

Canterbury Regional Economic Development Strategy

Report to the reference group

3 December 2015

The Canterbury Mayoral Forum is a regular meeting of the eleven Canterbury councils.

Its purpose is to ensure increased effectiveness of local government in meeting the needs of Canterbury communities.

An economic development strategy for Canterbury

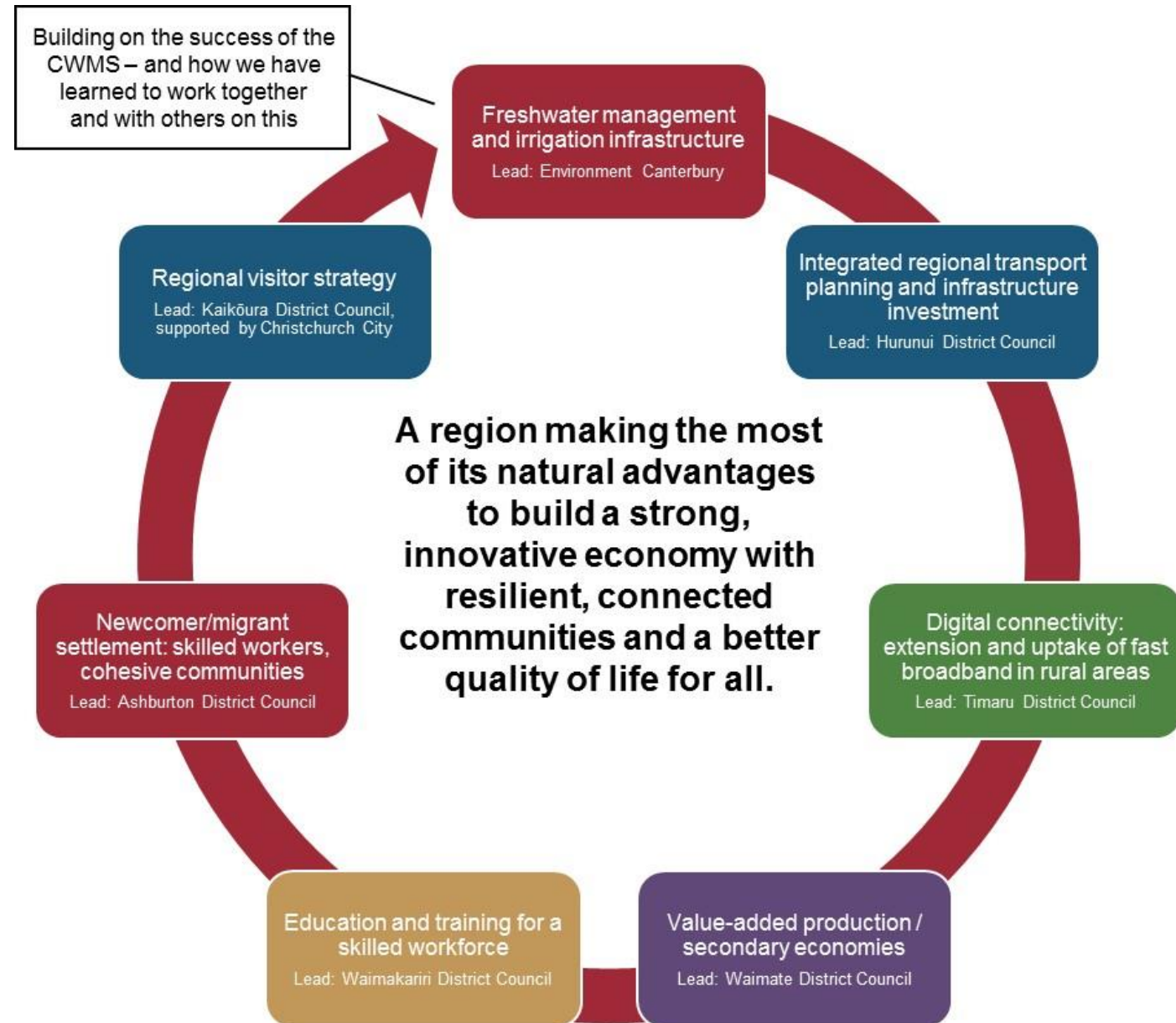
- the strategy was developed between December 2014 and August 2015 and launched on 28 August 2015
- it was shaped through the workshops held in December 2014 and February 2015, and conversations with a wide range of partners and stakeholders
- key partners are Te Rūnanga o Ngāi Tahu, the Canterbury Development Corporation, the Canterbury Employers' Chamber of Commerce and the Committee for Canterbury



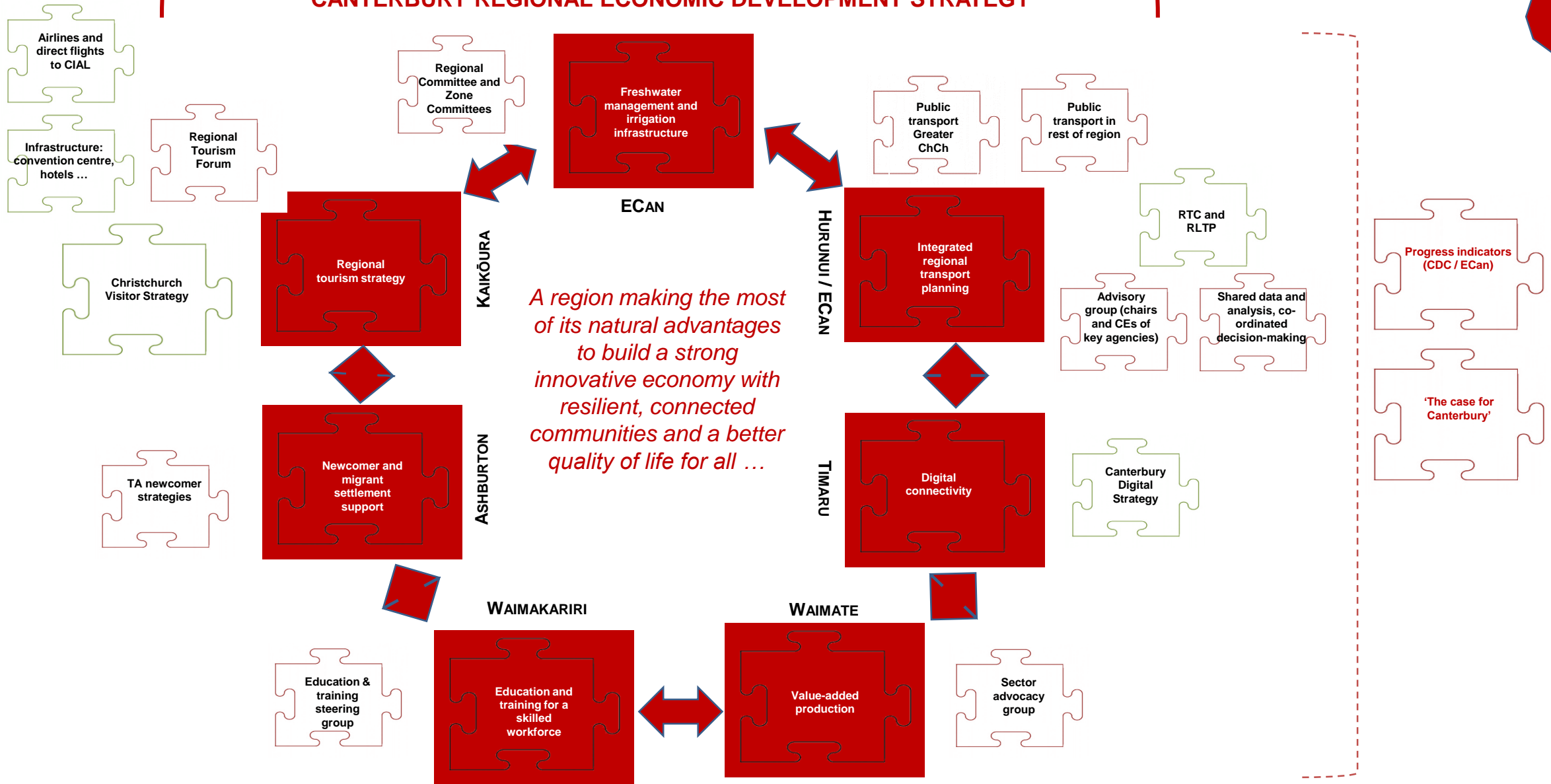
A regional vision	A region making the most of its natural advantages to build a strong, innovative economy with resilient, connected communities and a better quality of life for all
Objective	Maximise the economic growth of Canterbury, and position this for when the earthquake rebuild peaks, by ensuring the region makes co-ordinated, optimal investment and development decisions that position it for long-term, sustainable growth.

Seven, interdependent work programmes

- the strategy is not a 'study' or a 'report' but an action plan focused on what Mayors can achieve by leadership, facilitation and advocacy
- each work programme has a lead Mayor and Chief Executive
- implementation started from May 2015, while the strategy was still being developed
- Mayors review the achievement of agreed actions when they meet quarterly
- it is a 'work in progress' and will evolve



CANTERBURY REGIONAL ECONOMIC DEVELOPMENT STRATEGY



Mayors standing together and speaking with one strong voice for Canterbury

– supported by Chief Executives Forum, Canterbury Policy Forum and Planning Managers Group

Integrated regional transport planning

Objective

Integrated transport planning across modes (air, rail, shipping and road transport) that:

- enables the efficient movement of people and freight into, out of and within the Canterbury region
- improves social connectedness and wellbeing, supports regional visitor strategies and improves road safety.

Action	Status
Discuss (with the chairs and CEs of Kiwirail, NZTA, airports, ports and logistics companies) alignment of strategic planning and investment across transport modes	✓ 12 Aug 2015
Workshop with transport agencies/providers data sharing/analysis to build a common evidence base – as a step towards more consistent decision-making criteria	✓ 2 Dec 2015
Re-frame the strategic context of the Regional Land Transport Plan (RLTP) to support integrated, multi-modal transport network planning and investment	✓ In progress – first draft to decision makers Feb 2016
Review structure and focus of the Regional Transport Committee	✓ ECan will now pick this up from Feb 2016
Connect with other regions that are tackling these issues	✓ Presentation from MWH/Environment Southland at workshop on 2 Dec 2015; meetings planned for early 2016 with RTCs in neighbouring regions
Connect this work to the National Infrastructure Unit as a first step in advocating for a stronger central government focus on multi-modal transport strategy in the 2018 GPS	✓ NIU participated in workshop on 2 Dec 2015

Opportunities

- We are engaging early with the Ministry of Transport on the refresh of Canterbury’s RLTP, to encourage a more multi-modal approach to land transport in the new Government Policy Statement on Land Transport likely to be released before the 2017 general election.

Digital connectivity

Objective

A fully connected Canterbury – so the whole region can achieve the best possible results in health, education, social connectedness, economic growth and the environment.

Action	Status
Advocacy to central government ministers and officials for connectivity solutions	✓ Ongoing
GIS map where lack of digital connectivity is a barrier to social and economic development	✓ Existing coverage as at June 2015 mapped against current and planned irrigated land
Support, co-ordinate and analyse Canterbury Registrations of Interest for UFB12, RBI2 and Mobile Black Spot Fund	✓ Completed
Work with Spark NZ to support its decision-making and accelerated roll out of 4G mobile broadband across the region	✓ Ongoing
Review and address any telecommunications planning and consent barriers and promote a consistent approach across the region	✓ Commissioned Sep 2015 from Planning Managers Group for report to CEs Forum Feb 2016
Integrate draft Canterbury Digital Strategy and work of Connected Canterbury Group with CREDS work programme	✓ Draft revised and workshopped with Connected Canterbury Group 18 Nov 2015

Opportunities

- build a business case to Crown Fibre Holdings (with Enable, Chorus, lines companies, EDAs, irrigation schemes and other major infrastructure providers) to fund a whole-of-region solution that provides back-haul and connects UFB and the RBI, fibre and wireless, to create a fully connected Canterbury

Freshwater management and irrigation infrastructure

Objective

Development of water infrastructure and environmental restoration initiatives to achieve the CWMS vision: *To enable present and future generations to gain the greatest social, economic, recreational and cultural benefits from our water resources within an environmentally sustainable framework.*

Action

Status

All component parts of the regional supply and distribution infrastructure are identified (existing work programme through the CWMS Regional Committee)	✓	The model to assess infrastructure options in South Canterbury is complete
Zone committee processes to establish environmental limits, leading to Resource Management Act plans	✓	Hinds decision due Dec 2015; South Coastal Canterbury hearings underway; Waitaki catchment notification delayed until Feb 2016; science preparation underway for Waimakariri and Orari to Pareora
Storm water management planning and consenting (Regional Stormwater Forum): <ul style="list-style-type: none"> • assessment of stormwater treatment construction costs • gap analysis of stormwater best practice guidance • consent ownership framework and clarification of roles and responsibilities 	✓	Ongoing <ul style="list-style-type: none"> • in draft • final draft is being prepared • in draft
Te Waihora and Wainono restoration projects	✓	Ongoing – awaiting decisions on Government funding

Opportunities

- Government is reassessing how the Irrigation Acceleration Fund works (funding was confirmed and increased) and has yet to announce how its environmental enhancement fund (\$100 million) will be spent
- Irrigation NZ has received \$5 million from Primary Growth Partnership for SMART (**S**ustainably **M**anaged, **A**ccountable, **R**esponsible and **T**rusted) irrigation – an opportunity to link work programmes on water infrastructure, digital connectivity and value-added production

Value-added production

Objective

Planning and consenting processes, and infrastructure managed by local government enable value-added production in Canterbury.

Action

Identify and consult with key sector leaders – establish an advocacy group of up to 20 members ('movers and shakers' from developing and established businesses and leaders in research and development) with vision and passion to grow Canterbury's economy.

The advocacy group will:

- identify barriers to value-added production and propose possible solutions
- establish networking opportunities and open lines of communication and advocacy with local and central government
- achieve agreed, action-based targets
- share information across the region about innovation and new developments in value-added production
- work closely with ECan re. the CWMS and associated zone committees

Identify opportunities in district plan reviews to align planning, rules and regulation in ways that enable sustainable, value-added production

Status

- ✓
 - conversations with CREDS reference group members (Sir Graeme Harrison, Dr William Rolleston, Mike Sang for Tā Mark Solomon)
 - potential advocacy group members have been identified
 - meetings held on 24 Nov and 3 Dec 2015 to develop and agree criteria for selecting advocacy group members

- ✓ Commissioned Sep 2015 from Planning Managers Group for report to CEs Forum Feb 2016

Opportunities

- work with central government to create a 'special economic zone' within Canterbury?

Education and training for a skilled workforce

Objectives

- business, education and local government sectors are aligned, working together to make Canterbury a great place to study, live and work
- Canterbury has an appropriately skilled and educated workforce
- education and training institutions deliver an integrated Education Programme that maximises benefits to the institutions and to Canterbury

Action

Status

Establish a steering group to oversee strategy development and implementation	✓	In place and meeting regularly
Investigate developing a programme to ensure every school leaver in Canterbury has a transition plan to further education, training or employment that is monitored post-school	✓	Costing underway to determine funding options
For each work stream, secure commitment and funding to implement action-focused plans	✓	In progress for transition planning – too soon for other programmes
Develop a joint approach to Government to remove barriers to access for migrant families to affordable education and training	✓	Underway with Newcomer and Migrant Settlement work programme
Articulate a ‘whole of CREDS’ vision for Canterbury and what the region offers to prospective students, workers, investors, residents and visitors	✓	2 workshops (4 Nov, 27 Nov 2015) with CDC, CCT, C4C, TEIs
Develop an integrated marketing plan to attract domestic and international students	✓	Tertiary Accord developing plan to increase international tertiary students from 10,000 to 26,500
Develop new and modified joint courses in agricultural engineering and water management	✓	Discussions underway between Lincoln, Canterbury, CPIT, Lincoln Hub

Opportunities

Newcomer and migrant settlement

Objective

Skilled workers, cohesive communities: newcomers and migrants are attracted to Canterbury and feel welcomed and supported to settle quickly and well, contribute in the workforce, participate in our communities and call Canterbury home

Action	Status
Identify and advocate for the needs of newcomers and migrants (open work visas, increased access to primary healthcare for migrants and their families on work visas of <24 months, access to tertiary education and training for children of migrants on work visas)	✓ Advocacy to Ministers, Dec 2014 Advocacy to Minister of Health, Oct 2015 Advocacy on tertiary fees in progress
Share resources and strategies	✓ Regional workshop 20 Aug 2015
Commission analysis of migration dynamics in Canterbury from Population Working Group of the Policy Forum	✓ Report on recent and projected migration presented to Mayoral Forum Aug 2015
Update data and analysis of population estimates and projections, to inform decision making and build our understanding of new Cantabrians	✓ Population projections updated on ECan website with latest data Sep 2015 Population estimates updated on ECan website with latest data Nov 2015

Opportunities

- secure funding in 2016/17 council Annual Plans for collaborative, cross-sectoral initiatives to support newcomer and migrant settlement
- strengthen links to Canterbury Employers' Chamber of Commerce ('Start with a Smile' campaign) and Immigration NZ initiatives

Regional visitor strategy

Objective

Grow tourism in Canterbury by working with the industry to:

- develop a long-term visitor strategy for Christchurch and advocating for its fast recovery as the primary gateway to the region and wider South Island
- support regional destinations to promote and develop visitor activities and keep visitors in Canterbury longer.

Action

Status

Facilitate a regional forum to propose development of a regional visitor strategy, building off the Christchurch Visitor Strategy

✓ Forum held 27 Aug 2015
Draft Christchurch Visitor Strategy considered by CCC Nov 2015

Identify opportunities in district plan reviews to align planning, rules and regulation in ways that enable sustainable visitor growth across the region

✓ Commissioned Sep 2015 from Planning Managers Group for report to CEs Forum Feb 2016

Meet with District Tourism Organisations and communicate Mayoral Forum objectives, particularly in relation to the announcement of China Southern Airlines direct flights from Guangzhou to Christchurch three times per week from Dec 2015

✓ 4 Nov 2015

Presentation to Mayoral Forum on the economic benefits of tourism to the region

✓ Mayoral Forum agenda for 4 Dec 2015

Opportunities

- *with the Digital Connectivity work programme*: free wifi and solar-powered charging tables in Canterbury towns
- work with regional and district tourism organisations to ‘get ready for China’

Canterbury



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