

ECONOMIC DEVELOPMENT AND EMPLOYMENT

Provision of information, support services, marketing, incentives and co-ordination to encourage and assist economic growth, job creation and tourism.

STATEMENT OF OBJECTIVES AND SERVICE PERFORMANCE

Objectives for 1999/00	Performance Indicators	Actual	Target
1. Provide a range of support services for the region's small and medium sized enterprises designed to enhance their ability to provide sustainable employment and economic growth.	1.1 Maintenance of a comprehensive directory of mentors available to assist SMEs, at least	152	100 mentors
	1.2 Refer SMEs to providers of business support and assistance, at least	1,773	1,000 referrals
	1.3 Regular dissemination of details of tenders, purchase enquiries to appropriate local businesses on the BUSINESSLINK database, at least	144 4,673	250 tenders 5,000 businesses listed
2. Provide support to the education sector that recognises the need to enhance the core competencies and skills of the 21st century work force.	2.1 Maintain existing and develop new partnerships between industry and education, at least	13 3	12 partnerships 4 Teacher forums
	3.1 Introduce investors seeking equity to potential investors, at least	71	25 investors
3. Develop project initiatives that have potential to enhance the level of regional activity and employment including equity investment matching, technology commercialisation and business relocations.	3.2 Industry cluster groups established to support technology transfer, at least	5	4 groups
	3.3 Presentations made to potential business relocations, at least	11	10
	4.1 Appropriate current promotional material available at all times	100%	100%
4. Production of current information on the region, its economy, infrastructure and quality of life.			
5. Facilitate initiatives that enhance sustainability.	5.1 Contribute to initiatives that have a sustainability focus for the region, at least	5	5 initiatives
6. Provide a range of programmes of job assistance and job placements to help youth and other unemployed persons.	6.1 Contribute to job creation projects for young unemployed people through at least	20	10 projects
	6.2 Young unemployed people, individually case managed, at least	2,130	2,000 young people
7. Support the infrastructure of community groups and agencies working with the unemployed to enhance the outcomes they achieve.	7.1 Contribute to the maintenance of community groups infrastructure for a least	40	20 groups
	7.2 Key agencies express satisfaction with support provided	100%	100%
8. Provide advice and information to tourists through Information Office Services.	8.1 Days Visitor Centre is open and providing services, at least	364	364 days
	Centre to have the following visitor numbers and counter advice		
	January to March per day	1,980/840	1,650/700
	July to September per day	540/244	450/220
	8.2 Visit or host overseas travel wholesalers during the year, at least	49	30
	8.3 The Christchurch Convention Bureau prepares bid documents on behalf of organisations seeking to bring conferences to Christchurch, at least	23	10

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STATEMENT OF OBJECTIVES AND SERVICE PERFORMANCE (CONT'D)

Objectives for 1999/00	Performance Indicators	Actual	Target
9. Wide ranging community use of the Town Hall, convention and entertainment facilities.	9.1 Residents satisfied with the value for money of rates spent on the Town Hall, Convention Centre and Entertainment Centre, at least	71%	69%
	9.2 Total number of Town Hall and Convention Centre visits, at least	400,000	590,000
	9.3 Residents visiting the Town Hall, Convention Centre and WestpacTrust Sport and Entertainment Centre at least once during the year, at least	54%	63%
10. Project an image to venue users of the highest possible quality.	10.1 Customers rating quality of staff service during year (across all categories) as good or better, at least	Not Measured	70%
	10.2 Customers satisfied with visits to Town Hall, Convention Centre and Entertainment Centre during the year, at least	Not Measured <small>Not formally measured but 3 meetings were held with these organisations to achieve this plus ongoing liaison with CCML</small>	80% 100% by 30 June 2000
11. To ensure consistency in imagery and message used to promote Christchurch by monitoring the promotional material.	11.1 Main organisations promoting Christchurch agree on the key messages and images used in promotion.	Not formally measured. <small>However, 85 organisations (50 on a monthly basis) were provided this material</small>	100%
	11.2 Main organisations promoting Christchurch use Council co-ordinated promotional material.	Not formally measured. <small>However, 85 organisations (50 on a monthly basis) were provided this material</small>	100%
12. To encourage international exchange through Sister City networks.	12.1 Administration and servicing is provided for Sister City Committee meetings across the year, at least	47	40
	12.2 Sister City activity is maintained at the current level or increased	Not formally measured	No target in Annual Plan
	12.3 Sister City activity is maintained at the current level or increased	Not met - 31 August 2000	31 October 1999
13. To implement, monitor and review the City Centre Marketing Strategy.	13.1 Strategy and Plan adjustments reported to Strategy and Resources Committee by	Not met - 31 August 2000	31 October 1999
14. To increase retailer buy-in to strategy and improve communication between Central City Marketing and retailers.	14.1 Retailer Forum groups held with retailers at least	6	6 times by 30 June 2000
	14.2 Publish Street Talk, at least	4	4 issues by 30 June 2000
15. Co-ordinate and lead the marketing of Christchurch/ Canterbury with a focus on sustainable growth of visitors.	15.1 Visit or host travel wholesalers, at least	95	70 by 30 June 2000
16. Drive Christchurch/Canterbury as the best value New Zealand destination for all group visitation.	16.1 Successful bids by Convention Bureau no less than	60%	70%
	16.2 Increase the average nights stayed for the group/convention market from 2.9 days average to	3.4 days	3.8 days
17. In addition to the traditional international focus, we need to maximise domestic visitor arrivals to Christchurch/ Canterbury.	17.1 Increase in domestic visitors from Auckland, at least	Domestic Tourism Survey results not yet available	0.1%

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STATEMENT OF COST OF SERVICES FOR THE YEAR ENDED 30 JUNE 2000

	2000 COSTS (After Internal Recoveries) \$000's	2000 INCOME \$000's	2000 NET COST \$000's	2000 ESTIMATE NET COST \$000's	1999 ACTUAL NET COST \$000's
OPERATIONAL OUTPUTS					
Advice to Council	98	17	81	72	17
Administration	56	0	56	52	436
Business Support	270	0	270	270	289
Education	50	0	50	50	0
Regional Economic Development	385	0	385	385	0
Sustainable Development	40	0	40	40	0
Employment and Training Scheme Administration	2,341	641	1,700	1,848	1,852
Employment Promotion	576	44	532	409	391
Workforce Preparation & Renewal	127	0	127	116	0
Visitor Promotions	1,172	0	1,172	1,172	872
City Promotional Activity	265	35	230	220	182
Civic Receptions & Ceremonies	16	17	(1)	(70)	0
Turning Point 2000	634	73	561	545	364
Central City Marketing	284	7	277	298	417
Central City Promotions	235	11	224	266	201
Sister Cities	355	0	355	374	308
Tram and Shuttle Operations	1,009	120	889	1,046	711
Convention and Entertainment Facilities	3,560	166	3,394	4,005	2,390
Economic Development & Employment Grants	578	0	578	578	623
COST OF SERVICE	\$12,051	\$1,131	\$10,920	\$11,676	\$9,053

Notes (\$000's)

External Revenue included in Income is: Actual 2000 \$1,131, Estimate 2000 \$1,345, Actual 1999 \$1,256.

Depreciation included is: Actual 2000 \$778, Estimate 2000 \$767, Actual 1999 \$334.

Refer Note 22.



A convention hosted at the Christchurch Convention Centre