

The Enemy is Without not Within

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Competition v Collaboration

- Competition is a good driver and stimulus for business – but
- Sometimes Collaboration can be more beneficial for **SOME** parts of our businesses.
- An example





New Zealand Olives

- NZ Olive oil has won world championships
- Can compete with the very best with its extra virgin olive oil
- But Grove owners, with one or two exceptions, tend to
 - have small groves
 - Want their own brand
 - Volume levels too small for larger suppliers
 - Compete furiously with one another at Farmers Markets
 - Ultimately drive each other out of business.





And Yet

- Collaboration = size, presence and brand
= premium prices plus export Dollars
- Olives will grow in most regions of NZ and start producing cash crops after 3 years
- Olive Trees are environmentally friendly
- A viable alternative crop for farmers with higher returns than grass






But

- So why is it not happening?
 - Trust
 - Blinkered Vision
 - Lack of encouragement
 - Lack of investment Capital
 - Lack of a trusted advocate





Waikato Innovation Park in the future

- Park has 3 core operations
 - The Park
 - The Community
 - The Cluster



The Park



- THE location for Technology Companies
- Phases 5 or 6 completed
- Hubs within Hubs





The Community

- Park Community Co-ordinator
- Regional conduit for Investment and Research Grant Finance (Greenfields Network and TechNZ)
- Project leader (Meat and Wool + Tokanui)
- Source of business training (NZTE Escalator Program + ad-hoc seminars and workshops)
- Active supporter of Regional Initiatives (AgBio AIA, Smart Foods Network, New Zealand Clean Energy Centre)
- A recognised “soft landing zone”





The Cluster

- Consortia scale export co-ordinator
- Value add – opposed to commodities
- Two-way Technology Conduit





So the Challenge is

- To compete on the World stage by
 - Working together to create scale
 - Exploiting our natural competitive advantage
- AND not to be
 - Small and fragmented
 - Easily knocked off by the “Enemy Without”!

