

## Taranaki Economic Recovery: 'Return To Better' tactical plan

This plan aims to focus short-term economic development actions between January 2021 to mid-2023. This plan integrates Tapuae Roa and Taranaki 2050 actions, and is guided by the need to support sectors and communities most impacted by COVID-19.

	Ramp-up phase	Boost vibrancy	Create smart connected communities & enterprises	Food & fibre value acceleration	Advance energy transition	Better tomorrow
Recovery pillars	Aim to instil momentum through investment, kick-starting spending and circulating money in the local economy. This will help to protect and retain jobs and build confidence within the business community.	Having a vibrant art, creativity, hospitality and visitor sector will help build confidence, increase visitor spend and attract talent and investment to the region.	The disruption of COVID-19 has resulted in a future that needs new skills and different ways of working. Supporting innovation and enablement of entrepreneurship will be crucial to the recovery.	Taranaki has a strong existing food and fibre sector. Exploring new opportunities and leveraging existing businesses and entrepreneurs will help ensure the sectors resilience in the future.	Taranaki is the epicentre of energy and low emission energy innovation. Recovery is an opportunity to kick-start the Just Transition to a sustainable sector and to invest and champion the existing regional and national vision, actions, and commitments.	The disruption of COVID-19 should be a catalyst to rethink our future. Now we should focus on unmet potential and step-changes that fit the regions long-term goals and visions.

## Underpinning all pillars is a commitment to link with iwi COVID-19 planning and actions (where possible)

Focus areas	<ul style="list-style-type: none"> <li>• Initiate ‘Go Local’ campaign to support local businesses.</li> <li>• Support development of infrastructure proposals to Govt, local Govt and private sector.</li> <li>• Assist biodiversity and conservation projects that advance environmental goals and create jobs.</li> <li>• Advocate for and support local procurement &amp; upskilling (Procure Local campaign)</li> <li>• Support and advise enterprises to ensure resilience (cashflow, business management advice, digital platform development etc.).</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Regional events strategy.</li> <li>• Support creative sector initiatives and infrastructure.</li> <li>• Support Māori culture and history.</li> <li>• Sustain investment in visitor attractions (particularly iwi/hapu initiatives) and domestic tourism.</li> <li>• Consider new opportunities and provide a template for sector to refocus tourism offering and experiences to suit the needs of the visitor (STAPP Project)</li> </ul>	<ul style="list-style-type: none"> <li>• PowerUp our entrepreneurial ecosystem - ‘Fast-scale’ start-ups through incubation, acceleration, and investment.</li> <li>• Focus on youth, Māori education and training.</li> <li>• Support skills attraction and retention.</li> <li>• Target key needs and capabilities, of priority sectors.</li> <li>• Support ongoing Regional Skills Leadership.</li> <li>• Enable WITT - new training environment.</li> <li>• Acceleration of digital enablement and environment.</li> <li>• Focus on innovation and R&amp;D.</li> <li>• Maintain investment in existing enterprises.</li> <li>• Strengthen/support collaboration in sectors such engineering and construction.</li> </ul>	<ul style="list-style-type: none"> <li>• Support Farmer-led Group – targeting biodiversity, animal welfare, low emissions, best practice resource use and sustainability.</li> <li>• Regenerative farming trials.</li> <li>• Consider new land use and value chain developments (Branching Out)</li> <li>• Develop ‘food tourism’ opportunities.</li> <li>• Accelerate Future Food programme.</li> <li>• Explore ‘blue economy’ aquaculture and marine food/fibre.</li> <li>• Assist value chain development and related opportunities on Māori land (if desired).</li> <li>• Expand forestry, wood processing and fibre.</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage relationship with Ara Ake.</li> <li>• Building connections within the Taranaki regional network with national and international partners.</li> <li>• Develop an energy centre of vocational excellence at WITT.</li> <li>• Champion low emission energy projects and pilots.</li> <li>• Foster specialist capability in energy, engineering and supply chain transferability.</li> <li>• Advance energy transition collaborations (councils, businesses, communities – for example EIG + ETC).</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on Taranaki’s unique advantages and support impact investments, business case development and relevant actions.</li> <li>• Support WITT campus investments.</li> <li>• Multi-faceted CBD innovation and development.</li> <li>• Showcase major manufacturing, processing and specialist industry developments.</li> <li>• Support iconic art and cultural, attractions and events.</li> <li>• Investigate and advance new niche sector development specialties leveraging existing skills and capabilities into such frontier prospects.</li> </ul>
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