

7.5a.0

*ECONOMIC DEVELOPMENT  
& EMPLOYMENT*



RESPONSIBLE COMMITTEE:	<b>STRATEGY &amp; FINANCE COMMITTEE</b>
BUSINESS UNIT:	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
ACTIVITY:	<b>BUSINESS UNIT SUMMARY</b>

### **Overall Objectives**

To increase the level of sustainable economic activity and employment in North Canterbury through utilising the resources of the Canterbury Development Corporation (CDC) as the focal point for the development of programmes, given its contractual link to the Christchurch City Council. In this context initiatives will tie back to the objective of maximising the number of sustainable jobs in the region. Given the current historically low level of unemployment in the region, CDC's projects and service delivery direction will increasingly focus on ensuring the regions workforce has the skill sets necessary to maximise the economic growth potential of the region. Groups that are disproportionately represented in unemployment statistics will continue to be supported through initiatives that give them the opportunity to participate in the economy through meaningful employment. CDC will also work proactively to identify and deliver initiatives that enhance the performance of the regional economy through improving the management capability of our small and medium size enterprise to allow more of them to compete in global markets, attracting new business and investment to the region and helping to ensure that innovative ideas are able to be commercialised to their full potential in a timely manner.

### ***Specifically:***

1. Develop and deliver initiatives aimed at individual businesses that will grow the productive capability and capacity of the regional economy:
  - Recognising the importance of the SME sector by providing a range of business support initiatives that assist companies to be globally competitive.
  - Promote Christchurch and Canterbury as the preferred destination for strategically targeted foreign direct investment and corporate relocations.
  - Recognising the employment contribution of SMEs focused on servicing the local market, provide a range of business support services to increase the rate of business success.
2. Work to increase co-operation and collaboration among and between industry, education providers and government.
  - Recognising that some industries and sectors have greater global market potential, focus resources on those sectors.
3. Develop the capability of the regions workforce to meet the needs of employees.
  - Enhance the availability of appropriate skills and knowledge in the workforce.
4. Ensure that the business environment is conducive to growth.
  - Ensure there are minimal impediments to business led economic growth.

RESPONSIBLE COMMITTEE:	<b>STRATEGY &amp; FINANCE COMMITTEE</b>
BUSINESS UNIT:	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
ACTIVITY:	<b>BUSINESS UNIT SUMMARY</b>

### Overall Objectives (Contd)

5. Champion social inclusion by ensuring all citizens have the opportunity to participate in the economy.
  - Work to ensure that economic growth has the potential to provide opportunity for all who wish to work.
6. Promote the key elements of the region's 'quality of life' proposition as a key element in employee, business and investment attraction and retention.
  - Given that a superior 'quality of life' is a necessary but not sufficient precondition for desirable economic development.
7. Champion business success, entrepreneurship and risk taking while promoting commitments to lifelong learning and tolerance of different cultures.
  - Further positive attitudes to key elements of community development.
8. Support and accelerate the transition of innovative ideas to commercial products and services.
  - Christchurch has the potential to be a global leader in the successful commercialisation of specialised areas of research, science and technology based on the quality of its tertiary and research institutions.
9. Develop and deliver targeted employment initiatives that provide opportunities for the transition into the workforce of unemployed people.
10. Work with other agencies and community groups to co-ordinate and rationalise economic development and employment initiatives to maximise service delivery reach.
11. Support community groups to gain the necessary skills to effectively manage their activities.
12. Source and disseminate information in ways that create or identify business, investment and employment opportunities for the region.
13. Promote and deliver best practice in economic development management with particular reference to activity which is:
 

<ol style="list-style-type: none"> <li>(i) Economically efficient</li> <li>(ii) Environmentally sustainable</li> <li>(iii) Technically sound</li> <li>(iv) Innovative</li> <li>(v) Socially cohesive</li> </ol>	<ol style="list-style-type: none"> <li>(vi) Culturally sensitive</li> <li>(vii) Consultative</li> <li>(viii) Technology focused</li> <li>(ix) Knowledge and ideas based</li> <li>(x) Education focused</li> </ol>
---	---

RESPONSIBLE COMMITTEE:	<b>STRATEGY &amp; FINANCE COMMITTEE</b>
BUSINESS UNIT:	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
ACTIVITY:	<b>BUSINESS UNIT SUMMARY</b>

### **Overall Objectives (Contd)**

14. To ensure that economic growth occurs within a framework of:
- (a) Sustaining resources for future generations
  - (b) Safeguarding the life support capacity of air, water, soil and eco systems
  - (c) Avoiding adverse effects on the environment

CDC believes in the development and delivery of local initiatives to address local problems. It also strongly supports national co-ordination through active liaison, lobbying and communication at Economic Development Agency and Government department level to ensure the effective dissemination and delivery of locally developed initiatives across the country.

RESPONSIBLE COMMITTEE:	<b>STRATEGY &amp; FINANCE COMMITTEE</b>
BUSINESS UNIT:	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
ACTIVITY:	<b>BUSINESS UNIT SUMMARY</b>

### **Key Changes**

### **New Operating Initiatives**

Preliminary research is currently underway on a number of major economic development projects which will be central to bringing about the degree of economic transformation necessary for Christchurch to play a lead role as a ‘global city’ in the government’s Growth and Innovation Framework Strategy. The Strategy focuses on *“building the conditions for long-term sustainable economic growth in order to improve the living standards of all New Zealanders”*.

In this context CDC will be formally seeking an opportunity to showcase these projects to the Annual Plan working party at a time and date consistent with the working party’s programme of work in the new year. The objective will be to secure agreement to include these projects as ‘new operating initiatives’ in the 2004/05 LTCCP.

RESPONSIBLE COMMITTEE	STRATEGY & FINANCE COMMITTEE
BUSINESS UNIT:	ECONOMIC DEVELOPMENT & EMPLOYMENT
OUTPUT CLASS:	OUTPUT SUMMARY

<b>OUTPUT CLASS EXPENDITURE</b>	<b>2003/2004 BUDGET</b>	<b>2004/2005 BUDGET</b>
	<b>\$</b>	<b>\$</b>
<b>ECONOMIC DEVELOPMENT</b>		
Advice to Council	31,090	31,079
Business Support	430,535	444,989
Education	0	0
Regional Economic Development	3,056,232	3,020,932
Sustainable Development	0	0
<b>SUB TOTAL</b>	<b>3,517,857</b>	<b>3,497,000</b>
<b>EMPLOYMENT SERVICES</b>		
Employment & Training Scheme Administration	1,441,794	1,450,061
Community Initiatives	412,057	414,307
Employment Promotion	0	0
Work Force Preparation & Renewal	258,332	198,764
Education Services	287,643	289,990
<b>SUB TOTAL</b>	<b>2,399,826</b>	<b>2,353,122</b>
<b>TOTAL COST</b>	<b>5,917,683</b>	<b>5,850,121</b>
<b>OUTPUT CLASS REVENUE &amp; RECOVERIES</b>	<b>0</b>	<b>0</b>
	<b>0</b>	<b>0</b>
<b>TOTAL NET COST</b>	<b>5,917,683</b>	<b>5,850,121</b>
<b>COST OF CAPITAL EMPLOYED</b>	<b>1,541</b>	<b>0</b>
<b>CAPITAL OUTPUTS</b>		