

# BAY OF CONNECTIONS AQUACULTURE STRATEGY 2013

**Our Coast. Our Waters. Our Future.**

**VISION** *The Bay of Plenty is a world-class aquaculture region*

**GOAL** *To grow an integrated and sustainable aquaculture industry in the Bay of Plenty with export sales of \$250 million by 2025*

The Bay of Plenty Aquaculture Strategy, launched in 2009, was the first of the Bay of Connections sector strategies to be developed, and a New Zealand first. The Regional Aquaculture Organisation (RAO) was established in 2010 to put the actions in place.

## HIGHLIGHTS OVER THE LAST THREE YEARS

- Completion of the University of Waikato study 'Freshwater Aquaculture Opportunities in the Bay of Plenty'
- Completion of an infrastructure needs audit of the regional aquaculture industry to determine what is required to reach the goal of \$250 million exports by 2025
- A range of aquaculture and marine science courses established with collaboration between Waikato University and the Bay of Plenty Polytechnic
- Significant progress on commercial trials for an Iwi-led mussel farm off the Opotiki coast that will potentially contribute \$41-\$55 million (16-22%) to the export sales target set by the region, and involves industry leaders and a strong local community

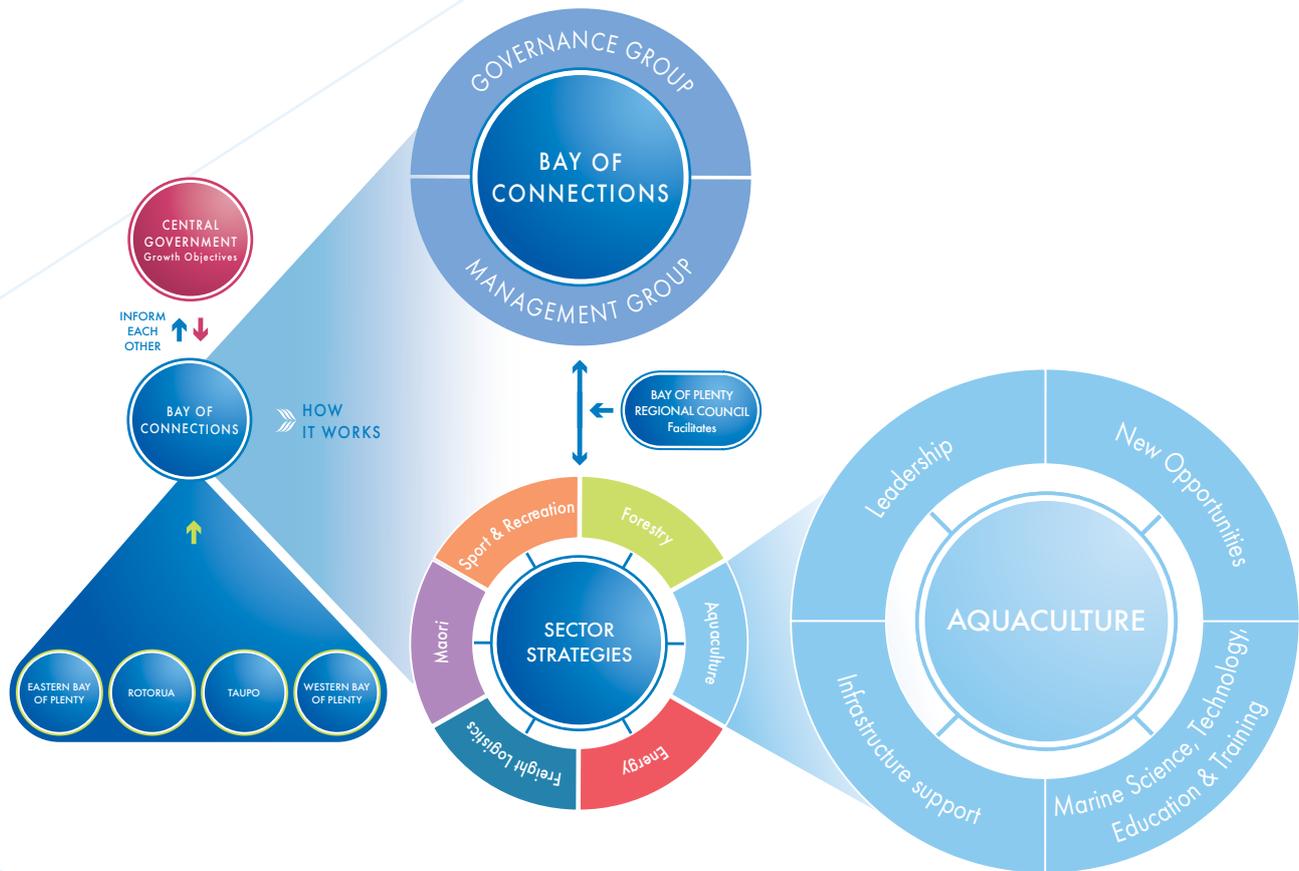
- Geoduck, sea cucumber, and flat oyster trials in the Bay of Plenty area
- Continued enthusiasm and progress for the development of offshore mussel farm and continued success with early trials off Opotiki

Many of the goals of the 2009 Strategy have been achieved, and it's time to update it.

## THE FOUR FOCUS AREAS OVER THE NEXT THREE YEARS

1. **Leadership** through collaboration and communication with all stakeholders (including Government, Maori, Industry and other regions). Enabling and supportive advocate for aquaculture
2. **New Opportunities in Aquaculture**, including new species, new technology and the use of geothermal energy sources for land-based aquaculture
3. **Marine Science, Technology, Education and Training**
4. **Infrastructure support for Marine and Aquaculture industries**

# HOW THE AQUACULTURE STRATEGY FITS INTO THE BAY OF CONNECTIONS MODEL



## WHAT IS THE BAY OF CONNECTIONS?

Bay of Connections is a regional growth strategy covering Eastern and Western Bay of Plenty, Rotorua and Taupo. It is simple and aspirational. It's about having a prosperous region driven by sustainable sectors. And it's about encouraging collaboration between key groups across the region, improving well-being, and encouraging innovation and leadership.

## WHO IS INVOLVED IN THE BAY OF CONNECTIONS?

Bay of Connections is led by a Governance Group of ten members – three from business, four from the economic development agencies, two Māori business representatives, and one local government. Each sector strategy has a dedicated Action Group. In the case of Aquaculture it is the Regional Aquaculture Organisation.

## WHY IS IT WORKING?

Bay of Connections provides a simple framework for the region to work together. It is only by working together that the region has the scale to be nationally and internationally significant. The success of the Bay of Connections is simple: it is industry-led, it has a strong commercial focus, we are focused on action, and collaboration and connections are at the heart of what we do. It connects business leaders and investors, and smoothes and removes roadblocks with local and central government.

## WHY AQUACULTURE?

Internationally, aquaculture is the fastest growing seafood sector, and global demand continues to grow. Wild fisheries are at or beyond sustainable catch levels, and land areas to grow food are under increasing pressure. New Zealand is endowed with a clear advantage – we have the fourth largest Exclusive Economic Zone (EEZ) or coastal area in the world, at 4 million square kilometres. At a regional level, 44% of the Bay of Connection's area is coastal, presenting a real opportunity for our economy.

Research has found that the region's waters are among the most productive in New Zealand. We already have a cornerstone marine farm in development, with a 3,800ha site offshore from Ōpōtiki. This site is being used for commercial mussel farming trials. Other trials in progress include geoduck, flat oysters, sea cucumber, as well as investigations into freshwater species such as trout and eels. These, combined with access to geothermal heating to accelerate growth, gives us a distinct advantage.

Importantly, the region has communities that support aquaculture, and we have relatively less conflict over water space than in other parts of the country. We are also home to New Zealand's major export port – Port of Tauranga. Aquaculture is an exciting and emerging industry, and we have a real opportunity for growing, processing and selling high quality seafood products to the rest of New Zealand and the world.

With the advocacy and assistance from the Regional Aquaculture Organisation, a strong and prosperous aquaculture industry in this region will be a reality.

# ACTION PLAN

The opportunities for Aquaculture development in the Bay of Connections region are exciting and varied - from offshore to land-based freshwater. It helps that our science, technology and training capabilities for the sector are world class. We recognise that wide acceptance of aquaculture as a valid and sustainable use of the marine

environment is crucial to the sector's success - so across all RAO activities there is an interest in supporting a strong social licence for aquaculture to operate in a sustainable manner. The RAO is willing to show strong leadership in Aquaculture as it develops, and we are keen to advocate for new opportunities as they arise.

## 1. LEADERSHIP

WHAT	WHEN	WHO
1 Advocate for aquaculture legislation and regulations that are enabling and supportive	Ongoing	Regional Aquaculture Organisation, Ministry for Primary Industries, Ōpōtiki District Council, Bay of Plenty Regional Council
2 Advocate for protection of aquatic resources that have the potential for aquaculture	Ongoing	Regional Aquaculture Organisation
3 Establish planning policies and rules that enable aquaculture and provide essential infrastructure services • Participate in RPS/Regional and District Plan development and spatial planning	Ongoing	Regional Aquaculture Organisation, Ōpōtiki District Council, Bay of Plenty Regional Council
4 Share intelligence on emerging opportunities and issues to ensure links are made across relevant projects and respective aquaculture interests - at a regional and national level	Ongoing	Regional Aquaculture Organisation
5 Maintain list of stakeholders with interests and commitments to aquaculture in the region	Ongoing	Bay of Plenty Regional Council
6 Get funding and non-funding support from external agencies for key projects	Ongoing	Regional Aquaculture Organisation
7 Collaborate with: • Regions • Government • Industry	Ongoing	Regional Aquaculture Organisation, Bay of Plenty Regional Council, District Councils, Industry
8 Establish a communication and public relations programme for aquaculture	Ongoing	Regional Aquaculture Organisation
9 Convene and/or formalise a group of Maori stakeholders with an interest in aquaculture in order to establish Iwi preferences for involvement in aquaculture	2013	Regional Aquaculture Organisation, Te Ohu Kaimoana, Iwi
10 Support pathways for Maori involvement in commercial aquaculture	Ongoing	Regional Aquaculture Organisation, Ōpōtiki District Council, Te Ohu Kaimoana, Iwi Maori

## 2. NEW OPPORTUNITIES IN AQUACULTURE

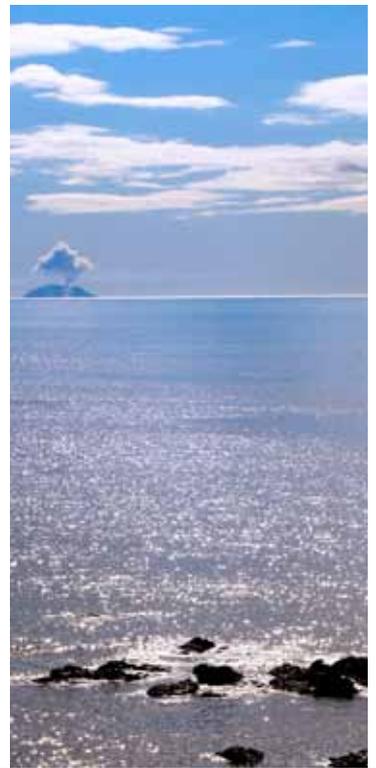
WHAT	WHEN	WHO
11 Support further analysis of viable aquaculture opportunities involving • Existing consents • New species • New technology • Freshwater	2013	Regional Aquaculture Organisation, Industry, Science Providers
12 Further investigate the use of geothermal energy sources for land-based freshwater aquaculture • Complete report on opportunities for the use of geothermal energy sources for land-based aquaculture (funding required)	2013	Regional Aquaculture Organisation, economic development agencies, Energy Sector, Investors

## 3. MARINE SCIENCE, TECHNOLOGY, EDUCATION AND TRAINING

WHAT	WHEN	WHO
13 Investigate bio-opportunities in the Bay of Plenty. eg. biofuels, pharmaceuticals, and nutraceuticals.	Ongoing	Regional Aquaculture Organisation, University of Waikato
14 Support initiatives in marine science to develop New Zealand's leading marine science including sharing links with overseas centres of excellence	Ongoing	Regional Aquaculture Organisation, University of Waikato, Coastal Marine Research Centre, Industry, Bay of Plenty Regional Council
15 Continue to assess education and training requests to deliver a skilled workforce to satisfy the needs of the regional industry • Information base for education and training opportunities in the Bay of Plenty/Waikato region	2013	Regional Aquaculture Organisation, University of Waikato, Coastal Marine Research Centre, Bay of Plenty Polytechnic
16 Work with Iwi to develop specific plans around education and training that link with "Iwi Maori Development"	Ongoing	Regional Aquaculture Organisation, Iwi

## 4. INFRASTRUCTURE SUPPORT FOR MARINE AND AQUACULTURE INDUSTRIES

WHAT	WHEN	WHO
17 Promote the development of suitable all weather port and onshore support/processing facilities at Opotiki	2013+	Regional Aquaculture Organisation, Bay of Plenty Regional Council, Ōpōtiki District Council, Whakatohea, Ministry for Primary Industries, other Government agencies
18 Work with other marine aquaculture industries to identify complementary infrastructure needs and synergies. Encourage territorial authorities to ensure long term infrastructure needs for aquaculture are provided for in Long Term Plans and servicing infrastructure is well managed through asset management plans.	Ongoing	Regional Aquaculture Organisation, regional and district councils



## BAY OF CONNECTIONS

ONE REGION . ONE GOAL . ONE FUTURE

**MARCH 2013**

**[WWW.BAYOFCONNECTIONS.COM](http://WWW.BAYOFCONNECTIONS.COM)**

### MEMBERS OF THE REGIONAL AQUACULTURE ORGANISATION

Membership on the RAO is open to those who are positive, practical and strategically focused. Given the importance of building scale and working together, the group recognises the importance of having a local and regional perspective, as well as a national and international perspective.

We welcome members from across the region and across the country. Every member of the group is an active participant. We all have a strong desire to advocate for the development of the industry, and to influence positive outcomes at the national level – for a prosperous and sustainable aquaculture industry for the region and New Zealand.

- Aquaculture Direct Limited (Chair)
- Aquaculture New Zealand Limited
- Bay of Connections Governance Group
- Bay of Plenty Polytechnic
- Bay of Plenty Regional Council
- Cawthron Institute
- Coastal Research Centre Chair
- Discovery Marine Limited
- Grow Rotorua
- Eastern Seafarms Limited
- Enterprise Great Lake Taupo
- Greenshell NZ Limited
- Ministry of Business, Innovation and Employment
- Ministry of Social Development, Work and Income
- Ministry for Primary Industries
- NIWA
- New Zealand Trade & Enterprise
- Opotiki District Council
- Priority One
- Taupo District Council
- Te Ohu Kaimoana
- Toi-EDA
- University of Waikato
- Waikato Regional Council
- Whakatohea