

Connect



Locally Engaged - Nationally Effective



WORKING WITH YOU AND FOR YOU

As you're aware, EDANZ has been involved in stakeholder meetings with New Zealand Trade and Enterprise (NZTE) and others, as part of the Government's Review of Business Assistance.

A working group (made up of NZTE FRST, MORST, MED and Treasury) is to report on ways in which a common regional network, which supports delivery of biz information services and TechNZ, could be implemented.

The working group is proposing two major changes:

- The introduction of a coupon system for SMEs to access training and development
- Coordinated regional delivery of NZTE and FRST services. This would involve one well-connected regional organisation or consortium providing biz info and regional TechNZ services, and operating as a regional business capability advisor.

Throughout the stakeholder discussions, EDANZ has continued to re-iterate its belief in the importance of a partnership model. We will continue to advocate for this preferred arrangement.

EDANZ will continue to keep you fully informed of progress as this initiative gains momentum.

SOUTH ISLAND STUDY TOUR

We have had a good response to the first of our study tours, a new initiative which we hope to run annually across different regions. The tour offers members the opportunity to see how EDAs operate in other regions, to share good practice ideas and build-cross regional relationships.

The first visit focuses on the lower South Island. Participants will be visiting EDAs in Canterbury, Timaru, Dunedin and

Invercargill. Along the way they'll visit the Aoraki Development Trust (read about their new business initiative on page 10), the Otago Institute of Design, and take a tour of the Radio Science and Biotech sites and the potential Oil and Gas exploration base in Invercargill. If you've not been able to join this tour I strongly urge you to sign up when future trips are announced.

RWC2011 PLANNING

By now EDAs should also have planning underway, via regional coordination groups, for the RWC2011 and ways in which you can ensure local business are equipped and informed about how to maximise commercial return from the event.

Regional summaries of your plans should be sent to the EDANZ RWC team - Clyde Rogers, Janet Takarangi, Stuart Trundle and Nigel Kirkpatrick. Let them know your thoughts on what further support may be required to ensure you meet the agreed minimum requirements. Let them know, via your regional CEO, of any further resources you would like to see to support regional activities.

John Wadsworth,
CHAIRMAN, EDANZ

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OUR APPROACH TO ECONOMIC DEVELOPMENT



By Shane Jones MP Opposition Spokesperson on Economic Development

Prior to joining the ranks of MPs, I was Chairman of Sealords Products, the Poutama Trust and the Treaty of Waitangi Fisheries Commission. This gave me a useful body of experience in terms of economic development and environmental limits. Perhaps this was the reason why I was appointed by Labour leader Phil Goff to be Opposition Spokesman for both environment and economic development.

During my time in the fishing industry, our companies placed an emphasis on opening new overseas markets. It was evident that returns had to be generated by accessing higher-value markets. The domestic economy had an incremental growth path that was not able to meet our economic aspirations. Through growing exports our development trajectory was boosted.

Like much of business, however, the export route is no primrose pathway.

Economic development ought to be geared towards growing the tradable sector of the economy. This offers an answer to our economic riddle. Interventions in the sphere of economic development need an overarching focus.

CALCULATING PROGRESS

I strongly advocate foreign exchange earnings as a worthy goal. When resources are scarce and the public purse is tugged in competing directions, it is important to have a clear way of calculating progress.

Naturally, economic policymakers ought to avoid the worsening of the commodity trap. Advancing the value of returns from the tradable sector requires a level of capacity within firms which can be assisted by targeted programme. For these initiatives to be effective they must be measured. Much of the language around economic development is ambitious and often inversely related to the availability of funding.

Economic development takes place within regulatory frameworks. A focus on ensuring that regulations do not overwhelm initiative is essential.

ALLOCATING RESOURCES

Planning for development is relevant to a point. It is most valuable when a government is making choices about allocating scarce resources. It must not be a simple wishlist because that strips away the discipline needed to make hard choices.

Investment decisions are made within dynamic circumstances. There is a role for agencies to facilitate investment but that cannot replace commercial investors making a call about their own value propositions.

The notion of regional development or rural interventions must not be decoupled from the private sector.

As someone who has grown up in the provinces, I am susceptible to arguments about the pull of metropolitan forces. The generation of export receipts from our provinces is likely to grow in importance given our nation's food-growing advances. The practical effect of this will be to require governments to spread their public good investments into areas where population might be slight.

DEVELOPING ECONOMIC AGENCIES

The rationale ought to be one of supporting the export sector and maintaining local economies.

Developing economic agencies is not synonymous with developing firms. The latter inevitably are drawn into wider concerns than just commerce. Perhaps this is best displayed in the distinction that Chambers of Commerce often draw between their mission and those of economic agencies. The importance of employment and infrastructure are beyond the plans of individual firms.

For this reason, agencies fulfil a valuable function. Their longterm prospects, however, are likely to be enhanced if linked to an export/fx mission. Care needs to be exercised that such agencies are not embroiled in local politics as this lessens their *raison d'être*.

Policy development cannot be effective without input from those on the ground. For this reason, I look forward to hearing and learning from the practitioners in the economic development field. My experiences can certainly be augmented and improved upon.

I hope to see as many of your agencies as possible and utilise your expertise to improve the overall field.



BIG CHANGES TO THE GOVERNMENT'S PROCUREMENT PROGRAMME



Gerry Brownlee Minister of Economic Development

Any business looking to land a government contract will need to understand the recently announced reforms to its procurement programme. These herald significant changes and savings, and will see better coordination between government agencies when buying workplace equipment such as computers, stationery and cars. The Hon Gerry Brownlee, Minister of Economic Development, explains how the reforms will be rolled out.

The goal is to stop the duplication of effort when state sector agencies make their purchases and to ensure better value for money with government procurement.

This will be achieved by establishing New Centres of Expertise (CoE). They are specialist teams to negotiate all-of-government contracts, particularly where government agencies are duplicating their spending. The Department of Internal Affairs will host the first CoE which is responsible for establishing all-of-government contracts for IT equipment.

The Ministry of Economic Development will establish the second CoE which will be responsible for all-of-government contracts for passenger vehicles and stationery.

EXPERTISE

These organisations were chosen to host CoEs because they have senior level support and relevant procurement expertise. The first all-of-government contracts are expected to be in place by June 2010.

By consolidating expenditure and leading contract negotiations on behalf of the state sector, these CoEs are expected to achieve significant cost savings. In other jurisdictions an all-of-government approach to procurement has returned, on average, 5-10 percent cost savings.

For example, each year the government can spend up to \$170 million on IT equipment, stationery and cars. Saving 10 percent of that cost each year will quickly add up to a sizable saving over five years.

This is only the initial step in reforming government procurement. The reform agenda is a four-year programme.

It has four broad themes:

- achieving cost savings
- building procurement capability and capacity
- enhancing New Zealand business participation
- improving governance, oversight and accountability.

So, not only will the CoEs be mainly focused on driving cost savings in the first year, in the future they will also support procurement capability building and manage supplier relationships across key areas of government expenditure.

POTENTIAL COST SAVINGS

In fact, I can see a time when the new approach is expanded. For example, more work on coordinating government procurement across the health sector offers great potential for cost savings.

In conclusion, the reform of the government procurement programme offers considerable efficiencies. Initial changes have been made and more are to come. At a time when there is considerable pressure on the Crown's balance sheet, every bit of extra value we can get out of the taxpayer's dollar will count.



CASE STUDY | APPLE FUTURES

RIPE FOR CHANGE

A cross-regional initiative involving Hawkes Bay, Otago and Nelson

Apple Futures is a good example of a cross-regional, large-scale project. It has strengthened industry and regional relationships around a sector that generates more than \$360 million per annum in exports and is forecasted to reach \$425 million in 2012.

It is a public-private partnership between pipfruit growers and exporters PipfruitNZ (PNZ), New Zealand Trade and Enterprise (NZTE), Hawkes Bay, Otago and Nelson. Venture Hawkes Bay is the designated contract manager via an independently chaired governance group.

Apple Futures was established to solve the challenge of maintaining major export markets in the UK and Europe where consumers were demanding ultra-low residue fruit produced in a sustainable environment.

It instigated a process for marketing ultra-low residue New Zealand apples to meet demand through an Integrated Fruit Production programme (IFP). Ultra low-residue fruit is achieved through precise and early timing of sprays.

The challenge for the industry had been that while growers, pack houses

and exporters were active across the country, 85 percent of exported apples came out of three regions: Otago, Nelson and Hawkes Bay. Most came from Hawkes Bay, where PNZ was also based.

A \$2 million grant from NZTE's Major Regional Initiative Fund and financial support from PNZ, coupled with regional support, allowed the concept to be trialed by growers in Hawkes Bay and Central Otago during winter 2007. In 2008, it was extended to Nelson.



OBJECTIVES

The short-term objective for July 2008 was for 10 percent of all export-certified non-organic orchards in Hawkes Bay and Central Otago to adopt the Apple Futures programme, whereby 75 percent of the fruit produced would be marketed as having no detectable chemical residue.

The medium-term objective, identified for July 2010, aims to see 60 percent of all export-certified conventional apple orchards adopting the Apple Futures regime and 75 percent of fruit produced marketed as having no detectable chemical residue.

In the longterm, New Zealand's apple industry will be better placed to occupy a premium position in the Europe-UK markets.

CHALLENGES

The biggest challenge was gaining positive acceptance that the pipfruit industry was ripe for strengthening and considered an important sector. Many people had felt apples were a "sunset" industry.

Regions needed to be able to:

- Highlight the key role played by the primary sector in regional economies



- Get uptake from orchards
- Build in ongoing sustainability of effort
- Link to established regional economic development strategies (all three regions are strongly based on the primary sector)
- Build regional awareness.

A capability phase was developed as a lead-in to build the relationships and to assess the scope of what was required. A distinct aspect included the development of a Governance Board with an independent Chair. The Board was made up of parties from across the partners and industry members.

OUTCOMES

Projects like this need time to mature to be a success. The short-term goals needed to be mindful of this, and so be realistic. A capability project was initiated in 2005/6. This proved that there was a case for intervention and that all key players would support the project financially and with in-kind contributions.

A concept was approved: a business

led to brand development with 100% Pure NZ Apples. (This links in well with the government's policy to extend the 100% Pure brand into sectors other than tourism.)

Key areas have come together in new ways and enabled the industry to rethink its value in global markets.

Without support from New Zealand Trade and Enterprise it is difficult to imagine this project getting off the ground. Having a regional development agenda and budget provided a more focused opportunity to develop a business case.

With the demise of all regional funding other than the Enterprise Development Fund, regional work necessary to build capability across regions on projects of national significance will be more difficult to develop and "sell" to parties involved.

NEXT STEPS

The next step is to create a marketing and promotional strategy to take overseas. It is hoped that this large export-earning industry is now well positioned to be engaged in established and emerging markets and that the regional capability and networks are in place to develop Chapters 2, 3 and 4 for a



- The need for cross-regional and industry collaboration
- Begin with the end in mind.

Over the past ten years, the land area under apples had reduced from about 14,000ha to 9000ha. The decline in land in orchards was, in part, offset by increased productivity. Grower numbers had shrunk from over 1400 to little more than 400, partly due to aggregation and consolidation.

The project enjoys some unique characteristics and was able to add value in different ways. The partnership uses established regional development networks and processes to:

case was developed and submitted and approved by NZTE.

Now, Apple Futures builds scale and supports PNZ to strengthen its role in re-positioning New Zealand's pipfruit industry. The project has delivered a strategic advantage for New Zealand in European markets. Although new standards may emerge to challenge that, New Zealand is now aptly positioned to meet these.

The project has seen new relationships grow - between the industry and regions, between sector and regions and between regions themselves. There are now linkages from a regional to a whole-of-sector approach. It has created good will, and

continuance of the Apple Futures Story.

This case study was presented at the EDANZ 2009 conference, by Janet Takarangi, GM of Venture Hawkes Bay, in collaboration with Bill Findlater (Nelson Economic Development Agency) and New Zealand Trade and Enterprise. It can be downloaded from the EDANZ website:

www.edanz.org.nz/information/case-studies

CASE STUDY: THE MARLBOROUGH WINE RESEARCH CENTRE

GRAPE MINDS THINK ALIKE

An overview of a local economic development project which began in Marlborough in 2001

For regions like Marlborough, which has suffered sustained loss of government services, has limited science institutions, no university and nominal polytechnic presence, goals such as returning science to the region - building tertiary education opportunities, fostering innovation and building regional networks - were key not only to prosperity but to survival.

Marlborough was a region of paradoxes: a low-wage economy despite rapid and diversified growth across a number of sectors. While the rest of New Zealand focused on job creation, Marlborough was facing an emerging labour and skills shortage.

Developing a Progress Marlborough regional economic development strategy was constrained by statistics which revealed a diminishing youthful workforce, low average hourly pay rates and the coarse multi-region aggregation. The prevailing opinion was that the region was becoming less affordable to live in, creating a variety of negative outcomes.

Despite the low wages there was no evidence of Marlborough businesses enjoying higher profitability as a result. Wage rates needed to increase. That could only be achieved by developing new, higher value occupational categories.

Though Marlborough was the largest wine growing area in New Zealand - home to more than 75 percent of the country's aquaculture export - there were no wine or aquaculture company head offices in the region: many of the high-value jobs were located elsewhere.

To counter the low wages it was necessary to identify a segment of the value chain that was not anchored elsewhere and develop it in Marlborough. Research and education were the preferred options. The pre-requisites were facilities where internationally significant research could be conducted, an ability to attract world-class scientists, research students and funding.

The goal was to create "Centres of Excellence" in the three areas in which Marlborough held national or international significance: wine growing, aquaculture, and aeronautical engineering training. Their development would bring positive benefits to both Marlborough and New Zealand.

Since 1984 Marlborough District Council (MDC) had funded the Marlborough Primary Production Research Centre to the tune of \$150,000 per annum. Initially the centre focused on agricultural and pastoral production which provided a framework and pool of scientific networks and research management. Wine quickly emerged as the preferred priority option.

Mark Peters, Chairman of the Grove Mill Wine Company, became the project chairman and champion. MDC provided the resources.



This case study was presented by **Tony Smale**, MBA (Henley), AECd (NZ), as part of his application as an accredited member of EDANZ.

OBJECTIVES

The Progress Marlborough Strategy identified a number of objectives that the Centres of Excellence might contribute to:

- Mitigating the acute loss of a youthful workforce, thus



maintaining a sustainable workforce and social infrastructure, and the viability of organisations such as the Nelson Marlborough Institute of Technology

- Growing science in the region. Forward-thinking members of the wine sector recognised that substantial investment in research and research-based education was necessary. This would ensure Marlborough maintained its position as a producer of wine that subsequently enjoyed the highest average price per litre among wine-producing nations
- Mitigating the low wage issue. Higher scientist and technician salaries would contribute to raising the average wage and encourage graduates to the sector

- Attracting government investment. Government spending had traditionally represented a significant part of GDP and provided a substantial pool of educated, socially and economically active inhabitants. While it was recognised that only modest opportunities existed to restore the provision of government services to the region, there was an opportunity to obtain high-value development and research grants
- Maximising yield. Protecting the value and values, and understanding what made the Marlborough Sauvignon Blanc distinctive was essential to realising the ambitions of the sector and region.

The project was built around partnerships and by the time the centre opened, relationships had been established with and between: MDC; the Wine Institute of NZ; Wine Marlborough, and educational institutions both locally and nationally. The Foundation for Research, Science & Technology (FoRST) offered its support.

The project quickly gathered momentum and milestones were only identified in retrospect. They included:

- Regional research around opportunity



and opportunity definition

- Challenge definition and creation of a project team
- Establishing project criteria and commitments – financial and other
- Strategy development around the Centres of Excellence and potential national and/or international partners
- Development capital from NZTE and industry. Research funding from FoRST and industry
- Confirmation of education and research partners.

The project proposal based its cost/benefit analysis on standard formulas for the return on investment in research. This probably significantly under-estimated the true returns because of the nature of

the project and excluded other financial and non-financial benefits that have subsequently been realised. These include:

- Positioning the region as the hub of New Zealand wine research and placing it firmly on the government's economic development radar
- Restoring scientific research to the region: developing research relationships with Auckland and Lincoln universities; a long-term commitment and investment from Plant and Food CRI; the ability to measure the economic contribution through registered unemployed in Marlborough; annual contribution to productivity; the contribution via education.

CHALLENGES

Despite the many achievements of the centre, there are a number of outcomes still to be realised. These include:

- The education component - yet to reach its full potential
- Demands placed upon scientists to “chase” funding has imposed on their research efforts
- Issues around ownership of intellectual property are yet to be resolved.



OUTCOMES

The 2008 vintage of nearly 200,000 tonnes exceeded production capacity by 45,000 tonnes and market demand by a similar amount. The 2009 vintage was around 200,000 tonnes. The industry target is for 5 percent bulk sales but this has now blown out to 35 percent.

NEXT STEPS

Characteristic of the New Zealand approach to innovation, the centre has focused on product and process innovation. The opportunity now exists to focus attention on innovative management and marketing practices.

This case study can be downloaded from the EDANZ website: www.edanz.org.nz/information/case-studies.html



WATCH THIS SPACE

An economic overview of space and radio science in Southland

From its position in the south-west corner of New Zealand and the south-east corner of Australasia, Southland provides the most favourable point for radio astronomy, ionospheric research, downloading data from polar orbiting spacecraft and tracking rocket launches.

Naturally low levels of electromagnetic interference in the region are a necessity for such activities.

Venture Southland - the region's economic development agency - has taken an integrated approach to developing related projects which position Southland in a unique economic value chain. These encompass:

- Location
- Research facilities (universities, both national and international)
- The ability to attract opportunities and partners (space agencies in France, Sweden and Europe)
- The ability to attract investment and leveraging for new business
- More opportunities for peripheral small businesses across the region
- A growing trust, by space agencies and research organisations, in Southland's

ability to successfully build and host facilities.

Venture Southland's Enterprise and Strategic Projects Group Manager Steve Canny recognised the huge potential and Robin McNeill (Enterprise Projects Manager) was key to building on those.

Robin had joined the staff as a chartered professional engineer, enabling Venture Southland to take on most of the design work in-house, contract in all civil engineering works and construction, and engaging local telecom engineering firms for rigging, aerial installs, etc.





Gerry Brownlee and Australia's Senator Kim Carr sign the formal agreement between the two countries to bid for the international Square Kilometre Array (SKA) project.]

On August 21, 2009, Australia's Minister for Innovation, Industry, Science and Research, Senator Kim Carr, and New Zealand's Minister of Economic Development, Gerry Brownlee, signed an agreement which will see the two countries cooperating on the SKA. This will include a joint bid to host the project. "The SKA project promises to be a top global science project of the 21st century, using one of the world's most powerful computers, to explore fundamental questions in science," Mr Brownlee said.

The hosting site for the SKA will be decided in November 2012 by global scientists.

OUTCOMES

Venture Southland's involvement in the development of radio science projects has already revolutionised Southland's economy. Investment to date stands at \$4.55 million with projects targeted at \$54.3 million.

So far, only the value to schools has been analysed in any robust way. The major spin-off has been through education and, against national trends, the number of Year 12/13 physics students has doubled because of space science activities.

KEY LEARNINGS:

1. Location, location, location – Identifying

CHALLENGES

While Southland has a digital strategy, Connecting to our Future, a key issue is that new information and new opportunities come faster than the final draft of the strategy.

A full version, Looking up: A Strategy to Develop Space Science and Technology Opportunities in Southland, part-funded by NZTE, is in the process of being completed.

has already been developed for international markets.

The project brings major benefits to New Zealand as a whole. These include:

- Greater understanding of the ionosphere to assist with space weather predictions
- Prediction of telecommunication interference, and the ability to



It will provide scope for even more imaginative ways to capitalise on Southland's natural and infrastructural advantages by identifying industrial tourism opportunities such as aurora-watching and rocket launching.

The Unwin Station Radar project continuously receives reflected short-wave radio signals, transmitted by radar, in a southern arc that includes the South Magnetic Pole.

The data is transmitted back to Australia's LaTrobe University where it's made available to users. Unwin Station retains an important global perspective, completing a worldwide network of radars focused on auroral zones.

Building and maintaining the station is carried out using locally based construction skills. Technical work, ongoing maintenance phases and specialist technology



provide a better understanding of the effects of electro-magnetic fields to power grid management

- The ability to attract world-leading international researchers to Southland, as well as associated conference opportunities
- An opportunity for local and national students to participate in world-class research.

The Square Kilometre Array (SKA) global radio astronomy project involves a \$3.08 billion deep-space radio telescope with one square kilometre of collecting area. It will be built by a consortium of 17 countries. Two bids have been shortlisted: one in southern Africa and the other in Australasia (centred in Western Australia, with two SKA stations in New Zealand).



and capitalising on Southland's natural advantages.

2. Being flexible enough to seize opportunities as they arise and to leverage off them at every opportunity.

3. Having the right staff on board. Southland has been able to maximise its natural advantage by having a qualified staff member (a professional engineer) on its team who can talk the same language as researchers and space agency engineers.

This case study is based on a presentation by Venture Southland at EDANZ 2009 conference. It has been prepared by Venture Southland's Steve Canny, Group Manager, Enterprise and Strategic Projects, and Robin McNeill, Enterprise Projects Manager. It can be downloaded from the EDANZ website: www.edanz.org.nz/information/case-studies.html.

CENTRED ON SUCCESS

The Aoraki Development Trust creates a new business initiative



Aoraki Development Trust Chief Executive **Wendy Smith**, left, says the centre offers a practical way to support local business

South Canterbury's Aoraki is a progressive business region. Easy access to national and international markets through PrimePort Timaru gives local enterprises a commercial edge over other New Zealand provincial cities.

The Aoraki region (Timaru, Mackenzie and Waimate), with a land area of 13,623 square kilometers, has a population of 53,540.

Farming has traditionally been the backbone of Aoraki but as more businesses take advantage of its competitive operational rates, proximity to export markets and lifestyle, opportunities are emerging for successful industrial, manufacturing, textile, financial, aqua, horticultural and agricultural businesses.

SUSTAINABLE BUSINESS

Helping to develop, sustain and support business in the region are the key motivating factors behind the establishment of a new Business Drop-In Centre in Timaru.

The centre is the initiative of the Aoraki Development Trust (ADT), and has been established in partnership with the South Canterbury Chamber of Commerce. It was launched in March and is run one day each month from the ADT offices in central Timaru.

The initiative is a partnership project between ADT and local business people who, working as specialist advisors, provide 30 minutes of free advice to every client.

ADT Chief Executive Wendy Smith says the Centre offers a practical way for the Trust and the Chamber to support local businesses.

Formerly the head of Aoraki Polytechnic, Wendy took over as Chief Executive of the Trust in January 2009 and has been keen to continue its work in fostering and supporting business in the region.

"We have been extremely fortunate to get some excellent and highly skilled local business people providing specialist advice," says Wendy.

They all see it as a valuable way to contribute to the community. These people are not paid for their time but are willing to give up a couple of hours a month to help others.

"We asked for their help over three months, so they don't feel locked in for a long time. What's been surprising and pleasing for us is that they're all very relaxed about continuing, if we need them. They have generally enjoyed the experience, even though we're still in the early stages."

Wendy says other businesses keen to get involved have also been in touch. "We're looking at having an informal roster, because we want to give everyone a go if they're interested and have suitable expertise."

SIMPLE CONCEPT

The development of the Centre has been one of the first new projects to get underway this year, and the concept behind it is comparatively simple: to offer top quality advice with no strings attached, and no invoice at the end of it.

Wendy believes the Centre appeals to those who are looking for some quick and easy answers or are seeking a second opinion

"Sometimes people need a sounding board and they're not sure who to go to, they may not even be certain that the idea merits employing the help of a highly skilled specialist. That's where the Centre can help them," she says.

The topics covered during the first three months included:

- Employment Law
- IT – web design
- Accounting
- Marketing
- Banking

"These are five key areas that we believe are critical to a successful business," says Wendy.

The Trust is now considering what to offer in the coming months.

"From a casual drop-in-if-you're-passing idea, we are now taking appointments. It may be possible in the future to extend the range of advice we can offer and call on a growing range of specialist advisors as and when we need them."

SPONSORSHIP DEALS

Setting up the Centre has been inexpensive as advisors' time is free there's no extra charge for using the ADT office space. Sponsorship via Westpac and local radio station Port FM has helped promote the service.

"The sponsorship has made a big difference to the amount of promotion we have been able to run, and we think it's also good to have local businesses supporting our venture."

If you would like to know more about the mechanics of setting up a Business Drop-In Centre, please contact Di Hay at chamber@timaru.biz





GIVE US YOUR FEEDBACK

Connect appreciates your feedback. Your thoughts, opinions and experiences via letters and columns are always welcome, as are success stories that our members can share and learn from.

Send your suggestions and contributions to EDANZ CEO Samantha Seath:
Samantha@edanz.org.nz



EDANZ VISION

To ensure Economic Development Agencies are seen as the primary mechanism for delivering economic development solutions in New Zealand and that economic development is a priority focus for local and central government investment.



EDANZ MISSION

We grow the New Zealand economy through our national network. EDAs engage communities from the ground up to deliver tailored economic and development solutions.

The collective knowledge and experience gained at the active face of the economy ensures that EDANZ plays a valued role, collaborating in the creation and delivery of national economic development initiatives.



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