


# AQUACULTURE GROWTH STRATEGY PHASE II



An aerial photograph of a wide fjord in New Zealand, surrounded by dark, forested mountains. The water is calm, reflecting the sky and the surrounding landscape. In the distance, more mountain ranges are visible under a hazy sky with some clouds.

**Aquaculture New Zealand – implementing the  
industry’s Strategy towards \$1 billion by 2025**

**Phase I – the building blocks  
– now complete**

**Phase II – accelerating growth**

# OVERVIEW - PHASE II

## ACCELERATING GROWTH

The 6 key components of the second phase are:

1. Accelerating growth through an enabling regulatory environment
2. Accelerating growth through investment in science and innovation
3. Accelerating growth through market development
4. Accelerating growth through focused tertiary education
5. Accelerating growth through uncompromised commitment to environmental sustainability
6. Accelerating growth through Maori partnerships



# THE NEW ZEALAND AQUACULTURE STRATEGY

## INDUSTRY'S TEN POINT PLAN TO GROW NEW ZEALAND AQUACULTURE TO \$1 BILLION FROM 2006 TO 2025



**“Recognised around the world as producing healthy, high quality, environmentally sustainable aquaculture products”**

### **The following will be carried out in 3 phases**

1. Establish a new national sector organisation
2. Strengthen the partnership with government
3. Strengthen other stakeholder partnerships
4. Secure and promote investment in aquaculture
5. Improve public understanding and support for aquaculture
6. Promote Maori success in aquaculture
7. Develop the market for New Zealand aquaculture products
8. Maximise opportunities for innovation
9. Promote environmental sustainability and integrity of aquaculture
10. Invest in training, education and workforce promotion

# THE NZ AQUACULTURE STRATEGY 2006 TO 2025

Phase I – Pathway to 2011	Phase II – Dynamic Change	Phase III – Enhanced Value
<p>2006 to 2010</p> <p><b>Building Blocks</b></p> <ul style="list-style-type: none"> <li>A new sector organisation</li> <li>Strong government partnership</li> <li>Strong stakeholder partnerships</li> <li>Facilitating investment through enabling legislative framework</li> <li>Maori aquaculture settlement</li> </ul> <p><b>Underpinned by</b></p> <ul style="list-style-type: none"> <li>Environmental sustainability</li> <li>Public understanding</li> </ul> <p><b>Supported with</b></p> <ul style="list-style-type: none"> <li>Opportunities for innovation</li> <li>Education</li> </ul>	<p><b>2011 to 2015</b></p> <p><b>Accelerating Growth</b></p> <ul style="list-style-type: none"> <li>Profitability a central theme</li> <li>Increased focus on investment through implementation of new law</li> <li>Accelerating Growth Phase in Market Development</li> <li>Remarkable innovations</li> <li>Education</li> </ul> <p><b>Underpinned by</b></p> <ul style="list-style-type: none"> <li>Environmental stewardship and sustainability</li> <li>Partnering with Maori/Iwi</li> </ul> <p><b>Supported with</b></p> <ul style="list-style-type: none"> <li>Strong sector organisation</li> <li>Strong stakeholder partnerships</li> <li>Strong government partnerships</li> <li>Increased public understanding</li> </ul>	<p>2016 to 2025</p> <p><b>Continuing Momentum</b></p> <ul style="list-style-type: none"> <li>Continued focus on investment</li> <li>Sector led market innovations</li> <li>Sector led R&amp;D programmes</li> <li>Strong Maori success</li> <li>Exciting developments in education</li> <li>Strong public perception of value</li> <li>World leading environmental framework</li> </ul> <p><b>Supported with</b></p> <ul style="list-style-type: none"> <li>Strong sector organisation</li> <li>Strong stakeholder partnerships</li> <li>Strong government partnerships</li> </ul>

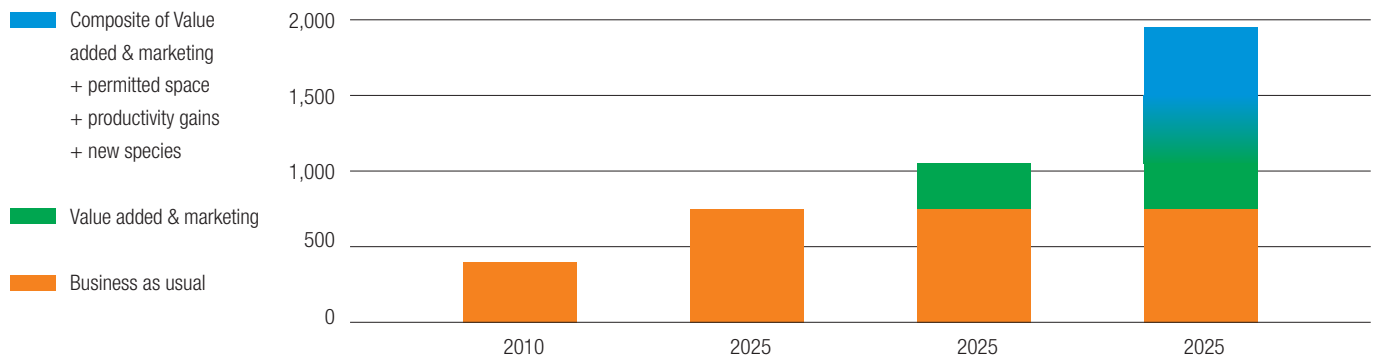
# 1. ACCELERATING GROWTH THROUGH AN ENABLING REGULATORY ENVIRONMENT

**Ensuring smooth transition and success of the regulatory reforms to promote profitability and new opportunities.**

With new legislation in place the focus will shift from regulatory reform to implementation of the new law...

- ...and attracting investment to deliver tangible economic benefits to New Zealand
- Aquaculture New Zealand will develop a regional capability and will work with companies to promote investment opportunities and increased profitability.
- A key priority will be a strong partnerships with central and regional government

**AQUACULTURE REVENUE GROWTH** (\$ millions) Source: Ernst & Young - New Zealand Aquaculture Industry Aquaculture Growth Scenarios



## 2. ACCELERATING GROWTH THROUGH SCIENCE AND INNOVATION

- The success of the Research Strategy culminating in the recent \$52m investment in a major shellfish selective breeding programme has emboldened the sector to look at the next major opportunities.
- Phase II will focus on two major Primary Growth Partnership projects focusing on:
  - Finfish development (Kingfish, Hapuka); and
  - High value derivatives
- First project likely to be established in 2011 and second in 2012/13
- The goal is to develop an Aquaculture Research Centre based on the Agricultural Greenhouse Gas Research Centre partnership model.



### 3. ACCELERATING GROWTH THROUGH MARKET DEVELOPMENT



- Phase II of the market development programme will build on the successes of Phase I
- The focus will be on:
  - Deepening and extending the “China Project”
  - Extracting greater value from existing markets
  - Establishing presence in new markets
  - Commercialising innovation
- Co-investment model across:
  - Generic
  - Collaborative
  - Contestable

**“Expected revenue return from value added and marketing is \$291 million p.a. by 2025”**



## 4. ACCELERATING GROWTH THROUGH INVESTMENT IN TERTIARY EDUCATION

- A new component of the Strategy will be tertiary education with a focus on a partnership between
  - Industry
  - Universities
  - Research Institutes
- The goal is to align tertiary education with the growth objectives of the industry.
- A useful mechanism would be the Aquaculture Research Centre model.

**“Greater alignment with the industry’s growth objectives will increase productivity in the sector.”**



## 5. ACCELERATING GROWTH THROUGH UNCOMPROMISING COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY

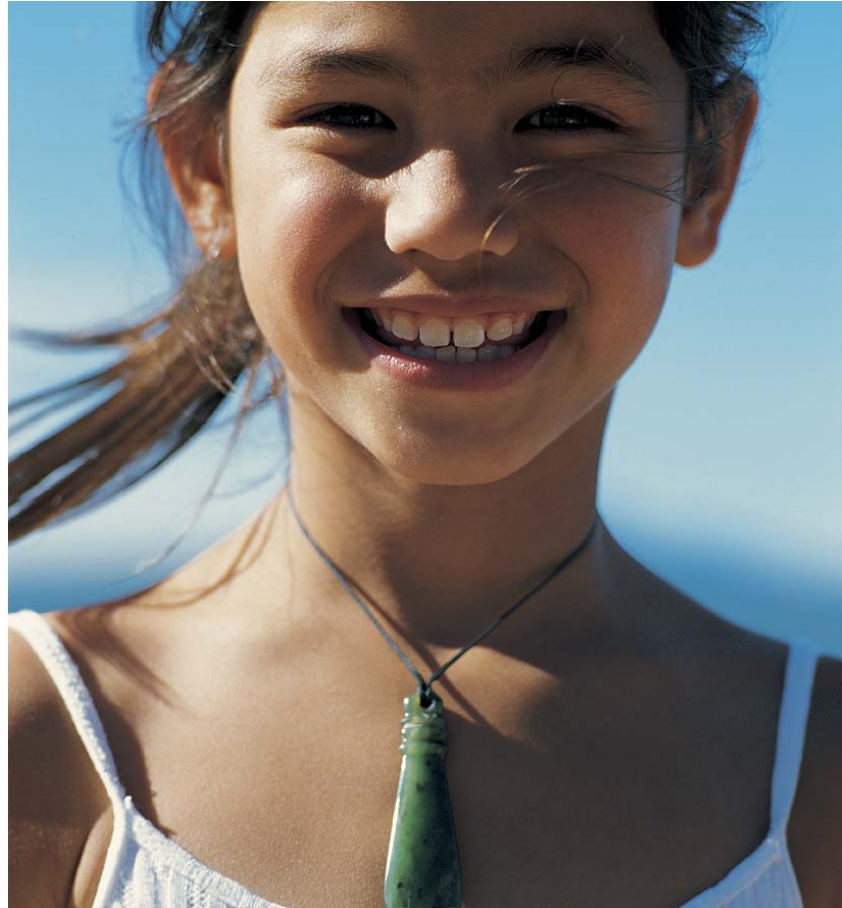


- Phase I focused on benchmarking New Zealand's Environmental Codes of Practice.
- Phase II will focus on environmental auditing and certification, building on the Environmental Codes of Practice.
- Phase II will also focus on reaching out to key public and stakeholder audiences to demonstrate the industry's commitment to environmental stewardship.

## 6. ACCELERATING GROWTH THROUGH MAORI PARTNERSHIPS

- Working with Iwi to assist with the implementation of the settlement.
- Working with Aquaculture New Zealand Maori/Iwi Directors to identify strategic partnership opportunities and priorities.
- Maintaining ongoing consideration of Maori/Iwi issues in aquaculture throughout all the Aquaculture New Zealand portfolios.

**“Partnering with Maori/Iwi to ensure Maori/Iwi interests are included in all AQNZ programmes.”**



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