

# Marlborough Smart and Connected



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# THE AQUACULTURE OPPORTUNITY

Marlborough is where New Zealand's marine farming industry first began in the 1970's. The region's unique and healthy aquatic environment, where rich river systems interact with the dynamic Marlborough Sounds, make it one of the best places in the world for aquaculture.

The region's aquaculture pioneers have created an industry that supports local communities through employment and a range of related commercial activities. The industry continues to develop and grow, and is continuously learning from its global counterparts in striving to achieve best practice. Having now reached a level of maturity and scale, the industry needs to demonstrate that it can operate in harmony with the environment and local community to secure its future.

Marlborough has a great opportunity to become world renowned for its aquaculture sector. To achieve that, the industry recognises the need to achieve higher value yields from the precious public space it occupies in the Marlborough Sounds, whilst also working to reduce and eliminate any adverse environmental and community impacts from farming and post-harvest processing activities. The industry is fully committed to ensuring a strong and mutually beneficial relationship with the region's coastal communities; and, the proximity of New Zealand's leading science and innovation organisations presents an ideal opportunity to tap into cutting edge research and development that can support a sustainable future for the industry.

This strategy presents an ideal opportunity for the full range of aquaculture industry stakeholders to work in partnership to create a brighter future for the industry and the region.

# WHY SMART AND CONNECTED?

Marlborough Smart and Connected is an economic development initiative being developed by Marlborough District Council in partnership with the community. The vision for this initiative is:

***Over the next decade, Marlborough will become a globally-connected district of progressive, high-value enterprise, known for our economic efficiency, quality lifestyle, desirable location and natural environment.***

***Marlborough will be smart and connected.***

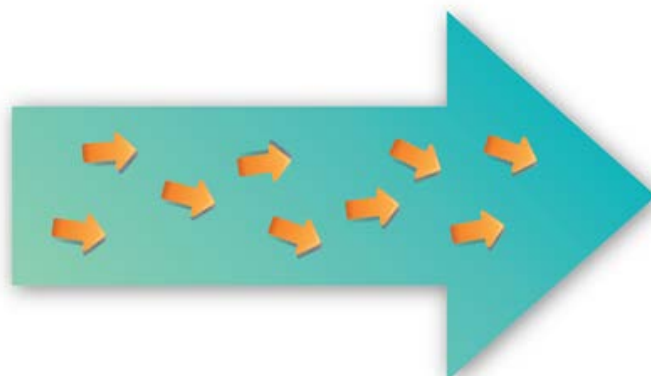
Some clear guiding principles underpin all the work being done to achieve this vision. These principles capture the spirit of what it means to be smart and connected. They provide a starting point for how to move forward with a common approach:

**Smart:** Think strategically – becoming more efficient, creating new solutions to our problems, leveraging those solutions to create new opportunities

**Connected:** Don't do it alone, get informed, get supported locally, nationally and internationally

To be smarter and more connected, we need to understand and act upon existing and emerging opportunities that will create higher value outcomes for the backbone industries in the Marlborough region, and the communities they support. Identifying the industries and communities to work with has been the first task.

The Aquaculture Sector has been identified as presenting significant economic development potential. The sector is a major local employer and has real potential to develop in a way that will add significant value for the region. This document sets out the Smart and Connected strategy for that sector.



# A VISION OF SUCCESS

## Marlborough Aquaculture

Highly valued, lovingly produced

Marlborough aquaculture produces highly valued seafood that is globally sought after.

It is lovingly produced in harmony with the region's unique environment, local communities and Iwi.

Photo courtesy of Cawthron Institute



# DESIRED OUTCOMES FOR THE AQUACULTURE SECTOR



## HARMONY

A harmonious relationship with Marlborough's diverse communities through instilling a sense of pride for the region's unique aquaculture activities



## VALUE AND INNOVATION

A price maker through innovation in production, product development and advanced marketing activities



## SUPPORTIVE REGULATORY ENVIRONMENT

A supportive regulatory environment that allows for valuable creation while ensuring harmony with nature and community

# ACTION PLAN

## OUTCOME #1

# Harmony

A harmonious relationship with Marlborough's diverse communities through instilling a sense of pride for the regions unique aquaculture activities

## Initiative:

- **Community partnership programme**

### Required actions:

1. Establish a representative working group for this project
2. Develop high level value proposition for the engagement project focused on building community and harmony. Include the different stakeholder segments requiring engagement – who, why, their values, focus on positives first. Use the MFA's Social License paper to help inform.
3. Align with Marlborough Marine Futures and other relevant organisations to promote collaboration
4. Gain MPI, MDC and MFA support for the engagement proposal. Ensure sufficient time available for carrying out project so the outcomes can inform other work streams, in particular the Government's
5. Carry out engagement with the individual stakeholder groups identified for the project
6. Bring the different stakeholder groups together in a forum aimed at achieving shared values/goals and strengthening harmony
7. Use outcomes of forum to help create a more supportive regulatory environment

# ACTION PLAN

## OUTCOME #2

# Value and innovation

A price maker through innovation in production, product development and advanced marketing activities

## Initiative:

- **Regional innovation strategy**

### Required actions:

1. Establish a representative working group for this project
2. Develop a proposal for a regional innovation strategy including:
  - a. Identification of high value consumers and what they want
  - b. Define opportunities for environmental/sustainability innovation
  - c. Develop focus for product development and R&D focus
  - d. Integration of aquaculture with the Marlborough Story
  - e. Closer collaboration with the wine and tourism sectors
  - f. Clarify alignment with the Marlborough Research Centre
3. Secure seed funding – target regional development opportunities
4. Develop and implement strategy



# ACTION PLAN

## OUTCOME #3

# Supportive regulatory environment

A supportive regulatory environment that allows for valuable creation while ensuring harmony with nature and community

## Initiatives:

### **Pilot 1: King Shag research**

1. Develop a mandated research proposal
2. Seek funding from non-industry sources such as Sustainable Sea Science Challenge
3. Look to collate existing knowledge and develop new knowledge
4. Ensure industry wide contributions to research
5. Look at opportunities of working in with DOC
6. Ensure no duplication of effort across other agencies

### **Pilot 2: Outstanding landscapes / natural character project**

1. Develop a research project that looks at new landscape methodologies
2. Look at what landscapes are actually worth
3. Understand what's important to the community
4. Integrate research objectives into Harmony Community project

### **Pilot 3: Bay by Bay Management**

Develop a collaborative project that pilots a bay by bay approach to managing aquaculture activities.

