

# SOUTH WAIRARAPA DISTRICT COUNCIL

12 DECEMBER 2018

## AGENDA ITEM C8

### WAIRARAPA ECONOMIC DEVELOPMENT STRATEGY AND ACTION PLAN

#### **Purpose of Report**

To present for endorsement the Wairarapa Economic Development Strategy and Action Plan.

#### **Recommendations**

Officers recommend that the Council:

1. *Receive the Wairarapa Economic Development Strategy and Action Plan report.*
2. *Endorse the Wairarapa Economic Development Strategy and Action Plan.*
3. *Agree to the Mayor representing Council on the Governance Structure.*
4. *Agree to the Mayor holding the Visitor and Tourism sector portfolio.*

#### **1. Executive Summary**

The Wairarapa Economic Development Strategy and Action Plan came about as an initiative from the three Wairarapa Councils in collaboration with Greater Wellington Regional Council (GWRC).

Development of the Strategy and Action Plan included stakeholder engagement through both stakeholder interviews and meetings of action groups in each key industry sector, and Iwi and the Wellington Regional Economic Development Agency (WREDA) were also consulted during development as key stakeholders in the region.

The Strategy and Action Plan was developed by Henley Hutchings, a consulting firm working out of Wellington, who worked with Council officers and who have used the outcomes of the stakeholder engagement alongside substantial economic analysis to prepare the document.

The strategy development work was funded by GWRC. Development of the Strategy and Action Plan was overseen by a Steering Group, facilitated by Steve Maharey acting on behalf of the three Wairarapa Mayors and the

Chair of GWRC. The Steering Group was comprised of the chief executives of the three Wairarapa Councils, GWRC and WREDA.

## 2. Discussion

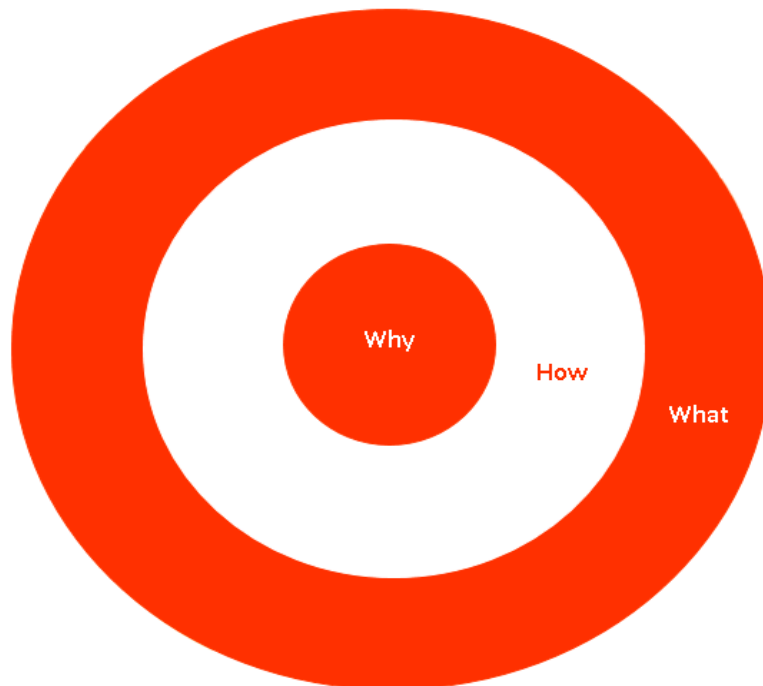
### 2.1 Strategy and Action Plan

The Wairarapa Economic Development Strategy and Action Plan is based on the vision for Wairarapa as “the best of rural and urban living”.

It focuses on three key industry sectors – added-value food and beverage, visitors and tourism, and knowledge-intensive industries. These key sectors are supported by key people enablers – housing, knowledge and skills, and business development – which will enable the growth and development of our communities so that we can achieve sustainable growth in our key sectors with no one left behind.

Also underpinning the key sectors is infrastructure and the environment. Key infrastructure enablers include water, rail and air, with the environmental focus being on trees. Without adequate infrastructure none of the growth mentioned above can be achieved let alone sustained/supported, and needless to say that the same concept applies to our environment.

The diagram below is a snapshot of the Strategy and Action Plan, including the vision (the why), the key focus areas (the how) and some of the potential actions (the what). A larger scale diagram and full details of all actions are included in the full Strategy and Action Plan document.





and advising the group will be identified to act as a reference group or participate in action groups.

A Programme Manager will assist the groups mentioned above to make decisions and with the practical implementation of the Action Plan. The Programme Manager will also help industry stakeholders and community groups with developing and shaping projects, both for applications to the Provincial Growth Fund, and other funding sources, and to look for opportunities to create scale-able clusters of projects or initiatives that provide catalytic change. The Programme Manager role will sit within WREDA, but will be directly accountable to the Governance Group and Steering Group.

An interim Programme Manager has been appointed – Phoebe Chamberlain. Ms. Chamberlain has been seconded to WREDA from her role as Economic Development Manager at Masterton District Council. A recruitment process for a permanent Programme Manager will start shortly.

### **2.3 Council Endorsement of the Strategy and Action Plan**

Each partner Council is being asked to endorse the Wairarapa Economic Development Strategy and Action Plan as the guiding document for regional economic development in the Wairarapa. They are also being asked to agree to the Mayor representing their Council on the Governance Group and holding a sector portfolio. The proposed allocation of sectors are:

- Value-added food and beverage sector - Mayor Booth
- Knowledge intensive sector - Mayor Paterson
- Visitor and tourism - Mayor Napier

Masterton District Council met on the 21st November and endorsed the Strategy and Action Plan and the agreed to the Mayor holding the Knowledge-Intensive Industry portfolio. Carterton District Council will meet on 5 December, with a recommendation to endorse the Strategy and Action Plan, and agree to the mayor holding the Value Added Food and Beverage sector portfolio.

Individual council members may wish to express an interest in being informal portfolio holders (for the Mayor and staff to liaise with) for: the infrastructure enablers (rail, air travel, water); the people aspect of the plan (housing, knowledge and skills and business development); added-value food and beverage, visitors and tourism, and the environment (trees). Alternatively, an all of Council briefing approach can be taken, with reporting through to the Infrastructure and Planning Working Party.

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