The nature and the purpose of the programme

The purpose of the programme is 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. The activities of the Project will lead to the enhancement of the capability and involvement of Māori in the processes of economic growth and will increase the social and economic contributions to the future development of New Zealand as a whole, including Māori.

A culture of innovation creates new value-added products and processes including the continued expansion of new aquaculture activities. Such a culture will support greater research capabilities linking New Zealand's fishing sector with cutting-edge research in global markets.

The main achievements of the programme

In the first year of the research programme, much has been accomplished. A report on the econometric results of technical change and growth in New Zealand's seafood sector was completed and is available. An Internet based network has been designed and ready to be rolled out for the sector. It aims to facilitate admission to on-line and flexible learning as well as access to a dedicated library about fishing. It is located in the University of Auckland Library. Further, the design of a fishing industry research and information web site is near completion and is currently being tested with the goal of easy access for the sector. Media coverage and face-to-face meetings have introduced the research programme to diverse sections of the industry. Two highly successful special courses on fisheries economics with a focus on innovation and growth, and on working with Māori communities, were held at the University of Auckland Business School. Finally, the establishment of relations with selected fishing companies and
industry bodies has led to a high level of collaboration and a widening interest among end-users of the value of the research programme for the industry.

Associate Professor Basil Sharp of the University of Auckland Business School, has prepared a report on the econometric results of technical change and growth in New Zealand seafood sector from 1992 to 2000. The data collected by Statistics NZ provided the basis for the econometric analysis of the sub-sectors within the industry. Associated papers on efficiency in the industry, fish quota management and lessons from NZ have been published and presented at industry conferences in NZ, London and Japan. In addition, Dr Andrew Jeffs of NIWA has published a paper on the business of aquaculture in NZ; aquaculture being a key part of research programme. Dr Jeffs found that in the New Zealand aquaculture industry as a whole there remain opportunities for greater government support. Dr Jeffs also found challenges associated with growing public concern and a very limited product base.

Associate Professor Jay Sankaran of the University of Auckland Business School has completed a draft report on value-chain innovation for seafood companies, especially those in aquaculture. It will facilitate users to enhance innovation in the primary and support activities that constitute their value chains by helping them think through a diverse range of issues.

A dedicated web site for the seafood industry and researchers is currently being designed and tested. It is linked to the University of Auckland Library and will consist of publications, information, statistics and electronic resources. The service will be launched later in 2004.

The success of the research (in terms of international impact or economic development potential).

Associate Professor Basil Sharp of the University of Auckland Business School was invited and wrote the editorial titled "Fish Quota Management" in EEZ International, London. Together with Chris Batstone of the Auckland University of Technology, he published an article, "Natural Resource Management: Lessons from NZ" in The Otemon Journal of Australian Studies. Together with Dr Andrew Jeffs of NIWA, Dr Sharp presented a paper titled "Growing the Seafood Sector: Technical Change and Innovation" at the International Institute of Fisheries Economics and Trade, Tokyo, Japan.
Outputs and links to where additional information can be found:

1. Internet based Network Resource for the Seafood industry study:
   http://www.library.auckland.ac.nz/subjects/bus/infosources/seafood.htm
2. Fisheries Economics Short Course, 2003 and in November 2004