

# Our Plan at a Glance

Nelson Tasman is a place of palpable energy, vibrant culture, clever businesses and an array of stunning natural landscapes to explore. A place where it is easy to connect, and where connection breeds creativity and innovation. Our regenerative economy, built on intellectual capital, enables our people and places to thrive.

Missions	Economic Drivers , Opportunities and Challenges	Regional Themes	Priority Projects 2022
<p><b>Resilient</b> A strong economy that can withstand and bounce back from shocks and disruptions.</p>	<p><b>Economic Drivers and Opportunities</b>  <b>Blue Economy</b> – 70% of New Zealand’s aquaculture is based here in Te Tau Ihu  <b>High-value Food, Beverage &amp; Wellness</b> - This sector is our largest contributor to GDP, fueled by innovation and favourable growing conditions.  <b>Horticultural Crops and Processing</b> – This represents more than 4,000 jobs or 7% of all employment, compared to 2.5% nationally  <b>Forestry and Wood Processing</b> – We produce approximately 10% of New Zealand’s sustainable roundwood forest supply.  <b>Liveability (Consumption Economy)</b> – Driven by higher than average net migration to the region (96% vs 62% national average).  <b>Research, Science &amp; Technology (Knowledge Economy)</b> – We have the highest number of scientists per capita of any NZ city and a growing knowledge intensive workforce across our key sectors.</p>	<p><b>We are Intelligent Guardians</b> Utilising research science and technology to achieve sustainable and regenerative economic development</p>	<p>Science and Technology Precinct Te Taihū Climatorium Nelson City Library Complex Development MissionZero: Businesses for Climate Action Regional Emissions Footprint Intelligent Guardians Identity Project Destination Management</p>
<p><b>Regenerative</b> A low emissions economy that actively improves environmental wellbeing.</p>	<p><b>Visitor Economy</b> – Tourism contributes to approx. 10% of GDP and employment in the region, the sector is driven by family-owned businesses.  <b>Knowledge Economy</b> - Our intellectual capital that forms the value of so many of our businesses and allows us to sell knowledge to the world; high value-low impact economic activities  <b>Māori Economy</b> - Our growing Māori economy, made up of both iwi and Māori owned enterprises, anticipated to grow substantially over the coming decade  <b>Green Economy</b> - The part of the economy focused on sustainability and environmental restoration, and which includes our businesses who trade off a reputation for sustainability and care  <b>Digital Economy</b> - The part of our economy enabled by remote working, and where our lifestyle proposition offers a unique competitive advantage as the digital economy continues to grow and develop  <b>Creative Economy</b> – Our creative sector supports a range of careers and businesses in our region.</p>	<p><b>We are Makers and Creators</b> Activating our identity and profile for arts and creativity</p>	<p>Nelson Arts and Creativity Strategy Te Āwhina Marae Redevelopment Screen Te Taihū Art/Work Creative Careers</p>
<p><b>Inclusive</b> Economic success and prosperity that is shared by all, with no one left behind.</p>	<p><b>Economic Challenges:</b>  <b>Low productivity</b> – Productivity is the second lowest in NZ/22% lower than national average.  <b>Climate Change &amp; Biodiversity Loss</b> – Vulnerable to sea level rise &amp; extreme weather events.  <b>Inequality and wages</b> – Low average/mean incomes  <b>Workforce Supply</b> – All our sectors are struggling to secure workers  <b>Housing affordability and access</b> – The third worst housing affordability in the country  <b>Low Incomes</b> - Average household income is 21% below the national average and average wage earnings are the second lowest in New Zealand  <b>Climate and Environment</b> - We are facing serious challenges in grappling with climate change impacts and adaptation</p>	<p><b>We are a Blue Economy</b> By realising the full potential of a clever and connected blue economy, we can drive simultaneous social, ecological and economic gains</p>	<p>Moananui - Te Taihū Blue Economy Cluster Port Taranaki Redevelopment PC3 Facility NeoSaxitoxin Cawthron Research Project Open Ocean Farming</p>
<p><b>Productive</b> A smart economy that realises more value from the goods and services we provide.</p>	<p><b>Economic Challenges:</b>  <b>Low productivity</b> – Productivity is the second lowest in NZ/22% lower than national average.  <b>Climate Change &amp; Biodiversity Loss</b> – Vulnerable to sea level rise &amp; extreme weather events.  <b>Inequality and wages</b> – Low average/mean incomes  <b>Workforce Supply</b> – All our sectors are struggling to secure workers  <b>Housing affordability and access</b> – The third worst housing affordability in the country  <b>Low Incomes</b> - Average household income is 21% below the national average and average wage earnings are the second lowest in New Zealand  <b>Climate and Environment</b> - We are facing serious challenges in grappling with climate change impacts and adaptation</p>	<p><b>Enabling Infrastructure</b></p>	<p>Transport Waimea Dam Urban Regeneration Nelson Hospital Redevelopment Rural Connectivity</p>
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