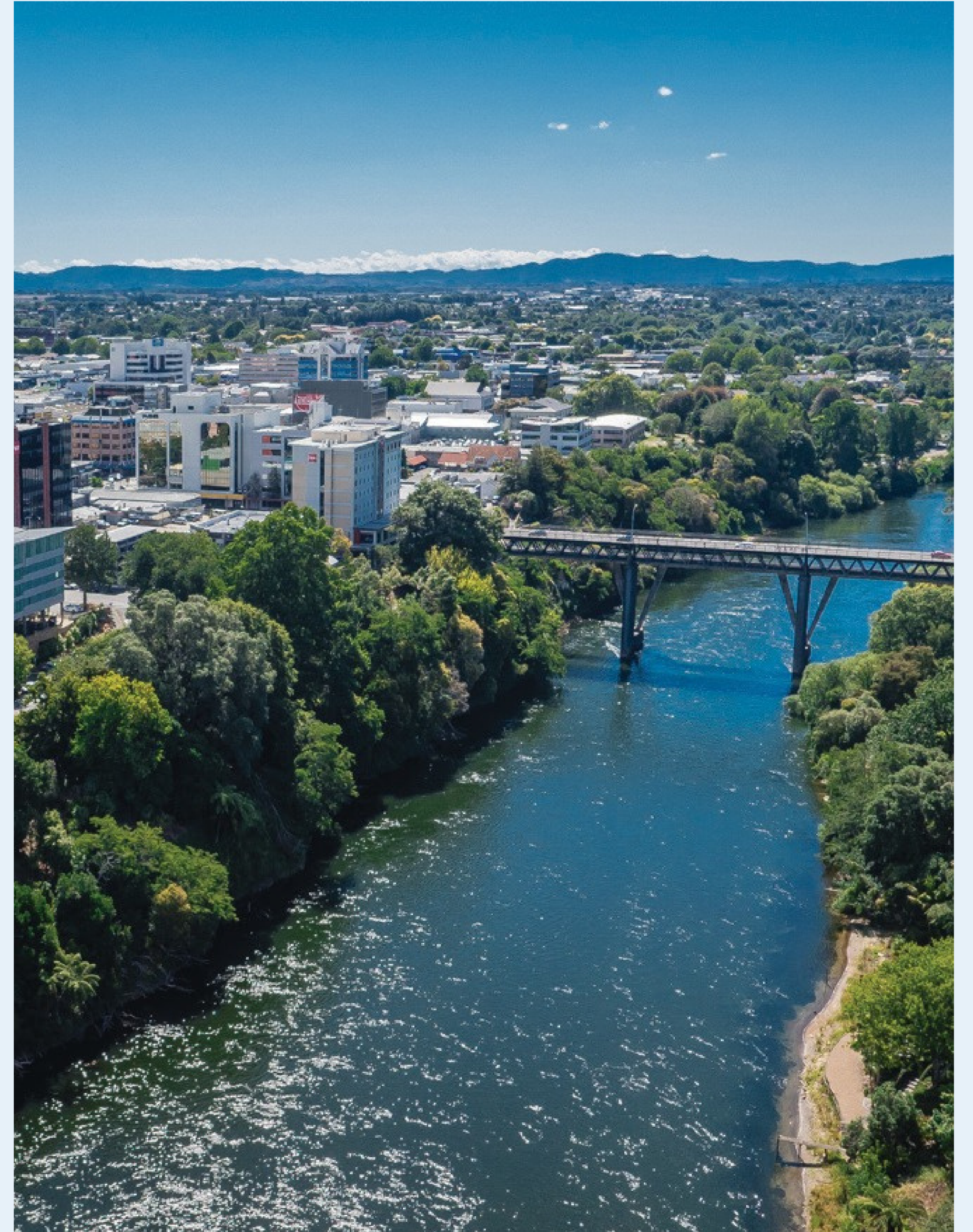


# Waikato Regional Economic Priorities 2022-25

A shared vision for the Waikato



# WAIKATO REGIONAL ECONOMIC PRIORITIES | 2022-25

A shared vision for the Waikato



## WHAKATIPU | GROWTH OPPORTUNITIES

<p><b>LOGISTICS &amp; DISTRIBUTION</b></p> <ul style="list-style-type: none"> <li>•Logistics &amp; Distribution Hubs</li> <li>•Freight Connections &amp; Collaboration</li> </ul>	<p><b>SUSTAINABLE FOOD &amp; AGRICULTURE / LAND USE</b></p> <ul style="list-style-type: none"> <li>•Food / Ingredients Manufacture</li> <li>•Sustainable Food Production</li> </ul>	<p><b>HIGH-VALUE MANUFACTURING</b></p> <ul style="list-style-type: none"> <li>•Building Innovation</li> <li>•Advanced Manufacturing</li> <li>•Engineering &amp; Processing Equipment</li> </ul>	<p><b>TECHNOLOGY, DIGITAL &amp; ICT</b></p> <ul style="list-style-type: none"> <li>•Digital &amp; ICT</li> <li>•Research &amp; Development</li> <li>•Tech Logistics</li> </ul>	<p><b>ENERGY &amp; SUSTAINABILITY</b></p> <ul style="list-style-type: none"> <li>•Energy</li> <li>•Green-Tech</li> </ul>	<p><b>TOURISM</b></p> <ul style="list-style-type: none"> <li>•High Value Tourism</li> </ul>
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## TUMU | FOUNDATIONAL ELEMENTS

<p><b>Growth Enablers</b></p>	<p> <b>AFFORDABLE HOUSING</b></p>	<p> <b>EDUCATION, SKILLS &amp; TALENT</b></p>	<p> <b>INVESTMENT &amp; INNOVATION</b></p>	<p> <b>ENABLING INFRASTRUCTURE</b></p>
<p><b>First Principles - to underpin Success</b></p>	<p> <b>CROSS-REGIONAL COLLABORATION</b></p>	<p> <b>IMPACT &amp; RELEVANCE</b></p>	<p> <b>FOR THE BROADER GOOD</b></p>	<p> <b>EMBRACING OUR IDENTITY</b></p>
<p><b>Our Regional Strengths</b></p>	<p> <b>TAIŌHANGA   ECONOMY</b></p>	<p> <b>HE TANGATA   PEOPLE</b></p>	<p> <b>WHENUA &amp; AWA   NATURAL ASSETS</b></p>	



# WHAKATIPU | GROWTH OPPORTUNITIES

## LOGISTICS & DISTRIBUTION

### Logistics & Distribution Hubs:

Development of Ruakura and other hubs are a critical foundation to attract / retain business (Mnftg / DCs) -proximity to market)

### Freight Connections & Collaboration:

A joined-up approach between industry participants is important, with connections across upper North Island and to air, land, water.

## SUSTAINABLE FOOD & AGRI / LAND USE

### Food / Ingredients Manufacture:

Food / agri-related sector growth (functional foods, nutraceuticals, ingredients, protein excellence, aquaculture).

### Sustainable Food Production:

Driving efficiency / value add focus from our food producing system (incl food manufacturing). Ties to efficient / sustainable land use.

## HIGH-VALUE MANUFACTURING

### Building Innovation:

Build off existing base, add modular, service and manufacturing base for golden triangle demand.

### Advanced Manufacturing:

Build on established base of advanced manufacturing industry.

### Engineering & Processing Equipment:

Leverage specialist engineering and processing equipment base .

## TECHNOLOGY, DIGITAL & ICT

### Digital & ICT:

Core digital / ICT growth, as well as focus on transformative technologies. Position Waikato as a hub for investors, R&D.

### Research & Development:

Build off existing strengths as a hub for Agri and other R&D (private enterprise, university and public sector).

### Tech Logistics:

Develop supporting service areas (e.g. data centres).

## ENERGY & SUSTAINABILITY

### Energy:

Focus on generation and distribution – real opportunities in distributed renewable generation (solar, wind, geothermal, waste to energy, hydrogen etc).

### Green-Tech:

Promote development of Waikato hub for green-tech, and all that goes with it – environmental science and technology –bringing together education, research and investment.

## TOURISM

### High Value Tourism:

Focus on building high value, cultural, business/ event and adventure tourism. (Recognising current state, but noting that Tourism total share of regional GDP has been increasing faster than rest of NZ.)



# GROWTH ENABLERS



## AFFORDABLE HOUSING

**Housing:** Housing critical to success/wellbeing of region, critical enabler of economic development. Needs council planning support, funding to enable scale and funding of infrastructure. Currently led by the Regional Housing Initiative.

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**Construction:** Broader construction capability and capacity (vertical and horizontal) essential to underpin economic growth.



## EDUCATION, SKILLS & TALENT

**Education:** Key enabler of transformation and itself a core industry. Opportunities: Bold collaboration between tertiary and secondary; Promote Waikato as one-stop education destination; Centre of Excellence in areas relevant to our high growth industries / needs.

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**Skills Development:** Leadership via RSLG.

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**Talent Attraction:** Attraction and retention of talent.



## INVESTMENT & INNOVATION

**Investment:** All elements of plan require funding – so critical to enable investment ecosystem that efficiently connects capital and opportunity. Must effectively bridge b/w government, Business and Philanthropic capital - regional funding partnership.

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**Innovation:** A broad philosophy of innovation is essential to drive industry transformation.



## ENABLING INFRASTRUCTURE

**3 Waters:** To enable housing (water, waste water) and high-value industry (water, waste water, energy).

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**Road & Rail:** To enable connection to market –so critical road and rail connections to Auckland & Tauranga.

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**Digital:** World class broadband and digital infrastructure to support data centres and IOT.



# FIRST PRINCIPLES TO UNDERPIN SUCCESS



## CROSS-REGIONAL COLLABORATION

Working collaboratively, with common voice, shared vision and linked strategies ( Te Waka, Kanoa, WWP, RHI, WRC, Futureproof, RSLG, WPBN etc).



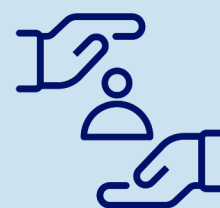
## IMPACT & RELEVANCE

Focus on areas that matter, where we can make a difference, where we can create impact and alignment with others.



## FOR THE BROADER GOOD

Defensible links to wellbeing, sustainability, environment.



## EMBRACING OUR IDENTITY

Embracing our unique Māori & Pacific strength, together with the strength of our Waikato peoples (He tangata he tangata he tangata).



# OUR REGIONAL STRENGTHS



## TAIŌHANGA | ECONOMY

Diversified regional economy; strong export base; Māori economic powerhouse.



## HE TANGATA | PEOPLE

A young, growing and diverse population; unique Māori & Pasifika strength.



## WHENUA & AWA | NATURAL ASSETS

Our unique geographic location at the centre of the golden triangle; our water, rivers and coastal areas; our land (agricultural, commercial and available land).



# OUR REGIONAL CONTRIBUTORS



**Waikato wellbeing project** | Hinonga toiora o Waikato



**Future Proof**  
*Te Tau Tītoki*



**Te Kāwanatanga o Aotearoa**  
New Zealand Government



**Kānoa**  
Regional Economic Development & Investment Unit