

## 8. CANTERBURY REGION ECONOMIC DEVELOPMENT STRATEGY

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Corporate Plan Output: Economic Development	

The purpose of this report is to update the Strategy and Resources Committee on progress on the preparation of the Canterbury Regional Economic Development Strategy on behalf of the Canterbury Forum.

### BACKGROUND

Forum members who have committed to the Strategy study which is being prepared by CDC are:

Ashburton DC	Kaikoura DC
Banks Peninsula DC	Selwyn DC
Christchurch City Council	Timaru DC
Environment Canterbury	Waimakariri DC
Hurunui DC	Waimate DC

### PROGRESS REPORT

CDC has largely progressed the project in line with the priorly agreed underlying assumptions which were:

- Political neutrality.
- Ownership/relevance to each sub district/sector.
- Significant consultation to ensure widespread buy in.
- Critical time parameters – need for first region readiness re government partnership opportunities.
- Strategic context to direct and drive agreed project action plans.
- Outcomes to be action focused and measurable.
- A dynamic resource: readily and easily maintained.

and critical success factors:

- Pre existence of significant strategic material
- Ready access to above
- Ready access to key stakeholders
- High level of innovative input
- Critical and strategic analysis

With respect to the above the following provides a synopsis of where the project is at currently and the projected timeline for completion of the draft strategy.

### May 2000

- The Canterbury Development Corporation is commissioned to lead the process.
- RDT is commissioned to facilitate the consultation process.

## **June 2000**

- Framework for development completed.
- Process maps completed and principal themes based on known factor advantages and existing cluster groups around land based, manufacturing and service industries.
- Desk research carried out on best practice strategy models.
- Collection of existing strategic material.

## **July 2000**

- Consultation process commences
- Vision Workshop – Christchurch 24 July 2000

## **August 2000**

- Regional Workshops      Timaru            21 August 2000  
   Ashburton       22 August 2000  
   Christchurch   23 August 2000  
   Amberley       30 August 2000
- Collation of existing initiatives and regional data capture.
- Interviewing key sector groups and leaders.
- Workshop outcomes posted on web for further consultation.
- Food and Environmental Workshop.

## **September 2000**

- Electronics and Software Workshop
- Sector and Stakeholder consultation
  - Manufacturing/Engineering
  - Visitor Attraction
  - Service Sector
  - Natural Resources
  - Agriculture etc
  - Forestry
  - Fishing
  - Education
  - Retail
  - Maori
  - Organised Labour
  - Community
  - Infrastructure Providers
- Present draft strategy to Canterbury Forum including “Expression of Interest” submission to Industry New Zealand Regional Partnership Programme.

## **October 2000**

- Final consultation and feedback from key participants.
- Finalise and ratify Strategy.

## **Ongoing: October – June 2001**

- Develop implementation strategies.

Stages 1 & 2 of the project are now scheduled for completion by end October 2000, one month later than originally planned. This probability was signalled very early in the process given the resignation of Francis Pauwels from CDC who had been assigned to co-ordinate the project. This delay is regrettable but not seen as critical.

### **Revised Key Dates To Note**

- Completion of draft strategy for stakeholder consideration  
Wednesday 27 September
- Lodgement of “Expression of Interest” to Industry New Zealand’s Regional Partnership Programme  
By Friday 29 September  
(details of Industry New Zealand’s timetable are attached)
- Final strategy document presented to Forum members  
Late October

### **Other Key Points to Note**

- Widespread consultation via seminar, interview, telephone and email has taken and continues to take place.
- An excellent collection of international and regional strategy material has been sourced and is being analysed and indexed.
- Revised timeline is entirely appropriate to allow maximum synergy with the Industry New Zealand’s “Regional Partnership Programme” roll out.

- Recommendation:**
1. That the report be received.
  2. That the amended timeline be noted in particular that the revised schedule allows for full interaction with Industry New Zealand’s timeline for regions to access funding through the Regional Partnership Programme.

### **Chairman’s**

- Recommendation:** That the Chief Executive, Canterbury Development Corporation, present the findings of the strategy to a seminar meeting of the Committee, to which all Councillors are invited.