

**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	

**Senior Officer** Leanne Mash, General Manager Business & Community Engagement

**Governance Support Officer** Jennifer Lapham

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Jennifer Lapham  
Governance Support Officer

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[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.

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## **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.











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## **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="#"><b>A</b> ↓</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 .

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**CHAIRPERSON**

## PART A REPORTS

### ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME

Department: Civic

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#### 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













## 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

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































## **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.





## **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

	<b>Title</b>	<b>Page</b>
<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 o 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.







































































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**ITEMS FOR CONSIDERATION BY THE CHAIR**

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Any items for consideration by the Chair