



ECONOMIC

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OVERVIEW

Economic development focuses on promoting the standard of living and economic health of a specific area. This strategy focuses on Councils role in supporting economic development, tourism, promotions, events and town centre development.

At a more strategic level Council is also a funder of Priority One, the Western Bay of Plenty subregion economic development agency who is focused on attracting businesses to the subregion and has been instrumental in progressing the development of a university campus in the central business district of Tauranga. Tourism Bay of Plenty, to which Council provides funding, has been instrumental in increasing the number of tourists to the District.

WHY WE PROVIDE IT

OUR COMMUNITY OUTCOME

To encourage the sustainable use of local resources in a way which strengthens economic opportunities and improves social outcomes.

OUR GOALS

- Foster partnerships between organisations, including local and central government and businesses to support economic, social, cultural and environmental development.
- Council services are committed to being business friendly to encourage and enable businesses to flourish and contribute to building vibrant communities.
- Enable an environment where community groups and business can collaborate and work together on shared outcomes for communities.

WHAT WE PROVIDE



TOWN CENTRE PROMOTION

Te Puke, Katikati Waihi Beach

SUPPORT FOR
EXTERNAL
ORGANISATIONS
**FOCUSED ON
STRENGTHENING**
our local economics

SUPPORTING
**ECONOMIC
DEVELOPMENT
& TOURISM**

HOW WE WILL TRACK PROGRESS TOWARDS OUR GOALS

GOAL	WE'LL KNOW WE'RE MEETING OUR GOAL IF	TARGET 2016/17
<p>Foster partnerships between organisations, including local and central government and businesses to support economic, social, cultural and environmental development.</p> <p>Council services are committed to being business friendly to encourage and enable businesses to flourish and contribute to building vibrant communities.</p> <p>Enable an environment where community groups and business can collaborate and work together on shared outcomes for communities.</p>	Percentage completion of the annual work programme as identified in our Economic Strategy and Action Plan.	≥90%
	Level of resident satisfaction with our role in promoting employment, tourism and business opportunities within the sub-region. Monitored by the Annual Residents' Survey, those residents that are 'satisfied' and 'very satisfied'.	≥60%

HOW WE WILL TRACK PROGRESS - LEVELS OF SERVICE

WHAT WE PROVIDE	WE'LL KNOW WE'RE MEETING THE SERVICE IF	TARGET 2016/17
<p>Council will support external organisations tasked with developing economic activity in the District.</p>	Level of resident satisfaction with the promotion of town centres and events in Katikati, Te Puke and Waihi Beach. Monitored by the Annual Residents' Survey, those Residents that are 'satisfied' and 'very satisfied'.	≥65%
	Number of service delivery contracts related to economic development activity.	4
	Percentage of economic contracts where contract requirements have been achieved.	≥90%
	Number of joint economic initiatives identified in the service delivery contracts that have been implemented.	2
<p>Council will facilitate economic development through the community development plans that have been developed for the District's urban growth node towns or communities.</p>	Satisfaction of businesses with Councils role in economic development (two yearly survey).	NO SURVEY
	Number of economic action plans derived from our Community Development Plans.	7

SUMMARY FINANCIAL FORECAST

ECONOMIC

FOR THE YEARS ENDED 30 JUNE	LONG TERM PLAN ESTIMATE \$'000 2017	ANNUAL PLAN ESTIMATE \$'000 2017	VARIANCE \$'000
Analysis of expenditure by activity			
Economic support	437	416	(21)
Visitor information	60	54	(6)
Town centre promotion	155	179	24
Total operating expenditure	651	649	(2)
Analysis of expenditure by class			
Direct costs	608	606	(2)
Overhead costs	127	102	(25)
Interest	(84)	(85)	(1)
Depreciation	-	26	26
Total operating expenditure	651	649	(2)
Revenue			
Targeted rates	274	271	(3)
Other income	2	2	-
Total revenue	276	273	(3)
Net cost of service - surplus/(deficit)	(375)	(376)	(1)
Capital expenditure	581	267	(314)
Total other funding required	(957)	(643)	314
Other funding provided by			
General rate	733	675	(58)
Reserves and future surpluses	223	(32)	(255)
Total other funding	957	643	(314)

* Waihi Land Drainage has moved to Natural Environment

HOW OUR PLANS HAVE CHANGED

The timing and costs of some of our projects have been updated since we adopted our 2015 - 2025 Long Term Plan (LTP). The differences are shown below.

To see how our plans have changed click [here](#) for the complete list of these projects/programmes that have been revised or alternatively visit our website www.westernbay.govt.nz.

PROJECT NUMBER	PROJECT NAME	LONG TERM PLAN 2017 \$	THIS PLAN \$	DIFFERENCE \$	EXPLANATION
313505	Waihi Beach Town Centre Development - capital work program	307,507	-	(307,507)	Bridge over two mile creek has been deferred until engagement with the community over the design of proposed works has been completed