



E Tu  
Waikato  
Inspire  
Engage



## WORKSHOPS

Delegates are invited to attend one of the following workshops.  
Please state your preference when registering for the conference.

If you need more information about the workshops, please contact Clive Morgan  
Waikato District Council's Economic Development Manager, [clive.morgan@waidc.govt.nz](mailto:clive.morgan@waidc.govt.nz)

### 1. Come on in: Embracing tourism in the Waikato

*Where does the Waikato fit, what opportunities are yet to be exploited and what are the priorities for Waikato tourism?*

FACILITATOR: KIRI GOULTER,  
CHIEF EXECUTIVE, HAMILTON & WAIKATO TOURISM

Tourism did it tough during the Global Financial Crisis but the tide is now turning, including in the Waikato. Find out where our district fits into the national tourism picture, what role Hamilton & Waikato Tourism plays and what local tourist operators and the wider industry must do to make the most of growing domestic and international visitor numbers.

This is also an opportunity to discuss ideas and issues in an interactive forum which is strongly focused on taking Waikato's tourism offer to the next level.

### 2. Gimme, gimme, gimme: Research and funding to support Waikato business growth

*All you need to know about identifying, accessing and making the most of what's already out there to support Waikato business growth.*

FACILITATOR: VANESSA CLARK,  
BUSINESS GROWTH MANAGER, SODA INC

Assistance to support business growth and engagement is available; it's a case of knowing how to access it. This workshop will provide a clear understanding of what funding mechanisms are already in place, what criteria is important and how funding decisions are made. It will also identify a range of challenges and opportunities around innovation and development in the Waikato business sector and invite discussion on a range of solutions.

### 3. Fall in love: Dynamic development in the Waikato

*A frank and honest discussion on how to maximise Waikato's development and investment potential and avoid any road blocks.*

FACILITATED BY: KELVIN NORGROVE,  
PRINCIPAL, STRATEG.EASE AND GERARD WILLIS,  
DIRECTOR, ENFOCUS

Developers face real-life road blocks in bringing their vision to life. This workshop will provide information to support developers in embracing the opportunities that the Waikato offers. It will discuss development contributions and costs, an overview of future zoning proposals and robust conversation around key infrastructure issues including water and wastewater.



E Tu  
Waikato  
Inspire  
Engage



## WORKSHOP FACILITATORS



### KIRI GOULTER

CHIEF EXECUTIVE  
HAMILTON & WAIKATO TOURISM

Kiri is an accomplished senior executive with extensive experience in destination marketing and management, strategic planning and tourism product development. She moved to the Waikato in 2009 to lead the re-establishment of Hamilton & Waikato Tourism. For the past two years Kiri has chaired the Explore Central North Island group of Regional Tourism Organisations and is currently a trustee of Regional Tourism Organisations of New Zealand.

Prior to her work in the Waikato, Kiri was Development Manager at Tourism New Zealand and worked with regions and sectors across New Zealand. For seven years, she worked in Northland and managed a \$3.5 million project to build the capability of Northland's tourism sector. Kiri was a finalist in the 2013 NZ Women of Influence Awards.



### VANESSA CLARK

BUSINESS GROWTH MANAGER  
SODA INC

Vanessa Clark (Ngāti Tīpa, Ngāti Āmaru) has 14 years global experience in the information and communication technology industry. Her experience, ability to assemble virtual teams, broad range of skills and detailed understanding of software and technology development, provides her with unique insights into growing successful products and services.

Vanessa worked at Cisco Systems Inc for 11 years in Silicon Valley and Sydney in a variety of functions, most recently in communication and collaboration IT. Before joining Cisco, Vanessa worked as a project manager at a start-up in Hong Kong and as a senior researcher at the School of Business, University of Hong Kong.

Vanessa holds a Bachelor of Business Studies and Diploma of Law from Massey University and a Master of Management Studies from the University of Waikato.



### KELVIN NORGVOLVE

PRINCIPAL  
STRATEG.EASE

Kelvin has extensive experience consulting in the field of urban and rural economic development. Recent projects include work on the Auckland city centre masterplan, retail and visitor-oriented developments in rural and coastal areas in the North Island, consulting to the food and beverage sector and identifying location drivers of fast-growing industries.

Kelvin specialises in strategic planning, urban and rural planning, industry sector development and demographic and economic analysis.



### GERARD WILLIS

DIRECTOR  
ENFOCUS

Gerard is a policy analyst who began his career in the Waikato in the late 1980s with local government organisations. He spent many years in central government including five years in Wellington as a Ministerial adviser.

For the past 10 years Gerard has operated as an independent consultant with a broad range of public and private sector clients. Most recently, he has been working for the dairy sector on sustainable dairy growth issues and has been closely involved in the energy and environmental sectors. Gerard grew up in Pukekawa in the northern part of the Waikato district where he continues to have business interests.