



enterprisingly northland

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Progress on the implementation of Northland's Major Regional Initiative (MRI) – the Activate Northland project

In this newsletter, we take a look at Activate Northland's aims, the achievements of the first year and the plans for the current year.

Overview

Activate Northland aims to build capability and lift the performance of Northland's small to medium sized businesses and is being coordinated over four years by Enterprise Northland and Destination Northland. The project has four key focus areas:

- Professional Development,
- Product Development
- E-Technology
- Inward Investment

Professional Development

What's happened so far

The professional development component of the project has initially been focussed on improving the capability and performance of Northland's tourism businesses. Carol Maxwell, training coordinator, assists each participating business to carry out a comprehensive capability assessment to identify areas for improvement and growth.

30 Northland businesses have completed their assessments and formulated action plans. Recommendations are now being implemented, specialist advice is being sought, and workshops have been held. Carol continues to provide ongoing support and mentoring to the business.

The year ahead

30 additional businesses are being selected to participate this year.

This is an excellent opportunity for specialist one on one coaching to grow your business. Please contact Carol for further information on 09 438 5110 or by email at: carol@enterprisenorthland.co.nz

Product Development

Tara Rowe, product development, works with tourism businesses, tourism groups and sectors to develop action plans to enhance their product offerings and attract more visitors during the shoulder and low seasons, resulting in increased profitability.

What's happened so far

Information and support has been provided to:

- Hokianga Tourism Association
- Waipu Promotions Group
- Tutukaka Promotions
- Destination Pouto
- Over 40 Northland tourism operators

Support has been provided for the development of the:

- Northland Museum Strategy 2003 – A Tapestry of Rich Experiences
- Northland Cultural Tourism Plan
- Northland Visitor Research Project into Visitor Motivations and Travel Planning
- Go Kawakawa concept development and research project

Two markets, because of their demand characteristics, have great potential to increase Northland's visitor numbers during the shoulder and low seasons:

- Japan

Investment has been made in this market in conjunction with Tourism New Zealand

- Conference Market

An audit of conference facilities has been carried out, a conference collective has been formed and a new conference brochure is being produced for distribution in April.

The year ahead

- Tara will continue to provide information and support to the various tourism groups and businesses around the region
- Five museum workshops are scheduled for the year in partnership with Te Papa National Services and Northland Museums Association
- A research project will be undertaken to identify ways of attracting domestic visitors to Northland in the shoulder and low seasons
- Continued support to develop the conference market through brochure, website, and famils
- A new Kauri trail will be developed for the region
- An International Education Strategy will be completed

For further information, please contact Tara is available on 09 438 5110 or by email at: tara@enterprisenorthland.co.nz

Community Economic Development

Sheryl Davis has supported, and continues to support, economic growth and development in several areas within the region. This involves attending monthly meetings of community groups, providing information on tourism and business development opportunities, brokering relationships between stakeholders and identifying and coordinating leadership development opportunities for community organisations.

Sheryl is currently working with the following communities:

- Kaeo
- BOI Farmers Market – Kerikeri
- Kaikohe
- Moerewa and Kawakawa
- Kamo
- Maungaturoto

If you would like to discuss how you can receive support for your community or community group, Sheryl will welcome your call on 09 438 5110 or by email at: sheryl@enterprisenorthland.co.nz

E-Technology

What's happened so far

www.northlandnz.com

The update of Northland's visitor information website was a major achievement of 2004, culminating in a celebratory launch of the site on 9 December. Northland is the first region in New Zealand to align its visitor information site with Tourism New Zealand's site.

A key element of the site is that all Northland operators are able to promote themselves and as at the end of February 2005, more than 500 Northland tourism businesses were registered, with more being added weekly.

We invite you to take some time to view this site – it really is something special.

The year ahead

Stage two of this site's development will involve further enhancements, including an online accommodation inventory.

Northland Portal site

Development of this site is now underway, with completion expected towards the end of 2005. The site will be a tool for all Northland businesses for sourcing information, services, resources, templates, publications and more.

Inward Investment

In general, attracting inward investment is a logical next step when other activities, such as professional development and project development, are complete.

The year ahead

- An investigation study for new accommodation on the West Coast and
- A feasibility study into the development of a cultural centre in the Hokianga will both be completed.

Sustainable Tourism Charter Project

This project is a partnership between the Ministry for the Environment, Ministry of Tourism, Enterprise Northland and Northland's tourism industry.

What's happened so far

- A Northland sustainable tourism charter has been developed by the tourism industry
- Six pilot businesses (Fullers Bay of Islands, Dive Tutukaka, Dolphin Discoveries, Matakohe Holiday Park, Waitangi National Trust and Wairere Boulders) have undertaken an impact assessment and developed a sustainable action plan. These plans have 12 – 15 clear actions that will deliver environmental benefits and create efficiency savings.

The year ahead

- Ria Woollams joins the Activate Northland team to assist tourism businesses carry out their impact assessments in her role as the sustainable tourism assessor
- 20 additional businesses will be participating this year – and there are opportunities for more if you are interested
- An incorporated society will be established to support the project.

To find out more about the Sustainable Tourism Charter Project, please contact Ria on 09 438 5110 or by email at: ria@enterprisenorthernland.co.nz

If you would like more detailed information, or if your business, community or group would like to participate, project manager Kiri Goulter and her team would welcome your call.

New Zealand Trade and Enterprise (NZTE), through the Regional Partnership programme is co-funding Activate Northland with support from the industry, local government and other central government agencies.

“Northland Forward Together – Kokiri Ngatahi Taitokerau”