



TOI EDA
Eastern Bay of Plenty Economic Development Agency

annualreview

2009/10

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Our purpose and vision



According to Māori tradition Toi te Huatahi, (later known as Toi Kairakau), made landfall at Whakatane, about AD 1150, in search of his grandson, Whatonga. Failing to find Whatonga, he decided to settle in the locality and built a pa on the highest point of the headland now called Whakatane Heads, overlooking the present town.

Toi is acknowledged as the principal founding ancestor of many iwi in the Eastern Bay of Plenty, and it is fitting that he should be acknowledged in the name of the Eastern Bay of Plenty's economic development agency.

Our purpose and vision is:

To grow the Eastern Bay of Plenty

Tini o Toi – kia tipu, kia puawai

(To create, grow and blossom the myriads of Toi)



Directory

Office location	Whakatane Information Centre Corner Kakahoroa Drive and Quay Street
Postal address	PO Box 349 Whakatane 3158
Chairman	Jeremy Gardiner
Trustees	Anthony Olsen Don Riesterer Alan Cairns Tony de Farias Des Fermah Russell George
Manager	Mary Hermanson
Marketing Manager	Nicola Burgess <i>(to March 2010)</i>
Marketing Manager	William Stewart <i>(from April 2010)</i>
Events Manager	Mike van der Boom
ETP/BIZ Co-ordinator	Roz Hoskins



Chairman's review

The last twelve months has seen the economy emerge from the doom and gloom of the global financial crisis. While there is still some way to go there is no doubt that as a region and as a country things are looking better than the same time last year.

The economy of the Eastern Bay of Plenty is officially out of recession and some sectors are showing cautious signs of recovery.

The Regional Growth Strategy is well underway with central government support in place for aquaculture, transport, geothermal and forestry/wood processing. Toi-EDA has been taking the lead in promoting the region for wood processing opportunities.

Key areas for the Eastern Bay of Plenty include:

- **Aquaculture;** ensuring strong Eastern Bay of Plenty leadership of the recently announced Bay of Plenty aquaculture strategy.
- **Tourism;** leveraging the opportunities that the new Rotorua - Sydney international flight will provide and the promotion of the national cycleway projects.
- **Transport and logistics;** progressing the development of a light industrial complex at Kawerau.
- **Forestry sector;** exploring opportunities for value added industries.



Maori business development continues to be a key driver for the Eastern Bay of Plenty economy over the next decade. The return of settlement assets, improvements in how existing assets are used and better coordination across iwi could deliver a real financial boost to the region as iwi and Maori assets comprise a significant part of the Eastern Bay of Plenty economy.

With a number of our major industries in good shape we can build good momentum going into 2011.

I would like to take this opportunity to thank the trustees, Mary Hermanson and the Toi-EDA team for their efforts over the year. I would also like to acknowledge Whakatane, Opotiki and Kawerau District Councils, Bay of Plenty Regional Council and Te Runanga o Ngāti Awa for their financial and other support during the year.

Jeremy Gardiner
Toi-EDA Chairman of Trustees

Manager's review

2009/10 year was the second full year of the revitalised Toi-EDA organisation. Trustees and staff have worked hard to deliver economic development, marketing, and events to the Eastern Bay of Plenty region. During the year Russell George was appointed a trustee representing the council Chief Executives and his appointment took the number of trustees to seven and strengthened the organisation.

On the staff front Nicola Burgess the marketing manager took a year's maternity leave in April to look after her daughter and young family and Toi-EDA was extremely lucky to engage the services of William Stewart who came from Tourism New Zealand where he held the position of media adviser (UK).

The organisation has also been greatly strengthened with the engagement of John Galbraith as economic development adviser in September 2009. John has a background in engineering and the forestry industry and has been working on projects particularly around wood processing, transport and logistics.

Chris Birt, Tourism Adviser Opotiki has also worked closely with Toi-EDA and fostered the links of the visitor industry within the Eastern Bay of Plenty



Economic development activity

Strategic Plan. The 2009/10 Strategic Plan development was easier second time around and there was a real focus on developing projects. A two page easy reference plan was designed so the Trust could communicate its goals and this was distributed widely.

Enterprise Training and BIZ services. ETP the government funded programme to improve the business management skills of medium to small enterprises was delivered by Toi-EDA throughout the Eastern Bay of Plenty. The programme was a mixture of capability assessment, workshops and follow up one to one training. 376 people attended workshops, 250 trustees or potential trustees of Maori trusts attended Maori Trustee Training and 624 people accessed the BIZ information and referral service. Highlights of the year was the Lean manufacturing series run for the food and beverage sector and the training incorporated in the two tourism conferences.

There is a great deal of disappointment that government has discontinued ETP but Toi-EDA will continue to support any programme that assists businesses to grow and develop.

Business in the Community Mentor Programme (BITC). Toi-EDA is the agent for BITC in the Eastern Bay of Plenty. A team of experienced business people give their time to mentor other businesses requiring assistance. Eleven businesses were assisted this year and it is expected that as other services reduce there will be more demand for the mentoring service.

Young Enterprise Scheme. Co-ordinating the Lion Foundation Young Enterprise Scheme

in the Eastern Bay of Plenty was a new activity for the agency and Quay Accountants came aboard as local sponsors. Students from three Eastern Bay of Plenty secondary schools set up businesses and the students developed a whole range of skills including budgeting, planning, presentation skills, interpersonal relations, decision making, reporting, communications, risk management and team work.

Opotiki College Team "All around Aotearoa" developed an interactive Board game which won the regional finals. The team then went on to the national finals where they won the ASB Excellence in financial Management award and the top award "Young Enterprise Company of the Year". This was a magnificent achievement for a small rural secondary school.

Beacon Business and Leisure Show. Approximately 7,000 people attended the 2009 Beacon Business and Leisure Show held over three days in early September. This was the fifth time the show has been run and Toi-EDA was delighted that in spite of the recession over 100 businesses could see the value of raising their profile, generating leads and making sales. Stand holders were very satisfied with the interest and income generated at the three day event.

Eastern Bay of Plenty Food and Beverage Cluster. In September 2009 Toi-EDA hosted the first meeting of the EBOP Food and Beverage cluster. An excellent turnout of businesses enjoyed the chance to meet with other small "foodie" businesses and a workshop run by Mary Hermanson looked at the advantages and barriers to forming a cluster and what the participants wanted their sector to be in ten years time.

There was unanimous agreement that forming a cluster would be beneficial and that the group should meet bimonthly. Under the chairmanship of Barney Gray the group has succeeded in developing strong bonds, an interesting programme of speakers and moves towards collective marketing.

Regional Economic Monitoring. Keeping a track on how the local economy is performing is an important function of an economic development agency and it is also an important planning tool for local councils. Toi-EDA has engaged the services of Economic Solutions to provide a six monthly Economic Update. This has been well supported by the three councils and sourcing the information collectively is very cost effective.



The economic indicators that are examined include population, dwellings and building activity, GDP, visitor numbers, economic and industry growth and employment. Most importantly the information and summary is presented in an understandable fashion. The information is published on Toi-EDA website and is used by people ranging from Federated Farmers to school students.

Demographic Study. Also in the way of research Toi-EDA engaged BERL to undertake a desktop analysis to provide a better understanding around migration patterns of people into the urban centre of Whakatane, Kawerau and Opotiki.

Key findings are:

- The biggest source of population growth for the Whakatane urban area is inward migration with the majority coming from the rest of the Bay of Plenty followed by overseas.
- Of those moving in from the rest of the BOP the highest numbers are coming from Rotorua, Kawerau, Opotiki and Tauranga.
- There is a growing trend for employed people to move into the area and a decline in employed people moving out of the area.



Courtesy of Jos Photography



Manager's review

- While a relatively large proportion of people are moving to the Whakatane urban area from Auckland and Waikato there has been no relative increase in the proportion over the study period.
- The greatest growth is coming from older age groups and those with higher incomes.

The next stage of the project will be focus on “why people move into the area and what will keep them here”. This will be done in-house by way of focus groups.



Immigration campaign. Statistical information confirming the number of people moving into Whakatane from overseas has validated the decision Toi-EDA made to set up a website providing information for potential immigrants. The website www.liveintheeasternbay.co.nz tells the stories of new arrivals, what and where to go for people who are thinking of relocating, links to other key sites including the government immigration website. A Google Ad word campaign boosted enquiry numbers to start with and these have continued from people attracted to the temperate climate and natural beauty of the area.

Wood Processing Opportunities. Toi-EDA has been supporting the Kawerau and Whakatane District Councils efforts to rezone further industrial land on the Putauaki Block opposite Norske Skog Tasman. In conjunction with this Toi-EDA prepared a promotional booklet highlighting the opportunity around Kawerau for further wood processing industries. The advantages that make Kawerau so attractive to the forestry and wood processing sector include industrial land, geothermal energy, skilled service industries, road and rail access to the Port of Tauranga and its location close to the major forests of the central North Island.

The region's harvest of 8 million cubic metres of soft wood is expected to increase by 50% and a shortfall in processing capacity means more opportunity and improved returns from new investment.



Toi-EDA has commenced a programme to attract investors which included translating the promotional material into Mandarin which Chairman Jeremy Gardiner took to the Shanghai World Expo in June.

Cycle Trails. In December 2009 Toi-EDA lodged a concept proposal for a coastal cycle way with the NZ Cycle Trail Project. The proposal was for a 50 km trail from the Whakatane Heads to Otamarakau mostly following the coast. The proposal was not successful in gaining funding from the national project however the national team had identified it as a strong proposal and encouraged the community to continue with the project.

Toi-EDA has done some background research on other cycleway projects and is continuing to progress the project to a feasibility stage.

The Motu Trail Cycleway was successful in gaining funding, a feasibility study has been completed and Toi-EDA is providing expertise to the working group who are implementing the trail. This is a very exciting development for the Opotiki district.

Bay of Plenty Regional Partnership. The Bay of Plenty Regional partnership has central government funding to implement the regional economic development strategy Bay of Connections. The focus is on projects relating to energy, forestry, aquaculture, transport and logistics and marine industry. Toi-EDA has represented the Eastern Bay of Plenty on the Governance and Management groups of the partnership. Further information is available on www.bayofconnections.com



Marketing activity

Toi-EDA has focussed efforts on projects that showcase the whole of the Eastern Bay of Plenty region and building the capacity of tourism operators. Two very successful tourism conferences have been held during the year which included marketing workshops and networking opportunities. Around sixty people attended each of the conferences. Moko the dolphin who came to visit and ended up staying six months over summer was a huge attraction and generated lots of media coverage for Whakatane. The official Whakatane facebook page "Whakatastic" was created and regular blogs on Moko were posted. Other major marketing activities included:



Destination TV series. Destination TV "Hit the Road" series 4 featured an episode on Eastern Bay of Plenty. The very popular travel show screens on Australian Channel 7 as well as Air New Zealand and Qantas inflight entertainment and free to air channels in Asia and the United Kingdom.

The Eastern Bay of Plenty episode included diving around and visiting White Island, kayaking on Ohiwa harbour, swimming with dolphins, fishing and visiting some of the great scenic spots. The crew travelled to Opotiki and shot a segment in the historic Shalfoon and Francis store.

Tourism operators who supported Toi-EDA with the project were delighted with the finished product which screened locally and internationally in September 2010.



Rotorua airport. 4000 visitors each week arriving at Rotorua airport now view a 30 metre display on what to see and do in Eastern Bay of Plenty. With the new international flights arriving from Australia and the fact that three quarters of the passengers to Rotorua are leisure travellers, it was important for the Eastern Bay of Plenty to have a presence there. The colourful display showcases White Island, and water and land based activities around Whakatane and Opotiki.

Manager's review

Kayaking brochure. This brochure was supported by all three district councils and Environment Bay of Plenty. It features eight great kayak trips across the region and is available in the information centres and other outlets.



Events

Hosting the NZ Surf Lifesaving Championships in March for the second time in two years was a highlight. This event sees 1500 athletes participating over four days at Ohope. The economic impact of such an event is over \$1.5m and the national body is so impressed with Ohope they intend to return within the next five years.

Three new events created a lot of interest over the summer:

- **Hot Summer Nights Street Fiesta** had a crowd of 5,000 enjoying some fantastic evening food and entertainment in downtown Whakatane.
- **Matata Picnic Day** brought a steam train load of visitors to the seaside town for vintage car and plane displays and a picnic – very enthusiastically supported by the local people.
- **Rangitaiki River Festival** saw kayak and waka ama events using the whole of the Rangitaiki river with a festival on Thornton domain. A world first kina eating contest was held and a good crowd supported the paddlers and enjoyed the onshore activities.



Conclusion

Toi-EDA is grateful for the financial support received from major stakeholders Whakatane District Council, Ngati Awa, Kawerau District Council, Opotiki District Council, BOP Regional Council and the many individuals, organisations and businesses that have worked with the agency over the past year.

Mary Hermanson

Mary Hermanson
Toi-EDA Manager



The major Toi-EDA stakeholders who share in the vision, "To grow the Eastern Bay of Plenty".



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