

**Notice of Meeting:**

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

**Date:** Monday 19 October 2020  
**Time:** 1.30 pm (or at the conclusion of the previous meeting, whichever is later)  
**Venue:** Edinburgh Room, Municipal Chambers, The Octagon, Dunedin

Sandy Graham  
Chief Executive Officer

---

## **Economic Development Committee**

### **PUBLIC AGENDA**

---

**MEMBERSHIP**

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

---

Wendy Collard  
Governance Support Officer

Telephone: 03 477 4000  
Wendy.Collard@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.

<b>ITEM</b>	<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
1	Public Forum	4
1.1	Study Dunedin	4
2	Apologies	4
3	Confirmation of Agenda	4
4	Declaration of Interest	5
<b>PART A REPORTS (Committee has power to decide these matters)</b>		
5	Study Dunedin Transitions Report	17
6	Enterprise Dunedin Activity Report - October 2020 Update	23
7	Centre of Digital Excellence (CODE) Update Report	34
8	Film Dunedin	39
9	Economic Development Committee Forward Work Programme	45
10	Actions From Resolutions of Economic Development Committee Meetings	48
11	Items for Consideration by the Chair	51
	<b>RESOLUTION TO EXCLUDE THE PUBLIC</b>	<b>52</b>

## **1 PUBLIC FORUM**

### **1.1 Study Dunedin**

Linda Miller, Chairperson of Study Dunedin, wishes to provide an update on Study Dunedin.

## **2 APOLOGIES**

An apology has been received from Cr Rachel Elder.

That the Committee:

**Accepts** the apology from Cr Rachel Elder.

## **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**

	<b>Title</b>	<b>Page</b>
<a href="#">↓A</a>	Elected Members' Register of Interests	7



Councillor Register of Interest - Current as at 21 September 2020				
Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Aaron Hawkins	Trustee	West Harbour Beautification Trust	Potential conflict WHBT work with Parks and Reserves to co-ordinate volunteer activities	Withdrawal from all West Harbour Beautification Trust/ DCC discussions involving this relationship.
	Trustee	St Paul's Cathedral Foundation	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property Owner - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Young Elected Members' Committee	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Thank You Payroll	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	ICLEI Oceania Regional Executive	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Hospital Local Advisory Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Green Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Connecting Dunedin (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Member	Otago Museum Trust Board (Council appointment)	Duties to Trust may conflict with duties of Council Office. Recipient of Council funding	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Otago Theatre Trust (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Member	Otago Polytech's Research Centre of Excellence	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	LGNZ National Council	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Alexander McMillan Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Cosy Homes Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	LGNZ Policy Advisory Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Local Government New Zealand Zone 6 Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Sophie Barker	Employee	Otago Peninsula Trust	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Director	Ayrmed Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Ocho Newco Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Various publicly listed companies	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Property Owner	Residential Property Owner - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

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



Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Member	Okia Reserve Management Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitu Otago Settlers Museum Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Café Logic Advisory Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Christine Garey	Trustee	Garey Family Trust - Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	Creative Dunedin Partnership (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Symphony Orchestra Foundation Board of Trustees (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Member	Theomin Gallery Management Committee (Olveston) (Council appointment)	No conflict identified	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Chair	Grants Subcommittee (Council Appointment)	No conflict identified	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
		External family member is a Principal Security Consultant	Major supplier to DCC	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Local Government New Zealand Zone 6 Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Doug Hall	Director/Owner	Hall Brothers Transport Ltd	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Director/Owner	Dunedin Crane Hire	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Director/Owner	Wood Recyclers Ltd	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Director/Owner	Dunedin Concrete Crushing Ltd	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Director/Owner	Anzide Properties Ltd - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	The Woodshed 2014 Limited	May contract and provide service to DCC	Withdraw from discussion and leave the table. If in confidential leave the room. Seek prior approval from Office of the Auditor General when required.
	Owner	Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Farmlands	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Ravensdown Fertiliser	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	PGG Wrightson	Currently no likely conflict	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Silver Fern Farms	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Valley View Development Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Geekfix Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Trustee	Hall Family Trust, Invercargill	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Milburn Processing Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Donor of the use of a building free of charge to the group	Fire Brigade Restoration Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Appellant	2GP	Appellant to the 2GP	Withdraw from discussion and leave the table. If the meeting is in confidential, leave the room. Seek advice prior to the meeting.
	Financial Donor	Dunedin North Community Patrol	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Donor of the use of a building free of charge to the group	North Dunedin Blokes Shed	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Loan of a four wheel drive truck free of charge to the group for cartage of gravel	Mountainbiking Otago	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Partner	Highland Helicopters	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Supplier	Southweight Truck and Weights for testing Weighbridges Otago & Southland	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Craigieburn Reserve Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Chinese Garden Advisory Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitu Otago Settlers Museum Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Carmen Houlahan	Owner	Residential Property - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Rental Property - North Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Part Owner	Adobe Group Ltd, Wanaka	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Rotary Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Institute of Directors	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Property Investors Association	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Company Owner/Sole Director	Shelf Company - RU There	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitu Otago Settlers Museum Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

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)	Possible grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Shareholder	Startup Business	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.
Marie Laufiso	Property Owner	Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Community Building Trust - Trust Owner of Property 111 Moray Place	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Member	Otago Mental Health Trust	Potential grants applicant which would result in pecuniary interest. Duty to Trust may conflict with duties of Council Office	Do not participate in consideration of grants applications. If the meeting is in confidential, to leave the room.
	Trustee	Brockville Community Support Trust	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Trustee	Corso Ōtepoti Dunedin Trust	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Member	Dunedin Manufacturing Holdings Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	National Secretary	P.A.C.I.F.I.C.A Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Dunedin Branch Treasurer	P.A.C.I.F.I.C.A Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Dunedin Branch delegate to Arai Te Uru Marae Council	P.A.C.I.F.I.C.A Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Green Party of Aotearoa New Zealand	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Age Concern (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Abrahamic Interfaith Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Refugee Steering Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Settlers Association (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Fair Trading Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Deputy Chair	Grants Subcommittee	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Social Well Being Advisory Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Mike Lord	Trustee	ML Lord Family Trust - Owner of Residential Properties - Dunedin	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Otago Rural Support Trust	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Federated Farmers Charitable Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Fonterra	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Member	Federated Farmers	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Mosgiel Rotary Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Mosgiel RSA	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	National Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Federated Farmers Charitable Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Various publicly listed companies	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Otago Rural Support Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Strath Taieri Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Hereweka Harbour Cone Trust (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	District Licensing Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Jim O'Malley	Owner	Biocentrix Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Mosgiel Association Football Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Ocho Newco Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Ayrmed Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Ice Sports Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Manufacturing Holdings	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Ice Sports Dunedin Incorporated (Council appointment)	Potential grants recipient	Withdraw from discussion and leave the table. If in confidential leave the room. Seek advice prior to the meeting.
	Member	Connecting Dunedin (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Okia Reserve Management Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Waikouaiti Coast Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Jules Radich	Shareholder	Izon Science Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Taurikura Drive Investments Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Shareholder	Golden Block Developments Ltd	The Auditor General has issued a declaration under section 6(4) of LAMIA allowing Cr Radich to participate on the grounds that it is in the interests of the electors and inhabitants of the area that he be allowed to do so. The declaration applies to the Council meeting on 25 May 2020 and to discussion and deliberations on the Annual Plan 2020/21 up to and including the adoption of the Annual Plan	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	The Auditor General has issued a declaration under section 6(4) of LAMIA allowing Cr Radich to participate on the grounds that it is in the interests of the electors and inhabitants of the area that he be allowed to do so. The declaration applies to the Council meeting on 25 May 2020 and to discussion and deliberations on the Annual Plan 2020/21 up to and including the adoption of the Annual Plan	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Golden Centre Holdings Ltd	The Auditor General has issued a declaration under section 6(4) of LAMIA allowing Cr Radich to participate on the grounds that it is in the interests of the electors and inhabitants of the area that he be allowed to do so. The declaration applies to the Council meeting on 25 May 2020 and to discussion and deliberations on the Annual Plan 2020/21 up to and including the adoption of the Annual Plan	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	IBMS Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Raft Holdings Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Otago Business Coaching Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Effectivise Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Athol Street Investments Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Allandale Trustee Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Aberdeen St No2 Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Acquisitions Committee (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Society (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Road Safety Action Plan	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council appointment - alternate)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Saddle Hill Community Board (Council appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

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

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

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



## **PART A REPORTS**

### **STUDY DUNEDIN TRANSITIONS REPORT**

Department: Enterprise Dunedin

---

#### **EXECUTIVE SUMMARY**

- 1 The purpose of this report is to update the Economic Development Committee (EDC) on a research project (funded by Education New Zealand (ENZ)) into transition pathways between high schools and tertiary institutions for international students in Dunedin and Otago.
- 2 Traditionally the number of international students transitioning from high school to tertiary study in New Zealand is low. The Transition Report provides insights into current challenges and options to improve conversion rates.
- 3 Six outputs and conclusions were identified in the report that could positively change the rates of transition.
- 4 The report indicated that a target of 25% more students transitioning from high school to tertiary study in the 2022 year (from a baseline of 20%) would be achievable.
- 5 The Study Dunedin Advisory Group (SDAG) will collate and prioritise the results of the report in a strategic action plan to support improved transition rates.

#### **RECOMMENDATIONS**

That the Committee:

- a) **Notes** the results of the Study Dunedin Transitions Report.

#### **BACKGROUND**

- 6 Study Dunedin was formed in 2013 as part of Dunedin's Economic Development Strategy (EDS) to attract and facilitate greater numbers and quality international students to live and study in the city. Study Dunedin works with ENZ and the SDAG who enable activities including:
  - a) Destination marketing;
  - b) Student experiences;
  - c) Capacity and capability building; and
  - d) Facilitation of education and education-to-workforce pathways.

- 7 New Zealand has a low (anecdotally under 20%) transition rate for international students from high school in to tertiary study. In other countries, such as Australia, the rate is significantly higher with research suggesting their rate is over 50%.
- 8 Increasing the transition rate by just a small margin would add economic, social and cultural value to both the Otago region and New Zealand.
- 9 Study Dunedin successfully applied for \$20,000 from ENZ to undertake research into the barriers on the transition of international students from high school to tertiary study in the Otago region. The research was undertaken from November 2019 to June 2020. Interviews were undertaken with:
  - a) High school and tertiary students;
  - b) Sector International Directors at high schools;
  - c) Agents and parents; and
  - d) Staff at Otago Polytechnic and the University of Otago.
- 10 While COVID-19 made the methodology challenging, there was enough data and one-on-one interviewing completed to build a compelling picture of expectations, gaps and opportunities.

## **DISCUSSION**

### ***Current Situation***

- 11 Generally, international students enrol at Dunedin high schools for two reasons:
  - a) Experiential learning and to increase English language acquisition. These students are generally short-term enrolments; and
  - b) Long term study to achieve National Certificate of Educational Achievement (NCEA) qualifications to enable entry into the tertiary sector both in New Zealand and overseas.
- 12 The research focused on the second group to firstly increase enrolment in New Zealand high schools and secondly, transition from these schools to tertiary study.
- 13 The Transitions Report and objective of improved retention aligns with ENZ ambitions and recovery planning for the sector post COVID-19. The work undertaken by Study Dunedin will support and align to central government plans.

### ***Benefits of Transition***

- 14 Improved transition pathways for international students between high schools and tertiaries provides a range of benefits. While many of the benefits reside with tertiary institutions there are quantifiable, additional benefits for high schools, Boards of Trustees and Principals:
  - a) Higher academic achievement of students;
  - b) Less turn-over of students leading to less work in enrolment processes, visa processing, homestay placement and student support services; and

- c) Stronger partnerships between the high school and tertiary providers.
- 15 Improved partnerships and collaboration with tertiary institutions also allows high schools to:
  - a) Attract students through the ‘bigger machine’ of the tertiary recruitment team;
  - b) Provide the compelling story of a guaranteed pathway to the students’ end goal.
- 16 The benefit for the tertiary institutions is a larger and more consistent pipeline of New Zealand educated international students who are more ‘*kiwi-fied*’ by the time they reach the campus.
- 17 The Dunedin 2013-23 Economic Development Strategy recognises the value of international students as a ‘*source of talent, investment and international connections*’ and that often they can be ‘*at the forefront of new knowledge, science and research*’.
- 18 Research also shows international students can become ambassadors and that they are positive storytellers, stay engaged with the city and its progress.

#### ***Outputs of the Research and Transitions Report***

- 19 The Transitions Report highlights six outputs for further development.
  - a) **Output One: Document existing transitions in the Otago region from high school to tertiary institutions.**

Targets are proposed for incremental improvement over the next three years. It showed that transitions were inconsistent year on year and accessing accurate data was difficult. A goal of 25% increase in students transitioning in to tertiary study for 2022 is indicated as reasonable. While the numbers are not large, based on an estimate of 8-10 students starting tertiary study it is estimated the flow-on economic impact will be \$200k for those (8-10 students) each year that they remain.
  - b) **Output Two: Determine barriers to transitions and recommended improvements to overcome them.**

Twenty high school and tertiary students were interviewed as part of the process. A broad range of perspectives emerged. Students commented on how supportive, relaxed and friendly life was here, how accessible teachers and lecturers are and that living in Dunedin allowed them a study/life balance. Several participants highlighted barriers including issues with accommodation (specifically homestay), inadequate public transport and the city ‘closing early’. This feedback has resulted in several recommendations around:
 
    - i) Accommodation; and
    - ii) Targeted information sharing through collateral development to mitigate some of the negative impressions.
  - c) **Output Three: Review existing tertiary provider transition processes**

On-campus experiences were viewed as very important and it was suggested that the tertiary sector develop a two to three day immersive (summer and school holiday) campus experience.

The report also recommended scheduling:

- i) Regular information sessions with international students separate to those sessions already in place for domestic students; and
- ii) Separate information sessions with staff from both tertiary and high school institutions who have contact with international students in the transition space.
- d) **Output Four: Key market agent feedback regarding changes to process and collateral to support the transition process.**

The report recommended the need for regular communication with agents both in Dunedin and Auckland and recognised agent's requests for:

- i) More material to be translated in to other languages;
- ii) Experiential on-campus programmes to be developed and for a video(s) showing the pathway journey from high school to tertiary study in the city be made available; and
- iii) Targeted scholarships to raise the profile of Dunedin.
- e) **Output Five: Development and documentation of processes/programmes to improve the transition of students and meet the newly established transition target numbers.**

A key theme throughout the report is the value of relationships between institutions and sectors, for students at all levels and the need to facilitate relationships in an authentic and rewarding way. For students, there was a perception that the greatest value was peer-to-peer marketing and support for social and informal networks for information sharing and gatherings.

Communication channels need to exist between all staff interacting with students as they pathway through high school in to tertiary study. Communication needs to be regular and consistent ensuring messaging is accurate and cohesive. A yearly Hui bringing staff from all sectors together was considered a valuable tool to achieve this.

- f) **Output Six: Action changes from the interviews and research outcomes (including school visits).**

Given the timing of the report coincided with COVID-19 restrictions, school visits could not be made and therefore measured at the time of writing the report.

### ***Initial Changes and Solutions***

20 The research and report noted three initial changes to progress the outputs and recommendations:

- a) There needs to be agreement that a *value over volume* approach to student recruitment is taken which includes the creation of a strategy to attract the right students to study here.
- b) Systems and processes need to be made easier for students transitioning. The seamless approach needs to raise awareness of the opportunity, include the Education Agents early

in the process, promote the Immigration New Zealand (INZ) Pathway Visa and package the study opportunity as an attractive story about studying in Dunedin (New Zealand).

- c) There needs to be an ability for students to build meaningful and long-term relationships with their future institutions and staff. One option is summer and school holiday on-campus programmes which are considered a good way of relationship building once students are studying in New Zealand.

## **OPTIONS**

- 21 There are no options.

## **NEXT STEPS**

- 22 The Study Dunedin Advisory Group will be reviewing the report recommendations and collating these with the intention of using them to inform the development of a strategic action plan, to roll out changes and developments over the next two years. The recommendations will be prioritised by the Group and relevant actions will be assigned to members. Several key areas for action are likely to include:
  - a) Researching local patterns and progression tracked (linked to national research undertaken);
  - b) Development of a specific regional marketing strategy promoting transitions;
  - c) Transition pathway and product(s) development;
  - d) Schools liaison processes (including summer/semester break programmes);
  - e) Agent engagement; and
  - f) Student experience(s).
- 23 Study Dunedin will report back to the Economic Development Committee once this piece of work is completed in early 2021.

## **Signatories**

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

## **Attachments**

There are no attachments for this report.

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

This report promotes the economic, social 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Arts and Culture Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 Waters Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Spatial Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Integrated Transport Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Parks and Recreation Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other strategic projects/policies/plans	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

***Māori Impact Statement***

There are no known impacts for tangata whenua.

***Sustainability***

There are no known impacts for sustainability.

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

Study Dunedin activities and the 2013-2023 Economic Development Strategy framework are included in the 2018-28 Long Term Plan.

***Financial considerations***

There are no financial considerations.

***Significance***

This decision is considered of low significance under the Significance Engagement Policy.

***Engagement – external***

As an update report, external engagement has been undertaken with Study Dunedin Advisory Group.

***Engagement - internal***

No internal engagement has been undertaken.

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

There are no identified risks.

***Conflict of Interest***

There are no known conflicts of interest.

***Community Boards***

There are no known implications for Community Boards.

## **ENTERPRISE DUNEDIN ACTIVITY REPORT - OCTOBER 2020 UPDATE**

Department: Enterprise Dunedin

### **EXECUTIVE SUMMARY**

- 1 The purpose of this report is to update the Economic Development Committee on several Enterprise Dunedin activities.

### **RECOMMENDATIONS**

That the Committee:

- a) **Notes** the Enterprise Dunedin Activity Report – October 2020 Update.

### **BACKGROUND**

- 2 Enterprise Dunedin activity is informed by the 2013-2023 Economic Development Strategy. The strategy is underpinned by five themes:
  - a) Business vitality – to improve the ease of doing business;
  - b) Alliances for innovation – to improve linkages between industry and research;
  - c) A hub for skills and talent – to increase retention of graduates, build the skills base and grow migrant numbers;
  - d) Linkages beyond our borders – to increase international investment and establish projects with other cities
  - e) A compelling destination – to increase the value of tourism and events and improve the understanding of Dunedin's advantages.
- 3 The strategy sets out two economic goals:
  - a) 10,000 extra jobs over 10 years (requiring growth of approximately 2% per annum); and
  - b) An average of 10,000 of extra income for each person (requiring GDP per capita to rise 2.5% per annum).

### **Dunedin City Economic Overview**

- 4 Economic indicators monitored by Enterprise Dunedin show economic activity in Dunedin City has remained resilient despite a temporary re-escalation to Alert Level 2 between 12 August and 21 September 2020.

- 5 Even with stringent public health restrictions retail spending in Dunedin over the four-week period to 20 September 2020 was only 1.1% below its 2019 level, compared to a 3.3% decline nationally.
- 6 Over the four-week period to 9 August 2020 when New Zealand was at Alert Level 1, retail spending in Dunedin was 4.7% (compared to 2.9% growth nationally) above the 2019 level.
- 7 Provisional data from Statistics NZ based on payday tax information shows that the number of jobs in Dunedin in August was 1% higher than a year ago, while average wages over the three months to August were 3.3% above their 2019 level.
- 8 There has been a wide divergence in employment trends between industries. The largest contributors to job increase by sector were public administration, health, construction and hospitality. Job losses occurred in media, warehousing, wholesale trade, recreational services, including visitor activities and education.
- 9 Despite recent strength in the labour market there is a risk of some areas of future impact on the market occurring over the next couple of months, as many employers have come off wage subsidy support over recent weeks.

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

- 10 Enterprise Dunedin has continued to work on the establishment of CODE in conjunction with the CODE Working Group. Several workstreams have been progressed over the last few months, which are summarised in a separate report to Economic Development Committee.

#### **Otago Regional Economic Development (ORED)**

- 11 The ORED framework has continued to facilitate economic development collaboration between the Otago councils throughout the period. A key focus has been continued engagement with local industries regarding the economic impact of COVID-19 across the city and region.
- 12 This exercise has provided a current analysis of the challenges facing individual industries or identifying opportunities that can be supported through recovery initiatives. This activity has directly aligned with the Government's recently established interim Regional Skills Leadership Group (iRSLG) which includes the Waitaki District Council Economic Development Manager as a representative from the ORED, the Ministry of Social Development Regional Commissioner and others.
- 13 Work has also commenced on possible future regional economic development activities based on the ORED framework. These options will be further progressed and subject to decision making and will be ready for discussion with government on any further extension of the Provincial Growth Fund.

#### **The Great Dunedin Brainstorm**

- 14 Enterprise Dunedin coordinated the Great Dunedin Brainstorm between 11 and 12 September 2020. The idea generating event which was sponsored and supported by Economic Development Strategy Partners, sought to engage the community on three challenges identified by the Grow Dunedin Partnership and arising from COVID-19:
  - a) Jobs in a post COVID-19 world



- b) Raising hope and social connectiveness
  - c) Supporting a resilient economy.
- 15 The intention was to engage and seek ideas from the community which could be supported through the Council COVID-19 recovery fund and other agencies. The event was hosted at the Otago Polytechnic/New Zealand Institute of Skills and Technology and Steve Renata, Innov8HQ and Kiwa Digital and resulted in 48 attendees and 11 proposals which are currently being developed further and will be considered for investment.

### ***Alliances for Innovation***

#### ***Film***

- 16 Film Dunedin together with local industry and Economic Development Strategy partners have now completed the Investment Logic Mapping to further strengthen the regional screen ecosystem. The completed document is further explained in a separate report to this meeting.
- 17 Notwithstanding COVID-19, the number of Dunedin film inquiries and permits has increased when compared with the corresponding 2019 quarter. Film permitting has continued in line with nationally determined COVID-19 precautions. All permit requests require project registration with ScreenSafe and health and safety plans that meet standards endorsed by Worksafe.
- 18 Film Dunedin has:
- a) Responded to 53 screen, filming and work inquiries in Dunedin during quarter one and period ending 30 September 2020. This compares to 21 total inquiries in the same corresponding period in 2019.
  - b) 14 film permits issued for the period 1 July to 30 September 2020. This compares with 13 permits in the corresponding period in 2019.
- 19 Film Dunedin is currently working with nine domestic feature films and four domestic television and web series in varying levels of production. There are projects developed by Dunedin writers or set in Dunedin. In addition, work is continuing with producers for five short film set in Dunedin and planned for production in the next six months.
- 20 The Dunedin and the Queenstown Film Offices have continued to collaborate under the umbrella of Film Otago Southland (FOS). Over the last three months work has progressed on the development of a regional collection of location images, an 'endorsement campaign' using visiting film makers experience working in the region, and a training and internship programme to create employment and capacity in the sector.
- 21 In response to COVID-19, work has also commenced on the review of available crew in the city. The intention is to identify skills gaps and opportunities to train new crew from sectors affected by COVID-19 related redundancies and support local Dunedin projects.

### ***A Hub for Skills and Talent***

#### ***JobDUN - Business Internship programme 2020-2021***

- 22 The objective of the JobDUN programme is to meet business needs, create high value jobs, retain skills and talent in the city and contribute to the economic growth of Dunedin. The programme allocates funding for 50 intern placements.

- 23 COVID-19 has impacted on the number of placement opportunities offered by businesses for the 2020-21 season.
- 24 In discussion with tertiary partners, Enterprise Dunedin cancelled the 2020 face to face interview event at Otago Polytechnic on 23 September 2020. This was to ensure the health and wellbeing of all concerned and to manage expectations for students during an already difficult time. With fewer internships on offer, the window of opportunity to promote to students was narrowing and businesses have also had various priorities to manage.
- 25 The programme will remain open until 2 April 2021 to support businesses if they require an intern. Facilitation occurs online via the JobDUN website and through email and/or virtual interactions between students and businesses. Businesses have more time and flexibility to make decisions about taking on an intern.
- 26 So far 2020-21 has seen 18 businesses applying for 32 interns. Of those businesses participating, over half have come from the ICT/Tech and Creative sectors. Under the circumstances this compares favourably with 28 businesses in the 2019-2020 season from nine sectors, mostly from the ICT/Tech sector, followed by other sectors such as engineering/niche manufacturing, marketing/media and sport/recreation.
- 27 Enterprise Dunedin will continue to liaise weekly with tertiary partners to monitor student responses and to reiterate a selective approach to ensure businesses are contacted by only the most relevant potential interns to mitigate supply overload on businesses.

#### *Start Up Dunedin*

- 28 Work continues with the appointment of a new Dunedin City Council representative on the Start Up Dunedin Trust (SUDT). The new appointee will replace Nigel Bamford and will ensure that the city's interests are considered and aligned with the 2013-2023 Dunedin Economic Development Strategy. The recruitment process is being supported by Grow Dunedin Partners.
- 29 Enterprise Dunedin will prepare a paper and a final recommendation for the Dunedin City Council representative for approval by Council on 24 November 2020.

### **A Compelling Destination**

#### *Destination Marketing*

- 30 Dunedin's visitor sector continues to be widely affected by COVID-19. Figures for domestic spend for the 12 months ending July 2020 was \$480m, down -16.1% compared to the same period in 2019; the total spend for New Zealand for domestic visitors was down 9.3% for the year ending July 2020.
- 31 Independent research on the impact of the change of COVID-19 alert level for Auckland in August, suggests that Dunedin lost around \$270k per day with no Aucklanders visiting, and only half the normal volume of Waikato and Northland visitors in the city.
- 32 International visitor spend in Dunedin City for the 12 months ending July 2020 was \$187m, down 18.7% compared to the same period in 2019; whilst New Zealand international visitors spend was down 18.35% for the 12 months ending 2020.
- 33 Enterprise Dunedin's campaign continues to adjust depending on COVID-19 alert levels. Our playbook (scenario's) have been extended and planning and research is underway for campaigns in the third and fourth quarters of 2021.

*Strategic Assets Protection Programme (STAPP)*

- 34 Project planning and procurement of \$700k of investment from MBIE's STAPP is continuing across the funded areas for:
- a) Destination Management;
  - b) Product Development and Capability; and
  - c) Destination Marketing.
- 35 At this stage six Dunedin businesses have been funded from MBIE's STAPP, with more announcements possible.
- 36 Enterprise Dunedin has taken the coordinating role for MBIE's Regional Events Fund. This new funding (\$1.5 m) will be shared across our International Marketing Alliance (IMA), which consists of Enterprise Dunedin, Great South, Tourism Waitaki and Destination Clutha. The fund is for new or growing existing events or capability building and is expected to last two years. It is designed to replace lost international visitor spend and boost regional domestic spend.

*Visit Sector Initiatives and Engagement*

- 37 The Otago Central Rail Trail Trust has joined the Cycle Trails collective which brings together all other cycle trails in the region for marketing purposes.
- 38 The new Central Otago Touring Route from Dunedin to Queenstown is due to be launched in late November 2020. This is a Central Otago Tourism project which Enterprise Dunedin has contributed investment and staff time.
- 39 The Southern Scenic Route is being targeted for a new marketing push by all Otago and Southland Regional Tourism Organisations (RTO's) involved. This project is driven by Great South.
- 40 The 45 South Group has appointed a full-time project coordinator. This project is being driven by Great South and funded by eight RTO's. This project is seeking to coordinate destination marketing and destination management initiatives across Otago and Southland.

*Research and Data*

- 41 The new Accommodation Data Programme commenced in July 2020. The occupancy rate for August 2020 sits at 41.7% down from 49.3% in July 2020. Average nights stayed per guest is 1.9, the same as July 2020.

*Business Events (Conferences)*

- 42 A final Business Events Strategy will be completed in October 2020 with implementation to follow.
- 43 As a result of less sales events and change in COVID-19 alert levels across New Zealand, enquiries for new business events has slowed down, with seven new leads to date compared to 11 in the same quarter in 2019. From these seven leads, Enterprise Dunedin has submitted three conference bids, one was successful (with an estimate value of \$257k), one lost to Queenstown, and another yet to confirm.

- 44 Dunedin has been successful in securing an international conference in partnership with Tourism New Zealand and the University of Otago. The International Human Resources Conference 2023 will have an expected attendance of 200 delegates, the majority being international visitors. The original bid for this conference was submitted in late May 2020.
- 45 Dunedin Business Events has launched a new page on the web site. This serves as a value add for conference organisers promoting to their delegates and is seeking to entice them to book a few extra days when visiting Dunedin for their conference.

*Consumer Marketing – New Zealand and Australia*

- 46 Despite continued international border closures, DunedinNZ.com website has seen little change in the quantity of its website traffic in comparison to 2019. User engagement remains high across the breadth of website content including a 28% increase in pageviews, 36% increase in pages per session, 17% increase in average session duration, and a 50% decrease in the website's bounce rate.
- 47 Referrals from DunedinNZ.com to external websites (e.g. local businesses) has similarly increased by 18% which indicates the quality of website traffic discovering and engaging with the site.
- 48 In collaboration with Dunedin Airport, Air New Zealand ran a competition to win a weekend in Dunedin and then filmed the experience for their Grab a Seat social media channels, which included a return flight deal for Dunedin. The results for the weekend video were:
  - Video Views – 302,495
  - Reach – 980,127
  - Engagement – 1791 (measure of comments, likes and shares).
- 49 The follow up Facebook post with the Dunedin deal gained 133,933 reach – with click throughs of 6,087 to the deal page. This is the best performing campaign this year for Grab a Seat.
- 50 To encourage visitors to Dunedin for the school holidays and to promote activities to locals, Enterprise Dunedin launched 'Kids Insiders' on 21 September 2020. This campaign puts kids at the front and centre, as they show off their favourite spots, food, and things to do. The campaign activity includes competitions run on MediaWorks morning radio in Queenstown, Timaru, Southland and Dunedin, digital advertising on MediaWorks and NZME, print and digital with Allied Press and advertising on the DunedinNZ social channels. This activity ran until 11 September 2020 with initial engaged users' traffic from Dunedin (35%), Christchurch (21%), and Auckland (17%).
- 51 Over 72% of users who visit the School Holidays Deals page, visit an operator website as a result. The Kids Insiders webpages will be an ongoing marketing activity for the family market.
- 52 Enterprise Dunedin continues to promote Dunedin as a desirable visitor destination using the 'A pretty Good Plan D' campaign activity with new creatives being launched in early October 2020 for the summer dream and planning phases. Billboards in Auckland, Wellington and Christchurch were timed to be in market once Auckland came out of Alert Level 3.

53 Over the time period 18 August to 30 September 2020, the DunedinNZ Facebook page had a reach of 1.5 million and an increase in followers of 1,033. In the last 30 days the DunedinNZ Instagram account had a reach of 343k and an increase of 153 followers.

54 Enterprise Dunedin continues to work closely with Tourism New Zealand on joint venture campaign activity.

*PR and Promotions*

55 Since August 2020, Enterprise Dunedin has secured 23 features or inclusions in regional and national publications and hosted one media familiarisation. Coverage published over this period included a variety of publications e.g. features/articles in Stuff, Kia Ora magazine, New Zealand Herald New Zealand Geographic and the Otago Daily Times.

56 Additional coverage resulting from media visits and story pitching will be published over the next quarter, including features on education and Dunedin's start-up ecosystem.

57 Tourism New Zealand's domestic marketing and PR campaign continues to present additional opportunities to promote the city, and Enterprise Dunedin regularly contributes.

58 Work is currently underway to develop a new communications plan for all Enterprise Dunedin activities. This will identify current and future opportunities to communicate and promote each portfolio or special projects to stakeholders.

*Trade Marketing*

59 Enterprise Dunedin recently supported the Tourism New Zealand global team with logistics for the Dunedin features in the latest Tourism New Zealand Trade campaign, "Messages from New Zealand" to be shared through all the individual international trade offices.

60 Kim McVicker (TNZ North American Marketing Executive) recently chose Dunedin as her next "on the road" location. During Kim's visit, Enterprise Dunedin jointly hosted two on location webinars; Dunedin101 live from Olveston House and Wildlife Experience from The Royal Albatross Centre. These webinars were also paired with Facebook live experiences and further posts on the North American travel agents private Facebook community. Success measures/key highlights:

- Dunedin 101 webinar had 215 registrants and Dunedin Wildlife webinar had 113 registrants with a further 395 Facebook live viewers and 29 comments/engagements across the webinars;
- Over 1,100 views and 80 comments across six "on location" DunedinNZ Facebook live posts; and
- An expanded database of 315 North American travel sellers who have indicated they are open to receiving further communication from DunedinNZ.

61 Dunedin is now the featured destination case study on how other markets could be working with RTOs to produce engaging content to further educate their agents.

62 In support of future domestic consumer-facing campaigns with Flight Centre, Enterprise Dunedin facilitated a day with local operators and experiences. A video of their experience was shared with Flight Centre teams around the country for education and inspiration.

63 This activity has also resulted in developed relationships with other Dunedin based travel agents working within several travel brands e.g. House of Travel and Travel Associates. Future familiarisation activity and relationship building support between these agents and our local operators is planned.

64 The international trade market continues to recover with a growing number of inquiries from companies in support of itinerary building and brochure development for 2021 and 2022.

*Study Dunedin*

65 Dunedin Summer Programme

- a) Work continues on building a Summer Programme for international students staying in New Zealand over the holiday period. A programme of events has been agreed and dates set.
  - i) Feedback was sought via an Expressions of Interest (EOI) with intention to gather specific data regarding student expectations of the programme activities they would engage in. EOI responses have been received from students studying in Dunedin and other parts of New Zealand;
  - ii) Education New Zealand (ENZ) is supporting regional Summer Programme activities by running a Virtual Fair on 31 October 2020, inviting students to go on-line and find out what activity options are available to them from around New Zealand. Study Dunedin will be participating in this; and
  - iii) A full report on the complete programme will be provided to the Economic Development Committee in early 2021.

66 Auckland Agent Event

- a) Study Dunedin and Study Queenstown will jointly host an event to promote Dunedin to international education agents based in Auckland on 22 October 2020. Currently 35 agents have confirmed attendance, which is comparable to the event in previous years. Study Dunedin will provide details on the Summer Programme and a competition to attract Education Agents to Dunedin for a familiarisation programme in March 2021.

67 I-Hub

- a) The International Student Hub (I-Hub) was launched on 2 October 2020 with an event at Unipol attended by over 50 students. The intention is to provide a safe place for students to come together to network, complete workshops and skills training and have fun. There will also be opportunities for them to interact with the Dunedin community including other organisations such as the Dunedin Multi Ethnic Council.

*i-SITE Visitor Centre*

68 From 1 July 2020 the i-SITE Visitor Centre has welcomed and made bookings for visitors from throughout New Zealand and a wide range of international countries.

69 The main source of visitors by percentage are:

- Dunedin residents 54% (19% making bookings for Dunedin attractions and activities, the majority booking transport in and out of Dunedin as the Visitor Centre has a complete overview of the options)
- Auckland 10%
- Canterbury 7%
- Wellington 4%
- Bay of Plenty 3%
- Northland 3%
- Other regions of North Island 4.5%
- Other regions of the South Island 5.5%
- International visitors 8%

70 International visitors consisted of those here at the time of lockdown on a working holiday visa (they decided to stay and are now continuing with their working holidays) and retired visitors who were already in the country and able to stay and holiday longer.

71 The team have also handled several inquiries from international students planning their summer holidays in New Zealand as they will not return home over the tertiary holidays.

## **NEXT STEPS**

72 Feedback on Enterprise Dunedin activity will be incorporated into future reports.

## **Signatories**

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

## **Attachments**

There are no attachments for this report.

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

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

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

***Māori Impact Statement***

The CODE Working Group is working with Te Runanga o Otakou and Kati Huirapa Runaka ki Puketeraki regarding the development of Kaupapa CODE.

***Sustainability***

There are no known impacts for sustainability.

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

Enterprise Dunedin activities and the 2013-2023 Economic Development Strategy are included in the 2018-28 Long Term Plan.

***Financial considerations***

There are no financial considerations.

***Significance***

This decision is considered low significance under the Significance Engagement Policy.

***Engagement – external***

External engagement has been held with Te Runanga o Otakou and Kati Huirapa Runaka ki Puketeraki and Dunedin's Tech, Education, Visit, Film, Food and general business sectors.

***Engagement – internal***

As an update report, no internal engagement has been undertaken.

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

There are no identified risks.

***Conflict of Interest***

There are no known conflicts of interest.



<b>SUMMARY OF CONSIDERATIONS</b>
<b><i>Community Boards</i></b> There are no known implications for Community Boards.

## **CENTRE OF DIGITAL EXCELLENCE (CODE) UPDATE REPORT**

Department: Enterprise Dunedin

---

### **EXECUTIVE SUMMARY**

- 1 The purpose of this report is to update the Economic Development Committee (EDC) on workstreams and activities to establish the Centre of Digital Excellence (CODE).
- 2 The report highlights activities currently being undertaken by CODE including:
  - a) Development of the CODE operating principles, legal entity, shareholding structures;
  - b) Development of 'Kaupapa CODE' focused on Māori gaming companies, entrepreneurs, pathways and talent;
  - c) Development of an industry grants programme;
  - d) Ongoing development of vocational models (drawing on the 'Future Games' model from Sweden) and tertiary curriculum with the Otago Polytechnic and University of Otago;
  - e) Progressing 'Games for Health' in conjunction with the Southern District Health Board (SDHB).

### **RECOMMENDATIONS**

That the Committee:

- a) **Notes** the Centre for Digital Excellence (CODE) report.

### **BACKGROUND**

- 3 In October 2019, Government announced \$10m funding from the Provincial Growth Fund (PGF) to establish CODE in Dunedin.
- 4 Over ten years, the ambition of CODE is to grow a \$1b video games industry and to maximise economic and social outcomes through developing a niche 'games for health' sector.
- 5 A Working Group, chaired by independent Director Murray Strong and comprised of the following representatives, has overseen the development of CODE:
  - a) Richard Blaikie – Deputy Vice Chancellor Research and Enterprise, University of Otago;
  - b) Oonagh McGirr - Deputy Chief Executive Learning and Teaching Services, Otago Polytechnic;

- c) Katharina Ruckstuhl – Ngāi Tahu Representative;
- d) Mike Collins - Executive Director People, Culture and Technology, Southern District Health Board; and
- e) John Christie – Director, Enterprise Dunedin.

## **DISCUSSION**

### **Legal Entity**

- 6 Work has continued on the development of a separate legal entity for CODE. As part of this process, a limited liability company under the Companies Act 1993 has been identified as a preferred option.
- 7 The next stage of creating the CODE company requires:
  - a) Confirmation of the procedure and appointment of Directors and independent Chair;
  - b) Agreement of the shareholders agreement by all parties; and
  - c) Company formation.

### **Kaupapa CODE**

- 8 The development of an enduring and credible partnership with local Runaka and Ngāi Tahu gaming companies is a critical component of CODE. Engagement has commenced with Te Rūnaka o Ōtākou and Kāti Huirapa Runaka ki Puketeraki ngā Rūnaka regarding CODE and potential shareholding in the company as well as ongoing support for activities such as grants, employment pathways and curriculum development.

### **Grants Programme**

- 9 The development of a \$700k business grants programme has been launched to support and grow Dunedin's game development ecosystem. The programme includes three contestable CODE funds:
  - a) KickStart;
  - b) Start Up; and
  - c) Scale Up.
- 10 The current round of KickStart and Start Up assessment is under way and involves 24 full applications. Final recommendations from the panel are expected by the end of October 2020. The funding will contribute to Dunedin's economic development, and commercial outcomes that lead to the strengthening of the game development ecosystem in the city.
- 11 The next round for KickStart and Start Up funding will commence in December 2020.

## **Curriculum Development**

### ***Otago Polytechnic***

- 12 CODE has engaged Future Games (Sweden) to provide advice to the Otago Polytechnic on the development of specialised courses aligned to international leading practice. Otago Polytechnic is looking at creating a game strand within its Bachelor of Design and Bachelor of IT degrees which CODE is also supporting.

### ***University of Otago***

- 13 The University of Otago is proposing to pilot a pathway for developing games and serious games. The University has early stage proposals on Bachelor's degrees in Serious Games Development and Games Engineering. Abertay University has been engaged to help validate the University's approach.

### ***Visiting Chair***

- 14 Work is continuing on the process for a Visiting Chair. The concept was part of the original CODE business case and application to the PGF. The proposal, currently under consideration includes:
- a) Otago Polytechnic and the University of Otago hosting Visiting Chairs;
  - b) Each Visiting Chair will spend between 30-90 days in Dunedin, however longer visits are possible; and
  - c) CODE supporting a per diem allowance meeting actual and reasonable costs.

## **Games for Health**

- 15 The CODE PGF application included the objective of "Games for Health initiatives and support for CODE health initiatives". An additional business case is planned over the next few months in order to progress this workstream. This will be brought to the CODE Working Group and updates provided to EDC.

## **OPTIONS**

- 16 There are no options.

## **NEXT STEPS**

- 17 The CODE Project Team and Working Group will continue to progress the workstreams summarised in the update report. Specific decisions and updates on workstreams (for instance the legal entity) are expected to be brought back to Council before the end of the calendar year.

## **Signatories**

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

## **Attachments**

There are no attachments for this report.

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

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

***Fit with strategic framework***

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

***Māori Impact Statement***

CODE is working with Te Rūnanga o Ōtākou and Kāti Huirapa Rūnaka ki Puketeraki regarding the development Kaupapa CODE.

***Sustainability***

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

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

There are no implications.

***Financial considerations***

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

***Significance***

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

***Engagement – external***

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

***Engagement - internal***

There has been no internal engagement.

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

There are no identified risks.

***Conflict of Interest***

There are no known conflicts of interest.

***Community Boards***

There are no implications for Community Boards.

## **FILM DUNEDIN**

Department: Enterprise Dunedin

---

### **EXECUTIVE SUMMARY**

- 1 The purpose of this report is to update the Economic Development Committee (EDC) on engagement with the local and regional screen sector on the creation of an Investment Logic Map (ILM) to support film activity. The ILM considered the impacts of COVID-19 and highlighted:
  - a) Problems or opportunities with the existing screen support eco-system;
  - b) Outcomes which Otago should be working towards; and
  - c) Options on how this can be achieved including consideration of existing screen support services.

### **RECOMMENDATIONS**

That the Committee:

- a) **Notes** the Film Dunedin report.

### **BACKGROUND**

- 2 Over the last three years the Dunedin City Council and Grow Dunedin Partners (GDP) have invested in the film sector through establishment of Film Dunedin as a Regional Film Office. This investment and the COVID-19 recovery have resulted in increased interest in Dunedin as a film location, a growing reputation for ease of business for visiting and homegrown projects, growth in film activity and attraction of talent to base in the city.
- 3 Enterprise Dunedin has identified development of the screen sector as a priority for the city. The city has experienced growth in film activity over recent years, while this has resulted in increased film activity, permits and projects, further work has been undertaken on the drivers underpinning growth in the sector and how best the city (and region via Film Otago Southland (FOS) and Queenstown Film Office) can respond in the medium to long term.

### **DISCUSSION**

- 4 In order to understand the problems and opportunities further, a panel of public and private sector stakeholders and mana whenua were invited to participate in a series of ILM workshops between May and July 2020 (attachment A). The stakeholders were approached based on their involvement in the regional screen eco-system and their potential influence in the outcome of any proposal for change.
- 5 In summary, the panel of stakeholders concluded:

- a) The irregular flow of new screen projects constrained Otago's ability to sustain a pool of work ready screen support skills and enabling infrastructure;
  - b) The remoteness of Dunedin and Otago, access to unique locations and relative safety from COVID provides opportunities to identify and develop screen projects; and
  - c) Otago's low profile as a regional screen eco-system has inhibited our ability to attract investment for locally developed screen projects.
- 6 The ILM noted a series of economic and social outcomes which could shape activity over the medium to long term including:
  - a) Attracting, growing and sustaining Otago's screen support capability;
  - b) Developing a diversity of screen projects by type, scale and organisation; and
  - c) Enhancing the confidence in Otago's screen support ecosystem.
- 7 There was a preference for longer-running TV series as anchor projects and for a mix and diversity of projects by scale and type. The potential to connect local talent and creativity, ideas, the market and investment opportunities was recognised as an important 'pipeline' in supporting the sector.
- 8 The pipeline model (from idea creation to release) was explored further to help shape the group's thinking about how to support an end-to-end approach to the eco-system. The second part of the process was seen as promoting and marketing these ideas to potential investors and distributors. Two key enablers were identified:
  - a) Access to seed or development investment; and
  - b) Championing by known producers.
- 9 The panel identified a range of strategic responses to achieve the panel's vision for 'A Confident, Sustainable and Resilient Regional Screen Support Eco-system'. These are reflected in the attached ILM. A selection of the strategic responses includes:
  - a) Improved visibility of Otago's key players and resources, building on existing collaboration between the Dunedin Film and Queenstown Film Offices and FOS;
  - b) Enhanced production support services such as studio and associated workshops. The opportunity to establish production support infrastructure continues to be investigated in the context of enquires and projects considering Dunedin and New Zealand as a location;
  - c) Increased opportunities for reskilling, accreditation and recognition of skills. Both the Dunedin and Queenstown Film Offices are working with the Ministry of Social Development (MSD), New Zealand Film Commission (NZFC), Private Training Providers, the Otago Polytechnic and visiting productions to coordinate work force planning and support. A key focus is accessing opportunities for young people not in employment education and training, migrants and people who have lost work in sectors as a result of COVID-19 with transferable skills for crew work such as hospitality and events.



- d) On the job work experience and the need to improve visibility of the region's key players and resources.
- e) Both the Queenstown and Dunedin Film Offices and FOS will continue to support writers in residence opportunities to encourage development of content filmed in the region. The recent 'Great Dunedin Brainstorm' resulted in a proposal to support and scale the development of Dunedin stories for film and television production. Additionally, 'essential services' collateral is being developed to support producers working in the region identify and source available resources, products and services from local businesses.

#### **OPTIONS**

- 10 There are no options.


#### **NEXT STEPS**

- 11 Further engagement on the results of the ILM and the development of strategic responses is planned with Grow Dunedin Partners, Otago Regional Economic Development, the NZFC, New Zealand on Air and the Ministry of Business Innovation and Employment (MBIE).
- 12 More specifically:
- a) Engagement with communities and partners will be undertaken to identify participants for training and internship opportunities;
  - b) The opportunity to formalise accreditation of skills and provision of training will be further explored with Otago Polytechnic; and
  - c) The Film Offices will work with NZFC and other sector organisations to support the professional development of emerging Producers in the region for scripted content.

#### **Signatories**

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

#### **Attachments**

	<b>Title</b>	<b>Page</b>
<a href="#">A</a>	Screen Support Investment Logic Map (ILM)	44

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

***Fit with strategic framework***

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

***Māori Impact Statement***

Mana whenua were engaged in the development of ILM and continue to be engaged in development of training and employment opportunities and the development of potential stories for production.

***Sustainability***

Support for the film sector contributes to economic growth and sustainability.

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

There are no implications.

***Financial considerations***

There are no financial implications.

***Significance***

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

***Engagement – external***

External engagement includes: NZFC, NZ on Air, Ministry of Social Development, Ministry of Business Innovation and Employment, Ministry of Culture and Heritage, Ministry of Education, New Zealand Trade & Enterprise, Natural History NZ, Otago Polytechnic, Otago University, R&R Productions, Punakaiki Productions, Ruaimoko Trust, Aukaha, Legal Fiction Productions, Rebecca Rowe Freelance, 5 to 9 Productions, Torchlight Productions, Shotover Camera Systems.

***Engagement - internal***

Internal engagement has occurred with Ara Toi and Property.

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

There are no known risks.

***Conflict of Interest***

There are no known conflicts of interest.

## **SUMMARY OF CONSIDERATIONS**

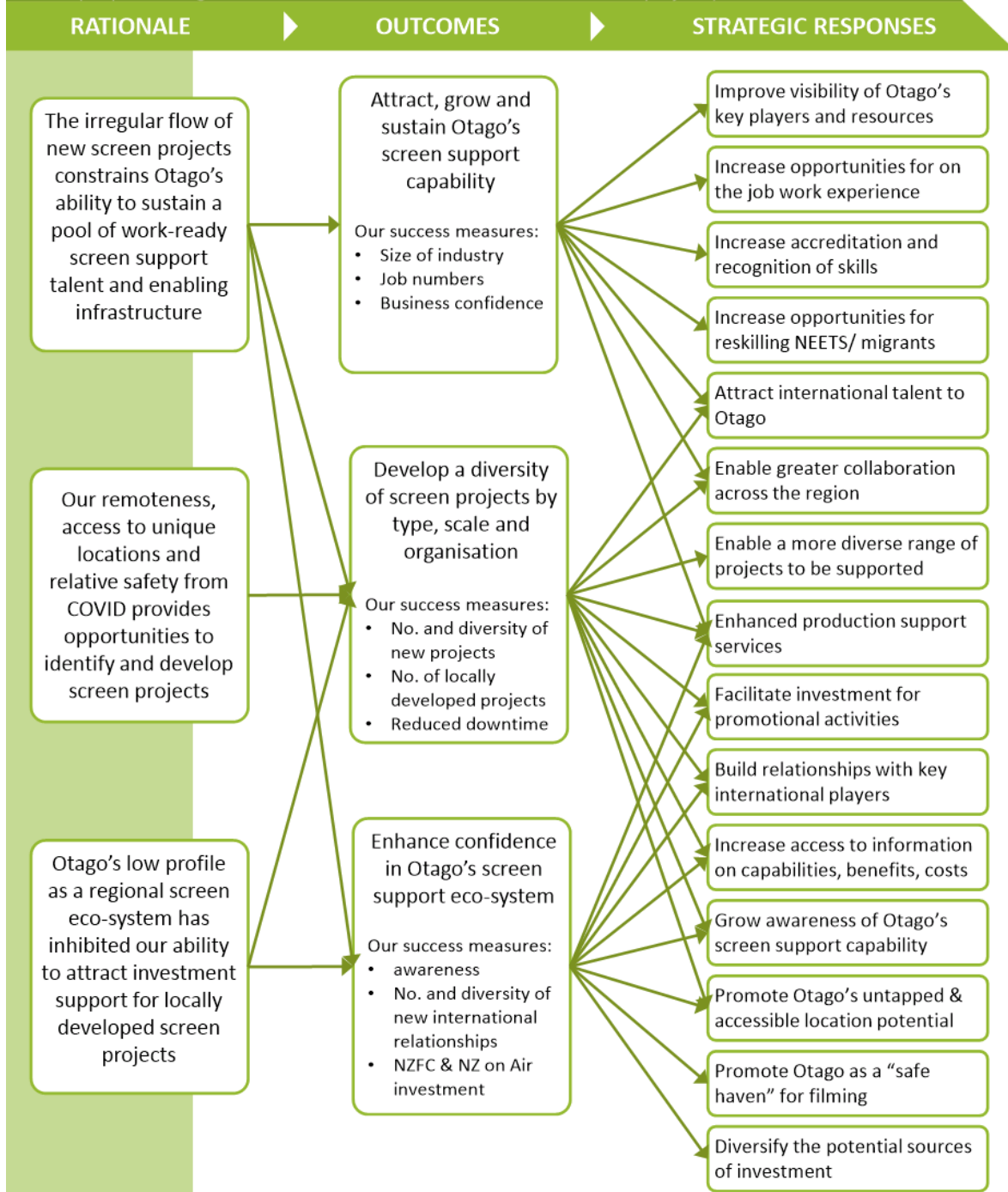
### ***Community Boards***

There are no implications for Community Boards.

**FILM DUNEDIN**

**Development of the Regional Screen Support Eco-system**

INVESTMENT LOGIC MAP A confident, sustainable and resilient Regional Screen Support Eco-system (the local people and organisations that interact to create and deliver screen projects)



Investor: Antony Deaker, Film Dunedin  
Facilitator: Lewis Weatherall, Principal, Business Case Consulting  
Accredited Facilitator: No

Version no: 3.1 tracked changes  
Initial Workshop: 15 May 2020  
Last modified by: Lewis Weatherall, 31 July 2020  
Template version: 5.0 (customised)

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

Department: Civic

### **EXECUTIVE SUMMARY**

- 1 The purpose of this report is to provide the forward work programme for the 2020-2021 year (Attachment A).
- 2 As this is an administrative report only, there are no options or Summary of Considerations.

### **RECOMMENDATIONS**

That the Committee:

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

### **DISCUSSION**

- 3 The Council's forward work programme was first presented to Council at the 28 July 2020 meeting. As advised forward work programmes would be created for the Committees as well, they will be a regular agenda item for Council and Committees to show areas of activity, progress and expected timeframes for decision making across a range of areas of work.
- 4 This document is the first report for the Economic Development Committee. Future reports will show any changes to timeframe. New items will be added to the schedule and highlighted in yellow. This report shows a 12-month rolling period from September 2020 to September 2021, to identify items that have been completed.

### **NEXT STEPS**

- 5 An updated report will be provided for the first meeting of 2021 for the Economic Development Committee.

### **Signatories**

Author:	Wendy Collard - Governance Support Officer
Authoriser:	Clare Sullivan - Team Leader Civic

### **Attachments**

<b>Title</b>	<b>Page</b>
<a href="#">↗A</a> Economic Development Committee Forward Work Programme	46

Key	
New item	
Changes to timeframes	
Completed; progress to date update	<b>Bold</b>

**Economic Development Committee  
Forward Work Programme 2020/21**

Area of work	Reason for work	Committee role (decision and/or direction)	Expected timeframes												
			Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep
Enterprise Dunedin Activity Report	To update the Committee on key Economic Development Strategy.	Noting the Non-Financial Activity Report. <b>Progress to date:</b> <i>Quarterly reporting to the Committee.</i>		Noting						Noting					
Study Dunedin Education Update Report	To update the Committee on Study Dunedin activities.	Noting the Study Dunedin Education Report. <b>Progress to date:</b> <i>Bi-annual reporting to the Committee</i>		Noting						Noting					
Outstanding Actions	Report on status of outstanding actions arising from resolutions pass at the Economic Development Committee	Noting the outstanding actions and progress towards their completion. <b>Progress to date:</b> <i>This report will be presented to each of the Economic Development Committee meetings</i>		Noting						Noting					
Start Up Dunedin Trust Report	To update the Committee on the Start Up Dunedin Trust Activities	Noting the Start Up Dunedin Trust Report <b>Progress to date:</b> <i>Annually</i>									Noting				
Central of Digital Excellence (CODE) Update Report	To provide an update on CODE legal structure	Noting the CODE Update Report <b>Progress to date:</b> <i>Company structure and shareholding to be constituted in consultation with other Stakeholders</i>			Noting										
Dunedin Destination Plan	To update the current Dunedin Destination Plan in align with the current city requirement	To adopt the updated Dunedin Destination Plan <b>Progress to date:</b> <i>Yet to be started</i>													
Strategy Tourism Assets Protection Programme (STAPP) Update Report	To provide an update to the Committee on the allocation of the Government Funding	Noting the STAPP update <b>Progress to date:</b> <i>Underway</i>								Noting					Noting

Area of work	Reason for work	Committee role (decision and/or direction)	Expected timeframes												
			Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep
Sister City and International Update Report	To provide an update to the Committee on Sister City and International Activities	Noting the Sister City Update Report  <b>Progress to date:</b>							Noting						
Dunedin City – Annual Economic Profile	To provide an update to the Committee on the progress against the 2013-2023 Economic Development Strategy	Notng the Dunedin City – Annual Economic Profile Report  <b>Progress to date:</b>							Noting						
Construction Skills Labour Force Work Report	To provide an update to the Committee on the assessment of the labour force market in Otago against known contruction projects	Noting the Construction Skills Labour Force Work Report  <b>Progress to date:</b>		Noting											
Grow Dunedin Partnership	To update the Committee on the Grow Dunedin Partnership activities	Noting the Grow Dunedin Partnership Report  <b>Progress to date:</b> <i>Bi-annual reporting to the Committee.</i>									Noting				

## ACTIONS FROM RESOLUTIONS OF ECONOMIC DEVELOPMENT COMMITTEE MEETINGS

Department: Civic

### EXECUTIVE SUMMARY

- 1 The purpose of this report is to detail the open and completed actions from resolutions of Economic Development Committee meetings from the start of the triennium in October 2019 (Attachment A and B).
- 2 As this report is an administrative report only, there are no options or Summary of Considerations.

### RECOMMENDATIONS

That the Committee:

- a) **Notes** the Open and Completed Actions from resolutions of Economic Development Committee meetings shown in Attachment A and B.

### DISCUSSION

- 3 The actions report will be a regular report which will show progress on implementing resolutions made at Committee meetings. Matters that have been completed will be identified as such. The document contains actions dating back to the start of the triennium.
- 4 The outstanding actions report will become a standing item on future Committee agendas.

### NEXT STEPS

- 5 An updated actions report will be provided for the first 2021 meeting for the Economic Development Committee meeting.

### Signatories

Author:	Wendy Collard - Governance Support Officer
Authoriser:	Clare Sullivan - Team Leader Civic

### Attachments

	Title	Page
<a href="#">A</a>	Public Open Actions	49
<a href="#">B</a>	Public Completed Actions	50



PUBLIC OPEN ACTIONS - ECONOMIC DEVELOPMENT COMMITTEE RESOLUTIONS 2019-2022						
Meeting Date	Resolution	Report	Resolution or Action to be Taken	Group	Due Date	Status
15 June 2020	ED/2020/007	StartUp Ecosystem	A report to be presented to Council for approval of the new DCC representative to the StartUp Dunedin Trust (SUDT)	Enterprise Dunedin		A report will be presented to the Council meeting being held on 27 October 2020 to approved the DCC representative to the
15 June 2020	ED/2020/009	Enterprise Dunedin Activity Report - June 2020	A report to be provided to the Committee on the Construction Skills Labour Forecasting project.	Enterprise Dunedin	15 October 2020	A report will be presented to the non-public section of the Economic Development Committee being held on 15 October 2020
31 August 2020	ED/2020/013	Terms of Reference for the Grow Dunedin Partnership	Advertising and recruiting of new independent members for the GDP to ensure sector representation and expertise to be undertaken	Enterprise Dunedin		A report will be presented to the Grow Dunedin Partnership meeting being held on 15 October 2020
31 August 2020	ED/2020/013	Terms of Reference for the Grow Dunedin Partnership	A report to be provided which outlined a statement of priorities to be presented annually.	Enterprise Dunedin	30 May 2021	A statement of priorities will be included in the Grow Dunedin Partnership activities update to the Economic Development Committee meeting held in May 2021
31 August 2020	ED/2020/013	Terms of Reference for the Grow Dunedin Partnership	A report to be presented half yearly providing an update on the Grow Dunedin Partnership activities	Enterprise Dunedin		This has been scheduled into the Forward Work Programme for the Economic Development Committee

PUBLIC COMPLETED ACTIONS - ECONOMIC DEVELOPMENT COMMITTEE RESOLUTIONS 2019-2022							
Meeting Date	Resolution	Report	Resolution or Action to be Taken	Group	Due Date	Status	Date Completed
9 March 2020	ED/2020/004	Enterprise Dunedin Activity Report - March 2020	A legal entity and structure to be established for the Centre of Digital Excellence (CODE)	Enterprise Dunedin		This was considered in non-public at the Council meeting held on 14 September 2020	14 September 2020
15 June 2020	ED/2020/008	StartUp Ecosystem	Approves \$150,000 funding to the Startup Dunedin Trust (SUDT) for the 2020/21 financial year.	Enterprise Dunedin		Funding has been allocated.	1 July 2020
15 June 2020	ED/2020/007	StartUp Ecosystem	Letters of appreciation to be sent to Nigel Bamford and Donna Hall for their contribution to the Start Up Dunedin Trust (SUDT)	Enterprise Dunedin	15 July 2020	Letters were sent to Mr Bamford and Ms Hall	30 September 2020
15 June 2020	ED/2020/008	StartUp Ecosystem	The Mayor to write to Callaghan Innovation requesting that they consider opening an office in Dunedin in recognition of the Technology ecosystem in the city	Enterprise Dunedin		Letter was sent from the Mayor.	6 July 2020

## **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 Otago Construction Labour Forecasting	<p>S7(2)(b)(ii) The withholding of the information is necessary to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.</p> <p>S7(2)(i) The withholding of the information is necessary to enable the local authority to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations).</p>	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.