



OUR DISTRICT OUR FUTURE

INITIAL ENGAGEMENT FEEDBACK
JULY 2017

**WAIMATE DISTRICT
ECONOMIC DEVELOPMENT STRATEGY**

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Introduction

The *Our District. Our Future. Waimate District Economic Development Strategy* will be a key document used to drive growth and prosperity, and enhance the Waimate District as an attractive place for people to visit, live and play.

The strategy will:

- identify the strengths of Waimate District's economy
- identify opportunities to retain and attract businesses and jobs
- identify opportunities to increase visitors to the district
- identify the challenges that may impact on the district's future growth
- identify key initiatives and develop priority action plans
- provide a strategic planning framework to guide the growth of our district for the next 10 years.

The strategy will also work towards achieving Council's vision for the Waimate District which is "*Leading our communities towards a diverse, thriving and sustainable district.*"

Engagement

The purpose of engagement for *Our District. Our Future. Waimate District Economic Development Strategy* was to seek input from the community to inform the development of the strategy.

A public engagement phase took place in March and April 2017 with the assistance of Wellington-based consultants Allen + Clarke. Allen + Clarke engaged with over 100 people throughout the Waimate District, using the following methods:

- A survey was available online and hard copies available at the Waimate District Council office, the Library and the Waimate Event Centre
- Three workshops – two for members of the public and one for Council elected members/leadership
- A small number of confidential one to one conversations with key stakeholders from various sectors.

Feedback from the survey and workshops are included in the following pages.

Survey Feedback

A total of 43 responses were received. Although response numbers were lower than what Council anticipated, the feedback received was wide-ranging and has given Council a greater understanding of the community's priorities.

Question 1: Current contribution to economic development in the Waimate District

In the survey respondents were asked to rate each factor as either a strength or a weakness. (1 = Major Weakness; 2 = Weakness; 3 = Neither Strength nor Weakness; 4 = Strength; 5 = Major Strength)

Answer Options	1	2	3	4	5	Rating Average	Response Count
Suitability for horticulture/crops	0	1	5	16	21	4.33	43
Suitability for agriculture	0	2	6	15	20	4.23	43
Natural environment	5	1	5	14	18	3.91	43
Cost of living	1	6	14	16	6	3.47	43
Access to fresh water	8	7	9	12	7	3.07	43
Cost of doing business	0	9	24	9	1	3.05	43
Quality of education opportunities	3	12	15	12	1	2.91	43
Access to infrastructure and facilities	6	14	18	5	0	2.51	43
Manufacturing base	12	13	12	6	0	2.28	43
Transport links	10	19	10	2	2	2.23	43
Employment/workforce development	11	18	8	6	0	2.21	43
Tourism infrastructure	12	20	9	1	1	2.05	43
Retail environment	11	22	10	0	0	1.98	43
Answered question							43
Skipped question							0

What other factors do you think are a major strength for economic development in the Waimate District?

1	Change access to fresh water to "access to chlorinated water".
2	Listening to what the people want, not what the Council decide on behalf of the people with no accountability.
3	<p>Promote the 'great outdoors' leading to more people wanting to visit and do things. New stadium – could be used for big sporting events. New A&P/Shears building as a multi-function centre. Lots of second-hand shops – ideal for "treasure hunters" but need to be promoted – people might visit especially for these shops, then maybe spend at other businesses too.</p>
4	<p>Access to fresh water – what water? Quality of education – a sorry excuse for a school. No trade workshops, limited education available here, e.g. can't even sit your license here! Employment/workforce development – no major workforce or factory for unskilled workers, apart from SFFs. Because of Council's incompetence, major economies and public works have abandoned town, e.g. sawmill, bank, WINZ, butcher shop, etc. Access to infrastructure and facilities – plenty of derelict and empty facilities to view, yes! Natural environment – what's left is a sorry state, a stain on South Canterbury and a laughing stock for other Mayors to laugh at. Retail environment – I don't know anyone who shops locally because of the prices. Suitability for agriculture – suitable for sheep and lamb. Not dairy!! In 20 years you'll realise that Matamata-Piako is the cream of the country, not Waimate. Tourism infrastructure – the only thing a tourist remembers about this place is a yellow shed, and a toilet right next to the War Memorial! Transport links – one bus stop, no train, wandering state highway. We don't have much here, from a tourist point of view, only the land remains. Place more money into encouraging local business growth within the town. Make the people want to stay and spend local, more business means more money and less empty shops. More advertisement to the big cities encouraging new migrants to flow south along with their wealth to relieve stress on the large cities and to bring more people south. Perhaps the Mayor should stop polishing his chains and take a leaf out of the Mayor of the Far North and even Morrinsville and see the growth being achieved through proper management and wise investment and taxations. This Council is in a position to make large sums from the dairy industry but continue to fall short in using its power to reign in these huge money makers and put more money back into the town.</p>
5	<p>Knottingley Park is a great asset, and the many artists and groups of willing volunteers. We have some talented tradespeople and some areas of the Council have some very knowledgeable people who are not utilised well.</p>

6	<p>Cost of doing business – with regards to size of community.</p> <p>Access to infrastructure and facilities – were other important things that as a community were needed that all could afford to use and long-term benefits.</p> <p>Natural environment – pollution of rivers and waterways = farming and man-made ventures in the name of economic development and financial gain to individuals.</p> <p>Retail environment – as only one supermarket which is expensive, quality of produce at times rotten.</p> <p>Suitability for agriculture – most farms over stocked.</p> <p>Suitability for horticulture/crops – draining resources for monetary gain, not enough room for cows and crops due to rainfall.</p> <p>Tourism infrastructure – nothing of interest to see as polluted, dried up river beds and dead lands.</p> <p>Transport links – not needed as nothing to see.</p> <p>I think all resources have been over-extended to the fact that pollution and monetary gain for individuals has taken over (keep it up) and dead lands and ghost town is what you will have.</p>
7	Get rid of dairy farming and plant natives and promote tourists.
8	<p>We need the Norman Kirk Pool to be covered to enable all year round swimming.</p> <p>As Waimate is the Centre of the South we need a transport hub here which could be linked to a business development park.</p> <p>We need to celebrate our local produce and encourage people to be innovative with it.</p>
9	The physical location of Waimate. A stop off point on the way to Central Otago, close to Oamaru and Dunedin and in the opposite direction Timaru and Christchurch.
10	Oceania Factory close by
11	<p>Easy going, grounded locals</p> <p>Location, location, location – just 40 minutes from both Timaru & Oamaru. It's like living in a big city with a massive green belt between the outlying suburbs!</p> <p>Great recreation opportunities on the doorstep for weekend rest – hiking, biking, fishing, lakes, ocean, lagoon etc</p> <p>Affordable housing</p> <p>Community minded</p>
12	Not many
13	Location
14	<p>Our central location in the South Island</p> <p>A stable workforce</p> <p>A stable climate without extremes</p>
15	Planning – do a town masterplan and structure plan, identify zones and areas for development.
16	The natural environment needs to be developed in an appropriate way to attract eco-tourism, e.g. boaters, fishers, campers.
17	The willingness of the local people to support any venture tried.
18	Affordable housing

19	A rural area where development into tourist type activities, could be enhanced. Also small scale backup mechanical and welding for the rural sector.
20	Availability of empty buildings, Wainono Lagoon suitable for bird watchers, needs highlighted.
21	<p>He tangata, he tangata, he tangata = the people, the people, the people. We are a resilient bunch, incredibly creative and talented, caring and community-minded.</p> <p>The location of our main town is ideal – mountains, lakes, rivers, coastline on our doorstep, several golf courses and other sports facilities, uninhibited night-sky vistas, renowned parks and gardens, a friendly marae, and hopefully a beautiful wetland area soon at Lake Wainono, 2 provisional towns with port facilities less than an hour away to the north or south, and 2 university cities less than 3 hours away in each direction too, and the main trunk line running north/south through the district. Airport (link) 50 minutes away.</p> <p>Great primary education – 5 rural schools and 3 in Waimate township, providing a variety of educational approaches, nurturing our children and challenging them to think outside the box. Small schools producing students who go on to excel in a range of disciplines.</p> <p>Rich history (peaceful settlement between local tangata whenua and early European settlers, first woman GP, 1 Prime Minister, 2 All Black captains, several Olympians and other representative sportspeople, many who have gone on to academic honours, as well as the beautiful buildings of bygone era – St Patrick's and St Augustine's churches, Courthouse, The Cuddy, Savoy Tearooms, Empire and Waimate Hotels, Arcadia, Coronation House, ...)</p>
22	<p>We have a strong sense of community here which would assist larger employers wanting to set up operations. We live in an area in which you can be in either of the two largest cities in the South Island within 2 hours, yet the cost of living is nearly half of what they have.</p> <p>We live in a relatively safe area for people to bring up their families with many varied outdoor pursuits all located within easy reach.</p> <p>Our track record of dealing with large corporate employers such as Fonterra and Yili corp marks us as a "can do" region which we should capitalise on and attempt to attract more of these organisations.</p> <p>Our infrastructure regarding access to electricity and water should make us more appealing than many other regions.</p> <p>Our location which is central to both Dunedin and Christchurch and only 30 minutes away from an international shipping port means that we have a potential market of half a million people (not counting those in between) which should make us attractive to a manufacturer looking for a stable workforce with low operating costs.</p>
23	Covering the pool, and although it is lovely to have an outside pool, we have not been able to use it near as much as we would like. With 3 young children it needs to be a very warm day for them to be able to last long enough to warrant going. A lot of my friends feel the same. So we end up having to travel half an hour up the road to take the kids swimming. Often doing other shopping while out of town.

24	<p>Major rethink of the main street. It's tired and unappealing. The road side gardens are an utter disgrace. Wrong planting and not aesthetically pleasing at all.</p> <p>I would like to drive into Waimate and get the same feeling as Palmerston or Geraldine. It is not all Council's responsibility either. A majority of home owners take no or very little pride in the appearance of their properties.</p> <p>We need to do more to attract people to our town, we have some great assets after all! We could really boost tourism to Waimate by giving our town a wee spruce up.</p>
25	<p>Low property values Middle of the South Island Work force</p>
26	<p>Milk processing plants Motor home friendly</p>
27	<p>Central location, everyone is motivated for change, there seems to be a positive shift.</p>
28	<p>The fantastic facilities at the Event Centre need to be shown off. Start advertising this as a venue to bring sporting tournaments too, functions etc. Great financial gain is to be made from such a great venue that little old Waimate should be proud of.</p> <p>I also believe that the current swimming pool needs upgrading to bigger and better. There is too much money being spent out of the area because parents especially are travelling once, twice or even three times a week to Timaru and/or Oamaru. While they are at the pool they are most likely doing other things too such as grocery shopping, taking further money out of the area.</p> <p>Covering the pool to have it open all year round needs to be something that is discussed soon. I know for a fact that there would be a hell of a lot more usage all year round. I also believe that many many people of our town like it or would like it to be used for hydro therapy whether it be post-surgery, sporting injuries, arthritis, etc. I also think the schools would make more use of it than what they do now due to the shortness of the seasons sometimes dependant on weather.</p>
29	<p>Central location and proximity to major centres Proximity to main arterial road and rail network Temperate climate Soil quality (although this is rapidly declining!) Proximity to both Waitaki and Mackenzie as major (and increasing) tourist destinations Small town/district charm</p>
30	<p>Its people. Its environment. When it comes down to it the Waimate District has many features and strengths that can be found elsewhere, but our people, our place and our history are ours.</p> <p>We could develop "soft" tourism – walks and activities geared to the less adventurous. Many international tourists have never been to a working farm or a shingle beach. There is a growing opportunity to have day trips to Waimate with activities geared around our environment and our people. Not every tourist wants to spend days in the bush or throw themselves off a bridge with a giant rubberband around their ankles.</p>
31	<p>Low land cost Access to stable workforce</p>

32	Relaxed, relatively safe lifestyle great for families 'Stepping back in Time' feel of township, particularly Queen Street No earthquakes – "Safe South Canterbury" should be a regional marketing strategy
33	Rural amenity Central location
34	Location – Centre of the South Island, agriculture and providing protein for the wider world. Outdoors, walkway, hunting and fishing. Small town with reasonable priced housing, accessibility to larger towns south and north. Excellent schools for primary school children. Heritage buildings and recreation areas. Three major events each year, Waimate Strawberry Fare, Waimate 50 and Bushtown Steam Up. All three bring a large number of visitors to the town.

What other factors do you think are a major weakness for economic development in the Waimate District?

1	<p>Lack of competition in retail sector, i.e. Foodstuff</p> <p>Lack of whiteware outlet</p> <p>Lack of electricians and plumbers</p> <p>Lack of Farmers / Harvey Norman, etc</p> <p>Need for easier access to local politicians</p>
2	<p>Not enough promotion of the town to encourage people to want to visit</p> <p>Main street is drab and unwelcoming</p> <p>Too much reliance on dairy industry for economy</p>
3	<p>Our inability to change and look at what the rest of the world and country are doing. Some businesses do not even have eftpos or online bookings and calendars and our internet in the rural areas is appalling. Our own Council will not even support the local wifi initiative to increase internet speed.</p>
4	<p>No job opportunities to keep up and coming youth interested other than farming. The distance people working have to travel to make a living and the wages offered don't balance the economy so people can't afford to live, e.g. rent \$175, power \$40, food \$150, petrol \$90 added up is \$455 per week. Average wage max = \$600, less \$455 per week leaves \$145 per week for insurances, medical, clothing, repairs, dentists.</p>
5	<p>Lack of interests for youth, i.e. nothing to keep them here, no jobs or anything to do.</p>
6	<p>Our main street is looking very sad, we have some wonderful old buildings in our town which need to be maintained and celebrated.</p> <p>Our young people need to want to stay in town for them to do so they need work, and companies need to feel that they have a committed work force.</p> <p>Lack of direct transport links to central and the rest of the island.</p> <p>Lack of encouragement to start up businesses.</p>
7	<p>There is nothing in the local run down shopping precinct for visitors. One café and a tea rooms, three pubs but that's it for eating unless people know where the winery restaurant is, but they are expensive. The museum needs to be promoted and open for the public. Nothing for families. The parks and walkways needs to be promoted.</p>
8	<p>The lack of houses that are in good condition for the workers to want to live here</p>
9	<p>No other employment opportunities</p>
10	<p>I feel to some extent the closed mindedness 'business as usual' of some local leaders, e.g. the development of the rural economy at the expense / demise of the town. I worry that the Council has been hijacked by farming interests over urban interests.</p> <p>Not seeing outside the box, e.g. potential to attract regional business / government offices here that can act as hub to both Timaru & Oamaru.</p> <p>Offering rates incentives to attract new business / families to the town.</p> <p>I worry at the state of our water / rivers, to me not a good look in terms of how we manage the environment that underpins to an extent our farming industry.</p>
11	<p>The present Council has a nasty way of doing things without public consultation.</p>
12	<p>Inefficient use of current facilities such as Knottingley Park, horse cross country, cricket grounds, velodrome, Quinn's Arcade.</p>

13	<p>Lack of investment by Central Government due to the political power of the large urban centres.</p> <p>The loss of democratic process surrounding decisions connected to local resources.</p>
14	<p>No leader – Council needs to lead, so good you are taking the first steps.</p> <p>Finance – \$\$ to make the changes, people will be more willing to invest if you have a plan.</p> <p>People power – employ the right people/consultants to take it forward.</p>
15	<p>Lack of infrastructure</p> <p>Lack of investment</p> <p>Lack of participation and interest in the local economy by the big business players, e.g. Fonterra, Oceania and Alpine Energy</p> <p>Lack of tourism development, e.g. accommodation, building cycleways, cafes/ restaurant</p> <p>Under promotion of the district's assets</p> <p>Inability of Council to develop or implement a strategic direction for the community</p> <p>The main street sucks – it's untidy, needs new verandahs, gardens are rubbish, needs painting</p>
16	<p>Council's ability to 'get things done' and negative attitude</p> <p>Lack of employment / skilled labour</p> <p>Ageing population</p> <p>Businesses/event organisers don't work together – multiple people doing the same thing</p> <p>Lack of promotion of district and events</p> <p>Negative news stories</p>
17	<p>The fear of failure from Council up</p>
18	<p>Broadband speed</p> <p>Young work force</p> <p>A lack of water for new businesses that require additional water</p>
19	<p>Older population</p> <p>Lack of investment in job creation schemes</p> <p>Lack of medical services</p>
20	<p>Transport costs if manufacturing, remote from market (however you can develop the local market). Kirk irrigation is a good example and also Rooney Construction.</p>
21	<p>Presentation of shop fronts, dirty footpaths, untidy park edges with empty cans, bottles, rubbish caught amongst the weeds. Lack of reply to any emails forwarded. The need for dedicated employees to keep the town clean EVERY DAY. In Twizel there were two people employed as such.</p>

22	<p>The increased use in the State Highway network, including the increase in freight, in larger and heavier trucks. Lack of passing lanes on SH1 makes travel around our district difficult and at times dangerous. The state of the one lane bridge over the Elephant Hill Stream at Ikawai on SH82 with both tourist and freight traffic is less than satisfactory.</p> <p>The lack of respect for our natural resources (there seems to be a mentality of bury it or flush it down the nearest waterway and it can be forgotten), including litter, dog faeces, horse manure, or for our special place, and its history (little understanding of the local runanga and the peaceful settlement between Te Huruhuru and Michael Studholme, and very little desire to include tikanga Maori in activities, graffiti and vandalism, half-demolished building left that way for years, ...).</p> <p>Lack of visitor accommodation and after-hours dining. We have a couple of motels, some B&Bs and several camping facilities throughout the district. Hosting tournaments and arts competitions provide opportunities for increased visitor nights (we have a country music competition and at least 2 dance competitions annually, and now have the capacity to hold various sports tournaments with the new event centre), but there are very limited visitor beds. The town has several great cafes and other eateries (and a number throughout the district), but apart from "fast food" outlets and bars, there isn't much choice after 4pm. A nice dine-in restaurant for visitors and residents alike would be a great addition to the town.</p>
23	<p>Our ageing demographic is probably our biggest let down in my opinion, we need to retain our young people to help grow and develop the region.</p> <p>Our Council struggles with the demands placed upon it by central government as do all other regions, bureaucratic red tape needs to be lessened so that Council employees can actually do the jobs that they want to do rather than form filling and "backside covering" to keep central government officials happy.</p> <p>Central government needs to step up its funding initiatives for roading infrastructure.</p> <p>Resident's apathy and resistance to change we as a community need to be more open to "giving things a go", we (as a community) need to get more involved with decision making rather than sitting on our collective backsides moaning about the direction (or lack of) our region is heading.</p>
24	Council's attitude
25	Buildings are run down and not worth investing in for the average business owner
26	<p>Need better public toilets</p> <p>Need higher standard cafes</p> <p>Cafes and shops need to be open all weekend</p> <p>Need covered or indoor swimming pool</p> <p>Need dog park</p>
27	Bad reputation

28	<p>Declining water quality</p> <p>Over-intensification of dairy farming</p> <p>Irrigation destroying water and soil quality</p> <p>Conservative closed-minded nature of both Council and community/business leaders</p> <p>Small ratepayer base impeding the funding of bigger projects</p> <p>Lack of communication between Council and the district with regards to the reality of funding projects (i.e. Council have failed to make growth projects seem attractive to ratepayers so they have fallen over)</p> <p>Over reliance on dairy industry and lack of funding, assistance or recognition for other industries</p> <p>"Business as usual" attitude of Council and community... this means we are stagnant</p>
29	<p>The continued focus on dairy. Dairying has been the focus for our economic future however it has failed to deliver across the board benefits. In fact there are negative economic impacts on the district. Many dairy farmers shop outside the district. The damage to the environment, damage to roads and the increase in delays due to traffic congestion all have a cost.</p> <p>Whilst dairy is part of our economic future it must not come at the cost of community and other possibilities.</p>
30	<p>Lack of industrial zoned land</p> <p>Not enough high level strategic planning by the community and businesses</p> <p>Too high an expectation that somebody else will come along and make things right and improve the district</p>
31	<p>Little push from the community to drive economic development. I think the Council should lead/facilitate a Community Development Committee consisting of community leaders and business owners.</p>
32	<p>Conservative mindset of residents.</p> <p>Promotion of the district to the wider regions both international and domestic visitors.</p> <p>Lack of vision in both creative and dramatic areas, lack of point of difference i.e. Moa Centre.</p> <p>Lack of funding as Waimate is a small ratepayer base of upgrading roading and infrastructure.</p> <p>Need to ensure clean waterways are maintained.</p> <p>Waimate pride non existent, Waimate seen as cheap place to visit and live.</p> <p>Freedom campers (ratepayer campers) / motor homers seeing the area as a cheap place. Where are the statistics to prove these visitors contribute to the economic value of the area?</p>

Question 2: Opportunities for growth

In the survey respondents were asked to rate the potential contribution to future economic growth in the Waimate District. (1 = No Opportunity; 2 = Minor Opportunity; 3 = Good Opportunity; 4 = Very Good Opportunity; 5 = Major Opportunity)

Answer Options	1	2	3	4	5	Rating Average	Response Count
Tourism and recreation – 'Great outdoors' (lakes, rivers, cycleways, camping, etc)	1	4	4	9	25	4.23	43
Townships beautification	1	6	2	13	21	4.09	43
Attractions and events	1	5	5	13	18	4.00	42
Adventure tourism (adrenaline sports, mountain biking, skydiving, etc)	1	6	8	8	19	3.90	42
Promotion of district and businesses	3	4	9	7	20	3.86	43
Farming – horticulture/crops	2	4	10	12	15	3.79	43
Tourism – heritage	0	9	7	11	16	3.79	43
Tourism – food and beverages	1	7	11	8	16	3.72	43
Farming – agriculture	2	3	13	11	13	3.71	42
Transport links	3	6	10	10	13	3.57	42
Infrastructure – national investment (transport, telecommunication, energy, etc)	1	6	14	13	9	3.53	43
Accommodation	2	9	10	8	14	3.53	43
Infrastructure – local investment (roads, water, sewerage, stormwater, etc)	1	6	16	14	6	3.42	43
Business/commercial sector	1	9	13	13	7	3.37	43
Manufacturing (food, goods, equipment, etc)	1	9	11	17	5	3.37	43
Answered question							43
Skipped question							0

Question 3: Improvements to Waimate District's economic future

In the survey respondents were asked to identify three things they would do to improve the Waimate District's economic future.

1	<p>Improve pavements and weeding roadsides</p> <p>Advertise nature – adventure</p> <p>Restore or demolish buildings</p>
2	<p>Encourage horticulture and free-range poultry in the district</p> <p>The clothing sector and small business operators could be encouraged to expand with less bureaucracy</p>
3	<p>Promotion – billboards on the highways, websites, publication of upcoming events – if you don't buy News & Views, you don't know what's on</p>
4	<p>Promotion of the district in the north and large centres</p> <p>Proper management of public funds / taxes</p> <p>Encouragement of local businesses to return to town recently lost. Encourage national chain to set up in township</p>
5	<p>Accommodation, tourist and events</p> <p>Attract new families to Waimate</p> <p>A permanent income stream for all areas of the community</p> <p>A unique selling point for Waimate utilising the affordability of the area but without attracting a low contributing group of people. If the housing is of a high standard with quality building we will attract working people with a good income. The houses would be approximately \$150,000 to buy (no land included) which would make them the most affordable in the country for a new home. It would free up land for building as required by government without Council disposing of assets. The land as an asset would return an income as new rateable properties.</p>
6	<p>Our rural roads are in many cases in shocking repair and many gravel roads are being ripped up by tankers, these need to be a priority.</p> <p>Clean up the main street and entrances to the town, they need to give a consistent message of welcome on all major entrances to the town.</p> <p>The empty premises on the main street could be adopted by a school or class and a competition for the best decoration to a theme that could change every so often and the competition start again with say at Christmas time an overall winner declared – Council could fund the prizes with funds they could shame out of the absentee landlords.</p> <p>Our young people need to feel they can get a job in their home town, we need to encourage more business to our town and work with Waimate High School to ensure the people leaving have the skills to take jobs in their town.</p> <p>The transport and business hub needs to get off the ground, if you build it they will come.</p> <p>We need to encourage rural people to have a go at alternatives to dairy, sheep and wheat.</p> <p>We need to encourage local people to talk about the availability of the great food we have available here and encourage people to cook it.</p> <p>We should be a Slow Town this would bring a huge amount of awareness of our local products.</p>

7	<p>I would promote Waimate as a good place to run a business, even a national business. A building company for example. What are the up and coming business. Then give them an incentive like 50% discount on the first years rent, 25% for the second year as long as they sign a lease for 10 years. I would love to work in Waimate and not travel but there is nothing here for me. Office manager/EA on \$60k p.a.</p> <p>Really promote Waimate as a great place to raise a family. I work in Washdyke and travel 103 km every working day because we chose Waimate over Timaru. My neighbour works in Redruth, Timaru. People can work in Timaru or Oamaru and live in Waimate. Have a log on site on the web for those interested in car pooling.</p> <p>Give incentives for outdoor pursuit businesses to set up here. We have the tracks for walking and biking, but there is more than just that.</p>
8	<p>Promote the town as a retirement town. Get the buses running to Timaru and Oamaru. This town has a lot of retired people coming here for example ex Christchurch.</p> <p>Provide more retirement living, i.e. villages. These people do spend money and are an asset to the town.</p> <p>Youth will move to the big smoke if they want to advance themselves as they do. The youth that hang about here and cause problems are the unemployed and they use their time to provide drugs to each other and generally a waste of time. There is an element of undesirables in the town.</p>
9	<p>Promote the town as somewhere you could start or move your business to.</p>
10	<p>I would put people and families first, and on that basis ensure the local economy is framed / managed to support that.</p> <p>My three questions then being ...</p> <p>What is our 'Product'?</p> <p>How do we 'Package' it?</p> <p>How do we 'Promote' it?</p> <p>In essence – the marketing mix.</p>
11	<p>The Council could stop spending ratepayers money on enterprises that could cost us a lot more.</p>
12	<p>Promote its uniqueness</p> <p>Encourage people to settle here</p> <p>Promote our unique history including settlers, industry through tours</p>
13	<p>The Council keeps its money out of business ventures</p> <p>Do your basics well and the rest will follow</p> <p>Do not get indebted with irrigation schemes</p>
14	<p>We need to build on and market our heritage</p> <p>Ensure businesses are encouraged to both set up here and to stay</p> <p>Sell our story</p> <p>We are a food bowl and need to develop business around this</p>
15	<p>Plan for the future, not a reactive approach</p> <p>The changes we do, do them well. Plan, design and implement with skilled labour</p> <p>Consult with wider community – they have some great ideas</p>

16	Waimate to the Lakes cycleway Better food and beverage outlets Beautification of Waimate Township
17	Tidy up the main street in Waimate – make us proud not embarrassed – aim to be the most beautiful town in the South Island (if not NZ) Create cycleway from lakes to SH1 through Waimate Township – connects with Alps2Ocean cycleway Develop website to promote the district – separate from Council's website
18	Cover the pool – encouraging outlying areas to use our pool instead of Oamaru or Timaru Look into smaller areas of New Zealand that have covered pools, i.e. Mosgiel / Tapanui
19	Build more MTB trails and walkways Provide administration support to local groups that provide activities for the local community
20	Implement a campaign to lure manufacturing/business to area to increase job opportunities Better advertising for tourism in the South Island market Get buses (i.e. Intercity) to visit the town more regularly Daily passenger transport services to Oamaru/Timaru
21	Not being in business for myself (now retired), it is really up to the individual to take the punt with their development and should be stand alone, with no Council involvement. A strong formation of active businesses should formulate their own strategy.
22	Need a large manufacturing base with opportunities for large employment, e.g. food canning, fruit, vegetables, pie making, some sort of export kitchen, abattoir or pet food processor, and boat building with alloy, glass fibre, wooden traditional craft.
23	I would cover the pool. I would love the 3 silos on Queen Street to be repainted, maybe with a Bushman mural theme. I would like us to beautify Queen street (flower pots). The toilets are not well liked, maybe we could beautify them on the outside (make them look like a bushman's hut?) Try to rent/lease/occupy empty shops between High Street and Victoria Street, to create a centralised business area.
24	Innovative, cooperative educational opportunities (secondary, tertiary, and continued adult) Local economy supporting local economy with pride in our local community and environment, with support for new businesses that choose to make Waimate their base Reliable connectivity (transport and telecommunications)

25	<p>Develop infrastructure for future use as Waimate has a growing (for the foreseeable future) base of retirees we need to make sure we can look after them. By that I mean we need to focus on housing (Lister and possibly more "Council flats") and accessibility to amenities around town.</p> <p>We need to focus on attracting other larger employers to our region, e.g. manufacturers. Tourism helps but also means that we need to compete with our neighbours for the "tourist dollar". Develop an "industrial park area" which will feature existing and new business.</p> <p>Promote and assist organisations such as Bushtown and the developers of Quinn's arcade – these will help with the promotion of our town's heritage.</p> <p>More promotion of things that we already do extremely well with (in my opinion anyway) such as parks and reserves, the lakes holiday area, world class fishing and hunting plus all the events such as the Strawberry Fare, Waimate Shears, Waimate 50 street racing and the March Hare bike rally.</p>
26	<p>Adventure tourism Accommodation Council being more user friendly</p>
27	<p>Sort out the old buildings in town Cover the public pool</p>
28	<p>Covered pool Attract business</p>
29	<p>Be motorhome/tourist friendly Have better cafes Improve look of Queen Street – it looks run down – a good lick of paint and larger flower baskets would help Paint Bushtown style mural on the hideous looking flour towers – change them from an eye sore to an iconic feature</p>
30	<p>Put an amazing professional website together to market and promote the area.</p>
31	<p>Get rid of the eye sore half demolished buildings around town Paint shop fronts Street planting Do up the Arcadia, even if it is just a lick of paint – people photograph this every day</p>
32	<p>Support for diversity in business. Sure agriculture is our current money maker but economic diversity creates stability and longevity. Currently Waimate is far too heavily reliant on dairy and if this goes bust or even declines our fortunes are tied to it. Doesn't seem like very sound planning.</p> <p>If Council were to support other agricultural/horticultural/commercial ventures there is every chance these could do very well.</p> <p>Being less conservative and selling new initiatives to the community/ratepayers rather than sticking with 'Business as Usual'.</p>

33	<p>Think longer term – what do we want the district and towns to be like in 100 years. Protect and improve the environment. Develop walkways and cycle ways around local lakes. Have "town walks" around the town's heritage. Create art works around the townships and have guides for people to walk around them. Spend more on promotion of the district.</p>
34	<p>Improve the main street scape Positive promotion of Waimate as a place of immense possibilities Improve connectivity to allow home based business</p>
35	<p>Facilitate a Community Development Committee Be proactive instead of reactive – promoting good news stories Offer incentives for business to locate here</p>
36	<p>Promotion of the area, a partnership between ratepayers, businesses and Council. All can benefit. Acknowledgement that agriculture is still the main contributor in the district as we live in a global society and the need to trade internationally. Use the features the district has, the outdoors, lakes, coast, parks and reserves to attract visitors and to be used by local community.</p>

Question 4: Major economic challenges

In the survey respondents were asked to identify three major economic challenges the Waimate District will have to overcome in the next 10 years.

1	Attracting more inhabitants with certain capabilities to create employment and business opportunities Finance Opportunities to reach goals
2	Feeding the district's population Providing shelter for those whose homes have suffered the effects of the axial shift brought one by our 10th planet's close encounter with Earth (NIBIRU) Disruption to water supplies
3	Economy from other areas, not just dairying More use of the new stadium for regional/national tournaments Tidy main street – needs to be more welcoming – give it the WOW factor
4	Incompetent Council Incompetent Council Incompetent Council
5	Debt levels of Council Increased requirement to provide housing Decreasing young population Ageing population with no low maintenance housing
6	You need to think about balance on a whole and what comes with economic growth, e.g. crime = people = housing = entertainment = jobs.
7	Pollution and lack of water and red tape (central and local government) greed
8	Paying for the stadium Keeping rates affordable while maintaining infrastructure Stopping the town becoming a ghost town
9	An ageing population. Waimate is full of wonderful people but most have white hair and are in their 70s and 80s. Lack of good facilities and things for the locals to do Resurrect a dying town that has had a great past
10	Sub-standard housing. More unemployed moving here as it is cheaper, a drain on the town Get the retired to come here and enjoy the lakes, easy access to main cities and towns
11	Promote the town more Look after businesses already in place Promote more to attract businesses to want to start up in the district

12	<p>Consolidation of businesses into larger towns that due to economies of scale make it economically unviable to invest in Waimate. Similarly, consolidation of farming interests that take control away from local farming families. In essence being dictated to by economic interests / power structures outside the district.</p> <p>Water: Our local rivers and the Wainono Lagoon are stuffed. Managing this resource sustainably ensures continuity of supply to agriculture and other business interests, some of whom we may not even know about yet.</p> <p>Attitude: Attitude is everything. Ensuring a 'can do, nothing is impossible' attitude will prove to be just that. We need to be careful that the term 'economic development' doesn't kill the golden goose – my preference is to use the term 'economic sustainability', because it ensures exactly that for the benefit of the whole district and everyone in it.</p>
13	<p>Reduce rates</p> <p>Be more efficient</p> <p>Let people know what is going on</p>
14	<p>Encouraging light industry</p> <p>Accommodation facilities for special events</p> <p>Interlinking existing sport and tourist activities by developing unused areas such as old railway line to Waihao Forks for cycle, walk, horse track with link to Hakataramea creating alternative route for Alps2Ocean</p>
15	<p>If Hunter Downs Irrigation goes ahead it will be patching up the environment</p>
16	<p>An ageing population</p> <p>A failing retail sector</p> <p>Maintaining control of our district</p>
17	<p>Decline in population</p> <p>Trying to capture the families that move to the area to live in our district versus surrounding towns</p>
18	<p>Lack of investment</p> <p>Lack of direction from Council</p> <p>The challenge of getting projects off the ground with Council</p>
19	<p>Over-reliance on the dairy industry – need to diversify</p> <p>Merging of Waimate and Timaru District Councils – if this happens Waimate and smaller townships will not be looked after</p> <p>Lack of employment and skilled labour</p>
20	<p>Getting the Council to open their eyes and ears and not have tunnel vision, e.g. the stadium</p>
21	<p>A reliance on the farming community</p> <p>Voluntary committees giving up through lack of support and finding compliance too difficult</p>
22	<p>Older population</p> <p>Limited in growth</p>
23	<p>Inflation</p> <p>Compliance costs</p> <p>Population drift</p>

24	<p>Keeping jobs for employees</p> <p>Keeping young people engaged in the running of local government</p> <p>Helping the influx of Asian tourists who need to be entertained</p>
25	<p>How to encourage tourism into our town</p>
26	<p>Environmental degradation – if our rivers and streams deteriorate, our district's future is bleak if not gone completely. If we haven't got safe water for our communities, families won't want to stay.</p> <p>Lack of understanding of the challenges facing provincial New Zealand (not just the farming perspective) from national bodies (including many government organisations) who don't realise the effect that rising costs and/or decreasing levels of service have on our small population base (insurance levies, roading subsidies, access to WINZ, ACC, IRD, and other such services...), and the flow-on effect of trying to keep support services in Waimate – keeping banks, doctors and other health professionals, retailers, mechanics, after school activities tutors/coaches.</p> <p>Knowing what we really want – Waimate people probably don't want thousands more people here, and haven't thought about the implications of an increased population base, greater visitor numbers, more industry. Careful planning rather than ad hoc expansion of the business and/or residential areas will be necessary. Heavy transport travelling residential streets (including a dusty transport yard on the main street), angle parking, school children walking or on scooters, cyclists negotiating traffic, ... is a potentially dangerous mix. We need to hear from our children and young adults – they have ideas that, perhaps with guidance, could help to build a picture of what Waimate should be.</p>
27	<p>Compliance costs arising from ever increasing central government meddling in regional affairs.</p> <p>Our heavy reliance on one industry we need to add more strings to our bow as it were.</p> <p>Competition from other regions and large cities for our young people.</p>
28	<p>Shady deals done by Council [old boys network]</p> <p>Government rules</p> <p>Damage to the environment from intensive farming</p>
29	<p>If the buildings aren't worked on there isn't much potential for new businesses and/or their survival</p>
30	<p>Better promotion of town and area to encourage more people to visit – so make it look bright and welcoming</p>
31	<p>We need more funds but no one wants a rates rise.</p>
32	<p>Possibility of another dairy down turn</p> <p>Cost and re-development of the swimming pool</p> <p>Maintaining the events centre to a high standard to keep its usage at the highest</p>

33	<p>Degradation of our land and waterways – we are never going to be an industrial or commercial hub – FACT – but we do have a lovely natural environment and parks and walkways and waterways (even though we can't dip a toe in them because of the impact of dairy intensification) and we are COMPLETELY ignoring these and putting them down as recreational and not seeing the economic potential.</p> <p>Inability of Central and Local Government to put environment ahead of economics! Why is Waimate District Council not funding an environmental strategy? What is the point of an economic strategy if we can't eat anything from our soil, have to add calcium to our milk and can't even let our dogs swim in the rivers because we sacrificed the environment in the name of economic development.</p> <p>Lack of support for small to medium size businesses – instead Council are far more interested in pow-wow-ing with 'big business' which have very little positive impact on the economics of Waimate as a whole – for example, how much money from Oceania, Fonterra, Rooney, irrigation companies, actually comes back into the district, compared with all the small/medium businesses? And yet Council shows little support for these.</p> <p>Looking beyond dairy when we think about agriculture and horticulture. We are kidding ourselves if we think the dairy industry can continue the way it is, and when the guts falls out of it, all the money we have poured into it (to the exception of all other agriculture and horticulture) will be literally down the drain. Dairy farms are getting bigger and bigger and employing less and less people, more dairy does not result in more jobs or families in the district. Fewer people owning farms.</p>
34	<p>Climate change Environmental issues Reduction in dairying as indoor dairy farming is developed closer to markets</p>
35	<p>Ageing infrastructure Hard decisions re the replacement of aged buildings Retention of bright minds – young and old</p>
36	<p>Help people to be proud of our community – beautify the township Change the perceptions that Waimate District is the place to live and work Encouraging new businesses and residents to come and live</p>
37	<p>Need to increase the population and make the most of an ageing population, opportunities to attract immigrants. Clean up our towns and villages and make them attractive that they are noticed as visitors pass through. Develop a point of difference, heritage town and activities, i.e. Bushtown, Arcade Building being restored and used for a community purpose.</p>

Question 5: Tell us a little bit about yourself

Gender		
Answer Options	Response Percent	Response Count
Male	45.0%	18
Female	52.5%	21
Gender non-binary	2.5%	1
Answered question		40
Skipped question		3

How old are you?		
Answer Options	Response Percent	Response Count
<20	0.0%	0
20-29	4.7%	2
30-39	14.3%	6
40-49	14.3%	6
50-59	35.7%	15
60+	31.0%	13
Answered question		42
Skipped question		1

Where do you live?		
Answer Options	Response Percent	Response Count
Hakataramea-Waihaorunga	4.8%	2
Waihao	4.8%	2
Waimate	78.5%	33
Pareora-Otaio-Makikihi	9.5%	4
Outside of Waimate District	2.4%	1
Answered question		42
Skipped question		1

In responding to this survey, are you doing so as a:		
Answer Options	Response Percent	Response Count
Business owner/manager (urban)	9.7%	4
Business owner/manager (rural)	17.1%	7
Student	0.0%	0
Resident	73.2%	30
Representative of a group/association	0.0%	0
Answered question		41
Skipped question		2

Workshop Feedback

Three workshops were held:

- Public workshop 1 on 28 March 2017 – there were six groups of 5-6 participants
- Public workshop 2 on 29 March 2017 – there were 5 groups of 5-6 participants
- Council elected member/leadership workshop on 19 April 2017 – there were 2 groups of 4-6 participants.

Strengths

Groups were asked to list their top five strengths of the Waimate District.

Bracketed () numbers in the 'Strength' column indicate the number of groups that identified the item as a strength.

Public Workshop 1	
Strength	Reason
Stadium (2)	
Farming (4)	Dairy factory Location to work Social side/community Profits from two factories
Safe community (1)	
Affordable housing (4)	Good for businesses
Events (2)	Strawberry Fare Waimate 50
Infrastructure for growth (2)	Infrastructure that is already in place
Central South Island location (5)	Ease of access to market Close to Dunedin and Christchurch Industry location Lots of traffic along SH1 Access to tourism
People and community spirit (2)	Great place to live Good people 150 clubs Strong volunteer base
Good climate (2)	Microclimate Good at growing crops

Public Workshop 1 (continued)

Strength	Reason
Reliability/availability of water	Farming Recreation Drinking water Irrigation
Lakes	Great outdoors Mountain biking

Public Workshop 2

Strength	Reason
Affordable housing (3)	Low cost of living
Central location (4)	Close to everything Access to markets
Employment in Timaru / Oamaru (1)	Only 30 minutes away
Microclimate (2)	Temperate Supports activities and agriculture
Community (4)	Number of clubs and activities Good school Friendly people
Sport and recreation (4)	Central location Lots of open spaces for activities, natural resources, park, indoor/outdoor venues Lots of community organisations Access to hunting and fishing
Agriculture/horticulture (1)	Economic base
Heritage buildings (2)	Quintessential rural town
Great place to bring up kids (2)	
Education (1)	Smaller class sizes
Safe town (1)	For children and elderly

Council Elected Member/Leadership Workshop

Strength	Reason
Agriculture	Rural support town Diversity of agriculture Creates jobs and growth
Affordability	Land affordability Housing (attractive) Affordable lifestyles Low cost of doing business
Connecting transport routes	Road/rail Access to markets
Talented/innovative people	Community Able to work together Volunteers/events/groups Farming sector innovators Driving forces/advocates for the district
Safe community	Attractive for families
Central location	Close to State Highway 1/Port Close to tourist destinations – tourists come through from other destinations Cheap to get freight in and out
Recreational environment	Local – ‘nice place to live and play’ Attractive to outside people
Unique, small rural district	Quintessential small New Zealand district Rich history

Weaknesses

Groups were asked to list their top five weaknesses of the Waimate District.

Bracketed () numbers in the 'Weakness' column indicate the number of groups that identified the item as a weakness.

Public Workshop 1	
Weakness	Reason
Resistance to change (1)	Scared of growth
Transport (3)	Cost to transport goods Lack of public transport (difficult for people with no cars) People drive past the turn off
Skill shortage (2)	Shortage of skilled labour No trade training
Tourist accommodation (1)	None for tourist events
Housing shortage (1)	Need new housing stock for new residents
Small population base (2)	Lack of competitive business Can't have the bigger things (City/Town trade off)
Infrastructure (1)	Lack of building stock
Aged building stock (1)	Earthquakes Don't suit modern businesses
Lack of skilled employment opportunities (4)	Paucity of skilled labour Usually low skilled jobs Decline in professional support Lack of diverse employment
Perception of Waimate (2)	Negativity on Facebook How other people think about Waimate "Don't drink the water in Waimate"
Tourism (1)	Weak relative to other districts
Lack of advertising (1)	Means no tourism or people moving here
No jobs for youth (1)	"Nothing to do here"
Support for older population (1)	
Lack of vision in town plan (2)	Not exciting Difficult to administer results
Presentation of town (1)	No trees Main street and feeders

Public Workshop 1 (continued)

Weakness	Reason
No compelling reason to stop (1)	
Lack of local media (1)	
Lack of diversity in economy (1)	All eggs in one basket

Public Workshop 2

Weakness	Reason
Reputation (1)	Is stagnating
Infrastructure (3)	Roads in Glenavy and St Andrews Health care infrastructure Lack of business/service infrastructure
Losing services (3)	Lack of depth in retail – people are shopping out of town Banking, WINZ
Appearance of the town (2)	Shabby, not appealing
Lack of cohesion as a community (2)	Lack of vision Conservative/closed-minded
Night life (1)	Lack of lifestyle
Over reliance on dairy (1)	Too many dairy farmers
Abuse of environment (1)	Pollution of river Loss of bees The effect on swimming and hunting
Urban rural divide (1)	Lack of connection
Low through traffic (1)	Affects tourism
Unequal distribution of wealth (1)	Perception Spending power
Little promotion (1)	How can they come if they don't know we are here?
Decreasing agricultural diversity (2)	Increasing farm size Too much reliance on dairy
Small ratepayer base (2)	Lack of funding Restricts Council's ability to fund initiatives
Lack of arts and culture (1)	
Proximity to other towns (1)	Drags people away
Struggle to attract big businesses (1)	

Council Elected Member/Leadership Workshop

Weakness	Reason
Poor perception of Waimate	Perpetuated by people that live here Hinders growth Negative perception of Council Undermines progress
Difficulty funding projects	Economies of scale to capitalise on good ideas
Lack of education opportunities	Affects attractiveness of Waimate for families
Reliant on one industry	All eggs in one basket
Population	Low rate base/lack of facilities and infrastructure Skill shortage Linked to job opportunities Lower socio-economic groups/demographics Rates Aged/fixed income population
Lack of ICT connectivity	Businesses can't operate Cell phone blackspots
Tired image/look of towns	Neither historical or modern Inhibits growth Unattractive for local and tourists/visitors – not bringing in
Public transport	Population can't move around the district Affects access to jobs and services

Opportunities

Groups were asked to list their top three opportunities for the Waimate District.

Bracketed () numbers in the 'Opportunities' column indicate the number of groups that identified the item as an opportunity.

Public Workshop 1	
Opportunities	Reasons
Infrastructure (3)	<p>Internet is in its infancy, would create a flow on benefit for businesses – improve connectivity</p> <p>Main street – having things that are ready to attract, clean it up</p> <p>Build on the Event Centre</p>
Irrigation (3)	<p>As an injection into the community</p> <p>Will create a boom for support industries</p> <p>Growth and development</p> <p>Increases jobs and property values</p> <p>Allows diversity in crops</p>
Strengthening the support industries (1)	<p>Business parks, land for companies to enable them to locate to Waimate</p> <p>Increasing training for skilled people for support industries</p>
Attracting permanent residents (2)	<p>Push the unique selling proposition (e.g. affordable housing)</p> <p>Beautification of the town</p>
Tourism (4)	<p>Co-ordination across the district</p> <p>Opportunities to work across the district and share what is going on</p> <p>Stay for longer</p> <p>What is Waimate's point of difference?</p> <p>Tourist buses, fastest route to the lakes</p> <p>2.4x job multiplier effect</p>
Market the district (4)	<p>Not promoting what is "good" about Waimate</p> <p>Tell the stories</p> <p>Brag about the town</p> <p>Lifestyle – 'shop local' campaign</p> <p>Championing the town – get it out there</p> <p>Philanthropy – investing in the good stories/environmental stories for corporates</p>
Transport hub (1)	<p>Central location for distribution of goods, e.g. refrigerator freight</p>
Strategic approach/planning vision (1)	<p>Continuity over 10/15/20 year period</p>

Public Workshop 2

Opportunities	Reasons
Location (1)	Look at Oamaru –it uses its assets well Waimate has heritage, spaces and parks, Quinn’s Arcade, Bushtown, hunting and fishing, cycling
Horticulture emphasis (1)	Berries, potatoes Need clean water Promote small style farms to create employment and be an attractive place to live
Retirement village (1)	Jobs, health
Refugee centre for NZ (1)	Investment
Tourism (3)	Events Local strengths Lakes/camping Grow things that make Waimate good Great outdoors
Promotion (3)	What’s the unique selling point/destination drawcard? Internal promotion from Christchurch to Dunedin Self-belief and self-confidence Needed to attract and retain people What is good? Website
Industrial development process (1)	Irrigation, etc Income retention Working with existing large businesses
People moving here (1)	Attract and retain Remote working ICT connectivity Improve/utilise existing facilities to make more attractive place to live (e.g. event centre and swimming pool)
Attracting businesses (1)	Capitalise on tourism From tourism develop support industries
Flora and fauna (1)	Tourists and local to enjoy
Retirement town (1)	Bring people to the town

Council Elected Member/Leadership Workshop

Opportunities	Reasons
District-wide ICT connectivity	Is an enabler for future development Attracts new business Strengthens existing businesses Will assist with promotion
Light industry	Support existing industry (agriculture and irrigation) Capitalise on low costs of doing business Could be a base for warehousing industries
Promotion/branding	Improve available information about Waimate Promotion for both visitors and potential businesses and families Gate-to-gate cohesive Waimate District message Decide 'who we are' Lose the wallabies
Rural hub	Training and expos

Key actions

Groups were asked to develop key actions which could be incorporated into any future work plans. They were also asked to think about who would be involved, how long would be required to undertake the action and where the funding could come from.

Generally, the groups struggled with this question.

Public Workshop 1	
Key Action	Detail
Town Centre Management Group	The Council would act as a facilitator Could use Public-Private Partnerships to fund specific projects Use community groups (Rotary/Lions) to draw people in Initiate the subdivision fund
Co-ordinated approach to economic development	Co-ordinated community groups Council can help Business parks on Council land Simplification of compliance
Co-ordination in promoting Waimate	Council to facilitate promotion Council should tap into local expertise Council funding for promotion Community skills should be utilised, e.g. arts, events – use the people
Attract skilled labour/businesses	Promote cheaper land Promotions such as ads or roadshows
Irrigation	Encourage use of local goods and services
Transport hub	Led by Council but incorporate transport businesses, users and exporters
Market the district	Working groups to tap into external funding Council needs to be an enabler not a barrier Council needs to drive beautification not do it themselves Property owners need to take responsibility Website – needs to be up-to-date Signage – “Quickest trip to the lakes” Other iSites to promote the Waimate District

Public Workshop 2

Key Action	Detail
Promotions Committee	Promotions committee with Council and businesses New website (currently not inviting)
New website	Council/community Package what we have got to sell
Employer marketing	Centralised promotion/marketing plan with Timaru and Oamaru Social media Connecting with right people (AirNZ, rental car companies) Council/industry led with joint infrastructure investment

Council Elected Member/Leadership Workshop

Key Action	Detail
ICT connectivity	Currently a group lobbying for improvements to ICT Council could leverage businesses and individuals Need to focus on cell phone blackspots Could focus on bringing forward the fibre rollout
Rural education	Needs and gap analysis Work with ITOs, employers, youth and existing workers to establish whether or not there is a market
Branding/promotion	Website Events Develop a marketing strategy “How do we want to market ourselves/what is our brand?” – this is a district-wide question.
Attracting light industry	Council levers to improve attractiveness – land zoning, district plans, rating, land ownership, consenting process Identifying capacity gaps – e.g. warehousing Industrial park concept – explore business case for building new parks Needs sector buy-in Tap into existing businesses, but don't penalise existing businesses