gence’ customer towards ‘ethical’ consumption (consumption with a conscience). This trend provides an opportunity for the New Zealand seafood industry to leverage off the benefits of product grown in New Zealand waters, including environmental sustainability, social responsibility, authenticity and traceability.

A. J. Hu, Partner and co-founder of The JLJ Group, a consultancy firm specialising in assisting New Zealand companies to enter the thriving but challenging Chinese market, presented some mind-boggling stats on the world’s fastest growing economy. Last year China consumed over 21 million tonnes of seafood and overtook Japan as the second largest economy in the world. Most seafood consumption (and foreign investment) is targeted in coastal cities which are predicted to grow by 20% per year over the next 20 years.

New Zealand is well placed to leverage off this growth, as China’s domestic seafood production is low-value and the country relies on imports to satisfy demand for high-value products. In addition, New Zealand seafood has established a good reputation in China and the potential for export growth is unlimited, particularly if we can tap into western-type hotels and restaurants which play a key role in changing consumer perception and consumption trends.

**Future Iwi participation**

While the aquaculture reforms do not alter the core components of the 2004 Māori commercial aquaculture settlement (i.e., terms of 20% of new aquaculture space created after 1 January 2005 being provided to iwi aquaculture organisations), a new delivery mechanism will be needed as space will no longer be created through AMAs. There are a number of challenges in allocating a percentage of new space in the absence of large AMAs, particularly when much of the new space likely to be consented will take the form of small extensions to existing farms.

During the breakout sessions on Māori in aquaculture, the high profile panel of Matiu Rei, Justine Inns, Keir Volkering and Laws Lawson led robust discussion centred around the Bill’s provision for settlement to be reached by providing either space or an agreed equivalent. Ministry of Fisheries officials indicate that a lack of consensus among iwi will not impede the progress of the reforms as Government have indicated a willingness to return to these negotiations once the primary reforms have progressed.

The 2010 New Zealand Aquaculture Conference provided a valuable opportunity to network and gain up-to-the-minute insights on the changing landscape of aquaculture legislation in New Zealand. My personal highlight was the cocktail function held at the World of Wearable Art and Classic Cars Museum, where delegates got a taste of the Logan Brown experience with head chef and Regal Salmon ambassador Shaun Clouston dishing up his signature smoked salmon. I can still taste it! For me that evening served as a reminder to everyone involved in aquaculture planning in New Zealand that we have something very special to offer the world, so let’s hope the Aquaculture Legislation Amendment Bill (No 3) finally gets it right.

**Upcoming Events:**

- **New Zealand Recreation Association (NZRA) National Conference**
  16-18 November 2011
  Forsyth Barr Stadium, DUNEDIN

- **Cultural and Historic Heritage Landscapes presentation from Di Lucas**
  September the 20th (Tuesday)
  MWH Offices, Level 4, 6 Hazeldean Business Park.
  RSVP by September 16th to canterbury.westland@planning.org.nz

- **New Zealand Association for Impact Assessment (NZAIA)**
  Natural disasters: impact assessment for sustainable recovery
  Annual Conference: 24th-25th Nov 2011, Lincoln University, Christchurch
  The registration form and information on accommodation options will be posted on the NZAIA web site: [www.nzaia.org.nz](http://www.nzaia.org.nz)
  For further information: rkm@geography.otago.ac.nz

- **Surveying and Spatial Science Conference 2011 (SSSC2011)**
  21-25 November 2011
  Wellington Convention Centre, Wellington, New Zealand
  Email: convenor@sssc2011.org
  Phone: +64 21 2599 816

- **Living Lake, Changing Catchment:**
  2011 Te Waihora/Lake Ellesmere integrated catchment symposium
  November 15th and 16th, field trip on 19 November
  Lincoln University, Canterbury, New Zealand
  Web site: [www.wet.org.nz](http://www.wet.org.nz)
  Email: manager@wet.org.nz
  Phone: 365 3828 (Environment Canterbury reception – ask to be put through)
Primary Supporters:

PR would like to thank Lincoln University Planning Association, the Department of Environmental Management, the Centre for Land Environment and People, and Lincoln University as primary supporters of the Lincoln Planning Review.

- Department of Environmental Management
- Centre for Land, Environment and People
- Lincoln University

NEXT ISSUE

The next issue of the LPR is planned for December 2011. Articles for publication should be submitted no later than September 30, 2011 to Hamish Rennie, LPR@lincoln.ac.nz