

ECONOMIC DEVELOPMENT AND EMPLOYMENT

Cost of Proposed Services

Budget 1996/97			Budget 1997/98	
Net Cost	Operational Outputs	Gross Cost	Revenue	Net Cost
\$		\$	\$	\$
38,773	Advice to Council	48,252		48,252
320,342	Business Information & Advice	319,252	0	319,252
310,298	Business & Economic Promotion	322,000		322,000
814,940	Visitor Promotions	851,680		851,680
2,066,221	Employment & Training Scheme Administration	3,315,379	(1,535,060)	1,780,319
298,888	Employment Promotion	375,575	(77,000)	298,575
470,585	City Promotional Activity	397,384	(69,720)	327,664
150,000	Turning Point 2000	250,000	(50,000)	200,000
245,482	Central City Promotions	369,427	(135,000)	234,427
521,137	Central City Retail Marketing	607,524	0	607,524
222,411	Sister Cities	273,202	0	273,202
5,459,075	Net Cost of Service	7,129,673	(1,866,780)	5,262,893

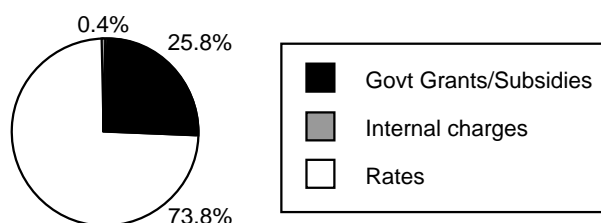
Note: The above Cost of Service Statement includes a depreciation provision for 1996/97 of \$110,412 and in 1997/98 of \$93,351. The cost of capital charge for 1996/97 is \$11,095 and in 1997/98 is \$19,258. Cost of capital is not reflected in the above figures. Revenue for 1997/98 includes external revenue of (\$1,839,360).

Projected Net Cost 1998/99	5,368,151
Projected Net Cost 1999/00	5,475,514

1996/97	Capital Outputs	1997/98
\$		\$
88,600	Renewals & Replacements	113,700
20,000	Asset Improvements	30,000
60,000	New Assets	80,600
168,600		224,300

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

Sources of Funding



Through funding and control of the Canterbury Development Corporation (CDC) (see page 57) 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.

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, Business Taskforce Project and Company Rebuilders.
- 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.
- Promotion and marketing of the City Centre.
- Promoting and managing cultural exchanges and friendship between sister cities.
- Promoting in-bound tourism to Canterbury, through national and international marketing and the provision of information services to visitors to Christchurch.

Overall Service Objective

These services contribute to the following Council Objectives: A6, C1-C6 (see pages 21-27).

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 1997/98

2. Conduct regular seminars/workshops to help identify and/or create business opportunities with 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 a programme of job assistance and job placements to help youth and other unemployed persons.
6. To support the infrastructure of community groups working with the unemployed.

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Objectives for 1997/98 (Continued)

7. Provide advice and information to tourists through Information Office Services.
 8. Implement the Marketing Strategy for the City Centre.
 9. To enhance the profile of the city internationally through the development of the Sister Cities programme.
 10. To encourage international understanding and awareness through the active promotion of cultural, commercial, educational sporting and friendship exchanges between Sister Cities.
- 6.1 Contribute to the development/maintenance of the infrastructure of at least five community groups working with unemployed people. Said groups formally express satisfaction with support provided.
 - 7.1 The Visitor Centre is open and providing services for 364 days of the year with daily visitor numbers from January to March of 1,650 and from July to September of at least 450. Counter advice given to at least 700 people and at least 220 people daily in the two periods respectively.
 - 7.2 At least 30 overseas travel wholesalers are visited or hosted during the year.
 - 7.3 The Christchurch Convention Bureau prepares at least 10 bid documents on behalf of organisations seeking to bring conferences to Christchurch.

Performance Indicators

- 1.1 At least 69% of residents satisfied with the value for money of rates spent on economic development.
 - 2.1 At least 70% of participants rate seminars/workshops as very useful or useful.
 - 3.1 Successful Investor/Investee matches from the Directory of Business Opportunities during the year, at least 15 projects
 - 3.2 Maintain current information of a minimum of 5,000 businesses on BUSINESSLINK.
 - 3.3 Achieve a minimum of 30% purchase rate for direct enquiries.
 - 4.1 Maintain a comprehensive directory of a minimum of 50 mentors to facilitate matching of mentors with businesses requiring help.
 - 5.1 Contribute to at least 10 job creation projects for young unemployed people in conjunction with the NZ Employment Service, community organisations and organisations representing Maori and Pacific Islanders.
 - 5.2 Provide work opportunities for up to 400 people over the age of 24 in community organisations/not for profit sector.
- 8.1 Persons who do not work in the City Centre but have visited the City Centre in the 12 months to 30 June 1998, at least 90%.
 - 8.2 Residents of Christchurch who have visited the City Centre for non-work purposes in the 12 months to 30 June 1998, at least 70%.
 - 9.1 Co-ordinate an Adelaide Trade Delegation visit to Christchurch in November 1997 and involve a minimum of 10 local companies.
 - 9.2 Co-ordinate through the Sister City Committees a minimum of three educational exchange programmes by 30 June 1998.
 - 9.3 Co-ordinate a community delegation visit, comprising a minimum of 30 people, to Gansu Province in August 1997 to further develop cultural and economic links between Christchurch and Gansu.
 - 10.1 Visit a minimum of six Christchurch schools to promote the concept of Sister Cities and profile the existing relationships within six of the public libraries in Christchurch.



Action Works Employment Advisor Tala Kele discusses job options with a client as part of the case management process undertaken by all job seekers.