



# enterprisingly northland

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## Welcome to the June 2007 edition of the Enterprisingly Northland newsletter keeping you up to date with the activities of Enterprise Northland

### In this issue:

- **Developments at Cape Reinga**
- **Northland at TRENZ 2007**
- **Gold, copper, aluminium, lead...**
- **Farmfest and Rally NZ successes**
- **New Economic Development Officer for Kaipara**
- **And...**

### MRI – major returns indicated!

Regular readers of this newsletter will be familiar with Activate Northland, our Major Regional Initiative (MRI) Activate Northland, which had the objective of building the capability and lifting the performance of Northland’s tourism industry.

Activate Northland has been in progress since 2004. Some areas of the project began wrapping up late last year and final activities are due to be completed in December 2007. Formal, independent research into the results of Activate Northland will be carried out and reported next year as planned.

The growth generated by the project is expected to continue for three to five years, as more investment comes on stream and the profitability of Northland tourism businesses improves. (The recent announcement by InterCity Group that a \$10 million catamaran will be built and operated by King’s Dolphin Cruises & Eco Tours is one example of further investment).

However, the table below – which summarises our best estimates of the results achieved to December 2006 – shows that Activate Northland has already exceeded all expectations.

Key Performance Indicator	Forecast Target as a result of MRI	Actual to December 2006
Revenue Generation (increase in visitor expenditure)	\$53 million	\$626.7 million (Dec 2005)
Employment (based on increase in visitor expenditure)*	350	737
Inward Investment (development of Major Tourism Products)	\$92.5 million	\$175 million
Inward Investment (jobs resulting)**	350	662

*Employment generation has been calculated using the ratio of employment-to-gross income developed specifically for the Tourism Satellite Accounts prepared by Statistics New Zealand, as follows:*

*\* \$85,000 increase in turnover = 1 full-time equivalent job (FTE)*

*\*\* Estimated capital investment of \$2.64 million = 1 FTE*

The project gave rise to a number of New Zealand firsts and overall, Northland’s tourism industry is performing well, with visitor numbers consistently increasing at a greater rate than the national average since the middle of last year.

The results achieved are a reflection of the goodwill and commitment to improvement demonstrated by tourism businesses, and also the hardworking and dedicated team employed by Enterprise Northland to implement the project.

Activate Northland received funding of \$2 million from New Zealand Trade and Enterprise and an estimated \$1.5 million in additional contributions from Enterprise Northland, the tourism industry and other partners.

For more detail on the outcomes of the MRI, we invite you to read the Final Report that is included with this newsletter.

## Te Rerenga Wairua – doing justice to a Northland icon

Budget week saw the announcement of a significant Government funding commitment to one step in a series of improvements at Cape Reinga – or, to use the original and preferred name, Te Rerenga Wairua.

This project has involved years of careful planning and acknowledgement of shared interests and will include:

- The development of a new car park and toilet block
- Removal of the existing toilets and car park, and landscaping back to the original contours, rehabilitating and healing the spiritual pathway
- Sealing of the last few kilometres of State Highway 1 to Te Rerenga Wairua, and
- The construction of a visitor centre, a place to appropriately welcome, inform and educate visitors about the unique geographic, environmental and cultural characteristics of the area. All going well with funding and resource consents, this is expected to open in 2009. The location of the new visitor centre was chosen by local iwi and all of the new facilities are being designed to minimise the impact on the environment.

Associate Conservation Minister Mahara Okeroa announced last month that \$6.5 million would be made available to the Department of Conservation over two years, allowing work to begin on the new car park and toilets, along with removal of the existing facilities and landscaping.

Until now, this location has been somewhat of a missed opportunity for Northland. It is one of our most recognisable landmarks, and a place of national significance, and also home to some of New Zealand's rarest plants and animals.

However, there is currently little on the site to explain this to the 120,000 people who visit each year – basically just the carpark and toilets and the lighthouse.

Some of the existing facilities have also been unfortunately positioned across the spiritual pathway.

A world-class visitor experience at Te Rerenga Wairua will encourage more people to come – visitor numbers are forecast to rise to 200,000 a year – while ensuring the visitation can be managed sustainably and without detracting from the sacredness and uniqueness of the area. Giving visitors a reason to stay longer in Northland will create additional revenue (potentially millions of dollars a year), as well as new jobs, particularly in the immediate area, and could also be a catalyst for further investment by accommodation providers and activity operators. A world-class visitor centre will also act as a magnet to draw visitors through the full length of the Northland region, maximising their spend while they are here.

The Te Rerenga Wairua project is an outcome of the vision and dedication of two local iwi – Te Taumata Ahi Kaa o Ngati Kuri and Te Aupouri (represented by the Aupouri Trust Board) – the Department of Conservation and Enterprise Northland as the region's economic development agency.

Finally, a return to the original name, Te Rerenga Wairua. (which translates as “the departing place of the spirits” on their homeward journey to Hawaiki) is of great importance to Maori.

While some debate on this topic is probably inevitable, the readers of this newsletter may find they have an opportunity to take a leadership position to ensure that the discussion remains constructive and informed.



*Cape Reinga or Te Rerenga Wairua*

## Sitting on a gold mine – and a whole lot more besides

Gold, copper, aluminium, coal, lead, mercury, nickel, peat, phosphate and zinc are among the minerals which are potentially present in Northland, in addition to the aggregates, limestone and china clay that already make mining a \$100 million a year industry for the region.

That is the finding of a new study – the first of its type in New Zealand – which makes a conservative estimate of Northland's resources based on a comparison with other parts of the world which have similar geology.

It indicates that Northland's mining revenue could increase to \$354 million a year, which – including indirect benefits – could inject more than \$683 million annually into the regional economy and create more than 2,700 extra full-time jobs. It was conducted by Government-owned GNS Science, using its extensive geological knowledge, with the independent NZ Institute of Economic Research taking these figures to calculate the flow-on effect to the economy. The assessment of mineral resources was funded by the Foundation of Research Science and Technology, while the study of the economic effects was supported by the Crown Minerals Group of the Ministry of Economic Development and the Far North and Whangarei District Councils, with Enterprise Northland facilitating the process. Northland already has a significant minerals industry – the region produces superior china clay, has the country's largest cement plant and provides limestone for fertiliser and aggregate for roads and concrete.

So what does this new study mean for Northland?

Firstly, it has identified an opportunity using a "desk-top approach". Further investigation is required, most likely through an airborne geophysical survey along the lines of the work currently being undertaken in Otago with the support of the regional council.

The results of the geophysical survey can then be used to attract members of the international exploration community to work in Northland.

Rigorous resource consent processes – including environmental impact planning and public consultation – must be satisfied before any mining could begin. Today's mining techniques and practices ensure that sites are rehabilitated to a form suitable for another use on completion of the project. These rehabilitation plans are developed before work starts, and updated while a mine is operating.

New Zealand has a proven track record of successfully managing the effects of mining activities and integrating them into the local economy, including complementing tourism activities.

Experience in other regions of New Zealand shows that assessment and protection of Northland's existing aggregate resources is vital.

The Northland Minerals Industry Group – comprising representatives of the industry, the Northland Regional Council and the Far North and Whangarei District Councils – will be co-ordinating the next steps.

Full copies of the study – the summary, the mineral assessment and the economic impact assessment – are available on a number of websites, including [www.enterprisenorthland.co.nz](http://www.enterprisenorthland.co.nz)

## Destination Northland

TRENZ (Tourism Rendezvous New Zealand) 2007, New Zealand's largest tourism Trade show was held in Rotorua from 21<sup>st</sup> to 24<sup>th</sup> May. Northland was represented by a total of 18 companies who received excellent exposure, meeting and doing business with key international travel trade over the 4 day event.

New themeing which was developed for this year's event, featured sand coloured wooden floors, see through blue Perspex walls and smart outdoors furniture, generating lots of compliments from international wholesales, Tourism New Zealand and other regions.



*Northland showcased at TRENZ 2007*

A large number of new product developments were featured on the Northland stand this year, resulting in additional interest and excitement from buyers. These new developments are reflective of the considerable new investment which has taken place in the region over the past few years.

For more information, please call Destination Northland on 09 402 7683

## New Kaipara Economic Development Officer

We welcome Stewart McElwain who has been employed under a partnership between the Kaipara District Council and Enterprise Northland, which maximises resources and avoids duplication of activities. Similar partnerships are in place in both Whangarei and the Far North.

Mr McElwain will have a full-time focus on Kaipara business organisations and will leverage region-wide initiatives for the benefit of the Kaipara District. He will be supported by an advisory group, comprising representatives of Kaipara businesses, communities and local government.



*Stewart McElwain,  
Kaipara Economic  
Development Officer*

## Rally a winning event

Whangarei came out the winner in the recent Hella International Rally of Whangarei event. Over 90 teams competed in the New Zealand leg of the Asia Pacific Rally which saw in excess of 2000 visitors visit the District. Accommodation was at a premium and waits were often lengthy for a coffee or an evening meal. The rally reaffirmed the value of events and their contribution to our cultural, economic and social life. Spending on events has a strong multiplier effect economically, attract visitors many who return at another time and contributes to building a good impression of Whangarei with people living in other parts of New Zealand and internationally.

## Northland FarmFest 2007

The Pastoral Farming Group has declared the inaugural FarmFest 2007 a success. The festival was about telling townies how important farming was to the regional economy, and how it contributed to the great lifestyle we all enjoy in Northland.

There is no doubt the festival raised the profile of farming. At least 900 Northlanders know more about farming because this is how many burgers and steak rolls the group cooked in Whangarei, Dargaville and Kerikeri on the opening day. More than 1600 people attended around a dozen events

and thousands more either read about it in newspapers or heard about it on the radio, including a very entertaining breakfast session with well-known Northland farmer, Geoff Crawford, and equally well-known chef, Paul Jobin.



*Northland school kids see what shearing's  
all about as part of FarmFest 2007*

Feedback from farmers was overwhelmingly positive, with many pleased with the initiative. There was also very positive media coverage of the cornerstone events, the Ballance Farm Environment Awards and the Awesome Northland Animals! Conference held at Waitangi and attended by the Minister of Agriculture, Jim Anderton.

There is definitely a groundswell of support for a similar event, either next year or in 2009, as the organising committee believed they had simply laid a solid foundation for the future.

**STOP PRESS:** Farming is a billion sector and Northland's dairy farmers will contribute even more (approximately \$100 million) to the regional economy thanks to next year's increased payout;

And it's official – we produce the country's best beef, with Karren and Chris Biddles winning the supreme award at the recent national Steak of Origin competition.

For more information, please call John Halse at Enterprise Northland, phone 09 438 5110

***For further information on any of the contents of this newsletter,  
you are welcome to call 09 438 5110 and visit  
[www.enterprisenorthland.co.nz](http://www.enterprisenorthland.co.nz) and [www.northlandnz.com](http://www.northlandnz.com)***

