International Colloquium
‘Seafood Innovation for Sustainable Futures New Zealand, Pacific Innovation Business Models’

Determinants of Innovation and Growth in the Seafood Sector Project 2003-2007
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The Mira Szászy Research Centre for Māori and Pacific Economic Development
& the National Institute of Water and Atmospheric Research (NIWA)

Images – courtesy of NIWA
Joint Research Venture

- Mira Szászy Research Centre for Māori and Pacific Economic Development, The University of Auckland Business School
- National Institute of Water and Atmospheric Research (NIWA)
- $1.4 million research grant funded by FRST
- 4 year project started in 2003, finishes June 2007
Aim

• To identify the determinants of growth and innovation in the seafood sector of New Zealand, with particular emphasis on its importance to Māori.
Purpose

• to promote the development of a culture of innovation that drives economic growth in the seafood sector. It also reflects the context of harvest limits and competitive global markets.
Project Team

- Dr Manuka Henare, Principal Investigator, UOA
- Dr Basil Sharp, Principal Investigator, UOA
- Dr Andrew Jeffs, Consultant & NIWA Scientist
- Dr Jay Sankaran, Associate Investigator, UOA
- Dr Shantha Liyanage, Associate Investigator, UOA
- Dr Val Lindsay, Associate Investigator, VUW
- Dr Manley Begay, Director Native Nations Institute at the Udall Centre, University of Arizona
- Dr Ian Record, Native Nations, Institute at the Udall Centre, University of Arizona
- Mr Waitai Petera, Researcher and Project Kaumatua
- Ms Julie Sibthorpe, Librarian, UOA
Synopsis of research to date

• Case studies
  - Forms of innovation in value chains at a micro-level
  - Looking at exemplars – food, nutriceuticals

• Innovation occurring over time
  - Econometrics
  - Data Sets

• Review of aquaculture
  - Macro Level
  - Literature Review

• Full reports and articles available
  www.business.auckland.ac.nz/seafood
Synopsis of research to date

• Enhancing the capability & involvement of Māori in seafood industry
• A toolkit to deliver value-added products & processes, incl. continued expansion of new aquaculture activities
• Guidelines for strategic linkages between New Zealand's fishing sector and leading research in other global markets.
• Learning, training for innovation, productivity & development
Outcomes

- Innovation website and library as a public resource
- Training courses for Māori and industry
- Public promotion of innovation in the seafood industry
- Assist seafood industry increase business innovation through a business innovation cluster
- Develop a framework for innovation as it applies to all elements of the value chain in the seafood industry in New Zealand
Benefits to the sector

Helping the industry to grow by understanding and encouraging innovation driven economic growth

Identifying options and strategies for enhancing the value of Māori assets in the seafood industry

Identifying the factors that have contributed to innovation over the past two decades

Disseminating lessons learned from exemplary companies in integrated aquaculture firms

Developing a framework for managing innovation in integrated aquaculture firms

Seek ways to further increase innovation and growth

Overall, this study is set to act as an exemplar for encouraging innovation in other national or regional seafood industries, and for other industries based on renewable natural resources.