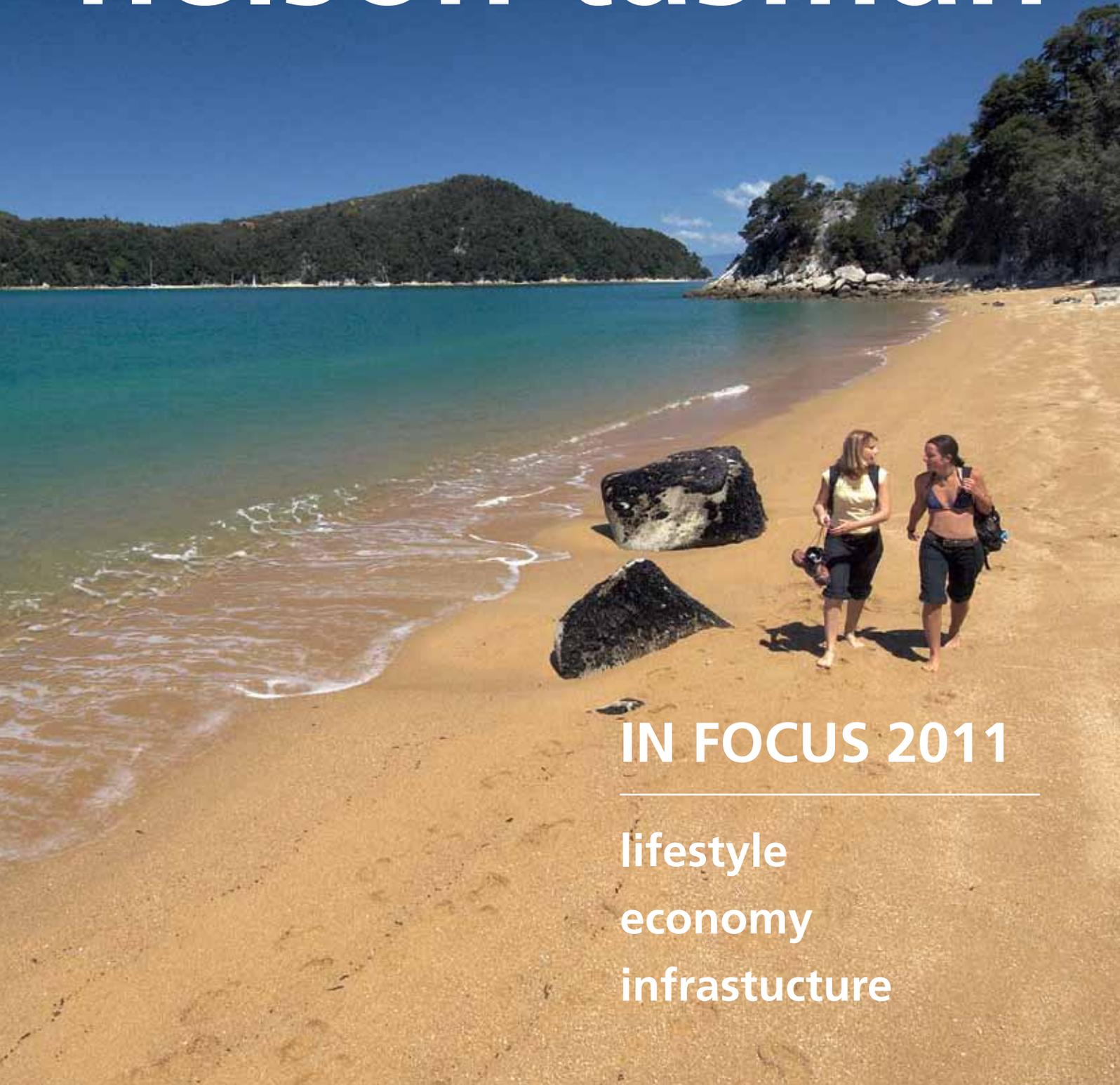


# nelson tasman



IN FOCUS 2011

---

lifestyle

economy

infrastructure





# contents

## Introduction

our kind of place	1
a rich and varied region	2
by the numbers	4

## Lifestyle

arts and culture	5
education	6
health	7
sport and recreation	8
the great outdoors	9
buying, renting and commercial property	10
Māori	11
council services	12

## Economy

horticulture	14
pastoral & forestry	15
tourism	16
seafood	17
developing industries	18

## Infrastructure

electricity, sea, roads, air	20
research	21
immigration	22
employment	23
business development opportunities and export trade	24
website directory	25

### About this publication

**Nelson Tasman in Focus** is produced annually by the Nelson City Council, Tasman District Council and the Nelson Regional Economic Development Agency (EDA). It aims to give potential residents and investors information on lifestyles and business conditions in the Nelson Tasman region.

**Nelson Tasman in Focus** is divided into four main areas for easy reference – these are:

- **General Information** – a regional and statistical overview
- **Lifestyle** – information about the creative community, education, health, sport and recreation as well as property
- **Economy** – major and emerging industries
- **Infrastructure** – resources, research, employment and investment opportunities.

Text and panels **highlighted in this colour** showcase sustainable practices.

For more information on this publication contact Nelson City Council at: enquiry@ncc.govt.nz

You can also visit our websites for more information: www.nelsoncitycouncil.co.nz, www.tasman.govt.nz and www.eda.co.nz

**Nelson City Council**  
Civic House 110 Trafalgar St  
PO Box 645 Nelson 7040  
Phone +64 3 546 0200  
Fax +64 3 546 0239  
Email enquiry@ncc.govt.nz

**Tasman District Council**  
189 Queen St  
Pvt Bag 4 Richmond 7050  
Phone +64 3 543 8400  
Fax +64 3 543 9524  
Email info@tasman.govt.nz

**Nelson Regional EDA**  
39 Halifax St  
PO Box 370 Nelson 7040  
Phone +64 3 545 6858  
Email info@eda.co.nz



# welcome kia ora

Nelson Tasman has an enviable climate protected from cold southerly weather, and a landscape that ranges from sandy beaches to rugged mountains.

We are proud of our vibrant arts scene, with a year round calendar of events offering celebrations for our residents and attractions for visitors.

The climate and lifestyle have historically drawn artists to this region – add the growth in wine-making over recent decades to our famed seafood and fruit, plus our galleries and boutique shops, cafés and restaurants and you go well beyond what you would normally expect to find in a provincial setting. With a huge range of outdoor activities, sporting facilities, parks, reserves, beaches and a ski field – we can honestly say there is something here for everyone!

## Robust economy

Nelson Tasman has a broad economy based on the export of goods from the horticultural, forestry, seafood and agricultural sectors. These have kept pace with changing market trends and the drive to add value to create wealth in our region. Tourism is now up there with the big earners as the rest of the world discovers us. Other emerging industries make the most of new technologies and the growing emphasis on health, wellness and sustainability. The Nelson Tasman business environment is one of expansion, diversification and innovation.

## Our people

The people make Nelson Tasman the appealing region it really is. Family values and a strong sense of local community underpin day-to-day life in the region. We value our history and tradition, but we also welcome newcomers and the rich diversity they bring to our lives.

Read on and see Nelson City and the Tasman region come into focus – and we look forward to getting to know you better.

*Tasman Mayor Richard Kempthorne*

*Nelson Mayor Aldo Miccio*

The Nelson City and Tasman District Councils work to ensure everyone in the region can enjoy what it has to offer. We are committed to ensuring our favoured lifestyle is preserved into the future – each council has a long term community plan that oversees the social, economic, environmental and cultural wellbeing of the region and our residents.

These plans are regularly updated in consultation with business, community groups and individuals to make sure we are on the right track.



## what's in a name?

Nelson is named after English Admiral Lord Horatio Nelson who famously defeated the French at the Battle of Trafalgar in 1805. Tasman is named after the Dutch explorer Abel Tasman who, in 1642, became the first European to sail into Golden Bay.

Nelson is the region's only city, with the satellite suburb of Stoke and town of Richmond. The name Nelson can apply to the whole province but, since the Tasman District Council was formed 20 years ago, the name Tasman is also used for the area that stretches from Murchison to Farewell Spit, and to the city boundary with Nelson – this includes Richmond, Motueka, Brightwater, Wakefield, Takaka, Nelson Lakes, Golden Bay and the Waimea Plains.

Nelson and Tasman enjoy a close relationship with neighbouring Marlborough and some organisations, such as the District Health Board, cover the whole of the Nelson, Tasman and Marlborough regions, colloquially known as the Top of the South (Island).

The original name for Nelson is Whakatū, which means 'to set up'. Local iwi pronounce the name without the 'h,' as Wakatu." The Top of the South is Te Tau Ihu o te Waka o Maui, often shortened to Te Tau Ihu (the prow) of the canoe of Maui, the legendary adventurer and explorer.



# a rich and varied region



The many distinct communities of Nelson Tasman provide an appealing sense of ‘small town’ familiarity, within a range of geographical diversity.

Founded in 1842, Nelson is one of New Zealand’s earliest European settlements. Rich in history, it is also known for its contemporary arts and crafts. The region has an innovative commercial sector, supported by strong primary production in the rural hinterland. It is a popular lifestyle and holiday destination.

With a population of 43,000, Nelson City has a compact layout and a number of striking features, including sea views, historic buildings, the Cathedral, the Maitai River, Rocks Road and Tahunanui Beach. Nearby Richmond has a rapidly growing population of 12,000. It marks the beginning of the Tasman District, one of New Zealand’s fastest-growing, with a population of 45,000.

Out to the west, the communities of Brightwater and Wakefield have growing

populations of around 2,000 each. Further south, Lake Rotoiti, Lake Rotoroa and the surrounding mountain ranges form the Nelson Lakes National Park. About 200 permanent residents live in the township of St Arnaud. Murchison is the main settlement in this area, with a population of around 700.

Travelling north, the coastal highway from Nelson to Motueka passes through the main apple growing area of the region, past vineyards and olive plantations and through the settlements of Mapua, Ruby Bay and Tasman, past the tidal flats of the Moutere Inlet and Kina Peninsula; and on to Motueka and the smaller townships at Brooklyn, Riwaka, Marahau and Kaiteriteri. Surrounded by hop gardens and orchards, Motueka’s population swells during the February to May apple-picking season.

Kaiteriteri Beach is famous for its golden sands, attracting thousands of visitors each summer. Further north, Marahau is the last stop for visitors heading into the Abel Tasman National Park. Motueka Valley is one of the main entry points to Kahurangi National Park.

The population of Golden Bay is around 5,000 including the rural areas and smaller townships, with 1,200 in the

main town of Takaka. Just out of Takaka is the famous clear water Waikoropupu (Pupu) Springs and in the other direction is Paynes Ford, with some of the best limestone crag climbing in Australasia. Gold was discovered in the Collingwood area in 1856, sparking New Zealand’s first gold rush. The seaside township now has a population of around 200. Farewell Spit, or ‘Onetahua’ in Māori, is an internationally important bird sanctuary with more than 90 species of sea bird.

At the base of the spit, Puponga Farm Park combines farming with the protection of archaeological sites, rare native plants and natural features. There is a café, a former pa site at Puponga Point, and dramatic West Coast surf beaches such as Wharariki.

Whanganui (Westhaven Inlet) is a large estuary on the West Coast, now protected as a reserve. The road continues along the shoreline of the inlet to the small settlement of Mangarakau.

Note to population data – the figures given are from the 2006 census. Further regional growth information on page 6.





# by the numbers



## Population and Climate

The 2006 census gives the population as:

- Tasman District 44,625 people
- Nelson City 42,891 people

Nelson is growing at 3%, and Tasman at nearly 8%, while the rest of NZ is growing at 5.4%.

Based on the current rate of population increase Tasman and Nelson will each reach a population of 50,000 in 2021.

## Ethnic Groups

	Nelson	Tasman	NZ
European	75.0%	77.6%	67.0%
NZ Māori	8.0%	7.0%	14.6%
Pacific Islands	2.0%	1.0%	6.5%
Asian	2.0%	1.0%	9.2%
Other	13.0%	14.0%	2.1%

Source: Census 2006, Statistics NZ

## Age Distribution

	Nelson	Tasman	NZ
Median Age	39	40	34
Aged 65 and over	19.2%	21.5%	21.5%
Aged 15 - 65	66.0%	65.0%	66.0%
Aged 15 and under	14.5%	13.6%	12.0%

Source: Census 2006, Statistics NZ

## Income: Wage and Salary Earnings 2009

	Nelson	Tasman	NZ
	\$42,250	\$39,670	\$47,680

Source: Statistics NZ, Linked Employer-Employee Data

## Average Rent per Week – Three Bedroom House

	Nelson	Tasman	NZ
	\$349	\$357	\$327

Source: Department of Building and Housing

## Occupation of those working over 15 years of age

	Nelson	Tasman	NZ
Managers	13.81%	19.03%	17.15%
Professionals	19.27%	13.37%	18.85%
Technicians & Trade	12.53%	11.90%	12.18%
Community & Personal Service	8.64%	7.45%	7.88%
Clerical & Administrative	11.52%	9.56%	12.13%
Sales	9.18%	7.84%	9.37%
Machinery Operators & Drivers	5.60%	6.11%	5.76%
Labourers	14.82%	19.68%	11.03%

Source: Census 2006, Statistics NZ

## Qualifications (Highest) by Age

	No quals	Level 1-4	Level 5-10
Nelson	23%	41%	23%
Tasman	25%	43%	20%

Expressed as a percentage of the working age population.

Source: Census 2006, Statistics NZ

## Climate (Nelson City)

	1971 - 2000 normals
Annual rainfall	942 mm
Sunshine hours per year	2,405 hours

Overall Nelson is New Zealand's sunniest region.

## Temperature (°C)

	max	min
Summer	22	13
Spring	17	8
Winter	13	3
Autumn	18	9

Source: NIWA

## Business

In 2009 there were 5708 businesses in Nelson and 6472 in Tasman.

Source: Statistics NZ, February 2010 business demographic survey



# arts and culture

## The Suter, Te Aratoi o Whakatū

The Suter, Te Aratoi o Whakatū is one of New Zealand's oldest public art galleries. Its collection includes historical and contemporary works by local and New Zealand artists. A lively programme of exhibitions showcases national and local visual arts, complemented with floortalks and events, and school groups are inspired through hands-on art education programmes and the Suter Kids' Club.

The Suter Café overlooks the picturesque Queens Gardens, the Suter Store sells quality Nelson art and craft and the Suter Theatre shows art house movies, all part of the complex situated between Albion Square and Queens Gardens on Bridge Street.

Find out more at [www.thesuter.org.nz](http://www.thesuter.org.nz)

## Dealer Galleries

Red, the Rutherford Gallery and the Mansfield Gallery in the city offer regular exhibitions by emerging and significant artists. The Refinery has a more community-based focus. The region has numerous art and craft galleries and studios.

## World of WearableArt™ and Classic Cars Museum

The WOW® Gallery celebrates the originality and creativity of the Montana World of WearableArt™ Awards Show, which 'takes art off the wall and onto the moving body'™. The gallery exhibits creations from the annual awards in a theatrical atmosphere. The Classic Car Gallery is a tribute to automotive design and performance, with themed sets and feature exhibitions.

Find out more at [www.worldofwearableart.com](http://www.worldofwearableart.com)

## Adam Chamber Music Festival

Every two years, Nelson hosts the Adam Chamber Music Festival in the acoustically perfect locations of the Nelson Cathedral and School of Music auditorium. Top international musicians and the New Zealand String Quartet Classical perform contemporary works. The next festival is in February 2011.

Find out more at [www.music.org.nz](http://www.music.org.nz)

## School of Arts and Media

The Nelson Marlborough Institute of Technology's School of Arts and Media takes a leading role in the region's arts and media education, contributing substantially to the strength and vibrancy of the Top of the South's arts sector. Find out more at [www.nmit.ac.nz](http://www.nmit.ac.nz)

## Nelson School of Music

Established over a century ago, the Nelson School of Music is New Zealand's oldest music education institution. Today it is a community-based performing arts and music education centre, for preschoolers to adults. It hosts more than 150 concerts annually as well as a Winter Festival each July.

Find out more at [www.nsom.ac.nz](http://www.nsom.ac.nz)

## Nelson Provincial Museum, Pupuri Taonga O Te Tai Ao

The Nelson Provincial Museum showcases the natural and human history of Te Tau Ihu (Top of the South). There is a permanent regional exhibition and an exhibitions gallery for changing shows. The museum's research facility in Stoke houses one of New Zealand's largest regional photographic collections (1860 onwards), as well as archives relating to the settlement of the region over the past thousand years.

There are also museums in Murchison, Motueka, Takaka, Collingwood, Rockville and Havelock. Wakefield's Pigeon Valley is home to a steam and transport museum.

Find out more at [www.museumnp.org.nz](http://www.museumnp.org.nz)

## Performing Arts

Built in 1878, Nelson's Theatre Royal has recently undergone a \$6 million refurbishment and offers the region a fully restored heritage auditorium with 21st century staging and front of house facilities. Live performances can also be seen at the Suter Theatre and Takaka's Village Theatre.

Find out more at [www.theatreroyalnelson.co.nz](http://www.theatreroyalnelson.co.nz)

## Cinema

The State Cinema on Trafalgar Street has nine cinemas, runs another in Motueka and also runs an art-house cinema at the Suter

Theatre. Motueka also has the art-house Gecko Theatre and Takaka has the Village Theatre.

Find out more at [www.statecinema.co.nz](http://www.statecinema.co.nz), [www.geckotheatre.co.nz](http://www.geckotheatre.co.nz), and [www.villagetheatre.org.nz](http://www.villagetheatre.org.nz)

## Nelson Markets

Nelson's eclectic Saturday market in Montgomery Square has some of the region's best fresh food, art, craft, jewellery and fashion. On Sunday the Motueka Market, in the Decks Reserve Carpark, offers some of the same stalls, as well as more locally produced items.

**Sustainable Future:** The Nelson Farmers' Market is held at Fashion Island in Hardy Street every Wednesday afternoon.

Find out more at [www.nelsonfarmersmarket.co.nz](http://www.nelsonfarmersmarket.co.nz)

## Strategic Directions

The Nelson Events Strategy aims to stimulate Nelson's economy by supporting events that enhance the region's identity and stimulate visitor numbers. Nelson successfully bid to host Rugby World Cup 2011 matches, and other events will run at the same time.

The Nelson Tasman Regional Arts Strategy was completed in 2009 and is a ten-year community vision for developing the local arts sector. The initial three-year action plan is underway.

Find out more at [www.eda.co.nz](http://www.eda.co.nz)

## Arts Council Nelson

Arts Council Nelson is an arts-focused community organisation providing free support and advice within the Nelson, Richmond and Waimea areas. It administers the website [www.artloop.co.nz](http://www.artloop.co.nz) as well as Creative Communities funding for local arts projects. Similar councils operate in Motueka and Golden Bay.

Find out more at [www.acn.org.nz](http://www.acn.org.nz)

## Join In

Find information about more than 2000 organisations, community recreation clubs and local facilities at [www.found.org.nz](http://www.found.org.nz)

# education



## Pre-school Education

The Nelson Tasman region has 70 facilities offering care for infants through to school age children, including childcare, Playcentres, Montessori, Kindergartens and Christian pre-schools.

## Schools

Nelson and Tasman have 56 primary, intermediate, and secondary schools, including New Zealand's oldest state secondary school, Nelson College, established in 1856; and one of the newest Catholic secondary schools, Garin College at Richmond.

For details of individual Nelson schools, refer to the Ministry of Education's website Te Kete Ipurangi (TKI): [www.tki.org.nz/e/schools](http://www.tki.org.nz/e/schools)

## Nelson Marlborough Institute of Technology (NMIT)

NMIT is the largest tertiary education provider in the Top of the South. NMIT has developed programmes that sustain the region's infrastructure as well as specialised programmes in niche areas including aviation, arts, conservation, tourism, viticulture and fisheries.

With 2,800 equivalent full time students and some 300 staff, NMIT makes a major contribution to economic growth and prosperity.

Find out more at [www.nmit.ac.nz](http://www.nmit.ac.nz)



## Employment Training

Many local industry sectors are involved in training that focuses on workplace learning, to raise employee skills and boost business competitiveness. This can be on-job, off-job, a combination of both or a government backed Modern Apprenticeship. There are also a variety of training providers in the region offering employment related courses in areas such as computing, hospitality, arts and

outdoor education. Most of these courses are available at no cost to people who meet the eligibility criteria, such as those with no or low qualifications.

Find out more at [www.modern-apprenticeships.govt.nz](http://www.modern-apprenticeships.govt.nz) and [www.tec.govt.nz](http://www.tec.govt.nz)

## English Language Tuition

Nelson is a popular destination for international students. In addition to local colleges, there is the Nelson English Centre, NMIT, a home based language school in Richmond and a German language support service for secondary and other students.

Find out more at [www.educationnelson.co.nz](http://www.educationnelson.co.nz)

## Nelson Aviation College

The Nelson Aviation College in Motueka offers helicopter and fixed wing training to commercial pilot level, approved and accredited by the New Zealand Qualifications Authority. In conjunction with NMIT, the college has developed a Diploma in Aviation Science programme.

Find out more at [www.nelson-aviation.co.nz](http://www.nelson-aviation.co.nz) or [www.nmit.ac.nz/aviation](http://www.nmit.ac.nz/aviation)





# health & you

Nelson offers a healthy lifestyle with opportunities for physical activity, and a good work and play balance. This same lifestyle helps attract top-class health professionals to the region.

Nelson Marlborough District Health Board funds regional health services and is also the major provider of hospital-based health and disability services. Specialist Health Board Services include:

- Nelson Hospital, an acute regional base hospital offering emergency, medical, surgical, obstetric, maternity, child health, and oral health services.
- The Mental Health Service, providing crisis response and support, as well as in-patient services.
- Health services for the elderly, including in-patient, day-patient and community assessment and support.
- A comprehensive Public Health Service, including control of communicable disease, food hygiene and safety, environmental health, and health promotion.
- Community hospitals, located in Motueka, Murchison and Takaka.

Find out more at [www.nmdhb.govt.nz](http://www.nmdhb.govt.nz)

### General Practitioners

Nelson has a network of General Practitioners (GPs) who provide a wide variety of services, including immunisation programmes, management of minor accidents and injuries, and care of people with terminal illnesses. Anyone living here should consider enrolling with a GP, to access lower fees and medication charges through the local Primary Health Organisation.

### After Hours Care

A GP duty doctor is available seven days a week from 8am to 10pm, with a duty doctor on-call after 10pm. This service operates from 96 Waimea Road, Nelson, and is available to the public, visitors to the area or those who have relocated but don't yet have a GP. It covers after hours GP calls for Nelson city and rural areas to Wakefield and Mapua. Phone 03 546 8881.



Other rural areas have rosters for after-hours care – find directions on the local GP's answerphone.

Find out more about primary health services at [www.bewell.org.nz](http://www.bewell.org.nz)

Find out more about teen health services from your GP or at [www.teenhealth.co.nz](http://www.teenhealth.co.nz)

### Other Health Resources

Pharmacies, dental practices and many other primary health care services are available. You can find their details in the Nelson/Tasman telephone directory.

The Nelson Region Hospice Trust offers residential and home support hospice care.

Manuka St Trust Hospital provides a range of surgical procedures. It is a private facility operating under a Charitable Trust Deed for the people of Nelson.

The region is well served with aged residential care facilities and privately owned retirement homes. Private providers also offer community support services for aged care, mental health and disability.

### Nelson Wellness Cluster

The region is recognised for its healthy lifestyle and has developed a cluster of like-minded individuals and organisations, to ensure community wellbeing and to promote wellness opportunities to visitors to the region. Nelson has a number of alternative therapy practitioners and two centres in the city where a number of these practitioners are based.

Find out more at [www.wellnessnelson.com](http://www.wellnessnelson.com)



# sports & recreation

The climate is right, the locations and facilities are great – it's no wonder the Nelson region has a high level of sports participation, both formal and informal.

## Sporting Events

The Nelson region hosts several high profile sports events, such as the Rainbow Rage mountain bike race, the Abel Tasman Coastal Classic run, and the Rollo's 24 Hour Adventure Race involving sea kayaking, running, trekking, navigation, orienteering and mountain biking. There is the popular entry level Taylors Women's Triathlon, matched by the Port Nelson Blokes Day Out, the more challenging Buller Gorge Marathon and mountain bike events such as the Marble Mountain Challenge and the Coppermine Epic. Murchison hosts the Teva Bullerfest every March, a national kayaking event in the Buller Gorge.

Find out more at [www.nelsonevents.co.nz](http://www.nelsonevents.co.nz) and [www.springchallenge.co.nz](http://www.springchallenge.co.nz)

## Outdoor Recreation

Tasman has some of the best rock climbing, tramping, caving, white water rafting, river and sea kayaking areas in New Zealand. Travelling by helicopter, you could ski at St Arnaud's Rainbow skifield in the morning and kayak the Abel Tasman coastline in the afternoon.

Rainbow Ski Field: [www.skirainbow.co.nz](http://www.skirainbow.co.nz)

## Ball Games

Hockey, rugby, basketball, soccer, squash, tennis and netball are well represented in Nelson at senior level, with high age-group participation at all levels through clubs and schools. Saxton Field, between Nelson and Richmond, covers 73 hectares and is being developed as a complex with 40 playing fields including cricket, soccer, archery and all-weather softball, netball, hockey and athletics tracks.

## Golf

Nelson has an 18 hole seaside golf course, several rural courses and a driving range. Nelson City Council's Waahi Taakaro golf course in the Maitai Valley offers possibly the cheapest casual game of golf in the world. Murchison has a delightful nine hole course on the banks of the Buller River, and there are also courses at Golden Downs, Takaka, Richmond and Motueka.

## Rugby

Nelson's enthusiasm for rugby goes right back to hosting the first ever New Zealand rugby game in May 1870, between the Nelson Football Club and Nelson College. The Tasman Makos now represent the region in first grade provincial competition. Their home ground, Trafalgar Park in the central city, has recently undergone a \$6 million upgrade to premier game standard and will host Rugby World Cup matches in 2011.

## Swimming

The ASB Bank Aquatic Centre in Richmond is a modern facility with wave pool, toddlers' pools, spa pools, lane swimming and hydrotherapy pool. Nelson City has the Riverside Pool and the summer-only Nayland Park Complex. Sea and river swimming are popular throughout the district in the warmer months.

Find out more at [www.clmnz.co.nz/asb](http://www.clmnz.co.nz/asb)

## Boating

Tasman Bay, Golden Bay and the Marlborough Sounds provide safe, sheltered areas for recreational boating, rowing, fishing and kayaking. The Nelson-Marlborough region is the second biggest recreational boating area in New Zealand. The Nelson Marina offers over 500 berths with some live-aboard facilities. Jet boating and water skiing are popular activities at Lake Rotoiti, which is also home to the Seresin Estate Classic Boats Show every March.

## Active Retirement

Nelson is a popular choice for retirement with many options for recreation including 50-Plus walking groups, Tai Chi, dance and fitness classes. Mudcakes and Roses is a bi-monthly magazine produced by the two Councils and covers senior generation action and issues.

Phone 03 543 8758 to subscribe.

## Walking and Cycling

Not into organised sports? From the city centre to the beach and hillsides, Nelson and Tasman offer a range of well-managed walkways and cycleways. Walk Nelson, Bike Nelson, Walk Tasman and Bike Tasman are handy little guides available from council offices and visitor centres. Brochures include Urban Links for Nelson, Richmond and Motueka and a sculpture walk of Nelson City public art. Find out more at [www.cyclingnelson.co.nz](http://www.cyclingnelson.co.nz)

The region is a very proud partner in the New Zealand Cycle Trail Project, with two major tracks planned. The 37km Dun Mountain Trail, close to Nelson, follows the route of New Zealand's first railway as it winds through forest before crossing an alpine mineral belt and descending to the Maitai River. The Tasman Loop trail is a 175km loop. The first 56km will take cyclists on a disused railway line from Richmond to Tapawera along a route which includes New Zealand's longest decommissioned rail tunnel. The remaining 119km is on quiet country road through the Motueka Valley and then along the coast from Riwaka back to Richmond. It also provides links to the noted Kaiteriteri Beach on the edge of Abel Tasman National Park.





# the great outdoors

Tasman region is home to three national parks within 90 minutes of each other, and two of New Zealand's 'Great Walks' – the Abel Tasman Coast Track and Heaphy Track.

At 22,530 hectares Abel Tasman National Park is the country's smallest national park. It is renowned for its golden beaches, native bush, swimming with the seals, bird life, coastal walking track, and waters that are ideal for swimming and sea kayaking. Abel Tasman's easy, undulating 51km coastal track stretches between Marahau and Wainui Bay and can be walked in either direction – independently or guided.

Nelson Lakes National Park is home to the northernmost peaks of the Southern Alps. This 102,000 hectare park is centred on two beautiful alpine lakes, Rotoiti and Rotoroa, both surrounded by steep mountains and dense beech forests.

The remote and rugged Kahurangi National Park was created in 1996, and encompasses the Mount Arthur Range and the Heaphy Track. Kahurangi, at 452,002 hectares, contains New Zealand's most extensive forest, stretching from the coast to the mountaintops of the Mount Arthur Range.

Find out more from the Department of Conservation counter at the Nelson Visitor Information Centre in central Nelson or at [www.doc.govt.nz](http://www.doc.govt.nz)

## Trout Fishing

Nelson and Tasman rivers and lakes are famed worldwide among the elite fraternity of trout-fishers, who find it hard to believe the many locations you can fish without another person in sight. Please take note of information boards about stopping the spread of Didymo (rock snot). Find out more at [www.fishandgame.org.nz](http://www.fishandgame.org.nz)

## Sea Fishing

Right in the city, from Rocks Road or Tahunanui's back beach you can cast a line and take home a snapper for your tea. Nelson also has high rates of boat ownership and the Tasman Bay Scallop Enhancement project means these juicy shellfish are popular on barbecue menus over summer. There are boat launching ramps at the Nelson Marina and on Wakefield Quay.

Find out more at <http://www.nelsoncitycouncil.co.nz/marina>

## Sustainable Future: Restoring habitats

At Lake Rotoiti a 'mainland island' nature recovery project has seen the kaka population bloom and kiwi return to the area.

At Tonga Island, on the Abel Tasman coastline, you can swim with the seals, snorkel among the fish or spot little blue penguins and dolphins. The reserve's 1835 hectares is being monitored for wildlife recovery.

The Horoirangi Marine Reserve, gazetted in 2006, is just south of Nelson near Cable Bay. Divers may see crayfish, triplefins, goatfish, blue cod, blue moki, terakihi, as well as sponges and brightly-coloured ambush starfish.

The Brook Waimarama Sanctuary is located in the Brook Valley just a few minutes from Nelson's city centre, in what was the city's original water catchment reserve. As well as being a major visitor attraction, the reserve has created a 'wildlife corridor', encouraging more tui and other native birds in city gardens. Visitors can view detailed information and displays on the project in the Visitor Centre, opened in 2007.

Find out more at [www.brooksanctuary.org](http://www.brooksanctuary.org)

Councils and other organisations work to enhance river environments and streams and to restore habitats for native fish, such as the kokupu.



# property

## Residential

The Nelson Tasman property market is currently fairly steady, with a small increase in median prices in Nelson and Tasman, having slowed since the boom that affected the whole country earlier in the decade.

The median house price is currently \$360,000 in Nelson and \$400,000 in Richmond. The market remains positive with the area's lifestyle attractions continuing to make Nelson property a good investment.

## Renting

There is a continuing demand for rental homes due to the region's population increase and the significant rise in property values in recent years. These factors leave limited opportunities for low and modest-income families to own a home.

Department of Building and Housing statistics give the average 2010 rental for a three bedroom house in the city at \$349 per week, while at the upper end a two bedroom apartment may cost around \$372 per week.

## Sections

Sections are available from Atawhai through to the southern Richmond foothills. Sizes range from the average residential section of 600-800m<sup>2</sup> through to 3000m<sup>2</sup>, with flat sections available in Richmond and mainly elevated sections in the city. Land prices have also increased in recent years and the median section price in Nelson is now \$215,000.

Source: REINZ, December 2009.

## Lifestyle Blocks

Demand for small rural lifestyle blocks continues. Prices are determined by location, views and amenities, with coastal land particularly sought after. The lower Waimea Plains, Richmond foothills, the coastal belt from the Waimea Plains to Mahana and the coastal fringe of Golden Bay are favoured locations but there is also demand for bush blocks, particularly those adjoining a river or stream. The Mapua, Kina and Moutere Hills areas continue to be a high growth triangle for the region.

Council planning changes have allowed for more subdivisions of rural land – an attractive option for owners of older orchards with less favoured export apple varieties. Prices vary according to locality and are stronger close to the city or other service centres.

## Commercial Property

### Nelson City

Nelson's attractive inner city retail area is overlooked by the Nelson Cathedral and dotted with cafés, many offering alfresco dining. The Nelson Provincial Museum adds to the contemporary streetscape of upper Trafalgar Street, while the Visitor Information Centre enhances the river frontage at the lower end of the street. There are a number of specialist retail outlets in the main centre, including the Fashion Island precinct.

The quality and diversity of visitor accommodation on offer has increased with the upgrade of The Rutherford Hotel in Nelson and a range of options from boutique accommodation to luxury lodges.

Nelson City Council is working on a strategy for **unified development of the inner city**. It aims to better co-ordinate development, deliver the sustainable urban design that residents expect and look more broadly, from the central business district to the waterfront and valleys.

### Richmond

Richmond has a diverse retail base, with national retail chains and franchises, ethnic dining, homewares, specialty and bulk goods stores. It has the region's only shopping mall and the added attraction of free parking. The mall has more than 70 shops, including two supermarkets, a food court, department stores and specialty stores. The Richmond retail shopping strip has been extended by the redevelopment of several buildings at the western end of Queen Street and Sundial Square, gives central Richmond a focal point for community gatherings and events. In surrounding areas land is still available for commercial development.

Residential properties continue to be converted for commercial uses. Demand for new or larger premises appears to be coming mainly from owner-occupiers. There has also been some demand from small office tenants, which has led to the conversion of industrial premises into small office suites.

Beyond Richmond, the growth in population and tourism has fuelled the development of 'experiential' tourism destinations including cafés, giftware, art glass and consumables.



There are more than 3,600 Māori in the Nelson City area, the majority originating from other parts of the country. Nelson's Māori population has nearly doubled in the last ten years, and has been described as the fastest growing Māori community in the country.

In Whakatū/Nelson City six iwi (tribes) are 'tangata whenua', or people of the land. These are Ngati Kuia, Ngati Rarua, Ngati Tama, Te Atiawa, Ngati Koata, and Ngati Toa Rangatira.

Over recent years, iwi and their entities have developed their capacity to invest in a range of Top of the South business and community enterprises. Outstanding among these is the Wakatu Incorporation, which, with an asset base of \$250 million, is a major landowner and also involved in fishing, aquaculture, tourism and viticulture. It is also politically active at regional and national levels, trades with other indigenous people and is recognised for innovation and leadership in Māori economic development.

Treaty settlements have the potential to make Māori entities some of the larger investment enterprises in the region.

Find out more at [www.wakatu.org](http://www.wakatu.org)

## Settlement

Legends tell of Uruao, the first of the Polynesian voyaging canoes to land in Nelson. Archaeological records are sketchy and the first settlement date debated, but carbon dating indicates that Nelson was first settled at the same time as the rest of New Zealand, around the ninth century.

Gardens were quickly established throughout the region, including alongside the Waimea River, and in Motueka, Riwaka, Mapua and Parapara. Hunting and gathering, as well as cultivation of kumera (sweet potato), were vital to these early settlers and excavations show that a variety of fish were also consumed. Seabirds, ducks, pukeko, kaka, tui and kakariki were just some of the birds that provided sustenance. The abundance of seafood, birds and favourable gardening conditions for kumera made this land sought after.

Ngati tumataka kokiri (the descendants of those who threw the dart) were settled over the whole district from Whakapuaka to Karamea by the time Abel Tasman arrived in 1642.

## Marae

Whakatū Marae on Atawai Drive is the focal point for the Māori community in Nelson City. The kaupapa (basis) of the marae is manaaki nga manuhiri, aroha ki te tangata (the hosting of visitors). The large wharekai (dining hall) enables the marae to cater for larger groups and hui.

The kawa (protocol) is Tainui. It is the southernmost marae associated with the Kingitanga movement, centred in the Waikato. The marae brings together six mana whenua iwi (local tribes): Ngati Koata, Ngati Kuia, Ngati Toa Rangatira, Ngati Rarua, Ngati Tama, and Te Atiawa.

The common ancestor for the six iwi is 'Kakati' and the Whare Tupuna (Ancestral House) is named after this ancestor.

For services, bookings or enquiries phone 03 546 9097

Find out more at [www.whakatumarae.co.nz](http://www.whakatumarae.co.nz)

Te Awhina Marae in Motueka was established on an old pa site (fortified village) that dates back to pre-European settlement. Te Awhina Marae stands proudly under its two maunga (mountains), Pukeone and Tuao Wharepapa.

The Motueka River runs swiftly, bringing life and nourishment to the district. The tangata whenua in Motueka (people of the land) are Te Atiawa and Ngati Rarua. To incorporate these iwi, the kawa (protocol) for Te Awhina is Tae Nga Kawa (a combination of two protocols).

The first modern building on the site was Te Ahurewa Church, built in 1897. Church services are held on the third Sunday of each month.

Te Awhina's whareniui (main meeting house) is named Turangapeke, and the marae also has kaumatua flats, which provide housing for the elderly and enhance marae life. Above all, Te Awhina



is a 'living' marae. It is vibrant in its learning, and enthusiastic in its teaching.

The marae is located at 133 Pah Street, Motueka – phone 03 528 6061, facsimile 03 528 8995 and email [info@tam.org.nz](mailto:info@tam.org.nz)

Find out more at [www.tam.org.nz](http://www.tam.org.nz)

Onetahua Kokiri Marae is a small marae based in Pohara, Golden Bay, and is named after the significant local landmark Farewell Spit (Onetahua). It is the home marae for three local iwi: Ngati Rarua, Ngati Tama, and Te Atiawa, but it operates as a multi-iwi marae involving the whole community. The protocol is Taranaki Kawa.

The whareniui (meeting house) was opened in January 2001, and is named 'Te Ao Marama'. This means 'a new light', and refers to a new (inclusive) way forward. Whales (tohora) are a strong theme and reflect the regular stranding of these animals in the area.

Find out more by phone 03 525 9484 or email [paddy@xtra.co.nz](mailto:paddy@xtra.co.nz)

## Maata Waka Ki Te Tai Aorere

This newly formed group (people from all canoes) has been set up to support and represent non-local Māori living in the Nelson region. Contact Keropa Ratapu, Chairman

The most in-depth history of local Māori from pre-European times is the two volumes of 'Te tau ihu o te waka: A history of Māori of Marlborough and Nelson, by John and Hilary Mitchell.



# council services



The Nelson and Tasman councils provide comprehensive services, ranging from community events to environmental monitoring and emergency management.

Following changes to the local government sector, councils throughout New Zealand now play a broader role in promoting the social, economic, environmental and cultural wellbeing of their communities.

The Nelson and Tasman Councils' approach has sustainability at heart. As unitary councils they differ from other councils around the country – they take on regional planning for environmental issues like pest management, transport and flood control, as well as the usual local services of water supply, sewage disposal and street management.

The Councils maintain partnerships with government agencies and play an active role in environmental protection. This includes monitoring and enforcement of measures to keep the region's environment in good health, for local residents and the important visitor sector.

## Working for the Community

The Nelson and Tasman Councils work together on many development projects and annual events to enhance community life. These include:

- the annual Ecofest expo of environmental products and issues
- regional facilities, like the Saxton Field sporting grounds
- Civil Defence and Emergency Management
- jointly owning Nelson Airport and Port Nelson
- jointly funding Nelson Tasman Tourism, the region's destination marketing arm
- supporting the Nelson Provincial Museum.

An impressive Visitor Information Centre and iSite are located at Millers Acre on Halifax Street. Called Taha o te Awa, it is a gateway to the central city and also home to organisations promoting regional economic and business development, arts, tourism and international trade.



The Nelson City Council presents the annual Nelson Arts Festival, which has an emphasis on community involvement but also attracts top national and international shows. The annual Summer Festival, with its finale Nelson Opera in the Park, draws thousands of opera and music fans.

There are several large-scale developments recently completed in rural communities.

Upper Moutere now has its own sport and arts complex complete with a spacious display foyer, a large wooden-floored court for sports, dancing and arts performances, and a function room; plus playing fields and upgraded tennis courts.

A community function centre has been opened in St Arnaud for sports such as indoor basketball and to host arts and cultural performances and Murchison has a new \$3 million sports, recreation and community centre.

These towns also have Visitor Information Centres, promoting tourism and activities in their areas.

The region's water sports enthusiasts can enjoy the ASB Bank Aquatic Centre near Richmond.

## Libraries

The Elma Turner Library in the central city is a modern facility with an internal garden, activities room and computer suite. The Stoke Library and Nightingale Library Memorial in Tahunanui serve the suburban areas. There are libraries in Tasman's four main centres – Richmond, Motueka, Murchison and Takaka. Since August 2008 users have had reciprocal rights at both Council libraries, waiving joining charges for all residents of Nelson and Tasman

## Water

Nelson City Council invested in a \$26 million ultra-filtration water treatment plant that delivers quality water to Nelson residents and important food processing industries. The Council has an Ab grading for the city's water supply (A is the top score for source and treatment and b for distribution) from the Public Health Service.

Another huge benefit of the treatment plant is its improved drought security. The plant can treat an additional one million cubic metres of water in the lower levels of the Maitai Dam, significantly increasing the volume of stored water. Investigation is underway into a new dam on the Lee River that would provide water for the whole region into the future.



## Transport

Nelson city has developed into a hub, with many commuters travelling from Richmond and further out of town to work each day. Current roading networks are slowed at peak times but work is underway to enhance the roading links into the city, as well as increase the cycleway network.

### The BUS

A public transport bus service operates on four main routes around Nelson from Monday to Saturday. The main city terminus is in Wakatu Square – between Ajax Avenue and Bridge Street. Suburban Bus Lines operates regular bus services between Nelson, Stoke and Richmond. These services operate seven days a week from the main terminus in Wakatu Square.

Find timetables at [www.nelsoncoaches.co.nz](http://www.nelsoncoaches.co.nz) or phone 03 548 3290.

### The Late Late Bus

Safe and affordable transport runs between Nelson and Richmond on Friday and Saturday nights from 10pm until 3am. The outbound service leaves Trafalgar Street on the hour and travels through Tahunanui, stopping as required at designated, well-lit stops. The inbound service leaves Richmond on the half hour and travels into the city through Bishopdale. There is no midnight service. The fare is just \$4.

Find Late Late Bus timetable at [www.ncc.govt.nz](http://www.ncc.govt.nz)

### Transport in the Future

A successful transport system is a prerequisite to ensuring Nelson continues to be a healthy and successful community. Nelson's Regional Land Transport Strategy identifies future transport needs and sets out a plan for ensuring access for users to the places, people and activities that are important to them, and that services are provided for moving goods into, out of and around the region.



### Cycleways

Nelson's climate lends itself to cycling and the Nelson City Council has a growing network of cycleways for school students, commuters and recreational cyclists. Investment in over 20 kilometres of off road shared pathways around the city ensures that both cycling and walking have strong futures as sustainable and environmentally friendly transport modes.



### Green Region

Tasman has a wide range of ecological habitats and supports a diverse range of specialised local flora and fauna, making it one of New Zealand's richest districts biologically. The complex geology of the area, including unique limestone and marble landscapes, underpin a region rich in fascinating and special environmental features, from the coastal extremes of Farewell Spit to the native bush of the Buller River Valley and the limestone tops of Mount Owen.

Closer to urban areas, Tasman District Council has worked with community groups to restore and protect areas such as Reservoir Creek in Richmond, and to encourage landowners to assist with pest management projects to protect valuable native species.

Both Councils support Ecofest, and environmental projects are highlighted each year through the Environmental Awards. Nelson City is a member of the Communities for Climate Protection Programme – a voluntary programme aimed at empowering local councils to reduce the greenhouse gas emissions from their own operations and from their communities.



# horticulture

The region's economy is founded on a diverse and robust industry base, driven by the 'big five' sectors, farming, forestry, tourism and seafood. Estimated total value-added Gross Domestic Product (GDP) for the region in 2009 was \$3.7 billion.

To understand the contribution of each of the economic drivers to the overall economy, the components that make up each industry are grouped into clusters. These clusters include downstream businesses such as processors and service industries.

The 'big five' clusters contribute 31% to the GDP figure, made up of:

- horticulture \$351 million
- forestry \$339 million
- seafood \$275 million
- pastoral \$128 million
- tourism \$128 million.

Operators in these clusters have improved their efficiency and productivity in the past six years and provide the region with its strong financial base of export earnings.

Developing industries are:

- engineering technologies
- arts and crafts
- aviation
- wellness
- natural products
- research and science.

Other important contributors are construction, health, education, financial services, business services, and the wholesale and retail sectors.

The majority of business enterprises in the region are small or medium sized firms (SMEs), which characterise the pastoral, horticultural and tourism sectors of the region. The large number of SMEs also reflects the dynamism of the local economy.

## History of the local economy

From as early as the ninth century, Māori valued the region's productive fishing grounds, safe harbours, fertile land and prized argillite quarries.

European settlers arriving in the mid-nineteenth century had to quickly become self sufficient in food. They traded with Māori, who knew the land and were already proficient growers. As the settlement grew, fleets of ships traded regionally, nationally and internationally.

By the late 19th century, settler farms and orchards had developed, despite the lack of large pastoral runs. New Zealand's capital city, Wellington, provided a close market for the extractive native timber industry, seasonal apples and fresh fish. Over time, the region developed extensive market gardens, orchards and berryfruit farms.

Today this produce is exported worldwide, as are an increasing number of secondary products such as wine and olive oil. Forestry products and seafood have remained important throughout.

The tourism sector based its domestic marketing on the slogan 'sunny Nelson' for most of the 20th century and today the sunshine is supplemented with wine, arts and crafts and light adventure.

Local industries are increasingly using modern technology, communications and marketing to sustain and enhance the Nelson Tasman economy.

## Want to know more?

Get hold of the award winning history of Māori-European contact, *Te Tau Ihu o Te Waka Volume II*, *Te Ara Hou The New Society*, by John and Hilary Mitchell.

## Economic Development Agency

The Nelson Regional Economic Development Agency (EDA) was formed in 2004. The EDA is committed to facilitating smart, sustainable economic growth of the region and enhancing economic vitality and diversity, taking into account the region's cultural and environmental values. The EDA is supported and funded by the Nelson and Tasman Councils.

## Horticulture

Horticulture is the largest cluster industry in the region, occupying over 6,000 hectares centred on the fertile Waimea Plains, the Moutere and the Motueka/Riwaka plains.

Fruit orchards and vineyards dominate in terms of income earned and numbers employed. Horticulture accounts for an estimated \$351 million in GDP and remains the largest single economic driver locally. However, the percentage increase in GDP for this cluster since 2001, at 8%, is less than forestry, tourism and pastoral. This reflects the low grower returns and market demand over the past few years.

The horticulture sector is changing its makeup. A decrease in business units shows that it is consolidating as growers leave the industry. New varieties of apples have been planted, resulting in improved grower returns in the past four years. The pipfruit industry generates over half of the cluster's GDP and employs close to 80% of those directly employed in horticulture. Apples are the main crop and, despite a downturn in recent years, contribute more income to the region than all other horticultural and agricultural sectors combined.

Kiwifruit is a mature industry, and continues to contribute profitably to the region's horticultural mix.

Berryfruit are also significant, especially boysenberries and blackcurrants. The region is the export centre for the New Zealand berryfruit industry, producing 90% of exported fruit.

Grapes and wine making have seen a lot of growth in the past two decades. The region typically produces 3-4% of the national crop. Nelson's boutique wineries are an added tourism attraction.

New Zealand's entire hops crop is grown in the region, and exported to the USA, Asia and Europe. There is a growing demand for organic hops.

Olives have developed as a new crop over the past 17 years, with around 60,000 trees currently planted. The region has three large olive oil presses; some local brands have received international gold medals.

**The horticulture cluster is increasingly trying to improve sustainability.** Pipfruit, kiwifruit and berryfruit all have a 'nil chemical residues' goal, and have switched to organic sprays. The export blackcurrant sector has achieved this for some years. Winemakers are exploring organic production.



# pastoral & forestry

Nelson Tasman is geographically separate from its neighbours, with productive lowlands, ample water and a warm, sunny climate all providing a fertile growing environment for plants and animals.

Pastoral production accounted for about \$128 million in GDP and 4% of regional employment in 2009. The pastoral cluster includes beef, dairy and sheep farming, together with meat and dairy processing. It also includes downstream suppliers of animal feeds, fertiliser and pesticide manufacturing, contract services, dedicated road freight transport and farm machinery wholesalers. Family-run farms remain a strong feature of the sector.

Pastoral production has been one of the backbone industries of the local economy, although in the past three years there has been an overall decline in returns, number of business units and employment. The majority of regional pastoral production is still based on livestock farming, despite this land use decreasing in recent years.

Since 2001 dairy cow numbers have increased by about 6% to 70,800, beef cattle have increased almost 14% to 50,000 and sheep numbers have declined by just under 17% to 328,000. This reflects the national trend, driven by demand for dairy products in growing economies.

International trading and more intensive competition have caused the industry to move progressively from dependence on large scale commodity processing to value-added foods. There are new developments in processing customised foods, specialist extracts and bio-chemicals.

Export products include meat, small goods and dairy foods. Wool and hides are sent outside the region for processing.

There have been significant changes in land use from sheep and beef to dairy, planted forest and horticulture. There are also deer, goat and pig farming operations, but they are generally small-scale. The move to other viable options is likely to continue. Some farmers have also



sold off land for lifestyle or smaller rural blocks.

## Dairy

In the past three years there has been a turnaround in the number of dairy units in the region, due to the significant increase in the milk payout during this period. Herd sizes have also increased in the past decade.

Nationally cattle numbers are expected to continue to rise, but at a slower rate than recently experienced. External influences like the exchange rate and changing market preferences continue to influence farm profitability.

New Zealand's dominant dairy processor, Fonterra, makes about 20,000 tonnes of milk products each year at its facilities at Takaka and Brightwater. Export dairy product is consolidated and shipped through Port Nelson.

## Forestry

Forestry is a mature sector with the competitive advantages of a moderate, sunny climate, stable soils, a well-developed processing capability, and close proximity to processing and port facilities.

In 2009, forestry accounted for about \$339 million in local value-added GDP and employed almost 2000 people.

The Nelson Tasman region's estimated 99,800 hectares of plantation forest is dominated by Radiata pine (87%) and

Douglas fir (10%). Virtually all of the region's forests are within 50 kilometres of the port.

The industry cluster comprises two highly interwoven industries, panel/wood product manufacturing, forestry and logging. Panel/wood manufacturing is the larger of the two industries, accounting for 64% of forestry employment.

Like the other key sectors, forestry has experienced low returns due to the appreciating New Zealand dollar. There have been price increases recently, as the global demand for wood products has increased.

As there have not been any significant new plantings in the region, the sector's production should remain static over the next decade.

The Emission Trading Scheme (ETS) Act 2008 has the potential to make a significant difference to the economics of the forestry sector in terms of returns and plantation management. The Business Council for Sustainable Development estimated that the introduction of the ETS could potentially result in financial gains to the sector of \$900m nationally. The Act is under review by the current government.



# tourism



Art, wine, scenery, outdoor adventure, cafés and boutique shopping, culture, history, climate . . . Nelson Tasman has it all.

In 2009, the local tourism sector accounted for about \$128 million of value-added GDP and employed almost 2200 people. While all tourism indicators increased during the boom period of the early to mid 2000s, the current recession has had a predictable impact. The regional GDP figure remained the same as in 2006, although the number of businesses and employees increased slightly.

Nelson Tasman is a major destination for New Zealanders and visitors from all around the world. Almost two million visits were made to the region in 2008, international overnight travellers accounting for 394,000 of these. The total international and domestic visitor spend was estimated at \$350 million, about the same as when last measured in 2006.

The challenge for the sector is to reduce the extreme seasonality and improve the relative yield of visitors to the region.

One initiative underway is the 37km Dun Mountain bike trail, which will eventually link in to a planned 175km Tasman Loop. In August 2010 the government committed \$2.6 million to the overall

project, as part of a nationwide cycleway initiative.

Despite recessionary times people still want to travel. Typically short haul trips are substituted for longer haul travel, stays are shorter and spending is lower. Vacation travel declines and people visit friends and relatives instead, reducing the cost of accommodation. Domestic travellers move down market.

People visiting the region are typically looking to enjoy unique cultural experiences, rather than participating in large package tours. International visitors to Nelson are often on their second visit to New Zealand. Having previously seen such icons as Rotorua and Queenstown, they may make Nelson Tasman their base for a long stay, exploring the Top of the South.

Domestic visitor numbers peak from late December to mid-January, when New Zealanders take their traditional summer holiday break. February and March are the peak months for international visitors.

During the shoulder seasons and winter period, conference activity, business travel, event-based tourism and domestic short break activity predominate. Most domestic and business tourists come to Nelson from Canterbury, Wellington, Auckland and the lower North Island.

Segments offering potential for future growth in domestic visitor numbers and yields are the conference sector and short break leisure market, primarily from Wellington, Marlborough, and Auckland. Events are also an important trigger to travel and a strategy is in place to further develop events for the region.

Investment possibilities include non-weather dependent indoor attractions, such as art experiences, and hotel developments of four star standard and above. Other infrastructural assets are planned to help boost capacity for winter and shoulder season events, including a performing arts and conference centre, and redevelopment of The Suter art gallery.

## Nelson Tasman Tourism

Nelson Tasman Tourism is the region's tourism organisation responsible for destination marketing, destination management and visitor information services. Its current tourism strategy has largely been implemented, apart from progress on the development of conference facilities. The strategy has had an important influence in sustaining visitor volumes in the face of the global downturn.

Nelson Tasman Tourism also administers and manages the region's sustainable tourism charter. The charter is a regionally defined, community-developed vision of sustainable tourism. It encourages tourism operators and visitors to protect and enhance the natural environment and resources for future generations. It also aims to ensure long-term economic viability for businesses, and provide socio-cultural benefits to the wider community.

In the four years to May 2009, 47 Nelson Tasman tourism businesses joined the Charter and improved the sustainability performance of their business.



# seafood

Nelson has the largest fishing port in Australasia, catering for fishing vessels that range from small local inshore boats to large factory trawlers.

New Zealand seafood exports are worth around \$1.4 billion, making it one of the biggest national export earners. In Nelson seafood employs some 2,700 people and contributed \$275 million to local GDP in 2009, mainly through seafood processing.

The combined factors of the strength of the New Zealand dollar, quota cuts, fuel prices and the relative cost of labour have reinforced the need to rationalise, which has recently led to some reduction in the number of people employed.

The GDP figure includes the contribution from catching and farming, support services, boat building and ship repair, seafood research organisations based in the region, packaging and container manufacture and wholesale operations.

The deepwater fishing fleets of two of New Zealand's largest fishing companies, Talley/Amaltal and Sealord, are based at Port Nelson. Processing of wild-caught fish (mostly hoki) makes up the bulk of operations in the city, although the hoki quota has had reductions.

The overall New Zealand seafood industry strategy, in which Marlborough, Nelson and Tasman are key players, looks to achieve consistent quality and supplies, coupled with innovation and niche marketing, targeted at high-value premium markets.

## Aquaculture

While there has been an overall decline in the seafood cluster since 2006, the marine farming sector has performed outstandingly, and presents the most promising opportunities for future growth.

It is estimated that 50% of global seafood supply is generated from aquaculture, making it the fastest growing sector of the international food industry. Production is expanding at 15% per annum. Between 2006 and 2009 local employment in this

sector rose 25% and value-added GDP rose 10% to \$9.6 million.

To progress further, the region needs to work to advance activity and mitigate constraints such as allocation of water space, labour issues and enabling regulations.

The national aquaculture sector can easily be seen as a 'Top of the South' industry, with the bulk of production taking place in the Marlborough Sounds and Tasman and Golden Bays. A third of the country's mussel processing is undertaken within the Nelson/Richmond city boundaries.

The recent lifting of the moratorium on marine farms opens the way for the region to commercialise its potential. Prior to the moratorium there were 96 hectares of existing marine farms in Golden Bay. In the coming years this is anticipated to increase markedly as the three areas designated for marine farming in Tasman and Golden Bays become operational.

The expansion of the land-based Horoirangi Aquaculture complex has a massive potential to improve the quality and conditioning of shellfish and other species for exacting markets. Research facility Cawthron Institute was awarded a grant in March 2010 to expand this enterprise.

## Nelson Seafood Cluster

The Nelson Seafood Cluster was formed with the overall aim of increasing the value of seafood through a focus on training, education and research. In addition to its role in providing some co-ordination, the cluster has initiated projects including:

- new seafood and maritime related courses at the Nelson Marlborough Institute of Technology (NMIT)
- postgraduate seafood courses being offered at the University of Canterbury and at the University of Otago as an avenue to increase postgraduate education and research of relevance to the seafood sector
- research into the perception of the seafood industry to provide background for other public education initiatives; followed up with seafood related feature articles in the Nelson Mail and a primary school adoption of a fishing vessel' scheme
- research into the hoki fishery
- research into the contrast in impact of sea and land based food production on the environment
- initiatives related to marketing and value added scientific research.

*Source: NZ Seafood Industry Council, Department of Labour, Nelson Seafood Cluster, REDS 2010.*



# developing industries & clusters

## Engineering

The engineering sector has the potential to generate additional business of between 20 and 30% in the coming decade. The challenge will be to establish long term business plans for the development of the sector. The EDA has a role in cross sector collaboration to take advantage of potential business opportunities.

One such initiative is *Port Nelson*, a marine eco-precinct planned for Port Nelson. It will focus on developing an environmentally endorsed centre for marine and general engineering, workboat refits, aquaculture equipment, new-generation commercial boat design and build, the servicing and maintenance of a variety of working boats (black boats) at Port Nelson, and oil and gas onshore servicing.

The project aims to promote growth in New Zealand, Australia and the South Pacific markets and attract international contracts. It has the potential to upskill the local trade and technical workforces, generating new jobs and injecting hundreds of millions of dollars into the region's economy.

Local company Aurecon has an in-depth knowledge of diverse infrastructure implementations and has been appointed to take the project to the next stage.



## Natural Products



There is a significant opportunity to create highly desirable products for local and export markets, by further processing the region's high quality natural products, including berryfruit, aquaculture and hops. This is seen as a real growth area in the coming decade, particularly in processing berryfruit into concentrates for baking, ice cream, yoghurt supplements, juices and extracts.

While the aquaculture sector is mainly focused on food for human consumption, it is increasingly exploring methods for developing extracts and powders as value-added product.

About a dozen companies in the region are involved in the manufacture of products for the complementary medicine and alternative health market, drawing on natural resources such as Greenshell™ mussels; the native shrub horopito which has anti-fungal properties; bee propolis and pollen; and mussel oil (Lyprinol) from freeze dried mussels used to treat inflammation and aid in controlling asthma.

A multimillion-dollar supercritical fluid extraction plant serves this emergent, smart and sustainable industry. It is used to manufacture hop extract for both the brewing industry and a range of natural medicines. There are other high-tech processing and encapsulating facilities in the region as well.

On the research side, the Cawthron Institute is a New Zealand leader in antimicrobial analysis to ensure product purity and safety. Potential exists for more companies to set up in this growth area, drawing on raw materials from the dairy, marine, agriculture, horticulture and honeybee industries of the region.

Processing infrastructure in Nelson is already being used to extract astaxanthin from dried algae flown here from Hawaii, and to process other raw materials such as colostrum from sources outside the region.

Government has also invested in the research, with Plant and Food receiving \$6.3 million in 2008 to lead a project on developing new marine products for use in nutraceuticals, food ingredients and the cosmetic industries; and investigating the use of enzymes to make specific changes to the molecules to make them more healthy and useful.

Supporting the core driver industries of forestry, tourism, seafood, farming and horticulture are specialist services emerging in their own right, along with other new sectors that are attracting investment and skilled people to Nelson Tasman.



## Information & Communications

The national rollout of a fibre optic network and internet exchanges, funded through the government's Broadband Challenge, will provide a competitive advantage for the region's industries, exporters, IT sector and administrative organisations.

Nelson Marlborough inforegion (NMI) is a joint venture between the Nelson Regional EDA and the Marlborough Regional Development Trust. NMI's core focus is to bring together key Top of the South ICT initiatives for the benefit of Nelson, Tasman and Marlborough.

NMI began the government funded Broadband Challenge Project in 2007 with the installation of fibre-optic cable to extend the network through the region. Another component of the project is the establishment of two internet exchanges allowing a range of users to access the network. The Nelson Internet Exchange (NIX) is now operational.

Government is evolving a national policy for funding and operating fibre-optic tacks. The objectives, announced in October 2010, will include preferred arrangements with secondary providers. The strategy has the objective of 50% coverage of the country within six years.

The expansion of these benefits through to rural areas will be important, as it will give greater accessibility to high broadband speeds across the region. For example, horticultural producers in Tasman and dairy farmers and tourism operators in Golden Bay will be able to use technology based business processes.

In addition to a rapidly developing communications sector, there has been expansion in information technology software engineering, computer and consultancy, web design, e-commerce and associated services.

IT companies based in Nelson often cater to a national and international market.

## Aviation



The aviation sector has emerged as an important player supporting the region's economic drivers. As well as being home to Air Nelson, Air New Zealand's regional feeder airline, the region has several flight training providers, helicopter and fixed wing general charter operators, aircraft maintenance and restoration providers, avionic and aeronautical accessory providers, sport and recreation participants and a dedicated rescue helicopter.

As the fourth busiest commercial airport in New Zealand, Nelson Airport is an important gateway for people and freight. It is used by around 550,000 passengers annually plus the same number of people either meeting or farewelling them. A variety of aviation related operations are based at Nelson Airport, including fixed wing and helicopter general charter services and maintenance and engineering facilities, flight training and rescue air services.

Nelson is the permanent engineering base for Air Nelson, Nelson Helicopters – which undertakes all aspects of helicopter operations, and Helicopters New Zealand – which maintains a large fleet undertaking contracts from Antarctica to Asia. Emergency services also rely heavily on the local aviation industry in a region that is mountainous and highly used for recreation.

Investment in the aviation industry has seen the introduction of more modern aircraft and equipment, and the construction of a new \$6m hangar for Air New Zealand Nelson.

## Research & Development

There is significant potential for science based organisations to assist the region's emerging industries. Opportunities are widespread and the level of employment in research and development enterprises has increased significantly, even through the recession.

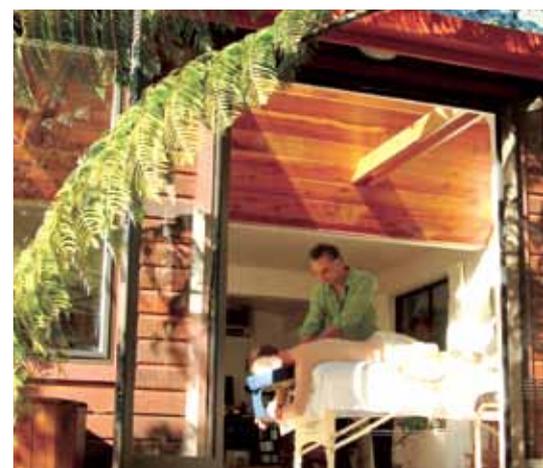
Information on this sector is included in the Research section on page 23.

## Nelson Wellness Cluster

The region is ideally placed to promote itself as a wellness centre, with activities and services in Nelson including health education, nutrition, accommodation, therapy, spa and beauty and outdoor recreation.

Members of the Nelson Wellness Cluster demonstrate professionalism in their businesses, adhere to the cluster's code of ethics and recognise the value of working collectively.

For further information check [www.wellnessnelson.com](http://www.wellnessnelson.com)



# infrastructure

## Sea

Port Nelson is a busy regional port, with a reputation for efficiency and innovation. It is an essential part of the regional economy, handling major export cargoes including pipfruit, seafood and forest products as well as imports, which are mainly fuel.

The port has five cargo wharves, three of them with axle loading capacity over 50 tonnes. To cater for larger vessels, the main shipping channel has been dredged and now has a guaranteed minimum 9.8 metre draught.

Port Nelson has Mobile Harbour Cranes, a fleet of lifting plant, and other support infrastructure for cargo handling. There is also a three-berth lay up facility, which is used by the Nelson fishing fleet for ship repair work and for refitting vessels, fish unloading and vessel refuelling. A floating pontoon berth for super yachts is included in this facility.

Port Nelson's **Environmental Consultation Committee** has operated since 1994, working with residents, businesses and environmental groups on issues such as air and water quality and noise. There is now a separate Noise Committee working with the port to resolve issues associated with noise carrying to the residential area.

## Electricity

Nelson averages over 2400 sunshine hours a year, making it ideal for solar power.

The Nelson City Council has an initiative underway to make Nelson the "solar centre" of New Zealand by showing innovation, and to providing community leadership.

The Solar Saver scheme is designed to encourage the uptake of solar water heating (SWH) by removing the barriers that traditionally have limited the installation of this technology.

The Council pays the cost of the SWH system and installation on ratepayers' homes, and the homeowner pays the cost back via a voluntary targeted rate over a ten year period, primarily from the savings made by their reduced energy consumption.

Electricity distribution within the region is mostly operated by Network Tasman Limited (NTL) with Nelson Electricity Ltd responsible for power transmission within the Nelson City area. Annual power demand in the region is rising by 2-3% each year.

In 2007 Port Nelson became the first port in New Zealand to attain the independently audited ISO 14001 certification for **continuous environmental improvement**.

Find out more at [www.portnelson.co.nz](http://www.portnelson.co.nz)

## Roads

Nelson and Tasman are highly dependent on the road system, due in part to the lack of a rail network. Road freight is crucial and the region is well served with freight companies offering daily and overnight services north and south. Passenger services have diversified in recent years, with coach and shuttle services offering a range of options.

By road, Nelson is 113km from Picton, 117km from Blenheim, 230km from Westport and 438km from Christchurch.

## Air

Nelson Airport is the fourth busiest commercial airport in New Zealand, with direct flights to most main centres from 6.30am to 10.30pm daily. Over half a million passengers use the airport annually and 170 flights are offered each week.

The main provider of scheduled services is Air Nelson, operating as Air New Zealand Link, which supplies regular feeder



services for international airlines as well as domestic links throughout New Zealand. Smaller operators also provide limited domestic services.

Helicopter and light aircraft fixed-wing charter and scenic flights are also available.

Associated activities at Nelson Airport include rental car operators and aviation related servicing for both fixed wing aircraft and helicopters.

Air Nelson services its Q300 turboprop fleet from its aircraft engineering facility in Nelson. Helicopters New Zealand operates an extensive maintenance facility and a number of smaller aviation servicing companies are also based at Nelson Airport.

Pilot training and general aviation activities are undertaken at Motueka Airport, including sport aviation activities.

There are also outlying airstrips at Takaka, Awaroa and Nelson Lakes, where recreational gliding and farm based activities take place.



# research

The region has a wealth of scientific knowledge and expertise, supporting a range of ventures and focusing on natural resources and maintaining a sustainable environment.

## Cawthron Institute

Cawthron, a community owned, independent research organisation, has been operating since 1919. Its focus is on science and technology solutions for sustainable management and development of New Zealand's marine and freshwater systems and resources.

Current research projects are:

- production of Greenshell™ mussels, Pacific oysters, pua and micro-algae, including hatchery technology and selective breeding programmes
- effects of changes in river flow on trout and new indicators for assessing river health
- seafood safety, risk assessment and management of bacterial and viral pathogens and biotoxins
- Integrated Catchment Management – what happens to water as it travels from the mountains to the sea?

Cawthron provides a range of environmental consulting services to help clients address issues of sustainability and compliance with the Resource Management Act. It also provides a comprehensive range of analytical testing and method development services throughout New Zealand; for food and organic, GMP/nutraceutical, microbiological, biotoxin, and phytoplankton testing.

Find out more at [www.cawthron.org.nz](http://www.cawthron.org.nz)

## Landcare Research (Manaaki Whenua)

The Nelson office of Landcare Research, a Crown Research Institute, carries out government funded research and consultancy services relating to sustainable land and water management.

Current research projects include:

- Integrated Catchment Management (with Cawthron and Tasman District Council)
- soil survey, irrigation suitability, water allocation
- assessing and managing sediment losses in catchments

- assessing and balancing values associated with freshwaters.

Landcare Research also carries out local consultancy on soil characterization, soil erosion and carbon, river processes, water allocation and planning, water resource inventory and RMA commissioner work. Find out more at [www.landcareresearch.co.nz](http://www.landcareresearch.co.nz) and [icm.landcareresearch.co.nz](http://icm.landcareresearch.co.nz)

## Plant and Food Research

The New Zealand Institute for Plant and Food Research has two facilities in the region.

### Plant and Food – Riwaka

Plant and Food Research in Riwaka (formerly known as HortResearch) provides essential research for local and national fruit growers and forms part of a nationwide network of orchards and laboratories. The focus of the research is on pipfruit, hops, kiwifruit, and berryfruit.

Current research projects are:

- plant breeding and crop production
- methods to control pests through integrated fruit management to decrease pesticide use and provide tools for successful organic production
- improved production methods for pipfruit, particularly enhancing precocity and fruit quality.

### Seafoods & Marine Extracts Research – Nelson

Plant and Food Research undertakes seafood research in Nelson and Auckland. Areas of interest range from fish production, harvesting and post harvest development through to finished seafoods and high-value ingredients. The work is carried out on behalf of the seafood industry, with support from seafood companies, nutraceutical companies, Seafood Innovations Ltd and FRST.

The focus is on understanding the fundamental properties of commercial finfish, shellfish and crustacean species, and developing novel processes and higher value seafoods from New Zealand's key seafood resources.

Current research projects include:

- the physiology and biochemistry of live finfish, shellfish and crustacea, and developing technologies, products and protocols to facilitate the rested (stress-free) and humane harvesting, transport and slaughter of live and chilled seafoods

- microorganisms associated with live fish and seafood processing environments, and developing techniques to minimise microbiological hazards associated with seafood products
- the physiological, biochemical and microbiological changes that occur during the harvesting, handling, processing and storage of commercial seafood species, and developing protocols and technologies to help companies produce consistently safe and high-quality seafood products
- the chemistry and biochemistry of the proteins and lipids present in seafood discards, and development of new processing technologies to extract and manipulate these molecules to deliver products with specific properties.

Find out more at [www.plantandfood.com](http://www.plantandfood.com)

## National Institute of Water & Atmospheric Research Ltd

Work carried out at NIWA's Nelson regional office is fairly equally divided between projects supported by contestable public good science funding, contracts to the Ministry of Fisheries, and consultancy services for a wide range of commercial and government clients. The focus is on anything associated with fisheries, aquaculture, the atmosphere, marine and freshwater environments.

Current research services are:

- marine ecological services for resource consents, aquaculture and port developments, or environmental assessments
- marine reserve, marine habitat mapping, and conservation research
- stock assessments for customary, commercial and recreational fisheries, and shellfisheries
- freshwater hydrology and river gauging
- sanitation and harvesting criteria for the aquaculture industry
- identification skills for marine fishes and invertebrates
- biosecurity surveys to detect and control unwanted organisms.

Find out more at [www.niwa.co.nz](http://www.niwa.co.nz)



# immigration & investment



New Zealand's immigration policy generally seeks to maintain and enhance the attributes that make this country an attractive place to live and work.

Four main objectives support this policy:

- build New Zealand's human capital
- strengthen international linkages
- encourage enterprise and innovation
- maintain social cohesion

Prospective migrants are considered for residence under three streams:

- Skilled/Business (assessed under a points system)
- Family/Sponsored
- International/Humanitarian.

Source: Department of Labour – Migration Trends

Find out more at [www.newzealandnow.govt.nz](http://www.newzealandnow.govt.nz)

## The Local Scene

Nelson is an attractive destination for overseas nationals seeking residency in New Zealand, due to its climate, landscape, lifestyle, stable economy and cohesive community that does not have the social problems of larger urban centres.

Nelson Tasman had a total of 17,000 new arrivals from 2001-06, offset by a

similar number of people leaving the region. Much of the population growth experienced in the past decade has been through migration into the region, running ahead of natural growth. The greatest proportion (two thirds) of inward migration to the region has come from other regions in New Zealand and one third has come from overseas, particularly from the United Kingdom.

A central government initiative through the Department of Labour, Settlement Support NZ, has been introduced around New Zealand, including Nelson, and is working to ensure new migrants are welcomed and looked after.

Contact Settlement Support in Nelson – Sonny Alesana, Community Liaison Advisor.

Telephone 03 546 0305 or email [sonny.alesana@ncc.govt.nz](mailto:sonny.alesana@ncc.govt.nz)

The Nelson Multi Ethnic Council and other agencies have a key role as an accessible service for people to access support and information for new migrants coming to live in Nelson.

The Nelson Regional Economic Development Agency has a database to promote the skills of migrants to employers. Find out more at [www.eda.co.nz/new-migrant-database](http://www.eda.co.nz/new-migrant-database)

## Skill Shortage Lists

The Department of Labour has two national occupational shortages lists for potential migrants, the Immediate Skill Shortage List and the Long Term Skill Shortage List.

Find these lists at [www.immigration.govt.nz](http://www.immigration.govt.nz)

## Foreign Direct Investment

The Overseas Investment Office (OIO) is tasked with regulating New Zealand's foreign investment regime. While one hundred percent overseas ownership can be approved in all industry sectors, some New Zealand based companies have restrictions relating to foreign ownership.

A range of factors are considered in determining whether an investment will, or is likely to, benefit New Zealand.

New Zealand Trade and Enterprise is the New Zealand Government's economic development agency. Its specialist unit, Investment New Zealand, works to attract investment into New Zealand with wider benefits to the economy, and can help identify sustainable business prospects and develop tailored investment solutions for overseas investors. Other government departments and agencies, such as Tourism New Zealand, the Ministry of Foreign Affairs and Trade and the Ministry of Economic Development are also active in promoting foreign investment.

Find out more about the overseas investment regime at [www.linz.govt.nz/overseas-investment](http://www.linz.govt.nz/overseas-investment)

## New Zealand's Tax System

Different income tax rates exist in New Zealand for different entities. Inland Revenue has several resources useful to anyone setting up in business, available at [www.ird.govt.nz](http://www.ird.govt.nz), or by phoning Inland Revenue on 0800 377 774.

For those in Australia considering doing business in New Zealand, further information is available at [www.ird.govt.nz/yoursituation-bus/bus-aust-nz](http://www.ird.govt.nz/yoursituation-bus/bus-aust-nz)



# employment

The Nelson Tasman lifestyle helps attract skilled workers from other parts of the country and internationally, assisting workforce stability.

At the end of June 2010 the national Household Labour Force Survey put regional unemployment at 3.2%. This rate was one of the lowest in the country and well below the national average of 6.8%.

Employment growth in both Nelson and Tasman exceeds the labour force growth, resulting in falling unemployment. Two-thirds of the working-age population was in employment in Nelson and Tasman at 2006 census time.

*Source: Department of Labour Annual in-depth regional report.*

There has been a shift in the numbers working in traditional industries like agriculture, fishing and forestry, to the growth sectors of retail trade, property and business services and manufacturing.

In Tasman, the largest employing industries are agriculture, retail trade and manufacturing.

A large part of the region's employment growth has been in highly skilled occupations such as legislators, administrators, managers, professionals and technicians and this is where skill shortages are predicted in the future.

The notion of Sunshine Wages is not a reality and most employers recognise the need to offer competitive wages to recruit and retain appropriately skilled staff. However, the median hourly wage rates for Nelson Tasman region are slightly below the national median, largely due to the high numbers working in low wage industries and seasonal work.

## Facts and Statistics

- In March 2009, the total number of filled jobs for Nelson was 22,866 (up 3% from March 2006); the number for Tasman was 17,569 (unchanged from March 2006).

*Source: REDS Regional Cluster Analysis, 2009*

- In 2006, the property and business service sector was the largest employer

in Nelson, with 38% of the city's workers. Source: Department of Labour, Annual in-depth regional report

- Agriculture, retail and manufacturing account for over 50% of employment in Tasman. Source: Department of Labour, Annual in-depth regional report
- Average wage and salary earnings of people in the Nelson Tasman region in 2009 were \$42,250 (Nelson) and \$39,670 (Tasman).

*Source: Statistics NZ, Linked Employer-Employee Data.*

## Workforce Development Strategy

As part of Nelson Tasman's Regional Economic Development Strategy, the Workforce Development Strategy aims to:

- provide accurate knowledge of the labour market and skill shortages
- ensure an appropriate labour market supply
- ensure training is meeting industry needs
- communicate relevant labour market information to employers, the labour force, and training providers
- make the region an attractive place to work.

The Nelson Regional EDA, supported by the Ministry of Social Development

and the Nelson Marlborough Institute of Technology, researched workforce and training issues. A number of key initiatives have been undertaken to improve Nelson's labour market. Further collaborative work is in place to ensure employers and industry can engage appropriately skilled staff in meaningful employment.

## Mayors Taskforce for Jobs

Nelson Tasman Connections has been developed locally to meet the National Mayors Taskforce for Jobs objective of having all 15 to 19 year olds engaged in education, training, work or other options that will lead to long term economic independence and well-being. This service is available to any young person/school leaver under 20 who would like support from a youth service provider.

For more information phone the coordinator on 03 546 2446, email [connections@nmit.ac.nz](mailto:connections@nmit.ac.nz) or visit [www.connections.gen.nz](http://www.connections.gen.nz)

The Nelson Tasman lifestyle helps attract skilled workers from other parts of the country and internationally, assisting in workforce stability.



# business opportunities & export trade

## Venture Accelerator Network

The region has a number of niche sector investment opportunities, with potential for attractive returns. The Venture Accelerator Network (VAN) is an initiative of the Nelson Regional EDA, supported by New Zealand Trade and Enterprise and WHK.

VAN aims to bring together key Nelson entrepreneurs and investors and facilitate a range of interesting speakers who can raise the awareness of the potential and know-how for businesses to significantly grow. Regular meetings highlight best practice models, preparing businesses and entrepreneurs for presenting an investment proposal to potential investors.

"We began producing a range of organic and allergy sensitive cakes and cookies after seeing how hard it was for people to find food that met their dietary needs. The Venture Accelerator Network was a wonderful networking opportunity and provided great business ideas and assistance. When you start talking with potential investors you can be proactive in offering ideas about how the business can be managed for success, which is what both parties want."

*Rebecca Douglas-Clifford  
Eat Right Foods*



## Export Trade



New Zealand is a trading nation, and exports play a significant role in the Nelson Tasman regional economy. The region has a strong and diversified export sector, with developing clusters in aviation, information technologies and natural products, as well as the traditional economic drivers of agriculture and horticulture, tourism, forestry and seafood.

New Zealand has moved from a protected market economy and is now one of the most open economies in the western world, with most tariffs on imports removed or minimised. New Zealand's status as an exporter of commodities (dairy, meat and wool) has expanded to include raw and value-added products in forestry, horticulture and seafood.

Manufacturing and tourism have also become increasingly important foreign currency earners.

## Statistics

New Zealand's GDP: NZ\$186.1 billion (March 2010).

Total annual exports to March 2010: NZ\$40.655 billion, contributing 22% of New Zealand's GDP.

The top five largest export markets at December 2009 were Australia, the United States, China, Japan and the United Kingdom.

New Zealand's fastest growing major export markets in the year ending December 2009 were China (43 percent), Singapore (28 percent), Egypt (25 percent), United Arab Emirates (18 percent), and India (16 percent). (Data was restricted to markets that took at least NZ\$200 million in exports in the year ending September 2008.)

### New Zealand Trade and Enterprise (NZTE)

NZTE is the government's national economic development agency. It works to stimulate economic growth by helping to boost export earnings, strengthening regional economies, and delivering economic development assistance to industries and individual businesses.

As a global organisation, NZTE uses its knowledge and contacts in overseas markets to connect New Zealand businesses with trade and investment opportunities. With ten offices in New Zealand, including a regional office in Nelson covering the Nelson/Marlborough area, NZTE is well placed to work collaboratively with New Zealand's regions to stimulate and grow their economic base.

Find out more at [www.nzte.govt.nz](http://www.nzte.govt.nz)

# url directory

## **Nelson City Council**

[www.nelsoncitycouncil.co.nz](http://www.nelsoncitycouncil.co.nz)

## **Tasman District Council**

[www.tasman.govt.nz](http://www.tasman.govt.nz)

## **Nelson Regional Economic Development Agency**

[www.eda.co.nz](http://www.eda.co.nz)

## **The Suter Art Gallery**

[www.thesuter.org.nz](http://www.thesuter.org.nz)

## **World of WearableArt™**

[www.worldofwearableart.com](http://www.worldofwearableart.com)

## **Adam Chamber Music Festival**

[www.music.org.nz](http://www.music.org.nz)

## **School of Arts and Media**

[www.nmit.ac.nz](http://www.nmit.ac.nz)

## **Nelson School of Music**

[www.nsom.ac.nz](http://www.nsom.ac.nz)

## **Nelson Provincial Museum**

[www.museumnp.org.nz](http://www.museumnp.org.nz)

## **Theatre Royal**

[www.theatreroyalnelson.co.nz](http://www.theatreroyalnelson.co.nz)

## **State Cinema**

[www.statecinema.co.nz](http://www.statecinema.co.nz)

## **Gecko theatre**

[www.geckotheatre.co.nz](http://www.geckotheatre.co.nz)

## **Village Theatre**

[www.villagetheatre.org.nz](http://www.villagetheatre.org.nz)

## **Nelson Farmers' Market**

[www.nelsonfarmersmarket.co.nz](http://www.nelsonfarmersmarket.co.nz)

## **Events Strategy**

[www.eda.co.nz](http://www.eda.co.nz)

## **Nelson Tasman Tourism**

[www.nelsonnz.com](http://www.nelsonnz.com)

## **Arts Council Nelson Inc**

[www.acn.org.nz](http://www.acn.org.nz)

[www.artloop.co.nz](http://www.artloop.co.nz)

## **Community database**

[www.found.org.nz](http://www.found.org.nz)

## **Ministry of Education's schools website**

[www.tki.org.nz/e/schools](http://www.tki.org.nz/e/schools)

## **Nelson Marlborough Institute of Technology**

[www.nmit.ac.nz](http://www.nmit.ac.nz)

## **Apprenticeships**

[www.modern-apprenticeships.govt.nz](http://www.modern-apprenticeships.govt.nz)

## **Industry training**

[www.tec.govt.nz](http://www.tec.govt.nz)

## **English Language Tuition**

[www.educationnelson.co.nz](http://www.educationnelson.co.nz)

## **Nelson Aviation College**

[www.nelson-aviation.co.nz](http://www.nelson-aviation.co.nz)

[www.nmit.ac.nz/aviation](http://www.nmit.ac.nz/aviation)

## **Health sector**

[www.nmdhb.govt.nz](http://www.nmdhb.govt.nz)

## **Teen health services**

[www.teenhealth.co.nz](http://www.teenhealth.co.nz)

## **Primary health services**

[www.bewell.org.nz](http://www.bewell.org.nz)

## **Nelson Wellness Cluster**

[www.wellnessnelson.com](http://www.wellnessnelson.com)

## **Sporting Events**

[www.nelsonevents.co.nz](http://www.nelsonevents.co.nz)

[www.springchallenge.co.nz](http://www.springchallenge.co.nz)

## **Rainbow Ski Field**

[www.skirainbow.co.nz](http://www.skirainbow.co.nz)

## **ASB Bank Aquatic Centre**

[www.clmz.co.nz/asb](http://www.clmz.co.nz/asb)

## **Cycling**

[www.cyclingnelson.co.nz](http://www.cyclingnelson.co.nz)

## **National Parks**

[www.doc.govt.nz](http://www.doc.govt.nz)

## **Trout fishing**

[www.fishandgame.org.nz](http://www.fishandgame.org.nz)

## **Sea fishing**

<http://www.nelsoncitycouncil.co.nz/marina>

## **Wakatu Incorporation**

[www.wakatu.org](http://www.wakatu.org)

## **Whakatū Marae**

[www.whakatumarae.co.nz](http://www.whakatumarae.co.nz)

## **Te Awhina Marae**

[www.tam.org.nz](http://www.tam.org.nz)

## **Onetahua Marae**

Email: [paddy@xtra.co.nz](mailto:paddy@xtra.co.nz)

## **Cawthron Institute**

[www.cawthron.org.nz](http://www.cawthron.org.nz)

## **Landcare Research (Manaaki Whenua)**

[www.landcareresearch.co.nz](http://www.landcareresearch.co.nz)

[icm.landcareresearch.co.nz](http://icm.landcareresearch.co.nz)

## **Plant and Food Research – Riwaka and Nelson**

[www.plantandfood.com](http://www.plantandfood.com)

## **National Institute of Water & Atmospheric Research Ltd**

[www.niwa.co.nz](http://www.niwa.co.nz)

## **Settlement Support Nelson**

Email: [sonny.alesana@ncc.govt.nz](mailto:sonny.alesana@ncc.govt.nz)

## **Nelson Regional Economic Development Agency skills database**

[www.eda.co.nz/new-migrant-database](http://www.eda.co.nz/new-migrant-database)

## **Skill Shortage Lists**

[www.immigration.govt.nz](http://www.immigration.govt.nz)

## **Overseas investment**

[www.linz.govt.nz/overseas-investment](http://www.linz.govt.nz/overseas-investment)

## **New Zealand's Tax System**

[www.ird.govt.nz](http://www.ird.govt.nz)

[www.ird.govt.nz/yoursituation-bus/bus-aust-nz](http://www.ird.govt.nz/yoursituation-bus/bus-aust-nz)

## **Mayors Taskforce for Jobs**

[connections@nmit.ac.nz](mailto:connections@nmit.ac.nz)



Civic House 110 Trafalgar St  
PO Box 645 Nelson 7040

Phone +64 3 546 0200

Fax +64 3 546 0239

Email [enquiry@ncc.govt.nz](mailto:enquiry@ncc.govt.nz)

[www.nelsoncitycouncil.co.nz](http://www.nelsoncitycouncil.co.nz)



189 Queen St

Pvt Bag 4 Richmond 7050

Phone +64 3 543 8400

Fax +64 3 543 9524

Email [info@tasman.govt.nz](mailto:info@tasman.govt.nz)

[www.tasman.govt.nz](http://www.tasman.govt.nz)



39 Halifax St

PO Box 370 Nelson 7040

Phone +64 3 545 6858

Email [info@eda.co.nz](mailto:info@eda.co.nz)

[www.eda.co.nz](http://www.eda.co.nz)



Photograph: Neudorf Vineyards

