**MATARIKI – HBREDS: Summary of Work Areas, Actions & Agencies**

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| 1. **STRATEGIC FRAMEWORK** | | | |
| **Work Area** | **Actions** | **Lead Agency** | **Key Partners** |
| **Areas of Strategic Focus** | 1.1 Undertake a stocktake the organisations involve in the economic development in the region and recommend the regional economic development delivery model to give effect to this strategy | REDS Governance Group | Councils, HBT, BHB, Iwi, Hapū, Govt. Agencies |
| 1.2 Investigate a business case to Government for HB to leverage a sustainable competitive differentiation for long-term advantage | HDC | Councils, BHB, Iwi, Hapū, Govt. Agencies, Private Sector |
| 1.3 Develop research capability to support the work and provide the evidence base for REDS implementation | NCC | Councils, Waikato University |
| 1.4 Develop measures for monitoring the potential impact and ultimate success for the strategy against the vision, and the principles of the Treaty of Waitangi | REDS Project Team | Councils, BHB, Iwi, Hapū, Govt. Agencies, Private sector |

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| 1. **IMPROVE PATHWAYS TO AND THROUGH EMPLOYMENT** | | | |
| **Work Area** | **Actions** | **Lead Agency** | **Key Partners** |
| **Improve pathways to and through employment** | 1. Project 1000: This project will link local people on benefits to 1000 new jobs over 3 years. The jobs would come from across all industries but would be mainly in the ho0rticulture, viticulture and manufacturing sectors, and through improved alignment of local infrastructure projects. The jobs will be a mix of casual, permanent full-time and part-time positions. | MSD | Councils, BHB, Iwi, Hapū, BHB, Govt. Agencies, Napier Port, HBDHB |
| 1. Ensure that all major infrastructure development projects (ref action 3.0) are required to consult with and optimise employment opportunities for local people – contributes to Project 1000. | MSD | Councils, Iwi, Hapū, Govt. Agencies, Napier Port, HBDHB |
| 1. Build on existing and create new school – industry – tertiary partnership to develop vocational pathways for all HB students- contributes to Project 1000 | MoE | Councils, Iwi, Hapū, EIT, TEOs, Private Sector |
| **Enablers** | 1. Increase the number of youth with drivers licenses (especially in areas outside of the main urban centres where access is restricted) to ensure more youth are eligible for employment contributes to Project 1000 | MSD | Councils, Iwi, Hapū, NZTA |
| 1. Engage rangatahi in regional economic development (including Māori and regional economic development forums) so they increase their participation to regional economy – contributes to Project 1000 | REDS Project Team | Councils, Iwi, Hapū |
| 1. Conduct a regional mapping project to identify what is happening in the provision of education and employment opportunities for youth | Youth Futures Trust | Iwi, Hapū, Govt. Agencies, NGOs |
| 1. Extend the regional mapping project to other age groups | Councils | Iwi, Hapū, NGOs |
| 1. Investigate the feasibility of a joint venture agriculture training hub in HB to maximise opportunities for local workforce to access employment in agriculture – contributes to Project 1000 | MPI | Iwi, Hapū, EIT, TEOs, Private Sector |
| 1. Explore, design and deliver a future-focussed programme, including digital enablement and internet-based technologies to develop a resilient population who can thrive in an uncertain future – contributes to Project 1000 | MBIE | Iwi, Hapū |
| 1. Undertake Agriculture and Horticulture feasibility studies to invest in Māori business growth, job creation and workforce development – contributes to Project 1000 | Iwi, Hapū | Councils, BHB, MPI, TPK, Private Partnerships |

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| 1. **IDENTIFY AND SUPPORT EXISTING BUSIENSS WANTING TO GROW** | | | |
| **Work Area** | **Actions** | **Lead Agency** | **Key Partners** |
| **Identify and support existing business wanting to grow** | 1. Establish a coordinated approach to major infrastructure development projects over the next decade, and partner with industry and education sector to optimise local business growth | NCC | Councils, HBDHB, Napier Port, Construction Industry, Education Sector, MSD, Te Kāhui Ōhanga |
| 1. Explore the establishment of an Incubator for small businesses incorporating a business accelerator programme linked to existing and potential new co-working spaces | BHB, NCC | Councils, Iwi, Hapū, Private Sector, Callaghan |
| 1. Establish accessible business growth services to firms across the Region | TPK, BHB | Councils, Iwi, Hapū, TPK |
| **Enablers** | 1. Identify start-ups and high growth firms and identify barriers to growth and local capability | BHB | Regional Business Partners |
| 1. Explore an annual HB Investor Summit to target investor markets to attract embeddable investment in HB | BHB, NZTE | Iwi, Hapū, Councils |
| 1. Support the coordinated development of existing and emerging Māori business leadership to maintain and grow participation in the regional economy | Iwi, Hapū | Councils, TPK, Private Sector |

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| 1. **LEAD IN THE PROVISION OF RESILIENT PHYSICAL, COMMUNITY AND BUSINESS INFRASTRUCTURE** | | | |
| **Work Area** | **Actions** | **Lead Agency** | **Key Partners** |
| **Lead in the provision of resilient, physical, community and business infrastructure** | 1. Improve access to the Port of Napier to increase regional economic performance | Regional Transport Committee | HBRC, Napier Port, NZTA |
| 1. Support the timely implementation of the key strategic initiatives in the Regional Land Transport Plan | Regional Transport Committee | Councils, Iwi, Hapū, NZTA |
| * + 1. Support the combined approach with Tairawhiti to achieve significant upgrades to SH2 between Napier and Opotiki | Regional Transport Committee | Councils, Iwi, Hapū, NZTA |
| 1. Accelerate the deployment of Ultra Fast Broadband throughout the Region, in particular to rural communities and marae | Councils | Iwi, Hapū, MBIE |
| 1. Ensure regional and district plans take a coherent and consistent approach to regulating common activities | Councils | Private Sector |
| 1. Investigate a common approach to consenting and regulatory approval | Councils | Private Sector |
| 1. Identify land available to support new business growth by liaising with councils | Councils | Iwi, Hapū, Private Sector |
| **Enablers** | 1. Explore opportunities arising from water storage schemes should they proceed, in order to promote increased regional productivity | HBRC | Councils, Iwi, Hapū, Private Sector, EIT, MPI |

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| 1. **PROMOTE GREATER INNOVATION, PRODCUTIVITY AND AGILITY** | | | |
| **Work Area** | **Actions** | **Lead Agency** | **Key Partners** |
| **Promote greater innovation, productivity and agility** | 5.1Work in partnership with Iwi and Hapū to identify and support commercial opportunities and to support the innovative and entrepreneurial capacity of Māori | TKO | Councils, Iwi, Hapū, BHB, TPK, MBIE, MPI, Private Sector |
| 5.2 Establish a Regional Research Facility to provide an evidence-base and support decision-making to optimise regional assets through innovation-led productivity growth | BHB | Councils, Iwi, Hapū, Private Sector |
| 5.3 Support the expansion of the National Aquarium, including the development of marine research, to create high-skilled science-based employment | NCC | Councils, Universities, Private Sector |
| 5.4 Work with primary producers to ensure productivity gains deliver the improved environmental performance required for freshwater reform | HBRC | MPI, Private Sector |
| 5.5 Support natural resource users to identify and proactively manage business risks and opportunities arising from a changing climate | HBRC | MPI, Private Sector |
| **Enablers** | 5.6 Ensure sustained funding for productivity and innovation development programmes to meet the needs of business in HB | Callaghan | Iwi, Hapū, BHB, MBIE, Private Sector |
| 5.7 Promote greater business agility and connectivity through better use of digital technology | BHB | Councils, Iwi, Hapū, NZTE, Private Sector |
| 5.8 Research the HB productivity gap so that causes can be identified and enable better targeting of support services | MBIE | Iwi, Hapū, BHB, EIT, Productivity Commission, Private Sector |
| 5.9 Conduct a regional natural-capital stocktake of primary sectoral productivity potential | HBRC | Iwi, Hapū, MPI, Private Sector |

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| 1. **BECOME A BEACON FOR INVESTMENT, NEW BUSINESS AND MIGRANTS** | | | |
| **Work Area** | **Actions** | **Lead Agency** | **Key Partners** |
| **Become a beacon for investment, new business and migrants** | * 1. Work with Rocket Lab to develop opportunities to leverage business attraction off their Te Mahia initiative | WDC | Iwi, Hapū, HBT, MBIE |
| **Enablers** | 6.2 Develop a targeted regional strategy for the attraction of businesses, investment and migrants | Councils, BHB | Iwi, Hapū, NZTE, Private Sector |
| 6.3 Undertake specific Food & Beverage global opportunity assessments in order to identity new market-led opportunities for HB business | BHB | Councils, Iwi, Hapū, MBIE, NZTE, Private Sector |
| 6.4 Support the establishment of the food and beverage supply chain network based on goat and sheep dairy | BHB | Councils, Iwi, Hapū, MBIE, MPI, Private Sector |
| 6.5 Develop an agribusiness programme to identify specific issues and opportunities for business development and growth | BHB | Councils, Iwi, Hapū, Private Sector |

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| 1. **ENHANCE VISITOR SATISFACTION AND INCREASE SPEND** | | | |
| **Work Area** | **Actions** | **Lead Agency** | **Key Partners** |
| **Enhance visit satisfaction and increase spend** | * 1. Improve collaboration between organisations tasked with tourism product development and infrastructure spend and establish a coordinated approach to develop tourism products and a programme of initiatives in order to optimise visitor spend in HB | HBRC | Councils, Iwi, Hapū, BHB, HBT, MBIE |
| 7.2 Develop a Māori-centred tourism group to increase the experience, the spend and employment opportunities e.g. space launch tourism at Mahia Peninsula | Iwi, Hapū | Councils, HBT, MBIE, Private Sector |
| **Enablers** | 7.3 Improve collaboration between the tourism industry and educational institutes to improve staff training | EIT | TEOs, Private Sector, HBT |
| 7.4 Support and resource continued collaboration between organisations responsible for events | HBT | Councils, Iwi, Hapū, MBIE |
| 7.5 Undertake a feasibility study for a Napier to Gisborne cycleway | HBT | Councils, MBIE |