

Welcome to Enterprisingly Northland, the email report that keeps you up to date with the activities of Enterprise Northland and Destination Northland.

- **Ensuring education and training provision meets key industry sector needs**
- **Leading the way in sustainable tourism**
- **Northland tourism gains market share**

Regional Skills Development Action Plan

A working group comprising the heads of Enterprise Northland, Career Services, TEC and Work & Income is spearheading the development of a Skills Action Plan for Northland focused on its key industry sectors of Pastoral Farming, Tourism, Forestry & Wood Processing, Horticulture, Marine Construction, Aquaculture, Retail and General Construction. The objective of the project is to ensure that current education and training provision are better positioned to meet the needs of key industry sectors in Northland.

It is intended to bring together several strands into one coherent regional plan that will focus on implementing a series of practical skill development initiatives.

The national Tertiary Education Strategy will provide the framework for the plan but further input will come from last year's Skill & Employment Forum (hosted by Minister Maharey), school principals and careers advisors and training providers. The major input, however, will come from Northland's employers either via Enterprise Northland's development groups or a survey that will be conducted in March by Colmar Brunton.

The plan is due for release in July and there will be an opportunity for submissions prior to then.

Tourism Embraces Sustainability Charter

Six Northland tourism businesses have been selected to participate in the Northland Sustainable Tourism Charter Project, set up following the launch of the Northland Tourism Strategy last year.

The project is being carried out as part of the Northland Major Regional Initiative - Activate Northland project in partnership with the Ministry for the Environment and began with the drafting of the Northland Sustainable Tourism Charter.

Leading the way in turning the charter into a reality, these six highly motivated businesses will measure their current sustainability performance and then strive for improvements to be made in areas of social, cultural, economic and environmental sustainability, becoming champions for their peers.

The resulting case studies will be used to expand the sustainability project to include other tourism businesses and other sectors of the Northland economy, also eventually providing an opportunity to share the learnings and experiences with other regions in New Zealand.

Northland Tourism Continues to Gain Market Share...

...with visitor numbers increasing by 6.3% and Northland visitor nights up 3.2% for the year ending 31 December 2003.

Compared to the national figures of +3.2% and +2.3% respectively, this places Northland as one of the top performing Tourism regions in New Zealand in terms of market share growth.

Northland international visitor arrivals grew by 10% in 2003, domestic increased 5%.

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