

Kaipara Kai Final Activation Plan

Meeting: Council Briefing
Date of meeting: 01 July 2020
Reporting officer: Diane Miller, Kaipara Kai Project Manager

Purpose/Ngā whāinga

To provide information and the process followed to develop the final Kai Activation Plan.

Context/Horopaki

This report outlines changes to the Activation Plan (AP) since elected members had an opportunity to review it and provide feedback at the April council briefing, and it introduces a complementary report that is KDC's Action Plan that has been developed internally using information from the AP.

The Kai Activation Plan's audience and purpose is to support the Kai Hub, KDC, Northland Inc and other agencies by providing specific, actionable steps to support regional farmers and growers in their diversification efforts to deliver the change Kaipara is seeking. The report captures connections with dependent projects. The Activation Plan should be read in conjunction with the report 'Kaipara Kai Growing Larger' (The Kai Feasibility Study).

Discussion/Ngā kōrerorero

The Kai Feasibility Study and Activation Plan (AP) have been delivered by Coriolis Research in partnership with Giblin Group. Coriolis are a leading Australasian management consulting firm specialising in the wider food value chain. Coriolis work on projects in agriculture, food and beverages, consumer packaged goods, retailing & foodservice. Giblin Group are economic development experts that specialise in supporting regions to succeed.

This report outlines changes to the AP that have occurred after the draft was submitted to MBIE. These include a change in tone of the report to a more active voice, e.g. KDC 'will' instead of KDC 'should'.

The current PSG for the Kaipara Kick Start programme remains in place to provide programme governance. There are a number of factors that need to be taken into account to understand future governance needs, therefore, the governance of Kaipara Kai post the project cycle is not determined in the AP. A placeholder slide for this projects' governance has been included.

The role of the hub and prioritisation of services and activities has been introduced to clearly show the connection of activities to the recommendations from the AP - this includes a table that shows who and how this will be delivered.

There is a stronger connection to complementary projects like Kaipara's large water storage project and the Kaipara Water project that includes setting up two water horticulture demonstration sites.

An additional KDC Action Plan has been developed that translates the advice from the Activation Plan into specific actions and ways of working for KDC. The Activation Plan's audience is KDC, Northland Inc, Kai Hub, MBIE, MPI and agencies related to the work of Kaipara Kai.

The final Activation Plan and Action Plan is currently being reviewed prior to the deadline of 30 June to MBIE. It will be provided to elected members separately electronically on June 29th.

Reviews of the draft AP during its development included:

KDC Senior Managers	Hayley Worthington - Project Management Office Manager Jason Marris - GM Engagement & Transformation Jim Sephton - GM, Infrastructure
KDC Elected Members	Mayor, Deputy Mayor and Councillors

KDC Policy Team	All – with specific interest in how District Plan can support horticulture and measuring positive environmental outcomes
Kai Advisory Group	All members, include representation from Federated Farmers, Kumara growers (2), IKHMG, Northland Inc, KDC Policy
Ministry for Primary Industries	Kim Brown – Senior Advisor and member of Advisory Group
Ministry for Business Innovation & Employment	Mark Jacobs – Director Regional Development, Provincial Development Unit Vibeke Wright – Senior Regional Advisor, Provincial Development Unit
Williamson Water & Land Advisory	Chris Frost – lead consultant for NRC Water Storage pre-feasibility and lead for Kaipara Water Demonstration Sites
Kai Hub	Matt Punter – Kai Hub Manager Lana Kennett – Kai Hub Coordinator
Northland Inc	Joseph Stuart – GM, Business, Innovation & Growth Vaughan Cooper – GM, Investment and Infrastructure Tammy Fromont – Corporate Services Manager
Northland Regional Council	Andrew Carvell - Project Manager for Water Storage Darryl Jones - Economist

At their May meeting, the PSG approved the draft AP for submission to MBIE, subject to a few changes. The following changes have been incorporated:

Who	Feedback	Change
PSG Feedback	<p>Governance query in light of KDC still confirming governance structure post project.</p> <p>AP currently leaves gap in how the project conveys Kaipara Kai's plans to the community. Tonal difference between recommendation and a KDC owned plan KDC intends to act on. AP missing 'how' the Kai hub is going to deliver the work, priority activities.</p> <p>Removal of term 'Kaipara Inc' as new term not familiar to Kaipara.</p>	<p><i>Placeholder slide included to make clear governance importance is recognised and is not yet confirmed</i></p> <p><i>KDC Action Plan document developed to fill this gap. Tone changed to more active voice.</i></p> <p><i>Info introduced to AP and KDC's Action Plan that shows how AP's six key areas identified for action translate into activities for the Kai hub.</i></p> <p><i>Replaced with Kaipara</i></p>
Mark J/Vibeke W - MBIE	Increase the connection to phase 1b of the Kai project, e.g. Kaipara Water.	<i>Reference to the project has been included in a number of sections throughout the document.</i>

Next steps/E whaiake nei

The Final Activation Plan will be submitted to MBIE on 30th June to comply with the funding agreement requirement, and the KDC Action Plan will be finalised, published and maintained by KDC.

Attachments/Ngā tapiritanga

	Title
A	Kaipara Kai Activation Plan
B	Kaipara District Council Kai Action Plan

Nb: The final Activation Plan and Action Plan will be provided to elected members electronically on June 29th, post reviews.