

economic development

Nature and Scope

Economic Development and Employment

- Providing advice to the Council in formulating economic development and employment policies and programmes.
- Providing and co-ordinating advisory services in relation to the development of existing and new, small and medium businesses, through the Canterbury Development Corporation which operates programmes including Business in the Community, Business Support Services, industry clusters and the management of the Government's Enterprise Training programme.
- 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 with a strong focus on youth.
- Implementing workforce development initiatives that address the supply and demand for skills and talent.

Through funding the Canterbury Development Corporation and also contractual arrangements with Christchurch and Canterbury Marketing Ltd, services are provided in relation to business, economic, employment and visitor promotion. City and Central City promotional activities are delivered through the Community Relations Unit.

Convention and Entertainment Facilities

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

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.

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.

Visitor Promotions

The Council has contractual arrangements with Christchurch and Canterbury Marketing Ltd to promote in-bound tourism to Canterbury, through national and international marketing and the provision of information services to visitors to Christchurch.

City Promotion & International Relations

Christchurch is promoted as a city nationally and internationally through campaigns, events, publications, and through participation in Sister Cities programmes.

Performance Measures

Service	Performance Measure
Economic	
Promote Christchurch as a good place to live, work, visit and do business.	Suitable Christchurch City promotional material is produced and distributed.
	Residents rate Christchurch City as a good or very good place to live (target 80%)
Sister City Committees receive Council support to meet their annual business plan objectives.	Proposed Sister City activities are achieved to the benefit of the community (target 12)

Contribution to Outcomes

Outcome	How City Promotion & International Relations Contributes to this Outcome
A Prosperous City	Tourism supports a wide diversity of businesses and employment. Its impact is not only on visitor-specific businesses, but also on businesses which provide for daily needs for people

Convention & Entertainment Venues

The Council supports the Town Hall, Convention Centre and Westpac Trust Centre by meeting the costs of depreciation and interest.

Performance Measures

Service	Performance Measure
Cultural	
Venues are available to provide our people with a wide variety of performances and events.	Increase in Christchurch residents who have attended a performance or event (target 2%).
Economic	
Visitors are attracted to the City.	Increase in the number of delegate days at the Convention Centre (target 2%).

Contribution to Outcomes

Outcome	How Convention & Entertainment Venues Contributes to this Outcome
A Cultural and Fun City	Venues of an international standard are available for local performances and events and to attract national and international fixtures.
A Prosperous City	The performances and events made possible by the venues attract visitors to Christchurch; they provide world-class facilities for local performers and organisers.

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Economic Development

The Council provides advice and assistance to elected members and the community to support economic development in Christchurch. The Council also funds the Canterbury Development Corporation to provide support for the business sector, participate in Canterbury regional economic development activities and develop international trade links.

Performance Measures

Service	Performance Measure
Economic	
Mentor support is provided to small and medium enterprises to help them develop their management capability	Matches between mentor and small enterprises per annum (target 500).
	Enterprises in the programme are satisfied with their mentors (target 80%).
Increase the number of new business start-ups and assist new businesses through their early growth.	New business enterprises assisted (target 500).
	Participants are satisfied with the programme (target 90%).
Provide SMEs and Investors with a forum to source and invest equity capital	An active investor network is operating with a minimum of 3 presentation meetings per year
Work with key regional stakeholders to research and develop major economic initiatives of benefit to Canterbury.	At any time be actively researching, developing and delivering on at least 3 major economic development projects
Build relations and promote increased trade between Christchurch and international markets; particularly in research, science and technology.	Five companies report improved trade as a result of involvement in trade missions.

	Two significant new trade, investment or research and development opportunities are identified.
Assist organisations and enterprises to secure funding to allow them to make a contribution to the Christchurch and Canterbury economies.	In excess of \$2m of funding sourced
	Organisations which receive funds achieve the objectives for which the grants were given
Facilitate interaction between the science and research community and the business sector.	On going involvement with human-computer interface laboratory and Ultralab research activities.
	Work with Universities, CRIs and Industry to develop and manage a Centre of Excellence for the commercialisation of Research Science and Technology.

Contribution to Outcomes

Outcome	How Economic Development Contributes to this Outcome
A Prosperous City	Businesses are supported to grow and flourish. New industries are encouraged, adding to the diversity of the Christchurch economy. Visitors are attracted to the City, creating a demand for a wide range of support services.
A Learning City	Efforts are made to encourage the research and development sector to develop new technologies and add value to existing products.

Employment Services

The Council and the Canterbury Development Corporation work with community groups that focus on employment to maximise their potential to create jobs, including among groups recognised as being at risk for achieving long-term employment. They also work with schools, businesses, and the community to improve transition to employment.

Performance Measures

Service	Performance Measure
Economic	
To assist community groups achieve sustainable development through a range of business support services	Community groups receiving Community Grow assistance for employment related projects (Target 15)
Implement a range of workforce development initiatives that address the supply and demand for skills and talent	People achieve part or full time employment (target 1500)
	Young persons achieve part- or full-time work placements (target 700).
	Young persons access further education and training opportunities (target 500).
	Initiatives implemented that support workforce capability in line with economic development objectives (target 4 initiatives)
Provide opportunities for community employment by adult job-seekers.	Adults placed in community employment schemes (target 170).
CDC contributes to the creation of new apprenticeship positions.	Apprenticeships created (target 100).

CDC runs or facilitates a series of successful Careers Promotion events each year.	Three events are held.
	Participants' satisfaction with these events (target 80%).

Contribution to Outcomes

Outcome	How Employment Services Contributes to this Outcome
A Prosperous City	Employment creation programmes are designed to assist the unemployed into paid employment.
A Learning City	Programmes are designed to encourage apprenticeships and traineeships; training programmes are provided to help those at risk of long-term unemployment.

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Visitor Promotions

The Council promotes Christchurch as a visitor and convention destination, and supports visitors during their stay. This work is primarily done under contract by Christchurch and Canterbury Marketing Ltd.

Performance Measures

Service	Performance Measure
Economic	
Coordinate and lead the marketing of Christchurch / Canterbury with a focus on sustainable growth of visitor numbers.	National growth rates for visitor numbers (target 110%).
	Airlines increase their capacity into Christchurch.
Provide advice and information to visitors through the .i. - SITE Visitor Information Centre and the organisation's Marketing and Sales Department.	Visitor Centre is open for all but one day of the year.
Promote Christchurch and Canterbury as the best value New Zealand destinations for conventions, incentive travel, meetings and exhibitions.	Delegate-day numbers increase (target 5%).
Increase the impact of international visitors on the Christchurch economy.	Increase in Christchurch visitor numbers, visitor-nights, visitor spending - at least matches the national average increase.

Contribution to Outcomes

Outcome	How Visitor Promotions Contributes to this Outcome
A Prosperous City	The tourist industry supports a wide range of employment creating enterprises.

Budget

Budget 2003/04 \$000's		Plan 2004/05 \$000's	Forecast 2005/06 \$000's	Forecast 2006/07 \$000's	Projection 2007/08 \$000's	Projection 2008/09 \$000's	Projection 2009/10 \$000's	Projection 2010/11 \$000's	Projection 2011/12 \$000's	Projection 2012/13 \$000's	Projection 2013/14 \$000's
12,482	Expenditure (After Internal Recoveries)	10,887	10,483	10,549	10,756	11,178	11,370	11,547	11,758	11,959	12,178
(189)	Revenue	(173)	(173)	(173)	(173)	(153)	(153)	(153)	(153)	(153)	(153)
12,293	Net Cost of Service	10,714	10,310	10,376	10,583	11,025	11,217	11,394	11,605	11,806	12,025

The Net Cost of Service is funded from rates and other revenue. See the Funding Impact Statement in volume 3 for details.

Consisting of the following Activities

1,032	City Promotion & International Relations	1,043	1,018	1,022	1,067	1,085	1,069	1,077	1,115	1,126	1,138
2,933	Convention & Entertainment Venues	836	852	872	888	927	943	952	964	977	992
4,137	Economic Development	4,471	4,288	4,347	4,707	4,996	5,113	5,212	5,312	5,421	5,539
2,399	Employment Services	2,353	2,359	2,361	2,393	2,434	2,462	2,480	2,498	2,519	2,544
1,779	Visitor Promotions	2,010	1,794	1,774	1,527	1,583	1,631	1,673	1,716	1,762	1,812
12,279	Net Cost of Service	10,714	10,310	10,376	10,583	11,025	11,217	11,394	11,605	11,806	12,025

Capital Expenditure

2003/04 \$000's		2004/05 \$000's	2005/06 \$000's	2006/07 \$000's	2007/08 \$000's	2008/09 \$000's	2009/10 \$000's	2010/11 \$000's	2011/12 \$000's	2012/13 \$000's	2013/14 \$000's
179	Renewals and Replacements	165	236	199	209	204	211	199	201	206	206
150	Improved Service Levels	150	150	150	150	150	150	150	150	150	150
160	Increased Demand	160	160	210	177	150	202	230	170	210	210
490	Total Capital Expenditure	476	547	560	537	505	563	579	521	566	566

Notes

Capital Expenditure is corporately funded from asset sales, rates (depreciation and surplus), capital revenues, special funds, and loans. See Capital Funding Summary in volume 1, and the Funding Impact Statement in volume 3 for details.

For details of capital projects, see the 5 year Capital Works Programme pages in volume 1.