



Our District. Our Future.

Waimate District Economic Development Strategy Engagement

Allen + Clarke provided pro bono assistance to Waimate District Council to help with the development of its Economic Development Strategy (EDS). Allen + Clarke engaged with over 100 people throughout the Waimate District through the following methods: Public workshops, survey responses, stakeholder interviews and a Council workshop.

This flyer summarises what the public told us during engagement on the EDS. To view the full feedback document visit www.waimatedc.govt.nz.

Top Strengths of the Waimate District				
Suitability for Farming 	Affordable Housing 	Strong Community 	Natural Environment 	Central South Island Location
Top Weaknesses of the Waimate District				
Lack of Infrastructure 	Lack of Skilled Jobs 	Over-reliance on Dairy 	Lack of Retail 	Small Manufacturing Base
Top Opportunities for the Waimate District				
Promotion and Marketing 	Township Beautification 	Visitors 	Attracting New Residents 	Infrastructure (Farming and IT)
Top Challenges for the Waimate District				
Lack of Economic Diversity 	Government Regulation 	Small Population Base 		
Most Common Recommended Key Actions for the Waimate District				
Beautification of Township <ul style="list-style-type: none"> Town Centre Management Group to rejuvenate the town. The Council would act as a facilitator. Use community groups, such as Rotary/Lions, to draw people in. 				
Infrastructure <ul style="list-style-type: none"> Council/industry led with joint infrastructure investment. Business parks on Council land. Simplification of compliance. 				
Promotion of the District <ul style="list-style-type: none"> Promotions committee with Council and businesses. Council funding for promotion. Community skills should be utilised—art, events. Centralised promotion/marketing plan with Timaru and Oamaru. New website/social media. Promotions such as ads or roadshows. 				