

To whom it may concern,

Hi, I am Rhea, Assistant Brand Manager at New Zealand King Salmon. This is my personal opinion. I support all six relocations.

My favourable submission is due to the following; I care about the environment, I believe in our healthy, locally grown product and I believe the local community and economy will benefit from significant growth.

Environmental

Coming from a 'green' household, I have been passionate about conservation from a young age. I want to make informed decisions that have the least impact - something that perhaps wasn't considered in generations prior to mine. However, it is something King Salmon is passionate about.

I predominantly work on the Regal Marlborough King Salmon brand. Part of my job is to market the Sounds. It's one of our unique selling propositions to be the only company to farm salmon in this area. We sell our salmon based on how beautiful the Sounds are. We also sell the salmon based on our environmental accreditations, as consumers are demanding more sustainable brands. We need to ensure that we keep the area beautiful, to continue selling this message, and ensure we meet our environmental obligations.

Another aspect of my job is to show customers, bloggers, NZ chef celebrities, international chefs and media to the Sounds and take them out to the farms, and generally showcase the region. These are mostly overseas or out of town visitors who have often never been to the area. Blown away by the beauty of the Sounds, they will rave about it to their friends and colleagues and often post on social media or in other forms of media such as radio, tv, and magazines. This will undoubtedly have an effect on bringing tourism to the area.

In February, in collaboration with Destination Marlborough, I hosted four foodie bloggers who have a combined following of over 400k. We invited them for the Marlborough Wine & Food festival, and took them to an array of local wineries, restaurants and accommodation. Three of the bloggers had never seen the region or known too much about it. We also took them out to our farms, where some made comments that they 'want to get in the water and swim'. They each blogged about their experience in detail and named each part of the journey, sharing on their social media the entire time.

We also feature Marlborough in Nadia Lim and My Food Bag's latest cookbook, and last year featured Regal and Marlborough in two television shows one with local Harbour chef, Bradley Hornby, another with esteemed Auckland chef, Nick Honeyman, who cooked a meal on one of our farms! These are just some of the ways we are trying to showcase Marlborough.

Outside of work, I am very much into the outdoors and spend a lot of my personal time camping, kayaking and fishing in the Sounds. Much of the reason I do this, along with many other locals and tourists, is to enjoy the beauty of the water and the area in general.

Moving to high flow sites will ensure that we can have a reduced amount of waste on the seabed floor, and be able to maintain the Sounds for the future of not only our brand, inviting visitors to the area, but also for recreational use.

Better Quality of Product & Higher Volume of a Healthy, Sustainable Protein

As mentioned I work on the Regal brand, which is our premium brand to everyday consumers. We generally have great quality salmon, but we are restricted in how much we can make, due to lower quality fish, or not having enough supply to meet demand. People love our product, and it's such a great way to get our daily intake of omegas.

Aquaculture is the most sustainable way to grow salmon and feed our growing population with this great, healthy product. Where we can track everything that goes in, and out of the ocean, and where we reproduce what we harvest. Shouldn't we leave the oceans to repopulate and think of a longer term strategy to feed the masses?

We cannot keep up with demand, and retail customers are already important frozen, Atlantic salmon. Wouldn't we rather support a New Zealand company that is highly regulated and is locally grown?

I believe better quality water space will improve the quality of our salmon, and we will be able to supply New Zealanders and customers around the world with a better quality, sustainably and locally grown, healthy protein.

Local Community

In marketing I work on projects that support the local community through education, sports and charities. The amount of gratitude we get through this support is truly rewarding. I play sports in the area and know how helpful it is to have a sponsor like NZ King Salmon.

As well as working on community projects, I work with a lot of wineries, restaurants, tourism operators and organisations in the Top of the South, in particular Marlborough. These are people who rely on our business, as well as others, to operate and keep their jobs.

We should be encouraging this even more, and I think better quality water space will provide us with additional revenue to continue building local business, and give us more flexibility to give back to the community.

Local Economy

I'm a 25 year old and starting working at King salmon at the age of 23, relatively fresh out of university. I studied in Wellington and worked there for a few years as there weren't a lot of jobs for me in the Top of the South.

While I really enjoyed my time, it was expensive and has meant a large student debt. I had no choice but to move away from my family and friends in the region. I also gave up playing sport.

When I came back to see my family after travelling, I was quite shocked to see a role such as mine, for a large company based in Nelson, my home, and immediately applied. Since then I have been exposed to a lot of opportunity within the company.

As King Salmon is a fully integrated company there are opportunities in a broad range of careers such as Aquaculture, Logistics, HR, Sales, Processing and Finance to name a few. In fact my partner, who is also 25, is employed by King salmon and they are putting him through his chartered accountancy. I have another good friend who works there as a marketing intern from NMIT. A position I would have loved as a student.

Nelson and Marlborough have an above average aging population, and a below average age of 20-30 year olds residing in the region. Young people bring in new energy and ideas into organisations and the community. NMIT are already promoting youth to remain in the region, with their half a degree for free option. However students need employment to come into after their studies. How will we grow these regions if all young, skilled workers move elsewhere?

I want my generation and younger generations to be able to work and thrive in rural communities, and have the same opportunities I have had. Where house prices are more affordable, and they have a choice to remain with their friends and family.

At a recent Women in Seafood Breakfast hosted on International Women's Day, the key message "was we need more female leadership in the seafood industry". I would like to become a leader one day, and believe King salmon can foster this aspiration.

We should encourage companies in small towns who are willing to grow, this rare opportunity does not present itself nearly often enough.

I believe relocating our sites to better quality water space will enable significant growth for King salmon to grow better quality salmon, while having a lower impact on the environment. This growth will enable us to promote the region even more. This growth will enable us to give back to the local community and economy even more. This growth will enable additional jobs for a broad range of careers. This growth will allow youth to remain in the region and pursue their careers. This growth hopefully will allow me to become a leader in my chosen field, in my hometown.

Thank you for your time,
Rhea Hopkinson, Assistant Brand Manager at New Zealand King Salmon

Our region is supported by an innovative and sustainable economy

- We all participate in the regional economy and it meets people's needs.
- We are a business-friendly region, and economic activity is sensitive to the environment, heritage and people of Nelson.
- We are skilled and adaptable and we see the benefits of a wide range of high-value industries and businesses.
- We enjoy high quality employment, education and training opportunities.
- Small, locally-owned businesses are an essential part of the community and central city.
- We encourage appropriate new investment into our community.
- Our youth can live, learn and work in Nelson.
- We invest in skills development and our people so we can enjoy balanced and healthy lives.
- We recognise, support and celebrate innovation and achievement.

Age composition of the population (year to June 2016)

Compare area: New Zealand 2016 Update

	Marlborough Region		New Zealand	
	Number	% of total	Number	% of total
0-4	2,610	5.7%	304,860	6.5%
5-9	2,910	6.4%	322,270	6.9%
10-14	2,580	5.7%	294,330	6.3%
15-19	2,360	5.2%	318,380	6.8%
20-24	1,980	4.4%	348,800	7.4%
25-29	2,290	5.0%	338,240	7.2%
30-34	2,350	5.2%	298,970	6.4%
35-39	2,400	5.3%	279,020	5.9%
40-44	2,770	6.1%	301,510	6.4%
45-49	3,090	6.8%	318,350	6.8%
50-54	3,290	7.2%	316,920	6.8%
55-59	3,480	7.6%	295,970	6.3%
60-64	3,280	7.2%	257,050	5.5%
65-69	3,380	7.4%	233,360	5.0%
70-74	2,620	5.8%	169,950	3.6%
75-79	1,850	4.1%	127,960	2.7%
80-84	1,170	2.6%	84,080	1.8%
85+	1,120	2.5%	83,030	1.8%
Total population	45,500		4,693,000	
Dependency ratio*	66.8%		52.7%	


Download table data

Download table data

Snip from Nelson City Council Long term plan

<https://ecoprofile.infometrics.co.nz/Marlborough%2bRegion/Population/AgeComposition>


Offers



OFFER 10 months ago

Get half your degree for free

As a local school leaver you can choose to study on one of our eligible Bachelor degree programmes and save 50% on the tuition fees.



OFFER 5 months ago

50% off fees for Bachelor of Viticulture & Winemaking

Looking for a career change but concerned about study costs? Enrol on our Bachelor of Viticulture of Winemaking programme this February and we'll halve your fees.

Credible industry links and placements

Our programmes are developed in consultation, and delivered in partnership, with local companies, organisations and industries. You will meet and be taught by experts from your future profession. In many programmes you will experience placements that give you a taste of your new career.

<https://www.nmit.ac.nz/study/why-choose-nmit/>



Marlborough from above - there's a reason why it's world famous for its sauvignon blanc...grapes anyone? 🍷 #marlboroughnz #onlymarlborough #brillianteveryday #nzmustdo #regalsalmon Marlborough New Zealand Regal Marlborough Salmon



Like Comment Share

24



Healthy Always
25 February at 17:26 · 🌐

New on the blog - my experience touring the ridiculously beautiful Marlborough region with Regal Marlborough Salmon. It was my first time in Marlborough and yikes it was stunning! We're pretty lucky living here in little old NZ... <http://www.healthyalways.co.nz/.../a-tour-of-marlborough-vine...>



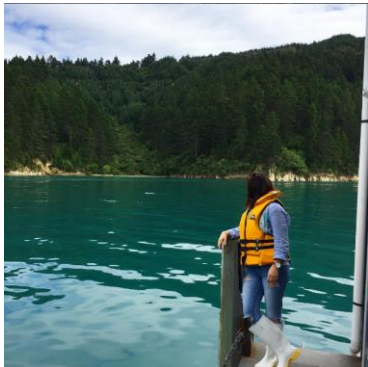
A Tour of Marlborough - Vineyards, Mountains & Sunshine

A tour of the beautiful Marlborough...

HEALTHYALWAYS.CO.NZ

Love Comment Share

Regal Marlborough Salmon, Ivo Bartulović, Tony Unkovich and 5 others



vanessarehm Following

123 likes

vanessarehm This water. This air. This place. Queen Charlotte Sound you are a dream. To be here in the middle of the Marlborough Sounds in time for morning tea is Friday done right! 🍵 #RegalSalmon #BrilliantEveryday #marlboroughnz #onlymarlborough

vanessarehm ·

-
-
-

#thebubbalinokitchen #mumlife #mumblogger #mummyblogger #momlife #momiblogger #mommyblogger #clickinmoms #firststamum #thebubbalinokitchen #foodie #foodblogger #foodbloggersnz #foodienz #motherhoodthroughinstag m #naturalNZ #natureatitsfinest #salmonfarm

Add a comment...



vanessarehm Following

91 likes

vanessarehm Last night we attended a charity event for @skidscanz with Chefs On Tour. Six chefs from NZ and Oz serving street style food in the stunning grounds of @allonscotwines. This Ora King Salmon on Squid Ink with Fennel, Samphire & XO Chili was melt-in-your-mouth-like-candy-floss incredible! I had to have seconds it was that good. Thank you @automata_syd for a stunning taste experience. 🍷 🍷 #BrilliantEveryday #onlymarlborough #regalsalmon #regalsalmonnz #marlboroughnz

vanessarehm ·

-
-
-

#thebubbalinokitchen #mumlife #mumblogger #mummyblogger #momlife #momiblogger

Add a comment...



vanessarehm
Following
74 likes
vanessarehm All this fresh air made me ravenous. Rib Eye with Smoked Tarragon Butter & matching Merlot at Saint Clair
saintclairwine Hope you're enjoying it... cheers
kwebster83 That looks so amazing!
staceylinique That looks amaze xxx
generalcollective Looks amaz! But where's the salmon??!!
dapper_mr_bear Yum!!
ginidissomma Yuummm!



kellygibney_who...
Cloudy Bay Winery
Following
146 likes
kellygibney_whohearted Such a magic day in beautiful Marlborough with these fine women and @regalmarlboroughsalmon and @marlboroughnz. Food and wine fest tomorrow!
@healthyways @the_forest_cantina @thebubblinokitchen
#brillianteveryday #marlboroughnz #onlymarlborough #southisland #weekendaway #travel
regalmarlboroughsalmon Lovely to have you all here
healthyways
vanessarehm



kellygibney_who...
Following
113 likes
kellygibney_whohearted Stunning day in Marlborough for the food and wine fest. Excited to taste and explore with the gang @the_forest_cantina @healthyways @thebubblinokitchen. Got the best hosts in @regalmarlboroughsalmon...

#marlboroughnz #brillianteveryday #mamaontour #nowineforme #eatingnonstop #sooooohot #marlwinelife
nicolamaryrussell Go see my friends Hoptoun Brown play Kels xx
thehealthyindulger good one!
hopenuitration Lovely to see you @kellygibney_whohearted @you are looking just gorgeous with your beautiful bump! Enjoy it so it grows xx Looking forward to checking out your book! Safe



healthyways
Alan Scott Wines
Following
3,025 views
healthyways Spot the two butterflies! Check out tonight's sunset! I spent the day exploring Marlborough which is at the top of the South Island in NZ. We finished up at a local vineyard for dinner and this sunset blew me away. Listen to all of those birds! NZ you're so beautiful. @marlboroughnz #marlboroughnz #brillianteveryday #onlymarlborough #regalmarlboroughsalmon #newzealand #nzmustdo #sunset @allanscottwines
view all 43 comments
sunniiva_holt So pretty I grew up in the Marlborough Sounds, such a beautiful part of the world
healthyways @sunniiva_holt I didn't know that! What a beautiful place to grow up in! it's pretty amazing
allanscottwines How pretty does our

