

OUR LOCAL ECONOMY

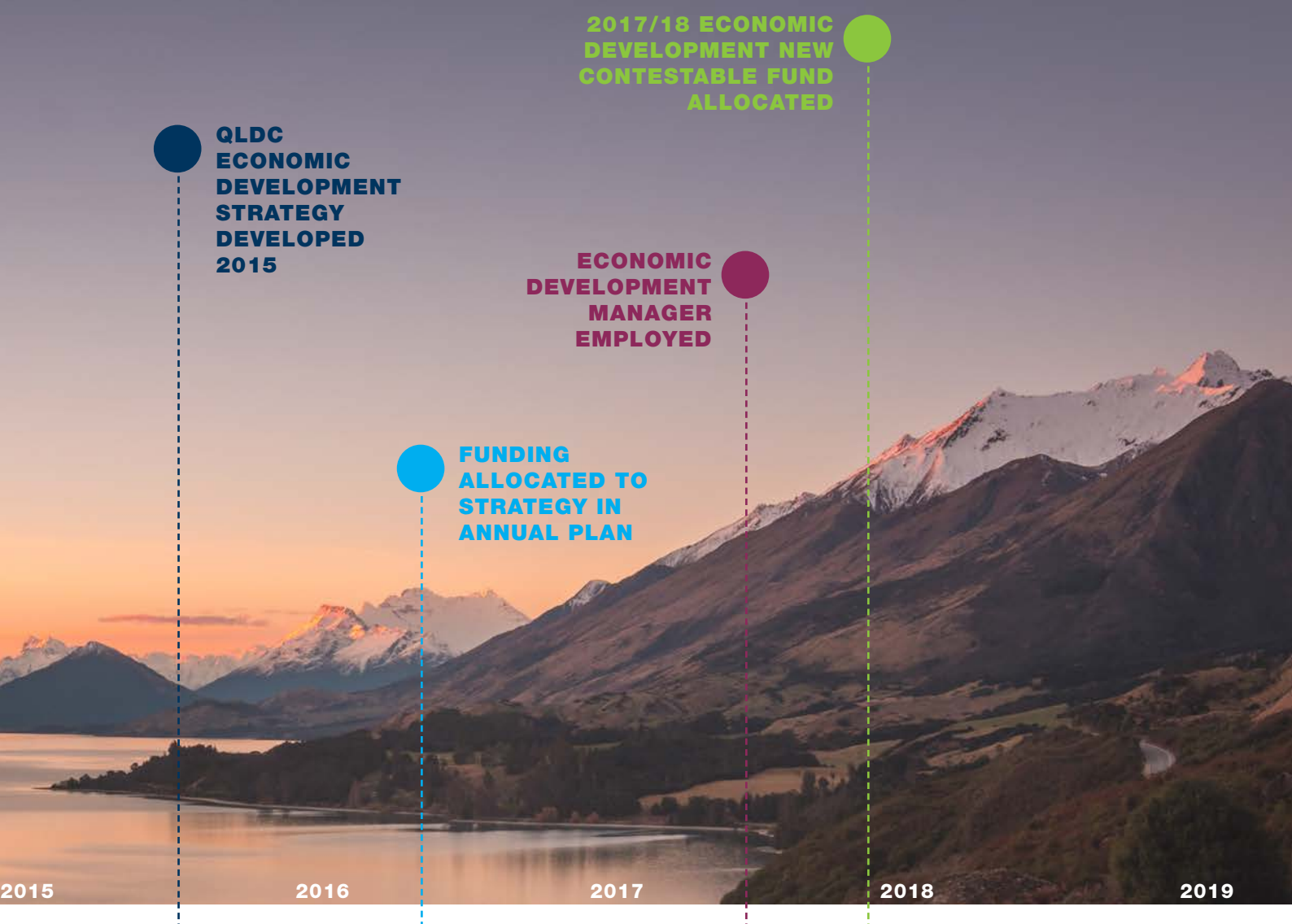
A STRATEGY UPDATE

June 2018



QUEENSTOWN
LAKES DISTRICT
COUNCIL

Setting the scene



THE STRATEGY SETS A **VISION AND KEY PRIORITIES** TO **ENHANCE THE QUALITY OF LIFE** FOR ALL RESIDENTS

THIS DOCUMENT IS A SNAPSHOT OF THE STRATEGY, WHAT WE'VE DONE IN THE **PAST THREE YEARS**

AND PREVIEWS **IDEAS AND PLANS** FOR THE FUTURE

Our local economy is booming...and at risk

ECONOMIC FACTS WE CAN BE PROUD OF*

JOBS

1.8% unemployment vs 5% nationally

QUEENSTOWN LAKES DISTRICT
UNEMPLOYMENT: **1.8%**

NATIONAL UNEMPLOYMENT: **5%**

ECONOMIC GROWTH

2 x growth in visitor spend compared to NZ (2012–2017)

QUEENSTOWN LAKES DISTRICT
GROWTH IN GDP: **8.1%**

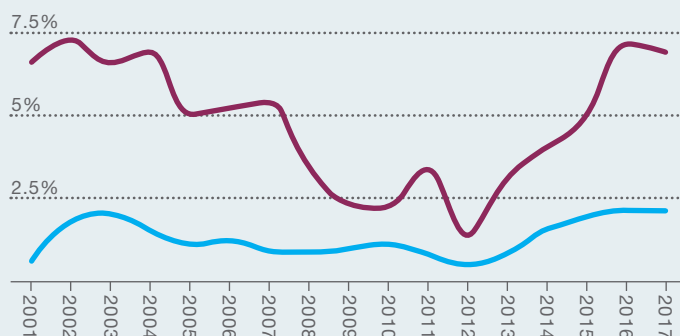
NATIONAL GROWTH IN GDP: **3.6%**

POPULATION GROWTH

6.9% per year

QUEENSTOWN LAKES DISTRICT
POPULATION GROWTH: **6.9%**

NATIONAL POPULATION GROWTH: **2.1%**



AND SOME WE CAN'T*

WAGES

13.85% lower than national average

QUEENSTOWN LAKES DISTRICT
MEAN INCOME: **\$49,780**

NATIONAL MEAN INCOME: **\$57,780**

AFFORDABILITY

Housing is 60% less affordable

QUEENSTOWN LAKES DISTRICT HOUSING:
15.5 X AVERAGE ANNUAL EARNINGS

NATIONAL HOUSING:
9.5 X AVERAGE ANNUAL EARNINGS

PRODUCTIVITY

23% less value per employee

QUEENSTOWN LAKES DISTRICT
PRODUCTIVITY: **\$72,500 PER EMPLOYEE**

NATIONAL PRODUCTIVITY:
\$93,780 PER EMPLOYEE

DIVERSITY

Our district is more reliant on one industry than any other

QUEENSTOWN LAKES DISTRICT:
1 IN 2 WORKERS ARE EMPLOYED IN TOURISM

*How we compare to NZ average (over last 5 years)
Source: Infometrics

We have agreed on goals and priorities

FUTURE PROOFED
INFRASTRUCTURE

04

04

01

MORE
VALUE
FROM THE
VISITOR
INDUSTRY

01

ECONOMIC
DEVELOPMENT ENHANCES
OUR ENVIRONMENT,
CREATES HIGH VALUE
JOBS, AND MAKES OUR
DISTRICT A GREAT PLACE
TO LIVE, WORK AND VISIT

03

A DIVERSE
RANGE OF
BUSINESSES
THAT PAY
WELL

03

02

02

BUSINESS SUPPORTS
OUR ENVIRONMENT
AND COMMUNITY

02

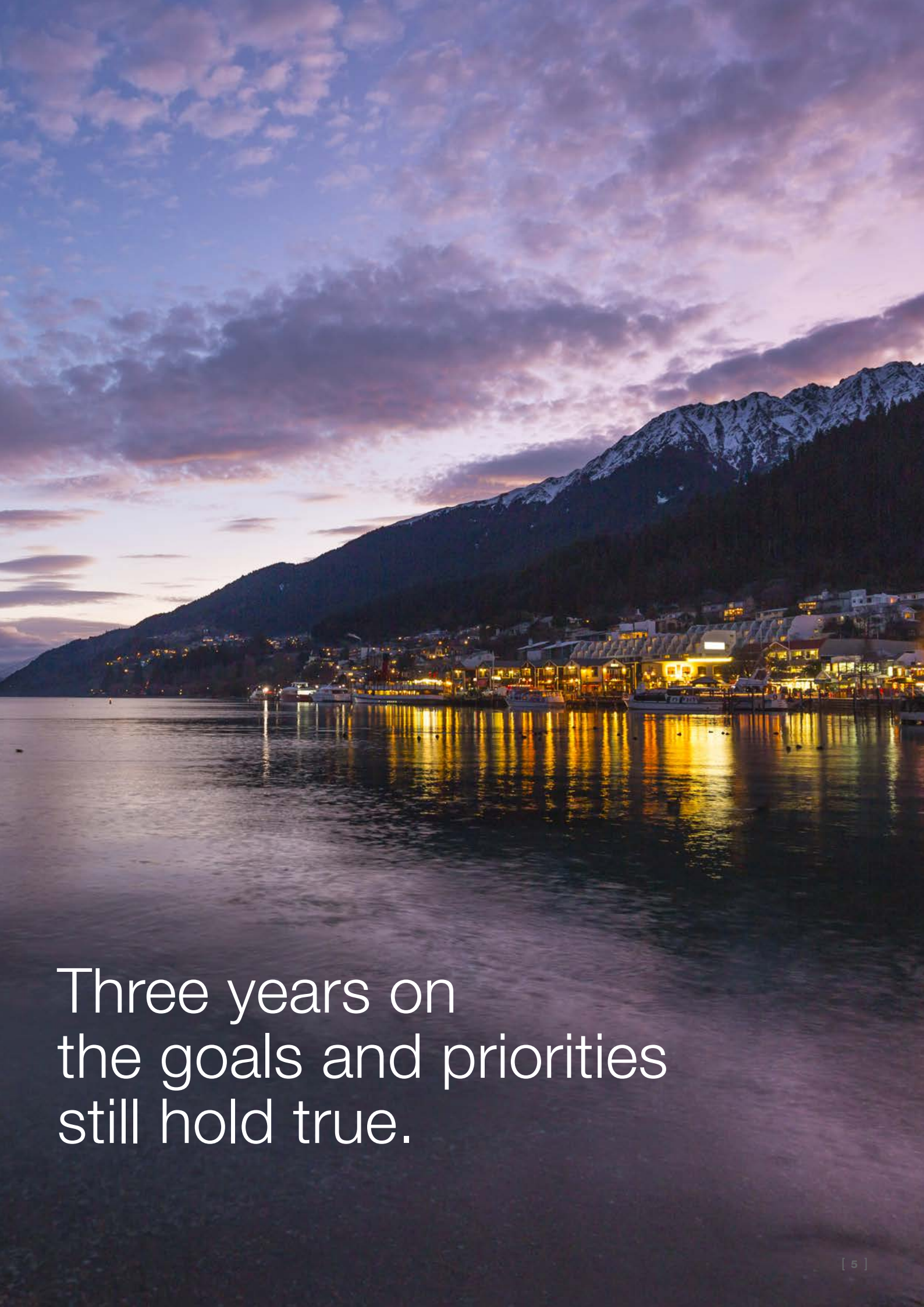
03

KEY PRIORITIES

01

04

SUPPORTING PRIORITIES



Three years on
the goals and priorities
still hold true.

We're making good progress

RESOURCES HAVE BEEN COMMITTED

FUNDING AND STAFF COMMITTED

2018/19: **\$6.58M**
(INCLUDING TOURISM TARGETED RATE)

STAFFING

IN QUEENSTOWN LAKES DISTRICT COUNCIL



Events

Economic Development

IN TOURISM MARKETING



Wanaka

Queenstown

IN INTERNATIONAL EDUCATION



IN FILM



IN STARTUP SUPPORT



AND PROJECTS STARTED

BUSINESS SUPPORTS OUR ENVIRONMENT AND COMMUNITY



Labour market initiatives
with Queenstown Chamber



Supporting businesses to become more
sustainable with the sustainable business network

A DIVERSE RANGE OF BUSINESSES THAT PAY WELL



District wide support for
startup businesses



Research into businesses that could be
attracted here with NZ Trade and Enterprise



Film and International education

MORE VALUE FROM THE VISITOR INDUSTRY



Supporting real time data on visitor
trends with Wherewolf



Exploring how to boost
tourism productivity

FUTURE PROOFED INFRASTRUCTURE



Analysis of the impact of international
visitors on our infrastructure (and request
for government funding)



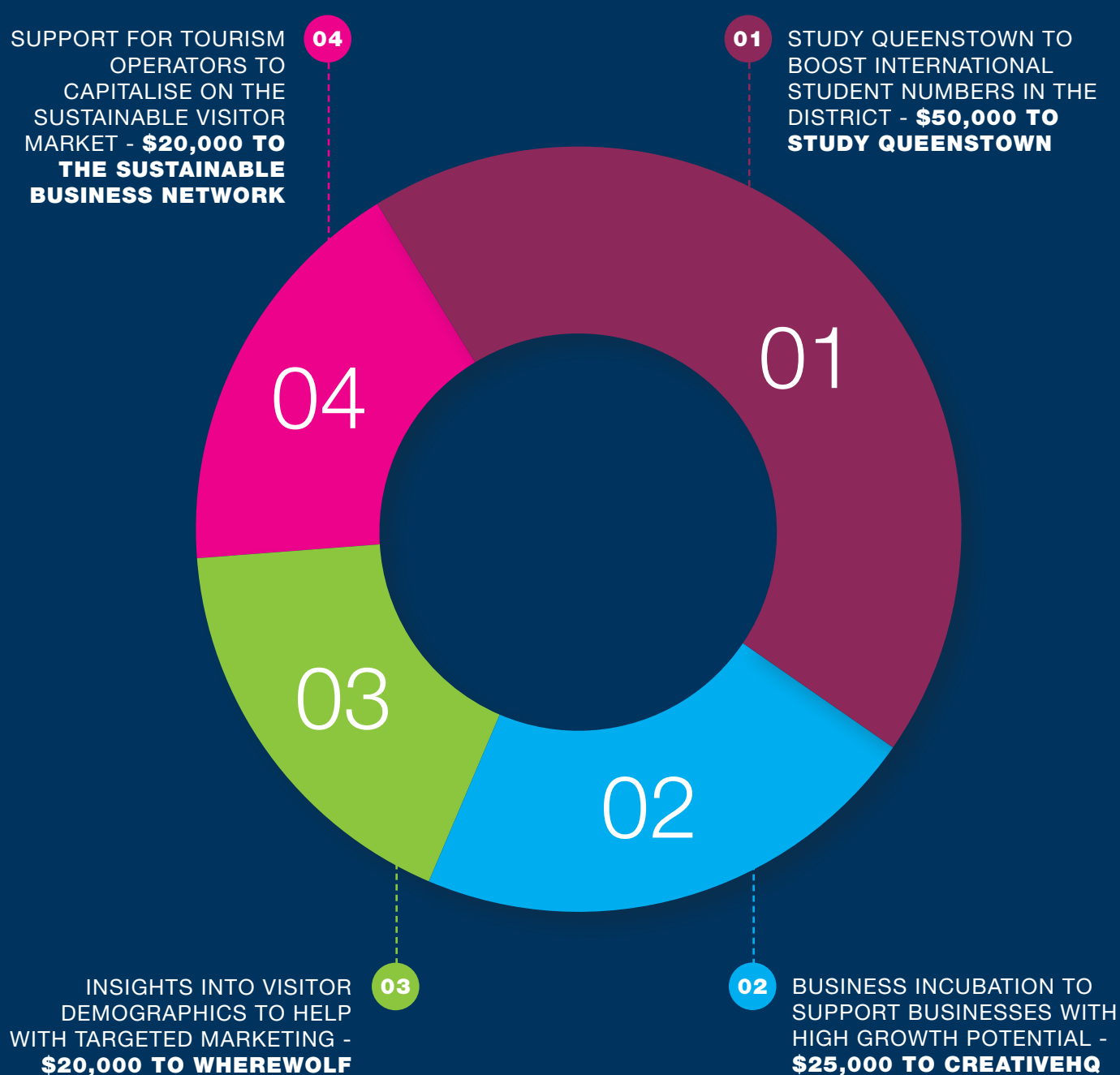
Smart Resort – embedding technology
in our infrastructure

Our community is
investing more than
most in economic
development.



QLDC INVESTS
MORE IN ECONOMIC
DEVELOPMENT PER
RATEPAYER THAN
MOST COUNCILS

We approved funding for projects in the areas of education, business incubation, tourist data and sustainability with the 2017/18 Economic Development Fund. The four initiatives supported were:



Case study – More value from the tourism industry

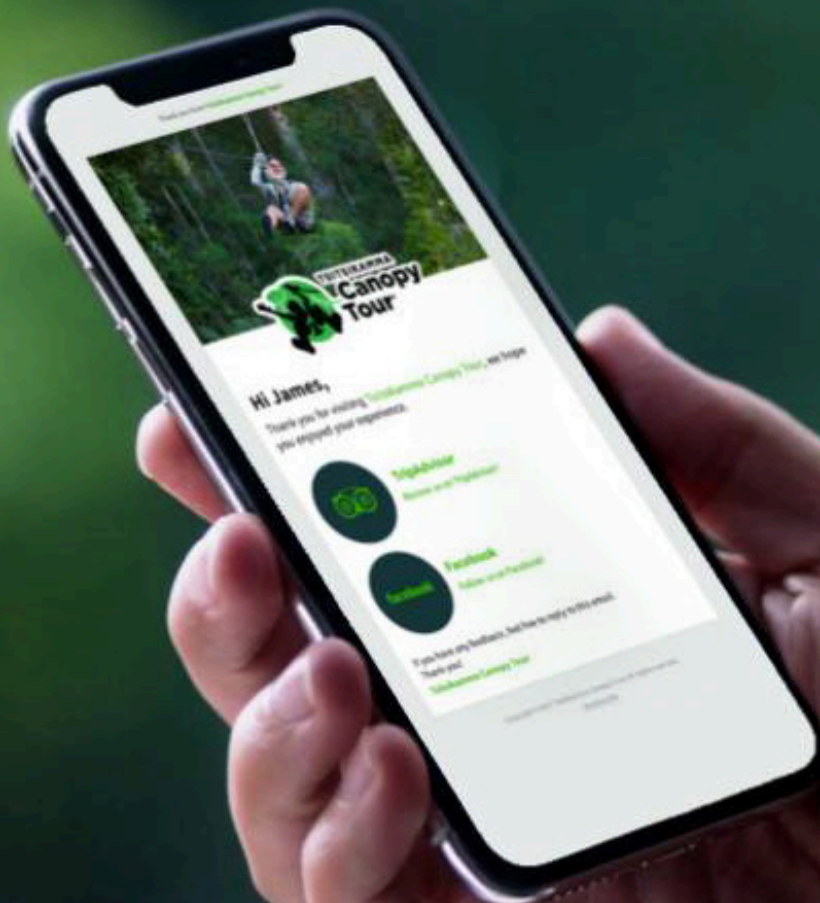
WHEREWOLF – REAL TIME VISITOR DATA

Local software business Wherewolf has created an online waiver form (the thing you sign before an adventure activity). This reduces a risk for operators and provides real time visitor data to tourism operators for marketing purposes. The product has taken off on the international market and is also currently used by about 50 local operators.

QLDC supported Wherewolf to further develop the idea by providing \$20,000 to consolidate all of the data gathered every day so it can be used to inform Destination Queenstown marketing activities.

Since the project started, TOMIS (a US based business whose CEO visited here over easter) has become involved – TOMIS specialises in using machine learning to support tourism operator marketing. They will take the data, add in other data sources and analyse it – this should add more value to the original concept.

PROUDLY
SUPPORTED
BY THE QLDC
ECONOMIC
DEVELOPMENT
FUND



Case study – Local education on the world stage

STUDY QUEENSTOWN

Study Queenstown were awarded \$50,000 to grow the local education sector.

A recent initiative was the hugely successful inaugural international education agents conference. There has also been a focus on attracting students from Brazil and Columbia.

In the future, Study Queenstown plans to make a push for executive education to be available in the district and increased capacity for research that will benefit the tourism industry.

PROUDLY
SUPPORTED
BY THE QLDC
ECONOMIC
DEVELOPMENT
FUND



And there's plenty more to work on

RESOURCES AND STRUCTURES

SUCCESS REQUIRES A COORDINATED APPROACH



How can we ensure our community investment in economic development aligns with the strategy?



How hands on or hands off should council be about delivering the economic development strategy?



Who can we partner with?

FUTURE FOCUS

BUSINESS SUPPORTS OUR ENVIRONMENT AND COMMUNITY



How can we tap into the talent and investment of our people better?



What role could social enterprise have here?

A DIVERSE RANGE OF BUSINESSES THAT PAY WELL



What new industries do we want to grow here?

MORE VALUE FROM THE VISITOR INDUSTRY



How can we encourage more operators to expand to other regions or internationally (while keeping their headquarters local)?



How could we lead NZ in the productivity of the tourism industry?

FUTURE PROOFED INFRASTRUCTURE



How do we embed smart technology in the new infrastructure to make it easier to manage long term?

How can you be involved?

We all have a part to play in creating a healthy economy. Here's how you can help:

01

PUT YOUR THINKING CAP ON.
TELL US YOUR IDEAS THAT FIT IN WITH THE PRIORITIES.

02

PUT YOUR HAND UP.
WE'RE A SMALL DISTRICT WITH HUGE POTENTIAL AND LOTS OF SELF-STARTERS. WE NEED LEADERSHIP, EXPERTISE, CONTACTS AND PEOPLE DOING STUFF ON THE GROUND.

03

PUT YOUR HAND IN YOUR POCKET. HELP BY PROVIDING RESOURCES, SPONSORSHIP OR PARTNERSHIPS.

04

ASK. IF YOUR BUSINESS NEEDS SUPPORT TO GROW, ASK WHAT HELP IS AVAILABLE. THRIVING BUSINESS IS THE KEY TO OUR ECONOMIC SUCCESS.

Dig deeper

There's lots more information out there if you'd like to dig deeper:

01

ECONOMIC DEVELOPMENT STRATEGY 2015

02

ECONOMIC DATA

03

PROJECTS FUNDED FROM 2017 ECONOMIC DEVELOPMENT CONTESTABLE FUND

Read more at
www.qldc.govt.nz/economic-development



QUEENSTOWN
LAKES DISTRICT
COUNCIL