



enterprisingly northland

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Welcome to the December 2007 edition of the Enterprisingly Northland newsletter

The year that was....

As 2007 draws to a close, one of the strongest indicators of Northland's future outlook is the level of business investment flowing in from outside the region.

Major corporates have committed tens of millions of dollars to new ventures and expansions of existing operations.

Their confidence in our region is summed up by a comment from tourism heavyweights Tourism Holdings and InterCity Group. Announcing a new joint venture – the latest in a series of partnerships and new initiatives in Northland – the CEOs of the two companies made an unequivocal statement that they are backing Northland to become New Zealand's leading tourism destination.

For those within the region, particularly those who make their living from the land, 2007 has been characterised by the year's major storms and their lingering after-effects.

The fortunes of the Kiwi dollar, along with rising interest rates and fuel costs, also contributed to a challenging business environment.

A number of Northland companies were successful in winning awards during the year or securing new national and international contracts. For others, it has been no less of an achievement to have kept their business on an even keel throughout the year, providing employment and contributing to the regional economy.

Here are some of 2007's memorable results for the Enterprise Northland and Destination Northland teams:

- The updated strategy for Northland's sustainable economic development, covering the five years to 2011, was launched after more than a year's work. The vision is: "A vibrant economy that creates wealth and jobs, and provides choices and opportunities for people to live, work and invest in Northland, while recognising its unique environment for present and future generations." A cohesive regional strategy is now all the more important because it is a pre-requisite to being eligible for key Government regional development initiatives
- Activate Northland, the three-year major regional initiative (MRI) which has been the biggest-ever project to build the capability and lift the performance of Northland's tourism industry, formally comes to an end this month. Independent research into the results is underway and will be reported early next year, but the project is already known to have almost doubled the forecast targets for revenue generation, employment and inward investment
- Northland's visitor numbers increased faster than the national average and the region also expanded its market share in the year to June, helped by significant and ongoing investment in well-researched new accommodation, restaurants and activities

- The Hella International Rally roared into town, bringing an economic benefit of \$3.5 million to Whangarei District, along with considerable media exposure. The event is expected to return next year
- On-site work began on a series of improvements to the visitor experience at Cape Reinga/Te Rerenga Wairua – a project which has been many years in the making. The improvements will encourage increased visitation to the area (generating additional revenue and new jobs), while ensuring this can be managed sustainably
- The inaugural FarmFest, a celebration of farming's importance to the regional economy, was organised by the Northland Pastoral Development Group
- The Northland Minerals Industry Group oversaw a study which found that a range of minerals – including gold, copper, aluminium, coal, lead, mercury, nickel, peat, phosphate and zinc – are potentially present in Northland. Further investigation work is required to confirm this potential
- The number of young Northlanders participating in Education 4 Enterprise (E4E) programmes again increased 20 percent this year. A Lion Foundation Young Enterprise Scheme (YES) company from Kerikeri High School was awarded one of nine excellence awards at the national awards dinner, while another E4E initiative, The Great Education Property Auction, attracted nationwide media coverage. The new education curriculum, launched by the Government last month, reinforces the importance of enterprise within schools
- We are working closely with the marine engineering sector to develop opportunities around export orders, with the potential for Government MRI (major regional initiative) funding being available
- A scoping study is looking at how we can extend Northland's capability in the area of sustainability across other business sectors, leveraging the experience gained through the Northland Sustainable Tourism Project

We would like to take this opportunity to acknowledge and thank the private sector for the outstanding commitment they demonstrate to Northland through the development groups facilitated by Enterprise Northland. This strong support is a key contributor to the future prosperity of our region.

For further information on any of the projects mentioned in this newsletter or other Enterprise Northland or Destination Northland activities, you are welcome to call 09 438 5110 or 09 402 7683 respectively, and visit the websites www.enterprisenorthland.co.nz and www.northlandnz.com

The teams at Enterprise Northland and Destination Northland wish you a great Christmas and New Year. We're looking forward to another fabulous year for Northland in 2008!

