

Economic Development – Interim Report

Executive Summary

The EDLG Networks have completed their brainstorming sessions and the results have been analysed by staff. Clear themes are coming through. Those themes include:

- 1. **Our Brand/Identity** – celebrated culture and heritage, pride in our community*
- 2. **The Grey District as a Destination** – placemaking for residents and visitors*
- 3. **Mawhera/Greymouth is the Hub of the West Coast** – a diverse and growing economy*
- 4. **Celebrating our Environment** – sustainable and self-sufficient*
- 5. **Education and Health** – quality and perception*

Projects and Actions were identified by all of the Networks and were also prioritised. All of the Projects and Actions align with the identified themes above. Many sub-projects have already commenced at the community level. Partnerships are being forged and ideas are being shared between people and businesses who want to see some change. At this stage, Council's involvement will only be in-kind; it is up to the other parties to drive and fund these projects. This facilitation will ensure that each project has a business plan, analysing the costs, benefits, and risks of each proposition. These analyses will be completed by GDC, DWC and/or any other party who is interested in the business case.

More strategically, the analyses have provided ample data to inform a Draft Economic Development Strategy (Draft Strategy), which Council will commence preparation. All parties are invited to participate, and/or have input into the Draft Strategy, which will be submitted to EDLG on 18 April 2013.

The Process

Each Network has followed the same process to generate ideas. Each group evaluated the current state of the District, a desired future state of the District, and then brainstormed actions and projects that would contribute to the desired future state. Each Network had an average of 20 members of the community participating, however further ideas were collected via face to face, telephone and email from people who were not able to attend the Network meetings.

The Themes

The following themes came through for the **current state of the District**:

Positives	Negatives
Service Centre of the West Coast	Lack of Confidence, Identity
Central/Largest Town	Unmotivated
Energy Rich	Unsustainable approach/values
Range of Industries - Potential to Expand	"Industrial Shithole" Brand
Surplus Land	Reactionary
Good Infrastructure	Low Levels of Education
Good Facilities	Poor Housing
Ultra-Fast Broadband	No Public Transport
Train Link	Lack of Collaboration and Unity
Polytech	Small Population
Hospital	EQ Prone Issues
Cycle trail & Walking Tracks	Ignorance and Arrogance
Beautiful Environment	Lack of Access to Waterfront
Unique Community Character	No Airport in Town
Airport Nearby	Lack of Vibrancy
Culture and Heritage	Town Looks Rundown and Depressed
Port and Waterfront	Undefined Linkages & Poor Signage
Rough Diamond	Lack of Data & Analysis

Staff have analysed the data related to the **desired future state of the District** and have identified **themes**. Actions and projects have been aligned to these themes, as outlined below:

The Grey District - OUR BRAND/IDENTITY			
<u>Action or Project</u>	<u>Lead</u>	<u>Timeframe</u>	<u>Funding</u>
Review District and town branding and develop strategy	Panel of TWC, GDC,BPA, DWC, Ngati Waewae & Mawhera	Completed by 30 April 2013	BPA, GDC, DWC
Alignment and review of marketing plans for TWC, GDC, BPA and Monteith's	TWC,GDC,BPA and Monteiths	Completed by 30 April 2013	Staff time
Create District Visitor Strategy	GDC supported by TWC and BPA	Completed by 31 July 2013	Staff time
Create Media Liaison/Events Coordinator position	BPA	Completed by 31 July 2013	External funding and/or targeted rate

The Grey District - THE DESTINATION			
<u>Action or Project</u>	<u>Lead</u>	<u>Timeframe</u>	<u>Funding</u>
Spatial Plan - Investigate running an international competition	BPA partnering with GDC and DWC	Completed by 30 September 2013	BPA and DWC, staff time from GDC
Investigate pop-up green spaces/beautify town	BPA and GDC	Completed by 31 March 2013	Staff time
Investigate the development of the waterfront to beautify and make more accessible	GDC	Completed by 30 April 2013	Staff time
Install interpretation panels of Maori culture and heritage in the District	BPA, Mawhera, Ngati Waewae	Completed by 30 April 2013	External funding
Finish cycleway - section from Taramakau to Kumara	GDC supported by DWC and BPA	Completed by 30 June 2013	External funding - Innovative mechanism

The Grey District - OUR ENVIRONMENT			
<u>Action or Project</u>	<u>Lead</u>	<u>Timeframe</u>	<u>Funding</u>
Develop Regent Theatre into an Environment Centre	Regent Theatre partnering with DOC, TPP, WCRC and supported by DWC and GDC	Completed by 30 October 2014	External funding (MFE) and other in-kind support from partners

Mawhera/Greymouth - THE HUB OF THE WEST COAST			
<u>Action or Project</u>	<u>Lead</u>	<u>Timeframe</u>	<u>Funding</u>
Investigate the Business Incubator concept	TPP partnering with GDC and DWC	Completed by 30 April 2013	DWC and mining companies
Work closely with Mawhera and dispel myths	GDC and Mawhera	Completed by 31 March 2013	Staff time
Instigate/Facilitate discussion with the fishing industry and stakeholders	BPA with Talley's and DWC	Completed by 31 March 2013	Staff time
Investigate UFB business opportunities	GDC with support from Chamber of Commerce Canterbury	Completed by 31 March 2013	Staff time
Investigate Christchurch Rebuild Think Tank	GDC with support from Chamber of Commerce Canterbury	Completed by 31 March 2013	Staff time

The Grey District - OUR IDEAS			
<u>Action or Project</u>	<u>Lead</u>	<u>Timeframe</u>	<u>Funding</u>
Develop a strategy that promotes the role of education in our community, celebrates our successes, and identifies the benefits of staying here	Education West Coast supported by local schools, GDC and DWC	Completed by 30 June 2013	Staff time, using on-line tools
Develop consistent alcohol policies across the region	GDC	In progress	Staff time

Next Steps

Staff will now proceed with preparing the Draft Economic Development Strategy for the EDLG to review. Projects which have already been completed, or which have commenced, that support the over-arching projects outlined above, will be included in the Draft Strategy.