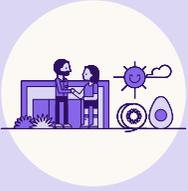


**Section 3
Activities**

**Whanake Taiōhanga
Economic
Development**



Whanake Taiōhanga Economic Development

This activity focuses on Council's role in supporting economic development, tourism, promotions, events and town centre development.

What we provide

- Town Centre Promotion
 - Te Puke
 - Katikati
 - Waihī Beach
- Support for external organisations, focused on strengthening our local and Western Bay of Plenty sub-regional economy
- Supporting economic development and tourism.

Why we provide this activity

Our community outcome

- Our economy is thriving
- Our communities are vibrant and welcoming to all.

Economic Development

Council sees its role as supporting and promoting economic development with an emphasis on:

- The interconnections between social, cultural and economic outcomes (e.g. adequate affordable housing for the workforce).
- Facilitating businesses and community organisations to learn from each other to improve economic, social and environmental outcomes.
- Continuing to support local organisations to promote vibrant town centres that service their communities, visitors and businesses.
- Encouraging innovation.
- Working with partner organisations in the government and business sectors to implement our sub-regional strategy.

Our Goals

- Create an environment that encourages and supports economic growth.
- Support services that are committed to enhancing workforce development and skills training.
- Promote tourism and destination development.
- Promote sustainability and support the transition to a low carbon economy.
- Proactively engage and partner with business, councils, SmartGrowth and Central Government to support economic development.

Where the money comes from

Please refer to 'Policies, Summaries and Statements' for the Revenue and Financing Policy for the Economic Development Activity.



How we will achieve our community outcomes

Goal	Our approach
Proactively engage and partner with business, councils, SmartGrowth and Central Government to support economic development.	<ul style="list-style-type: none"> Collaborate with stakeholders. This includes engaging with industry, neighbouring councils, SmartGrowth, Central Government agencies, and community organisations. Advocate to Central Government to fund economic initiatives in the District. Recognise the importance of having sufficient affordable, healthy and safe housing to accommodate the workforce. Work with iwi and hapū to support their economic development aspirations. Work with educational institutions and relevant agencies to ensure all residents in the District, especially young people, have meaningful education, employment and training opportunities and are able to effectively participate in the workforce and community.
Create an environment that encourages and supports economic growth.	<ul style="list-style-type: none"> Create a business-friendly environment by implementing policies and regulations which encourage economic development. Investigate ways to encourage innovation internally including our approach to procurement. Provide funding to support economic development initiatives which can show how they aim to achieve our goals and the wider sub-regional strategy. Continue to automate and digitise Council services for a more efficient processing and interaction with businesses. Continuing to advocate for and invest in cost-effective, sustainable and productive infrastructure such as reliable public transportation, roading upgrades, water, wastewater, stormwater, access to reliable Internet and other key infrastructure. Providing reliable infrastructure and amenities not only supports existing businesses but also attracts new investments and visitors to the region. Advocate for and facilitate the establishment of an environment that builds the capacity and capability of our communities to effectively deliver services.
Support services that are committed to enhancing workforce development and skills training.	<ul style="list-style-type: none"> Encourage and facilitate collaboration between sectors in the community, to create positive social and environmental outcomes. Foster and recognise business innovation that incorporates economic, cultural, social and environmental benefits: Recognise innovation by supporting awards for businesses that incorporate economic, cultural, social and environmental benefits. Investigate ways in which Council could incentivise innovation which incorporates economic, cultural, social and environmental benefits. Support organisations that are providing development or training and education programs that meet the needs of local businesses. By supporting skill development and lifelong learning, we contribute to a highly skilled workforce that is attractive to businesses.
Promote tourism and destination development.	<ul style="list-style-type: none"> Provide town centre promotion, support events and festivals and work with organisers to ensure successful event management within our towns and communities. Develop the Western Bay of Plenty as a leading domestic and international tourist destination. Investigate initiatives that recognise and support the cultural diversity of the Western Bay of Plenty District economy.
Promote a circular economy and support the transition to a low carbon economy.	<ul style="list-style-type: none"> Recognise the increasing cultural diversity of our communities, workforce and employers and support their contribution to a sustainable District economy. Encourage businesses to adopt sustainable business practices to improve community outcomes.



What are we planning to do

Project ID	Name	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
326804	Property - Katikati Town Centre Development Ward Funded	102,080	112,104	114,482	116,964	119,343	121,722	124,100	126,479	128,858	131,133
326805	Property - Town Centre Katikati	505,600	-	227,599	-	237,262	-	246,720	-	256,178	-
298901	Tourism Bay of Plenty CCO Services	268,000	350,000	325,000	367,575	375,050	382,525	390,000	397,475	404,950	412,100
299001	Sub-Regional Economic Services Contract Joint TCC / WBOPDC	217,730	222,651	226,366	282,750	288,500	294,250	300,000	305,750	311,500	317,000
299101	Economic development - community capacity building	15,420	22,287	17,070	23,253	17,795	24,199	18,504	25,145	19,213	26,070
299301	Te Puke Promotion - Te Puke Economic Development Group	80,000	86,720	88,560	90,480	92,320	94,160	96,000	97,840	99,680	101,440
299302	Town Centre Promotion - EPIC Te Puke	55,000	59,620	60,885	62,205	63,470	64,735	66,000	67,265	68,530	69,740
299401	Economic Development Contract - Katch Katikati	125,000	135,500	138,375	141,375	144,250	147,125	150,000	152,875	155,750	158,500
336501	Economic Development - Waihi Beach Events and Promotions	67,000	72,628	74,169	75,777	77,318	78,859	80,400	81,941	83,482	84,956

How we will track progress

What we do	How we track progress	Result	Target				
		2023	2025	2026	2027	2028-30	2031-34
<ul style="list-style-type: none"> • Create an environment that encourages and supports economic growth. • Support services that are committed to enhancing workforce development and skills training. • Promote tourism and destination development. • Promote a circular economy and support the transition to a low carbon economy. • Proactively engage and partner with business, Councils, SmartGrowth and Central Government to support economic development. 	Percentage of key performance indicators achieved within the service delivery contracts.	New measure	>90%	>90%	>90%	>90%	>90%

Significant effects of providing this activity

Wellbeing	Positive	Negative	How are we addressing these effects
 <p>Social</p>	<ul style="list-style-type: none"> • A vibrant and viable town centre provides a focus for the community and provides jobs and services along with a destination for socialising and leisure. • The social wellbeing of communities is affected by its residents' ability to access employment and a range of goods and services. • Economic growth can stimulate provision of additional services and facilities so improving the social infrastructure on offer to our communities. 	<ul style="list-style-type: none"> • Our role is limited and, while we can support provision of the 'right conditions' for economic development, we cannot control all aspects. 	<ul style="list-style-type: none"> • Maximising what influence Council does have to support economic development.
 <p>Cultural</p>	<ul style="list-style-type: none"> • We support protection and enhancement of this asset and are also aware of the economic opportunities available from cultural and historic tourism. • The Māori economy is significant in the District and has potential to grow and positively impact on the overall economy. 	<ul style="list-style-type: none"> • There is often tension between the protection of our cultural heritage and economic progress. 	<ul style="list-style-type: none"> • Council will support, as appropriate, the development of the Māori economy.
 <p>Environmental</p>	<ul style="list-style-type: none"> • Supports innovation which maximises the use of local resources and minimises waste that occurs in the production of goods. • Minimising the impact of economic growth on the environment while considering the benefits and need for such growth are important. 	<ul style="list-style-type: none"> • There is often a tension between environmental protection and economic progress. 	<ul style="list-style-type: none"> • We consider the impact of economic development on the environment. • We resource community development staff to work with environmental care groups to enhance and improve the environment.
 <p>Economic</p>	<ul style="list-style-type: none"> • A strong local economy is a key part of a robust, attractive, sustainable community. • Supporting the provision of the right conditions for economic development, including land, accessible town centres, supporting infrastructure and a quality lifestyle, is vital. • We provide visitor information facilities which encourage more visitors and more spending within the local economy. 	<ul style="list-style-type: none"> • The local economy is driven by many external factors. Our role is therefore limited and while we can seek to create desirable conditions for economic growth we cannot control the direct creation of employment opportunities and continuation of local economic development. 	<ul style="list-style-type: none"> • We understand the need to support economic development and are keen to improve those processes which have an impact on those delivering economic development, for example building and consent processes and our planning framework.