

1. Shape of the Region				
Issue/ Opportunity		Ref	Recommendation	Comment
1.4	Extending the tourism season and increasing the yield from tourism is a priority. Providing seed investment for tourism infrastructure in a conference centre will stimulate private sector investment in accommodation and other facilities.	5.8	That priority be given to expedite construction of a conference centre to provide essential tourism infrastructure for the region.	Nelson-Tasman region is characterised by relatively low yield visitors with a very pronounced seasonal peak. Extending visitor incidence into the shoulder seasons and increasing visitor spend is high priority. This can be achieved by the development of a conference centre and enhancing event facilities.
1.5	Transport issues affect the efficient transport of export goods.	5.7.4	The region's councils need to work together on regional transport with emphasis on traffic management solutions for the Nelson-Brightwater corridor and a bypass route for heavy traffic through Motueka township.	The efficient movement of goods and produce to the Port and the distribution of consumer goods requires improvements to the roading system to reduce travel times, contain transport costs and ensure efficient transport management solutions for all road users.
1.6	Energy Generation Ensuring sustainable power supply to the region.	5.7.1	The region needs to establish sustainability of energy infrastructure for distributed generation - this incorporates diversification of generation sources including affordable small-scale units.	Responsibility for reducing the risk to power supplies in the event of emergency, and to lower the cost of power transmission should be taken by councils and other stakeholder groups. There is a need to lobby central government to allow for small scale renewable power plants to be constructed as an essential component in the water resource augmentation process. Investigation into other sources such as solar, tide and wave, and biofuels should also be undertaken.

RED's

Strengths and Weaknesses

While there are plenty of strengths to be exploited including climate, iconic national parks, the arts and growing regional air access, Nelson-Tasman has numerous tourism sector weaknesses that need to be addressed. These include:

- Extreme seasonality
- Geographic isolation
- Under-investment in facilities
- Ad-hoc accommodation development
- Industry and workforce quality issues
- Regional image fatigue
- An under-resourced regional tourism agency.

6.5.8 Implementation of the Tourism Strategy

As outlined in the Strategy document, goals and visitor forecasts will only be made possible by inter-generational models for the following:

- Appropriate and high quality facilities and infrastructure that include: a regional scale conference facility (which will in turn stimulate growth in quality 4-star+ hotel accommodation)
- improved quality rather than quantity of other accommodation types
- Increased non-weather dependent attractions including a regional showcase of heritage
- Increased number of major events that attract visitors outside the peak season and showcase Nelson's specialist attributes and themes
- An expanded export education sector
- Increased marketing, targeting shoulder season visitation from Australia and segments of the domestic market
- Best practice adoption of Information Technology and exploitation of the Web 2.0 environment to more effectively reach all relevant visitor markets.

Implementation of the proposed events and infrastructure upgrade in the Regional Tourism Strategy (RTS) will be essential in achieving the targets outlined in the strategy goals.

The RTS addresses the seasonal handicap by recommending the following strategies:

- Conference Centre
- Balanced mix of commercial accommodation
- Events
- Support of emerging Wellness Cluster.

6.5.9 Barriers to Achieving Potential

Seasonality

The region has the most extreme seasonal peak and thus the shortest tourism season of any of the country's regions. Until this extreme seasonality is mitigated by extending the season, the attractiveness of the tourism sector for employment, business enterprise and for investment will remain constrained. More importantly, the potential to meet the ambitious targets for forecast visitor numbers and regional spending impacts detailed in the RTS will be compromised unless the seasonality is spread into shoulder seasons.

Motueka

The upper Motueka River is water short from Tapawera through to Kotere. Recent research (Integrated Motueka Catchment) indicates there are 2,500 hectares that could be irrigated under existing water allocations. A further 6,000 hectares could be potentially brought under irrigation.

Motueka central plains water resource is the most substantial in the region. TDC's strategy is to tap into this resource to provide water for coastal Tasman and Mapua, however this distribution strategy is currently under negotiation. Wakatu Incorporation and Ngati Rarua Atiawa Trust (NRAIT) have also made claims on the Motueka River water resource.

Motueka township has limited reticulation. Motueka west is not reticulated and reliant on wells for potable water supplies. Ensuring adequate supply and pressure for emergency services in the event of fire is of major concern to councils. The same concern applies to a greater extent in Takaka.

An extensive study of the Motueka River catchment has been undertaken detailing the competitive uses for the river system. The Integrated Catchment Model (ICM) study is informing the TDC of options in the development of river catchment for communities, enterprises, environmental factors and iwi values.

Dovedale and Moutere

There is no water resource apart from deep aquifers in the Dovedale or Moutere areas.

Golden Bay

There is no reticulation in Takaka which means there is insufficient water for fire emergencies such as the Fonterra factory fire in 2005. Water infrastructure would need to be considered if industries such as aquaculture were to invest in the region

Recommendation - 1.7

Support the Waima Water Augmentation Committee's initiatives. Develop strategic water initiatives elsewhere in the region to ensure that planning and implementation of future water storage and usage meet the regions needs.

5.8 Public Sector Investment

Public sector investment in the region is concentrated in providing infrastructure to support industry, commercial activity and amenities for the region's population.

There are instances where seed investment in a facility will generate complementary investment in facilities which have considerable economic impacts and further the region's development strategy. One example is investment in a conference centre with performing arts capability to stimulate private sector investment in accommodation and other facilities. Without investment from the public sector, private sector investment in capacity will not happen. The private sector requires positive signals from the two local government authorities of their commitment to such a facility. Refer to recommendation 1.4.

Recommendation - 1.4

That priority be given to expedite construction of a conference centre to provide essential tourism infrastructure for the region.

3.3.4 Information Technology

The rollout of the fibre-optic network and internet exchanges, funded through the government's Broadband Challenge will provide a competitive advantage for the region's industries, exporters, ICT sector and administrative organisations. Generating awareness and promoting the potential of the network to operators within and outside the region will advance this major opportunity.

To make full use of the competitive advantage conferred by the fibre-optic link the continuation of the Nelson Marlborough Inforegion (NMI) group is essential. The continuation of the NMI project will encourage the application and implementation of new technologies to the region's key and emerging industries. NMI has the potential to encourage synergies within ICT business groupings that may result in the provision of fully wired office suite complexes for emerging ICT companies. The potential to establish a dedicated ICT Technical Park has been raised within industry and in zoning for future growth.

Recommendation - 2.6

Extend the Nelson Marlborough Inforegion initiative to attract and develop potential ICT companies and ensure the key region's industries take full advantage of technological applications that provide innovative solutions to adding value.

3.3.5 Tourism

The Nelson-Tasman region is the only region in New Zealand that has three national parks, all of which are extremely diverse; however the region's strength in outdoor pursuit activities needs to be extended beyond the Abel Tasman National Park (ATNP), which is encountering capacity constraints. The challenge for the region's tourism sector is to reduce the extreme seasonality and improve the relative yield of visitors to the region. Construction of a purpose designed conference venue is a priority to extend seasonal visitation.

Implementation of the Nelson-Tasman Regional Tourism Strategy will be a positive step in maintaining the momentum of the sector. Promotion of tourism through an umbrella image that combines the essence of the region's diverse tourism resources is critical. The development of the Wellness product as a signature for the Nelson-Tasman lifestyle is a most appropriate image that incorporates the recreational, lifestyle and cultural aspects of the region.

Recommendation - 2.7

That the Nelson-Tasman Regional Tourism Strategy 2007 -2016 in alignment with the National Tourism Strategy be adopted.

3.3.6 Engineering

The Engineering Cluster is a legally formed entity with an associated business operation, the Engineering Nelson Consortium. This structure gives the Cluster a viable business model with referrals for business opportunities and development being notified to the group. The consortium has recently appointed an internationally experienced business manager with a breadth of experience that will invigorate the Cluster and open the way to substantial opportunities.

The Cluster members have identified potential opportunities, including the primary sector as a major source of future business, due to increasing mechanisation. However, many industries in the Nelson region are not aware of what the Engineering Consortium could do for them in the areas of design and build, and increasing efficiency in operations. There is considered to