ownership of the Port Chalmers Maritime Museum building and picked up the Museum’s building-related costs. The museum is managed by the Port Chalmers Historical Society. Renovation of the building will enable easier access for tourists to this important heritage collection.

### **Port Otago infrastructure effectively constrains visitor capacity:**

- Port Chalmers’ wharves only allow two ships to berth simultaneously during the cruise season
- Scheduling demand for wharf facilities constrain availability to accommodate container shipping and log shipping vessels
- Eastern Channel depth and city berth facilities limit inner harbor capacity to smaller long-stay expedition cruise vessels
- 653 vessels called at all Port Otago facilities in 2022/23.

Port Chalmers has seen an increase in investment in public facilities, which also benefit visitors, including the following:

- The most recent addition is the development of the Port Chalmers to Dunedin City Shared path – Te Ara Moana (the Ocean Path).
- Back Beach is home to Port-To-Port Cruises and Wildlife Tours and Ferry, a popular tourist attraction.
- Port Chalmers has facilities that enables a craft market to be held on cruise days.
- SH88 connecting Dunedin to Port Chalmers is currently in the final stages of a safety improvements project
- Toilet facilities.
- Availability of excellent viewing platforms (Lady Thorn Dell and Flagstaff)
- Uniqueness of shopping with owner operated stores including bookshops, galleries, clothing, giftware, homewares
- Range of food and drink options with several cafes, craft pub and historic hotel.

#### **Dunedin city**

- Dunedin has an i-SITE Visitor Centre located in the Octagon providing additional visitation information to passengers who are not on pre-arranged private tours.
- The Octagon is set up as a central hub for cruise-line coach/bus transport on cruise days for ease of visitor transport demand.
- Private tour operators collect visitors from Port Chalmers and link them to popular destinations spreading visitor experience to locations including Larnach Castle and the Albatross colony.
- Rail excursions into Otago are possible through the services offered by Dunedin Railways.

## **Outlook**

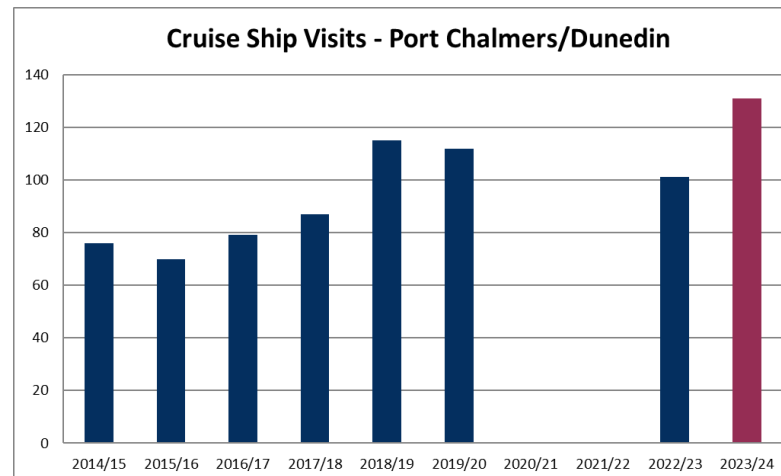
### **The outlook - Looking ahead to the 2023/4 season:**

There is a trend for cruise line operators to tentatively book 2-3 seasons in advance to secure berths early so they can advertise their destinations. As operators have this medium-term view, they are looking for stability and certainty of experience for their clients.

Dunedin is an important hub to the leading attraction in the South Island, Milford Sound. It is also pitched to clients as a wildlife and heritage location, with opportunities for visitors to experience these city and harbour attractions. The Cruise Action Group workshops identified the risk to Dunedin of Fiordland's future being uncertain given the Milford Opportunities Project's current status. While this will become clearer over time as the Project progresses, the medium-term outlook for Dunedin is set to remain stable.

### **Dunedin is set to benefit from the following global cruise tourism trends:**

- Global rebound from the pandemic and continued international demand for cruising
- Increased demand from the 'millennial' visitor
- The continued emergence of luxury expedition cruise ships
- Increased focus on sustainability by cruise lines.



### Related sector and city activity

The following work was identified as having potential impact or links to activities developed by the Cruise Action Group as annual plans are developed:

#### **Tourism New Zealand Environment Action Plan**

- Tourism New Zealand is developing a Draft Environment Action Plan. Their mission is to empower the tourism industry to help to restore the mauri of our climate and environment by swiftly achieving carbon zero targets and embracing a regenerative approach.

#### **New Zealand Cruise Association National Cruise Strategy**

- Cruise New Zealand is developing a National Cruise Strategy.

#### **Waka Kotahi – Roothing programme**

- Development of Dunedin roading and shared path infrastructure, especially regarding SH88 connecting the city centre of Dunedin with Port Chalmers.

#### **DCC – Zero Carbon Plan**

- The Zero Carbon Plan will set out the changes that Dunedin needs to become a Zero Carbon city, and what the DCC is going to do next to help make that happen.

#### **Port Otago Harbour amenity plan**

- A draft plan for how Port Otago approaches infrastructure that provides public amenity for the community, and lays out its relationships with the community, iwi and regulatory bodies.

#### **ORC's Regional Transport Plan**

- The introduction of zero-carbon emission buses for public transport.

#### **Milford Opportunities Project**

- A new governance model for the management of Milford Sound Piopiotahi.

The Leadership Group focused on **three pillars...**



\* Understanding and adapting tourism to the impacts of climate change

Transforming Aotearoa New Zealand's visitor economy to a low carbon emissions industry

Restoring our biodiversity and eco-systems through tourism

\*The adaptation pillar has been addressed by the Aotearoa Circle's Tourism Adaptation Roadmap. Our draft Tourism Environment Action Plan focusses on the remaining two pillars.



## SWOT

The Cruise Action Group asked workshop members to identify cruise sector's Strengths, Weaknesses, Opportunities and Threats

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<i>What do we do that's better than our competition / or is valued by visitors or residents?</i>	<i>What do we need to improve on to lift visitor and resident experiences?</i>	<i>What trends should we respond to, to lift visitor and resident value?</i>	<i>What are the key threats to a sustainable and successful cruise sector in Dunedin?</i>
<ul style="list-style-type: none"> <li>• Location</li> <li>• Wildlife</li> <li>• History &amp; cultural identity</li> <li>• Scottish Heritage</li> <li>• Dunedin's built heritage</li> <li>• Milford and the overlander</li> <li>• Variety of experiences</li> <li>• Seen as a safe destination</li> <li>• Cruise terminal</li> <li>• Condensed destination</li> <li>• Multiple berthing</li> <li>• Markets our city to a wide audience</li> <li>• Perceived kiwi/southern hospitality is strong/high satisfaction</li> <li>• Food quarter</li> <li>• First port and last port</li> <li>• Adds vibrancy to our city</li> <li>• Economic value to the city</li> <li>• Income keeps local businesses afloat at key times of the year</li> <li>• Lifelong passenger = lifelong value</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonal</li> <li>• Transport in-out of Dunedin city</li> <li>• Cost of fares (Shuttle costs are high relative to public transport)</li> <li>• At times unpleasant experiences for visitors and locals</li> <li>• Closed shops</li> <li>• Climate change, emissions from cruise – likely significant but as yet unknown</li> <li>• Resistance to change</li> <li>• Loss of the commuter train</li> <li>• Lack of understanding of cruise benefits by the community</li> <li>• Capacity issues - transport</li> <li>• Lack of diversity amongst shore options</li> <li>• Culture not highlighted</li> <li>• Welcome is not as positive as some competitor ports</li> <li>• Infrastructure lacking (e.g. e-bike/harbour tour hub/bus parking)</li> <li>• Communications lack co-ordination</li> </ul>	<ul style="list-style-type: none"> <li>• Utilising the shared path</li> <li>• Opportunities for the cruise sector to give back to the local communities and the environment – business opportunities here</li> <li>• Using transport options in the harbour – boat/cycle/train/bus combos</li> <li>• Emissions reduction opportunities (shore power and other emerging tech to set up for the future)</li> <li>• Business optimisation for cruise</li> <li>• Engage, educate, change perception</li> <li>• Increased Govt funding for enviro initiatives</li> <li>• Change community and media perception</li> <li>• Develop unique experiences</li> <li>• Back Beach amenity</li> <li>• Te Aka Ōtākou– bike trails/e-bikes</li> <li>• Luxury food and beverage – local district kai/wine/beer</li> </ul>	<ul style="list-style-type: none"> <li>• Location – Fiordland future unclear Milford Opportunities Project is unclear</li> <li>• Tourism consumer desires are changing – and experiences are being regulated globally</li> <li>• Unforeseen world – weather events (floods), geological (earthquakes), pandemic</li> <li>• Climate change</li> <li>• Transport in/out of Dunedin</li> <li>• Community perception of tourism contribution</li> <li>• Cost of operator transport fares</li> <li>• Loss of native wildlife due to Climate change</li> <li>• Unknown Government policy changes</li> <li>• Access to finance to develop businesses to support the sector</li> <li>• Itinerary changes</li> <li>• Environmental regulation changes impacting arrivals</li> <li>• Tourism trends</li> <li>• Technology – virtual reality tourists</li> </ul>

	<ul style="list-style-type: none"> <li>• Shop opening hours can be limited</li> <li>• Lack of currency exchange</li> <li>• Congestion as a result of road infrastructure projects</li> <li>• Public perception could lift</li> </ul>	<ul style="list-style-type: none"> <li>• Package up the Dunedin Sound, Dunedin Fashion/Dunedin Scene</li> <li>• Development of expedition cruising</li> <li>• Technology – new fuel etc</li> <li>• Economic – benefits of being the first or last destination</li> <li>• Comms</li> <li>• Currency exchange</li> <li>• Promote the cultural experience</li> <li>• Invest in the roading transport infrastructure (Waka Kotahi)</li> <li>• Provedoring</li> </ul>	<ul style="list-style-type: none"> <li>• Economic impacts – Recession/fuel pricing</li> <li>• Lack of available and skilled service industry labour</li> <li>• Businesses in the region failing – detracting from the experience</li> <li>• Lack of significant, ongoing funding for local wildlife</li> </ul>
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### **Our Partners & Stakeholders**

<p><b>Sector and community partners</b></p> <ul style="list-style-type: none"> <li>- Port Otago</li> <li>- Kati Huirapa Rūnaka and Ōtākou Runanga</li> <li>- West Harbour Community</li> <li>- University of Otago</li> <li>- Dunedin HOST</li> <li>- Business South</li> <li>- Hospitality Association</li> <li>- DVML</li> <li>- New Zealand Cruise Association</li> <li>- Regional Tourism Organisations</li> <li>- Travel Agents</li> <li>- Cruise Lines International Association Australasia</li> <li>- Australian Cruise Association</li> <li>- Port Agents</li> <li>- Provedores &amp; Stevedores</li> <li>- Hospitality and retailers</li> </ul>	<p><b>Central and Local Government</b></p> <ul style="list-style-type: none"> <li>- Dunedin City Council</li> <li>- Otago Regional Council</li> <li>- Relevant NZ Government Depts:</li> <li>- Ministry of Business Innovation and Employment</li> <li>- Department of Conservation</li> <li>- Immigration, Maritime, Waka Kotahi, Health, Customs</li> <li>- Tourism New Zealand</li> </ul>
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### Areas of Responsibility

<b>Port Otago Limited</b>
<ul style="list-style-type: none"> <li>• Communication regarding booked cruise days to ground handlers</li> <li>• Berthing/disembarkation</li> <li>• Security</li> <li>• Wharf presentation</li> <li>• Passenger transit facilities</li> </ul>
<b>Dunedin City Council – Enterprise Dunedin</b>
Council consideration of cruise in planning and strategies.
<b>Dunedin Marketing</b>
<ul style="list-style-type: none"> <li>• Marketing to inbound operators to include Dunedin tourism operators in Cruise Ship packages</li> <li>• Information to tourism industry around cruise market demand</li> <li>• Familiarisations for inbound operators/product buyers and crew</li> <li>• Information for visitors, collateral/ website</li> </ul>
<b>Economic Development Unit</b>
<ul style="list-style-type: none"> <li>• Lead Destination Management</li> <li>• Business Development Advice and operator support</li> </ul>
<b>i-SITE Visitor Centre</b>
<ul style="list-style-type: none"> <li>• Information Centre on wharf and in city</li> </ul>
<b>DCC – Transportation Planning and Parking</b>
<ul style="list-style-type: none"> <li>• Approval for designated cruise shuttle parking</li> <li>• Approval of road closures and Traffic Management Plans</li> <li>• Responsible for developing the cycleway network in Dunedin</li> </ul>
<b>Dunedin Host</b>
<ul style="list-style-type: none"> <li>• Advocate for visitor industry</li> <li>• Targeted networking and training</li> </ul>
<b>Transport Operators</b>
<ul style="list-style-type: none"> <li>• Shuttles into city, commentary, info for visitors</li> <li>• Apply for road closures and temporary traffic management plans for additional shuttle parking on double days</li> <li>• Charged for road closures and traffic management plans</li> </ul>

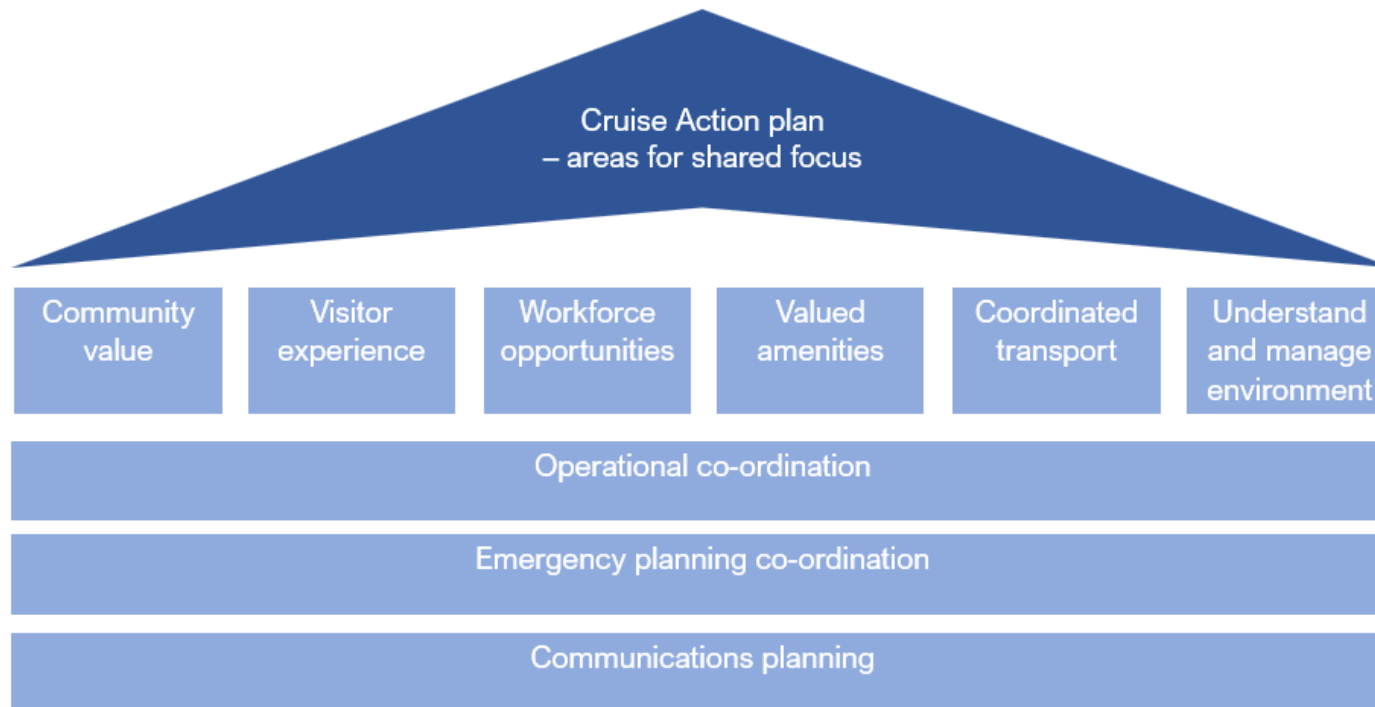
<b>ORC-Otago Regional Council</b>
<ul style="list-style-type: none"> <li>• Ensure a robust public transport system on cruise days</li> <li>• Ensure adequate capacity on service on cruise days</li> <li>• Ensure bus routes are clearly advertised and displayed for visitors.</li> </ul>
<b>Business South</b>
<ul style="list-style-type: none"> <li>• Business representation and advocacy</li> <li>• Work with shop owners/retailers</li> <li>• Training provider</li> <li>• Business development in tourism</li> </ul>
<b>University of Otago</b>
<ul style="list-style-type: none"> <li>• Research</li> <li>• Presentations</li> </ul>
<b>Port Chalmers Community/Business Community</b>
<ul style="list-style-type: none"> <li>• Providers of tourism experiences, goods and services</li> </ul>
<b>Waka Kotahi - New Zealand Transport Agency</b>
<ul style="list-style-type: none"> <li>• Development and maintenance and operation of Dunedin state highway roading (enables key SH88 access)</li> <li>• Safer Journey mandate</li> <li>• Monitors operator compliance</li> <li>• Where applicable approving traffic management plans</li> </ul>
<b>Department of Conservation – Te Papa Atawhai</b>
<ul style="list-style-type: none"> <li>• Conserves New Zealand’s natural and historic heritage.</li> </ul>

### Understanding priority areas for action

The Cruise Action Group asked workshop members what we should collectively start doing, do more of, and stop.

Start	Do More	Stop
<ul style="list-style-type: none"> <li>Ease transport issue</li> <li>Address shuttle/public transport issues</li> <li>Work together across all pain points and projects</li> <li>Align emergency plans – transport and wider – civil defence/medical emergencies</li> <li>Emissions baseline – reduction work</li> <li>Identify clear tranches of work – comms/transport/resources/tourism</li> <li>Comms for social licence</li> </ul>	<ul style="list-style-type: none"> <li>Variety of options for visitors</li> <li>Help start-up operators</li> <li>Align special events with cruise</li> <li>Leverage gateway and unique cultural experience</li> <li>Research on the experience</li> <li>Feedback on progress</li> <li>Communicate with Waka Kotahi/DCC around roadwork disruption during cruise season</li> <li>Communicate</li> </ul>	<ul style="list-style-type: none"> <li>Silos – working in isolation</li> <li>Negative sentiment</li> </ul>

**OUR ACTIONS**



### **Strategic areas of focus:**

The Cruise Action Plan has 6 key areas of focus:

1. **Community value**  
*Why it's important:*
  - Greater community understanding of benefits leads to greater tolerance and support for sector activity.
  - A coordinated focus on community benefit has greater potential to realise economic, social, cultural and environmental gains from cruise.
2. **Visitor experience**  
*Why it's important:*
  - Ensuring an experience that is valued by visitors sustains visitor numbers and GPD for our region. This provides confidence for stakeholders to invest in developing services and infrastructure to benefit the community and the cruise sector.
  - Being able to provide a range of cultural, heritage and natural experiences that resonate with visitors, and respond to their needs, drives re-visitation, and enhances our city's reputation.
3. **Workforce opportunities**  
*Why it's important:*
  - The sector presents a variety of opportunities for employment – both seasonally and year-round.
  - Skilled staff are needed to maintain a high-level of service.
4. **Valued amenities**  
*Why it's important:*
  - Visitor experiences are heavily influenced by the uniqueness, quality and range of amenities in the host city.
  - Having a range of infrastructural amenities around the harbour, in the city, and the wider region supports perceptions of value by visitors.
  - When well-planned with the community in-mind, amenities have wider benefit outside of servicing tourism.
5. **Coordinated transport**  
*Why it's important:*
  - Providing a smooth, effective and inexpensive transport experience is critical to maintaining both visitor experience and community benefit, perception of the cruise sector.
  - Access and accessibility of transport, especially for people with limited mobility, and port/city infrastructure to manage waiting crowds, are areas that could be further explored to lift visitor and resident experience.
6. **Understanding and managing environmental impact**  
*Why it's important:*
  - All activities have impacts on our resources and environment. Understanding these impacts helps us manage, mitigate, reduce, remove and restore environments. Explaining progress provides an improved visitor experience and community appreciation of that progress.

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### Overarching actions

The areas of focus are supported by overarching actions covering operational co-ordination, emergency planning co-ordination and communications planning.

	Action	Why it is needed	Potential partners	Desired outcomes
<b>1</b>	<b>Operational co-ordination</b>	<b>Cruise Action Group to lead actions in the plan that drive towards clearly identified, reportable success factors.</b>	DCC, University of Otago, ORC, Port Otago, Enterprise Dunedin, Rūnaka o Ōtakou, Dunedin Host, Business South, Waka Kotahi, Cruise NZ	<ul style="list-style-type: none"> <li>- Cruise Advisory Group guides cruise industry actions for Dunedin</li> <li>- Achieves DMP's Shared Vision</li> </ul>
<b>2</b>	<b>Emergency planning co-ordination</b>	<b>To develop a co-ordinated response to localised emergency, or city-wide civil defence emergency</b>	DCC, ORC, Civil Defence, Emergency Services, Port Otago, Waka Kotahi.	<ul style="list-style-type: none"> <li>- Prepared partners who respond appropriately when faced with emergency situations.</li> </ul>
<b>3</b>	<b>Communications planning</b>	<b>To coordinate sharing of information, to better listen to our communities and respond with clear communications.</b>	All	<ul style="list-style-type: none"> <li>- Greater community understanding of the sector and day-to-day activity, leads to greater tolerance of sector activity.</li> <li>- A sector that's more responsive to hearing from its community to manage performance.</li> </ul>

As this is a working action plan the following specific actions are to be addressed, amended and added to as needed by the Cruise Action Group. NB. Budget info included as needed. Most recently updated 13/02/24.

#### Operational co-ordination

Action	Responsible	Timeline	Budget
Maintain a Cruise Advisory Group to guide cruise industry planning and actions for Dunedin – membership from DCC, Port Otago, Enterprise Dunedin, ORC, Dunedin Host, Business South, University of Otago, West Harbour Community	DCC -i-Site Manager	2-3 meetings annually	Nil
Cruise Coordination activity oversight lies within the responsibilities of the Enterprise Dunedin (i-Site Manager)	DCC	Cruise Action Plan updated annually	DCC funded
Co-ordinating and acting as the main contact point between stakeholders. This includes working on projects around the logistics of the cruise industry, such as, signage around Port Chalmers and the city, co-ordinating transportation to and around the city, i-Site both on the port and in the city. Conducting cruise industry briefings and industry upskilling.	DCC – VIA – i-Site/ Port	On-going 2 cruise briefings annually. Annual work plan created	Nil
Coordination and liaison with various DCC departments and organizations to prepare the city readiness at the least inconvenience (parking, transport, road control etc.). Embed cruise season into DCC departments planning	DCC – VIA, ORC	Pre-season. As per work plan	Nil

#### Emergency planning co-ordination

Action	Responsible	Timeline	Budget
Health and safety planning due to civil defence emergency/pandemic – information to stakeholders to manage risk	Port Otago (planning), Civil Defense, Medical officer. Dunedin Host, CAG	Annual work plan	
Emergency scenario planning due to localised events (e.g. pedestrian/road accidents, medical events)	Port Otago, CAG, Emergency Services, Waka Kotahi		
Missing persons/accident/illness: Refresh communication system to ensure smooth management of any incidents.	Port Otago, CAG, DCC- i-Site, Waka Kotahi	Annual work plan	

#### Communications planning

Action	Responsible	Timeline	Budget
Develop an annual communications plan for sector stakeholders <ul style="list-style-type: none"> <li>- Promote benefits of cruise visitors to stakeholders, annual presentation to council</li> <li>- Annually provide facts/key stats to Cruise Action Group to share</li> <li>- Prepare and distribute agreed partner communications and messages pre-season</li> <li>- Reflect community feedback to stakeholders to support decision-making.</li> </ul>	ED/DCC/Port Otago CAG	Annual Work Plan	
Liaise and work with Cruise New Zealand to ensure Dunedin is represented and advocated as a key port.	CAG	Annual work plan	
Ensure Dunedin is a 'must see' in cruise itineraries and remains attractive for cruise lines.	DCC Marketing, Port	Annual Work Plan	

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**1. Community value**

Action	Responsible	Timeline	Budget
Measure and report contribution and impact from the sector to the local and regional community via communications and stakeholder engagement plan – e.g. Cruise contribution to development of shared amenities and services that have public benefit.	ED, CAG, VIA, DCC	Annual	
Stakeholders to feedback to CAP on the successes, challenges, and financial impacts (e.g. ORC on transport outcomes).	CAG		
Refresh research on buying behaviour of cruise passengers to inform community of areas of benefit, opportunity and future need.	Otago University CruiseNZ via Port Otago,	Annual	
Provide fast facts and key stats to Cruise Action Group to share. Prepare and distribute agreed partner communications and messages pre-season.	Port O, CruiseNZ, ED	Pre-season	
Port Otago to broker partnerships with cruise line clients on projects to regenerate the region and provide community value (local projects)	Port O	Ongoing	
Develop a scope for an external assessment of economic benefit from the cruise sector to Port Otago, the city and region	Port O		
Develop scope for report on regenerative cruise tourism as it applies to Ōtepoti Dunedin	DCC		
Partner with mana whenua Rūnaka o Ōtakou & Aukaha to develop the capability & training programme to lift cultural capability of operators, link to Tiaki promise and lift cultural identity and visitor responsibility for our natural environment.	ED (& Aukaha) Rūnaka o Ōtakou Port O, CAG,	Ongoing	

**2. Visitor experience**

Action	Responsible	Timeline	Budget
Maintain research database to share with visitor industry and enable informed future decision making. Include – broad future trends for the world and NZ (available through Cruise NZ), Update industry through briefings.	CruiseNZ, Otago Uni	Annual measurement	
Leverage research on buying behaviour and experience of cruise passengers to inform service providers of visitor experiences, future trends and market needs.	CAG, Otago Uni		
Review of visitor expectations for communications, including passenger destination information and how it is delivered – explore Dunedin magazine, app, map, signage, web	ED VIA, Port Otago	Post-season	
Encourage retailers to display welcome signs for both passengers and crew in their windows	ED VIA	Annual reminder	Nil
Develop familiarisation experiences for key crew (to again encourage promotion to passengers and other crew members)	ED VIA, CAG, Port O	Annual review	Nil
Promote Port Otago's plan to develop a crew lounge which gives crew their own space on arrival.	Port O	Annual review	Nil

Work with attractions and service providers to ensure their opening hours and experiences offered are appropriate to cruise market and they have plans to communicate to cruise passengers	DCC – ED	Annual updates & advice	Nil
Provide information on how to easily access banking, internet, foreign exchange and telephone services.	i-SITE, Port Otago	Annual review	Nil
Co-ordinate consistent and authentic approach to welcome/farewell	ED VIA, Port O, DCC ED/	Annual	
Liaise with Cruise NZ partners and other ports to improve NZ cruise experience	DCC-ED, Port Otago	Ongoing. 1 annual meeting	

### 3. Workforce opportunities

Action	Responsible	Timeline	Budget
Create communications to highlight employment value to the region and opportunities to encourage local community to take on roles that leverage the cruise tourism sector	CAG, ED VIA, CruiseNZ, Business South	Annual	
Private Tour operator capacity building to lift visitor experience. E.g. development and training opportunities/ highlight importance of customer trends - sustainability/cultural experience. Investigate accreditation options that incentivise capability development (e.g. Qualmark)	CAG, Business South, ED (& Aukaha)	Annual	
Pre-season briefings for prospective service providers who employ staff to support forecast demand for services	ED, CAG	Annual	
Highlight workforce opportunities through the development of cruise related infrastructure/amenities (e.g. rise in e-bike services/ferry/rail/opportunities for Back Beach re-development)	CAG, Business South	Annual	
Work with retailer groups and transport providers to encourage sales training and cruise readiness	CAG, ED, Port Otago	Annual	

**4. Valued amenities**

Action	Responsible	Timeline	Budget
Upgrade Port Chalmers i-site	Port O/ED VIA	Ongoing	
Assess Port Chalmers amenities for options that support managed demand – e.g. supply of infrastructure to leverage shared path, harbour ferry services and proposed development of Back Beach to provide improved community amenity	CAG	Ongoing	
Upgrade Port Otago cruise terminal facilities at the city harbour basin to provide improved visitor experience	Port O	Ongoing	
Encourage investment into Port infrastructure and city that supports low-emissions initiatives		Ongoing	
At Port facilities, regularly review clear and prominent signage; toilet facilities; and communication facilities	Port O	Annual review	
Investigate provision of covered areas where appropriate outside Port's operational facilities (to protect from weather elements) to encourage more passengers to disembark and therefore increase the potential to provide revenue for the destination	Port O	Annual Review	Nil
Provide a dedicated cruise passenger walkway to enhance H&S at disembarkation/embarkation	Port O	Ongoing	
Assess customer experience from re-designed museum to support planning of future infrastructure/amenity projects	Port O	Post-season	
Ensure adequate provision of designated space for central bus/shuttle parking at both ends of journey ORC to consider temporary on-street PT ticket vending pop-up.	ORC	Pre-season	Nil
Encourage welcome signage for individual ships for retailers	OCCI	Annual reminder	
Develop central city sheltered arrival and departure points	DCC – ED	Annual review.	Nil
Provide signage around the city identifying where attractions/activities are located ('you are here' signs)	DCC – ED	City signage review	

**5. Coordinated transport**

Action	Responsible	Timeline	Budget
Investigate transport planning options to resolve peak demand for public transport vs cruise line shuttle options. ORC – Review successes/challenges 2023-24 ORC additional bus services.	ORC	Annual	
Establish pre-season planning process and regular season check-ins between Port Otago and ORC, DCC (other stakeholders as needed) to plan ahead and manage peak cruise ship volumes and public transport demand requirements.	ORC/Port O/DCC	Ongoing	
Consult with community regarding any disruption caused by the sector (such as road closures)	DCC	Ongoing	

Establish pre-season planning process between Port Otago and Waka Kotahi, DCC transport and roading, ORC busses to discuss peak flows and potential SH88 development/city roading improvement disruption (e.g. Roadworks and closures). Look to provide stakeholder and public comms where needed.	Port O and Waka Kotahi, DCC transport and roading, ORC	Ongoing	
ORC Bus services – pre-season driver briefings and information on managing public communications	ORC	Pre-season	
Communicate transport costs/payment clearly to passengers/ Inbound tour operators before arrival (via websites)	Dunedin Marketing	Pre-season	
Assess current amenity infrastructure and hire options for cycling/e-bikes, cycle parking.	ED VIA		
Establish pre-season planning process to investigate reestablishment of heritage rail services.	Port O/Rail transport	Pre-season	
Investigate larger-scale Port to city ferry options	Port O	Ongoing	

#### 6. Understanding and managing environmental impact

Action	Responsible	Timeline	Budget
Partner with mana whenua Rūnaka o Ōtakou & Kati Huirapa Rūnaka to lift cultural identity and visitor responsibility for our natural environment.	All	Ongoing	
Review and update communications resources for tourism sector service providers, and cruise providers that highlight Ōtepoti Dunedin's environmental taonga, natural environment and biodiversity (e.g. on City website/Wild Dunedin)	ED – VIA	Ongoing	
Establish Cruise Sector Carbon Emissions baseline	Port O	Ongoing	
Track emissions reduction actions by cruise operators	DCC	Ongoing	
Conduct audit to reduce/recycle potential cruise related marketing waste (e.g. printed cruise guides).	ED VIA/DCC, Port O	Ongoing	

### References/Resources

- Ōtepoti Dunedin Destination Management Plan - [https://infocouncil.dunedin.govt.nz/Open/2023/06/ED\\_20230629\\_AGN\\_2462\\_AT.htm](https://infocouncil.dunedin.govt.nz/Open/2023/06/ED_20230629_AGN_2462_AT.htm)
- Angus & Associates – Ōtepoti Dunedin community views on tourism and destination management 2022
- Tourism Infrastructure – MBIE Tourism Insight Series 2016
- Cruise Tourism Economic Overview 2020 – New Zealand Cruise Association
- Dunedin Cruise Action Plan 2017 – Cruise Action Group
- Otago University Cruise Tourism Research study – Sanz-Blas et al. 2019; Weeden, Lester & Thyne, 2011.
- Otago University's Cruise Tourism Research Survey of Cruise Passengers in New Zealand 2022-23
- Tiaki – Care for New Zealand [www.tiakinewzealand.com](http://www.tiakinewzealand.com)
- [2023 State of the Cruise Industry Report](#) – Cruise Lines International Association
- Cruise Association Sustainability Guide – <https://newzealandcruiseassociation.com/wp-content/uploads/2018/11/Cruise-Industry-Sustainability-Guide-Dec-2018-1.pdf>
- Carnival Group Sustainable Tourism 2030 – <https://carnivalsustainability.com/sustainability-goals>
- United Nations International Maritime Organisation Strategic Plan – <https://www.wcdn.imo.org/localresources/en/About/strategy/Documents/A%2030-RES.1110.pdf>

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

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Any items for consideration by the Chair