

THE GREY DISTRICT DRAFT ECONOMIC DEVELOPMENT STRATEGY 2013 -2023

we like to call it



VISION 2023

WHAT ARE WE DOING AND WHY?

We want to make our place here, the best place in the world. We know that we have a lot to offer, but **now it's time to get the word out.**

We are competing against the rest of the world in terms of attracting and retaining the best people, fostering innovation and leveraging new technologies to gain a bigger slice of the economic pie.

We need a clear vision of this District's future and a strategy to ensure we get there. We must ensure that we remain competitive in this changeable and challenging world.

HOW ARE WE GOING TO GET THERE?

We have been talking to lots of groups, individuals and businesses here and we've come up with a proposed vision for the District. Of course, we want to hear what you think about this because after all, this is our District and the only way we will achieve this is by working together.

It is ambitious but we are up for the challenge. Our businesses and community groups have always exhibited great energy, creativity and passion. It is time to ensure that our sights are set in a common direction and our efforts are towards a shared outcome. It is time for action.

We have also looked at what actions might drive the economy in the right direction, but we realise that we might not have thought of everything, so we want to hear from you. Have a look at the Draft Strategy and let us know what you think.

Our proposed vision for the District

By 2023, the Grey District will be a progressive, growing, vibrant province, renowned for its people, culture, talent, environment and desirable location.

WHAT HAPPENS NEXT AND WHO IS GOING TO DO IT?

To achieve the vision by 2023, we need a strategy and each and every one of us must buy into it and take a share in the ownership, the delivery and the rewards that the future will deliver.

To kick things off we have come up with five key Strategic Themes (see over). We would like to set up teams to tackle the actions that fall under each theme. These teams will come up with a plan, create a business case and ensure that the actions are followed through in a manner that reflects the interests of us all. At Council, we have started the ball rolling but we need YOU to get involved and build some momentum. If you want to be a part of this, and our Districts' future, give us a yell!

GET IN TOUCH WITH US!

We are really keen to hear from you. We want to know if we're on the right track and we want to hear your ideas. You can find the Draft Economic Development Strategy on Council's website: www.greycdc.govt.nz/consultation. Remember, it is only a draft, so there is plenty of time to have your say. You can get in touch with us by phone, email or face to face.

Submissions can be made in writing and:

Emailed to: submissions@greycdc.govt.nz

Posted to: Grey District Council, PO Box 382, Greymouth 7840

Delivered to: Grey District Council, 105 Tainui Street, Greymouth

Submissions close at 5.00 pm on Monday 27 May 2013.

please turn over for the
five key Strategic Themes



105 Tainui St
Greymouth
Tel 03 769 8600
Fax 03 769 8603
www.greycdc.govt.nz

Find us on Facebook!

We've started something...
now it's over to you.

facebook.com/theheartofthewestcoast



THE FIVE KEY STRATEGIC THEMES

OUR UNIQUE IDENTITY

To grow confidence and pride through a strongly defined and positive identity, shifting perceptions through effective marketing.

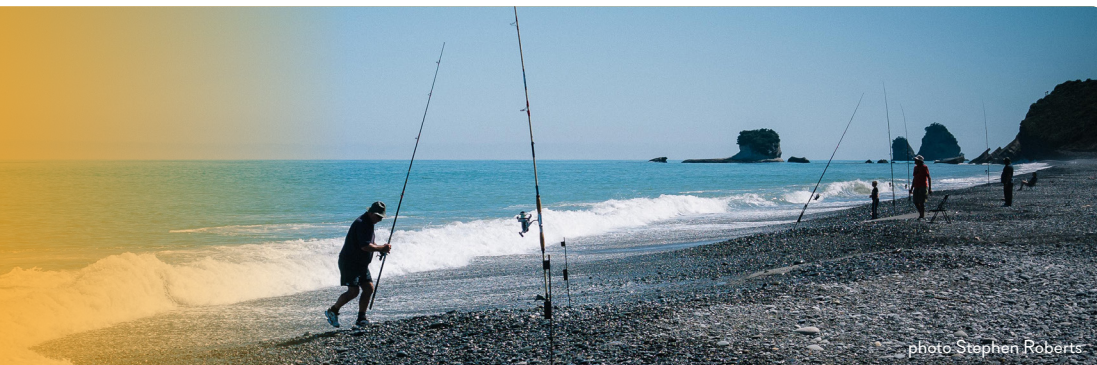


photo Stephen Roberts

OUR COMPELLING DESTINATION

To deliver a world class visitor experience in adventure, leisure, recreation and business.



THE HEART OF THE WEST COAST

To lead through collaborative and progressive methods to reinforce our role as the business hub of the West Coast and to nurture growth in our local economy.



photo Jason Blair

OUR TALENT

To create a District-wide culture where innovation, talent and life-long learning are valued and businesses have the skills to support current and future needs.



OUR HOME

To use our region's assets, natural environment and vibrancy to promote and foster the health, happiness and well-being of our people.



photo Stephen Roberts

The full Draft Economic Development Strategy has more information on these themes and the action plans proposed for each theme. Have a look at the Draft Strategy and let us know what you think - submissions close on 27 May 2013.

www.greycdc.govt.nz/consultation

