

**QLDC Council
28 August 2014**

Report for Agenda Item: 3

Department:
CEO Office

3: Draft Economic Development Strategy: Public Consultation

Purpose

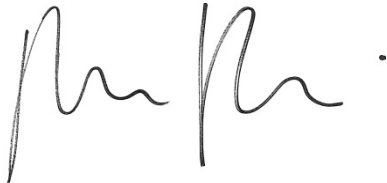
- 1 To seek Council agreement to publish the Draft Economic Development Strategy for public comment.

Recommendation

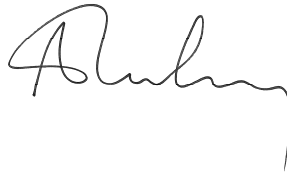
- 2 *That Council:*
 - a. **Agree** to publish the Draft Economic Development Strategy and seek public feedback on it.

Prepared by: Meaghan Miller

Reviewed and Authorised by:
Adam Feeley



Director, CEO's Office



Chief Executive

13/08/2014

Background

- 3 In 2012 the Queenstown Lakes District community participated in the Shaping Our Future, Economic Future Forums. This was the catalyst for the Council's commitment to consult the community through the 2013/14 Annual Plan to fund an Economic Development Study ("EDS"). The majority of submitters supported the proposal and the Council agreed to make funding available for the preparation of an economic development strategy. A Request For Proposal (RFP) process was conducted and Martin, Jenkins & Associates Limited were subsequently engaged to undertake a study and prepare a draft strategy.
- 4 Through the formative process of developing the strategy the Council has sought feedback from a broad range of stakeholders, including the Shaping Our Future steering committee; the Wanaka and Queenstown Chambers of

Commerce; Lake Wanaka Tourism; Destination Queenstown; Film Otago Southland; and a wide range of relevant industry sector groups. Having undertaken this targeted consultation and completed the draft EDS, it is now appropriate to enable the wider community to feedback before any funding initiatives arising from the EDS recommendations are considered for inclusion in the Council's 10-Year Plan (2015).

Comment

- 5 The draft EDS represents the recognition by the community and Council of the need to better understand the District's economy, and the factors which influence, and to identify ways in which we might more positively influence our economic future. The EDS considers the sustainability of the district's dependence on tourism, retail and construction industries. It explores potential industry diversification and the concept of a shift within traditional industries to higher value activities. It also draws together vital information including consideration of the district enviable growth rates.
- 6 The draft EDS strategy proposes two key priorities (encouraging higher value tourism and facilitating the growth of knowledge-based industries) and two supporting priorities (enhancing the quality of the local environment and future-proofing local infrastructure). Numerous actions are recommended to underpin these priorities, which include options for funding economic development activities as well as structural options for supporting the strategy.

Financial Implications

- 7 The study was funded from provision within the 2013/14 Annual Plan.

Local Government Act 2002 Purpose Provisions

- 8 The recommendation to seek public feedback is consistent with s.82 of the Local Government Act 2002, namely that:

“(1) Consultation that a local authority undertakes in relation to any decision or other matter must be undertaken....in accordance with the following principles:

(a) that persons who will or may be affected by, or have an interest in, the decision or matter should be provided by the local authority with reasonable access to relevant information in a manner and format that is appropriate to the preferences and needs of those persons:

(b) that persons who will or may be affected by, or have an interest in, the decision or matter should be encouraged by the local authority to present their views to the local authority...”

Council Policies

9 The following Council Policies were considered:

- 2012/25 10 Year Plan
- 2013/14 Annual Plan

Consultation

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

11 During the formative stages of development of this draft, a series of interviews were undertaken with key stakeholders from the community including Shaping Our Future, members of the business community, representatives from the Chambers of Commerce and Regional Tourism Offices and Councillors. Parties then took part in a forum to discuss proposed outcomes in June 2014. Feedback from the forum was further considered in the preparation of this draft.

12 It is proposed that the Council calls for feedback online from 29 August to 26 September 2014. Feedback will be considered before the Council adopts the final strategy and proposed actions in October for inclusion of any potential funding implications in the 10 Year Plan (2015).

Publicity

13 A Media Release will be issued in conjunction with notification of the feedback period.

Attachments

A Draft Economic Development Strategy (circulated separately)