

# 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 2001/02	Performance Indicators	Actual	Target
1. Work with selected industry clusters to identify and develop business opportunities with growth potential.	1.1 Industry clusters actively working with CDC to achieve collaborative market outcome, at least	10	6
	1.2 Appropriately targeted business training support is provided to industry clusters and individual companies with growth potential, at least	Facilitated 10 groups	5 groups
2. Promote business investment and trade opportunities in the region to both local and foreign investors.	2.1 Inbound and local investment enquiries aligned with local opportunities, at least	18	12
	2.2 Disseminate information on business opportunities to relevant local businesses, at least,	Not achieved due to redevelopment of database	250
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.	3.1 Maintenance of a comprehensive list of mentors available to facilitate matching of mentors with businesses requiring help, at least,	201	150
	3.2 Provide information and advice to SMEs, at least resulting in referrals to other service providers of at least	2,101 827	2,000 1,000
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	22	10 projects
	4.2 Young unemployed people, individually case managed, at least	2,161	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 at least	29	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
	Increase in visitor numbers and spending, at least	7%/10.5%	5%
	6.2 Visit or host overseas travel wholesalers during the year, at least	visited 2320 hosted 380	30
	6.3 The Christchurch Convention Bureau prepares bid documents on behalf of organisations seeking to bring conferences to Christchurch, at least	21	10

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Objectives for 2001/02	Performance Indicators	Actual	Target
7. Wide ranging community use of the Town Hall, Convention Centre and WestpacTrust Sport & Entertainment Centre.	7.1 Total number of Town Hall and Convention Centre visits, at least	403,000	500,000
	7.2 Total number of WestpacTrust Centre visits, at least	193,000 <sup>1</sup>	250,000
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	68%	70%
	8.2 Customers satisfied with visits to Town Hall, Convention Centre and Entertainment Centre during the year, at least	91% Town Hall 83% Convention Centre 89% WestpacTrust 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 meetings were held across the year with these organisations to achieve this plus ongoing liaison with CCML & CDC	100% by 30 June 2002
	9.2 Main organisations promoting Christchurch use Council co-ordinated promotional material.	Not formally measured. However, 125 organisations directly & 140 indirectly were provided this material regularly	100%
10. To actively encourage and promote international exchanges through Sister City networks.	10.1 Administration and servicing is provided for Sister City Committee meetings across the year, at least	51	40
	10.2 Sister City activity is maintained at the current level or increased	23 visits & 4 art exchanges	29 visits made or hosted
11. Co-ordinate and lead the marketing of Christchurch/Canterbury with a focus on sustainable growth of visitors.	11.1 Visit or host travel wholesalers, at least	visited 2,320 hosted 380	100 by 30 June 2002
	12. Drive Christchurch/Canterbury as the best value New Zealand destination for all group visitation.	12.1 Successful bids by Convention Bureau no less than	65%
	12.2 Increase the average nights stayed for the individual/group/convention market from 2.1 days average to	2.9 days	2.5 days

<sup>1</sup> Excludes visitors to corporate boxes that were included prior to 2001.

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## Statement of Cost of Services for the Year Ended 30 June 2002

	2002 Costs (After Internal Recoveries) \$000's	2002 Income \$000's	2002 Net Cost \$000's	2002 Estimate Net Cost \$000's	2001 Actual Net Cost \$000's
<b>Operational Outputs</b>					
Economic Development	1,576	0	1,576	1,564	1,199
Employment Services	2,349	0	2,349	2,350	2,472
Visitor Promotions	1,562	0	1,562	1,582	1,269
City Promotions	1,005	68	937	1,021	1,003
Turning Point 2000	67	33	34	23	601
Tram and Shuttle Operations	1,229	126	1,103	1,031	813
Bus Interchange	1,494	218	1,276	1,497	1,069
Facilities	2,924	100	2,824	2,681	3,274
Employment Grants	616	0	616	616	582
<b>Cost of Service</b>	<b>\$12,822</b>	<b>\$545</b>	<b>\$12,277</b>	<b>\$12,365</b>	<b>\$12,282</b>

### Notes (\$000's)

External Revenue included in Income is: Actual 2002 \$545, Estimate 2002 \$281, Actual 2001 \$479.

Depreciation included is: Actual 2002 \$1,016, Estimate 2002 \$749, Actual 2001 \$804.

Refer Note 22.



CDC, Business Support Adviser, Louise Robertson, guides a prospective small-business person through a startup programme .