

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An individual

Name:

Alan Paris

Page 3

B. Recommended Actions:

1.

Establish senior economic development capability and/or funding within the Council, with a focus on: providing district-wide economic policy and community development advice, coordinating and monitoring economic development, collecting and analysing economic and industry data, liaising with the local business community and regional and national economic development experts, considering and supporting community development opportunities, developing relationships within Council and the business community to support, facilitate and advocate the streamlining of business regulatory and infrastructure processes. Supporting the community in the development of an Economic Development Unit (as per Action 2.)

Do you agree with establishing a district-wide economic development resource within the Council?

Disagree

Do you agree with the focus of the role?

Agree

Any other suggestions?

Totally agree with having an Economic Development 'unit. Totally do NOT want this to be part of Council. It MUST be separated.

Page 4

2.

a. Encourage expanding economic development activities for the District to include: knowledge-base, industry development, education and investment promotion alongside screen production promotion and facilitation. b. Supporting the community in the development of a District-wide(?) Economic Development Unit with a recommended focus on: Governance Structure (including options outside of Council) Funding Model Purpose Stakeholder Feedback Potential liaison group structures including: Investment Panel, Private Sector Group (including health, education, knowledge-based, professional etc).

Do you agree with encouraging expansion of the economic development activities?

Agree

Do you want to add anything?

Yes, just please ensure that while Council should have a seat or two at the table but should NOT the economic development unit

Do you agree that Council should support the community in the development of an Economic Development Unit?

Agree

Do you agree with the focus?

Agree

Items 3-7 are either substantially unchanged but in some cases have been simplified. Please indicate whether you agree, disagree or feel neutral about each one.

3.

Finalise the convention centre proposal and construct the convention centre at Lakeview. The final proposal should ensure there is a clear and realistic articulation of the overall economic benefits and costs.

Disagree

4.

Support the ongoing improvement of town centres in the district.

Agree

5.

Continue to develop Council's business relationship model to support the streamlining of major investment projects and consent processing (as per Action 1)

Agree

6.

Council will continue to review options for funding core and other infrastructure in the 10 Year Plan process.

Agree

7.

Continue to investigate all options for improving housing affordability in the district.

Agree

C. Guiding principle – Strategy Overview.

Our aspiration - economic development that protects and enhances our district's unique environment: A higher value and more diverse economy – higher value jobs and industries; higher quality urban and natural environments.

Do you agree with the change to the guiding principle (placing more emphasis on the environment)?

Agree

D. Priorities

1. Enhance the quality of our natural, business and living environments: to encourage business practices that support our environment, our community and our economy. 2. Facilitate the growth of knowledge-based industries: Facilitating growth in knowledge-based industries and other innovation-based industry around our core strengths. 3. Encourage higher contribution visitor activity: growing the contribution by visitors, encouraging visitors to spend more and/or make a greater contribution to the district and further reduce visitor seasonality. 4. (Unchanged) Future proof infrastructure: Expanding funding options for investing in infrastructure; ensuring that adequate investment is made to maintain high quality infrastructure; and ensuring that funding sources and investment reflect the incidence of costs and benefits.

Do you agree with the changes to the priorities?

Neither Agree or Disagree

Please explain:

Number 3 Higher Value is misguided. The mix of visitors should continue and should be broad not overly focused on the Higher Value visitors the definition of which is not properly articulated.

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An organisation

Name of Organisation:

Queenstown Chamber of Commerce

Name:

Ann Lockhart

Page 3

B. Recommended Actions:

1.

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Do you agree with establishing a district-wide economic development resource within the Council?

Disagree

Do you agree with the focus of the role?

Agree

Any other suggestions?

The Chamber, having previously undertaken research on different operating models for economic development, disagrees with the establishment of a economic development resource within Council and prefers the model of Third Party Outsourcing where the board sits outside council. However, the Board would include both council and independent directors with Council appointing the Chairperson. Council would provide a fixed amount of funding (limited and defined) to the external entity, who then provide economic development services on behalf of the Council and the community.

The strengths of this model are:

- Independent organisations can seek additional funding to supplement Councils contribution – this is not possible should the EDU sit in Council
- An independent organisation with a Board and executive officer can be more entrepreneurial in their approach to economic development
- An external organisation can work with Council without being part of Council. This can decrease inefficiencies and protect Council from controversy. It can also provide objectivity and freedom from political agendas
- Developers and local businesses can work with an external body 'in confidence'
- An external body does not suffer from the conflicts between economic development and regulatory responsibilities as can happen within Council
- Councillors and the Mayor can have much greater input via an independent organisation than they can through a council officer.

However, this can be an evolving model that changes as capacity and demand for services evolves. The model adopted for 2015 onwards does not have to be locked in for a long term - regular reviews can ensure that the communities economic development goals are being met in the most efficient and effective way possible.

Regarding the focus of the role, the Chamber very much welcomes the initiative by QLDC to develop an Economic Strategy for the district, something we have long been a proponent of. The Chamber has been aware for some years now that there has been no structure or pathways for planned economic development in the District. Nor has there been the relevant economic data on which economic modelling could be undertaken. The Chamber therefore also welcomes the recommendation that collection of comprehensive data be undertaken.

2.

a. Encourage expanding economic development activities for the District to include: knowledge-base, industry development, education and investment promotion alongside screen production promotion and facilitation. b. Supporting the community in the development of a District-wide(?) Economic Development Unit with a recommended focus on: Governance Structure (including options outside of Council) Funding Model Purpose Stakeholder Feedback Potential liaison group structures including: Investment Panel, Private Sector Group (including health, education, knowledge-based, professional etc).

Do you agree with encouraging expansion of the economic development activities?

Agree

Do you want to add anything?

As stated in the recent Draft Economic Development Strategy commissioned by the Council, the District has experienced very strong economic growth over the last decade – over double that of the New Zealand average. However the District is very concentrated and reliant on industries that service visitors and the growing population. The key strengths of the economy are summarised by the Study as the outstanding natural landscapes which underpin the tourism experience; the visitor economy which supports a range of industries such as accommodation and food services; the talent base (highly skilled population workforce) and the entrepreneurial culture of the residents. The economic constraints for the economy are listed as the being the relative size and location of District, the concentration of industry and housing affordability and the high cost of living. The Chamber agrees with these findings and therefore supports diversification of the local economy.

Further Comments:

Question 7:

Regarding improving housing affordability in the district - the Chamber agrees that all options should be investigated. However, there is concern about where the proposed land for development would be located. With limited roading options in the Frankton “quadrangle” (being from Remarkable's Park/Airport – BP corner – Eastern access highway – Remarkable's Park) the traffic is already heavily congested and this is before full development of Jacks Point and Shotover Country as well as other proposed subdivisions are completed. Therefore, Council should carefully consider the location of future affordable housing when there is currently no clear strategy as to how to relieve the traffic issues around the Frankton area.

Do you agree that Council should support the community in the development of an Economic Development Unit?

Agree

Do you agree with the focus?

Agree

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Agree

4.

Support the ongoing improvement of town centres in the district.

Agree

5.

Continue to develop Council's business relationship model to support the streamlining of major investment projects and consent processing (as per Action 1)

Agree

6.

Council will continue to review options for funding core and other infrastructure in the 10 Year Plan process.

Agree

7.

Continue to investigate all options for improving housing affordability in the district.

Agree

Page 6

C. Guiding principle – Strategy Overview.

Our aspiration - economic development that protects and enhances our district's unique environment: A higher value and more diverse economy – higher value jobs and industries; higher quality urban and natural environments.

Do you agree with the change to the guiding principle (placing more emphasis on the environment)?

Agree

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D. Priorities

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Do you agree with the changes to the priorities?

Agree

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An organisation

Name of Organisation:

Queenstown Chamber of Commerce

Name:

Catherine Stewart

Page 3

B. Recommended Actions:

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Do you agree with establishing a district-wide economic development resource within the Council?

Neither Agree or Disagree

Do you agree with the focus of the role?

Neither Agree or Disagree

Any other suggestions?

(No response)

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(No response)

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Neither Agree or Disagree

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Neither Agree or Disagree

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Neither Agree or Disagree

7.

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Neither Agree or Disagree

Please explain:

(No response)

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Do you agree with the changes to the priorities?

Neither Agree or Disagree

Please explain:

(No response)

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An organisation

Name of Organisation:

Federated Farmers of New Zealand

Name:

David Cooper

Page 3

B. Recommended Actions:

1.

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Do you agree with establishing a district-wide economic development resource within the Council?

Agree

Do you agree with the focus of the role?

Agree

Any other suggestions?

An in-council resource focussed on the 'district good' aspects above is a critical component of implementing a smart, effective and efficient strategy.

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Do you agree with encouraging expansion of the economic development activities?

Agree

Do you want to add anything?

It depends on what "expansion" results in, over the longer term. These aspects look like a reasonable basis to begin with. The key question is how the governance and funding models act together to ensure the focus of implementation of the strategy doesn't wander from a 'facilitative' or 'public good' approach into areas more traditionally considered the optimal domain of the private sector.

Federated Farmers primary concern in this area would be what the expansion would mean for council's expenditure overall, and how this may be reflected in farmers' rates. Specifically, we do not want to see an industry dominated stakeholder group comprised largely of those likely to benefit from implementation of the strategy, in combination with a funding model which places the costs of strategy implementation and/or the governance group on the general ratepayer base.

Our concern is that a funding/governance mixture of this nature would, particularly over time, decrease the incentives for efficient, disciplined and targeted economic development support.

Do you agree that Council should support the community in the development of an Economic Development Unit?

Agree

Do you agree with the focus?

Agree

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Agree

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Agree

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Do you agree with the changes to the priorities?

Agree

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An individual

Name:

James O'Hagan

Page 3

B. Recommended Actions:

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Do you agree with establishing a district-wide economic development resource within the Council?

Disagree

Do you agree with the focus of the role?

Agree

Any other suggestions?

The economic development resource should be independent of council. Council should have minority representation in any economic development unit.

Page 4

2.

a. Encourage expanding economic development activities for the District to include: knowledge-base, industry development, education and investment promotion alongside screen production promotion and facilitation. b. Supporting the community in the development of a District-wide(?) Economic Development Unit with a recommended focus on: Governance Structure (including options outside of Council) Funding Model Purpose Stakeholder Feedback Potential liaison group structures including: Investment Panel, Private Sector Group (including health, education, knowledge-based, professional etc).

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Agree

Do you want to add anything?

(No response)

Do you agree that Council should support the community in the development of an Economic Development Unit?

Agree

Do you agree with the focus?

Agree

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Disagree

4.

Support the ongoing improvement of town centres in the district.

Disagree

5.

Continue to develop Council's business relationship model to support the streamlining of major investment projects and consent processing (as per Action 1)

Agree

6.

Council will continue to review options for funding core and other infrastructure in the 10 Year Plan process.

Disagree

7.

Continue to investigate all options for improving housing affordability in the district.

Disagree

C. Guiding principle – Strategy Overview.

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Do you agree with the change to the guiding principle (placing more emphasis on the environment)?

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Do you agree with the changes to the priorities?

Agree

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An individual

Name:

Jenny Carter

Page 3

B. Recommended Actions:

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Do you agree with establishing a district-wide economic development resource within the Council?

Neither Agree or Disagree

Do you agree with the focus of the role?

Neither Agree or Disagree

Any other suggestions?

(No response)

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Do you agree with encouraging expansion of the economic development activities?

(No response)

Do you want to add anything?

(No response)

Do you agree that Council should support the community in the development of an Economic Development Unit?

(No response)

Do you agree with the focus?

(No response)

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Disagree

4.

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Agree

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(No response)

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Do you agree with the changes to the priorities?

(No response)

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An organisation

Name of Organisation:

Community Networks Wanaka

Name:

Kate Murray

Page 3

B. Recommended Actions:

1.

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Do you agree with establishing a district-wide economic development resource within the Council?

Agree

Do you agree with the focus of the role?

Agree

Any other suggestions?

Economic development overseen by council must also recognise the importance of community development and the linking of these two.

We ask the council to make bullet point 5 a priority (community development opportunitiess) and support projects and structures that develop this ie a community development officer

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Do you agree with encouraging expansion of the economic development activities?

Neither Agree or Disagree

Do you want to add anything?

We ask the council to look at local context within this regional wide perspective.

Local businesses must engage with community development opportunities to bring about collective impact.

Additional support needs to be provided to businesses to encourage this.

Do you agree that Council should support the community in the development of an Economic Development Unit?

Agree

Do you agree with the focus?

Neither Agree or Disagree

Items 3-7 are either substantially unchanged but in some cases have been simplified. Please indicate whether you agree, disagree or feel neutral about each one.

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Neither Agree or Disagree

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Neither Agree or Disagree

Please explain:

(No response)

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I am submitting feedback as;

An individual

Name:

Kelly Campbell

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Agree

Do you agree with the focus of the role?

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Any other suggestions?

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Do you agree with the changes to the priorities?

Disagree

Please explain:

Future proofing infrastructure should be a higher priority

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An individual

Name:

Michael Jackson

Page 3

B. Recommended Actions:

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Any other suggestions?

(No response)

Page 4

2.

a. Encourage expanding economic development activities for the District to include: knowledge-base, industry development, education and investment promotion alongside screen production promotion and facilitation. b. Supporting the community in the development of a District-wide(?) Economic Development Unit with a recommended focus on: Governance Structure (including options outside of Council) Funding Model Purpose Stakeholder Feedback Potential liaison group structures including: Investment Panel, Private Sector Group (including health, education, knowledge-based, professional etc).

Do you agree with encouraging expansion of the economic development activities?

Agree

Do you want to add anything?

(No response)

Do you agree that Council should support the community in the development of an Economic Development Unit?

Agree

Do you agree with the focus?

Agree

Items 3-7 are either substantially unchanged but in some cases have been simplified. Please indicate whether you agree, disagree or feel neutral about each one.

3.

Finalise the convention centre proposal and construct the convention centre at Lakeview. The final proposal should ensure there is a clear and realistic articulation of the overall economic benefits and costs.

Agree

4.

Support the ongoing improvement of town centres in the district.

Agree

5.

Continue to develop Council's business relationship model to support the streamlining of major investment projects and consent processing (as per Action 1)

Agree

6.

Council will continue to review options for funding core and other infrastructure in the 10 Year Plan process.

Agree

7.

Continue to investigate all options for improving housing affordability in the district.

Agree

C. Guiding principle – Strategy Overview.

Our aspiration - economic development that protects and enhances our district's unique environment: A higher value and more diverse economy – higher value jobs and industries; higher quality urban and natural environments.

Do you agree with the change to the guiding principle (placing more emphasis on the environment)?

Agree

D. Priorities

1. Enhance the quality of our natural, business and living environments: to encourage business practices that support our environment, our community and our economy. 2. Facilitate the growth of knowledge-based industries: Facilitating growth in knowledge-based industries and other innovation-based industry around our core strengths. 3. Encourage higher contribution visitor activity: growing the contribution by visitors, encouraging visitors to spend more and/or make a greater contribution to the district and further reduce visitor seasonality. 4. (Unchanged) Future proof infrastructure: Expanding funding options for investing in infrastructure; ensuring that adequate investment is made to maintain high quality infrastructure; and ensuring that funding sources and investment reflect the incidence of costs and benefits.

Do you agree with the changes to the priorities?

Agree

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An individual

Name:

NJ Rehrer

Page 3

B. Recommended Actions:

1.

Establish senior economic development capability and/or funding within the Council, with a focus on: providing district-wide economic policy and community development advice, coordinating and monitoring economic development, collecting and analysing economic and industry data, liaising with the local business community and regional and national economic development experts, considering and supporting community development opportunities, developing relationships within Council and the business community to support, facilitate and advocate the streamlining of business regulatory and infrastructure processes. Supporting the community in the development of an Economic Development Unit (as per Action 2.)

Do you agree with establishing a district-wide economic development resource within the Council?

Disagree

Do you agree with the focus of the role?

Disagree

Any other suggestions?

Too (centralised) much power. Leads to a "nice to have" wish list type of policy making. Reduces locals input.

Page 4

2.

a. Encourage expanding economic development activities for the District to include: knowledge-base, industry development, education and investment promotion alongside screen production promotion and facilitation. b. Supporting the community in the development of a District-wide(?) Economic Development Unit with a recommended focus on: Governance Structure (including options outside of Council) Funding Model Purpose Stakeholder Feedback Potential liaison group structures including: Investment Panel, Private Sector Group (including health, education, knowledge-based, professional etc).

Do you agree with encouraging expansion of the economic development activities?

Disagree

Do you want to add anything?

The council needs to be very careful about the development of a large conference ctr that would be most likely another white elephant-like Dunedin Stadium- that leaves an ongoing debt that compounds over years and could limit future economic activity. As a scientist I attend many conferences, some here, and eg. Rydges and Mellenium big enough for most. There will be competition for the very large conferences , eg Auckland, and NZ is expensive to come to for most international, thus I would expect that thsi would be underutilised. We don't need this large- oft time empty building in ctr of town. If Council still goes ahead should be in Frankton.

Large infrastructure projects much more needed, to keep us healthy and keep our clean environment image, include a clean town water supply that isn't chlorinated (mountain / ground supply) and continued improving/ replacing existing sewer system to prevent surface water/ lake pollution.

Do you agree that Council should support the community in the development of an Economic Development Unit?

Disagree

Do you agree with the focus?

Disagree

Page 5

Items 3-7 are either substantially unchanged but in some cases have been simplified. Please indicate whether you agree, disagree or feel neutral about each one.

3.

Finalise the convention centre proposal and construct the convention centre at Lakeview. The final proposal should ensure there is a clear and realistic articulation of the overall economic benefits and costs.

Disagree

4.

Support the ongoing improvement of town centres in the district.

Agree

5.

Continue to develop Council's business relationship model to support the streamlining of major investment projects and consent processing (as per Action 1)

Disagree

6.

Council will continue to review options for funding core and other infrastructure in the 10 Year Plan process.

Agree

7.

Continue to investigate all options for improving housing affordability in the district.

Neither Agree or Disagree

C. Guiding principle – Strategy Overview.

Our aspiration - economic development that protects and enhances our district's unique environment: A higher value and more diverse economy – higher value jobs and industries; higher quality urban and natural environments.

Do you agree with the change to the guiding principle (placing more emphasis on the environment)?

Agree

D. Priorities

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Do you agree with the changes to the priorities?

Agree

Economic Development Strategy – Next Steps

Contact Details:

I am submitting feedback as;

An organisation

Name of Organisation:

Remarkables Park Limited

Page 3

B. Recommended Actions:

1.

Establish senior economic development capability and/or funding within the Council, with a focus on: providing district-wide economic policy and community development advice, coordinating and monitoring economic development, collecting and analysing economic and industry data, liaising with the local business community and regional and national economic development experts, considering and supporting community development opportunities, developing relationships within Council and the business community to support, facilitate and advocate the streamlining of business regulatory and infrastructure processes. Supporting the community in the development of an Economic Development Unit (as per Action 2.)

Do you agree with establishing a district-wide economic development resource within the Council?

Disagree

Do you agree with the focus of the role?

Neither Agree or Disagree

Any other suggestions?

Resources and / or funding for economic development should independent of council.

Page 4

2.

a. Encourage expanding economic development activities for the District to include: knowledge-base, industry development, education and investment promotion alongside screen production promotion and facilitation. b. Supporting the community in the development of a District-wide(?) Economic Development Unit with a recommended focus on: Governance Structure (including options outside of Council) Funding Model Purpose Stakeholder Feedback Potential liaison group structures including: Investment Panel, Private Sector Group (including health, education, knowledge-based, professional etc).

Do you agree with encouraging expansion of the economic development activities?

Agree

Do you want to add anything?

(No response)

Do you agree that Council should support the community in the development of an Economic Development Unit?

Agree

Do you agree with the focus?

Neither Agree or Disagree

Items 3-7 are either substantially unchanged but in some cases have been simplified. Please indicate whether you agree, disagree or feel neutral about each one.

3.

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Disagree

4.

Support the ongoing improvement of town centres in the district.

Agree

5.

Continue to develop Council's business relationship model to support the streamlining of major investment projects and consent processing (as per Action 1)

Agree

6.

Council will continue to review options for funding core and other infrastructure in the 10 Year Plan process.

Neither Agree or Disagree

7.

Continue to investigate all options for improving housing affordability in the district.

Disagree

C. Guiding principle – Strategy Overview.

Our aspiration - economic development that protects and enhances our district's unique environment: A higher value and more diverse economy – higher value jobs and industries; higher quality urban and natural environments.

Do you agree with the change to the guiding principle (placing more emphasis on the environment)?

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Do you agree with the changes to the priorities?

Disagree

Please explain:

There are too many priorities to be able to focus on achieving any of them.



Address all correspondence to:
The Secretary,
Arrowtown Village Association
PO Box 140, Arrowtown 9251
Phone: 03 442 1301. Mobile: 021 323 394
jim.ryan@ihug.co.nz
www.arrowtownvillage.co.nz

QLDC

04 FEB 2015

QUEENSTOWN

28 January 2015

Queenstown Lakes District Council

**Fibre Broadband
Draft Economic Development Strategy QLDC,**

The Arrowtown Village Association notes that Government Policy includes the rollout of ultra-fast fibre broadband to additional population centres across New Zealand. We also note that the QLDC's Draft Economic Development Strategy does not mention Arrowtown in regard to the promotion of fibre rollout in the town (page 37).

We are sure that the QLDC appreciates that Arrowtown is an integral part of the economy of the area and supports Queenstown and to a limited extent Wanaka in business activities. It also serves as a residential location for people who are permanently employed in business in the Queenstown district. It is not known how many people work from home. The Arrowtown Primary School is already served by ultra-fast fibre broadband.

VDSL Broadband is already available in some locations in Arrowtown, this is faster than ADSL and costs about \$10 more each month. VDSL is not as fast as fibre broadband and due to the nature (thin copper wire) of the current communications infrastructure is not conducive to high reliability. Since high speed broadband is evolving into a service that is essential for day to day life and a paperless society (Council communications, bank statements, billing, entertainment, education, etc.) it is considered that Arrowtown should be served by a reliable and fast broadband network sooner rather than later. Arrowtown's needs are equal to Queenstown and Wanaka in relation to business activities and residential services.

As a preliminary step it is suggested that the QLDC includes promotion of an ultra-fast fibre broadband network for Arrowtown in the Draft Economic Development Strategy. We also suggest that at an early opportunity that ultra-fast fibre broadband or equivalent is included in the 10 year plan for the QLDC district.

The preliminary listing of new towns by Government to possibly have fibre installed includes Alexander and Cromwell. We understand that the preliminary listing is open for discussion and that Government representatives from the Ministry of Business, Innovation and Employment (MBIE) will be seeking to meet with local body officers early in 2015 to determine priorities and how ultra-fast fibre broadband fits with current local body plans. We consider that it is important that Arrowtown is part of that discussion.

We would be prepared to work with the QLDC officer to seek ways to enable early installation of a fibre broadband network in Arrowtown. We are prepared to meet with a Council representative to discuss the issue.

Thank you for your consideration.

Annette Seddon
Secretary
Arrowtown Village Association Inc

The Arrowtown Village Association

The Arrowtown Village Association is the name given to the Arrowtown Residents Association (Inc). Its aims and objectives are to promote communication between the different voluntary organisations within Arrowtown and Districts and to provide a common forum for the enhancement and protection of the intrinsic values that make the town of Arrowtown unique.

Born of Gold in 1862