

Date: Thursday 19 June 2025
Time: 9.30am
Meeting Room: Tasman Council Chamber
Venue: 189 Queen Street, Richmond

Tasman District Council

Kaunihera Katoa

MINUTES ATTACHMENTS

ITEM	PAGE
RCN25-06-31 7.1 Nelson-Tasman Regional Development Agency Presentation	
Attachment 1 NRDA - 6 Month Rpt Sol Update Presentation	2

PUBLIC FORUM: Council provides the opportunity for public forum input at its ordinary meetings. The views and opinions expressed in public forum do not necessarily reflect the position of the Tasman District Council, Council officers or elected members

Six-Month Report 2024/25 Statement of Intent 2025 (update)

NRDA presenting to Tasman District Council 19 June 2025

Sarah Jane Weir (Chair) | Fiona Wilson (CE)
Contact: Fiona.Wilson@nelsontasman.nz



Activity snapshot

Regional Investment Support

- Briefings for Ministers – RIF – Regional Deal – Waimea Dam

Business Capability and Skills

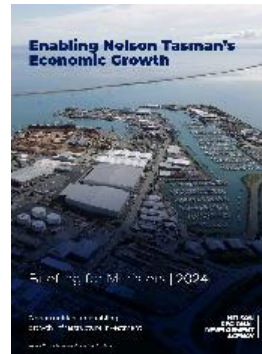
- 1:1 Business support: 180 businesses. \$180k funding (90% R&D). Case studies

Skills & Workforce

600 students/ 130 businesses in Industry days/ Fantastic Futures. Infrastructure Development Forums

- **Innovation**/Mahitahi partnership Start-up support. Mahitahi Tasman, Māpua

Blue Economy: Moananui partner. Investment and profiling support



Regional Business Partner Network



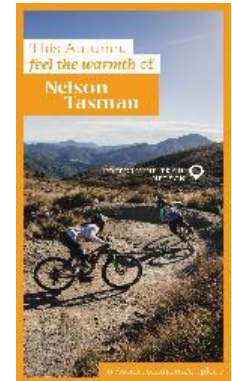
A unique partnership between



Food & Beverage Regional showcasing

Visitor Economy

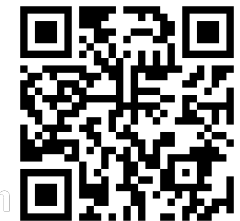
- Partners: 56 businesses/\$144k
- Domestic campaigns: Spring/Autumn 7,000 partner referrals
- International: 3 campaign partnerships - Trade promotion
- Events
- Mountain biking destination profiling
- \$11.2M Equivalent Advertising Value
- 70,000 Visitor Guides: 200 locations



Digital expansion nelsontasman.nz

- 70,000 monthly views
- 50,000 social media followers
- 14,000 consumer email database
- 470 trade contacts

Explore Nelson Tasman



Nelson Tasman



**MAHITAHİ
TASMAN**

Māpua



COMING SPRING '25

An inspired space for individuals, out-of-region digital nomads, & start-ups to connect with the region's business community and like-minded businesses, to do great work.

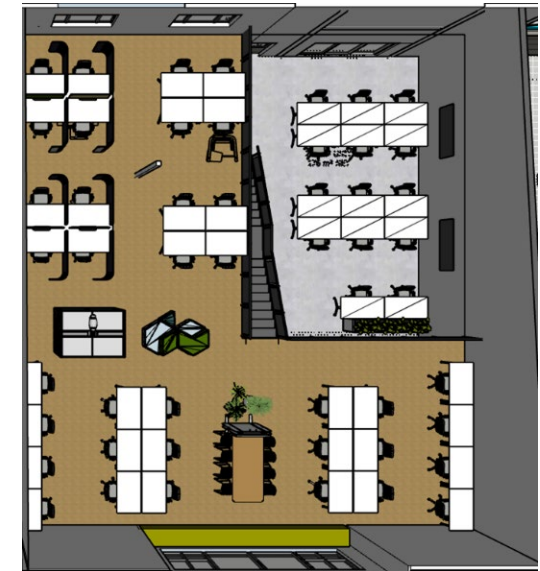
Design: Connecting to Tasman's diverse ecosystems from FOREST TO SEA for wellbeing.

Environment: A destination that offers a compelling alternative to working from home.

Flexibility: Spaces that evolve throughout the day and over time as our co-workers deem fit.



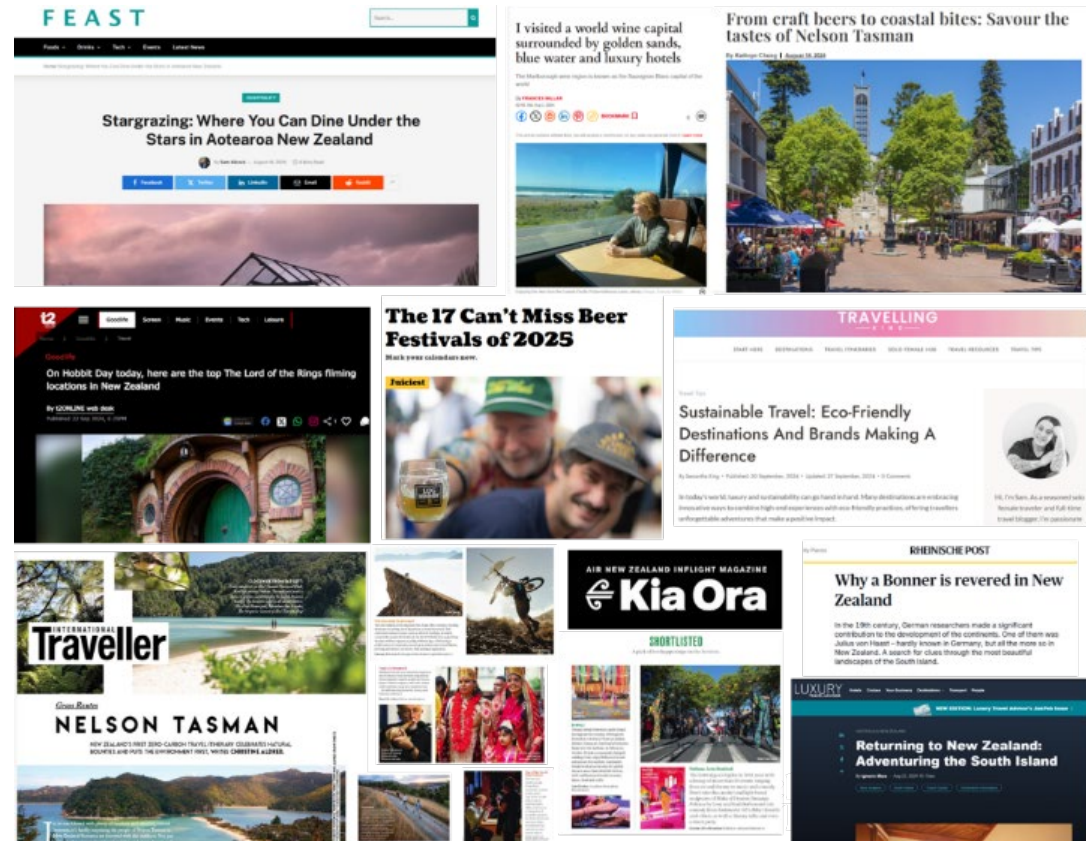
Above: Lower Floor – event, meeting rooms, informal breakout space and hot desks – 14 desks/50 seated or 10 standing events



Right: Mezzanine - permanent seating, pods and a stunning view – 36 desks

Media pitches & partnerships

- **\$4 million secured** in Equivalent Advertising Value (EAV)
- **36 articles** through NRDA pitches in national/international publications
- Resulting in over **78million impressions/readership** internationally



Media pitches & partnerships – Impact example

Minecraft game inclusion

12-month process:

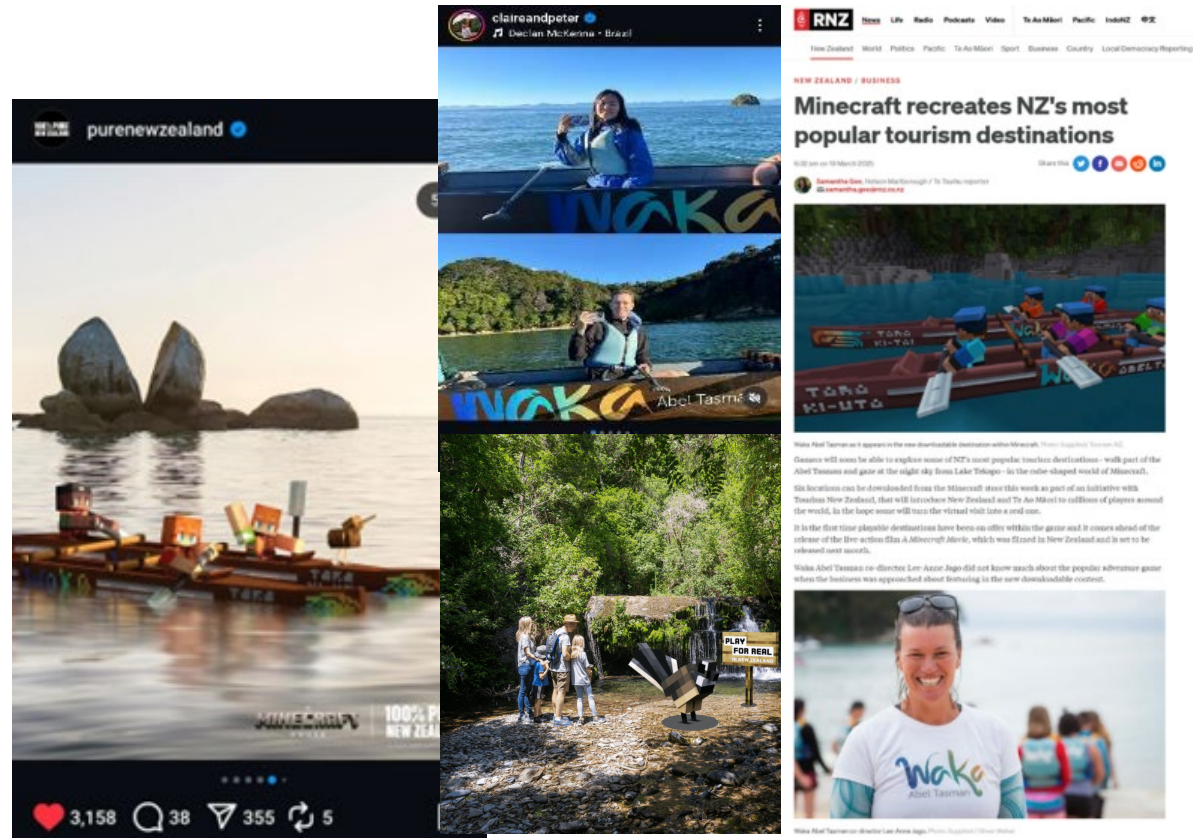
- Pitch to TNZ – one of six locations
- Hosting international influencers
- Local facilitation/permits

Results so far:

- **\$8.7million** EAV secured
- Over **2.2 billion** impressions/readership
- NRDA hosted 10 influencers from 6 countries

Nelsontasman.nz: NelsonTasman curated Minecraft Itinerary

- 'A Minecraft journey 10 days'
- 'Come play for real in Nelson Tasman'



Statement of Intent 2024-2027 *2025 update*

- Currency
- Maintaining delivery focus:
 - Attracting Resources & Activity
 - Capability Building
 - Collaborating to Compete
- Government funding end June 2025:
 - Regional Event Funding
 - Education to Employment



Thank you
Ngā mihi nui

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Nelson
Tasman

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