



Media Release

Date: 16 August 2017

Feedback available on Waimate District's economic future

Initial feedback on the Waimate District's economic future is available for the public to view on Council's website.

A programme of public engagement took place in March and April 2017 with the assistance of Wellington-based consultants Allen + Clarke who engaged with over 100 people via public workshops, a survey and stakeholder interviews.

Mayor Craig Rowley says "Whilst the total number of people that participated was lower than what Council would have liked, the feedback received was wide-ranging and gave Council a greater understanding of the community's priorities. We thank everyone who took the time to engage with us."

Participants were asked to identify the district's economic strengths, weaknesses, opportunities and key actions that would contribute to driving growth and prosperity, and enhance the Waimate District as an attractive place for people to visit, live and play.

The most recommended key actions were beautification of the district's towns, infrastructure investment, and marketing and promotion of the district.

Mayor Rowley says Council has identified 'marketing and promotion of the district' as an immediate priority, and recently agreed to develop a Council-owned marketing and promotion website and Facebook page. The website will be the 'go to' source for visitors to the district. A call for expressions of interest from external providers closed on 30 June 2017. Proposals are currently being evaluated and a preferred provider will be announced shortly.

He adds "Council wants to show the community that we've heard what they had to say about the need to market and promote the district, and we're getting on with it."

All feedback from the survey and workshops has been collated and is available on Council's website www.waimatedc.govt.nz/council/economic-development/economic-development-strategy. Printed copies of the feedback document (35 pages) are available from Council's reception desk or by contacting eds@waimatedc.govt.nz.

Council will continue to work on *Our District. Our Future. Waimate District Economic Development Strategy* and will announce shortly the 'priority themes', next steps and how the public can get involved. We will continue to keep the community updated as we make progress.

Ends

Mayor Craig Rowley
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