

ECONOMIC DEVELOPMENT AND EMPLOYMENT

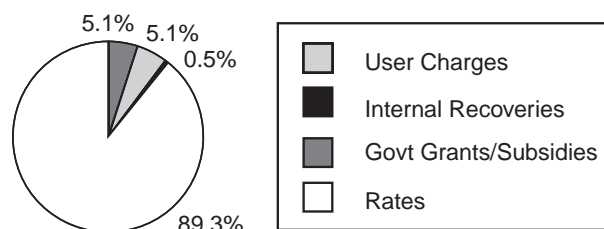
Cost of Proposed Services

Budget 1998/99		Budget 1999/00		
Net Cost	Operational Outputs	Gross Cost	Revenue	Net Cost
\$		\$	\$	\$
49,930	Advice to Council	72,043	0	72,043
52,000	Administration	52,000	0	52,000
285,000	Business Support	270,000	0	270,000
40,000	Education	50,000	0	50,000
311,400	Regional Economic Development	385,000	0	385,000
25,000	Sustainable Development	40,000	0	40,000
1,680,471	Employment and Training Scheme Administration	2,501,854	(777,240)	1,724,614
296,322	Employment Promotion	479,024	(70,000)	409,024
0	Work Force Preparation and Renewal	126,396	(10,000)	116,396
871,680	Visitor Promotions	1,171,680	0	1,171,680
322,525	City Promotional Activity	244,232	(36,450)	207,782
0	Civic Receptions and Ceremonies	319,818	(319,818)	0
318,189	Turning Point 2000	535,215	(50,000)	485,215
355,447	Central City Marketing	366,816	(56,000)	310,816
302,877	Central City Promotions	315,311	0	315,311
187,983	Sister Cities	384,568	0	384,568
944,610	Tram and Shuttle Operations	1,179,235	(148,625)	1,030,610
3,292,970	Convention and Entertainment Facilities	4,105,015	(100,000)	4,005,015
629,500	Economic Development and Employment Grants	579,500	0	579,500
9,965,905	Net Cost of Service	13,177,706	(1,568,133)	11,609,573

Note: The above Cost of Service Statement includes a depreciation provision for 1998/99 of \$737,107 and in 1999/00 of \$766,835. The cost of capital charge for 1998/99 is \$17,867 and in 1999/00 is \$15,285. Cost of capital is not reflected in the above figures. Revenue for 1999/00 includes external revenue of (\$1,335,115).

Projected Cost of Service 2000/01	11,681,114
Projected Cost of Service 2001/02	11,981,037
1998/99 Capital Outputs	1999/00
\$	\$
200,400	Renewals and Replacements 177,100
50,000	Asset Improvements 50,000
962,000	New Assets 666,058
1,212,400	893,158

Sources of Funding



Planned Services

Economic Development and Employment

- 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 and Company Rebuilders and the management of the Government's BIZ training programme in the region.
- 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.
- Liaise and work with Turning Point 2000 to optimise promotional opportunities for Christchurch City.

- 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.

Through funding and control of the Canterbury Development Corporation (CDC) (see page 64) and also contractual arrangements with Destination Canterbury, services are provided in relation to business, economic and visitor promotion. CDC also manage, on behalf of the Council, employment services. City and Central City promotional activities are delivered through the Community Relations Unit.

NCC New Zealand Ltd has been contracted to manage the facilities on the Council's behalf. The Company is paid a venue management fee and each year the Council and Company meet and agree on a Statement of Corporate Intent. The Statement of Corporate Intent sets out the overall intentions and objectives for the forthcoming year.

Convention and Entertainment Facilities

Promotion and operation of the Town Hall, Convention Centre and WestpacTrust Centre Sport and Entertainment Centre.

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The Town Hall/Convention Centre complex provides the following services:

- A centre of excellence for the performing arts and cultural activities, available to local and travelling performers.
- A centre for hosting conventions, conferences and similar events to a higher standard and with a greater degree of flexibility than has previously been available.

The WestpacTrust Centre is a multi-functional facility designed to attract major sporting and entertainment events and any other shows or exhibitions requiring extensive indoor space. For example, the 1999 World Netball Championships will be hosted at the new Centre.

City Centre

Maintaining the City Centre as the focal point of the city by marketing the City Centre as a place to shop, visit and do business.

Visitor Promotions

The Council has contractual arrangements with the Canterbury Tourism Council Ltd to promote 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 towards the following Council Strategic Objectives: A1, A2, A3, B1, B2, B3, B4, C2, C4 and D5 (see pages 33 and 34).

In summary the aim is:

- 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.
- To provide cultural, social and economic benefits to the Christchurch community by promoting the convention and entertainment facilities as pre-eminent venues for presenting the performing arts, conventions, trade exhibitions, sports and entertainment.
- To maintain and enhance the Central City as the principle commercial, administrative, employment, cultural and tourism focus for the City, and the venue for a diverse range of activities.

Objectives for 1999/00

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.
2. Provide support to the education sector that recognises the need to enhance the core competencies and skills of the 21st century work force.
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.
4. Production of current information on the region, its economy, infrastructure and quality of life.
5. Facilitate initiatives that enhance sustainability.
6. Provide a range of programmes of job assistance and job placements to help youth and other unemployed persons.

7. Support the infrastructure of community groups and agencies working with the unemployed to enhance the outcomes they achieve.
8. Provide advice and information to tourists through Information Office Services.
9. Wide ranging community use of the Town Hall, convention and entertainment facilities.
10. Project an image to venue users of the highest possible quality.
11. To ensure consistency in imagery and message used to promote Christchurch by monitoring the promotional material.
12. To encourage international exchange through Sister City networks.
13. To implement, monitor and review the City Centre Marketing Strategy.
14. To increase retailer buy-in to strategy and improve communication between Central City Marketing and retailers.
15. Co-ordinate and lead the marketing of Christchurch/Canterbury with a focus on sustainable growth of visitors.
16. Drive Christchurch/Canterbury as the best value New Zealand destination for all group visitation.
17. In addition to the traditional international focus, we need to maximise domestic visitor arrivals to Christchurch/Canterbury.

Performance Indicators

- 1.1 Maintenance of a comprehensive directory of mentors available to assist SMEs 100 mentors
- 1.2 Refer SMEs to providers of business support and assistance 1,000 referrals
- 1.3 Regular dissemination of details of tenders, purchase enquiries to appropriate local businesses on the BUSINESSLINK database 250 tenders, 5,000 businesses listed
- 2.1 Maintain existing and develop new partnerships between industry and education 12 partnerships, 4 Teacher forums
- 3.1 Investors seeking equity are introduced to potential investors 25 investors introduced
- 3.2 Industry cluster groups established to support technology transfer 4 groups
- 3.3 Presentations made to potential business relocations 10 presentations
- 4.1 Appropriate current promotional material available at all times.
- 5.1 Contribute to initiatives that have a sustainability focus for the region 5 initiatives
- 6.1 Contribute to job creation projects for unemployed people 10 projects
- 6.2 Individually care manage young unemployed people 2,000 young people
- 7.1 Contribute to the maintenance of community groups infrastructure 20 groups
- 7.2 Key agencies express satisfaction with support provided.

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- 8.1 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.
- 8.2 At least 30 overseas travel wholesalers are visited or hosted during the year.
- 8.3 The Christchurch Convention Bureau prepares at least 10 bid documents on behalf of organisations seeking to bring conferences to Christchurch.
- 9.1 Residents satisfied with the value for money of rates spent on the Town Hall, Convention Centre and Entertainment Centre, at least 69%
- 9.2 Total number of Town Hall and Convention Centre visits, at least 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 63%
- 10.1 Customers rating quality of staff service during year (across all categories) as good or better, at least 70%
- 10.2 Customers satisfied with visits to Town Hall, Convention Centre and Entertainment Centre during the year, at least 80%
- 11.1 Main organisations promoting Christchurch agree on the key messages and images used in promotion.
- 11.2 Main organisations promoting Christchurch use Council co-ordinated promotional material.
- 12.1 Administration and servicing is provided for a minimum of 40 Sister City Committee meetings across the year.
- 12.2 Sister City activity is maintained at the current level or increased.
- 13.1 Strategy and Plan adjustments reported to Strategy and Resources Committee by October 1999.
- 14.1 Retailer Forum groups held with retailers at least six times in 1999/00 (six forum groups in 1997/98).
- 14.2 Minimum of four issues of Street Talk published in 1999/00 (six issues published in 1997/98).
- 15.1 At least 70 travel wholesalers globally to be visited or hosted per annum.
- 16.1 Convention Bureau no less than 70% success.
- 16.2 Increase the length of stay for the group/convention market from 2.9 days average to double the 1.9 days average for the leisure market.
- 17.1 Targeted and achieved increase in domestic visitors from Auckland of which some 80% have yet to experience the South Island.



Youthworks co-ordinator Tala Kele and Darryl Stone employed by Resource Recycling Technologies.