

# Economic Development Programme Managers Report

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<b>TO</b>	Economic Development Committee
<b>FROM</b>	Ben Dunbar-Smith - Economic Development Programme Manager
<b>DATE</b>	21 October 2014
<b>SUBJECT</b>	<b>Economic Development Programme Managers Report</b>

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## 1 Purpose of Report

To update the Committee on the current Economic Development work programme.

## 2 Discussion

### **Fact-finding visit to the Coromandel by representatives of the Auckland Tourism, Events and Economic Development group (ATEED).**

On 17<sup>th</sup> and 18th September, the CEO of ATEED, Brett O'Riley along with several of his key staff made a two-day visit to the Coromandel following an invitation from Mayor Glenn Leach and CEO David Hammond. The visit was a great success, with Mr O'Riley indicating the significant potential he sees from greater linkages with Auckland.

The meeting has already led to inter-staff discussions on a range of issues such as:

- work on artisan food linkages
- connectivity between major events in Auckland , cruise ship visits and spinoff tourism for the Coromandel
- linkages into Auckland regarding Coromandel events such as Leadfoot Festival and international marketing of the region.
- Destination Coromandel potentially collaborating on Australian marketing, and providing visitor links to I-Sites.
- Working together on conference experiences in Auckland
- Exploring the potential for staff training opportunities, and the possibility of getting a seat on the Central Alliance Group.

These issues will be followed up at a TCDC meeting with ATEED next week.

### **Hauraki Rail Trail**

Area manager Greg Hampton will speak to this item, as developments are on-going and he will be able to provide the latest update to the Rail Trail project.

### **Coromandel Harbour Project**

Negotiations are now underway with the Coromandel marine farmers about potential funding models for the resource consenting side of the proposed Sugarloaf Wharfing development. Greg Hampton and Francois Pienaar will provide the committee with an update on the latest developments.

### **Kopu Business Park**

Greg Hampton will give a verbal update on the Kopu Business Park project, particularly in relation to proposed land acquisition for stormwater reticulation. A brief written report will be tabled at the meeting.

### Coromandel Great Walks

Area Manager Garry Towler will give a verbal update on the latest developments on the Great Walks project.

### Appointment of new Economic Development Programme Manager

Ben Dunbar-Smith has been appointed to the role of Economic Development Programme Manager. He will be looking after district-wide economic development projects and linking closely with the community development officers and programme managers in our Thames, Whitianga and Whangamata offices.

Apart from working with existing industries such as aquaculture, forestry, light industry and commercial development, Ben's immediate priorities will be working on improving broadband and the development of the World War 1 Living Memorial. The ED role reports to Garry Towler, and will be assisted by the staff in the Area Offices.

### Broadband problems in Kopu

The Economic Development Manager's report to the September meeting identified that two cabinets are to be upgraded by Chorus as part of the Government's rural broadband initiative.

- The TH/B cabinet is likely to be upgraded in 2015, which will improve broadband to Totara.
- The TH/Z cabinet is due to be upgraded by June 2016, which will improve access to Kopu. TCDC staff are now asking if this upgrade can be accelerated to the end of June 2015 due to the difficulties with fast speed broadband which some businesses are experiencing in Kopu.

Another significant blackspot in terms of coverage is the Kaueranga Valley. This is awaiting the erection of a Vodafone cell tower (which has already been consented). The tower requires easements to obtain electricity, and Vodafone is currently negotiating with landowners to obtain consents. Vodafone will be coming back to Council with the outcome of its discussions after 1 November.

Chorus and Vodafone are working together to deliver the Government's Rural Broadband Initiative (RBI) programme. The main task for Chorus is laying fibre to rural schools, medical facilities and some libraries, often to exchange areas where there is no fibre today. They are installing around 1,200 fibre-fed cabinets to rural areas - meaning around 57% of rural New Zealand will have access to fixed line broadband. And over 30% of homes, farms and businesses supplied via the new cabinets can access a VDSL broadband service with speeds in excess of 20 Mbps. This is the fastest service over our existing copper network.

Broadband speed	% rural lines reach	Technology	Distance from cabinet/exchange
5Mbps	57%	ADSL (copper)	up to 6km
10Mbps	50%	ADSL2+ (copper)	up to 2.4km
20Mbps	34%	VDSL (copper)	around 800m
100Mbps	6%	GPON (fibre)	around 20km but eligibility criteria applies

Due to the resistance inherent in copper lines the maximum distance the telcos estimate they can push a broadband signal is around five to six kilometres from the exchange or cabinet supplying the service. The closer the customer is to the cabinet or exchange supplying the broadband services, the faster the speeds experienced. If the customer is within 800 metres of one of the fibre-fed cabinets the telcos predict this will allow broadband speeds in excess of 20 Mbps, whereas at 5 kilometres it is likely the coverage will drop to

around 1 Mbps.

### **3 Suggested Resolution(s)**

That the Economic Development Committee:

1. Receives the report.