



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 2017/18
<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 2017/18
<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).	≥65%
	Number of economic action plans derived from our Community Development Plans.	7

## 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).

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](http://www.westernbay.govt.nz).

## SUMMARY FINANCIAL FORECAST

### ECONOMIC

	LONG TERM PLAN ESTIMATE \$'000	ANNUAL PLAN ESTIMATE \$'000	VARIANCE INCREASE/ DECREASE \$'000
FOR THE YEARS ENDED 30 JUNE	2018	2018	
<b>Analysis of expenditure by activity</b>			
Economic support	452	404	(48)
Visitor information	61	60	(2)
Town centre promotion	157	184	27
<b>Total operating expenditure</b>	<b>671</b>	<b>648</b>	<b>(23)</b>
<b>Analysis of expenditure by class</b>			
Direct costs	623	635	12
Overhead costs	136	102	(34)
Interest	(89)	(90)	(1)
<b>Total operating expenditure</b>	<b>671</b>	<b>648</b>	<b>(23)</b>
<b>Revenue</b>			
Targeted rates	282	295	13
Other income	2	2	-
<b>Total revenue</b>	<b>285</b>	<b>297</b>	<b>13</b>
<b>Net cost of service - surplus/(deficit)</b>	<b>(386)</b>	<b>(351)</b>	<b>35</b>
<b>Capital expenditure</b>	<b>282</b>	<b>268</b>	<b>(14)</b>
<b>Total other funding required</b>	<b>(668)</b>	<b>(619)</b>	<b>49</b>
<b>Other funding provided by</b>			
General rate	757	696	(61)
Reserves and future surpluses	(89)	(77)	12
<b>Total other funding</b>	<b>668</b>	<b>619</b>	<b>(49)</b>

\* Waihi Land Drainage has moved to Natural Environment