



## Economy

Establish strategic partnerships to attract investment; develop support structures to provide certainty around businesses and employment continuity; and explore avenues of economic diversification to enhance economic and social resilience.

Reevaluate  
Replenish  
Revitalise





# ECONOMIC RECOVERY PROGRAMME: A DIVERSE AND SUSTAINABLE ECONOMY

Previous page: Sperm Whale and Wawahia  
Whalewatch boat. Image Haley Baxter.

## Goal

Establish strategic partnerships to attract investment; develop support structures to provide certainty around businesses and employment continuity; and explore avenues of economic diversification to enhance economic and social resilience.

**Reevaluate**  
**Replenish**  
**Revitalise**



Image Haley Baxter



Image Andrew Spencer



Image Dan Kerins

# Economy

## Opportunity and Action

### Market Kaikōura

Reposition Kaikōura as a unique year-round destination including multi-day/weekend offerings.  
Establish an international marketing campaign.  
Establish long term partnerships and actions to maintain momentum and create longer term solutions for marketing the region.

### Year round and more diverse tourism

Investigate options to attract year-round visitors to Kaikōura and to diversify tourism opportunities, including targeting higher value tourism, new facilities and ventures across all seasons.

### Education hub

Explore with local education providers opportunities to collaborate on the provision of educational services and facilities (e.g. explore a local education hub for the region).

### Marine Research Centre

Investigate the potential for Kaikōura to become a marine research centre for New Zealand to attract year-round researchers and students to the district. Also consider earthquake related researchers.

Issue or opportunity	What is being done	What will be done (indicative cost) Low ● Med ●● High ●●●	
Marketing Kaikōura to local and international visitors.	Kaikōura Visitor Recovery Plan and joint marketing approaches in collaboration with Kaikōura Information Tourism Group, Chamber of Commerce and KDC.  Domestic visitor campaign initiated.  Local businesses selling online goods and services from the region.	E1	Reposition the Kaikōura District as a unique year round destination including multi-day / weekend offerings. ●
		E2	Establish an international marketing campaign. ●
		E3	Establish long term partnerships and actions to maintain momentum and create longer term solutions for marketing the region. ●
Year round and more diverse tourism opportunities.		E4	Investigate options to attract year round visitors to the Kaikōura District and to diversify tourism opportunities, including targeting higher value tourism, new facilities and ventures across all seasons. ●●
Education services.		E5	Explore with local education providers opportunities to collaborate on the provision of educational services and facilities. ●●
Marine Research Centre	Maintaining relationships with researchers NIWA Crawthorne Institute International and National Universities	E6	Investigate the potential for the Kaikōura District to become a marine research centre for New Zealand to attract year round researchers and students to the district. Also consider earthquake related researchers. ●●

Indicative Timing	Potential Partners	How we know we are achieving the goals
1-12 months Review: 12 months	Destination Kaikōura CCT CIAL KTAG TRONT	Data comparison shows an increase in visitor expenditure in the Kaikōura District.
1-6 months Review: 6 months		Data comparison shows an increase in investors in the Kaikōura District.
Ongoing Review: 18 months		Data comparison shows an increase in year round visitors and visitor spending.  Increase in tourism facilities and ventures
1-5 years Review: 18 months	Destination Kaikōura CCT CIAL KTAG	
1-5 years Review: 18-24 months	Local schools KET DIA	
1-5 years Review: 24 months	Education Trust Canterbury and Otago University's CRIs	Kaikōura District will be the Marine Research Centre for New Zealand  Increase in the number of students, scientists and other visitors interested in marine research.