

2. CANTERBURY REGIONAL ECONOMIC DEVELOPMENT STRATEGY

Officer responsible Director of Policy	Author Chris Pickrill, CEO, Canterbury Development Corporation Ltd, DDI 353-6856
Corporate Plan Output: Economic Development	

The purpose of this report is to seek the Council's endorsement of the Canterbury Regional Economic Development Strategy (CREDS).

BACKGROUND

The Chief Executive Officer, Canterbury Development Corporation reported to the May meeting of the Strategy and Resources Committee on an initiative proposed by Canterbury Forum to develop a regional economic development strategy.

The aim of the initiative is to develop a cohesive Canterbury Regional Economic Development Strategy that can be used to attract significant Central Government regional development funds to the region for a range of economic development projects.

The Committee referred the report to the May meeting of the Council with the following recommendation which was adopted by the Council:

1. That the Council support the regional economic development strategy as outlined in the report.
2. That the Council agree to fund its share of the costs, either through existing CDC funds or from Council funds.
3. That a subcommittee of the Mayor, Councillors Close and Stewart, in consultation with the City Manager and Director of Finance, be authorised to negotiate a cost sharing formula with the other local authorities.
4. That it be noted that the CDC will seek input from the Council in the preparation of the draft strategic plan.
5. That a report on the draft strategic plan be brought to the September meeting of the Strategy and Resources Committee.

In line with part 5 of the Council resolution, the CDC submitted a progress report on the project to the September meeting of the Committee.

DRAFT STRATEGY

On 1 December the CDC presented the draft strategy to a seminar meeting of the Council.

The format of the seminar was:

- Background and Introduction
- The Strategy Document
- The Web Site and its Interactive Potential
- Relationships with Government – what are the opportunities
- Other Research
- Programme from now to June 2001
- Discussion and Feedback

The strategy document entitled "Creating Tomorrow's Canterbury" identifies a vision for change for the region which is articulated in a number of objectives grouped under five headings:

- Economy
- Education and Skills
- Social
- Environmental
- Attitude

Each of these headings have in turn been broken down into a series of key issues with suggested action areas identified for each. In total some 100 plus action areas are highlighted for further prioritization by the region's stakeholders.

A synopsis of the strategy document in the form of an A2 poster will feature in the centre pages of the December issue of CDC's Leading Edge newspaper to further encourage input from interested parties.

The www.creds.org.nz web site provides the interactive mechanism for adding value to the strategy over time and will be the key vehicle to "move the game" forward over coming months and allow the sub regions of Canterbury to develop their own sets of action areas and prioritise action plans relevant to their own local needs. The site provides a wide range of linkages with potential partner agency information at central government, local government and community and business support agency levels.

The meeting was advised that it would not be possible for CDC to implement the strategy within its existing budget and additional resources will need to be allocated if the CDC is to undertake this work.

Councillors present at the seminar supported the proposal developed by CDC and agreed that the strategy provided a good framework for progressing the economic development objectives of the Canterbury region.

FORWARD PROGRAMME

The next steps in the process are as follows:

- December 2000 - endorsement of strategy by the Council
 - commencement of further public consultation through distribution of 3000 copies of the strategy document
 - media launch of the strategy
- End January - close off date for feedback and prioritisation of action areas
- Feb/March 2001 - regional workshops to identify sub region issues, priorities and action areas
 - possible use of a regional forum to discuss wider region priorities agree action areas and identify and commit key players
- Ongoing - interaction with Industry NZ to access Regional Partnerships Programme funding for the Canterbury Region
(Note: An initial meeting of those Canterbury agencies and individuals (13) who submitted expressions of interest to the Programme will be held in Ashburton on Wednesday 20 December).

CDC's contract for this project concludes on 30 June 2001.

A copy of the draft strategy was circulated to all Councillors with the agenda for the 1 December seminar.

- Recommendation:**
1. That the Council endorse the CREDS document and confirm ongoing support for the further development of the strategy.
 2. That the Council note the forward programme as outlined.
 3. That the Council acknowledge that additional resource will need to be committed to economic development by all Forum members if agreed strategy action plans are to be progressed to provide meaningful outcomes.

Chairman's

Recommendation: That the above recommendation be adopted.