

Kaipara Kai Activation Plan

Meeting: Council Briefing
Date of meeting: 22 April 2020
Reporting officer: Diane Miller, Project Manager, Kaipara Kai

Purpose/Ngā whāinga

To provide information about the Activation Plan created from the Kaipara Kai Feasibility Study which is part of the Kaipara KickStart programme.

Context/Horopaki

The Kaipara Kai project has created a number of resources that will support landowners in making informed land decisions regarding a range of agriculture options. The resources include a Topo-climate study that provides detailed information on Kaipara's land and climate specific to the areas across the district. The Topo-climate also assesses a number of crops relevant to the identified land and climate opportunities. A water options report has also been created to support the Topo-climate study in assessing where in Kaipara there is relatively easy access water.

A Kaipara Kai feasibility study complements the work lead by NIWA and Williamson Water & Land Advisory above. The feasibility study looks at the big picture opportunity for the district, it highlights Kaipara's unique opportunity in the New Zealand food production landscape, its strong base of food production that exists which can be built upon and provides informed options for Kaipara to reach its food production potential.

The Activation Plan (**Attachment A**) is a recommended approach for Kaipara to realise the opportunities identified through the Feasibility Study. It provides specific actionable steps for its users (Council and others) to support farmers and growers in land diversification, along with aquaculture and animal opportunities. The Activation Plan should support the objectives under the Kaipara KickStart programme that ensure positive commercial, social, cultural and environmental outcomes.

Discussion/Ngā kōrerorero

The Kaipara Kai Feasibility Study and Activation Plan are due to be finalised by the end of April. Both of the documents are at a final draft stage and are going through a stakeholder engagement process prior to finalisation - the elected member briefing is part of this process.

The Activation Plan is the pathway to realising Kaipara's potential and is a tool that the Kaipara Kai hub will use to build its Business Plan to focus the delivery of its services. The Hub Manager together with Northland Inc can meet the needs of the landowner on the ground, while also driving the economic development agenda through the hub's business plan – this may include identifying opportunities for business owner collaboration or facilitating commercial level discussions that open up opportunities for landowners.

The draft Feasibility Study that informs this Activation Plan has been approved by the Programme Steering Group (PSG), and the Activation Plan will be shared at the PSG meeting in April. The Final Feasibility Study and Activation Plan will be submitted to the Ministry of Business Innovation and Employment (MBIE) (project funder, the Provincial Growth Fund) before the end of April to support a deliverable in the Kaipara Kai funding agreement with MBIE.

This report is being shared with elected members as an update on an important milestone in the Kaipara Kai project, and to provide confidence to elected members in being advocates for the project in the community.

Next steps/E whaiake nei

The Activation Plan will be submitted to MBIE by 30 April 2020.

Attachments/Ngā tapiritanga

	Title
A	Draft Activation Plan