

Canterbury Regional Economic Development Strategy

Report to the reference group

24 June 2016

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

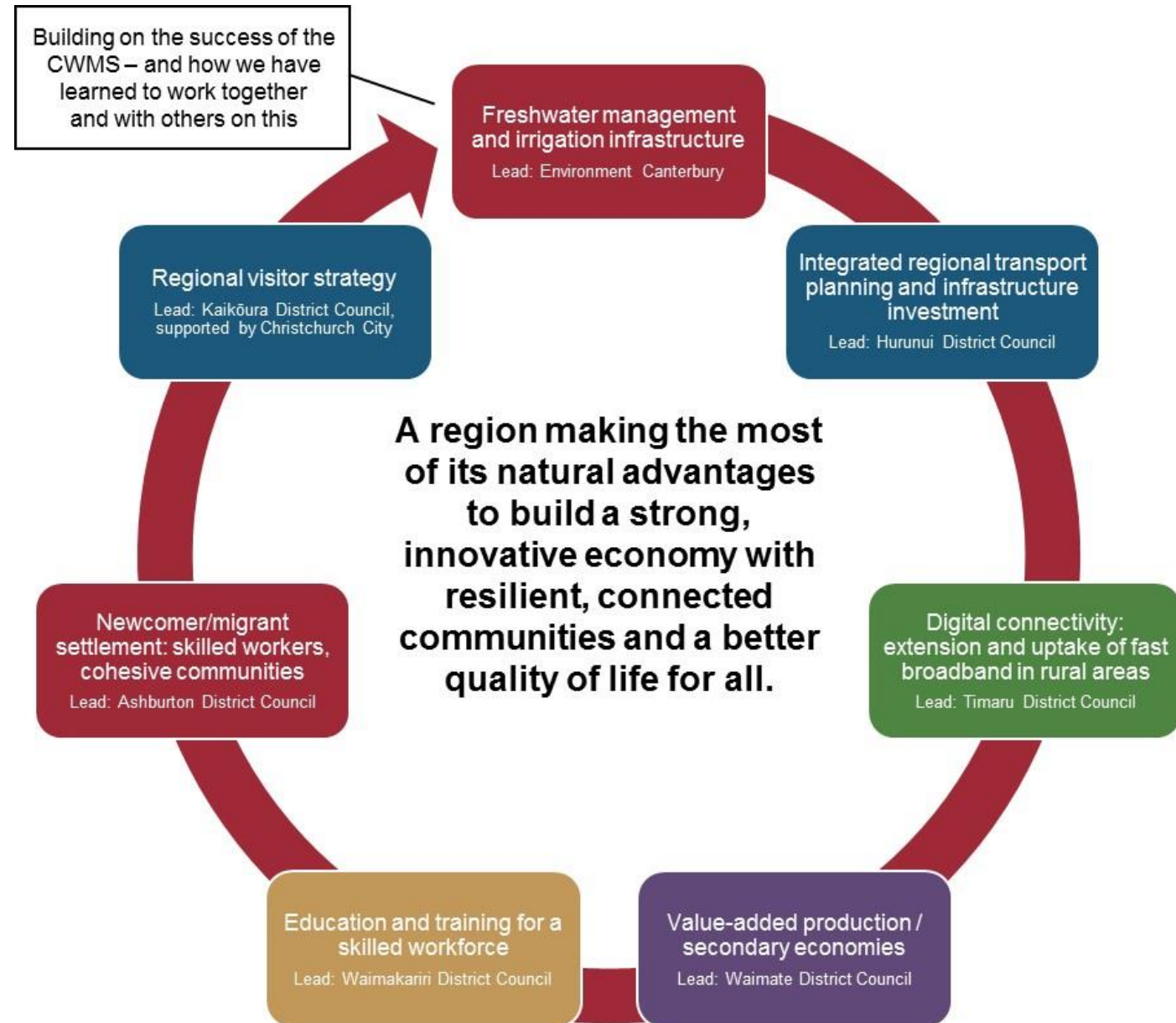
- the strategy was developed between December 2014 and August 2015 and launched on 28 August 2015
- it was shaped through the workshops held in December 2014 and February 2015, and conversations with a wide range of partners and stakeholders
- key partners are Te Rūnanga o Ngāi Tahu, the Canterbury Development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



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 | ✓ Workshops run in Aug and Dec 2015 and June 2016 |
| Workshop with transport agencies/providers data sharing/analysis to build a common evidence base – as a step towards more consistent decision-making criteria | ✓ Request for Proposal sought and first stage of project to define the challenges and opportunities with data underway |
| Re-frame the strategic context of the Regional Land Transport Plan (RLTP) to support integrated, multi-modal transport network planning and investment | ✓ Completed and signed off |
| Review structure and focus of the Regional Transport Committee | ✓ ECan will draft with key partners the Committee structure and support groups by election |
| Connect with other regions that are tackling these issues | ✓ Meetings held with RTCs in neighbouring regions and has led to the first ever meeting of all RTC Chairs, tackling common issues |

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

| | | |
|---|---|---|
| The Canterbury Digital Strategy was published / Mayoral Forum adopted the Digital Accord | ✓ | 26 February 2016 |
| GIS map where lack of digital connectivity is a barrier to social and economic development | ✓ | Connected Canterbury currently working on update of mobile & broadband coverage |
| 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 | ✓ | Ongoing |
| Dame Margaret and Mayor Damon Odey to meet with Crown Fibre Holdings to discuss objectives within the Canterbury Digital Accord | | July 2016 |

Opportunities

- Investigate joint funding models as per the Canterbury Digital Accord to assess options to connect the remaining 5% of remote areas within Canterbury – utilising WiFi technology

Freshwater management and irrigation infrastructure

6

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) | ✓ | In progress. An assessment of options for South Canterbury will be available in July. An integrated infrastructure proposal for Hurunui-Waiau is not yet developed. |
| Zone committee processes to establish environmental limits, leading to Resource Management Act plans | ✓ | Hinds decision released in February; South Coastal Canterbury hearings complete with decisions due in September; Waitaki catchment hearings in August; community processes just getting 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 | ✓ | Action plans complete for each topic Awaiting the outcome of Land and Water Plan decisions Gaps in best practice information identified Involvement of Ngāi Tahu still to be resolved |
| Te Waihora and Wainono restoration projects | ✓ | Ongoing – awaiting decisions on Government funding |

Opportunities

- Government has announced that IAF projects for regional irrigation schemes will now come under Crown Irrigation Investment Ltd – rather than MPI - and is preparing a revised terms of reference.
- Crown Irrigation has advised that it is able to provide equity funding to projects
- Government has yet to announce how its environmental enhancement fund (\$100 million) will be spent
- Irrigation NZ's \$5 million from Primary Growth Partnership for SMART irrigation (**S**ustainably **M**anaged, **A**ccountable, **R**esponsible and **T**rusted) did not receive the required amount of matched funding from industry and is not proceeding

Value-added production

Objective

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

| Action | Status |
|---|---|
| <p>A meeting with Hon Steven Joyce, Minister of Economic Development, was held on 19 May 2016 to discuss irrigation investment.</p> <p>Attendees included Dame Margaret Bazley, Commissioner David Caygill and Mayor Craig Rowley.</p> <p>The outcome from the meeting was that the Minister would speak with Murray Gribben, Chief Executive of Crown Irrigation Investments Limited (CIIL) regarding the ability for CIIL to be more flexible in applying its funding criteria.</p> | <p>✓</p> <ul style="list-style-type: none">Mayor Craig has since met with Murray Gribben and discussions are ongoing. |
| <p>Identify opportunities in district plan reviews to align planning, rules and regulation in ways that enable sustainable, value-added production</p> | <p>✓</p> <p>Commissioned Sep 2015 from Planning Managers Group for report to CEs Forum Feb 2016</p> |

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

| | | |
|---|---|---|
| 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 | ✓ | Awaiting Education Blueprint for further discussion with MOE/MSD, also discussing Tertiary student monitoring regime. |
| Develop a joint approach to Government to remove barriers to access for migrant families to affordable education and training | ✓ | Writing to Minister about access to tertiary education for children of migrant workers. |
| Articulate a 'whole of CREDS' vision for Canterbury and what the region offers to prospective students, workers, investors, residents and visitors | ✓ | For Mayoral Forum discussion tomorrow Strong support from E&T Gov Group. |
| Develop an integrated marketing plan to attract domestic and international students | ✓ | Plan to increase international students from 10,000 to 26,500. 15% increase in last year |
| Develop new and modified joint courses in agricultural engineering and water management | ✓ | Progressing discussions on programme, but impacted by other priorities. |

Opportunities

- Budget Opportunities to be explored. eg
 - \$43M for International Connections and incentivising students to develop linkages
 - \$13M for more apprentices
 - \$1.6M to support transition of engineering students to employment

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 | |
|---|--------|---|
| Advocate for the needs of newcomers and migrants (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) | ✓ | <ul style="list-style-type: none"> • Follow up on advocacy to Minister of Health currently in progress • Meeting hosted by WDC for Mayors to meet with Philippines Ambassador to NZ |
| Share resources and strategies (Canterbury Employers Chamber of Commerce “Start With a Smile” campaign) | ✓ | <ul style="list-style-type: none"> • SDC Newcomers & Migrants Strategy shared with Canterbury local authorities • SWAS to be led and coordinated for the region from ADC from 1 July 2016 • Identified the need for resource to progress work stream actions |
| Make information available – information and analysis of various datasets relating to newcomers/migrant populations for each territorial authority | ✓ | DIA information on citizenship stats provided to Policy Forum; further analysis of Census data underway |
| Strategic planning – establish newcomers/migrants advisory group | | Scheduled for July |

Opportunities

- New Community Development Advisor position at ADC with duties to support CREDS newcomer and migrant settlement (approx. 0.3FTE)
- Reframe CREDS action plan to strengthen links to Immigration NZ initiatives

Regional visitor strategy

10

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

Visitor Strategy published- April. Workshop held 23 June.

✓ Strategy and Workshop – completed

Data RFP – to better understand visitor flows in relation to investment in tourism infrastructure

✓ RFP May 2016
Award of contract July 2016(?)

Investment in hotels – project to identify and pre-consent suitable sites for development for hotels across Canterbury. Letter to PM regarding progress of major projects in Christchurch and their impact on shoulder season tourism

✓ Hotel project - in progress with CE forum
Letter to Prime Minister 16 March 2016

Communication with central government regarding Canterbury's requirements for tourism infrastructure (toilets) in relation to the Regional Mid-sized Tourism Facilities fund (\$12m over four years)

✓ 16/03 and 16/05 - Letters to Prime Minister
20/05 and 13/06 - Information about Canterbury's priorities to central government agencies

Two Freedom Camping Workshops held – exploring regional approaches to managing Freedom Camping. Action plan developed and implementation commenced.

✓ 12 May 2016 and 20 June 2016

Opportunities

- *with the Digital Connectivity work programme*: free wifi in Canterbury towns
- work with regional and district tourism organisations to 'get ready for China'
- Funding for infrastructure in priority areas – funding open in July
- Signage – UoC students visiting China will provide insights into enhancing the Chinese visitor experience to Canterbury (November)

Canterbury



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