

# Activities That Relate Primarily To Economic Development

*Waimate 2020*

## Activities that relate primarily to Economic Development

Council's activities relating to economy are:

Forestry Page 129

Economic Development Page 132

Council's activities in Economic Development will enhance opportunities to grow the wealth of our District to be shared in by all residents of our District. The Council will encourage initiatives to bring more people to live in Waimate while maintaining the unique lifestyle here.

Council's Forestry activity can contribute to integrated employment opportunities in our District, from the forestry worker on the hill, to the sawmill, through to furniture manufacture and distribution.

Council's Forestry income is also used to reduce the rates burden for all ratepayers.

### Forestry

#### What Do We Do Now?

Council has forestry interests at Charnwood, Athlone, Morven, Waihao and in Forestry Reserves. The Council owns 960 hectares, 230 hectares are operated under a forest right agreement, and 95 hectares are operated as joint venture with land owners. Operational management of forestry is tendered out to a professional forest management company.

#### Why Do We Do It?

Historically, Council sought an investment for the capital obtained from sale of shares in Port of Timaru. Forestry investment provides employment within the Waimate District through a range of industries from forestry operation to sawmilling and furniture manufacture.

#### Our Service Levels

The Waimate District Council agrees to provide the following levels of service which outline what we provide to the Community for each activity. Future projects may change these levels as described under the Projects heading below. To meet these service levels, the Council performs a number of regular tasks. Refer to Volume 2 of the LTCCP for how these tasks also support the overall Strategic Objectives and desired Outcomes of the Community.

The Council will:

##### **Manage forestry assets to return a net \$200,000 per year in rates reductions.**

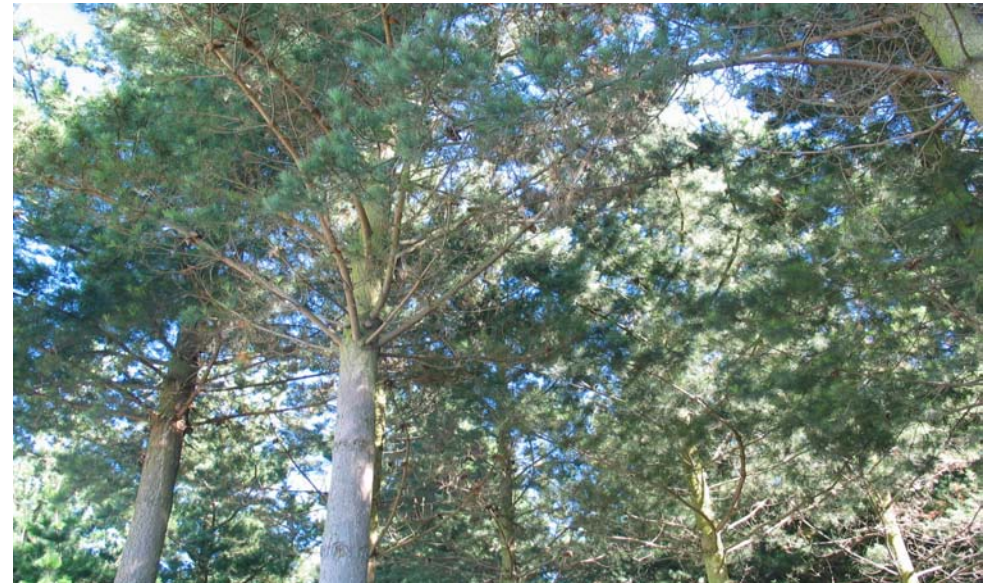
Tasks that support this Service Level include the following:

- Monitor the Forestry Asset Management Plan annually to ensure that a \$200,000 continued rates reduction is achievable.

##### **Conduct Forestry management harvesting and re-planting of Council's Forests in a prudent manner.**

Tasks that support this Service Level include the following:

- Maintain an awareness of market conditions for forestry in order to maximise sale revenues, by the submission of a quarterly report to the Council from its Forestry Sub-Committee.
- Remain vigilant for new opportunities to either purchase or divest forestry interests as part of good management of the forestry investment, with the Council Forestry Sub-Committee providing a quarterly report to the Council.



- Require the Council's contracted Forest Manager to prepare an annual Forest Management Plan.
- Require Council's Forestry Manager to supply quarterly Forest Management Reports in time for inclusion in the Council's annual Report.

## Outcomes Supported By This Activity

This activity supports the following Community Outcomes as described in the second volume of this plan.

- The wealth of the District has increased.
- The governance provided by the Waimate District Council meets the needs of its citizens.
- The community is positive about its continued well-being.
- The District has successfully fostered non-agricultural growth as part of a complete buoyant community.
- Sustainable development is a feature of the District.
- Economic development has enhanced the community.
- Increases in quality of life, well-being and prosperity are shared and accessed by all citizens.

## How Do We Get There?

The Council will play its part in achieving the above outcomes by continuing to conduct the relevant tasks that we do now and by extending into new projects as agreed with the community.

## Projects

Projects are new initiatives that the Council may consider in order to modify Service Levels and enhance Community outcomes and strategic objectives. Not all Projects are committed or have had any required Community consultation but the ten-year forward view attempts to consider possible initiatives or recognise those that the Community has identified as possibilities.

The following Projects are under consideration:

## Produce and maintain an advanced Forestry Asset Management Plan.

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	No Decision Required to Proceed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2008
<b>Impact on Well-Beings</b>	This Project will be a major enhancement to Economic Well-Being.
<b>Effect on Service Levels</b>	This Project will allow us to maintain the required Service Level into the future.

## Engage a Consultant to investigate options for all council Forest Blocks with respect to continued silviculture, retention of ownership and or disposal.

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	Council has Decided to Proceed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2006
<b>Impact on Well-Beings</b>	This Project will enhance Economic Well-Being.
<b>Effect on Service Levels</b>	The impact of this Project on Service Levels cannot be ascertained until the Project has been executed.

# Waimate 2020

PROSPECTIVE FINANCIAL PERFORMANCE FOR THE YEAR ENDING 30 JUNE 2007													
GROUP - ECONOMIC DEVELOPMENT	ACTIVITY : FORESTRY	Estimate 2005/06 \$000s	Budget 2006/07 \$000s	Forecast 2007/08 \$000s	Forecast 2008/09 \$000s	Forecast 2009/10 \$000s	Forecast 2010/11 \$000s	Forecast 2011/12 \$000s	Forecast 2012/13 \$000s	Forecast 2013/14 \$000s	Forecast 2014/15 \$000s	Forecast 2015/16 \$000s	
	<b>Revenue</b>												
	Targeted Rate												
	Land Transport NZ Subsidy												
	Revenue from Activities	(160)	(570)	(553)	(673)	(1,018)	(1,563)	(1,080)	(1,439)	(1,023)	(1,266)	(1,280)	
	Other Revenue												
	<b>Total Revenue</b>	<b>(160)</b>	<b>(570)</b>	<b>(553)</b>	<b>(673)</b>	<b>(1,018)</b>	<b>(1,563)</b>	<b>(1,080)</b>	<b>(1,439)</b>	<b>(1,023)</b>	<b>(1,266)</b>	<b>(1,280)</b>	
	<b>Expenditure</b>												
	Expenditure on Activities	222	70	6	93	441	974	453	845	396	623	618	
	Interest	114	240	276	317	335	313	334	327	353	362	372	
Depreciation													
Taxation													
<b>Total Expenditure</b>	<b>336</b>	<b>310</b>	<b>282</b>	<b>410</b>	<b>777</b>	<b>1,287</b>	<b>788</b>	<b>1,172</b>	<b>749</b>	<b>985</b>	<b>990</b>		
<b>NET COST OF SERVICE</b>	<b>176</b>	<b>(261)</b>	<b>(272)</b>	<b>(263)</b>	<b>(241)</b>	<b>(276)</b>	<b>(292)</b>	<b>(267)</b>	<b>(273)</b>	<b>(281)</b>	<b>(291)</b>		
<b>Funded by:</b>													
General Rates	200	200	200	200	200	200	200	200	200	200	200	200	
<b>Shortfall (surplus) to balance</b>	<b>375</b>	<b>(61)</b>	<b>(72)</b>	<b>(63)</b>	<b>(41)</b>	<b>(76)</b>	<b>(92)</b>	<b>(67)</b>	<b>(73)</b>	<b>(81)</b>	<b>(91)</b>		

# Economic Development

Waimate 2020

## **BUDGET NOTE - Future of Information Centre and Promotions Activities.**

**The Council has decided to complete its draft budget assuming that a significant cut will be made in the funding of the Information Centre and Promotions Activities from rates.**

**At the point that this draft was prepared, this looks as if it will result in the closure of the Information Centre Office and the cessation of most District promotional activities.**

**This proposal will be open to submissions to this LTCCP before a final decision is reached and those submissions will be regarded as public consultation responses. Full details of options are contained in the LTCCP Summary which is forwarded to every household in the Waimate District.**

**Some service levels, projects and tasks may be affected by the resulting decision.**

**NOTE: The figures shown assume that the funding cut is made.**

## Economic Development

### What Do We Do Now?

Maintain and operate an Economic Development Policy in order to provide Grants to businesses and individuals who meet Council criteria and who will further our local economy by providing jobs and bringing improved services here. These Grants are ultimately repaid to council for use of other applicants.

Provide advice about the regulatory environment and land use possibilities to prospective new businesses wishing to set up in our District.



Council's Promotions Department – a manager, two assistants (who job share) and several voluntary workers, operate the promotions department out of the former post office building. The Promotions Department provides support for tourism within the Waimate district, promotes Waimate outside the district, and assists with festivals and events in the district e.g. Waimate Strawberry Fare. We organise the South Canterbury Busking Festival and the Waimate Christmas Lights Spectacular.

### Why Do We Do It?

In order to enhance well being and opportunities for all residents of our district.

Council's Promotions Department contributes to the economic, social and cultural objectives of Council by encouraging tourism, and by assisting with festivals and events for our residents and visitors to enjoy.

# Waimate 2020

## Our Service Levels

The Waimate District Council agrees to provide the following levels of service which outline what we provide to the Community for each activity. Future projects may change these levels as described under the Projects heading below. To meet these service levels, the Council performs a number of regular tasks. Refer to Volume 2 of the LTCCP for how these tasks also support the overall Strategic Objectives and desired Outcomes of the Community.

The Council will:

### **Provide advice and support for existing businesses and potential investors in the Waimate District.**

Tasks that support this Service Level include the following:

- Be responsive to potential investors by providing staff time for advice and incurring no complaints.
- Provide information and imagery for film projects.
- Support businesses lobbying for signage by providing written references.
- Organise at least two tourism industry get togethers each year.

### **Ensure that Information Centre and economic development staff are knowledgeable in their respective responsibilities.**

Tasks that support this Service Level include the following:

- Partner with Christchurch and Canterbury Marketing attending at least three meetings per year.
- Attend biannually a minimum of one major industry conference relating to Information Centres, Tourism and or Economic Development.
- Attend Southern Region Information Centre Meetings three times a year.

### **Maintain and replace existing Tourism related signage and respond to new opportunities.**

Tasks that support this Service Level include the following:

- Respond to reports of damage to signs or loss within 7 days.

### **Continue to organise and conduct Council run events including the South Canterbury Busking Festival, Waimate Christmas Lights Spectacular and Christmas Decoration Display and provide resources to selected events run by organisations other than the Council, e.g. Strawberry Fare.**

Tasks that support this Service Level include the following:

- Conduct Busking Festival and Christmas Lights with no written complaints received.
- Monitor the number of attendees and participants at Council sponsored events to support future planning.
- Replace damaged Christmas Decorations and erect Christmas Decorations annually in the Waimate Urban area, St. Andrews, Glenavy, and Hakataramea prior to Strawberry Fare in December and remove by the end of the following January.
- Provide advice to organisers of community events.

### **Maintain and operate a marketing function for the Waimate District.**

Tasks that support this Service Level include the following:

- Produce and distribute a Waimate Visitor Guide biannually to a nationally accepted standard.
- Maintain and develop a District photo library.
- Produce and distribute biannually a tear off map showing Waimate District and the Urban Streets.
- Produce in-house brochures on local activities such as walks and mountain bike trails.
- Provide information and funding for the Waimate component of the Central South Island Guide.
- Produce and distribute Potential Residents and New Residents Packs.
- Produce and sell Waimate Calendar annually.

- Provide opportunities and recover costs from local businesses to advertise in the Waimate Visitor Guide, Waimate Map and Central South Island Guide.
- Employ generic advertising of Tourism attractions in the Waimate District in Visitor Guides and Newspaper Features.
- Work with Central South Island Tourism, (CSIT) to produce a product directory of all tourism businesses.
- Work with CSIT to produce an industry newsletter at least three times a year.

**Provide Grants and Loans within the value of an Economic Development Fund and in accordance with the criteria of the Councils Economic Development Policy.**

Tasks that support this Service Level include the following:

- Require and receive information in relation to loans and grants to support accountability.
- Ensure that loan interest and repayments on Economic Development Loans are received in accordance with requirements.

**Maintain and operate an Information Centre open Monday - Friday 9.00am to 5.00pm - Saturdays and Public Holidays 10.00am to 2.00pm - Sundays (December to April only) 10.00am to 2.00pm.**

Tasks that support this Service Level include the following:

- Provide retailing of local souvenirs, books, calendars etc. at the Information Centre.
- Provide a booking service for local and regional tourism operators.
- Provide opportunities for Tourism business brochure display at the Waimate Information Centre as part of the membership service for fee paying members.
- Ensure that Council staff are available to operate the Information Centre Monday to Friday and that Volunteers are available for Saturday, Sunday (December to April only) and Public Holidays.

## Outcomes Supported By This Activity

This activity supports the following Community Outcomes as described in the second volume of this plan.

- The wealth of the District has increased.
- The well-being of all age-groups is achieved.
- The community is positive about its continued well-being.
- The District has successfully fostered non-agricultural growth as part of a complete buoyant community.
- Sustainable development is a feature of the District.
- Economic development has enhanced the community.
- The economic infrastructural needs of the District are met.
- Increases in quality of life, well-being and prosperity are shared and accessed by all citizens.

## How Do We Get There?

The Council will play its part in achieving the above outcomes by continuing to conduct the relevant tasks that we do now and by extending into new projects as agreed with the community.

## Projects

Projects are new initiatives that the Council may consider in order to modify Service Levels and enhance Community outcomes and strategic objectives. Not all Projects are committed or have had any required Community consultation but the ten-year forward view attempts to consider possible initiatives or recognise those that the Community has identified as possibilities.

# Waimate 2020

The following Projects are under consideration:

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## **Lobby with appropriate providers to provide coverage of Broadband data services to as many parts of the District as financially viable.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	Project is in Progress
<b>Current Activity for the Project</b>	Work in Progress
<b>Scheduled Timescale</b>	2006
<b>Impact on Well-Beings</b>	This Project will be a major enhancement to Social Well-Being.  This Project will be a major enhancement to Economic Well-Being.
<b>Effect on Service Levels</b>	This Project will assist the community in attaining their expectations in terms of internet connectivity.

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## **Erect and maintain Wallaby beacons at State Highway 1 turn-offs and Waimate Gorge.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	Suggested That Council Delete Project
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	Not Applicable

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## **Promote the historical and contemporary importance of timber industries as a District theme.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	Not Yet Discussed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2007
<b>Impact on Well-Beings</b>	This Project will enhance Cultural Well-Being. This Project will enhance Economic Well-Being.

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## **Extend operations at the Council Information Centre in Waimate to provide for seven day opening.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	Not Yet Discussed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2006
<b>Impact on Well-Beings</b>	This Project will enhance Cultural Well-Being. This Project will enhance Economic Well-Being

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**Produce and maintain an Economic Development Strategic Plan, balancing marketing, grants and loans, events and the Information Centre.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	Consultation Required
<b>Current Council Decision</b>	Not Yet Discussed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2007
<b>Impact on Well-Beings</b>	This project will maintain existing operations of Economic benefit.

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**Provide cadetships for new employees who wish to develop skills and a career in local government, to ensure against shortages in skilled staff.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	Not Yet Discussed
<b>Current Activity for the Project</b>	Work in Progress
<b>Scheduled Timescale</b>	2006
<b>Impact on Well-Beings</b>	This Project will enhance Economic Well-Being.

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**Make a strategic study of all community funding available to the Waimate District with a view to identifying and filling any gaps.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	Consultation Required
<b>Current Council Decision</b>	No Decision Required to Proceed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2007
<b>Impact on Well-Beings</b>	This Project will be a major enhancement to Social Well-Being.  This Project will be a major enhancement to Cultural Well-Being.  This Project will be a major enhancement to Environmental Well-Being.

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**Review Council's Economic Development Policy in line with Economic Development Strategy.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	Consultation Required
<b>Current Council Decision</b>	Council has Decided to Proceed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2007
<b>Impact on Well-Beings</b>	This Project will be a major enhancement to Economic Well-Being.
<b>Effect on Service Levels</b>	This Project helps ensure that the criteria for funding Economic Development Projects continue to be appropriate in light of current conditions.

# Waimate 2020

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## **Conduct a Strategic Study of conference opportunities within the Waimate District.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	Consultation Required
<b>Current Council Decision</b>	Not Yet Discussed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2007
<b>Impact on Well-Beings</b>	This Project will be a major enhancement to Economic Well-Being.

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## **Create criteria and guidelines for the conduct of Council events and the support of community events.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	Not Yet Discussed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2006
<b>Impact on Well-Beings</b>	This Project will enhance Social Well-Being. This Project will enhance Cultural Well-Being. This Project will enhance Economic Well-Being.

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## **Prepare a Memorandum of Understanding with Bush Town Heritage Park Inc. and the Waimate Strawberry Fare Committee detailing resources and the support to be provided by Council.**

The current status of this Project is summarised below:

<b>Is Consultation Required?</b>	No Consultation Needed
<b>Current Council Decision</b>	Council has Decided to Proceed
<b>Current Activity for the Project</b>	No current activity
<b>Scheduled Timescale</b>	2006
<b>Impact on Well-Beings</b>	This Project will enhance Cultural Well-Being. This Project will enhance Economic Well-Being.
<b>Effect on Service Levels</b>	This Project will allow us to maintain the required Service Level into the future.

PROSPECTIVE FINANCIAL PERFORMANCE FOR THE YEAR ENDING 30 JUNE 2007													
GROUP - ECONOMIC DEVELOPMENT	ACTIVITY :	Estimate	Budget	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	
	<b>ECONOMIC DEVELOPMENT</b>	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	
		\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	\$000s	
	<b>Revenue</b>												
	Targeted Rate												
	Land Transport NZ Subsidy												
	Revenue from Activities												
	Other Revenue	(35)	(35)	(35)	(35)								
	<b>Total Revenue</b>	<b>(35)</b>	<b>(35)</b>	<b>(35)</b>	<b>(35)</b>								
	<b>Expenditure</b>												
	Expenditure on Activities	36	14	14	14	15	15	15	16	16	16	16	16
	Interest	32	31	31	31	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)
Depreciation													
Taxation													
<b>Total Expenditure</b>	<b>68</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	
<b>NET COST OF SERVICE</b>	<b>33</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>12</b>	
<b>Funded by:</b>													
General Rates	(33)	(9)	(10)	(10)	(11)	(11)	(11)	(12)	(12)	(12)	(12)	(12)	
<b>Shortfall (surplus) to balance</b>													