

TCI Conference 2003

Learning Workshop

Developing a National Cluster Programme: An Interactive Session
Using the New Zealand Programme as a Case Study.

Workshop Outline

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september 2003

1 Context

1.1 INTRODUCTION

Any cluster programme needs to be developed and managed within an economic context. The workshop will explore the relevant context for the development of a cluster programme. The findings will be relevant to any city, region, state or nation establishing a cluster programme.

1.2 KEY FACTORS COVERED

- Scale – the size of economy and geography of the country
- Proximity to markets – this determines the issues to be covered. For example countries a long way from the market need to consider logistics issues.
- Industrial Structure – Is the economy predominantly SMEs
- Partner Agencies – Is it possible to partner with other agencies to leverage resources.
- Policy Framework

1.3 NEW ZEALAND CASE STUDY

The workshop presentation will use the New Zealand situation as a case study but will interactively apply the findings to participant's interests. In New Zealand the first phase of the national cluster programme was introduced in 2002 , and followed successful cluster initiatives in a number of regions. It signalled a more proactive approach by government to support economic development. The rationale behind the second phase of the programme, currently being introduced, will be covered.

2 Strategic Fit

2.1 INTRODUCTION

The programme must fit the client needs and meet the funder's objectives. Strategic fit will be achieved after a number of decisions and compromises.

2.2 KEY FACTORS COVERED

- Objectives
- Client needs
- Outcomes

2.3 INTERACTIVE SESSION

The workshop will collect participants' objectives and needs and will then use them as a basis for designing programmes for their economies.

3 Programme Design

3.1 INTRODUCTION

A programme can be designed after taking into account the context and strategic fit.

3.2 KEY FACTORS COVERED

- Elements
- People
- Budget setting principles
- Resources

3.3 CASE STUDY AND INTERACTIVE SESSION

The case study will lead off with a discussion on What worked and What didn't work in New Zealand. That will lead into a the group collating best international practices.

4 Implementation Issues

4.1 INTRODUCTION

There are always implementation issues which sometimes contradict the plans and intended best practice.

4.2 KEY FACTORS COVERED

- People issues
- Timelines
- Top down strategy vs bottom up ideas
- What is in and what is not. - Where to draw the cluster boundary

4.3 CASE STUDY AND INTERACTIVE SESSION

The workshop will discuss the various implementation issues likely to arise and will collectively develop strategies to deal with them.

5 Conclusion

5.1 INTERACTIVE SESSION: THE WORLD'S BEST CLUSTER PROGRAMME

The session will conclude by collecting the wisdom of the participants and will develop a checklist for developing a world class cluster programme.