



Whakatōhea Māori Trust Board

Ka ao, ka ea, ka awatea

Light dawns, it is a new day!





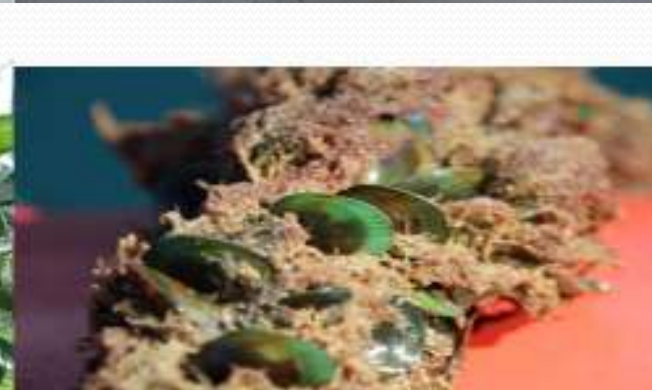
OUR PLACE



OUR PEOPLE



OUR PROSPERITY



Vision

“Ko te kai hoki ki Waiaua”

To be the food bowl that feeds the world



Purpose

**“Ki te whakarangatira i ngā uri o
Whakatōhea”**

To lift our nation

To grow and invest in the wellbeing of our
people



Core Values

Rangatiratanga

- Taking ownership
- Acting with dignity and humility
- Ask for and expect excellence

Whanaungatanga:

- Relationship builder

Matawhānui

- We see the big picture

Manaaki ki te tangata: He aha te mea nui o te ao, he tangata

- People matter

Kaitiakitanga

- Guardian
- Stewardship



Our 50 year Strategy!

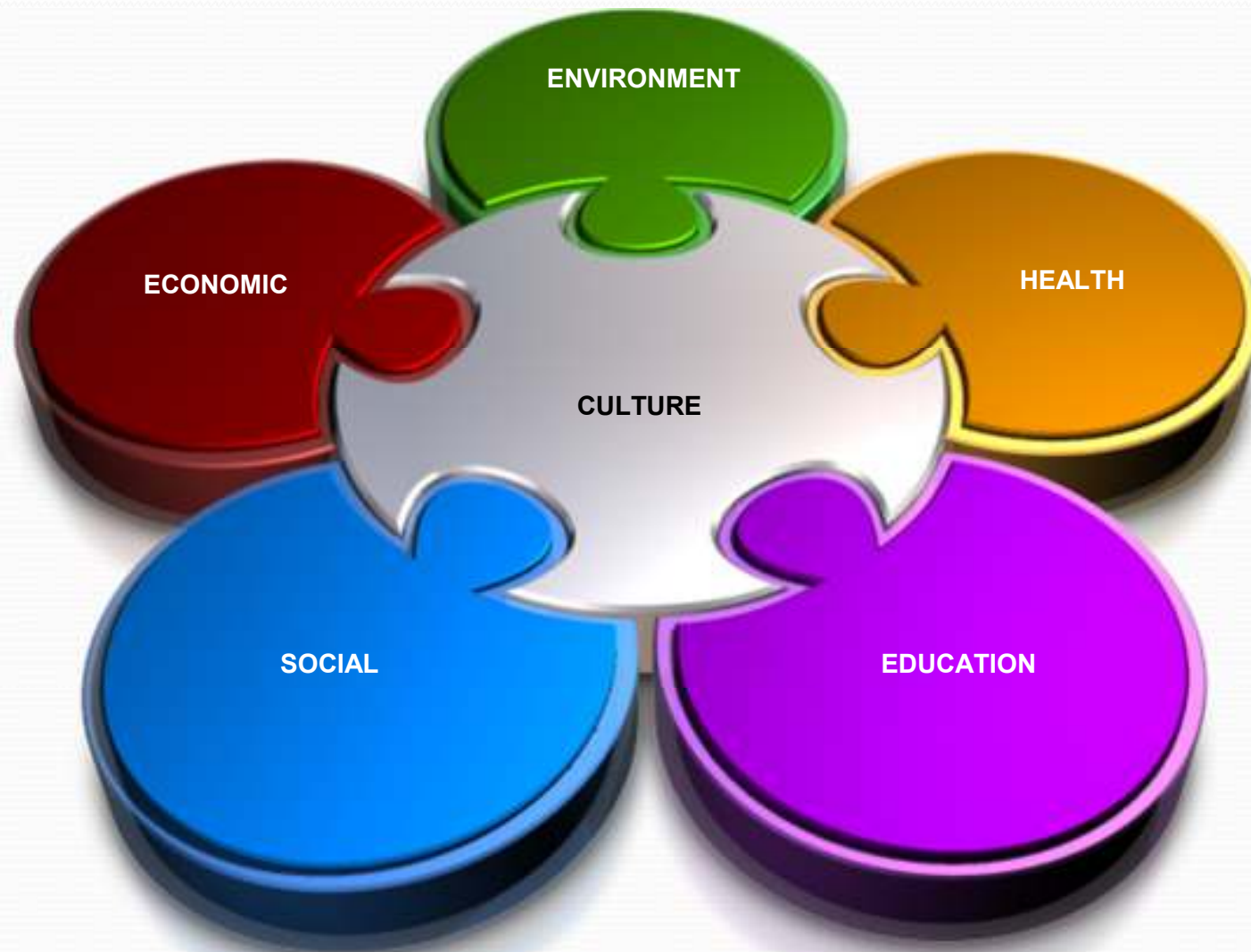
By 2060 our whānau we will be resilient, culturally empowered, knowledgeable, nurtured, engaged, healthy and living in a safe and prosperous community

1	Culture	Culturally empowered and fully conversant in Te Reo
2	Health	Living beyond the national average age
3	Education	Exceeding the regions education and skill levels
4	Economic Development	Flourishing commercial activities, aquaculture, primary sector
5	Social Development	Lowest social statistics nationally
6	Environmental Development	Environmental partners and kaitiaki of our natural resources

7

One vision, one purpose, one goal

Six Strategic themes





Economic Development Strategy Outcomes - BERL

1. Understand the Whakatōhea economy
2. Understand the goals and aspirations of the Whakatōhea people and our potential
3. Draft economic strategy prepared for consultation

The voices of Whakatōhea

He Oranga o te Rohe o te Whakatōhea Wellbeing Survey 2010

- Wellbeing
- Education
- Employment
- Income we can raise our families on
- To be in a position to make choices
 - To stay and prosper or to go and prosper

Our People

- ✚ 12,000 people (2006 Census)
- ✚ 5,000 in BoP region, of which:
 - ✚ 2,000 in Ōpōtiki District
 - ✚ 1,200 in Ōpōtiki Ward
 - ✚ 1,200 in Whakatane District

Our Place: Opotiki Economy

- ✦ **Narrow base**
- ✦ **Employment of about 2,800**
- ✦ **Large majority in primary sector (45%)**
 - ✦ agriculture 24%
 - ✦ associated agriculture services 17%
- ✦ **Next biggest is social services**
- ✦ **20% of employment, but only 13% of GDP (income)**
 - ✦ Education (11%)
 - ✦ Health services (4%)

Our Prosperity

- ✦ People

- ✦ Land

- ✦ History

- ✦ Commercial asset base

- ✦ dairy farming

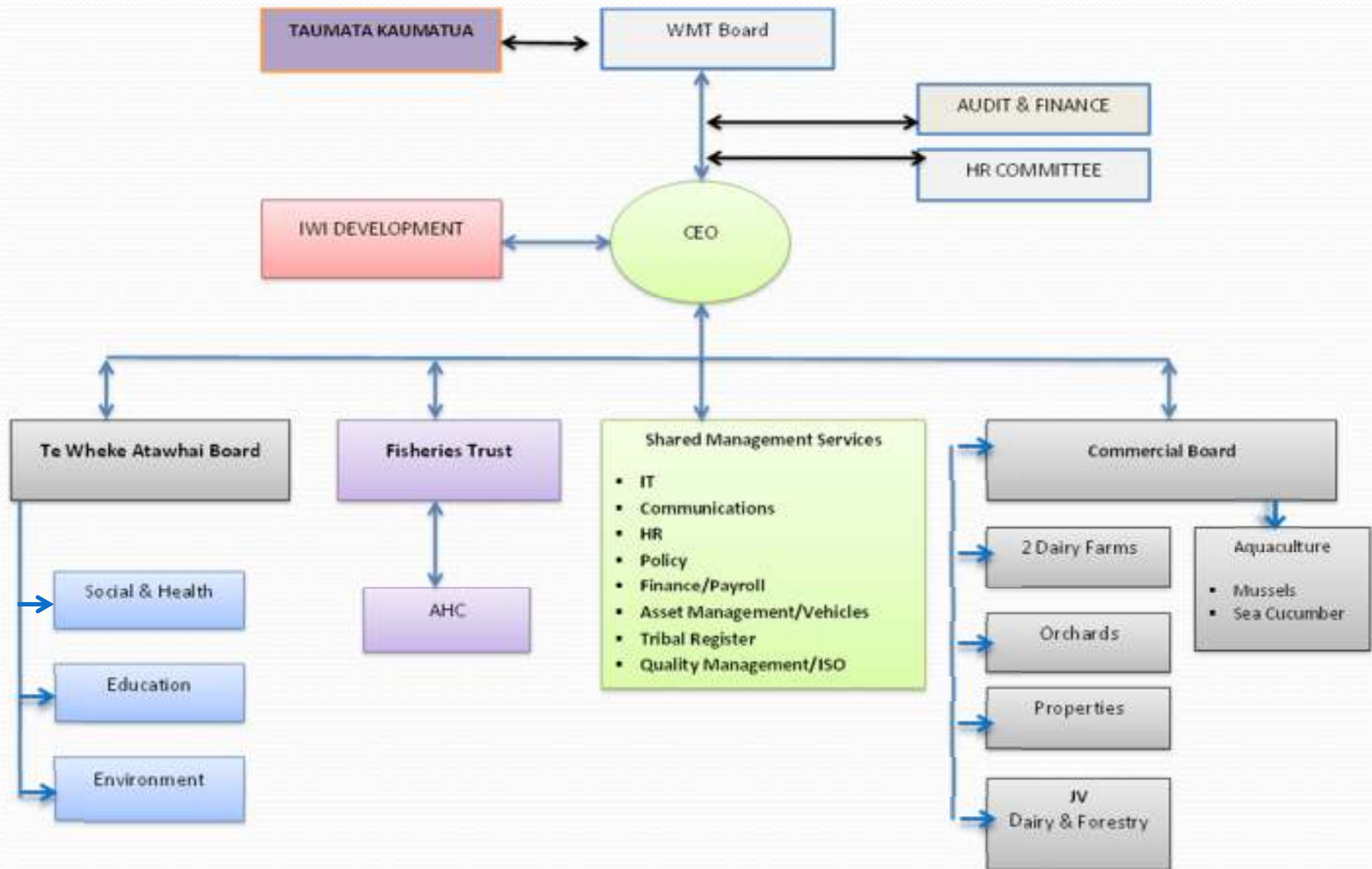
- ✦ kiwifruit orchards

- ✦ forestry partnership

- ✦ fisheries - quota, shares & aquaculture development

- ✦ properties

Organisational Structure



Whakatōhea

Fisheries and Aquaculture



Whakatohea clean/green Mussels





Business Plan

- **Based on the farming and processing of mussels only**
- **Farm developed over 10 year period**
- **Hatchery is required to breed triploid mussels**
- **Processing factory built in Opotiki – min supply 6,000 tonne**
- **Lease water space from Eastern Seafarms**
- **Diversify into other products over time to spread risk**
- **Business in 2 parts**
 - **Farming (On water / Vessels / Hatchery)**
 - **Processing**

Eastern Seafarms Water space

- 3,800 hectares
- 8.5 kilometers off the coast of Opotiki
- Depth 40 to 45 meters
- Ownership
 - Whakatohea 54%
 - Sealords 26%
 - NZ Seafarms 20%
- Property rights (Water space) - 20 yrs with the right of renewal
- Water space leased to aquaculture companies
- Consented to farm shellfish, sea cucumber, native seaweed

Background

- **6 years Research**
 - **Cawthron Open Ocean study (5yrs)**
 - **Cawthron feasibility report – Identify species (6mths)**
 - **Cawthron Sea cucumber & Mussel report (6mths)**
- **3 year Commercial trial - 3 longlines in October 2010**
 - **anchoring systems / structure**
 - **growth rates / condition**
 - **triploid mussels / oysters / goeducks**

Mussel Farm



New Zealand



Opotiki, Bay Of Plenty

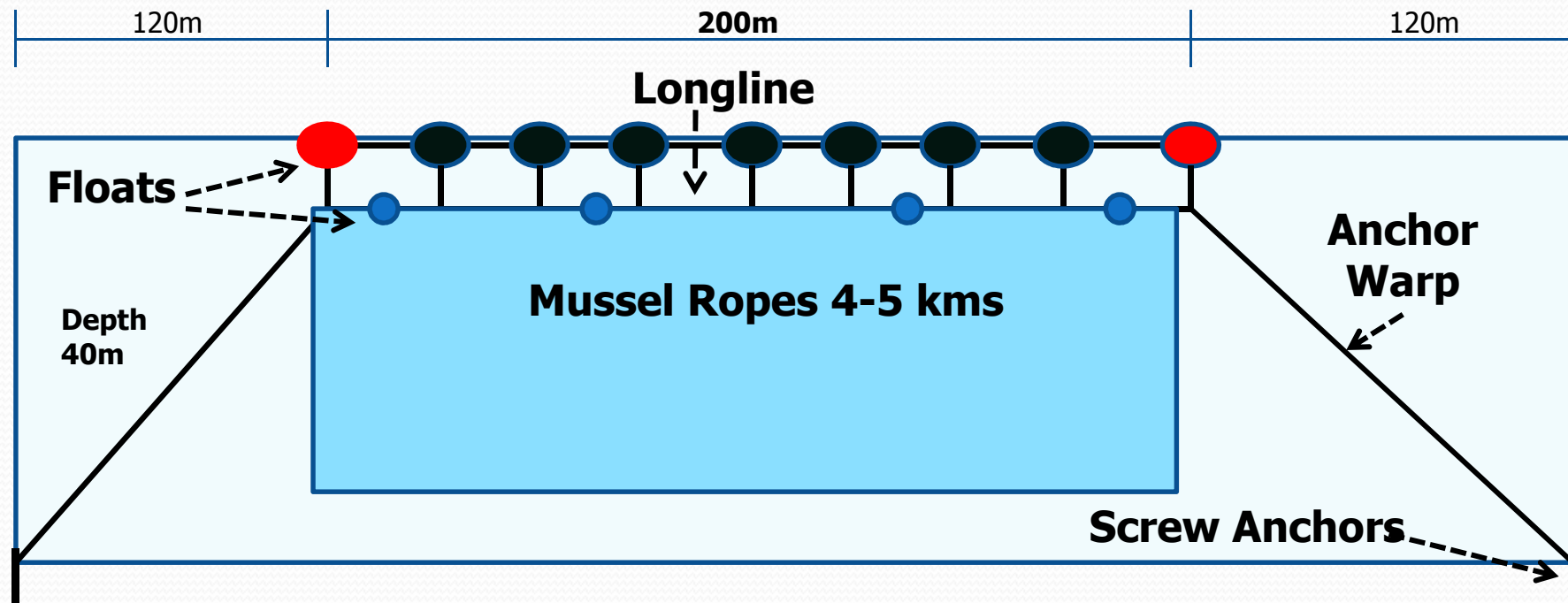


Whakatohea Iwi



On-water farm structures

Single Longline



On-water Input Variables

- Inputs that most influence the profitability of the farm

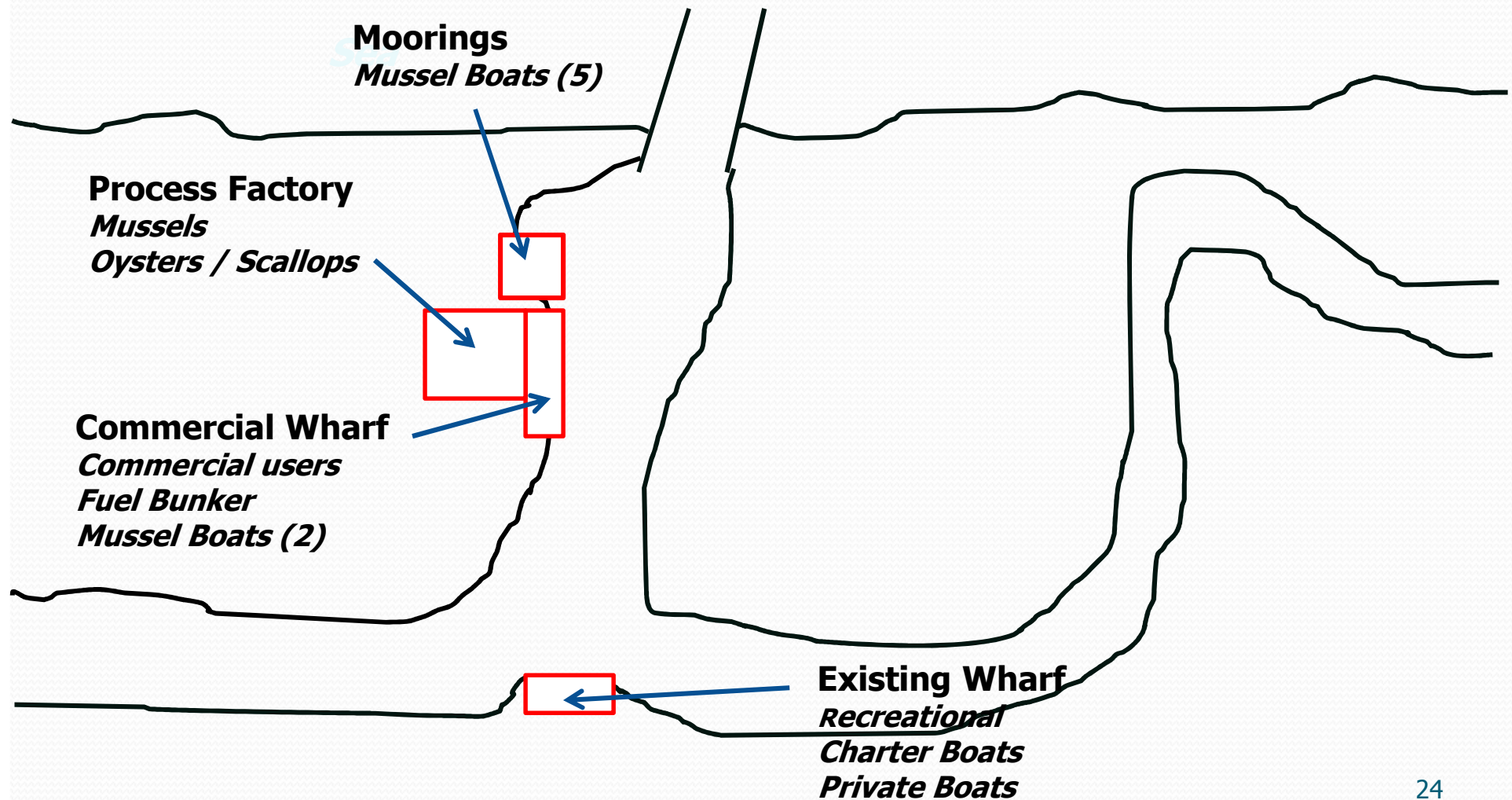
Input variables	Budget
Production meters per line	4,000 meters
Crop yield	6.7 kgs/meter
Cycle length	16 months
Price per tone	\$750 per greenweight tonne
Lease of water space	\$5/m Longline > 7yrs = \$10/m

- The commercial trials will determine the final input variables used in the business plan

Processing Factory



Harbour Layout



Processing Plant

- Located as close to the Opotiki wharf as possible
- Product offloaded at wharf, forklifted to coolstorage
- Dedicated processing lines;
 - half shell line
 - mussel meat line
- Automated opening to produce half shell mussels
- Construction start in year 4 – Min 6,000 tonne

Processing Input Variables

- Inputs that most influence the profitability of the farm

Input variables	Budget
Yields (Halfshell)	48%
Wastage	4%
Direct labour costs (NZ\$ PW kg)	\$1.20
US\$ / lb	\$2.10
US exchange rate (NZ\$ / US\$)	.80

- The commercial trials will determine the final input variables used in the business plan

Financial Benefit - Whakatohea(\$000)

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 15	Yr 20
Shares	-1,930	-1,953	-689	-7,459	-2,852					
Dividend	0	0	0	0	0	837	1087	1399	6637	6741
Lease	0	0	0	0	18	18	18	18	18	18
Water	0	43	104	138	192	239	544	625	868	868
Prosp.	400	0	0	0	0	0	0	0	0	0
ESF	-30	-30	-30	-30	-30	-30	-30	-30	-30	-30
Yearly	-\$1,560	-\$1,940	-\$616	-\$7,351	-\$2,672	\$1,064	\$1,619	\$2,013	\$7,493	\$7,597
Accum	-\$1,560	-\$3,499	-\$4,115	-\$11,466	-\$14,138	-\$13,074	-\$11,455	-\$9,442	\$39,288	\$78,754

Financial Benefits – Opotiki (\$000)

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 15	Yr 20
Farm	923	1,247	712	1,113	957	691	836	835	256	999
Hatchery				1,526						
Process			307	6,256	0	279	228			
Wages	273	437	533	676	5,330	6,506	6,849	8,016	10,423	10,849
Services	331	456	522	625	837	917	1,003	1,113	1,291	1,300
Councils	188	263	315	324	417	409	443	492	522	522
Fuel/Oil	75	180	240	334	861	1,031	1,131	1,312	1,666	1,713
Variable	6	13	13	13	649	825	863	1,034	1,382	1,451
Fixed	45	45	45	45	442	442	442	442	442	442
Admin	68	71	72	75	288	289	292	294	298	298
Total	\$1,909	\$2,712	\$2,760	\$10,989	\$9,780	\$11,388	\$12,086	\$13,538	\$16,279	\$17,574
Accum	\$1,909	\$4,620	\$7,381	\$18,369	\$28,150	\$39,538	\$51,624	\$65,162	\$181,085	\$269,035

Summary

- The commercial trial will largely determine the viability
- Industry Operators will critique the business plan
- Processing factory built alongside the Opotiki harbour
- Capital required = \$35m
- Using Opotiki wharf
- Additional cost of using Whakatane wharf is approx \$1.3m pa
- Prospectus – Craig Investment Partners