

UNISA

Value
PROPOSITION
2022-2025

UPPER NORTH ISLAND STRATEGIC ALLIANCE



What is the Upper North Island Strategic Alliance?

The Upper North Island Strategic Alliance (UNISA) was established in 2011. It comprises councils from the four Upper North Island regions plus the largest city in each. UNISA is a forum where staff and elected members can discuss and respond to a range of inter-regional and inter-metropolitan issues.

The member councils are: Northland, Waikato and Bay of Plenty Regional Councils, Auckland Council, Whangarei District Council, and Hamilton and Tauranga City Councils. Mayors and Chairs represent the alliance.

To extend the impact of UNISA, each regional council is responsible for representing and communicating with the councils in their respective regions.

UNISA is also committed to inviting non-member councils to join UNISA's governance meetings where

there are items of shared interest on the agenda.

Other key entities (e.g., Waka Kotahi, Kiwirail, DIA, Auckland Policy Office) are also regular attendees at UNISA meetings.

Why is the Upper North Island so important?

The Upper North Island is a population and economic centre. From Northland to Waikato and across to the Bay of Plenty, the upper North Island is home to 53 per cent of the national population and generates 55 per cent of the country's gross domestic product (GDP). Growth here has increased more rapidly than for the rest of the country and that's likely to continue. Managing growth to the benefit of residents and all New Zealanders requires collaboration.

The Upper North Island contains vital transport networks and is New Zealand's largest gateway to the world. In particular, state highways, rail lines and the Ports of Auckland, Tauranga and Northport are critical parts of the country's supply chain. The three UNISA ports export and import the majority of New Zealand's goods.

What value does UNISA provide?

- **The “conduit” value:** UNISA can act as a point of contact for central government, increasing the value proposition of engagement by central government through efficient engagement with its local government partners. This is particularly efficient at the start of engagement processes where issues are common across UNISA partners.
- **The “partner” value:** UNISA can be a place for Mayors and Chairs to gain local partners in approaching central government on issues of mutual interest.
- **The “influence” value:** UNISA can produce information products that deal with inter-regional issues that combine effort and produce leverage with central government, as well as a collective understanding among UNISA (for example on issues such as freight, waste, and demand for industrial land).



What does success look like?

- UNISA is recognised for well-evidenced coordinated views on matters of significance for the Upper North Island.
- UNISA is an early engagement partner for central government on matters affecting the Upper North Island.
- Members of UNISA, other councils in the Upper North Island and government agencies understand inter-regional connections and how to capitalise on these.
- Better working relationships between agencies in UNISA and with central government.

How does UNISA do its work?

- Collective projects to support decision making by individual members.
- Working to influence central government through joint submissions, position statements and where appropriate through collaborative local and central government projects.
- A Secretariat oversees the implementation of the UNISA Work Programme.

What has UNISA achieved?

UNISA has commissioned a number of projects since being established:



1. Independent Port Study 2012

Looked at the supply and demand for ports and port-related infrastructure in the Upper North Island. This informed Auckland Council's decisions about the provision of port facilities in its city and fed into subsequent studies including the Auckland Council's Port Future Study 2016.



2. Upper North Island Freight Story 2013

Considered one of UNISA's biggest success stories and an example of the partnership value of UNISA, this collaborative project with the New Zealand Transport Agency, KiwiRail and Auckland Transport led to better land use and transport planning. It provided an evidence base for sharing with local government, industry, operator and port partners and identified priority transport networks and roads for investment purposes.



3. Industrial Land Demand 2015

Study sought to understand how industrial land provision in the Upper North Island is meeting industry needs and how investment decisions, industrial land allocation and supply can be optimised. A 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 could add value to the tourism sector in the Upper North Island and found areas where collaboration and joint leverage could improve the functioning in the Upper North Island. It led to the Australia Market Tourism NZ joint venture campaign.



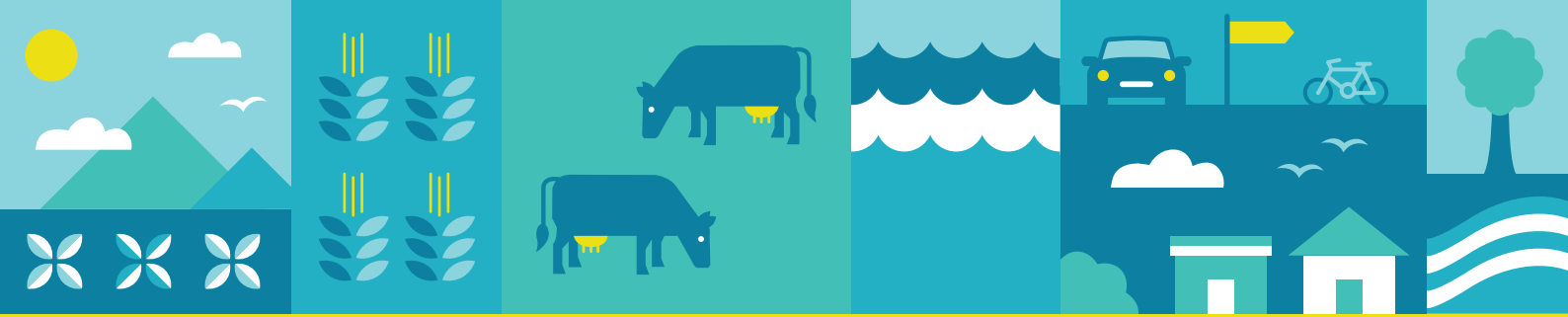
5. Upper North Island Key Sector Trends to 2015 and Labour Demand to 2020

Identified sectors that operate at a scale and issues relating to labour skills and/or shortages in these sectors to 2020.



6. Clean Hull Plan (Initially the Interregional Marine Pest Pathway Management Plan)

Developed as an option to restrict the spread of marine pests between the Upper North Island. It makes rules simpler and easier to enforce, replacing myriad rules with one single consistent standard across the Upper North Island. This is now being progressed as a National Pathway Management Plan.



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