

## **West Coast Regional Economic Development Plan 2014 – 2030**

### **Background**

The West Coast region contains less than one percent of New Zealand's population. It is the longest region in NZ and nearly 85% of the region is under Conservation Department management. The economy has traditionally been driven by mining, dairying and tourism, fishing and forestry. Diversifying the economy is a big challenge for the future.

This collaborative exercise between the four West Coast Councils and Development West Coast will invite all willing Industry Groups to participate. Businesses help to drive our economy with new jobs as well as attracting outside investment. This strategic drive for diversification, growth and development picks up from the 2008 Regional Economic Development Strategy, and builds on the Regional Economic Summit held in December 2013.

### **Our Vision for 2030**

In 2030 the West Coast is a busy, vibrant community, with a diverse economy underpinned by the three cornerstone sectors of Dairy, Mining and Tourism - all of which have strengthened and expanded over the 15 year period. The region is politically unified and well organised, with a single vision and direction. The West Coast has a clear voice in Wellington.

There is a sustainable and independent future for our residents; who have embraced steady growth in employment, welcoming the changes that come with new businesses being encouraged to develop locally. West Coasters continue to treasure our unique natural and built heritage but simultaneously seek to stay near the forefront of modern living, communications, transport and technology trends. We welcome economic growth, diversity and innovation.

The West Coast region is perceived to be a vibrant, cosmopolitan and diverse region with a unique and stunning natural environment, show-case events, recreational opportunities, a sporting culture, with growing arts and cultural elements. This helps to generate social and economic benefit for the region, promote visibility, and develop regional pride, belonging, vibrancy and confidence.

### **Aspirational Targets for 2030**

1. Job numbers region-wide grow 25% from 15,560 to 19,450 FTE's by 2030 (BERL data)
2. Regional population figures increase 15% from 32,148 to 36,970 by 2030 (census data)
3. Regional GDP increases by 35% from \$1.47 billion to \$1.98 billion by 2030 (BERL data)
4. Exports as a percentage of GDP exceeds 40% by 2030 – currently around 36% (BERL data)

## **How the Councils and Development West Coast intend to implement the Vision & Targets**

For this to succeed, each organisation that signs up to it needs to make a commitment. That commitment has five elements:

1. Alignment as a region. We are committed to an open, collaborative approach where each organisation supports the others. We are not competing - we are collaborating, for the betterment of our region. We are guided by what is best for our regional community as a whole. This unity provides clarity, purpose and a mandate to achieve desired outcomes while also providing Government decision makers a clear picture of our region's goals.
2. Integration of the Vision and Targets into all our policy documents region-wide: Over the coming years all our policy documents, upon review, will be amended to be consistent with, provide for and implement the vision and targets above. This includes Annual Plans, LTPs, The RPS, District Plans, Regional Plans, Transport Strategies and Programmes, other Strategic Plans and Management Strategies (eg CMS), TWC, DWC, WMP and other industry strategies.
3. A 3-year action plan is attached, that sets out specific actions the five organisations will collectively seek to achieve in the three year term. In 2016 we will develop a new action plan for the next three year period (2017-2020), and so on throughout the fifteen year period. These action plan items become the focus for delivery by the Mayors and Chairs forum which meets bi-monthly supported by the CEOs forum which drives and resources the achievement of the action plan items. Focus will be maintained by concentrating on a small handful of key items that can be achieved quickly, with clarity of purpose.
4. The region will collectively advocate to our central government partners to assist us with achieving the long term targets and the short term action plan items. Government decision makers can be confident that the targets and actions are the correct ones, are supported region-wide and that they have the unified mandate of all elected members throughout our region.
5. The region's Councils and DWC will individually and collectively commit to population and economic growth strategies; and will ensure they provide sufficient funding in their financial planning processes for achievement of the agreed action plan targets.

## Economic Development Action Plan for the West Coast region

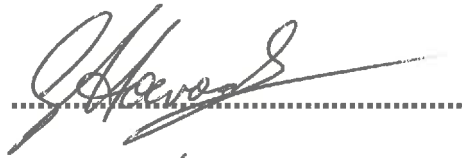
This 3-year action plan sets out specific actions the five organisations will collectively seek to achieve by July 2017. Once these are achieved the group will develop a new action plan for the next three year period, and so on throughout the fifteen year Aspirational Target period. These action plan items become the focus for delivery by the Mayors and Chairs forum. Focus will be maintained by concentrating on a small handful of key items that can be achieved quickly, with clarity of purpose.

| ACTION  | TIMELINE          | BY WHOM   |
|---|-------------------|---|
| <p>Work together to ensure that within three years our RMA Plans are consistent across district boundaries, as far as is practical.</p> <p>Develop a 'red carpet not red tape' philosophy across the 4 councils, where key projects are case managed through their regulatory processes to avoid any unnecessary delay.</p> | 2014- 2017        | The CEOs of the four West Coast Councils.   |
| <p>Encourage cross party support for the continued development of our region's export minerals potential.</p> <p>Encourage political parties to consider the 'royalties for regions' concept so that some of the money earned from mining is used for community improvements in the region.</p>                             | 2014 and ongoing. | The Mayors and Chairs of the West Coast & Local MPs.                                      |
| <p>Work with Government Ministers to support regional growth, by actively encouraging people to locate in our region (eg. immigrants) instead of to NZ's major cities.</p>  | 2014 and ongoing  | The Mayors and Chairs (including DWC) & Local MPs.  |
| <p>Enhance tourism marketing effort, including promoting the new cycle trails, resulting in a 10% increase in tourist bed night numbers by 2017.</p>  | 2014 and ongoing. | TWC, Councils, Mayors and Chairs & DWC, Tourist operators.                                |
| <p>Work with Minerals West Coast and the major players in the mining industry to develop a minerals development strategy for the region that focuses on steady growth in jobs, avoids fly in fly out, minimises boom and bust cycles, and promotes long term community sustainability and well being.</p>                   | 2014-2015         | Mayors and Chairs. Minerals West Coast. Councils. MBIE. Minister of Energy and Resources. |
| <p>Work with Westland Milk Products Ltd to ensure continued employment growth in the region occurs, the industry is supported by Councils, and further value-add manufacturing jobs continue to be located here.</p>  | 2014 and ongoing. | The Mayors and Chairs of the West Coast & WMP.  |
| <p>Complete a new Regional Land Transport Plan, focusing on improving the Taramakau Bridge &amp; improving SH 73 east of Arthurs Pass to make the road safer.</p>   | 2014              | The Mayors and Chairs, Councils, RLTC, NZTA.  |
| <p>Work together to develop better ways to promote the region and encourage businesses to locate here.</p>  | 2014 and ongoing  | The Mayors and Chairs of the West Coast Region.   |

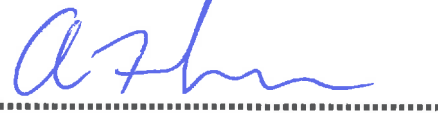
The Mayors and Chairs also wish to support in principle those large scale projects likely to create a step change; significantly increasing employment or economic activity. While the Councils may not be in a position to finance these projects, if the region will benefit then Councils will stand together in support.

The Councils and DWC, via Mayors and Chairs forum, will also seek to continue our efforts to foster and maintain the high levels of workplace knowledge, capability and expertise in our region: to keep our workforce up to date with changes in technology and leading best practices. Each employer has responsibility to ensure their staff have appropriate professional development programmes.


**MAYOR BULLER DISTRICT COUNCIL**

  
Date 9/6/14

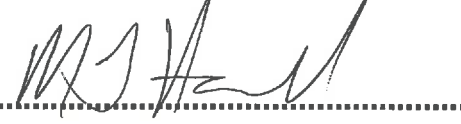
**MAYOR GREY DISTRICT COUNCIL**

  
Date 10-7-14


**CHAIRMAN WEST COAST REGIONAL COUNCIL**

  
Date 9/6/14

**MAYOR WESTLAND DISTRICT COUNCIL**

  
Date 9/6/14

**CHAIRMAN DEVELOPMENT WEST COAST**

  
Date 9/6/14