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## Submission on the Marlborough District Council Long Term Plan Consultation Document 2021-2033

### Submission Overview:

- 1) Community and industry are interconnected
- 2) Key messages and high-level recommendations
- 3) Submissions on the Long Term Plan (LTP) consultation

### Part 1: Community and industry are interconnected

#### *The wine industry makes a significant contribution to Marlborough's economy and community*

1. The wine industry's contribution to the Marlborough economy has grown by 380% since 2000, and the significant economic benefits of the wine industry flow into the community. A summary of the key economic statistics is presented in Table 1.

Table 1: The Economic Contribution of the Wine Industry to Marlborough<sup>1,2</sup>

Key Stats	2016	2020	% difference
Marlborough wine sector GDP	\$477 million	\$571 million	16%
Marlborough wine sector as % of Marlborough economy	19%	18%	-1%
Marlborough wine sector direct jobs*	2,350	2,750	15%
Wine sector direct employment in Marlborough*	10%	13%	3%
Jobs in sectors supporting the Marlborough wine sector	2,500	3,338	25%
Total jobs associated with the Marlborough wine sector	4,850	6,088	20%
Marlborough wine sector wages*	\$130 million	\$171 million	24%
Marlborough wine sector purchases from supplying sectors	\$695 million	\$835 million	17%

<sup>1</sup> NZIER, *Contribution of Wine to the Marlborough Economy*, 2016.

<sup>2</sup> NZIER, *Contribution of Wine to the Marlborough Economy*, 2020.

\* excluding seasonal workers

2. Marlborough wine indirectly supports 3,338 jobs in other sectors, and injects \$171 million of income into Marlborough households' pockets: 14.2% of total household income.

### ***Marlborough's wine industry and community are interlinked***

3. At nearly 10% of the working age population directly employed in the wine industry, a core part of Marlborough's community is the wine industry.
4. A thriving community supports improved social, economic, and environmental outcomes across industries, and vice versa.
5. The New Zealand Government's Living Standards Frameworks gives credence to the need to understand the interconnectedness of natural, human, social, and financial and physical "capital".

### **Part 2: Key messages and high-level recommendations**

6. To enhance the delivery the of positive outcomes for our community—namely our people, environment, economy, connectivity and how we live—we recommend that the Council consider how to ensure there is effective alignment between its proposed initiatives and outcomes, and other Council programmes.
7. It is important to the wine industry that we work towards aligning our social and environmental needs with our economic models, and we would like to see this considered at a local government level in planning and policy. Adapting the Living Standards Framework may be suitable approach for the MDC to enhance policy decisions on a regional level.
8. To effectively fulfil MDC's mission to "...invest in Marlborough's future, our people, quality lifestyle and outstanding natural environment", a clear vision and vision statement for Marlborough's future is critical. A clear vision will help guide the direction and parameters of the LTP. This will further support the alignment and active contribution to the region's goals across a wide range of community and industry stakeholders.
9. Engagement with the community and industry to co-develop a shared vision of Marlborough's future—one that connects with our region's people—is an important opportunity to build connection and engagement across the community. MDC's place-based Inquiry-By-Design process to facilitate a new vision for the Blenheim Town Centre is an excellent example of this. We suggest that it is timely for a refreshed approach that develops of a vision for Marlborough.

10. The Growing Marlborough District Wide Strategy was released in March 2013. An updated strategy for the future, particularly in a vastly different era due to Covid-19, may provide an appropriate vehicle for engaging with the community and developing a clearer vision of Marlborough's future. If this has already been updated, then we recommend it is linked directly in the LTP consultation document and shared publicly.

11. Consistent and effective engagement and consultation is fundamental to the alignment of stakeholders with the Council's plans and initiatives, and ultimately in achieving positive outcomes for our community. Wine Marlborough and the wine industry have received variable levels of consultation across the Council's groups. We urge the Council to develop and implement a strategy that enables and measures consistent engagement and consultation outcomes across Council. We suggest that the strategy distinguish industry stakeholders as a distinct stakeholder group from the community and tailor and measure an engagement and consultation strategy accordingly.

12. We submit that the Council Engagement and Significance Policy to "let the community know how and when they can expect to be engaged informed/consulted in Council's decision-making processes" does not adequately factor in industry consultation. The wine industry specifically would appreciate and benefit from amendments to the Engagement and Significance Policy, or an additional policy, to guide the implementation, management, and effectiveness of all of the MDC's consultation processes.

We thank the Marlborough District Council for the opportunity to submit on the Long Term Plan Consultation Document 2021-2031. We welcome further discussions and clarification on any of the points made in this submission.

Finally, this submission represents the views of Wine Marlborough Ltd and may not necessarily represent the views of individual members.

Yours sincerely,

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Wine Marlborough Ltd.