

Grow Northland 2021



Northland Inc
Growing Northland's Economy
Kia tupu ai te ōhanga o Te Tai Tokerau

SCARLATTI
Evaluation | Analytics | Insights

REGIONAL SNAPSHOT

Society

- Northland has a population of **194,600** – one of the fastest growing in the country
- Māori comprise **30%** of the population, with 11 recognised iwi/hapū
- **18.1% of workforce is in primary industries**
- Highly **competitive labour costs**
- **Rich history**, including the Waitangi Treaty Grounds in the Bay of Islands, some of the country's earliest surviving European buildings, plus first capital, first seaport, oldest lighthouse etc.

Environment

- Only **subtropical** region in New Zealand, with humid summers, mild winters, year-round rainfall and few frosts
- Predominantly rolling hill country, with 10 harbours, 3,200 km of coastline, extensive networks of rivers and streams
- Tutukaka coast rated one of **top three coastlines in the world** by National Geographic Traveller
- **Mix of soil types** although all acidic and requiring fertiliser for pasture growth
- Significant areas of **undeveloped or underutilised land**
- **Challenging access to water**, especially in Mid and Far North
- Groundwater of variable quantity and quality
- **Climate change will warm Northland** and decrease rainfall for some seasons. Results will include greater risk of drought, less groundwater recharge, increased coastal groundwater levels, more intense episodic flooding, salinisation of coastal aquifers.

Economy

- Northland is disproportionately strong in many primary industry sectors compared to other regions
- The **visitor economy** has been the region's largest industry
- Northland has many **facilities** to support industry, including:
 - 6 industry good organisations, 10 operational plants and branches for significant primary industries, 3 Crown Research Institutes
 - Ngawha geothermal power plant satisfies 70% of the region's electricity demand with renewable energy
 - NorthTec, Northland's tertiary education institute
 - Northport, the country's closest port to international markets
 - Three domestic airports



"An economy that supports a prosperous and thriving Te Tai Tokerau Northland that respects all people, past, present and future, and cares for the environment we all share"
Northland Inc's vision

REGIONAL OPPORTUNITIES

- **Niche markets** – warmer temperatures may allow different crops to be grown, such as tropical and sub-tropical fruits, tree nuts, sugar cane, coffee etc.
- **Government investment** – current initiatives such as the Ngawha Innovation and Enterprise Park, Te Tai Tokerau Water Trust, Kaipara Kickstart, aquaculture research and new technology/facilities, and the Kaipara Moana Harbour Remediation programme provide immediate opportunities to facilitate primary sector growth and collaboration
- **Relationships** – Extension 350, Collaboration Tai Tokerau, Tai Tokerau Māori Horticulture Cluster, Maungatapere Berries etc. provide inspiration for collaboration
- **Branding** – several sectors and niche products (avocado, apiculture, berryfruit etc.) provide an opportunity for a differentiated story that could set them and the region apart on the world stage
- **Social/cultural wellbeing** – done well, many sectors can also have an impact on wellbeing, e.g. positive environmental and recreational benefits of well-managed forests; increased consumption of locally-grown, nutritious vegetables etc.

PRIMARY INDUSTRY OVERVIEW

Sectors

- APICULTURE
- AQUACULTURE
- CITRUS
- DAIRY
- KIWIFRUIT
- TROPICAL FRUIT
- FORESTRY
- AVOCADO
- BERRYFRUIT
- VEGETABLES
- AGRITOURISM
- OTHER FRUIT & TREE NUTS
- GRAPES
- BEEF AND SHEEP

Collaboration areas

- Environment
- People
- Infrastructure (& logistics)
- Market (access & marketing)
- Other (e.g. R&D, biosecurity)

The following A3 infographics provide more insights into each of the above sectors...