

WDC hearing Notes 17.07.24 –Submission of DJScott - Submitter 195

With Accelerating Change globally – On all fronts.....

- Technological
- Knowledge
- Social and economic change and
- Environmental awareness
- and
- Products and food source expectations.....

NZ simply cannot be complacent in addressing this rapidly and exponentially emerging changes and global demands

This includes the rural production/food, fibre and timber sector markets.

The markets rule now.

To be competitive our whole agribusiness approach is going to experience radical change and product competitiveness.

For a start the Environmental bottom line around environmental performance is critical;

- Water quality decline
- Soil Loss
- Biodiversity loss and
- Carbon.....

Are key issues. (See KPMG Agribusiness Agenda 2017)

There is **no debate** now that NZ has to significantly lift its game in this area.

The consumers are now the prime influence on gaining access to international agri –food markets.

For NZ this interprets for agri-industry to the end of the volume-driven production culture towards a consumer –led value-driven agri-food industry.

Importantly, NZ's historic production strategy is now fundamentally flawed:

There was always an expectation that diets in emerging markets would evolve to be more aligned to the generic Western Diet. Rather, core diets globally are not only remaining ethnic but is now the exponentially growing trend. Alternative protein products are also a result of the burgeoning health and wellness boom.

So, intensive vs extensive – the face of farms will change. More buildings will dot the landscape as housed and industrial agriculture expands to meet consumer demands and also take pressure off sensitive and vulnerable resources such as steep slopes, indigenous bush areas and wetlands, streams etc.

In addition, recreation, tourism and education industries will expand, also at an ever increasing rate.

In particular, our coastal areas need to be focused on absorbing and embracing and providing for this challenge.

In fact, it is already upon us.

Tourism is now Northland's second biggest income stream and is growing in this region faster than the national average. (It was highlighted recently in the National Geographic traveler that the Tutukaka Coast ranked 2nd equal internationally among 100 best global coastal locations for tourism - emphasizing the natural and cultural aspects as key and warnings of the danger of inappropriate development – I interpret that as intensive agriculture and forestry been inappropriate development in these sensitive catchments.

The coastal catchment areas (not just the coastal overlay areas) now need protecting – this is vital to future community wellbeing and the economy.

Certainly RPE is not appropriate as the Underlying zone to guide and manage this reality.

The focus needs to be on restoration (regeneration) and growth - community development.

We need more People in the rural landscape to support the change – more buildings in the landscape. But implemented with care.

People/communities need to be supported by council – not continually deflated and discouraged by the complexity, financial costs and negative energy that comes with current compliance processes.

The obsession with the mindset that growth is inherently bad – adverse effect – needs to be abandoned.

Council engagement and authentic assistance to communities is the only way forward.

Appropriate zoning backed by innovative planning techniques using incentive and bonus provisions to promote and encourage good ideas and development with management plan processes to guide the implementation of the development.

The solution is to review/revise, at least the coastal catchment portion of the Proposed PC RPE, using the promised Catchment Management/GIS based approach in true consultation with the communities of interest – prior to Hearing Decisions and prior to any appeals process and ENV. Court mediation process is enacted by WDC.

Critically, the social, economic and environmental future of the WD relies on 'getting it right' this time around.