

OUR STRATEGY 2030

Growing and protecting New Zealand

Ministry for Primary Industries
Manatū Ahu Matua



WHY THIS STRATEGY?

This is a critical time for New Zealand. After decades of economic growth based on debt and consumption, the economy is seriously unbalanced.

A re-balancing of the economy towards more productive sources of growth is required. New Zealand must trade its way to greater growth and prosperity.

The primary sectors (from producers through to processors and exporters) are absolutely crucial to this, and strong environmental performance will be fundamental to their long-term success.

The new Ministry's role has to be focused on the success of the primary sectors for the benefit of all New Zealanders. We need to enable:

- innovation and growth;
- access for more New Zealand products into new offshore markets;
- increased sustainable resource use;
- lower biological risk.

We will contribute to New Zealand's prosperity by delivering robust policy and better facilitating sustainable primary production and trade.

The new Ministry will be focused on enabling the primary sectors to be as successful as possible for the benefit of all New Zealanders.

OUR FOCUS

MAXIMISE EXPORT OPPORTUNITIES AND IMPROVE SECTOR PRODUCTIVITY

- Grow the value of New Zealand's primary products.
- Ensure the primary sectors can access the world's fastest growing and highest value markets.
- Focus on the primary sectors with the greatest potential for sustainable growth.

WE WILL ACHIEVE THIS BY:

- Partnering with the primary sectors to identify and seize opportunities for improved productivity and market returns.
- Removing unnecessary barriers to trade and increasing our use of international standards to enhance value.
- Encouraging and co-investing in industry innovation and adoption.

INCREASE SUSTAINABLE RESOURCE USE, AND PROTECT FROM BIOLOGICAL RISK

- Foster the sustainable use of New Zealand's natural resources by the primary sectors.
- Enable the reduction of biological risks to New Zealand's natural resources.
- Protect and enhance the integrity and reputation of New Zealand's primary products, including food.

WE WILL ACHIEVE THIS BY:

- Identifying and managing risks to New Zealand's natural resources.
- Partnering innovative approaches to environmental challenges.
- Better understanding the challenges to sustainable use of New Zealand's natural resources.

OUR APPROACH

ENABLING

- Help people to identify and seize opportunities to add value, access markets and manage risks.
- Deepen understanding of the importance of the primary sectors to New Zealand's medium to long-term prosperity.

WE WILL ACHIEVE THIS BY:

- Producing information and analysis to support a whole-of-government focus on primary sector growth.
- Connecting the public and private sectors to facilitate action on high-value opportunities.
- Providing information and tools to enable the primary sectors to develop systems for the timely management of risks.
- Connecting the primary sectors with one another.

PARTNERING

- Support the primary sectors, including Māori, to maximise the benefits from the sustainable use of their primary sector assets.
- Deliver on our obligations to Māori.

WE WILL ACHIEVE THIS BY:

- Engaging with the primary sectors, including Māori, to increase economic returns from their primary sector assets.
- Working with the primary sectors to improve resilience and the timely management of risks.
- Understanding Māori values to protect and enhance the well-being and potential benefits from the use of New Zealand's natural resources.
- Providing the primary sectors with a gateway to the whole of government, partnering with the natural resources and economic agencies, and more broadly.

OUR ORGANISATION

FOCUS ON RELATIONSHIPS

WE WILL ACHIEVE THIS BY:

- Designing programmes and policy in partnership
- Enabling others to manage risks
- Setting joint priorities for sector growth
- Building long-term relationships with key primary sector players, including Māori, who can make a difference
- Having a view
- Leading courageous conversations

DEVELOP OUR PEOPLE

WE WILL ACHIEVE THIS BY:

- Rewarding top performers and investing in their success
- Attracting, retaining and developing top talent
- Taking greater responsibility for our performance
- Fostering our future leaders

MAKE INFORMED DECISIONS

WE WILL ACHIEVE THIS BY:

- Leveraging quality information as a core Ministry asset
- Making robust decisions with good evidence
- Delivering results based on quality information
- Being risk and intelligence led

BE INNOVATIVE

WE WILL ACHIEVE THIS BY:

- Creating new ideas and ways of working
- Being future-focused
- Learning from our mistakes
- Utilising knowledge and technology

OUR CULTURE

CONNECTED

FOCUSED ON RESULTS

DELIVERING ON OUR OBLIGATIONS TO MĀORI

LEAN AND AGILE

TAKING INFORMED RISKS

SUCCESS

WE WILL KNOW WE'VE SUCCEEDED WHEN WE HAVE CONTRIBUTED TO:

- ↑ primary sector contribution to GDP
- ↑ primary sector productivity
- ↑ access of products into new and changing markets
- ↑ sector investment in innovation
- ↑ productivity of Māori primary sector participants
- ↑ export returns
- ↓ negative environmental impacts
- ↓ risk to and from the primary sectors

AND WHEN THE MINISTRY ACHIEVES:

- ↑ staff engagement
- ↑ stakeholder engagement and partnership
- ↑ proportion of risk managed by others
- ↑ understanding of our work
- ↑ value for money
- ↑ delivery on our obligations to Māori
- ↓ regulatory instruments
- ↓ costs