

**QLDC Council**  
**26 February 2015**

**Report for Agenda Item: 4**

**Department:**

**CEO Office**

**Draft Economic Development Strategy**

**Purpose**

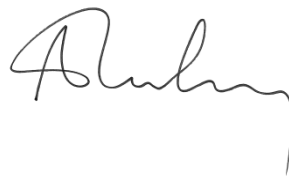
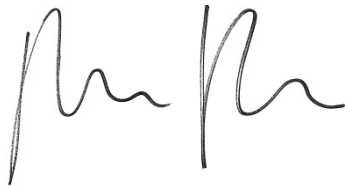
- 1 To consider feedback from the second round of consultation on the Draft Economic Development Strategy and agree on a position for inclusion in the Draft 10-Year Plan.

**Recommendation**

- 2 *That Council:*
  - a. Note the feedback from the second round of consultation on the Draft Economic Development Strategy.
  - b. Agree to support appropriate community-led economic development initiatives, independent of Council.
  - c. Adopt the Draft Economic Development Strategy.

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Reviewed and Authorised by:  
Adam Feeley



General Manager Corporate

Chief Executive

18/02/2015

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**Background**

- 3 Based on a desire from the community (Shaping Our Future) for Council to address future economic development for the Lakes District, last year (2014) the Council published a Draft Economic Development Strategy, prepared by consultants MartinJenkins, and invited feedback from stakeholders and the wider community.

- 4 The Council considered all feedback and on that basis developed an amended schedule of actions and a set of questions to embark on a second round of consultation during December/January 2015.
- 5 As a direct result of feedback Council set aside a proposed assessment of the effectiveness of the existing Regional Tourism Offices and any review of economic development funding. It also set aside the proposal for Council to establish an economic development resource within Council, which was widely opposed.
- 6 The second online survey and summary of responses are attached (Attachment A).

### **Comment**

- 7 The driving principle behind the draft strategy is to generate: *economic development that protects and enhances our district's unique environment: a higher value and more diverse economy – higher value jobs and industries; high quality urban and natural environments.* The aim being an enhanced quality of life for all residents and improved business confidence. Throughout the consultation process this principle appears to be widely accepted by those that have contributed. Adoption of the Draft Economic Development Strategy will signal Council's continued commitment to work with the community towards achieving this principle.
- 8 To give some context to the feedback, the response to the proposed strategy received 24 comments during round one and 11 comments during the second round (notably these included representative organisations being: the Queenstown Chamber, Arrowtown Business Promotion Association, Community Networks Wanaka and Federated Farmers).
- 9 Most action points as amended were generally accepted and the draft reflects these changes. A schedule of changes is attached (Attachment B).

### **Financial Implications**

- 10 The strategy was funded in the 2013/14 Annual Plan and the recommended funding of a [two year] commitment of \$80k p.a. will be consulted on through the Draft 10-Year Plan.

### **Local Government Act 2002 Purpose Provisions**

- 11 Economic development falls within the purpose of Local Government under Section 10 (1) (b):  
*to meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses.*

## **Council Policies**

12 The following Council Policies were considered:

- 2012/22 10-Year Plan
- 2013/14 Annual Plan

## **Significance and Engagement Policy**

13 The Council consulted on the inclusion of funding for an Economic Development Strategy in the 2013/14 Annual Plan (72% supported the study, 28% opposed).

14 During the formative stages of development of this draft, a series of interviews were undertaken with key stakeholders. A forum to discuss proposed outcomes took place in June 2014. Feedback from the forum was further considered.

15 The Council called for feedback online from 29 August 2014. Feedback was considered by Council which agreed to set aside some action points and amend others. The amended action points were consulted on in December/January 2015.

16 The decision is low in terms of significance.

## **Attachments**

A Summary of feedback December/January 2015

B Schedule of proposed changes to the Draft

C Amended Draft Economic Development Strategy