

Western Bay of Plenty International Strategy 2023-2025

Vision

Te pai me te whai rawa o Tauranga Moana ki ta ao.

The prosperity and splendour of Tauranga Moana to the world.



Goals

- Strengthen and develop international connections to attract the best people, talent, and opportunities to Tauranga Moana.
- Enrich the social, cultural, economic, and environmental wellbeing of our people and communities through greater diversity, new ideas and a sustainable economy.



Underlying Principles

- The Western Bay of Plenty International Strategy recognises the mana whenua status of local Iwi.
- Strategy actions benefit both those who arrive in the Western Bay of Plenty and those who already live here.
- A collaborative sub-regional approach, with an emphasis on achieving positive outcomes across all four well-beings, will ensure we make the most of limited resources, and that the activities of individual organisations are effectively leveraged to maximise the benefit to our community.



Relevant Strategies

Western Bay of Plenty Welcoming Communities Plan



Priority One Sustainable Economic Development strategy



Tourism Bay of Plenty Te Hā Tāpoi Destination Management strategy





Context

The Western Bay of Plenty (WBOP) sub-region comprises Tauranga City and the Western Bay of Plenty District. The two councils work together with tangata whenua, the Bay of Plenty Regional Council and central government through the SmartGrowth urban growth partnership to realise a vision to see the WBOP as a great place to live, learn, work and play.

This WBOP International Strategy helps underpin the sub-region's sustainable prosperity by supporting a collaborative approach concerning international relations and activity, whether this happens on or offshore.

For the purposes of this Strategy, international activity includes the role of councils and sub-regional agencies in supporting trade, investment, tourism, and skills attraction, as well as fostering civic and cultural relationships.

The WBOP is small on the world stage, and strategy partners work together to leverage the impact of their respective international activities, ensure alignment with central government direction, and deliver outcomes that contribute to the social, cultural, environmental, and economic wellbeing of the sub-region.

Specifically, this strategy:

1. Recognises the mana whenua status of local Iwi/Māori and supports meaningful engagement between Iwi/Māori and newcomers to the sub-region.
2. Supports the identification and coordinated delivery of initiatives that increase targeted trade, investment, tourism, skilled people, and international students to the WBOP.
3. Supports implementation of the Western Bay of Plenty's Welcoming Communities Plan, including diversity and inclusion outcomes, so that as a community, the WBOP is ready to welcome growing numbers of newcomers (migrants, students, tourists, temporary workers, and businesses).
4. Provides a framework for strategy partners to identify, communicate and monitor priority actions and outcomes within an international context.

Strategic Themes

Strategy actions are based around three themes:

1. People & talent attraction

- Skill shortages and an overall ageing workforce are a challenge throughout Aotearoa New Zealand. The WBOP needs to attract and retain skilled migrants, and international students, and support temporary flows of migrant workers in key regional industries, such as horticulture and aged care.
- High-value tourism plays an important role in supporting sustainable prosperity within the sub-region.

LEAD ORGANISATIONS:

- Priority One (skilled and investor migrant attraction)
- Tourism Bay of Plenty (destination management)
- Education Tauranga (international student attraction)

2. Trade & investment attraction

- Developing the export capability of local firms.
- Attracting targeted foreign direct investment to support high-value job creation, build a more diverse industry base, and grow business, governance, and export skills.

LEAD ORGANISATIONS:

- EMA (exporter capability)
- Priority One (investment attraction)

3. Targeted international partnerships

3.1 Sister City & Friendly City arrangements

Currently, Tauranga City Council has three active international city partnerships:

- i) Sister City agreement with Yantai, China (established 1986).
- ii) Sister City agreement with Hitachi, Japan (established 1987).
- iii) Friendly City agreement with Ansan, South Korea (established 2014).

These relationships have a high degree of collaboration, including partnership activities amongst city agencies.

LEAD ORGANISATION:

- Tauranga City Council (supported by Priority One)



Heads of Mission visit to Tauranga (June 2022) outside Huriā Marae.

3.2 Industry sector partnerships

These involve city-to-city collaboration agreements in specific sectors.

Current sector partnerships include:

- International education between Education Tauranga and:
 - i. Hitachi Education Board, Japan (part of wider city partnership agreement).
 - ii. Yantai Foreign Affairs, China (part of wider city partnership agreement).
 - iii. Yantai University, Waikato University and Toi Ohomai Institute of Technology (2019).
 - iv. Yantai rugby/education agreement with Bay of Plenty Rugby (2019).
 - v. Ansan, South Korea (part of wider city partnership agreement).
 - vi. Tangshan Education Bureau, China (2019).
 - vii. Suzhou Industrial Park, China (2018).
 - viii. Tokyo Waseda Exchange, Japan (2019). Note that this contract sits with Education NZ, not Education Tauranga.

3.3 Community partnerships

Examples of current community partnerships include:

- i. A relationship between Tauranga and Hitachi Girl Guides.
- ii. A relationship between the Tauranga branch of the New Zealand China Friendship Society and Nanchung, Jiangxi Province, China.

Generally, these community relationships do not require involvement from a city agency, and therefore sit outside the scope of this strategy.



Strategy Actions

People and Talent Attraction

<p>Undertake targeted skills attraction to meet local employer needs by:</p> <ul style="list-style-type: none"> - Lifting the region’s talent attraction initiatives, including rebranding and developing the region’s talent attraction portal; profiling skilled migrants and key employers/sectors from a talent perspective - Leveraging the yia! brand for regional talent attraction - Undertaking targeted skilled and investor migrant attraction in key markets (in partnership with local businesses) 	<p>Lead: Priority One</p>	<p>Priority One Sustainable economic development strategy and regional talent plan</p>
<ul style="list-style-type: none"> - Attracting tourism businesses, people, and visitors - Growing the tourism industry and increasing visitor spend - Attracting visitors and new investment creating employment opportunities and contributing to a higher standard of living for all - Supporting the development of tourism in Te Moana nui ā Toi the Coastal Bay of Plenty and enabling investment 	<p>Lead: Tourism Bay of Plenty</p>	<p>Te Hā Tāpoi Destination Management strategy</p>
<p>Build back Tauranga’s reputation as a quality education destination for international students by:</p> <ul style="list-style-type: none"> - Developing a pathway plan for international students to support regional retention and links to employment - Establishing a Global Ambassadors youth programme within local secondary schools to improve cultural competency and support diversity and inclusion outcomes within school communities - Updating destination marketing collateral for international student attraction - Supporting offshore agent fairs in key markets such as Korea - Facilitating onshore agent visits to Tauranga to grow awareness of education options 	<p>Lead: Education Tauranga</p>	<p>Education Tauranga International Education strategy</p>

Strategy Actions

Trade and Investment Attraction

<p>Support regional export capability by:</p> <ul style="list-style-type: none"> - Delivering exporter capability programmes to upskill local export businesses about offshore markets, opportunities, cultural protocols, and best practice - Capturing data and insights into exporting businesses in the region - Providing 2-4 local exporters with scholarships to participate in the EMA Export Accelerator Mentoring programme - Inviting NZTE to become a strategy partner 	<p>Lead: EMA/ Priority One</p>	<p>EMA Export capability contract with Priority One</p>
<ul style="list-style-type: none"> - Developing a targeted FDI strategy that supports the region's sustainable economic development transformation plan to create high-value jobs and a value-driven economy 	<p>Lead: Priority One</p>	<p>Priority One sustainable economic development strategy</p>

International Partnerships

<p>Maintain and grow mutual value from existing sister city and friendly city partnership agreements by:</p> <ul style="list-style-type: none"> - Maintaining proactive online communication while travel is restricted with a focus on re-starting face-to-face visits from 2023 - Delivering a Commissioner-led delegation to Hitachi City in 2023 in recognition of 35 years of sister city relations - Identifying opportunities to meet face-to-face with sister cities on the back of other international delegations (e.g., Education Tauranga Korean Fair delegation) - Reviewing existing activities and identifying opportunities to enhance mutually beneficial outcomes that support community wellbeing outcomes - Developing a set of criteria for assessing any future city partnership requests (e.g., sister city relationships) 	<p>Lead: Tauranga City Council/ Priority One</p>	<p>Sister City Partnership Agreements</p>
<ul style="list-style-type: none"> - Recruiting a new Assistant Language Teacher for Hitachi 	<p>Lead: Education Tauranga</p>	<p>Education Tauranga and Hitachi Board of Education partnership agreement</p>

Reporting and Monitoring

An annual performance report will be completed at the end of each calendar year covering:

- International strategy activities undertaken during the reporting period
- Outcomes achieved
- Opportunities or recommendations for strategy partners

The following metrics will also be collected and reported on:

- **People and talent**
 - a) International tourist arrivals/spend
 - b) Investor and skilled migrants attracted
 - c) International student numbers
- **Trade and investment attraction**
 - a) Number of local exporters participating in capability development offerings
 - b) Investment attraction
- **International partnerships**
 - a) New partnerships signed
 - b) Outcomes achieved through existing relationships

Strategy Partners

The WBOP International Strategy is supported by the following partners.

- Tauranga City Council
- Western Bay of Plenty District Council
- Priority One
- Tourism Bay of Plenty
- EMA
- Creative Bay of Plenty
- Toi Kai Rawa
- MBIE (Immigration New Zealand)
- Education Tauranga

A strategy working group meets at least three times per year to help plan, coordinate and monitor strategic activities and outcomes.

Vision

Te pai me te whai rawa o Tauranga Moana ki ta ao.

The prosperity and splendour of Tauranga Moana to the world.

