



# Seaview Marina – STRATEGY 2022-2050



<b>VISION</b> 	Renowned as a New Zealand leading Marina that embraces the whole spectrum of services that boaties' and water enthusiasts' desire.
<b>MISSION</b> 	To provide industry leading facilities and services that delight customers and stimulate related economic activity whilst meeting shareholder expectations.

STRATEGIC PLANNED OBJECTIVES	<b>1</b> Deeper Shareholder Engagement	<b>1.1</b> Comprehend Shareholder view of our role in the Hutt Valley & wider economic system, to align with HCC long-term vision.	<b>1.2</b> Understand & communicate to Shareholder our advantages & vulnerabilities with respect to district plan changes & council policies	<b>1.3</b> Collaborate with Shareholder to promote marine recreation, & economic advancement to benefit the community (active transport and public transport – ferry landing)
	<b>2</b> World Class Industry Leaders	<b>2.1</b> Focus on Health & Safety, responding to tightening regulations by setting the benchmark for managing risks to people & environment.	<b>2.2</b> Innovation. Incentivise moving toward an 'electrified marina'. Remove fossil-fuel dependence. Explore alternative uses of water space.	<b>2.3</b> Broker creative business partnerships / links which meld compatible industrial, commercial & recreational users. Versatile, mixed-use facility.
	<b>3</b> C.S.R. Corporate Social Responsibility	<b>3.1</b> Sustainable operations which focus as much on social & environmental concerns as profitability.	<b>3.2</b> Build and maintain community partnerships for mutual benefit e.g. Kai Ika.	<b>3.3</b> Safe integration of modes of transport: Road, maritime, active. Meaningful improvement to community mobility.
	<b>4</b> Competitive Advantage	<b>4.1</b> Identify highest and best use. Analyse and understand market demand. Expand for the future market & not the current.	<b>4.2</b> Dynamic capabilities... 'Sense' where our 'point of difference' is. 'Seize' those opportunities & 'Transform' if new direction is required.	<b>4.3</b> Be a thriving & vibrant destination for community activity. The "Marina of Choice" in the region. Set the example for foreshore development.

**VALUES:** Efficiency • Effectiveness • Cultural awareness • Partnerships • Quality outcomes  
• TEAMWORK