

# Shaping Growth For Ōtepoti's Future

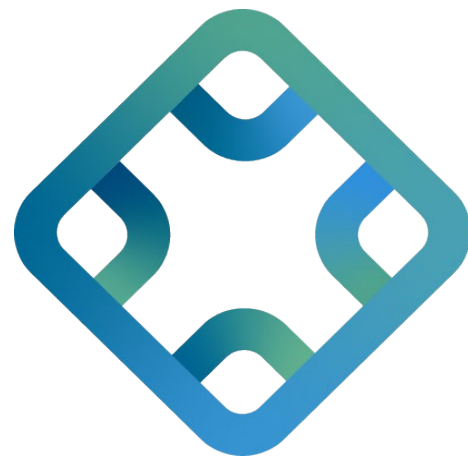
## Accelerating Business

Presented by Mike Collins, CEO of Business South.





# We help Southern Businesses to Accelerate



Kaea  
Lead



Tūhono  
Connect

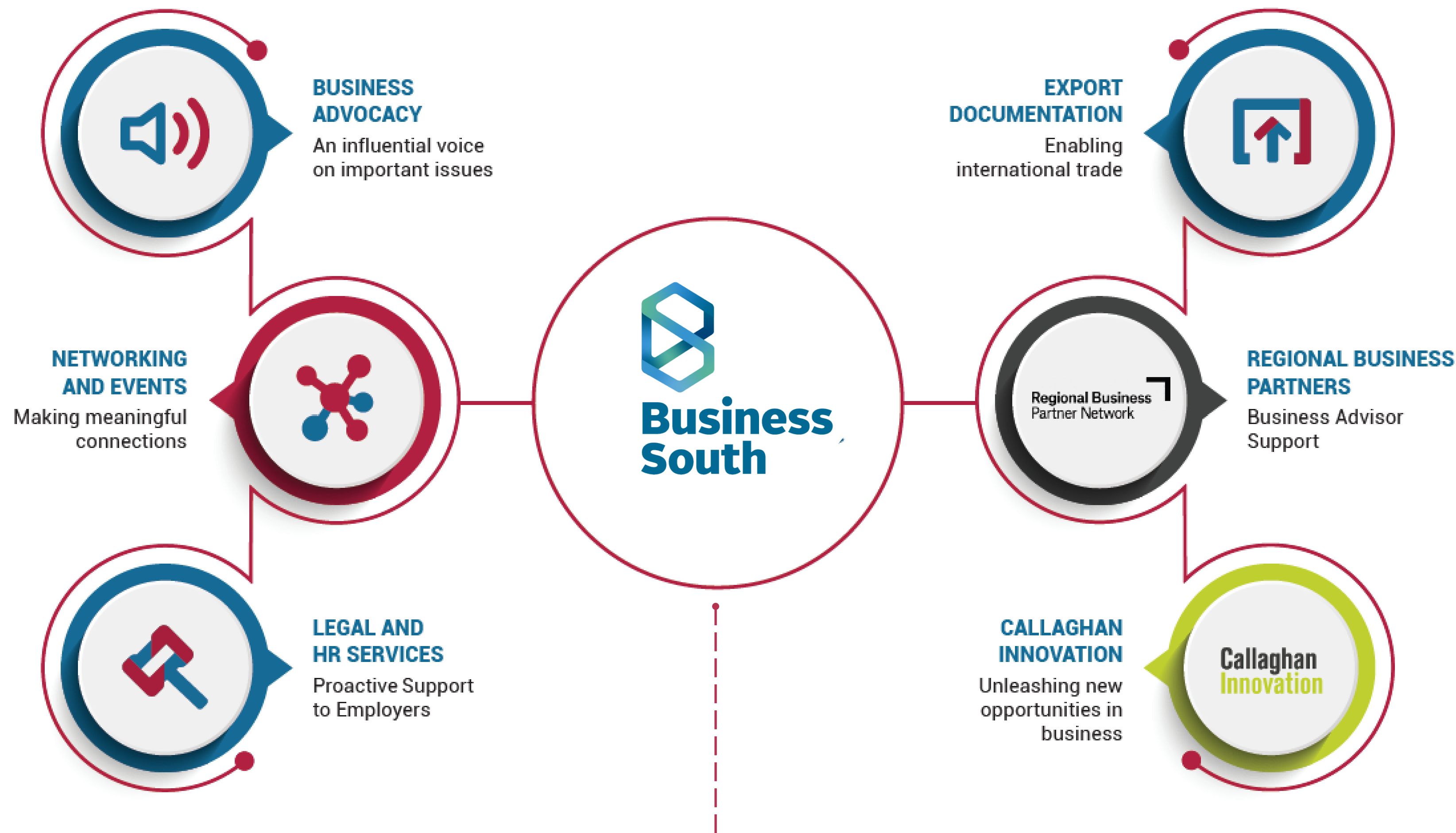


Whakakaha  
Enable



Kupu  
Speak





# Workforce Development



A man wearing a grey t-shirt, a dark apron, and clear plastic gloves is serving food from a stall. He is using a pair of scissors to cut something on a wooden stand. A woman with long blonde hair, wearing a white tank top and a black vest, is holding a green and white patterned cup and looking at the food. The background is a busy outdoor market with many other people and stalls. The text "So, what are we seeing in terms of the environment we work?" is overlaid in white on the image.

**So, what are we seeing in terms of the  
environment we work?**





# Navigating Challenging Times: The Current Economic Landscape

- 1** — **Interest Rates Decline**  
One OCR cut so far, with more interest rate decreases expected in October and November.
- 2** — **Inflation Controlled**  
Reserve Bank claims inflation is "back in the box."
- 3** — **Costs Rising**  
Spot prices are the highest since 1997.
- 4** — **Global Pressures**  
Freight costs remain elevated due to international conflicts. Global interest rates falling.







# Southern Business Sentiment: 3<sup>rd</sup> Quarter- 2024 Survey Insights

## Business Confidence

20% net positivity score, up from 11% last quarter.

## Top Concern

Consumer confidence and demand now ranks as the top issue for 54% of businesses.

## Financial Performance

44% of businesses expect stronger financial performance in the next year.

## Labour Market

Labour constraints have eased, with only 16% citing it as a key challenge.

Important to address **consumer confidence** and managing rising costs to support sustained growth in the Southern region.





An aerial photograph of a coastal city, likely Christchurch, New Zealand. The image shows a large bay with a river flowing into it from the left. The city is built on a peninsula and the surrounding hills, with a mix of urban development and green spaces. The ocean is visible on the right, with waves breaking on the shore. The sky is blue with some white clouds.

What is Business South doing to help with growth across the city and wider region?



# Our steps from our past help shape the steps for our future.



Reflecting on our past, “The City of Firsts”

Setting the scene, defined problem statements

Series of workshops with businesses SWOT developed

Businesses Developed a “Growth Plan for Dunedin”

7 specific Growth Initiatives

Plus, Sector Specific Growth Workplans





# Setting the Scene: Defining Problem Statements

## 1 Framing Our City

We must position Dunedin as open for business, fostering trust and strong partnerships.

## 2 Bold Aspirations

Our city needs a compelling vision to attract and drive transformative change.

## 3 Telling Our Story

We must showcase Dunedin's productivity, innovation, innovation, and inclusive growth to combat anti-growth growth perceptions.

## 4 Strengthening Our Brand

Dunedin's appeal as a place to live, work, and enjoy needs reinforcement.





# Business Sector SWOT 2024

## Strengths:

- Rich Heritage
- Ten-minute Town
- Social Networks
- Dunedin Diaspora
- Māori & Scottish History
- Educational Institutions
- Sports Infrastructure
- Natural Beauty
- Built Environment
- Governance
- Trading Infrastructure
- Industries & Businesses

## Weaknesses:

- Accommodation Costs
- Central Government Relations
- Lack of Unified Vision
- Built Environment Restrictions
- Talent Retention
- Complacency
- Celebrating Success

## Opportunities:

- Promote Dunedin's Success
- Private Sector Investment
- Innovation
- Strengthen Iwi Relationships
- Attract Talent
- University-Business Linkages
- Digital Future (Innovation Hub)
- Governance Improvements
- City as an Experience Hub
- Social Good
- Data-Driven Planning

## Threats:

- Drift to the North
- Competition with regions
- Lack of Political Representation
- Change Aversion
- Growing Prosperity Gap
- Climate Change
- Lack of Investment Vision
- Inaction on Ideas
- Housing Costs
- Talent Retention Post-Study



# Dunedin Growth Plan: Leading the Way to Growth and Opportunity

Business South Growth Plan is designed to create a sustainable and prosperous future for Dunedin, engaging a wide range of stakeholders to support and drive initiatives that will see this city thrive.





# Specific Workstreams Led by Our Business Community in Partnership

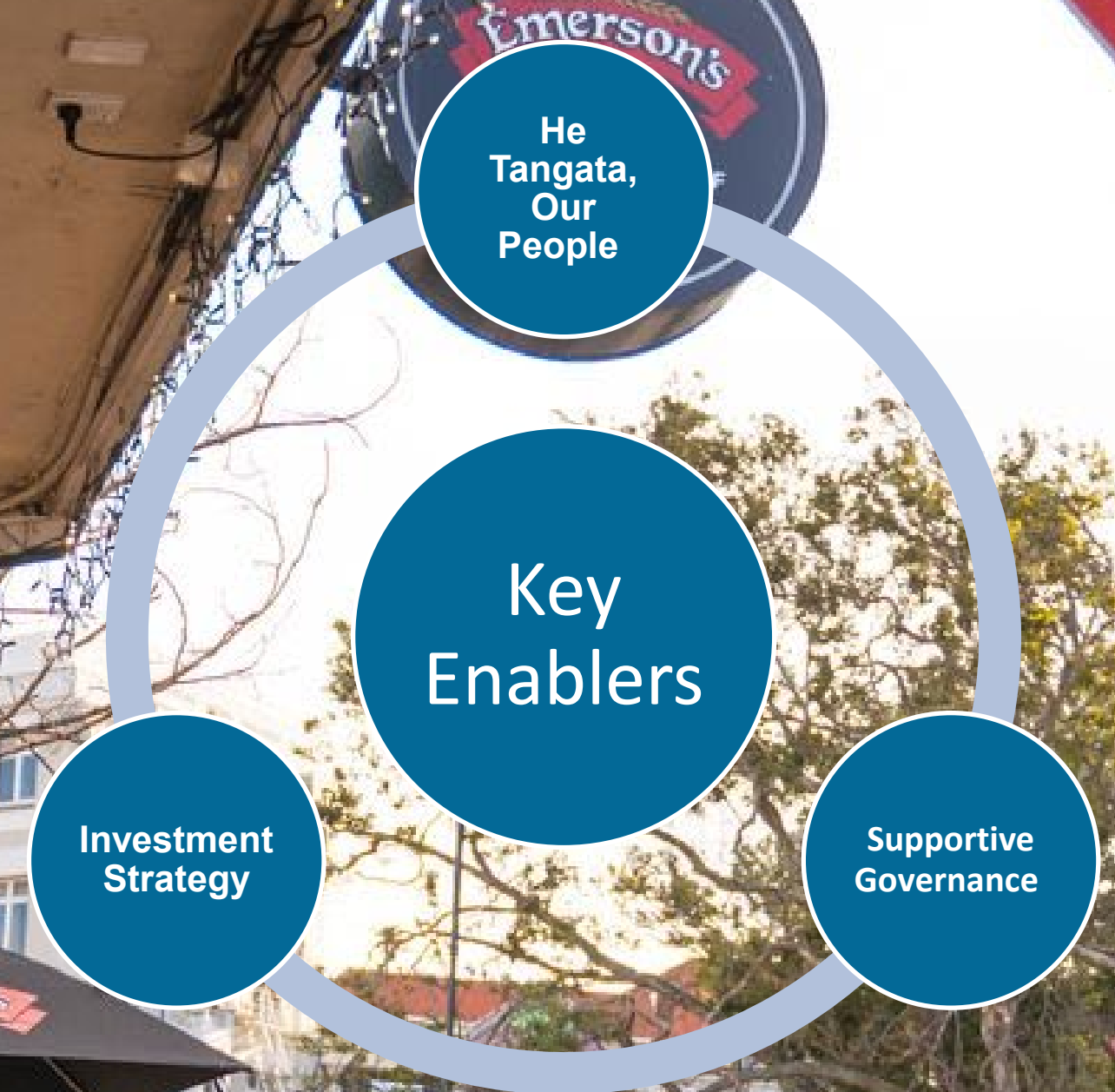


Aspirational Goals  
and Baseline Data





# Enablers for Change Working in partnership





# Example Only...



## Growth Plan – Innovation and AI Operational Framework (*Working Document*)

### Introduction

Towards a Plan for Dunedin has been split into priority areas, one of which is Innovation and AI. This document presents an operational framework (Table 2) so that action points can be operationalised. The document is designed to be reviewed and commented on.

### Working Group

- Tony Pleace (Digital Intelligence Capability Owner at Telstra, Spearheading Digital Innovation and AI Strategies)
- Ben Taylor (Animated Research)
- Kylie Robinson (Igtimi Limited)
- Ben Walker (Cairn Consulting)
- James McLaurin (University of Otago)
- Bex Twemlow (Firebrand)
- Fraser Ligget (Dunedin City Council)
- Professor Paul Hansen (1000 Minds)
- Kylie Jackson (Datacom)
- Wade Pearson (Startup Dunedin)
- Greg Peyroux and Benoit Auvray (Iris Data Science)
- Renoh Chalakka (ODOCS)
- Casey Davies-Bell (Amplifier)
- Jono Aldridge (Te Pukenga)
- Louisa Choe (Research Fellow)
- Daryl Munro (Silver Fern Farms)
- Daniel Healy (Innovation Navigator - Callaghan Innovation)
- Laura Bradley (Co-Founder & CEO, Skillzea)
- Kale Panaho (K&J Growth)

Image 1 Action points formulated during Towards a plan for Dunedin brainstorming sessions

### Innovation and AI Combined Briefing for the Action Group

#### *Potential action points for consideration*

- Commence an initiative to report back to Business South and the Dunedin community with a map of current innovation that is going on in Dunedin and some opportunities for how businesses and the wider community (including local government and central government) might invest in new opportunities. These opportunities might involve the built environment, investment in skills capabilities, networking, mentorships, trade missions and much more besides.
- Business South to work with the technology businesses of Dunedin as well as the university and Dunedin hospital to investigate whether Dunedin could play a leading role in some form of the AI revolution.
- Cohesive vision and communication strategy developed.
- Uncover the innovation themes, what are they and who is involved.
- Liger Leadership Academy in Queenstown, where is Dunedin's version of this? Develop socially conscious entrepreneurial leaders of tomorrow.
- Continue the connecting of innovation with schools, tertiary and businesses.
- Invest in current businesses.
- Develop the workforce.

# Example Only...



## Step 3. Local and Central Government Support

The following table highlights the areas of support required by local and or central government. This is intended to be used so that from an advocacy perspective we can be very specific in the support required to support growth.

Local Government Support					
Ref	Topic	Brief Description	Specific Support (funding/advocacy/ resources etc.)	Key Contact	Possible Outcomes
1.	Innovation Cluster Map	Overview of the Digital Innovation investment and initiatives in the city.	Participation and alignment of workplans	Fraser Ligget	<ul style="list-style-type: none"><li>• Collaborative input into digital investment in the city and shared workplans.</li></ul>
2.					<ul style="list-style-type: none"><li>•</li></ul>
3.					<ul style="list-style-type: none"><li>•</li></ul>

Central Government Support					
Ref	Topic	Brief Description	Specific Support (funding/advocacy/ resources etc.)	Key Contact	Possible Outcomes
1.					<ul style="list-style-type: none"><li>•</li></ul>
2.					<ul style="list-style-type: none"><li>•</li></ul>
3.					<ul style="list-style-type: none"><li>•</li></ul>





# Example Only using Looms...

## AI Working Group Initiatives 🤖

Danny Healy · 9 days ago

11 views



OKR process identified three objectives but we're stuck on the third

Objective 1



Educate business and not-for-profit on the opportunities and threats of AI

Objective 2



Create a resource hub where businesses can access experts/consultants for them to prepare their business

Objective 3



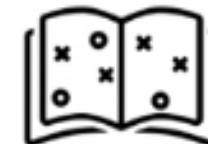
Develop a Regional Investment Playbook for Potential Investors



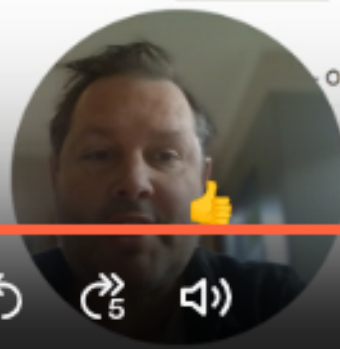
1. Educate business and not-for-profit on the opportunities and threats of Innovation and AI



2. Create a resource hub where businesses can access experts/consultants and documents for them to prepare their business.



3. Develop a Regional Investment Playbook for Potential Investors



Objective 1

Key Results - Objective 2

All Key Result

All businesses

Key Results - Objective 3

All Key Result

Research existing initiatives world wide



1:02 / 4:14



1.2x



# Sector/Industry Specific Growth Plans

Retail, Tourism,  
Accommodation  
& Hospitality

Manufacturing,  
Engineering &  
Logistics

Primary,  
Forestry,  
Fisheries,  
Mining,  
Horticulture &  
Viticulture

Infrastructure,  
Utilities,  
Construction &  
Property

Education &  
Training

Investment,  
Research,  
Innovation,  
Technology

Community,  
NFP, Health &  
Social Services

Services:  
Professional,  
Admin, Public,  
Info Media  
Telco





# For Each Sector/Industry Growth Plan

## Questions Included in these Growth Plans

- Sector/Industry Vision
- Strategy and Goals (short, medium, long term)
- Sector/Industry Strengths
- Sector/Industry Demographics & Features
- Baseline data
- Sector Influencers
- Barriers to Growth
- Skill Gaps
- Growth Opportunities (Including export & regional reach)
- Existing Industry Group or Affiliation (AIG)
- Career Pathways (Specific Skill Shortages, Suitable Pathways)





# Dunedin is open for investment benefiting business and our community ...

1

## Developing an Investment Strategy for the City

Identifying the areas of investment in a structured plan over time and communicating this proactively nationally and internationally.

2

## Co-Designing Our Future

Ensure a well-articulated business strategy for business attraction, infrastructure and Tourism Attraction that underpins the vision for development in the future.

3

## Unlocking our Potential

Business South is working to unlock the ideas and thoughts of what potential exists and remove the roadblocks to ensure Dunedin thrives.







Celebrating our success, telling our stories as we grow together.





# Questions & feedback