

Item 1: Economic Development in Upper Clutha

SESSION TYPE: Workshop

PURPOSE/DESIRED OUTCOME:

Briefing on current economic development initiatives in Upper Clutha, and seeking recommendations from the Community Board on business leaders and 'best-fit' businesses that could expand the impact of diversification and destination management efforts in Upper Clutha.

DATE/TIME:

Thursday, 10 October at 11.00am or at the conclusion of the meeting

TIME BREAKDOWN:

Presentation: 15 minutes
Questions and discussion 30 minutes

Prepared by:



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Title: Economic Futures Manager
30 September 2024

Reviewed and Authorised by:



Name: Michelle Morss
Title: General Manager, Strategy and Policy
2 October 2024

ATTACHMENTS:

A	Existing and potential Upper Clutha economic development initiatives
B	Startup Queenstown Lakes Upper Clutha 2023/24 summary

ATTACHMENT A:

Existing and potential Upper Clutha economic development initiatives

Background

Over 2023/24 the 2015 Economic Development Plan has been replaced by the;

- Destination Management Plan – led by DQ, QLDC and Lake Wanaka Tourism
- Diversification Plan – endorsed by 18 organisations including Lake Wanaka Tourism and Wanaka Business Chamber

Council supports both plans through;

- the Economic Futures team which includes Film Queenstown Lakes and Events funding and facilitation.
- Funding for initiatives such as Startup Queenstown Lakes, and cluster facilitation

The delivery of both plans is reliant on collaboration between entrepreneurs and business/industry support organisations.

Current initiatives that support the Upper Clutha economy

Film

An outdoor/adventure/factual filmmaking niche has been identified in the Wanaka area – there are small bespoke production companies like The Beards, Hunt/Cadre and Bunker Street Film who've been working and growing in this space for several years.

One key opportunity identified through meetings with the industry and a recent survey is skills development. The film office is planning to support Wanaka workshops and events on factual producing and directing including;

- sponsoring the Adventure Filmmaking Workshop in the 2025 NZ Mountain Film Festival.
- investigating other educational opportunities (e.g. a formal Adventure Filmmaking course or degree)

Funding for factual filmmaking is difficult to secure and the film office is exploring how it could help identify more funding avenues for this genre.

A Hawea-based filmmaker has recently been appointed to the coordinator role for the Southern Filmmakers Collective, an industry-led initiative that supports

filmmaking at a grassroots level across Otago and Southland. While this is a regional role, having a well connected local in this role is positive.

Host-tech

This niche is focused on technology businesses and solutions for hospitality and tourism. Businesses in the district that fit this category include IBIS, Magic Memories, Chomp, Loaded, First Table, Venu, Epic Shot and Planit.

Currently we are unaware of any tech companies based in Upper Clutha within this niche but are keen to know of any.

Product Design (Outdoor Products)

Wanaka has a number of businesses built off the passion locals have for the outdoors. These include Mons Royale, Race Ranger, Scannable and KEA. The startups have had support from Startup Queenstown Lakes and/or Amos Breyfogle who is contracted to support this niche. He has helped

- AWOL high-end adventure campervans (designed and built in Wanaka). They are getting support from Wai Innovation, local product designers, and Callaghan innovation thanks to the monthly events we run. <https://awol.nz/>
- Wai Innovation - Product design and laser cutting. doing lots of producing for local community around building projects and Stoaked hot tubs. <https://www.waiinnovation.com/>

Career training and development

Study Queenstown website has been revamped and now focusses on tertiary/career change opportunities across the district. Wanaka based educators added include U Fly flight school, Rookies Academy, ITC, Wanaka Helicopters, Tai Poutini and Otago Polytechnic.

A project is also underway to explore how professional development offered by employers could be improved and Wanaka employers are being encouraged to participate. A small pilot group of employers will be selected to trial ACTVO, an HR tool.

Startup support

A summary of recent support given to Wanaka businesses is attached as Appendix B. Jinene Clark, the SQL high growth coach, resides in Wanaka.

Optimal Visitation

Council undertook the procurement for the Optimal Visitation research which is a key project within the Destination Management Plan. This will test tourism tradeoffs and thresholds to help future decision-making across the district.

Future economic development opportunities within Upper Clutha

There is potential to get Upper Clutha businesses more involved in existing projects and to lead on others within the Destination Management or Diversification Plans that are yet to be launched.

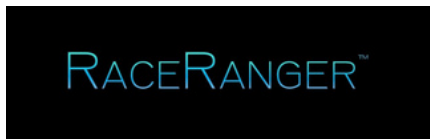
These include;

- Research – Otago University is keen to encourage more research to be based in the district. What business and economic issues is Wanaka facing that could benefit from some research?
- Tourism productivity – GDP per tourism employee in NZ sits well below comparable countries. There is research that indicates that there are a number of ‘levers’ that could boost this. How could Wanaka tourism businesses benefit from these ‘levers’?
- World of Connections – ways to better connect experts with entrepreneurs looking for solutions or contacts is being scoped out. What organisations are key to this in Wanaka?
- Key Account management – a list of key businesses that sell outside the district will be created to ensure they are receiving the support they need and advocate on their behalf. Who are the Wanaka businesses that should be on the list?

STARTUPS AND FOUNDERS

SUPPORTED IN WANAKA

- Raceranger – IaaS for Drafting in Triathlon
- Scannable – RFID Tagging for Building Safety Equipment
- Kea Outdoors – Outdoor Economy Survival Products
- Chartroom – Webplatform for Auditors, Police Road accident Investigation, Not for Profit Sponsorship Engagement
- Hemp Central – Hemp Fibers for Building Products
- Lefe – Webplatform for Structural Engineering for NZ Bridges
- Peace Legal – Legal Assistance for DV Victims
- Bison AX – Big Data Analysis for Real Estate Platforms
- Tucker Box – Outdoor Economy Camping Product



IMPACT

FROM WANAKA BASED HIGH-GROWTH STARTUPS

Assisted funding raised

\$854,000

Jobs created

9

SUPPORTERS

TOPICAL EXPERTS USED IN WANAKA

- Zane Traverton – Callaghan Innovation/ Strategy
- Richard Timpany – BDO / Finance
- Mike Goodman – BDO / Finance
- Nigel Perkins - Ashton Wheelans / Finance
- David Foster – Checketts McKay Law/Legal
- Holly Egerton – Checketts McKay Law/Legal
- Janice Hughes – Aspiring Law/ Legal 1-1

 Callaghan Innovation
Te Pokapū Auaha**Checketts
McKay** Law**BDO****ASHTON
WHEELANS**
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PARTICIPATION

PROGRAMMES, WORKSHOPS &
ENGAGEMENT SESSIONS PROVIDED FOR
STARTUPS IN WANAKA

64
TOTAL EVENTS

17 IN PERSON EVENTS

17 ONLINE EVENTS

30 ENGAGING & INTERACTIVE EVENTS

VENUES / WORKSPACES

SQL visits the shared working spaces in Wanaka regularly, with mostly remote workers present. Currently there are two startups working from Bad Company. Below a list of spaces SQL worked with.

- BAD COMPANY CO-WORKING SPACE
- B.SOCIAL - WANAKA TAPROOM & EATERY
- WĀNAKA RECREATION CENTRE
- GENERAL SERVICE - SHARED WORKSPACE
- LISMORE PARK DISC GOLF COURSE
- SPEIGHTS ALE HOUSE WANAKA
- PADDONS PADDOCK - WANAKA WINERY

