

Tapuae Roa and Taranaki 2050

PROGRESS UPDATE: April 2021

TAPUAE
MAKE WAY
ROA
FOR TARANAKI

TARANAKI
2050



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OVERVIEW

This document provides an update on the progress implementing actions since April 2018 to support the development and transition of Taranaki. This includes actions in the Tapuae Roa Regional Economic Development Action Plan and the 12 Transition Pathway Action Plans developed to map out the short to medium-term approach to achieve the vision our region has articulated in the Taranaki 2050 Roadmap.

Figure one: Progress update

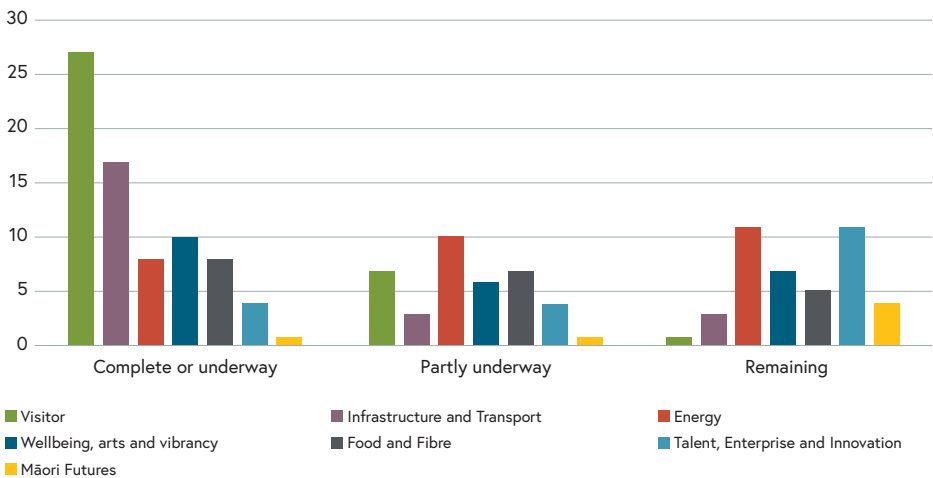


Figure one provides an overview of progress. To date 85 actions are complete or underway, 38 are partly underway and 43 actions are remaining.¹

¹ There are also actions being progressed under the regional recovery programme, particularly a number of actions related to Māori Futures. These actions are not included in the graph.

BACKGROUND TO TAPUAE ROA AND TARANAKI 2050

Tapuae Roa is Taranaki's economic development strategy and action plan, launched in 2017-18. It aims to grow the talent, entrepreneurial mindsets, skills and capabilities of the wider Taranaki community as the foundation of a truly modern economy. It envisages a lower emissions future, but not at the same pace as we are now addressing. Importantly, it lays some key platforms for shifting to a low emissions economy, as well as strengthening our economy.

Taranaki 2050 is a programme to help our region's communities, enterprises, and residents navigate New Zealand's shift to the low-emissions economy of the future, while ensuring the important aspects of life can be shared by everyone. The Roadmap was co-designed by thousands of people across the region and published in August 2019. Twelve transition pathway action plans were developed in 2019 and 2020. A prioritised suite of investment

proposals have been provided to central government to support a just transition to a low-emissions future.

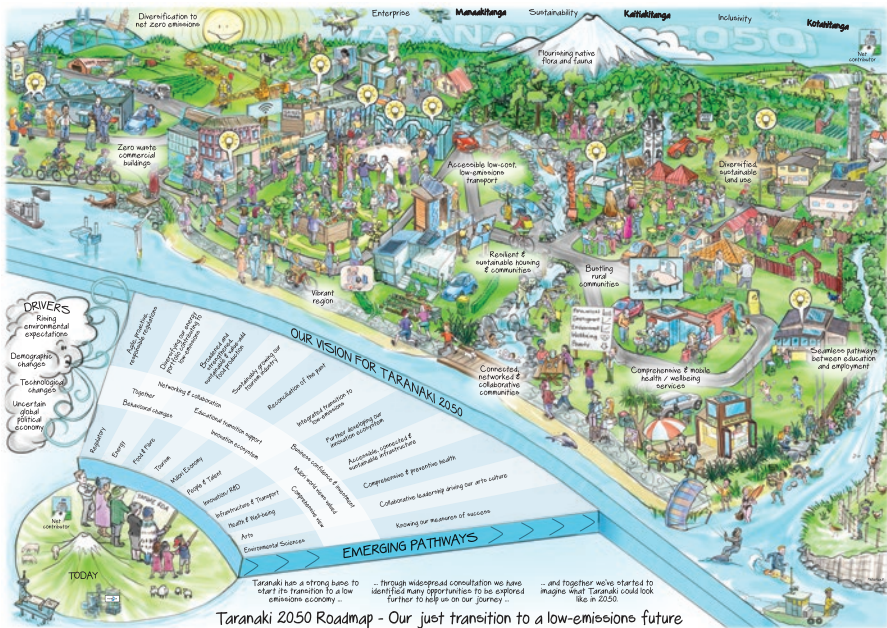
The delivery of Tapuae Roa and Taranaki 2050 is led by a group of regional leaders across local government, iwi, business, unions, community, education and central government. Venture Taranaki, as the regional development agency, supports the facilitation and co-ordination.

NEXT STEPS

Subject to funding, the focus of the next twelve months is to continue to bring people together and move the mahi forward. Progressing the actions is something that requires us all to work together, including local government, businesses, unions, iwi, central government and the community.

If you would like to help with the mahi please contact info@taranaki2050.org.nz

You can also track progress at www.taranaki2050.org.nz.



Taranaki 2050 Roadmap - Our just transition to a low-emissions future



Ara Ake Chief Executive Cristiano Marantes at the launch of Ara Ake.

Progress on actions

ENERGY

- **Ara Ake** was launched in July 2020, as the national new energy centre based in Taranaki to accelerate the development and commercialisation of low-emissions energy innovation and technology in New Zealand.
- A range of **hydrogen**-related actions have been progressed including:
 - In 2019 the Taranaki Hydrogen Roadmap was published. The H2 Taranaki network, an informal group of interested enterprises and individuals, began meeting and nationally in September 2018 the NZ Hydrogen Association was formed.
 - Hiringa Energy and Ballance Agri-Nutrients have partnered in the development of a 16-24MW wind to hydrogen and green ammonia project at Ballance's plant at Kapuni. In March 2020 the Government announced a provisional \$19.9m Provincial Growth Fund (PGF) investment in the project.
 - In January 2020 Hiringa Energy and the Waitomo Group announced a partnership to co-locate Hiringa's hydrogen production and refuelling stations on existing Waitomo truck stops. In August 2020 it was announced that funding of \$20m had been provisionally approved from Government to support the establishment of Phase 1 of a hydrogen refuelling network.
 - First Gas has a study underway concerning the potential of transporting hydrogen through the gas network. In November 2020 Firstgas and Hiringa Energy also announced a collaboration agreement.
- The Government announced in 2020 that it would provide \$37m to New Plymouth District Council to replace



Venture Taranaki Branching Out Project Manager, Kevin O'Reilly, at Avocados, the Taranaki opportunity event.

- the **thermal dryer** at its waste water plant, with green hydrogen being used as part of the energy supply.
- Venture Taranaki published a discussion paper on the **offshore wind** potential of the region in April 2020, and an offshore wind forum was held in December 2020.
- WITT is building its reputation as the **national vocational training centre for new energy**. It has employed an energy specialist, undertaken a range of research and presented at a number of conferences. WITT and Ara Ake are also supporting EVelocity, a programme that encourages students into careers in the STEM (Science, Technology, Engineering and Maths) sectors with a focus on sustainability and climate change through the process of building an electric vehicle.
- A range of activities are progressing around **microgeneration**, such as New Plymouth District Council's Home Energy Scheme, and a group of farmers in South Taranaki looking at a renewable energy micro-grid system.

- Nationally, a number of studies on the **renewable energy** stack have been completed that analyse where there might be potential for wind, utility scale solar and geothermal electricity production in NZ and Taranaki. The Government also released "A vision for hydrogen in New Zealand: Green Paper".
- A variety of **events** have been held to support behaviour change, lowering transport emissions and energy efficiency, such as Electricana, which is held in February every year to promote electric vehicles.

FOOD AND FIBRE

- The Taranaki district councils and Ministry for Primary Industries have jointly funded the **"Branching Out"** project. This is identifying options and opportunities which complement and extend Taranaki's food and fibre value chains. A Steering Group has been formed, as well as an Expert's Group comprising of the nation's Crown Research Institutes, Massey University and industry specialists.



Taranaki Maunga and the Pouakai Track

- The Taranaki **Major Regional Food Opportunities** project helped advance the region's food production industry by identifying and providing support, including financial, to a selected group of projects in the food sector that have the potential for significant growth.
- A range of producers have received support from the Provincial Growth Fund, including blueberry production in South Taranaki, wood processing, and distilling and bottling processing.
- A Taranaki **Food Network** has been established.
- A Taranaki Catchment Communities (TCC) group has been formed and received funding from the Ministry of Primary Industries to complete a business case to establish catchment communities on a more permanent footing and identifying areas of focus.
- Other activities include developing a video to showcase Taranaki's food sector, organising a stand for Taranaki food producers at the Auckland Food Show each year, investigating

the potential of food tourism and supporting events providing information about regenerative agriculture.

VISITOR

- **Development of the Taranaki Crossing:** The Government has provided funding to develop the Taranaki Crossing and associated infrastructure. This is a series of walks linking key destinations in and close to Te Papakura o Taranaki. A Steering Group of central government and iwi leaders governs implementation of the project. Approximately 6 kilometres of track have already received an upgrade, including boardwalk over sensitive wetlands.
- **Taranaki Cathedral of St Mary:** Provincial Growth Fund support of \$5m is contributing towards a \$15+m redevelopment of the Taranaki Cathedral site. New Zealand's oldest stone church will be earthquake and internally enhanced for greater community use. A new building, Te Whare Hononga, will be built as the



The Piwakawaka Family Hut at Pukeiti

centre of a public exhibition focused on the stories of Māori and Pākehā on this site.

- A range of **infrastructure** works have taken place to reduce the pressures of tourism on the environment. This includes a new car park at the end of Mangorei Road in 2018, four mobile ablution pods in South Taranaki, a trial shuttle service to North Egmont Visitor Centre, and changes to freedom camping bi-laws.
- The **Yarrow Stadium** earthquake strengthening and development was started by Taranaki Regional Council in December 2020.
- The Government has committed \$14m to support development of a visitor centre at **Parihaka**.
- A **Regional Events Strategy** will be published by Venture Taranaki in August 2020.
- The **Taranaki Story** is being developed, and will launch a range of tools and resources for the region to use to promote a coherent future focused message of the region 'going places'.
- A range of **strategic projects** are underway including industry programmes in digital capability, sustainability practices and Te Ao Māori competency, a design-thinking exercise to consider new visitor experiences and the development of drive journeys (West Coast Journeys, a Central Drive Journey and a Southern Coastal Arts Trail).
- The Taranaki District Councils provided funding of \$150,000 for Venture Taranaki to implement a **promotional campaign** across visitor, live and work, and investment target areas. The 'Just around the corner' digital campaign was run in 2020, as well as pitched editorial and partnership activity. A new "Visit Taranaki" website will be launched in mid-2021.
- **Investment** in Taranaki's regional gardens, museums and attractions, including at Pukeiti, Aotea Utanganui and Puke Ariki.



Inside the new New Plymouth Airport terminal

- A range of work on promoting transport investments (see the Infrastructure and Transport section for more details), and the Taranaki Trails Trust has been established with the aim of creating the next 'great ride' in NZ.

INFRASTRUCTURE AND TRANSPORT

- **Roading:** A range of funding committed to state highways, including improvements to SH3 travelling North from New Plymouth (Mount Messenger and Awakino Gorge), SH43 and improvements to the SH3 Bell Block to Waitara section. There is also ongoing investigation into SH44 to the Port.
- **Digital:** There has been a range of investment in digital connectivity, including the roll-out of fibre and reducing mobile black spots.
- **Air:** A new terminal was opened at New Plymouth airport in 2019 and a runway scoping study was completed in 2020.
- **Public Transport:** The Regional Public Transport Plan was updated by the Taranaki Regional Council in 2020 and the council is investigating future low-emissions fuel options for its buses.
- **Rail:** Port Taranaki started transporting logs from Whanganui, using the Marton to New Plymouth railway line.
- The Infrastructure Commission are developing a 30 year **infrastructure strategy** that will be published in December 2021. In 2020 they undertook an Asset Owner Survey with a range of infrastructure owners in Taranaki.

MĀORI FUTURES

- The Government has committed \$14m to support development of a **visitor centre at Parihaka**.
- \$7.5m has been committed for **marae upgrades** across 18 marae in Taranaki.
- Ngā Rauru Kīitahi received \$1.6m for **fencing and planting** waterways and land.



Educators and Enterprises, South Taranaki tour at Total Aluminium

- Te Kāhui Maru Trust has been granted just over \$980,000 for its 17-week **Tupu-ā-nuku** Environmental Workforce Development training programme.
 - \$1.45m was provided to support **blueberry production** in South Taranaki.
 - **Mawhitiwhiti Kanihi Pā** has received \$5m to rebuild the Pā.
 - \$100,000 was committed to the Māori Trust Board to undertake a **Māori Enterprise and Education Stocktake**.
 - Parinihi ki Waitotara Incorporation received \$100,000 to undertake a feasibility study that will enable the participating organisations to assess the future viability of investment into the **Aged/Retirement sector**.
 - In addition, Ngā iwi o Taranaki are leading a number of actions as part of the region's Recovery Plan.
- a range of flexible, industry-relevant courses that align to the future of work. It's offering more options for part-time learners in employment, introducing postgraduate options and focussing on Māori enterprise. A significant increase in student numbers means more trained people are entering the workforce in areas of regional need, such as health, trades and primary industries.
- New Plymouth District Council has developed an **Infrastructure Talent Pipeline** in collaboration with the civil construction sector, and a partnership with WITT on the Trades Academy, paying dividends in skills training in the civil construction sector.
 - **E tū** has been undertaking research into how to support workers in transition, in particular the interventions they and their employers would see as useful to support them to successfully move into new (or modified) work.

TALENT, ENTERPRISE AND INNOVATION

- The **Western Institute of Technology at Taranaki (WITT)** has developed



Venture Taranaki Enterprise Adviser, Shaan Davis at the Powerup workshops

- The **New Zealand Educational Institute (NZEI)** Te Riu Roa has employed a new Community Organiser to work on climate change issues with its members. Members in Taranaki are trialling this new community approach, and are looking forward to engaging further with the Roadmap.
- A range of **entrepreneurial programmes** have been run. In November 2020, Venture Taranaki launched a range of support, services and activity focused on fostering and nurturing the entrepreneurship ecosystem in Taranaki (including supporting the annual StartUp Weekend run by StartUp Taranaki). This programme of work supported by Tapuae Roa and New Plymouth District Council is called PowerUp. A key element of PowerUp is the Ideas Competition, which commenced in January 2021 and is supporting budding entrepreneurs and early stage start-ups with their business potential.
- A Taranaki **investment prospectus and website** was launched in 2020. A feasibility study on the viability of the development of a regional investment fund was completed in 2019.
- New materials for a **lifestyle campaign and toolkit** have been developed, and campaigns run to attract talent, visitors and international students.
- A range of investments have been made in growing businesses such as Woodspan panels, distilling, and bottling.
- The Chamber of Commerce, in conjunction with the Ministry of Social Development established a **Jobs and Skills Hub** in Bell Block in 2020. The Chamber Hub has made good progress and already placed 60 people in permanent employment in the space of 6 months.
- New Plymouth District Council has worked with Taranaki Futures to help more than 50 young people get their restricted **drivers license**.
- Government commitment to investment in **schools**, including \$23m for Spotswood College and \$11.5m of investment in other schools in the region.



Members of the Creative Taranaki Lead Team

WELLBEING, ARTS AND VIBRANCY

- **Creative Taranaki** has been established to drive forward regional creativity, arts and culture development and support, with the support of the New Plymouth District Council and Venture Taranaki.
- The **Taranaki Regional Sports and Recreation Facilities Strategy** was developed in 2017 and 2018, and Memorandums of understanding signed with the three district councils in Taranaki.
- The Government has provided \$300m to modernise and extend **Taranaki Base Hospital**.
- A wide range of **environmental projects** are underway or have funding committed, particularly under Taranaki Taku Tūrangā – Towards Predator Free Taranaki, and the the Kaimahi for Nature programme. Funding has also been provided to support riparian planting for streams.
- **District councils** across the region continue to make significant investments in community assets, including developing a new pool, cycle park and council-developed subdivision in Stratford, Te Ramanui o Ruapūtahanga and a business park in Hāwera, town revitalisation plans for Eltham, Manaia, Ōpunakē, Pātea and Waverley and consideration of a multi-sport hub in New Plymouth.
- **Tamariki Pakari Child Health and Wellbeing Trust** has been established, with a focus on equitable child health and wellbeing outcomes. The team have attained over \$3 million in funding for the region in conjunction with the University of Auckland, alongside providing workforce development with translational health research opportunities for over 20 individuals.



Tapuae Roa and Taranaki 2050 are led by Ngā Kaiwhakātere o Taranaki (the "navigators of Taranaki"), a group of regional leaders representing local government, iwi, unions, business, education, community and central government. We would like to acknowledge all the people and organisations that have helped make these actions happen and contribute to the considerable mahi.