

ECONOMIC DEVELOPMENT AND EMPLOYMENT

Cost of Proposed Services

Budget 1995/96			Budget 1996/97		
Net Cost	Operational Outputs	Gross Cost	Revenue	Net Cost	
\$		\$	\$	\$	
49,068	Advice to Council	38,773		38,773	
290,083	Business Information & Advice	320,342		320,342	
330,930	Business & Economic Promotion	310,298		310,298	
758,622	Visitor Promotions	814,940		814,940	
2,604,944	Employment & Training Scheme Administration	3,155,202	(1,088,982)	2,066,220	
234,132	Employment Promotion	375,888	(77,000)	298,888	
594,808	City Promotional Activity	546,035	(75,450)	470,585	
25,000	Turning Point 2000	150,000		150,000	
223,733	Central City Promotions	390,482	(145,000)	245,482	
381,000	Central City Retail Marketing	521,137		521,137	
209,241	Sister Cities	222,411		222,411	
5,701,561		6,845,507	(1,386,432)	5,459,075	

Note: The above Cost of Service Statement includes a depreciation provision for 1995/96 of \$73,177 and in 1996/97 of \$110,412. The cost of capital charge for 1995/96 is \$18,662 and in 1996/97 is \$11,095. Only the 1995/96 amount is reflected in the above figures.
Revenue for 1996/97 includes external revenue of (1,357,732).
The budget figures for 1995/96 have been reworked to ensure a valid comparison with 1996/97.

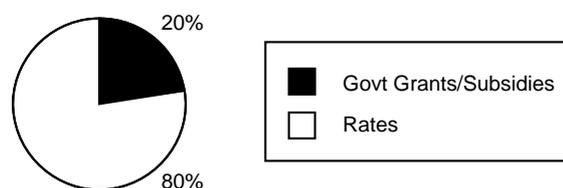
Projected Net Cost 1997/98		5,568,256
Projected Net Cost 1998/99		5,680,258
1995/96	Capital Outputs	1996/97
\$		\$
73,000	Renewals & Replacements	88,600
62,739	Asset Improvements	20,000
172,400	New Assets	60,000
308,139		168,600

The above Capital Outputs contain projects for the Communications and Promotions Unit.

Planned Services

- 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 and new small business development, through the Canterbury Development Corporation, Business in the Community, Business Grow, Company Rebuilders, Canterbury Business Advisory Foundation and with other appropriate agencies.
- Implementing programmes aimed at encouraging new investment, increased purchasing, and business expansion within Christchurch, principally through the Canterbury Development Corporation.
- Promoting in-bound tourism to Canterbury, through national and international marketing and the provision of information services to visitors to Christchurch.
- Administering and promoting the use of Government funded work experience, training and subsidised employment schemes and providing support information to unemployed people.
- Preparing and ensuring the wide dissemination of promotional material on Christchurch City.
- Promotion and marketing of the city centre.
- Promoting and managing cultural exchanges and friendship between sister cities.

Sources of Funding



Through funding and control of the Canterbury Development Corporation (CDC) (see page 58) and also contractual arrangements with the Canterbury Tourism Council, services are provided in relation to business, economic and visitor promotion. CDC also manage, on behalf of the Council, employment services. City promotional activity is delivered through the Communications and Promotions Unit.

Overall Service Objective

These services contribute to the following Council Objectives: A6, C1-C6 (see pp 19-23). In summary the aim is:

1. 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.

Objectives for 1996/97

2. Facilitate the transfer of information on sectors of economic growth potential.
3. Further investigate and promote business investment and local purchasing opportunities in Canterbury.
4. Continue the Business in the Community Programme to stimulate business survival, growth and employment generation in Canterbury.
5. Provide advice and information to tourists through Information Office services.
6. Provide a programme of job assistance and job placements to help youth and mature unemployed persons.

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Objectives for 1996/97 (Continued)

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| <p>7. Implement the Marketing Strategy for the City Centre.</p> <p>8. To enhance the profile of the City internationally through the continuing development of the Sister Cities programme.</p> <p>9. To encourage international understanding and awareness through the active promotion of cultural, commercial, educational, sporting and friendship exchanges between Sister Cities.</p> | <p>5.2 At least 30 overseas travel wholesalers are visited or hosted during the year.</p> <p>5.3 The Christchurch Convention Bureau prepares at least ten bid documents on behalf of organisations seeking to bring conferences to Christchurch.</p> <p>6.1 Contribute to at least 15 job creation projects for young unemployed people in conjunction with the New Zealand Employment Service, community organisations, and organising representing Maori and Pacific Islanders.</p> <p>6.2 Provide work opportunities for up to 500 people over the age of 24 in community organisations/not for profit sector.</p> |
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Performance Indicators

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| <p>1.1 Residents satisfied with the value for money of rates spent on economic development, at least 69%</p> <p>1.2 Residents satisfied with the value for money of rates spent on tourism, at least 74%</p> <p>2.1 Organise and/or facilitate seminars dealing with the linkages between business and education, at least 6</p> <p>3.1 Successful Investor/Investee match from the Directory of Business Opportunities during year, at least 15 projects</p> <p>4.1 No. of Canterbury companies listed on the Database of Products and Services by 30 June 1997, at least 5,000</p> <p>4.2 No. of database inquiries, at least 100 per week achieving a 40% contact success rate.</p> <p>5.1 The Visitor Centre is open and providing services for 364 days of the year with daily visitor numbers from January to March of 1,500 and from July to September of at least 400. Counter advice given to at least 620 people and at least 200 people daily in the two periods respectively.</p> | <p>7.1 Persons who do not work in the City Centre but have visited the City Centre in the 12 months to 30 June 1997, at least 90%</p> <p>7.2 Residents of Christchurch who have visited the City Centre for non-work purposes in the 12 months to 30 June 1997, at least 70%</p> <p>8.1 Begin preparations for the Rewi Alley Centennial Celebrations.</p> <p>8.2 Participate in and support a trade delegation from Adelaide.</p> <p>8.3 Produce by October 1996 a promotional brochure, to be included with the City's promotional literature, explaining the Sister Cities concept, and outlining the Sister Cities relationships Christchurch has developed.</p> <p>9.1 Conduct 3 educational exchange projects by 30 June 1997.</p> <p>9.2 Participate in the celebration of Korea day in conjunction with Sister City, Songpa-Gu.</p> |
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Training workshops presented by the Youth Employment Service assist young job seekers to reach their potential.