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MARLBOROUGH DISTRICT COUNCIL

14 November 2014

Record No: 14230932
File Ref: D050-001-R02
Ask For: Mike Porter

Notice of Committee Meeting – Thursday, 20 November 2014

A meeting of the Regional Planning & Development Committee will be held in the Council Chambers, District Council Administration Building, 15 Seymour Street, Blenheim on Thursday, **20 November 2014 commencing at 9.00 am.**

BUSINESS

As per Agenda attached.

ANDREW BESLEY
CHIEF EXECUTIVE

Meeting of the REGIONAL PLANNING & DEVELOPMENT COMMITTEE to be held in the Council Chambers, District Administration Building, Seymour Street, on THURSDAY, 20 NOVEMBER 2014 commencing at 9.00 am.

Committee	Clr T E Hook (Chairperson) Mayor Sowman (Deputy) Clr G I T Evans Clr P J S Jerram Clr J C Leggett Clr D D Oddie Clr T M Sloan
Staff	Mr M F Fletcher (Manager, Corporate Finance Department), Mr P Hawes (Manager, Environmental Policy) and Mr N Henry (Manager, Strategic Planning & Economic Development) Nicole Chauval (Committee Secretary)

In Public

Page

1. Marlborough Sounds Integrated Management Trust (also refer to separate attachment) 2
2. Adoption of Plan Change 21: Port Marlborough New Zealand Limited – Waikawa Bay Mooring Management Areas and Marina Zone Extension (also refer to separate attachment) 6
3. Plan Change 26 – Minor Amendments: Item 5 7
4. E-Planning for Water Allocation and Use (also refer to separate attachment) 8
5. Review on the Progress of Smart and Connected (External Implementation) 10
6. Smart and Connected Project Update 13
7. Smart and Connected Economic Development Project Update 15
8. Marlborough Regional Events Strategy Update 18
9. Ngāti Kuia Pakohe Management Plan (also refer to separate attachment) 22
10. Information Package 24

1. Marlborough Sounds Integrated Management Trust
(also refer to separate attachment)

(Report prepared by Alan Johnson) **C230-001-M03**

Purpose

1. The purpose of this report is for the Marlborough Sounds Integrated Management Trust (the Trust) to present a proposal for a community led initiative to enhance the integration of resource management of the marine environment through a collaborative stakeholder process.

2.	**A presentation on the proposal to enhance the integration of resource management of the marine environment will be provided to the Committee by the Trust. (15 minutes).**

Background

3. The Committee will be aware that following a series of public meetings in 2011 led to a community based initiative to develop a plan for the integrated management of the natural resources of the Marlborough Sounds. The objective was not to duplicate the functions of the Council or central government agencies, but to establish a framework to guide activities in the Marlborough Sounds that complements statutory plans.

4. A working group initially developed terms of reference and a process for the development of the integrated management plan. A separate implementation group, formed from nominated individuals, was then formed in late 2012 to continue the plan development process. The Trust was set up in 2012 to oversee the process while Council provided funding support of $45,000 over the last three year period to assist this process. The Trust provided an update to the Planning and Development Committee (June 2014) on recent progress, including key performance measures.

Comments

5. Since the recent committee meeting the Trust has written to the Mayor (refer **Appendix 1** below) outlining a proposal to seek to develop a strategic collaborative stakeholder response to improve the marine social, cultural, economic, and environmental realities in the Marlborough marine environment (**separately attached**).

6. The proposal, in broad terms, is for the Trust to be the platform for the integration of key government agencies, stakeholders and Iwi through providing an interface for institutional processes and information exchange in order to create a smart and connected environment where the parts are integrated and stakeholders find it easy to make sense of the whole system, to have their say, and to add value. It is intended that this process will require effective citizen and stakeholder engagement processes.

7. The Trust has considered and respects Council's own process in respect of progressing the review of the Resource Management framework, stakeholder engagement and has indicated that there is no intention to undermine the current Resource Management statutory planning process. The underlying value position of the proposed non-regulatory approach is to add value by aligning other statutory processes that exist, and often act independently of each other, for example aspects of environmental responsibilities under a range of central government statues that include the Fisheries Act, Biosecurity Act, Marine Reserves Act, Wildlife Act, Marine Mammals Protection Act and Maritime Transport Act.

8. In order for the Trust to meet its desired commitments over the next five years they are seeking both a mandate to proceed and resourcing from decision makers. The Trust intends to lever the majority of funding from external sources, and consider that ongoing Council funding of $20,000 per year and a commitment of in-kind staff assistance is critical for the success of the project.

Summary

9. The Trust has embarked and prepared a multiagency proposal to seek alignment of central, regional government and stakeholder engagement in order to improve the integration of various strands of agency statutory resource management responsibilities for the Marlborough Sounds marine area.

10. The Trust is seeking an ongoing funding commitment and in-kind technical and planning resource from Council in the order of $20,000 annually for five years.

11. Council is encouraged to consider the value proposition of a collaborative non-regulatory approach for improved resource management integration in the Sounds. Any commitment for Council funding should be subject to both a substantive commitment from central government agencies, and the outcomes from the 2015/16 Council annual plan process.

RECOMMENDED

1. That the information be received.

2. That Council consider the Marlborough Sounds Integrated Management Trust proposal.

3. That any future funding sought by the Trust is subject to the commitment of central government agencies and the annual plan process.

Appendix 1

Eric Jorgensen
Chair
Marlborough Sounds Integrated Management Trust
PO Box 303
Nelson

29 October 2014

MAYOR OF MARLBOROUGH

CC ALAN JOHNSTON AND DAVID ODDIE

Dear Alistair

This note presents the case for integrated management of the Marlborough marine area and sets out how this can support your council's processes that are creating an integrated Resource Management Act (RMA) plan for the region. The Trust is tremendously grateful for the support the Council has shown us to date and we are determined that our initiatives complement the full spectrum of the Council's responsibilities.

The Marlborough marine environment is partly managed by the MDC under the RMA, Biosecurity Act and navigation and safety by-laws as well as through the provision of services under the Local Government Act. Other aspects of the environment are the responsibility of central Government agencies under a range of statutes that include the Fisheries Act, Biosecurity Act, Marine Reserves Act, Wildlife Act, Marine Mammals Protection Act and Maritime Transport Act. Local iwi are acknowledged as kaitiaki, and many private interests make daily decisions that affect the area.

Ministers have a discussion paper ready to release on a new protected areas regime for New Zealand. The Minister of Conservation has also announced a proposal for a recreational fishing area in the Sounds. We have suggested to the Minister that the Marlborough marine area offers a perfect test bed for the new MPA approach and an integrated process could also resolve outstanding fishing issues in the region. We have suggested to the Minister that:

- The full range of the new MPA provisions could apply in the area, several more type 1 marine protected areas are required to meet MPA policy goals, recreational fishing is a major feature, and there are threatened species in the area that warrant attention;
- The Marlborough Sounds Integrated Management Trust is up and running and has received support from the your Council;
- You are undertaking regional coastal planning and the Trust's project can integrate RMA processes with MPA processes;
- Initial enquiries have revealed high level support in DOC and MPI for integrated stakeholder processes;
- Local iwi are post settlement and an integrated approach that deals with customary fishing and their development aspirations could allow resolution of MPA proposals;
- The Sounds are of national significance;

- The size and scale of the Marlborough marine area with high geographic complexity, but low population density, makes stakeholder processes that involve the whole community practical.

What we envisage is creating a better interface between central and regional government processes that will affect the future of the Marlborough marine environment and bringing together stakeholder processes to enhance public engagement. We also see this integrating public processes around the Sustainable Seas science challenge if our region becomes part of a focus area for this new initiative.

A key challenge is to do this in a way that appropriately meshes broad strategic discussion with statutory processes. This already being done effectively in other places such as Hauraki and Kaikoura, and we can learn from these and create something that would work in the Marlborough marine area.

What the Trust would like at this stage is your endorsement of an integrated approach for the Marlborough marine area that brings together all the processes at a strategic level and creates a unified set of stakeholder processes that makes it easy for the public to make sense of things and understand their opportunities to contribute. We are also seeking some assurance about future funding and support in kind from the Council. While we hope to source 90% of the funds for the project from outside the Council, the Council's continued financial participation is critical to the success of the project.

I attach the background report completed by Peter Lawless for the Trust outlining how we see all this working.

Yours sincerely

Eric Jorgensen
Chair
Marlborough Sounds Integrated Management Trust

2. Adoption of Plan Change 21: Port Marlborough New Zealand Limited – Waikawa Bay Mooring Management Areas and Marina Zone Extension

(also refer to separate attachment)

(Report prepared by Mark Caldwell) **M135-15-21-04**

Purpose

1. The purpose of this report is to recommend the adoption of Plan Change 21.

Background

2. On the 24 February 2010 Port Marlborough New Zealand Limited lodged a private plan change request with the Council.

3. The Plan Change proposed a 'bay wide' solution for Waikawa Bay in respect of the management of coastal water space including provision for future marina development through additional marina zoning and a new mooring management regime for swing moorings.

4. The Plan Change was notified on 17 June 2010 and received 166 submissions. A substantial number of those submissions were from iwi interests opposing the Plan Change. The concern expressed by iwi and iwi members was the impact of further marina development on spiritual and cultural values in Waikawa Bay.

5. A related bylaw, setting out a management regime for the swing moorings was notified concurrently with the Plan Change.

6. A hearing took place on 23, 24, 25, 29 and 30 November and 1 December 2010.

7. The decision of the independent commissioners John Maassen (Chair), Edward Ellison, and Hamish Rennie was to decline the Plan Change. The decision was publicly notified on the 19 May 2011.

8. The Mooring Management Bylaw 2011 was appended to the decision document. It is intended that the bylaw will come into force on the same day that Plan Change 21 is made operative.

9. Port Marlborough New Zealand Limited lodged a notice of appeal on the decision on Plan Change 21 with the Environment Court on 29 June 2011.

10. After lengthy negotiations between Port Marlborough and submitters, particularly Te Atiawa, an agreement has been reached between all of the parties to the appeal. A consent memorandum prepared by the parties proposed that the rezoning to provide for marina expansion proceed and that the mooring management zone (and associated provisions) be put in place.

11. A consent order resolving the appeal was issued by the Environment Court on 23 October 2014.

Comments

12. A consent order has now been issued for Plan Change 21 resolving all appeals. Clause 18 of the First Schedule of the Resource Management Act 1991 now requires the Council to adopt the plan change and send it to the Minister of Conservation for her approval.

RECOMMENDED

That Plan Change 21 be adopted and referred to the Minister of Conservation for her approval in accordance with Clause 18 of the First Schedule of the Resource Management Act 1991.

3. Plan Change 26 – Minor Amendments: Item 5

(Report prepared by Mark Caldwell) **M135-15-26-04**

Purpose

1. The purpose of this report is to approve Item 5 of the Minor Amendment Plan Change.

Background

2. On 26 November 2012 the Marlborough District Council notified Plan Change 26 to the Marlborough Sounds Resource Management Plan. Included in Plan Change 26 was Item 5 which proposed changes to the regional coastal plan provisions of the Plan.

3. The item was triggered by an amendment to the Resource Management Act 1991. The amendment requires that no rule may be included in a Regional Coastal Plan which would authorise any aquaculture activity as a permitted activity in the coastal marine area.

4. In order to comply with this amendment the Council had to change the permitted activity rule for the harvesting of marine farm produce. Hence Item 5 was included in Plan Change 26.

5. Item 5 resulted in an amendment to the definition of Marine Farming to include harvesting and removed the harvesting of marine farm produce from the list of permitted activities. The harvesting of marine farm produce was added to the list of controlled activities. Meaning a resource consent will now be required for the harvesting of marine farm produce.

6. Item 5 of Plan Change 26 was adopted at a meeting of this committee on 5 February 2014. Item 5 was then referred to the Minister of Conservation for approval.

7. The Minister of Conservation has now approved the change proposed by Item 5.

Comments

8. Once the provisions have been approved then an operative date for the provisions can be publically notified.

9. The operative date of the plan change has to be publicly notified five working days prior to the operative date. It is proposed to notify the operative date in the combined Council advert in the Marlborough Express on the first Thursday after the next full Council meeting.

RECOMMENDED

1. That the decisions on Item 5 of Plan Change 26 to the Marlborough Sounds Resource Management Plan be approved.

2. **That the operative date for the approved plan change provisions be notified on the first Thursday after the next full Council meeting.**

4. E-Planning for Water Allocation and Use

(also refer to separate attachment)

(Report prepared by Pere Hawes) **R425-02-18-03, R425-02-18-10**

Purpose

1. The purpose of this report is to inform the Committee of the commencement of a project to complement the current review of the water allocation and use provisions of the operative resource management framework.

Background

2. Water is Marlborough's most significant natural resource. The District retains productive rural and processing sectors and the productivity of these sectors relies on adequate supplies of freshwater. With the exception of the Wairau River, all water resources in Marlborough are at, or nearing, a state of full allocation relative to existing Plan limits.

3. The current review of the Marlborough RPS and resource management plans has identified that the inability to allocate water beyond these limits (in accordance with the National Policy Statement: Freshwater Management) will create a significant constraint to the future growth of the rural and processing sectors and therefore the District's economic growth.

4. The constraint full allocation of water resources creates under the National Policy Statement: Freshwater Management has been subject to previous reports to this Committee and the Plan Review Sub-Committee in the previous term of the Council.

5. Improving the efficiency of use of allocated water resources is an important component in addressing full allocation of water resources. This will free-up allocated water to existing or new users.

6. At the same time as the review, the Council is increasingly delivering functions via digital means. Smart Maps has improved the accessibility of resource and resource use information. The Council was also one of the first councils in the country to launch an E-Plan, making the existing content of the Marlborough RPS and the two resource management plans accessible in a digital and spatial format.

7. It is now proposed to extend the E-Plan into E-Planning to also deliver water allocation and use management functions via digital and spatial means.

Comments

8. E-planning is proposed to be applied to the Council's consenting, compliance and state of the environment monitoring functions under the reviewed water allocation and use framework. In particular, E-planning could include:

   - Current and historic water permit information would be accessible in digital format;
   - Online consenting and consent processing would be enabled;
   - Electronic tools to assist consent applicants would be provided (such as automatic calculation of water demand for any property);
   - Water use data would be received and stored via telemetry enabling accurate accounting;
   - Real time water use data, for both individual users and for each water management unit, would be made available;
   - The status of rivers and aquifers relative to minimum flows and aquifer levels would be provided;

- Automatic warnings could be provided to water users and/or compliance staff when use approaches or exceeds limits; and
- Transfers would be registered electronically and in real time.

9. The E-planning tool would be available via the Council website (or possibly a stand-alone website) and would be provided by utilising ESRI's ArcGIS Online software. Providing a spatial means to deliver Council functions will make those functions more accessible to water users and the wider community. It provides the opportunity for the user to search for consent information, water use data (and other compliance information), and resource status information on either a property basis or on an aggregated basis for the water management unit.

10. A tool will be provided (Irricalc) to enable water users to easily identify water demand for their property based on soil type, climate and crop, with an inbuilt level of reliability (1 in 10 years). This will result in individual allocations better reflecting reasonable use requirements (in comparison to existing allocations utilising current Plan guidelines), and modelling has shown that this will reduce the paper allocation of Marlborough's water resources relative to Plan limits. Irricalc also offers up opportunities for consenting online by automatically populating water permit applications.

11. The provision of water use information in real time will enable water users to easily identify unutilised water relative to consent entitlements. An enhanced transfer tool will be provided to enable water users to approach other water users to request short term or long term transfers. The transfer process will be managed via the E-planning tool by registering transfers between users in real time, providing a responsive means to move water between users in each water resource.

12. The Council successfully applied for Community Environment Fund funding to advance the project. Confirmation of funding was provided by the Ministry for the Environment on 3 September 2014. Funding is provided on a dollar for dollar basis up to a maximum of $150,000.

13. Staff have been working with Ministry officials to confirm the work programme and proposed budget. A copy of the final work programme is **separately attached** for the Committee's information. This sets out more information on the nature of the project, the expected benefits, project objectives (and the means of assessing performance with respect to the objectives), milestones and risks, and reporting requirements.

14. A Funding Deed between the Council and the Government is expected to be signed in the very near future.

15. The project will then proceed in accordance with the milestones set out in the work programme.

16. There is oversight of the E-Planning project via the Water Allocation Working Group, Information Systems Steering Group, the involvement of industry groups, reporting to this Committee and finally, quarterly reports to the Ministry for the Environment.

17. It is considered that the use of the E-Planning tool would create the potential for significant economic, environmental and social benefits. More information on these benefits is contained in the work programme.

Summary

18. It is proposed to deliver the Council's consenting, compliance and state of the environment monitoring functions (or parts of those functions) under the reviewed water allocation and use framework in a digital and spatial format via the internet.

19. This will complement the reviewed planning provisions by encouraging more efficient use of water resources. This is important in Marlborough's state of full allocation of water resources.

20. Progress with the development of the E-Planning tool will be reported regularly to the Committee.

RECOMMENDED

That the information be received.

5. Review on the Progress of Smart and Connected (External Implementation)

(Report prepared by Neil Henry) **E100-010-01**

Purpose

1. To provide the Committee with a review of the Smart and Connected external implementation via the industry and community groups. Colin Bass of BusinessLAB and David Robinson, Chair of Wood Sector group will participate in the discussions.

2.	**Presentation to the Committee from Colin Bass of BusinessLAB and David Robinson, Chair of the Wood Sector group. (15 minutes).**

Background

3. In 2011, Council identified the need to set a new direction for economic development in Marlborough. An analysis of Marlborough's economy was undertaken and this was followed up by the development of the Smart and Connected vision and strategic framework in 2012.

4. Key industry representatives and businesses and the local community were involved in the discussions in developing the framework and were seen as vital participants in the development of industry and community strategies and their implementation. Council's role has been to facilitate the development of industry and community groups and to participate in the ensuing discussions.

5. In 2012-13, an innovation stocktake was undertaken to identify innovators, how well they are connected and possible interventions to support their growth. The process involved discussions with industry leaders individually and in groups via industry workshops. A key recommendation of the report was to complete the development of industry strategies. It was agreed that Council would lead the development of Smart and Connected industry and community groups would commence in 2013-14, and this continued in 2014-15.

6. The key aim of establishing the groups was to enable community or industry to lead the development of strategies and actions that would be to their long term benefit and to the benefit of the region. The Smart and Connected framework was used to ensure that the strategies developed considered issues broadly, so matters such as good governance, good environment, strong economy and benefits to the people were balanced.

Comments

7. To date, a total of four groups have been (or are being) established:

   - Havelock community
   - Wood sector leadership group
   - Visitor economy leadership group
   - Picton community

8. An independent facilitation approach was recommended to develop these groups and Colin Bass of BusinessLAB has provided the facilitation to date. The BusinessLAB approach is called Collaborative Planning which brings together people to identify strategic issues and take action to solve them. The following approach (listed below) was successfully tested in Havelock and has been adopted for the subsequent projects:

   - Develop project team (facilitator, Council, plus community in Havelock and Picton)
   - Council introduces project to the relevant industry or community
   - Facilitator has a number of individual discussions to highlight key issues
   - A wider forum discussion on vision and headline issues for strategy identification of leaders

- Establishment of leadership group
- Completion of industry/community strategy
- Begin strategy implementation

Havelock Community Implementation

9. The Havelock project began in December 2013 and was completed in April 2014. A range of opportunities were identified through the interviews and the meetings, and three immediate projects were agreed to focus on:

    - reset the governance of the Havelock Community Association (HCA) by electing a new leadership with better representation across the community
    - prioritise the development of a boardwalk by the community from the marina across the wetland to Mahakipawa Road (Queen Charlotte Drive).
    - confirm a bid for funding to Dept of Internal Affairs to employ a community development worker for three years.

10. Since the facilitation ended, two of the three priority projects have been achieved. The governance of HCA has been reviewed and new representation has been put in place. The bid for funding was successful and an appointment has just been made. Additional support was provided by Council's community development adviser to help achieve this. The additional resource will help develop and implement the strategy.

Wood Sector Group

11. The Wood sector industry group incorporates forestry, sawmilling, transport services and other value adding activity as well as infrastructure organisations Port Marlborough and Marlborough Roads. The group has close links with Marlborough Forestry Industry Association. The facilitation team was established in January 2014 and also included two former employees of Nelson Forests that had good understanding of the industry and good contacts. The industry meeting and interviews identified the following opportunities:

    - fostering innovation
    - innovative regional marketing
    - safety, training and investment
    - world class infrastructure
    - positive communication with other local industries and the community
    - improve regulatory standards

12. David Robinson of Chief Operating Officer of Nelson Forests chairs the group. Recently, the group has developed links with Scion (Crown Research Institute for forestry and wood innovation) and has recently hosted a second Scion visit to Marlborough. Other progress includes work on wood waste stream opportunities, promoting "wood first" for Council developments and discussions with Council on the emerging Resource Management Plans and future investment in roading.

Visitor Economy Group

13. The visitor economy group encompasses tourism (eg. destination marketing, accommodation, attractions, conferences and events, hospitality, retail, transport) and broader visitor opportunities such as international education. The project was established in June with a well attended industry event held in August. An initial adaptive strategy has been developed with a steering group with the following shared goals:

    - leadership and unity
    - a growing visitor economy
    - connected locally and nationally
    - strong centres
    - environment
    - embracing shared values

14. A steering group has been established, and further work will take place with industry leaders following the main summer season. Three initial projects are being progressed by the steering group:

- Progressing a collective representation for Blenheim CBD businesses and landlords
- Working with Picton Smart and Connected group
- A Smart and Connected approach for leveraging the education offering in Marlborough as an anchor attraction

Picton Smart and Connected Group

15. Picton Smart and Connected Project - the Picton project has been a transition from the Picton Think Tank to a Smart and Connected project.

16. The Think Tank was very supportive of the transition as they wanted to see the same framework that has been applied across the district for Smart & Connected used for Picton.

17. This group was the steering group while the interviews were being completed. 30 interviews with key people from a variety of industries were undertaken and the outcomes were tested with the steering group.

18. The wider Picton community meeting was held on Thursday, 13 November 2014 at 6 pm at the Port Marlborough Pavilion, Endeavour Park. The invitation to attend was advertised widely to encourage the general public to take part. The Steering Group and interviewees were specifically invited. An update will be provided to the Committee on progress.

19. The existing groups will continue to implement and develop their strategies, and cross-group opportunities and connections will be developed where appropriate. Council will also continue to work with the groups on areas of mutual interest.

20. Funding has been provided for the development of three further groups in this financial year. It is initially proposed that these will be wine, pastoral farming and Maori economy. Investigations are also being made into the possibility of the education based project involving international education as a spin-off of the visitor economy group.

Summary

21. The Smart and Connected vision and framework, and the innovation stocktake highlighted the requirement for a series of industry led groups and strategies.

22. To date four groups have been instigated and positive progress has been made with each group, and some interesting projects are developing.

23. Three further groups are planned to be established this year.

RECOMMENDED

That the information be received.

6. Smart and Connected Project Update

(Report prepared by Neil Henry) **E100-010-01, E100-010-03, E100-010-07**

Purpose

1. To update Council on progress with internal and external implementation of Smart and Connected implementation, and with economic development projects.

Background

2. At the Regional Planning and Development Committee meeting held on 21 November 2013, the initial steps for the internal and external implementation of the vision were agreed. These were as follows:

Internal implementation:

- Integration of Smart and Connected into the 2015-25 Long Term Plan review process to ensure alignment between Council's activities and the Smart and Connected vision and framework.

- Integration of Smart and Connected into the integrated management chapter of the draft Regional Policy Statement.

External implementation:

- **Development of industry groups to complete Smart and Connected industry strategies in partnership with Council** - two groups (Wood Sector and Visitor Economy) have been established, with three further groups planned for this year.

- **Support community Smart and Connected groups -** Havelock has completed its facilitated support, and Picton is underway. Further groups will be established this year.

Comments

3. The following progress has been made with implementation since the last Committee meeting on 28 August 2014:

- **Smart and Connected industry and community groups -** an update is being provided on the progress of these groups elsewhere on this agenda.
- **Integration of the Smart and Connected framework into the 2015-25 Long Term Plan** - the Council's Community Outcomes have been revised using the Smart and Connected framework, and will be included in the 2015-25 LTP, which is currently being prepared. Secondly, the Levels of Service workshops were completed in August with a Smart and Connected assessment included in the activity presentations. Thirdly, the drafting of LTP activity statements is about to commence and these will include sections on how the activity aligns with Smart and Connected. These will be considered by Council at its budget meeting in February 2015. Finally, the Wood Sector industry group is working with Council on identifying forestry harvesting sites over the next 10 years to inform Council on roading investment decisions.
- **Integration of Smart and Connected into the Resource Management Plans -** the Wood Sector industry group is currently reviewing the draft forestry chapter of the emerging Resource Management Plans.

Summary

4. Progress on the Smart and Community industry groups is provided elsewhere in the agenda.

5. The Long Term Plan process has incorporated the Smart and Connected vision and strategic framework in its Levels of Service considerations and Community Outcomes processes. Work is to be undertaken on the activity sections of the Plan in the coming weeks, which will include a Smart and Connected alignment section.

6. The Wood Sector industry group is having input into the draft forestry chapter of the emerging Resource Management Plans, and is also informing Council on roading investment plans through information on forestry harvesting sites.

RECOMMENDED

That the information be received.

7. Smart and Connected Economic Development Project Update

(Report prepared by Neil Henry) **E100-009-01, E100-005-02, E100-010-02**

Purpose

1. To update Council on progress with economic development projects.

Background

2. As part of the Smart and Connected programme, Council has been active in supporting a number of economic development projects in the district. These projects include:

- The Marlborough Story
- Smart Business Marlborough
- Food and Beverage Innovation Cluster
- Business Trust Marlborough
- Developing links with China

Comments

3. The following progress has been made with implementation since the last Committee meeting on 5 February 2014:

- **The Marlborough Story** - the Marlborough Story was launched at the Marlborough Convention Centre on 4 November 2014 with around 90 attendees present. The launch event culminated over a year's work in partnership with the community and the core partners of Marlborough Chamber of Commerce, Wine Marlborough, Marlborough Research Centre and Destination Marlborough. Work will now begin on encouraging industry and community to utilize the resources and the toolkit to develop consistent messaging about Marlborough. These resources are freely available at www.onlymarlborough.co.nz. A training session for local creative professionals who are employed by local firms to develop marketing materials was held on Wednesday, 5 November 2014. This will help ensure consistency in implementation of the Story.
- **Food and Beverage Innovation Cluster (FBI)** - further discussions have taken place between Tarac Technologies and local businesses on the proposed grape marc processing site with a view to securing a commitment to confirm the project. A forum meeting was held on 6 November 2014 with Roger van Hoesel of Food Valley NL. Food Valley is an area of the Netherlands where there is a concentration of multinational food companies and food research.
- **Smart Business Marlborough -** A site visit to the Cape Campbell filming base of the Hollywood Movie 'The Light Between Oceans' took place on 6 October 2014. The Mayor and a number of Councillors attended the site, along with Katie Frost of Film Wellington who discussed how they promote and support the film industry in the Wellington Region. Location manager Jared Connon informed the Mayor and Councillors of the support received from various Council departments that helped make the production in our region possible. A proposal is being developed with Film Wellington to identify how they may be able to support and promote filming in Marlborough. Further information will be brought to a future Committee meeting for discussion. Enquiries about the Smart Business Marlborough service to assist industry development in Marlborough can be directed to the Council website 'Smart Business Marlborough' section, by telephone to 03 520 7557 or to the email address smartbusiness@marlborough.govt.nz.

- **Business Trust Marlborough -** Business Trust Marlborough stats 1 July 2014 – 31 October 2014 are as follows:

  - Total number of client meetings: ...25
  - Repeat clients: 4
  - Number of mentor applications: 8
  - New mentors approved: 6
  - Mentor rematches: 2
  - Trustee Meetings: 4
  - Number of Trustees: 8

  Funding: application has been made to Canterbury Community Trust for further funding and other funding possibilities are being investigated through local Trusts.

  Successes: recently a business person who has been mentored in the past has, due to their business development, become an approved business mentor and attended the Business Mentors NZ accreditation training day in September along with his original mentor.

  Profile: the business advisor was recently told by a client that it had been recommended to her from three separate sources that she contact Business Trust Marlborough as her next step in developing her business.

  Promotional events: launch event 7 August and also have or will present at the following events and meetings:

  - "She Devils" Women's Business Networking
  - Business Networking Internation breakfast
  - BNZ Blenheim Connect networking evening
  - Picton Business Group (4 November 2014)
  - Marlborough Businessmen's Breakfast (7 November 2014)
  - BNZ Picton Connect networking evening (2 December 2014 tentatively booked)
  - A 'Kick Start your Business' course in July which was well attended and a Mentor Accreditation training day in August for all the new mentors.

- **Developing links with China** – the Chinese Consul-General, Mr Jin Zhijiang, will be visiting Marlborough on 27 November 2014. Arrangements are being made to host Mr Zhijiang on that day including a meeting with the Mayor and a visit to a winery.
- **Review of economic development** - a review of economic development, tourism, events and conferences was agreed as part of the recent Annual Plan process. The review is well underway and a report is due soon.
- **Economic development officer appointed –** Cathie Bell has been appointed to the post of Economic Development Officer. Cathie was most recently a reporter at the Marlborough Express, and also has wide experience of government and public sector roles in Wellington. Cathie started at Council on 4 November 2014.

Summary

4. The Marlborough Story launch took place on 4 November 2014, and work to encourage industry and community adoption are underway.

5. The Food and Beverage Cluster held a meeting with a representative of Food Valley NL, a Dutch region with many multi-national food businesses and research. Discussions with Tarac Technologies and the local wine industry about the proposed grape marc processing plant are ongoing.

6. The Mayor and Councillors visited the filming base of the Hollywood movie 'The Light Between Oceans' on 6 October 2014. They were informed of the support given by various Council departments to the arrangements for the filming, and were also briefed on the role of Film Wellington in supporting the film industry in the Wellington region.

7. Business Trust Marlborough has applied to the Canterbury Community Trust for further funding and other funding possibilities are being investigated through local Trusts. Reports from new clients have indicated that the Trust is becoming a highly recommended source to receive business advice. 25 client meetings have been held since July 2014.

8. The Chinese Consul-General, Mr Jin Zhijang will be visiting Marlborough on 27 November 2014.

9. Cathie Bell has been appointed to the role of Economic Development Officer and started at Council on 4 November 2014.

RECOMMENDED

That the information be received.

8. Marlborough Regional Events Strategy Update

(Report prepared by Susie Witehira) **E100-002-001-01**

Purpose

1. To update Council on progress with the Marlborough Regional Events Strategy.

Background

2. The Marlborough Regional Events Strategy (MRES) is a direct result of Grow Marlborough's initiative to develop and support a regional approach to events. The purpose of the Events Coordinator's role is to support the development of the events sector in Marlborough to ensure that it maximises the economic return to the region.

Comments

Major Events

3. The 21st National Scout Jamboree to be held from 28 December 2016 – 6 January 2017 has been awarded to Marlborough. Currently contracts are being prepared for the booking of Council owned grounds and associated venues.

4. An economic impact report will be conducted on the Marlborough Wine and Food Festival 2015. The Fresh Information Company (previously called Covec) is preparing a quote based on event information provided by Wine Marlborough. We propose to use the same company to ensure a comparability of reporting with the Economic Impact Report on Classic Fighters.

5. A potential grant is being investigated from the NZ Glass Forum to recycle all glass bottles from the Marlborough Wine and Food Festival. Recycling has not been successfully achieved to date from this event.

6. Marketview have been in discussions with Marlborough District Council regarding expenditure reporting. They prepare Topline Event Reports showing spending trends in a region based on information from Paymark merchants and BNZ cardholders. These reports show general spend as opposed to an Economic Impact Report which focuses just on the attendees spend during an event. A report is being sought on Nelmac Garden Marlborough as a trial to view the information. If successful further reports will be sought on the Marlborough Wine and Food Festival, Forrest Grape Ride, St Clair Half Marathon and Classic Fighters Omaka. If these results are consistent with the Economic Impact Reports it is hoped that we can use the Marketview reports to extrapolate the economic impact at a reduced cost for some events. However, the Economic Impact Report format is consistent with NZ Major Events guidance and may still be appropriate for larger events. *See* **Appendix 2** *for an example of this report.*

Regional and Niche Events

7. The Show ME* Summer Events Guide was launched at the Marlborough Story. Showcasing over 100 events taking place from November 2014 – May 2015. This aligns directly with the Regional Events Strategy achieving several goals to showcase the regions events, lengthen the summer period by promoting events in the shoulder season and to champion Marlborough's top five events. The guide is free and will be distributed to i-Sites, accommodation providers, retailers, tourism providers and venues.

8. Phantom Billboards have selected a tri bollard style for Marlborough and are currently working through the consent and installation process.

Events Calendar

9. The Follow-ME logo and website have been amended to reflect the Marlborough Story. The changes will also be reflected in newsletters and advertising going forward.

Administration

10. The Commercial Events Fund closed on 30 September 2014 with 15 applicants requesting a total of $206,305. Of the 15 applicants, six were for existing events and nine for new events. The funding sub-committee met and further information has been sought from applicants with another meeting scheduled for the sub-committee to finalise decisions.

11. The Regional Events Strategy will undergo a formal one year review with outcomes reported to the next Regional Planning and Development Committee.

Summary

12. Marlborough was successful in its bid to host the 21st National Scout Jamboree in 2016/17.

13. An Economic Impact Report and Topline Event Reporting will assist in understanding the value of events to our region.

14. The Commercial Events Fund received 15 applicants requesting a total of $206,305 in funding.

RECOMMENDED

That the information be received.

Appendix 2

Topline Event Reporting Example

RETAIL OVERVIEW

Event X name placement

MARKETVIEW
Precision Market Intelligence

SPENDING

+7.4%

TRANSACTIONS

-0.7%

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MARKET SHARE

Your council share against benchmark group

53%

vs. last year

-1.3%

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CARDHOLDER ORIGIN

LOCAL CARDHOLDER	80.0%	-1.3%
REST OF NZ CARDHOLDER	9.0%	+1.2%
INTERNATIONAL CARDHOLDER	11.0%	+0.1%

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WEEKLY ACTIVITY

HIGHEST SPENDING
Week ending
25 February

HIGHEST MARKET SHARE
Week ending
21 January

STORETYPE BREAKDOWN

The storetype that were the best performers vs. same quarter year previous

IN YOUR AREA — vs. last year

'Personal Services' +6.5%

Personal Services retailers experienced the largest rise in spending, up 6.5% from the same quarter last year

AGAINST BENCHMARK GROUP — vs. last year

'Attractions' +5.9%

Attractions retailers experienced the largest rise in spending, up 5.9% from the same quarter last year

LOYALTY & INFLOW

SPENDING BY RESIDENTS IN YOUR AREA

Your local residents conducted 83% of their spending at merchants in your council area this quarter.

INCOME FROM NON-RESIDENTS

$104.2m

Your local merchants received $104.2m from non-local cardholders this quarter

TOPLINE FIGURES

Event X name placement

MARKETVIEW
Precision Market Intelligence

SUMMARY:

Define a specific area of your region and Marketview will analyse how the value of spending and volume of transactions in this area compared with what happened during the same time the event took place.

We also measure your particular area's share of the total market during the event and compare this against the last time the event took place.

LAST YEAR

Value of spending this year vs. this event last year

+X.X%

LAST 5 YEARS

Value of spending this year vs. the average of this event over the last 5 years

LAST 52 WEEKS

Value of spending this year vs. the average equivalent period over the last 52 weeks

IN ADDITION

To further gauge the impact of this year's event:

- We will compare retail activity during this year's event to the average of the last 5 years events
- We will ocmpare the retail activity during this time period of your event, with the comparitive periods throughout the last 52 weeks. (ie. event weekend vs. last 52 weekends)

STORETYPE ACTIVITY

Event X name placement

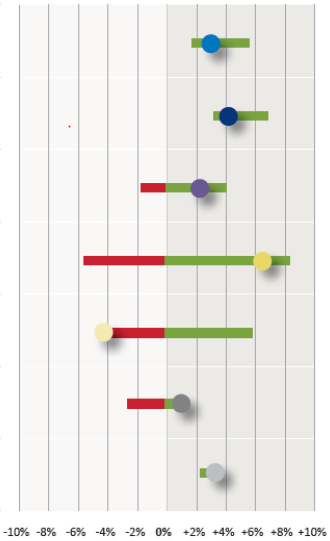
MARKETVIEW
Precision Market Intelligence

CHANGE IN SPENDING

Change in Event X spending vs. same event/period last year

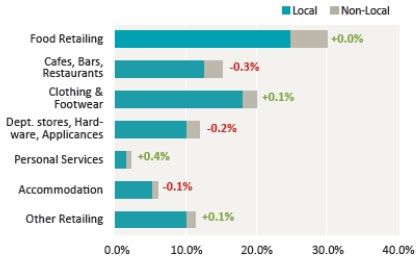
CATEGORY	YOUR RESULT
FOOD RETAILING	-20.8%
BARS, CAFES, RESTAURANTS	+4.2%
CLOTHING & FOOTWEAR	+2.3%
DEPARTMENT STORES / HARDWARE / APPLICANCES	+11.7%
PERSONAL SERVICES	-4.3%
ACCOMMODATION	+1.0%
OTHER	+3.5%

YOUR PERFORMANCE VS. BENCHMARK



DISTRIBUTION OF SPENDING BY CATEGORY

Domestic/International split and change in percentage points



TOP PERFORMING SECTORS

Based on change in spending

FOR LOCAL CARDHOLDERS

DEPT. STORES, HARDWARE & APPLICANCES

FOR NON-LOCAL CARDHOLDERS

BARS, CAFES & RESTURANTS

CARDHOLDER ORIGIN

Event X name placement

MARKETVIEW
Precision Market Intelligence

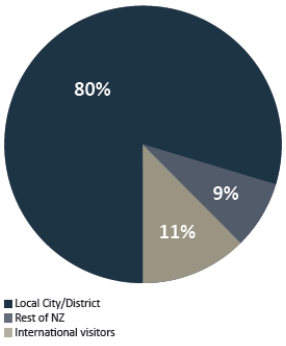
ORIGIN OF CARDHOLDERS AND CHANGE IN SPENDING

Change in Event X spending vs. same event/period last year

ORIGIN	SHARE	PERFORMANCE
YOUR DISTRICT	68.2%	+5.0%
AREA 01	8.6%	+3.2%
AREA 02	5.1%	-1.5%
REST OF REGION	10.2%	-2.3%
REST OF NZ	4%	-5.0%
INTERNATIONAL	3.9%	-2.0%

ORIGIN OF CARDHOLDERS

Including International cardholders



LOCATION WITH MOST GROWTH

Based on change in spending

Your district

9. Ngāti Kuia Pakohe Management Plan

(also refer to separate attachment)

(Report prepared by Rachel Anderson) **I400-02-01**

Purpose

1. The purpose of this report is to advise that an Iwi Management Plan (IMP), the Ngāti Kuia Pakohe Management Plan, has been lodged with the Marlborough District Council and to recommend the Committee acknowledge lodgement of the Plan.

2.	**A presentation on the Ngāti Kuia Pakohe Management Plan will be provided to the Committee by Gena Moses-Te Kani and Raymond Smith from Ngāti Kuia. (15 minutes).**

Legislative Responsibilities

3. The Resource Management Act 1991 (RMA) requires that Council must take into account, and keep and maintain a record of, any relevant planning document recognised by an iwi authority. This is of particular significance when preparing or changing regional policy statements and regional and district plans (sections 61(2A)(a), 66(2A)(a), and 74(2A). IMPs also provide guidance for councils when considering Part 2 matters, especially the relationship of Māori with their ancestral lands, water, sites, waahi tapu, and other taonga (Section 6), kaitiakitanga (section 7a) and the Treaty of Waitangi (Section 8).

4. The RMA is silent on how IMPs are developed, however there are three criteria that must be met:

   - They must be recognised by an iwi authority;
   - They must be relevant to the resource management issues of the region/district;
   - They must be lodged with the relevant council.

Background

5. The Ngāti Kuia Pakohe Management Plan is an IMP that is specific to one part of the history, culture and future of Ngāti Kuia – their taonga, pakohe.

6. Pakohe is the Māori name for the stone argillite. Pakohe is particularly found in the Nelson – Marlborough region on Rangitoto (d'Urville Island), along the Whangamoa mineral belt, and in the upper reaches of the Maitai, Wairoa and Motueka rivers.

7. Pakohe was used by early tūpuna Māori (Māori ancestors) of Ngāti Kuia descent to make adzes and taonga because of its strength, hardness and ability to hold a sharpened edge. Tūpuna Māori obtained pakohe by quarrying it from places such as boulders in mountain streams.

8. Ngāti Kuia are one of the Te Tau Ihu (Top of the South) iwi. Ngāti Kuia are acknowledged in Te Tau Ihu treaty settlement legislation as kaitiaki (guardians) of pakohe and their Deed of Settlement expresses the sense of responsibility and obligation Ngāti Kuia has towards this taonga and its cultural, spiritual and traditional values.

9. Kaitiakitanga refers to the guardianship rights and responsibilities of an iwi over their lands, forests, fisheries, taonga and resources. Kaitiaki are those people who carry out the act of kaitiakitanga.

Comments

10. Ngāti Kuia have prepared the Pakohe Management Plan in partnership with staff from Nelson City Council, Marlborough District Council, Tasman District Council and the Department of Conservation. The Ngāti Kuia Pakohe Management Plan is an Iwi Management Plan (IMP) prepared by a recognised iwi authority as described by the Resource Management Act 1991.

11. IMPs provide a starting point for achieving the purposes of the RMA in relation to recognising and providing for Māori cultural values and interests. In addition to assisting the Council to meet the obligations discussed in paragraph 3, IMPs can contribute to greater understanding of tangata whenua values and interests in the natural and physical resources in a particular area. This supports consultation with iwi on Council plans and policies, and resource consent applications, by providing information to understand cultural values and key issues for iwi. Further, decision-makers may have regard to IMPs.

12. The Ngāti Kuia Pakohe Management Plan focuses specifically on the management of pakohe. The plan includes objectives, policies and methods for the management of pakohe by Ngāti Kuia. Under the Pakohe Management Plan it is envisaged that the Council and Ngāti Kuia would develop a relationship to assist with the implementation of the management plan. A relationship agreement is currently being drafted between the parties for future consideration.

13. The Pakohe Management Plan seeks to protect wāhi tūpuna (pakohe archaeological sites) by including appropriate mechanisms in land disturbance and heritage provisions to safeguard the sites. The lodgement of the IMP is timely given the current review of the Resource Management Plans, and the draft provisions are consistent with the wāhi tūpuna objective of the IMP.

Summary

14. The Pakohe Management Plan prepared by Ngāti Kuia, is required to be formally acknowledged by Council. The Resource Management Act 1991 (RMA) requires that Council must take into account, and keep and maintain a record of, any relevant planning document recognised by an iwi authority.

15. The Ngāti Kuia Pakohe Management Plan is a method through which Council can establish a relationship with Ngāti Kuia and assist in fulfilling Council's RMA functions and responsibilities. These being to recognise and provide for the relationship of Māori and their culture and traditions with their ancestral lands, water, sites, waahi tapu, and other taonga, have particular regard to kaitiakitanga and to take into account the principles of the Treaty of Waitangi. In this instance with the focus being on the association Ngāti Kuia has with pakohe.

16. The Council's future involvement in assisting Ngāti Kuia with the implementation of the Pakohe Management Plan represents a partnership approach between the Council and Ngāti Kuia, building on a foundation that has been established during the development of the IMP. This partnership has also positively united the Te Tau Ihu Councils and the Department of Conservation, with Ngāti Kuia, to enable the benefits of collective thinking to be realised.

RECOMMENDED

That the lodgement of the 'Ngāti Kuia Pakohe Management Plan' be acknowledged.

10. Information Package

RECOMMENDED

That the Regional Planning and Development Information Package dated 20 November 2014 be received and noted.