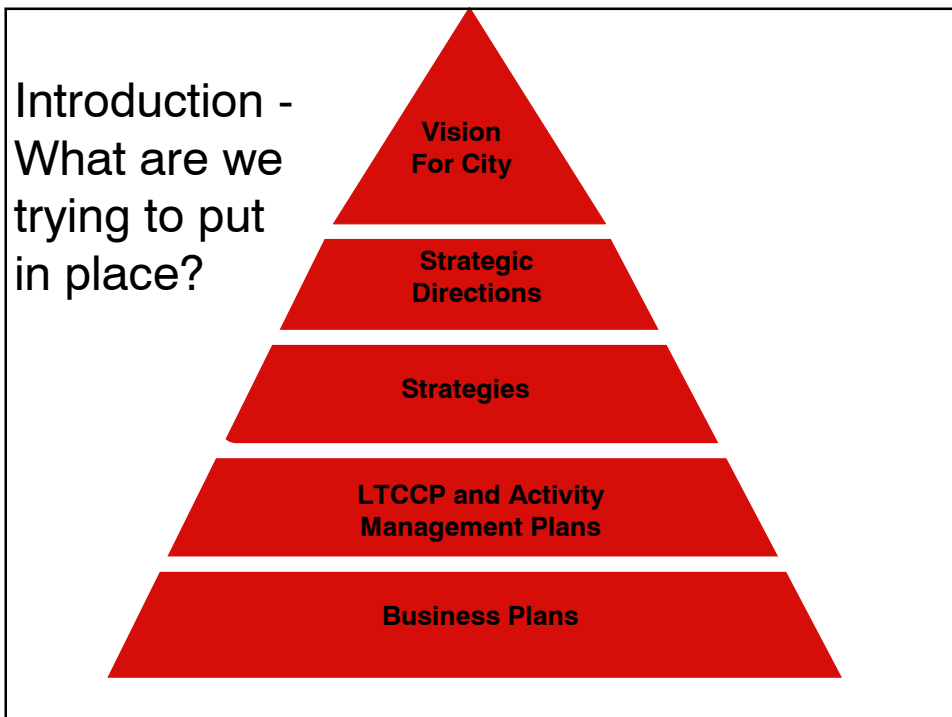




A Vision for our City



Last year we participated in a number of visioning workshops and we identified the following as our key strategic directions and priorities:

Population and Growth



A sustainable environment



The look, feel and heritage of our built environment



The Four Avenues and the development of urban villages



Sustainable transport solutions



- Rooding
- Port Access
- Airport Access
- Light rail



World class infrastructure and new network solutions



- Waste
- Sewage
- Water
- Bus lanes
- Park and ride
- Light rail

Promoting our economy and growing our business base



Support the agricultural heartland
And traditional industries



Nurture new business and
Technologies



The Broadband
Challenge

As well as our visioning process, we actively engaged the community in developing a vision for the city.

What feedback did we get from our community consultation process - (Community Outcomes)?

Our citizens told us that they want Christchurch to be a safe city



- Support and sustain safety through:
 - Design solutions
 - Safer Community Council
 - Supporting community development

Christchurch must remain a liveable city



Our City must be inclusive of our diverse communities



Our community wants a city with a sustainable environment



- Keeping at the forefront of what is a sustainable environment
- Encouraging new experiments

Christchurch must remain a prosperous city



We must be a city of lifelong learning opportunities



We must remain a well governed city



- New forms of networking to promote civic participation
- Transparent decision making processes
- Responsive to our citizens



Our city must remain an attractive place to live



- Supporting our existing good design
- Promoting new urban design forms



We must be a city of culture, recreation, fun and creativity



We must be a city of healthy people



- Where our community is active
- Promote a physical, mental, emotional and spiritually healthy city

What do we have to do, as Christchurch's leaders, to comply with the Local Government Act and to deliver the expectations of our community?



Bringing together the community's priorities and our visioning process resulted in a number of icon projects being identified:

- 1. Vision Statement**
- 2. Strategic Directions**
- 3. City Scorecard**
- 4. Council Strategic Investment Priorities**
- 5. Regional/City Economic Growth Strategy**
- 6. A CCHL Infrastructure Investment Strategy**

Icon Project No 1 is the
Vision statement

We need to go through a
process to adopt a Vision
Statement.

For example:

Wellington's is

“Creative Wellington – Innovation Capital”

Auckland's is

“First City of the Pacific”

What's ours?

Icon Projects

1. Vision Statement
2. **Strategic Directions**
3. City Scorecard
4. Council Strategic Investment Priorities
5. Regional/City Economic Growth Strategy
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Icon Project No 2, Strategic Directions -

We categorised our key strategic directions under the headings:

- Liveability
- Workability
- Investability
- Lookability
- Visitability



**Let's flesh out
these key strategic
directions**



For “Liveability” we talked about a World Class Boutique City

An attractive living environment implementing an urban development strategy.

World Class Mobility – ease of movement – supporting alternative forms of transport

World class fun, cultural environment – theatre – events – festivals – celebrations

First Class Lifestyle Choices – Commitment to new urbanism

First Class Family Support – Community Development Strategy – Safer Community Council

World Class Global Connection – Broadband

First Class urban design – a series of urban villages – Four Avenues policies – New Urbanist village principles – boutique central city.

For “Workability” we envisioned highly paid work options, through:

New economic initiatives

Constant support of world class education system for our children and to attract international students

Leading IT economy

World Class connectedness - Broadband

For “Lookability” we want to become the most attractive city in New Zealand

The aesthetics of city and peninsula – urban form promotes a sense of village

Beautiful streetscapes

Heritage – leading New Zealand in maintaining our built environment both old and new

Preservation of the natural landscape

Public Art – known for our art in public places – New Zealand’s leading Art Gallery

Attractions – constantly adding to attractions so that we improve facilities for local residents and visitors.

**For “Visitability” we talked about
Christchurch being the first place in
New Zealand tourists visit.**

A world class garden city – an attractively laid out city

Easy to move about

A globally connected city – broadband

**Our beautiful peninsula and world class natural
environment**

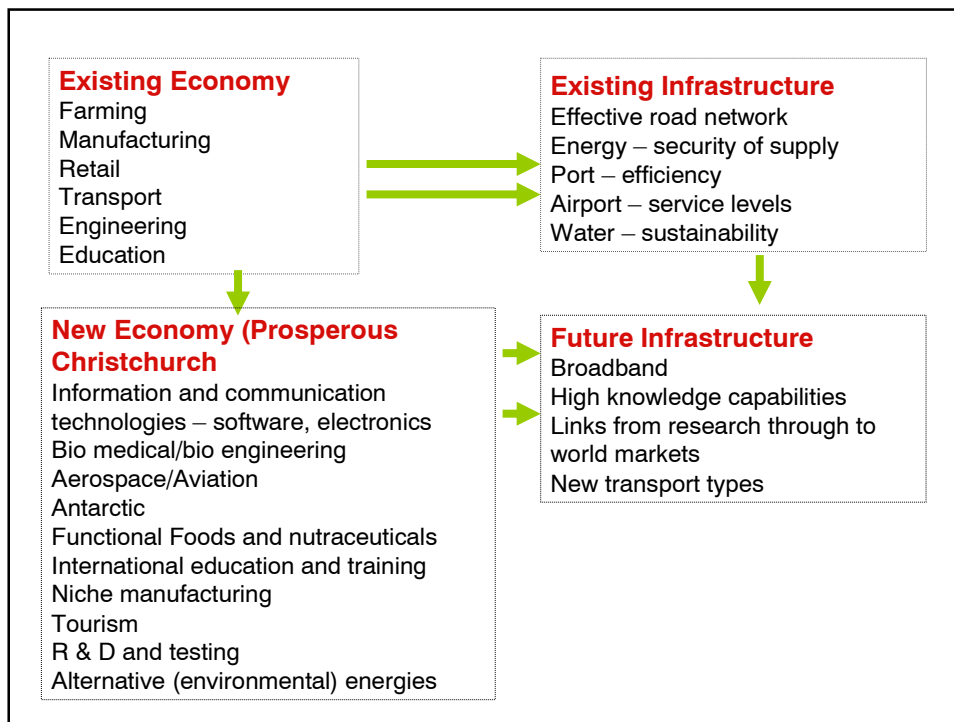
First class design and layout – urban design initiatives

First New Zealand City to Promote New Urbanism

World class accommodation choices old and new.

**We agreed that
“Investability”, meant**

The city with the reputation as **THE** place to invest.



Icon Projects

1. **Vision Statement**
2. **Strategic Directions**
3. **City Scorecard**
4. **Council Strategic Investment Priorities**
5. **Regional/City Economic Growth Strategy**
6. **A CCHL Infrastructure Investment Strategy**

No 3 on our list of Icon Projects is the introduction of a scorecard to measure the success of our key strategies internationally.

Our Scorecard

Liveability

Icon Projects – eg Leading Urban Development ✓



Council activities to implement this strategy ✓



Workability

Icon Projects – eg Leading in work options ✓



Council activities to implement this strategy ✓



Our Scorecard

Investability

Icon Projects – eg Broadband ✓



Council Activities ✓



Lookability

Icon Projects – eg The most attractive city and peninsula in New Zealand ✓



Council Activities ✓



Visitability

Icon Projects – eg The first city in New Zealand to visit ✓



Council Activities ✓



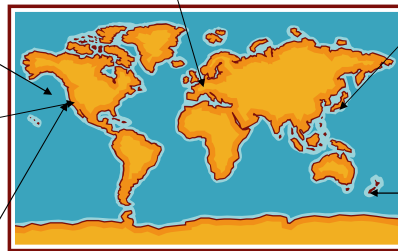
We will measure ourselves against other similar boutique cities around the world

Vancouver – 100 year city plan, integrated long-term urban sustainability planning an “**inclusive city**” for people of all types, embracing cultural diversity

Freidburg – The “**City of Knowledge**”: educational excellence (local and global), culture and heritage,

Kurashiki – Leading edge broadband, reinforce heritage and culture, material and spiritual well-being,– “**A City bringing dreams to life**”

Seattle – **Sustainable city**, positive actions regarding climate change and city quality of environment, social contracts, smart economy.



Christchurch – what is our vision?

Portland – 30 year visioning project, urban design, smart business initiatives, vibrant CBD,

Icon Projects

1. **Vision Statement**
2. **Strategic Directions**
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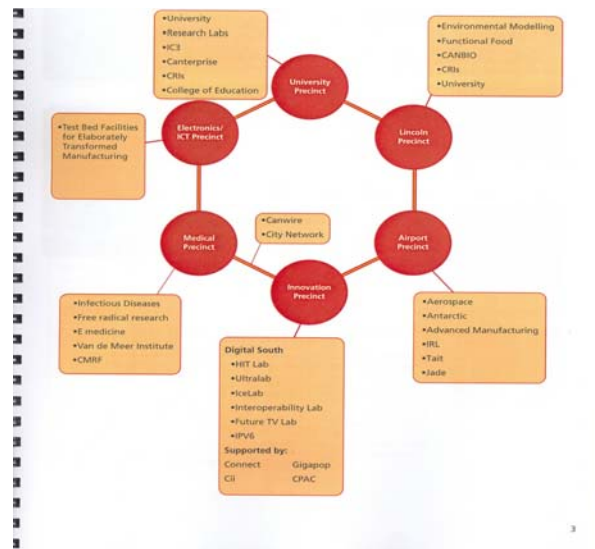
Our fourth Icon project – Council Strategic Investment Priorities

These will need to be suggested by the Portfolio Groups and adopted by full Council.

Icon Projects

- 1. Vision Statement**
- 2. Strategic Directions**
- 3. City Scorecard**
- 4. Council Strategic Investment Priorities**
- 5. Regional/City Economic Growth Strategy**
- 6. A CCHL Infrastructure Investment Strategy**

Icon Project No 5 is a Regional/City Economic Growth Strategy: Prosperous Christchurch



1. Vision Statement
2. Strategic Directions
3. City Scorecard
4. Council Strategic Investment Priorities
5. Regional/City Economic Growth Strategy
6. **A CCHL Infrastructure Investment Strategy**

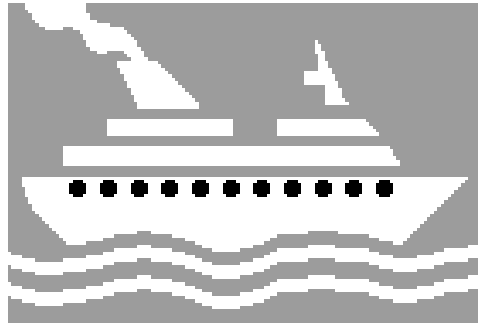
No 6 Icon Project is the CCHL Infrastructure Investment Strategy

- Role of CDC as “Think Tank” for CCHL
- Security of energy supply for city
 1. Sustainable energy solutions and products
 2. Alternative fuels (eg bio fuels)
- Integrated Transport Options
 1. Light Rail
 2. Improved Transport Options
 3. Ease of access to world market
- Broadband initiatives
- New transport types
- Supporting the Urban Development Strategy

Going back to the top of the triangle - how can we encapsulate our key strategic directions into a vision statement that delivers the expectations of our community?



**We are the steerers of the ship –
What is our direction?
What is our Vision Statement?**



**How do we articulate the “vision” described
by our community and ourselves?**

For example, could we be a

“A WORLD CLASS BOUTIQUE CITY”?

This is the next process we need to go through.

