

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 2000/01	Performance Indicators	Actual	Target
1. Conduct regular seminars/workshops to help identify and/or create business opportunities with growth potential.	1.1 Residents satisfied with the value for money of rates spent on economic development, at least	Not formally measured	69%
	1.2 Participants at seminars/workshops rate these as very useful or useful, at least	N/A - seminars not held	80%
2. Further investigate and promote business investment and local purchasing opportunities in Canterbury.	2.1 Inbound and local investment enquiries aligned with local opportunities, at least	14	12
	2.2 Disseminate information on business opportunities to relevant local businesses, at least,	231	250
3. Continue the Business in the Community Programme to stimulate business survival, growth and employment generation in Canterbury.	3.1 Maintenance of a comprehensive list of mentors available to facilitate matching of mentors with businesses requiring help, at least,	180	100
4. Provide a range of programmes of job assistance and job placements to help youth and other unemployed persons.	4.1 Contribute to job creation projects for young unemployed people with the DWI, community organisations and through organisations representing Maori and Pacific peoples, at least	N/A -contract not renegotiated	10 projects
	4.2 Young unemployed people, individually case managed, at least	2,004	2,000 young people
5. Support the infrastructure of community groups and agencies working with the unemployed to enhance the outcomes they achieve.	5.1 Contribute to the maintenance of community groups infrastructure for employment initiatives for a least	33	20 groups
6. Provide advice and information to tourists through Information Office Services.	6.1 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	1800/800	1,650/700
	- July to September per day	1500/750	450/220
	6.2 Visit or host overseas travel wholesalers during the year, at least	210	30
	6.3 The Christchurch Convention Bureau prepares bid documents on behalf of organisations seeking to bring conferences to Christchurch, at least	19	10
7. Wide ranging community use of the Town Hall, convention and entertainment facilities.	7.1 Total number of Town Hall and Convention Centre visits, at least	393,000	500,000
	7.2 Total number of WestpacTrust Centre visits, at least	91,000 ¹	250,000

¹ Excludes visitors to corporate boxes that were included in previous years.

economic development and employment

Objectives for 2000/01	Performance Indicators	Actual	Target
8. Project an image to venue users of the highest possible quality.	8.1 Customers rating quality of staff service during year (across all categories) as good or better, at least	Not Measured	70%
	8.2 Customers satisfied with visits to Town Hall, Convention Centre and Entertainment Centre during the year, at least	88% Town Hall 79% Convention Centre 80% Westpac Trust Centre	80%
9. To ensure consistency in imagery and message used to promote Christchurch by monitoring the promotional material.	9.1 Main organisations promoting Christchurch agree on the key messages and images used in promotion.	Not formally measured but 3 meetings were held with these organisations to achieve this plus ongoing liaison with CCML	100% by 30 June 2001
	9.2 Main organisations promoting Christchurch use Council co-ordinated promotional material.	Not formally measured. However, 85 organisations (50 on a monthly basis) were provided this material	100%
10. To encourage and promote international exchange through Sister City networks.	10.1 Administration and servicing is provided for Sister City Committee meetings across the year, at least	50	40
	10.2 Sister City activity is maintained at the current level or increased	29	34 visits made or hosted
11. To implement, monitor and review the City Centre Marketing Strategy.	11.1 Strategy and Plan adjustments reported to Strategy and Resources Committee by	Review is being carried out in line with the Mayoral forum	31 December 2000
12. To increase stakeholder buy-in to strategy and improve communication between Central City Marketing and stakeholders in the city centre, including other Council units.	12.1 Retailer Forum groups held with retailers, at least	10	6 times by 30 June 2001
	12.2 Publish Street Talk, at least	5	4 issues by 30 June 2001
13. Co-ordinate and lead the marketing of Christchurch/ Canterbury with a focus on sustainable growth of visitors.	13.1 Visit or host travel wholesalers, at least	472	70 by 30 June 2001

economic development and employment

Objectives for 2000/01	Performance Indicators	Actual	Target
14. Drive Christchurch/Canterbury as the best value New Zealand destination for all group visitation.	14.1 Successful bids by Convention Bureau no less than	79%	70%
	14.2 Increase the average nights stayed for the group/convention market from 2.9 days average to	3.0 days	3.8 days
15. In addition to the traditional international focus, we need to maximise domestic visitor arrivals to Christchurch/Canterbury.	15.1 Increase in domestic visitors from Auckland, at least	Domestic Tourism Survey results not yet available	0.1%

Statement Of Cost Of Services For The Year Ended 30 June 2001

	2001 Costs (After Internal Recoveries) \$000's	2001 Income \$000's	2001 Net Cost \$000's	2001 Estimate Net Cost \$000's	2000 Actual Net Cost \$000's
Operational Outputs					
Advice to Council	56	0	56	56	81
Administration	53	0	53	53	56
Business Support	260	0	260	260	270
Education	50	0	50	50	50
Regional Economic Development	740	0	740	740	385
Sustainable Development	40	0	40	40	40
Employment & Training Scheme Administration	1,613	2	1,611	1,586	1,700
Employment Promotion	224	0	224	227	532
Workforce Preparation & Renewal	104	0	104	119	127
Community Initiatives	533	0	533	535	0
Visitor Promotions	1,269	0	1,269	1,269	1,172
City Promotional Activity	1,087	84	1,003	1,112	1,085
Turning Point 2000	609	8	601	505	561
Tram and Shuttle Operations	998	185	813	868	889
Bus Exchange	1,069	0	1,069	1,171	0
Convention and Entertainment Facilities	3,474	200	3,274	3,215	3,394
Economic Development & Employment Grants	582	0	582	582	578
Cost of Service	\$12,761	\$479	\$12,282	\$12,388	\$10,920

Notes (\$000's)

External Revenue included in Income is: Actual 2000 \$479, Estimate 2001 \$288, Actual 2000 \$1,131.

Depreciation included is: Actual 2001 \$804, Estimate 2001 \$662, Actual 2000 \$778.

Refer Note 22.