



UNISA

Value **PROPOSITION**

THE UPPER NORTH ISLAND STRATEGIC ALLIANCE

What is the Upper North Island Strategic Alliance?

Established in 2011, the Upper North Island Strategic Alliance (UNISA) responds to and manages a range of inter-regional and inter-metropolitan issues. It consists of Northland, Waikato and Bay of Plenty Regional Councils, Auckland Council, Whangarei District Council, and Hamilton and Tauranga City Councils. Mayors and Chairs from the respective regions make up the alliance.

What value does UNISA provide?

Unified approach in responding to national issues

UNISA can develop agreed positions on matters of national and regional importance and provide a shared voice to work with central government. Collaboration between parties is simpler and more effective when a united team works together.

Identifying and acting on opportunities and constraints for the upper North Island

The regions of the upper North Island (UNI) depend on each other in a number of ways and share some opportunities and constraints. Together, they are important to the current and future success of New Zealand as a whole. UNISA can identify, assess and act on these opportunities, and constraints.

Coordinated views, planning and decision making

UNI is critical to New Zealand's economic success, with over half of New Zealand's population, GDP, jobs and freight movement. The UNI also has key infrastructure, such as ports, transport networks and airports. As such, considered planning and thinking is important to New Zealand as a whole.

What does success look like?

- UNISA is recognised for well-coordinated views, based on sound evidence, on matters of significance for UNI.
- UNISA is a 'go-to' or touch stone for central government on matters affecting the UNI.
- Members of UNISA, other councils in UNI and government agencies have an understanding of inter-regional connections, and how to capitalise on these.
- Better working relationships between agencies in UNISA and with central government.

How is this undertaken?

- Collective projects to inform decision making, identify opportunities and ensure coordinated planning and decision making.
- Working with central government through joint submissions, position statements and collaborative projects.
- Overseeing the implementation of the UNISA Action Plan.



What has UNISA achieved?

UNISA has commissioned a number of projects since being established.



1. Independent Port Study 2012

This study looked at the supply and demand for ports and port-related infrastructure in UNI. This found UNI's ports are projected to experience strong growth over the next 30 years. Each port will need to develop further capacity to manage their share of trade, even with operational efficiencies.

What it led to:

Informed Auckland Council's decisions about the provision of port facilities in its city.



2. Upper North Island Freight Study 2013

Considered one of UNISA's biggest success stories, this collaborative project with New Zealand Transport Agency, KiwiRail and Auckland Transport identified seven critical freight related issues.

What it led to:

- Better land use and transport planning through shared statements in Regional Land Transport Plans and recognition of the need to plan and invest at a UNI scale.
- Evidence base for sharing with local government, industry, operator and port partners.
- Identified priority transport networks and roads for investment purposes.



3. Industrial Land Demand 2015

Study sought to understand how industrial land provision in UNI is meeting industry needs and how investment decisions, industrial land allocation and supply can be optimised. This found there is sufficient industrial land zoned in UNI. This influenced planning decisions, including a recognition by Auckland Council further industrial land zoning is not required.

What it led to:

- Helped inform central government decisions and understanding on how land use relates to population projections.
- Methodology/tool was developed and adopted for use by all member councils, identifying industrial land and how much is needed.



4. Tourism

This work identified areas in which UNISA would add value to the tourism sector in UNI and found that collaboration and joint leverage could improve the functioning in UNI.

What it led to:

Australia Market Tourism NZ joint venture campaign, a six week campaign targeting the young adventurer and active older markets in Sydney, Melbourne and Brisbane. UNISA partnered with Destination Northland, Hamilton and Waikato Tourism, Destination Rotorua Marketing, Destination Great Lake Taupō and Tourism New Zealand.



5. UNI Key Sector Trends to 2015 and Labour Demand to 2020

Identified sectors that operate at a scale and issues relating to labour skills and/or shortages in these sectors to 2020. This found an extra 115,000 jobs are expected to be created in UNI between mid-2016 and 2020. Significant shortages are expected in occupations relating to construction, freight and logistics, and tourism.

What it led to:

Actions that UNISA can take to address these issues are outlined in the UNISA Action Plan.

