

Notice of Meeting:

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

Date: Friday 6 December 2024
Time: 10.00 am
Venue: Council Chamber, Dunedin Public Art Gallery, The Octagon, Dunedin

Sandy Graham
Chief Executive Officer

**Economic Development Committee
PUBLIC AGENDA**

MEMBERSHIP

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	

Senior Officer Nicola Morand, Manahautū (General Manager Māori Partnerships and Policy)

Governance Support Officer Jennifer Lapham

Jennifer Lapham
Governance Support Officer

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

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1 PUBLIC FORUM

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

2 APOLOGIES

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

3 CONFIRMATION OF AGENDA

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

DECLARATION OF INTEREST

EXECUTIVE SUMMARY

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

RECOMMENDATIONS

That the Committee:

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

Attachments

	Title	Page
↓A	Register of Interest	6

CONFIRMATION OF MINUTES

ECONOMIC DEVELOPMENT COMMITTEE MEETING - 18 SEPTEMBER 2024

RECOMMENDATIONS

That the Committee:

- a) **Confirms** the minutes of the Economic Development Committee meeting held on 18 September 2024 as a correct record.

Attachments

	Title	Page
A↓	Minutes of Economic Development Committee meeting held on 18 September 2024	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 Wednesday 18 September 2024, commencing at 12:40 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	Mayor Jules Radich
	Cr Cherry Lucas	Cr Steve Walker
	Cr Jim O'Malley	Cr Lee Vandervis
		Cr Brent Weatherall

IN ATTENDANCE

Robert West (General Manager Corporate Services), Nicola Morand (Manahautu Policy and Partnership), Fraser Liggett (Economic Development Manager), Sian Sutton (Dunedin Destination Manager), Clare Sullivan (Governance Manager), Scott McLean (General Manager), David Ward (General Manager 3 Waters and Transition), Cr Marie Laufiso (from Item 7 of the agenda).

Governance Support Officer Lauren Riddle

1 PUBLIC FORUM

1.1 Public Forum - Ministry of Social Development

The item was withdrawn.

2 APOLOGIES

Apologies were received from Cr Marie Laufiso and Cr Mandy Mayhem.

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

Accepts the apologies from Cr Mandy Mayhem and Cr Marie Laufiso.

Motion carried.

3 CONFIRMATION OF AGENDA

Cr Whiley sought a change to the order of the reports for the meeting.

Moved (Cr Andrew Whiley/Cr Steve Walker):

That the Committee:

Confirms the agenda with the following alteration:

Item 9 – Dunedin Economic Data Update to be taken as Item 7 and;

Item 7 - Ōtepoti Dunedin Destination Management Advisory Panel (draft Terms of Reference) to be taken as Item 9.

Motion carried.

4 DECLARATIONS OF INTEREST

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

No updates provided.

Moved (Cr Andrew Whiley/Cr Kevin Gilbert):

That the Committee:

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

Motion carried.

5 CONFIRMATION OF MINUTES

5.1 ECONOMIC DEVELOPMENT COMMITTEE MEETING - 7 AUGUST 2024

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

Confirms the minutes of the Economic Development Committee meeting held on 07 August 2024 as a correct record.

Motion carried (ED/2024/019)

PART A REPORTS

6 ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME

The forward work programme provided an update on areas of activity, progress and expected timeframes for decision making across a range of areas of work.

Fraser Liggett (Economic Development Manager) responded to questions on the forward work programme.

Moved (Cr Andrew Whiley/Cr Kevin Gilbert):

That the Committee:

Notes the Economic Development Committee forward work programme.

Motion carried.

7 DUNEDIN ECONOMIC DATA UPDATE

The report from Enterprise Dunedin provided information on the Dunedin 2023 Regional Economic Profile and June 2024 Quarterly Economic Monitor.

Fraser Liggett (Economic Development Manager), Des Adamson (Business Relationships Manager) and Nick Brunsdon (Principal Economist, Infometrics) spoke to the audio visual presentation of the Dunedin 2023 Regional Economic Profile and June 2024 Quarterly Economic Monitor reports and responded to questions.

Cr Marie Laufiso arrived at the meeting at 1:29pm and was in attendance only and did not participate in debate or vote.

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

Notes the 2023 Regional Economic Profile and June 2024 Quarterly Economic Monitor Reports.

The Council voted by division

For: Crs Bill Acklin, Sophie Barker, David Benson-Pope, Christine Garey, Kevin Gilbert, Carmen Houlahan, Cherry Lucas, Jim O'Malley, Mayor Jules Radich, Lee Vandervis, Steve Walker, Brent Weatherall and Andrew Whiley (13).

Against: Nil

The division was declared CARRIED by 13 votes to 0

Motion carried (ED/2024/020)

8 START UP DUNEDIN - ANNUAL UPDATE TO JUNE 2024

The report from Enterprise Dunedin provided an update on the 2023/2024 outcomes from Startup Dunedin.

Rachel Butler (Start Up Dunedin Trust General Manager), Wade Pearson (Start Up Dunedin Trust Chair), and Jaime Reidie (Start Up Dunedin Trust DCC Representative), Fraser Liggett (Economic Development Manager) and Des Adamson (Business Relationships Manager) were in attendance.

Rachel Butler spoke to the report and responded to questions.

Moved (Cr Christine Garey/Cr Steve Walker):

That the Committee:

Notes the Startup Dunedin update report.

Motion carried (ED/2024/021)

9 ŌTEPOTI DUNEDIN DESTINATION MANAGEMENT ADVISORY PANEL - DRAFT TERMS OF REFERENCE

The report from Enterprise Dunedin sought approval of the draft Terms of Reference for the establishment of a Destination Management Plan Advisory Panel for the Ōtepoti Dunedin Destination Management Plan.

Fraser Liggett (Economic Development Manager) responded to questions including a process for managing Expressions of Interest.

Moved (Cr Andrew Whiley/Cr Kevin Gilbert):

That the Committee:

Adjourn the meeting for five minutes.

Motion carried

The meeting adjourned at 2:42pm and reconvened and 2:51pm.

Moved (Cr Andrew Whiley/Cr Sophie Barker):

That the Committee:

- a) **Approves**, the draft Terms of Reference for the Destination Management Plan Advisory Panel with minor editorial changes.
- b) **Notes** the next steps:
 - i) A public notification process will be undertaken to receive expressions of interest for potential members for the Destination Management Plan Advisory Panel.
 - ii) A panel of four members (two councillors, a mana whenua representative and a tourism sector representative) will review and appoint the members of the Destination Management Plan Advisory Panel.

Motion carried (ED/2024/022)

10 ITEMS FOR CONSIDERATION BY THE CHAIR

There were no items for consideration by the Chair.

The meeting concluded at 2:58 pm.

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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:	Nicola Morand - Manahautū (General Manager Policy and Partnerships)

Attachments

	Title	Page
↓A	Forward Work Programme	23

- 9 The objective of JobDUN is to meet business needs, create high-value jobs, retain skills and talent and contribute to the economic growth of Dunedin.
- 10 Businesses utilise the programme to reduce the commercial risk of taking on an untried person. It provides the opportunity for market and product development, which might not otherwise be undertaken.
- 11 The programme aligns with the following themes under Dunedin's 2013-23 Economic Development Strategy:
 - a) Hub for Skills and Talent – attracting and retaining talent in the city.
 - b) Business Vitality – supporting the capability building of export-facing businesses.
 - c) Alliances for Innovation – assisting businesses in building scale in export-facing businesses.
- 12 While the programme started with an ICT focus, it has now expanded and is accessed by a wide range of businesses (including SMEs) and sectors.
- 13 Since 2012/13:
 - a) 520 interns have been placed in businesses resulting in 306 positions, 103 full-time equivalent, 91 part-time equivalent and 104 contract positions have been created (8 were casual employees) totalling 306 positions of which 235 were new roles.
 - b) For the 2023/24 season 15 businesses hosted 31 interns through JobDUN. Of the 31 interns supported, 15 were employed post internship (4 FTE, 7 PTE, 2 Contract, 2 Casual) and 10 new positions were created by the host businesses.

DISCUSSION

- 14 Business need drives JobDUN. The interns are paid by the host businesses. As with previous years, Enterprise Dunedin has set aside \$50K in 2023/24 to support businesses through \$1K grants per internship.

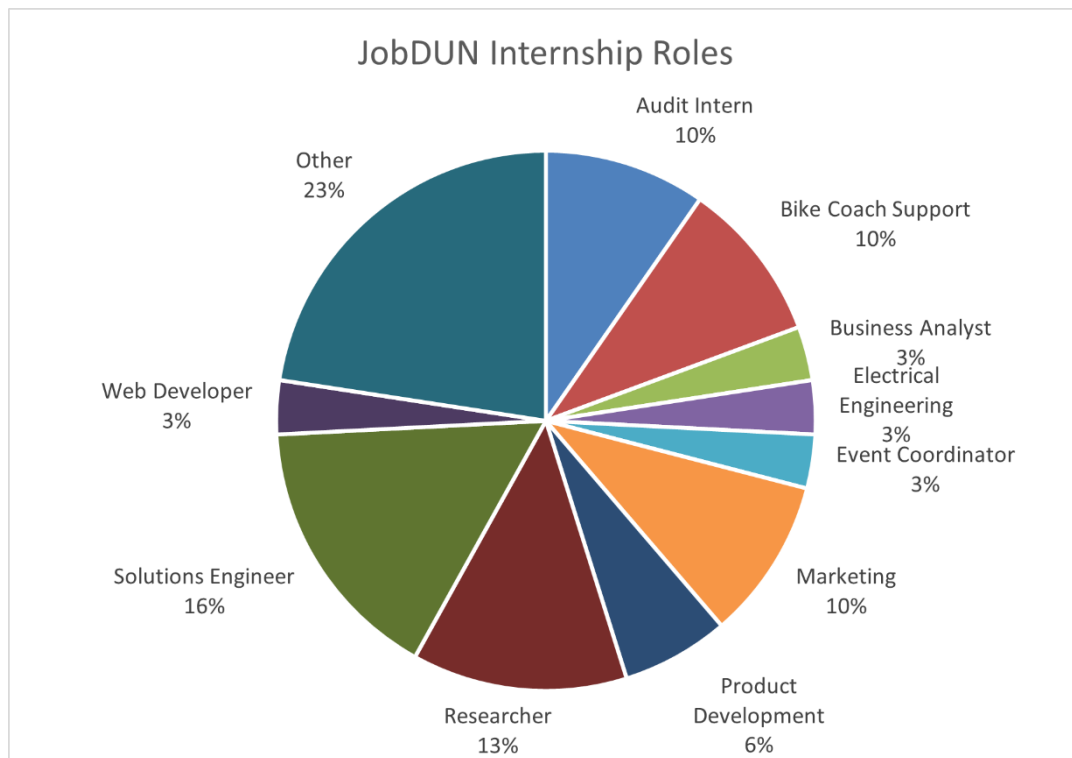
JobDUN and the Wider Economic Environment

- 15 The Infometrics Regional Economic Profile which provides an analysis of Dunedin's economy and performance to the year ending 31 March 2023 noted a 1.7% increase in jobs in Dunedin in the year ending March 2023 (67,414 March 2023) with job numbers back above their pre-Covid peak (65,982 March 2020).
- 16 However, more recent data has illustrated the current challenging economic environment which has affected the 2023/24 JobDUN programme. The Xero Small Business Insights (XSBI) report notes that small, and medium sized enterprises have generally been facing headwinds with a 19% decline in productivity since November 2022. This data is supported by:
 - a) The October 2024 Infometrics Monthly Employment Indicators - which notes the labour market continues to be tough for young people as the number of jobs filled by under 30-year-olds continues to decline, down 6.1% in August.

- b) The September 2024 Treasury Fortnight Economic Update - which notes the demand for labour continues to ease, with more redundancies expected in the next three to six months and wage growth slowing. Many larger firms have already reduced their staff numbers and have focused on improving cost efficiency and productivity. Smaller firms have tried to keep staff and are now facing the decision of whether to cut back and invest in automation in a bid to reduce their reliance on labour and lift productivity.

2023/24 JobDUN Results

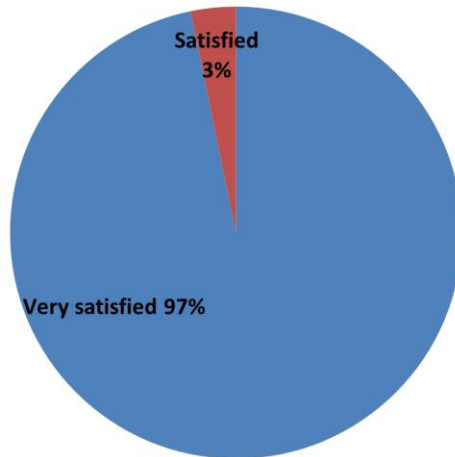
- 17 The following pie chart (*JobDUN Internship Roles (by %)*) provides a breakdown of the intern roles for 2023/24. Professional services support roles were most in demand by businesses in 2023/24.



(Source: 2023/24 (JobDUN Business Reports))

- 18 The pie chart below (*Quality of JobDUN programme*) shows that in 2023/24 of the 15 businesses that participated, all reported high levels of satisfaction with the quality of the JobDUN programme.

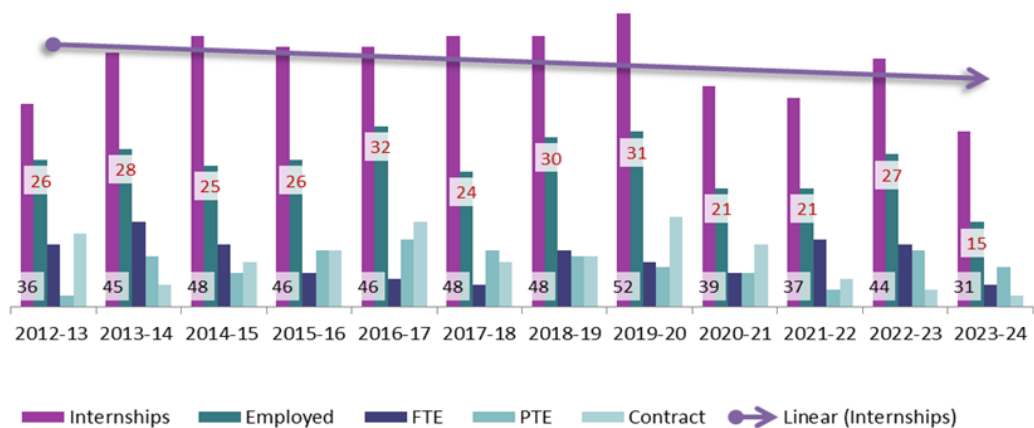
Quality of JobDUN programme



(Source: 2023/24 JobDUN Business Reports)

- 19 The graph (*JobDUN - Internships and Employment*) indicates that business demand has softened since 2020/21 and it is expected that this trend will continue into 2024/25 due to current economic conditions.

JobDUN - Internships and Employment



(Source: Annual JobDUN Business Reports)

- 20 JobDUN will continue to be positioned as a business-led, low-risk, high-reward activity where Dunedin businesses may access quality tertiary-level students to support the growth of the creative, professional, scientific, and technical sectors in Dunedin.
- 21 The programme has also been nominated as a finalist in the New Zealand Economic Development Conference 2024 Sector and Cluster Development section for projects that drive the growth and innovation of sectors or clusters within New Zealand

OPTIONS

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

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"/>	✓
Future Development Strategy	<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"/>	✓

Māori Impact Statement

Ngāi Tahu is a signatory to the Dunedin 2013-23 Economic Development Strategy.

Sustainability

The programme supports businesses and economic sustainability by stimulating job creation, retaining talent and skills in the city, to link top-quality students to local businesses to build capability and grow export-ready businesses.

LTP/Annual Plan / Financial Strategy /Infrastructure Strategy

There are no implications.

Financial considerations

\$50K was provided for the 2023/2024 financial year for \$1K per intern. \$50K has been allocated for the 2024/2025 financial year.

Significance

This activity has been assessed as low in terms of the Council’s Significance and Engagement Policy.

Engagement – external

Economic Development Strategy parties such as Otago Polytechnic/Te Pūkenga, the University of Otago as well as Dunedin businesses are engaged in the programme.

Engagement – internal

There has been no internal engagement.

Risks: Legal / Health and Safety etc.

There are no identified risks.

Conflict of Interest

There are no identified conflicts of interest.

SUMMARY OF CONSIDERATIONS

Community Boards

There are no implications for Community Boards.

c) Developing Ōtepoti Dunedin’s Food and Drink Tourism Sector Approach.

7 The ODDMP was published in October 2023 and was shared with Dunedin’s visitor sector, wider business community and key stakeholders.

DISCUSSION

8 Based on feedback from stakeholders during the consultation process, the ODDMP Steering Group confirmed four priority pathways for achieving the vision;

- Pathway to resilient destination management
- Pathway to transformational destination development
- Pathway to effective destination marketing
- Pathway to world-leading environmental practices.

9 The ODDMP recognises the need for collaboration across the sector and identified partners and leads for each action with the priority pathways.

10 The activity below summaries the Year One activities identified in the ODDMP Implementation Plan as they align to the priorities’ pathways.

	Action	Progress	Comments
Pathway to resilient destination management	1.1 Determine and enable effective leadership of Ōtepoti Dunedin’s visitor sector.	Steering committee terms of reference finalised and the process to recruit this panel is to commence in November 2024.	Delivery of the action was delayed waiting for Council decision on governance structures including membership and TOR.
	1.2 Resource destination management within the region.	Provision of \$100k in Enterprise Dunedin’s 2024/25 operational budget for delivery of the ODDMP Implementation Plan actions.	
	1.4 Develop local, regional and national partnerships that enable sector growth.	Enterprise Dunedin continues to collaborate with the local visitor sector, regional partners eg Southern Way and the Regional Trails Hub. Continue to participate in national trade, business events and visitor sector events, training, sales and promotion of Dunedin.	

	1.5 Develop appropriate infrastructure plans.	<p>The Destination team works collaboratively across council to ensure infrastructure plans take into account the visitor economy.</p> <p>Work continues with Dunedin Railways to ensure there is viable wholesale product and trade relationships. Dunedin Railways will attend TRENZ in 2025.</p>	
	1.3 Strengthen data insights.	<p>Marketing campaign and activity is monitored and reported on. A full year review of the Dunedin Campaign will be presented to Council in 2025.</p> <p>A refresh of metrics tracking is underway.</p>	<p>Prior to Dec 2023 was utilising both available and procured visit and related data.</p> <p>In Dec 2023, Govt changes impacted on availability of datasets (nation-wide issue)</p>
Pathway to transformational destination development.	2.1 Development quality experiences that strengthen Ōtepoti Dunedin's positioning and value proposition.		
	2.4 Develop strategic plans to build and enhance major and leisure events and business events in the region.	<p>The refreshed Festivals and Events plan is near finalisation which is an enabler of destination marketing and contributes to the DDMP goals to enhance the visitor experience.</p> <p>The Business Events Plan is being refreshed in partnership with the sector in 2025.</p>	Consulted and engaged with the events sector and key stakeholders
Pathway to effective	3.1 Identify the destination's unique brand and story positioning, grounded	The domestic campaign 'It's Just Dunedin was	

destination marketing.	in the destination’s value-led proposition.	launched in December 2023.	
	3.2 Develop marketing strategies that build on the brand story and grow awareness of the destination to key markets.	Phase 2 of the It’s Just Dunedin campaign with amended content which will be fit for purpose for the Australian and domestic markets will be released in February 2025.	
	3.3 Identify the target markets the Ōtepoti Dunedin brand and value proposition will resonate with the market to them.	A targeted campaign to the southeast coast of QLD to support the launch of the JetStar flights across online and Gold Coast-based media outlets (Gold Coast Bulletin and Gold Coast magazine)	
	3.4 Develop strong media and marketing alliance to build awareness.	Food and Drink working group creation and implementation plan developed for a Dunedin food brand and enhanced culinary tourism. Ongoing media familiarisation activity conducted by the Destination team targeting NZ and Australian based publications.	
Pathway to world leading environmental practices.	4.4 Develop a sector-led cruise plan.	Cruise Action Plan is now a living document supported by the cross-sector cruise action plan group and communication strategy.	The Cruise Action Plan was developed by the Cruise Action Steering Group, led by Port Otago and Enterprise Dunedin.
	4.1 Determine environmental standards	Tiaki Promise is our guiding principle to protecting and nurturing our assets, including installation at Dunedin isite visitor centre.	

		<p>An installation of the Tiaki Promise has been arranged by TNZ at the Port Cruise Terminal.</p> <p>Environmental standards to are considered when scoping projects, campaigns and work.</p>	
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OPTIONS

12 As this is a report for noting there are no options.

NEXT STEPS

13 The Steering group to oversee the ODDMP expression of interest is now finalised and will go to market. This group will assist in establishing priorities for next financial year against key plan priorities.

Signatories

Author:	Suzanne Jenkins - Finance and Operations Manager Sian Sutton - Dunedin Destination Manager
Authoriser:	John Christie - Manager Enterprise Dunedin Nicola Morand - Manahautū (General Manager Policy and Partnerships)

Attachments

There are no attachments for this report.

SUMMARY OF CONSIDERATIONS

Fit with purpose of Local Government

This decision promotes the social 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"/>	<input type="checkbox"/>
Future Development Strategy	✓	<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"/>

The Ōtepoti Dunedin Destination Management Plan takes account of the four wellbeings and the Council strategies.

Māori Impact Statement

Nga runaka were engaged in the development of the Plan.

Sustainability

Each project undertaken assesses the impact on sustainability.

Zero carbon

Each project undertaken assesses the impact of greenhouse gas emissions.

LTP/Annual Plan / Financial Strategy /Infrastructure Strategy

Delivery of the Plan is incorporated into the LTP and \ Annual Plan process.

Financial considerations

Budget allocation is incorporated into Enterprise Dunedin’s operational budget for Implementation Plan delivery.

Significance

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

Engagement – external

Delivery for actions outlined in Implementation Plan

Engagement - internal

Internal engagement is undertaken with the DCC teams as relevant e.g. Comms & Marketing, Transport, Corporate Policy & Sustainability, DPAG, Toitu, Lan Yuan & Olveston, Zero Carbon, Parks & Reserves.

REVIEW OF ENTERPRISE DUNEDIN

Department: Corporate Policy

EXECUTIVE SUMMARY

- 1 On 26 November 2024 Council approved a motion to review the operation of Enterprise Dunedin as follows:
 - a) Directs the CEO to review the operation of Enterprise Dunedin
 - b) Consults with Dunedin stakeholders with a refresh of the previously commissioned 2018 Martin Jenkins Report as part of the Enterprise Dunedin review.
 - c) Presents a 2025 report back to Council by 30 June 2025.
- 2 This report outlines the process that will be undertaken.

RECOMMENDATIONS

That the Committee:

Notes the next steps for reviewing the operation of Enterprise Dunedin

BACKGROUND

- 3 On 26 November 2024, in accordance with Standing Order 26.1, a notice of motion was received from Cr Andrew Whiley

Moved (Cr Andrew Whiley/Cr Sophie Barker):

That the Council:

- a. *Directs the CEO to review the operation of Enterprise Dunedin.*

Division

The Council voted by division

For: Crs Bill Acklin, Sophie Barker, Kevin Gilbert, Cherry Lucas, Mandy Mayhem, Jim O'Malley, Lee Vandervis, Steve Walker, Brent Weatherall and Andrew Whiley (10).

Against: Crs David Benson-Pope, Christine Garey, Carmen Houlahan and Marie Laufiso (4).

Abstained: Nil

The division was declared **CARRIED** by 10 votes to 4
Motion carried (CNL/2024/212)

Moved (Cr Andrew Whiley/Cr Sophie Barker):

That the Council:

- b. Consults with Dunedin stakeholders with a refresh of the previously commissioned 2018 Martin Jenkins Report as part of the Enterprise Dunedin review.
- c. Presents a 2025 report back to Council by 30 June 2025.

Division

The Council voted by division

For: Crs Bill Acklin, Sophie Barker, Kevin Gilbert, Cherry Lucas, Mandy Mayhem, Jim O'Malley, Steve Walker, Brent Weatherall and Andrew Whiley (9).

Against: Crs David Benson-Pope, Christine Garey, Carmen Houlahan, Marie Laufiso and Lee Vandervis (5).

Abstained: Nil

The division was declared **CARRIED** by 9 votes to 5
Motion carried (CNL/2024/213)

- 4 Following the meeting, staff checked with Audit New Zealand around timing of the review. Based on their advice a report will be presented in July 2025 and not by 30 June 2025 as per the resolution.

DISCUSSION

- 5 Enterprise Dunedin was established on 1 July 2014, bringing together DCCs Economic Development Unit and Dunedin i-SITE and the former functions of the CCO Tourism Dunedin into the now Enterprise Dunedin.
- 6 In 2018, DCC commissioned a review (**Attachment A**) from Martin Jenkins that, based on stakeholder feedback, suggested that council consider:
 - a) Establishing Enterprise Dunedin as a separate CCO.
 - b) Re-establishing an economic development unit within DCC and transfer some activities to other organisations or existing CCO's.
 - c) Forming a separate city marketing and economic development units within DCC.
 - d) Establishing a separate city marketing CCO.
- 7 On balance, however, the report also suggested it may be more practical to enhance the status quo. Improvement recommendations were included in the report and the Council at that time decided to take this approach.
- 8 In 2020, a stocktake and progress report was again commissioned from Martin Jenkins (**Attachment B**). Overall, the report outlined that Enterprise Dunedin had made good progress against most of the review recommendations.

- 9 Following the Council resolution, the next steps in the review will be as follows:
- a) Development of the scope of services required for the operational review, budget, timeline and any terms of reference as necessary. The scope of services will include the reviewer considering the 2018 Martin Jenkins report. The Terms of Reference will be used to aid the procurement process for a suitable reviewer.
 - b) Undertaking a procurement process to appoint a reviewer to undertake the work as described in the scope of services.
 - c) An initial analysis will be undertaken of what is working well and what challenges there are for Enterprise Dunedin.
 - d) Undertaking engagement with a wide range of stakeholders including Councillors and Grow Dunedin Partnership.
 - e) The Review Report will be presented to and considered by the Chief Executive.
- 10 The Review Report and Options Report from the Chief Executive will be provided for consideration by Council in July 2025.

OPTIONS

- 11 As this report is for noting there are no options.

NEXT STEPS

- 12 As per paragraph 9.

Signatories

Author:	Nicola Morand - Manahautū (General Manager Policy and Partnerships)
Authoriser:	Sandy Graham - Chief Executive Officer

Attachments

	Title	Page
↓A	MJ Review 2018	85
↓B	MJ Stocktake 2020	169

SUMMARY OF CONSIDERATIONS

Fit with purpose of Local Government

This decision enables democratic local decision making and action by, and on behalf of communities. This decision promotes the economic well-being of communities in the present and for the future which also impact both the social cultural well-being of the community.

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"/>	✓
Future Development Strategy	<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

Māori Impact Statement

Te Taki Haruru will inform the scope of the review and ensure that the Māori community and economy are recognised as an essential consideration of the review and consultation process.

Sustainability

Not foreseen implications to sustainability

Zero carbon

There are no implications

LTP/Annual Plan / Financial Strategy /Infrastructure Strategy

There could be implications should a different business model be preferred.

Financial considerations

The cost to engage a consultant is currently unbudgeted, cost estimate is provisionally expected to be \$60-100K

Significance

There are no implicatons

Engagement – external

A wide range of community stakeholders and partners will be an integral part of the review and feedback will inform recommendations.

Engagement - internal

This review may raise concerns for the staff of Enterprise Dunedin. Staff have been informed and support throughout the review process has been offered.

ITEMS FOR CONSIDERATION BY THE CHAIR

Any items for consideration by the Chair

RESOLUTION TO EXCLUDE THE PUBLIC

That the Economic Development Committee:

Pursuant to the provisions of the Local Government Official Information and Meetings Act 1987, exclude the public from the following part of the proceedings of this meeting namely:

General subject of the matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution	Reason for Confidentiality
C1 Digital Interactive Health (DIH) Update November 2024	S7(2)(h) The withholding of the information is necessary to enable the local authority to carry out, without prejudice or disadvantage, commercial activities.	S48(1)(a) The public conduct of the part of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under section 7.	

This resolution is made in reliance on Section 48(1)(a) of the Local Government Official Information and Meetings Act 1987, and the particular interest or interests protected by Section 6 or Section 7 of that Act, or Section 6 or Section 7 or Section 9 of the Official Information Act 1982, as the case may require, which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public are as shown above after each item.