

ECONOMIC DEVELOPMENT AND EMPLOYMENT

Cost of Proposed Services

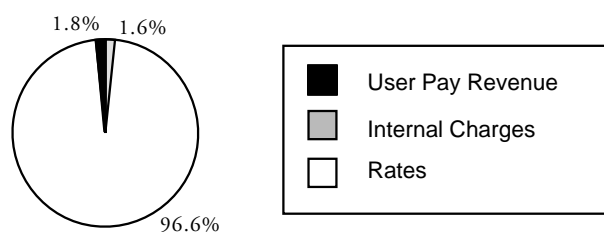
Budget 2000/01		Costs (After Internal Recoveries)	Budget	2001/02
Net Cost	Operational Outputs		Revenue	Net Cost
\$		\$	\$	\$
1,157,818	Economic Development	2,567,942	0	2,567,942
2,454,555	Employment Services	2,355,892	0	2,355,892
1,373,498	Visitor Promotions	1,463,960	0	1,463,960
1,122,293	City Promotions	1,126,702	(32,200)	1,094,502
507,035	Turning Point 2000	23,475	0	23,475
1,144,179	Tram & Shuttle Operations	1,360,618	(148,625)	1,211,993
1,170,900	Bus Interchange	1,521,200	0	1,521,200
4,234,577	Convention & Entertainment Facilities	4,430,322	(100,000)	4,330,322
683,500	Economic Development & Employment Grants	830,500	0	830,500
13,848,355	Net Cost of Service	15,680,611	(280,825)	15,399,786

Note: The above Cost of Service Statement includes a depreciation provision for 2000/01 of \$747,746 and in 2001/02 of \$749,095.

Projected Cost of Service 2002/03	16,070,517
Projected Cost of Service 2003/04	16,410,582

2000/01	Capital Outputs	2001/02
\$		\$
0	Renewals and Replacements	0
650,000	Asset Improvements	400,000
0	New Assets	(20,000)
650,000		380,000

Sources of Funding



Nature and Scope

Economic Development and Employment

- Providing advice to the Council in developing economic development and employment policies and programmes.
- Providing and co-ordinating information and advisory services in relation to existing, new, small and medium business development, through the Canterbury Development Corporation which operates programmes including Business in the Community, Business Grow and Company Rebuilders and the management of the Government's BIZ training programme.
- Implementing programmes aimed at encouraging new investment, increased purchasing, and business expansion within Christchurch, principally through the Canterbury Development Corporation.
- Administering and promoting the use of Government funded work experience, training and subsidised employment schemes and providing case management and information support to unemployed people.
- Preparing and ensuring the wide dissemination of promotional material on Christchurch City.
- Promote, co-ordinate, and seek additional opportunities, for a wide variety of exchanges with Christchurch's sister cities.
- Promoting in-bound tourism to Canterbury, through national and international marketing and the provision of information services to visitors to Christchurch.

Through funding and control of the Canterbury Development Corporation (CDC) (see page 56) and also contractual arrangements with Christchurch and Canterbury Marketing Ltd, services are provided in relation to business,

economic, employment and visitor promotion. City and Central City promotional activities are delivered through the Community Relations Unit.

NCC New Zealand Ltd has been contracted to manage the facilities on the Council's behalf. The Company is paid a venue management fee and each year the Council and Company meet and agree on a Statement of Corporate Intent. The Statement of Corporate Intent sets out the overall intentions and objectives for the forthcoming year.

Convention and Entertainment Facilities

Promotion and operation of the Town Hall, Convention Centre and Westpac Trust Centre Sport and Entertainment Centre.

The Town Hall/Convention Centre complex provides the following services:

- A centre of excellence for the performing arts and cultural activities, available to local and travelling performers.
- A centre for hosting conventions, conferences and similar events to a higher standard and with a greater degree of flexibility than has previously been available.

The Westpac Trust Centre is a multi-functional facility designed to attract major sporting and entertainment events and any other shows or exhibitions requiring extensive indoor space.

City Centre

Maintaining the City Centre as the focal point of the city by marketing the City Centre as a place to shop, visit and do business.

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Visitor Promotions

The Council has contractual arrangements with Christchurch and Canterbury Marketing Ltd to promote inbound tourism to Canterbury, through national and international marketing and the provision of information services to visitors to Christchurch.

Overall Service Objective

These services contribute towards the following Council Strategic Objectives: A1, A2, A3, B1, B2, B3, B4, C2, C4, D5 and F7 (as printed in the Strategic Statement).

In summary the aim is:

- Sustainable economic development and increased employment through ensuring the co-ordinated provision of information, advisory, support and marketing services which result in the level of investment and the number of jobs in the city being greater than would otherwise be the case.
- To provide cultural, social and economic benefits to the Christchurch community by promoting the convention and entertainment facilities as pre-eminent venues for presenting the performing arts, conventions, trade exhibitions, sports and entertainment.
- To maintain and enhance the Central City as the principle commercial, administrative, employment, cultural and tourism focus for the City, and the venue for a diverse range of activities.

Objectives for 2001/02

1. Work with selected industry clusters to identify and develop business opportunities with growth potential.
2. Promote business investment and trade opportunities in the region to both local and foreign investors.
3. Continue to offer a range of appropriately targeted business support services including Business in the Community, Business Grow and Company Rebuilders to stimulate business survival, growth and employment generation in Canterbury.
4. Provide a programme of job assistance and job placements to help youth and other unemployed persons.
5. To support the infrastructure of community groups and agencies working with the unemployed.
6. Provide advice and information to tourists through Information Office Services.
7. Wide ranging community and visitor use of the Town Hall, Convention Centre and Westpac Trust Sport and Entertainment Centre.
8. Project an image to venue users of the higher possible quality.
9. To ensure consistency in imagery and message used to promote Christchurch by monitoring the promotional material.
10. To actively encourage and promote international exchanges through Sister Cities networks.
11. Co-ordinate and lead the marketing of Christchurch/Canterbury with a focus on sustainable growth of visitors.
12. Drive Christchurch/Canterbury as the best value New Zealand destination for domestic and international visitors.

Performance Indicators

- 1.1 At least six industry clusters are actively working with CDC to achieve collaborative market outcomes.
- 1.2 Appropriately targeted business training support is provided to industry clusters and individual companies with growth potential.
- 2.1 At least 12 inbound and local investment enquiries aligned with local opportunities.
- 2.2 Disseminate information on at least 250 business opportunities to relevant local businesses.
- 3.1 Maintain a directory of a minimum of 150 mentors and facilitate the matching of mentors with businesses requiring support.
- 3.2 Provide information and advice to a minimum of 2000 local SME's resulting in at least 1000 referrals to other service providers.
- 4.1 Contribute to at least 10 job creation projects for young unemployed people in conjunction with the Department of Work and Income, community organisations and organisations representing Maori and Pacific peoples.
- 4.2 Individually case manage a minimum of 2000 young unemployed people.
5. Contribute to the maintenance of the infrastructure of a minimum of 20 community groups involved with employment and initiatives.
- 6.1 The Visitor Centre is open and providing services for 364 days of the year with daily visitor numbers and spending increasing by 5% over the previous year.
- 6.2 The Christchurch Convention Bureau prepares at least 10 bid documents on behalf of organisations seeking to bring conferences to Christchurch.
- 7.1 Visitor numbers at the Town Hall and Convention Centre. 500,000
- 7.2 Visitor numbers at the Westpac Trust Sport and Entertainment Centre. 250,000
- 8.1 Customers rating quality of staff service during year (across all categories) as good or better, at least. 70%
- 8.2 Customers satisfied with visits to Town Hall, Convention Centre and Entertainment Centre during last year, at least 80%
- 9.1 Main organisations promoting Christchurch agree on the key messages and images used in promotion.
- 9.2 Main organisations promoting Christchurch use Council co-ordinated promotional material.
- 10.1 Administration and servicing is provided for a minimum of 40 Sister City Committee meetings across the year.
- 10.2 Sister Cities activity is maintained at the current level or increased.
11. At least 100 travel wholesalers globally to be visited or hosted per annum.
- 12.1 Convention Bureau no less than 70% success.
- 12.2 Increase the length of stay for the individual/group/convention market from 2.1 days average to 2.5 days average.

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The Old Post Office building in the Square which now houses the Visitor Centre



An inside view of the Visitor Centre in the Old Post Office building



Another inside view of the Visitor Centre in the Old Post Office building



Visitors enjoying themselves in the Square