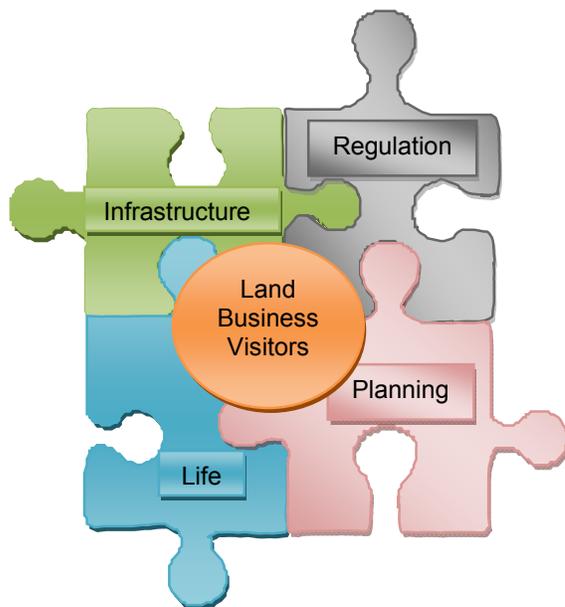


## Key Themes for Local Economic Development

The draft Strategy identifies seven key, interrelated themes that, enable local economic development for the Wairoa District and contribute towards achieving the vision.

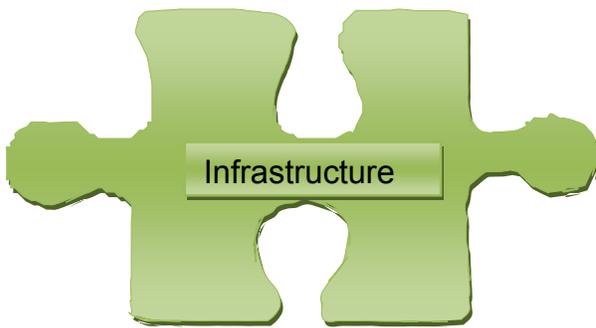
The themes are:



The four themes making up the coloured pieces of the puzzle are enablers. While not generating wealth and driving economic development in their own right, they are essential 'place-shaping' component that facilitate and support local economic development and growth.

The three themes in the centre of the picture represent wealth-creating opportunities with the potential to add genuine value in economic terms for the District.

The following pages outline what issues each of the seven themes aims to address and how this will be done.



*The right infrastructure, such as transport and telecommunications is vital to enabling economic growth and prosperity, as business relies on it to operate efficiently.*

### *Issues and Challenges*

- *State Highway network is not adequate for current and future traffic volume. SH2 Napier-Wairoa and Wairoa to Gisborne.*
- *SH 38 has enormous potential to open up the District to Rotorua and Central North Island.*
- *Lack of sufficient broadband and cell phone coverage in large parts of the district.*
- *Uncertainty around the future of Napier-Gisborne rail line.*
- *Wairoa Airport under-utilised.*
- *Public transportation issues.*

### *Our Response*

#### **Transport**

- *Continue to work with NZTA around improvements to SH 2.*
- *Form a strategic partnership to take a business case to Government for the sealing of SH 38.*
- *Maintain and enhance District roading network.*
- *Maintain and promote use of the airport (feasibility study to be undertaken).*

#### **Telecommunications**

- *Lobby Government UFB (Ultra-Fast Broadband) and Rural Broadband programmes to maximise coverage and speed.*
- *Lobby telecommunication providers for more cell towers.*
- *Promote Wairoa Free WiFi in business area.*



*Having a business-friendly approach to regulation can be a competitive advantage for business development in the District.*

### *Issues and Challenges*

- *The Council is not always perceived as being business friendly.*
- *Disjointed consenting processes may be costly and frustrating.*

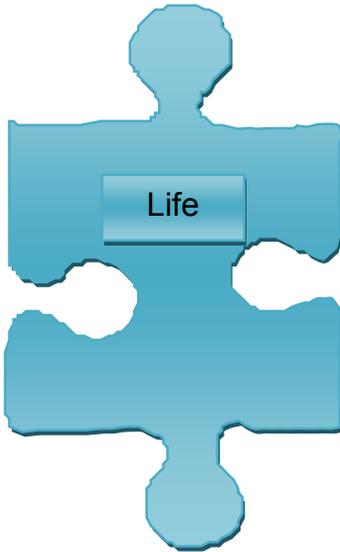
### *Our Response*

#### *Improve Regulatory Process*

- *Participate in Government led regulatory reform processes.*
- *Promote “whole-of-Council” approach to new projects.*
- *Assign client liaison person as key contact for applicants of major resource consents and/or plan changes.*
- *Review and enhance on line consent information and processing capability.*

#### *Measure Performance*

- *Participate in Ministry of Environment Bi-annual stats survey.*
- *Prepare and publish annually process times and practice.*
- *Develop a customer satisfaction assessment.*



*Investment in the social and physical environment in a way that supports a high quality of life.*

### *Issues and Challenges*

- *Population has declined and this is expected to continue.*
- *High socio-economic deprivation – low comparative incomes.*
- *High crime statistics.*

### *Our Response*

- *Work with new and existing business to create sustainable jobs.*
- *Promote the District as a safe place to live and visit.*
- *Partner with central government advocacy and service delivery, towards broad ranging community wellbeing.*
- *Advocate for resourcing and supporting continued investment in local health, education and well-being facilities and services.*



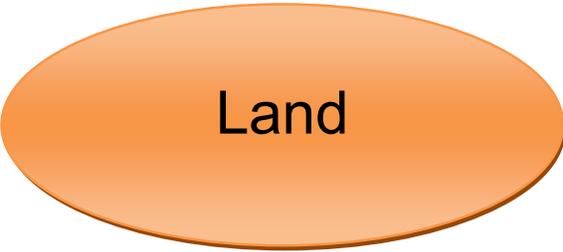
*Long-term strategic planning of our spatial environments is vital in enabling and encouraging economic growth*

### *Issues and Challenges*

- *Perceived disconnect between District Plan and landowners' aspirations for development and increasing their production.*
- *Activities on industrial land may be impinging on adjoining residential occupiers.*
- *Wairoa CBD considered to require enhancement.*
- *Little or no attention given to villages except Mahia Beach.*

### *Our Response*

- *Complete proposed Plan Change to clearly set objectives and rules for vegetation clearance.*
- *Complete village plans for Tuai, Raupunga, Frasertown, Nuhaka, Morere and Te Mahia.*
- *Undertake planning study of North Clyde.*
- *Complete a Wairoa Town Centre Plan.*



# Land

*Wairoa District has a third of its land mass under control of the Department of Conservation. The balance is used predominantly for pastoral farming with increasing forestry plantings.*

## *Issues and Challenges*

- *Major forest owners process product outside Wairoa.*
- *Conversion of pastoral land to plantation forestry is of concern to the community.*
- *85% of Wairoa land is classed 6e, 7e and 8 meaning that it is steep and erodible.*
- *Under developed Maori land provides potential for increased productivity.*
- *Forestry as a land use is perceived to have financial advantages over farming (ETS).*
- *Council's District Plan may be in conflict with landowner's desires to develop their land.*
- *Wairoa has a reputation second to none for producing high quality red meat, sheep and beef.*
- *There is one major meat processor and one smaller operation.*
- *Meat processing is increasingly seen as "seasonal" employment.*
- *There are two medium sized forestry processing facilities and one drying facility.*
- *Lack of diversification of landuse beyond livestock and forestry.*

## *Our Response*

- *Lobby Government to provide a "level playing field" Emissions Trading Scheme that does not advantage one land use over another.*
- *Work with meat processors to investigate off season employment opportunities for their workforce.*
- *Explore opportunities to increase productivity of Maori land.*
- *Review Council's District Plan.*
- *Expand local processing of food products.*
- *Encourage local farmers to support local processing.*
- *Look at District Plan, balance of Agriculture & Forestry.*



## Visitors

*Wairoa has abundant natural beauty in its mountains, lakes and coastline. The visitor industry has enormous potential for development.*

### *Issues and Challenges*

- *The District lacks a Visitor focus and has not tapped into the potential of tourist industry.*
- *Access roads to Great Walk Waikaremoana are sub-standard.*
- *Wairoa streets, riverbank and signage need more attention.*
- *Few backpacker accommodation providers.*
- *Lack of tourist services and related infrastructure.*
- *Good i-SITE but increasingly bookings are over the internet.*
- *Lack of Council policy and bylaw relating to Freedom Camping.*
- *Promote District as a visitor destination.*

### *Our Response*

- *Encourage training in Tourism and Visitor Industry.*
- *Support entrepreneurship*
- *Maintain and improve I-Site services.*
- *Improve the general appearance of streets and walkways.*
- *Develop a Freedom Camping policy and bylaw.*



# Business

*Most Wairoa businesses service the on-going farming, forestry and visitor industries.*

## *Issues and Challenges*

- *There are 8,440 people resident in Wairoa with expected decline over next two decades.*
- *One major company dominates the employment market.*
- *In 2006, 62% of the population over 15 were employed (65% nationally) with 78% full time.*
- *Agriculture, forestry and fishing are the biggest industries employing 15-19 year olds. Manufacturing is the highest employer of 20-24 year olds (31%). Primary Industry is the biggest employer for older workers 26% compared with 7% across New Zealand.*
- *Retail businesses suffer from leakage to Gisborne and/or Napier/Hastings and online shopping.*
- *C.B.D. buildings are generally quite old and require earthquake strengthening.*

## *Our Response*

- *Partner with Business Hawke's Bay and like organisations to retain, attract and support existing business.*
- *Promote District to business and industry.*
- *Provide "whole-of-Council" mechanism for businesses considering set up in, or relocation to, Wairoa.*
- *Council to provide an economic development resource.*

