

NEWS FROM THE CANTERBURY MAYORAL FORUM

February 2016

COMING UP IN 2016:

- a focus on promoting investment in Canterbury
- continuing work to create a compelling story about Canterbury for New Zealand and the world
- collaborating on regional issues, such as freedom camping
- keeping focused on implementing the Canterbury Regional Economic Development Strategy

Did you know

The mobile app Snap Send Solve is an easy way for people to provide feedback to councils. It is being used in Christchurch City and trialled in Timaru.

MAYORS STANDING TOGETHER FOR CANTERBURY

SUCCESS OF DIRECT FLIGHTS FROM CHINA

The Mayoral Forum was delighted to welcome Jin Zhijian, Consul-General, and Liu Lian, Consul, from the People's Republic of China, to the February Mayoral Forum meeting.

Consul-General Jin told Mayors that New Zealand is now in the top ten travel destinations for people from China, and is likely to become more popular. Direct flights to Christchurch from Guangzhou on China Southern Airlines have been running three times a week since 17 December 2015, and booking rates have shown this to be a success.

To capitalise on the economic benefits of tourism in the Canterbury region, it is clear that we need to look at:

- a shortage of four and five star hotel accommodation for visitors
- better promotion of attractions in Canterbury
- removing language barriers, for example, through multi-lingual signage. Consul-General Jin offered the Consul's assistance to local service providers who wish to learn Chinese.

Consul-General Jin also spoke about Chinese overseas investment, noting that while Chinese investors recognise the importance of New Zealand, it can be difficult to identify the right projects.

The Canterbury region needs to be proactive in attracting overseas investment. Councils can help with this by identifying and pre-consenting appropriate sites for hotel developments, assisting investors to connect with developers, and ensuring clear and accurate information is available to prospective investors.

MAYORAL FORUM MEETING, 26 FEBRUARY 2016

The Mayoral Forum approved the Canterbury Digital Strategy 2016. This strategy has been developed collaboratively with Connected Canterbury, and is about getting fast broadband and mobile coverage across the Canterbury region, to help enable economic development and social wellbeing. The strategy can be accessed [here](#).

The Forum also discussed progress on other work programmes in the Canterbury Regional Economic Development Strategy, local government collaboration in Canterbury, the work of the Chief Executives Forum, and the Canterbury Water Management Strategy Quarterly Report.

MAYORS ARE PROVIDING LEADERSHIP AND FACILITATION TO:

- identify and remove barriers
- knock on, and open, doors to opportunities
- advocate with one strong voice for Canterbury and its communities.

Contact: the Secretariat, Dr David Bromell, T: 027 839 2708, david.bromell@ecan.govt.nz



Canterbury – a great place to live, study, work, play ... and stay!