



**WHANGANUI  
DISTRICT COUNCIL**  
Te Kaunihera a Rohe o Whanganui

# **Economic Development Strategy 2019**

A 10-year vision to be vibrant, prosperous and rich  
with opportunities, based on 3 key aspirations:

Retain, Grow and Attract

## **Submissions Received**

**From:** [Leayne Huirua](#)  
**To:** [Jennifer Gaskin](#)  
**Subject:** FW: Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Monday, 17 December 2018 8:24:04 a.m.

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**From:** Whanganui District Council [mailto:noreply@whanganui.govt.nz]  
**Sent:** Friday, 14 December 2018 4:51 p.m.  
**To:** [steve@stevebaron.co.nz](mailto:steve@stevebaron.co.nz)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	986121650185314
First name	Steve
Last name	Baron
Email address	<a href="mailto:steve@stevebaron.co.nz">steve@stevebaron.co.nz</a>
Postal address	95A Anzac Parade, Whanganui East, Whanganui
Daytime phone number	0211651882
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes

Gender	Male
Age group	50 - 59 years
Ethnicity	NZ European
Would you be interested in being involved in further consultation opportunities with Council?	Yes
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Agree
1. Transport and freight gateway	Neither agree nor disagree
2. Training and education	Strongly agree
3. Agricultural development	Strongly agree
4. Tourism	Strongly agree
5. Food and innovation	Neither agree nor disagree
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy -	Strongly agree

have we got it right?	
2. Partnering and connecting across boundaries	Agree
3. Making the river central	Agree
4. Enhancing our reputation	Strongly agree
Do you agree that this is the right vision for our district to work towards?	Strongly agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Strongly agree
Further comments	<p>I feel this is a well put together proposal and a lot of thought has certainly been put into the presentation. What I am mostly disappointed in is that there is a real lack of focus anywhere in this document regarding how we are going to grow our population, and specifically, the lack of attention on attracting more retirees to Whanganui. Yes, more retirees, or semi-retirees, even though we already have more living here than the New Zealand. To my mind, targeting retirees or semi-retirees should be a high priority for several reasons. Firstly, Whanganui is an ideal place for people to retire to, simply for the excellent way of life here. In addition to that, the amenities and the low cost of housing is very enticing for older people. I believe that Whanganui is a retiree's paradise. They can move here from the larger cities and get far more house for their money and have plenty left over in the bank to enjoy life with. Attracting</p>

	<p>more retirees here will also have a huge flow on effect because many of them will build new homes or renovate existing homes and that has a huge flow on effect through to dozens of existing businesses. While we may already have an older than average population, I do not see this as a negative, but as a positive. Targeting older people from other centres is an easy way to grow our population but sadly, we have never focussed on this in our strategy. Having quality jobs with competitive salaries is important, but that is not all there is to attracting people to Whanganui, and if that is your only focus then it is ignoring what I believe to be a huge opportunity.</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Leayne Huirua](#)  
**To:** [Jennifer Gaskin](#)  
**Subject:** FW: Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Monday, 17 December 2018 2:48:42 p.m.

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**From:** Whanganui District Council [mailto:noreply@whanganui.govt.nz]  
**Sent:** Monday, 17 December 2018 1:55 p.m.  
**To:** a.drover@higgins.co.nz  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	184121355181617
First name	Alex
Last name	Drover
Email address	<a href="mailto:a.drover@higgins.co.nz">a.drover@higgins.co.nz</a>
Postal address	652 BRUNSWICK ROAD WHANGANUI 4571
Daytime phone number	0275310310
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes

Gender	Male
Age group	40 - 49 years
Ethnicity	NZ European
Would you be interested in being involved in further consultation opportunities with Council?	Yes
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly disagree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly disagree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
1. Transport and freight gateway	Strongly disagree
2. Training and education	Strongly disagree
3. Agricultural development	Strongly disagree
4. Tourism	Strongly disagree
5. Food and innovation	Strongly disagree
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy -	Strongly disagree

have we got it right?	
2. Partnering and connecting across boundaries	Strongly agree
3. Making the river central	Neither agree nor disagree
4. Enhancing our reputation	Strongly agree
Do you agree that this is the right vision for our district to work towards?	Strongly agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly disagree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Strongly agree
Further comments	<p>I dont want to sound negative or crazy, and these are all lovely ideas but their success is based on the idea of continued domestic and international economic growth which is ultimately unsustainable. How much more developed can agriculture actually get? From my experience in dairy, agriculture is already a high performance engine running at the red line. Short term we might get a bigger slice of the tourism pie but what happens when the pie starts to shrink? My question would be what is the council going to do to improve resilience and how will Whanganui maintain all of the businesses, infrastructure, quality of life etc when the wheels fall off? Whatever we do must have a lasting benefit. No demand, no money, no money, no demand, no jobs. What about climate change? This is going to have a direct effect on New Zealand and the effects on other countries will directly effect us. It strikes me that all districts should</p>



	<p>be joining together with central government to sort this out rather than fighting among themselves. We should be looking at what the world needs going forward and positioning ourselves to provide this. Demand for clean electricity sourced in the North Island which doesn't require transmission of large distances. This may sound ridiculous and the idea is not new but why don't we dam the Whanganui River? All of the negatives and argument against hydro electricity or out of date and remaining issues can be mitigated. Form a series of tracks through the Whanganui National Park to encourage trekking tourists and ease access for hunters and pest control operations. Don't waste money on something now which relies on powers beyond our control which will be worthless later.</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Leayne Huirua](#)  
**To:** [Jennifer Gaskin](#)  
**Subject:** FW: Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Tuesday, 18 December 2018 1:54:44 p.m.

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**From:** Whanganui District Council [mailto:noreply@whanganui.govt.nz]  
**Sent:** Tuesday, 18 December 2018 10:01 a.m.  
**To:** p.lissington@xtra.co.nz  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	157121001180018
First name	Peter
Last name	Lissington
Email address	<a href="mailto:p.lissington@xtra.co.nz">p.lissington@xtra.co.nz</a>
Postal address	PO Box 99 Marton
Daytime phone number	64063276778
Organisation name	NZ Pine Management Ltd
Your role	Forest Manager
Have you submitted to the Whanganui District Council before?	Yes
Gender	

Age group	
Ethnicity	Other,New Zealander
Would you be interested in being involved in further consultation opportunities with Council?	Yes
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	
1. Transport and freight gateway	
2. Training and education	
3. Agricultural development	
4. Tourism	
5. Food and innovation	
1. Optimising our potential	
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	

2. Partnering and connecting across boundaries	
3. Making the river central	
4. Enhancing our reputation	
Do you agree that this is the right vision for our district to work towards?	
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	
Further comments	<p>The Councils actions with regards to the additional rating of forests in their region for future roading is totally at odds with their stated attracting business aims. I represent some 130 forest owners who are about to commence the harvesting of their forests in the next few years. The current rating policy being seen as anti forest industry there is little appetite with my forest owners to reinvest in forestry in this region for the future. Our WDC rates went from \$44,000 to \$73,000 this year with the added roading demand; considering there is no income until harvest and the likelihood of these rates increasing in the future the current rating system is a disincentive to invest in forestry in the WDC controlled region.</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Leayne Huirua](#)  
**To:** [Jennifer Gaskin](#)  
**Subject:** FW: Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Thursday, 20 December 2018 2:29:38 p.m.

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**From:** Whanganui District Council [mailto:noreply@whanganui.govt.nz]  
**Sent:** Thursday, 20 December 2018 12:50 p.m.  
**To:** j.paine@xtra.co.nz  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	929121250182020
First name	John
Last name	Paine
Email address	<a href="mailto:j.paine@xtra.co.nz">j.paine@xtra.co.nz</a>
Postal address	95 LIVERPOOL STREET COLLEGE ESTATE WHANGANUI 4500
Daytime phone number	006463456067
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes

Gender	Male
Age group	60 years or over
Ethnicity	NZ European
Would you be interested in being involved in further consultation opportunities with Council?	Yes
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
1. Transport and freight gateway	Agree
2. Training and education	Strongly agree
3. Agricultural development	Agree
4. Tourism	Strongly agree
5. Food and innovation	Agree
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy -	Agree

have we got it right?	
2. Partnering and connecting across boundaries	Strongly agree
3. Making the river central	Neither agree nor disagree
4. Enhancing our reputation	Strongly agree
Do you agree that this is the right vision for our district to work towards?	Strongly agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Strongly agree
Further comments	
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Leayne Huirua](#)  
**To:** [Jennifer Gaskin](#)  
**Subject:** FW: Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Monday, 7 January 2019 8:07:23 a.m.

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**From:** Whanganui District Council [mailto:noreply@whanganui.govt.nz]  
**Sent:** Sunday, 6 January 2019 12:19 p.m.  
**To:** liz.walsh@xtra.co.nz  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	284011218194006
First name	Liz
Last name	Walsh
Email address	<a href="mailto:liz.walsh@xtra.co.nz">liz.walsh@xtra.co.nz</a>
Postal address	&a Mathieson Street, Whanganui
Daytime phone number	0276192888
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	No
Gender	Female



Age group	50 - 59 years
Ethnicity	NZ European
Would you be interested in being involved in further consultation opportunities with Council?	Yes
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
1. Transport and freight gateway	Strongly agree
2. Training and education	Strongly agree
3. Agricultural development	Strongly agree
4. Tourism	Strongly agree
5. Food and innovation	Strongly agree
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Strongly agree

2. Partnering and connecting across boundaries	Strongly agree
3. Making the river central	Strongly agree
4. Enhancing our reputation	Strongly agree
Do you agree that this is the right vision for our district to work towards?	Strongly agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Strongly agree
Further comments	I wholeheartedly agree with everything that has been stated in terms of objective and goals to enhance and to prosper Whanganui and its community residents. This questionnaire has been phrased in a way that provides you with answers aligning with your strategic development which has great clarity to it.
Supporting documents	<a href="#">Ideas for submission to Council.docx</a> - Received
I would like to speak in support of my submission	Yes

**From:** [Leayne Huirua](#)  
**To:** [Jennifer Gaskin](#)  
**Subject:** FW: Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Monday, 7 January 2019 8:10:35 a.m.

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**From:** Whanganui District Council [mailto:noreply@whanganui.govt.nz]  
**Sent:** Thursday, 27 December 2018 5:21 p.m.  
**To:** marion sanson <marionbsanson@gmail.com>  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	048121720185027
First name	Marion
Last name	Sanson
Email address	<a href="mailto:marionbsanson@gmail.com">marionbsanson@gmail.com</a>
Postal address	76 P Virginia Rd
Daytime phone number	063456438
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes
Gender	Female

Age group	
Ethnicity	NZ European
Would you be interested in being involved in further consultation opportunities with Council?	Yes
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Neither agree nor disagree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Agree
1. Transport and freight gateway	Agree
2. Training and education	Agree
3. Agricultural development	Agree
4. Tourism	Agree
5. Food and innovation	Agree
1. Optimising our potential	Agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	

2. Partnering and connecting across boundaries	Agree
3. Making the river central	Strongly agree
4. Enhancing our reputation	Agree
Do you agree that this is the right vision for our district to work towards?	Strongly agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Agree
Further comments	<p>Providing compelling reasons to stay means addressing risk of flooding to low-lying CBD and suburbs. This risk increases with Climate Change. Planting more trees and stabilising erosion-prone land offers employment opportunities and helps address risk. Add native re-forestation as a business opportunity. Good to increase total number of jobs but need all jobs to be fairly paid. Attracting aged-care facilities is positive but the jobs are more likely to attract young people if employers pay a Living Wage and more for skills in this sector; WDC can lead by example as an employer and pay Living Wage.</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [aaron.riceedwards@gmail.com](mailto:aaron.riceedwards@gmail.com)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Saturday, 9 February 2019 7:01:56 p.m.



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	455021901195209
First name	AARON
Last name	RICE-EDWARDS
Email address	aaron.riceedwards@gmail.com
Postal address	26 Brassey Road Saint Johns Hill
Daytime phone number	0212877874
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	
Gender	
Age group	
Ethnicity	
Would you be interested in being involved in further consultation opportunities with Council?	Yes

<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	
1. Transport and freight gateway	
2. Training and education	
3. Agricultural development	
4. Tourism	
5. Food and innovation	
1. Optimising our potential	
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	
2. Partnering and connecting across boundaries	
3. Making the river central	
4. Enhancing our reputation	

Do you agree that this is the right vision for our district to work towards?	
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	
Further comments	<p>Support an economic development plan for Whanganui, and more focus on the Awa - but any discussion about the Awa needs to be within the new framework of Te Pa Auroa na Te Awa Tupua, and the Councils obligations under the Settlement Act need to be a priority, rather than the Awa merely being viewed as an economic tool and resource. Yes, supporting aspirations of Awa communities is relevant, but much more work needs to be done on understanding the current and future impacts of tourism on Te Awa Tupua, so any discussion on tourism and the Awa needs to first be addressed with te Pou Tupua and await development of Te Heke Ngahuru. Such matters also need to be fully scoped and canvassed by the surface water collaboration group to be established under Te Awa Tupua Settlement Act. But there is scope to grow the range of tourism experience on the Awa in a sustainable manner with a lead by Nga Tangata Tiaki and Te Pou Tupua, in the future, particularly south of Pipiriki. But more research is required on capacity and infrastructure issues, in conjunction with iwi and DOC, before the Council starts setting targets and initiatives in relation to Te Awa Tupua - doing so in isolation would in my view be contrary to both the spirit and intent of local government legal obligations in respect to Te Pa Auroa na Te Awa</p>



	Tupua. Heoi ano, naku it nei, Aaron Rice-Edwards
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [tking@wgc.ac.nz](mailto:tking@wgc.ac.nz)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Tuesday, 12 February 2019 12:57:35 p.m.



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	384021257192912
First name	Tania
Last name	King
Email address	tking@wgc.ac.nz
Postal address	Whanganui Girls' College, Private Bag 3004, 21 Jones Street
Daytime phone number	+64212462400
Organisation name	Whanganui Girls' College
Your role	Principal
Have you submitted to the Whanganui District Council before?	Yes
Gender	Female
Age group	40 - 49 years
Ethnicity	NZ European
Would you be interested in being involved in further consultation	Yes

opportunities with Council?	
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
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3. Agricultural development	Strongly agree
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1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Strongly agree
2. Partnering and connecting across boundaries	Agree
3. Making the river central	Agree
4. Enhancing our reputation	Strongly agree

Do you agree that this is the right vision for our district to work towards?	Strongly agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Strongly agree
Further comments	
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [katarina@ngatiapa.iwi.nz](mailto:katarina@ngatiapa.iwi.nz)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Tuesday, 12 February 2019 2:35:16 p.m.



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	331021435190912
First name	katarina
Last name	hina
Email address	katarina@ngatiapa.iwi.nz
Postal address	rd5 560 kaiwhaiki marae Whanganui
Daytime phone number	0293890610
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	
Gender	
Age group	
Ethnicity	
Would you be interested in being involved in further consultation opportunities with Council?	Yes

KEY ISSUES	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
1. Transport and freight gateway	Strongly agree
2. Training and education	Agree
3. Agricultural development	Agree
4. Tourism	Strongly agree
5. Food and innovation	Neither agree nor disagree
1. Optimising our potential	Agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Agree
2. Partnering and connecting across boundaries	Strongly agree
3. Making the river central	Neither agree nor disagree
4. Enhancing our reputation	Neither agree nor disagree

Do you agree that this is the right vision for our district to work towards?	
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Agree
Further comments	<p>kia ora - no negatives really other than this document was like reading a kids colouring book - the graphics just took over too much and I don't know how you expect people to read the main information in such small font. I saw no point in all the flashy dots to create a arrow it did nothing to highlight the information you were trying to get across. good information presented in a really bad bad way - arohamai for those negative comments but keep it simple because your strategy is simple.</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [staceybell027@gmail.com](mailto:staceybell027@gmail.com)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Sunday, 17 February 2019 8:51:52 a.m.



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	722020851194317
First name	Stacey
Last name	Bell
Email address	staceybell027@gmail.com
Postal address	164 Mount View Road Bastia Hill Whanganui
Daytime phone number	+64273495690
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	
Gender	
Age group	
Ethnicity	
Would you be interested in being involved in further consultation	Yes



opportunities with Council?	
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Neither agree nor disagree
1. Transport and freight gateway	
2. Training and education	
3. Agricultural development	
4. Tourism	
5. Food and innovation	
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Neither agree nor disagree
2. Partnering and connecting across boundaries	Strongly agree
3. Making the river central	Neither agree nor disagree
4. Enhancing our reputation	Strongly agree

Do you agree that this is the right vision for our district to work towards?	Neither agree nor disagree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Strongly agree
Further comments	<p>A well written strategy with objectives that are central to any regional economic development strategy. My one significant concern is that there is an absence of data identifying the structure of the Whanganui district economy. You have outlined priority sectors but have not provided any analysis of the contribution these sectors make to the district economy, how many jobs they create, how these sectors have grown or changed over time, how emerging factors may influence these sectors in the future. Without this solid evidence base, Council cannot make optimal decisions about where to invest to get the best economic development outcomes. Due to this lack of a fundamental analysis of the structure of the local economy the strategy lacks credibility, and proposed actions risk being ineffective. For an economist looking to create a robust economic development strategy this analysis would come first to inform the identification of priority sectors, objectives and actions. I ask that you go back to the start and undertake this in depth analysis to inform your strategy. If this fundamental research has been undertaken please provide this evidence either as an appendices or refer to the detail within the strategy. Where I have answered</p>

	'neither agree nor disagree' is due to the lack of information provided to give an informed response.
Supporting documents	File(s) not provided
I would like to speak in support of my submission	Yes

**From:** [Whanganui District Council](#)  
**To:** [bronwynpaul50@gmail.com](mailto:bronwynpaul50@gmail.com)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Monday, 18 February 2019 10:56:46 a.m.



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	152021056193718
First name	Bronwyn
Last name	Paul
Email address	bronwynpaul50@gmail.com
Postal address	PO Box 937, Whanganui
Daytime phone number	0274829600
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes
Gender	Female
Age group	60 years or over
Ethnicity	NZ European, Maori
Would you be interested in being involved in further consultation opportunities with Council?	Yes

<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
1. Transport and freight gateway	Agree
2. Training and education	Strongly agree
3. Agricultural development	Agree
4. Tourism	Strongly agree
5. Food and innovation	Strongly agree
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Strongly agree
2. Partnering and connecting across boundaries	Agree
3. Making the river central	Agree
4. Enhancing our reputation	Strongly agree

Do you agree that this is the right vision for our district to work towards?	Strongly agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Strongly agree
Further comments	<p>Attracting cluster businesses to support our primary industries. Support training and education with a regional focus and work with employers to engage in 'earn as you learn' opportunities for students and learning for life. Become a Centre of Vocational Excellence for Nursing Training Have a strong sense of self - who we are, what we are and message to the world</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [james@castlecliff.nz](mailto:james@castlecliff.nz)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Wednesday, 20 February 2019 8:09:28 a.m.



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	875020809192620
First name	James
Last name	Barron
Email address	james@castlecliff.nz
Postal address	10 Karaka St Castlecliff
Daytime phone number	+6421 1231750
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes
Gender	Gender Diverse
Age group	50 - 59 years
Ethnicity	
Would you be interested in being involved in further consultation opportunities with Council?	Yes

KEY ISSUES	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Agree
1. Transport and freight gateway	Strongly agree
2. Training and education	Agree
3. Agricultural development	Neither agree nor disagree
4. Tourism	Strongly agree
5. Food and innovation	Disagree
1. Optimising our potential	Agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Neither agree nor disagree
2. Partnering and connecting across boundaries	Neither agree nor disagree
3. Making the river central	Strongly disagree
4. Enhancing our reputation	Strongly agree



Do you agree that this is the right vision for our district to work towards?	Neither agree nor disagree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Agree
Further comments	<p>Why is the statement below only used to make the river central &amp; not a thing about the coast? To succeed we need to move beyond the Laws era "Wanganui the River City" &amp; be "Whanganui - Awa, Coast &amp; Sea". The river is a great asset but the greater unlocked potential is in our coast. The law of diminishing returns means focus &amp; spending should be on undeveloped not already well developed assets. "Stakeholders have identified the importance of ensuring that our natural environment is sustainably managed, preserved and respected... a powerful platform for tourism, research and education - positioning Whanganui as an exemplar in cultural and environmental protection."</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [David Matthews](#)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Thursday, 21 February 2019 8:46:41 a.m.



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	304020846193921
First name	David
Last name	Matthews
Email address	david.matthews@whanganui.govt.nz
Postal address	c/o WRCB 101 Guyton St Whanganui 4500
Daytime phone number	3428803
Organisation name	Wanganui Rural Community Board
Your role	Chair
Have you submitted to the Whanganui District Council before?	Yes
Gender	
Age group	
Ethnicity	
Would you be interested in being involved in further consultation	No

opportunities with Council?	
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	
1. Transport and freight gateway	
2. Training and education	
3. Agricultural development	
4. Tourism	
5. Food and innovation	
1. Optimising our potential	
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	
2. Partnering and connecting across boundaries	
3. Making the river central	
4. Enhancing our reputation	

Do you agree that this is the right vision for our district to work towards?	
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	
Further comments	<p>Page 22 - Incorporate agricultural education - Retain rural school leavers for land based training Page 23 - Whilst the Board acknowledges the strategy to investigate novel opportunities for high value niche crops via the Rural Enterprise Project, we consider that the strategy should also include exploring opportunities to promote economic growth within or based on the district's existing major rural industries Page 25 - Add WRCB as a partner Refer to WRCB Rural Directions Strategic Plan – priorities should align to projects in the rural economic growth section (see below) Identify economic trends, research and development projects and obstacles and opportunities in the rural sector and monitor industry changes and potential developments. Also: • Examine value-added opportunities for local products • Support tourism as a key aspect of rural economic development • Examine irrigation issues and opportunities • Continue to advocate for ultrafast broadband throughout rural Whanganui • Support projects and initiatives such as the Rural Enterprise Project • Provide input into key Council strategies and policies • Provide input into Accelerate25</p>
Supporting documents	File(s) not provided

I would like to speak in support of my submission	Yes
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**From:** [Marion Sanson](#)  
**To:** [!Policy Submissions](#)  
**Subject:** Living Wage Whanganui Submission on the Economic Development Strategy  
**Date:** Thursday, 21 February 2019 10:26:43 p.m.  
**Attachments:** [LWW Economic Development Strategy Submission\\_20190220.docx](#)

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Kia ora,

The attached submission on Council's proposed Economic Development Strategy is from the Core Group of Living Wage Whanganui.

We would like to make an oral presentation on the submission.

The best contact Ph no. is 345 6438 (you can leave a message).

Regards

Marion Sanson

Convenor for Living Wage Whanganui

## Living Wage Whanganui

### Submission on Whanganui District Economic Development Strategy – 2019

**Who we are** - This submission is from the core group of Living Wage Whanganui, a local group committed to a Whanganui “that works for everyone” [WDC Leading Edge Strategy]

Living Wage Whanganui is a member of Living Wage Movement Aotearoa NZ, a national alliance of faith-based groups, community organisations and unions.

We are asking Whanganui District Council to include the Living Wage (LW) as a driver for economic prosperity in the Economic Development Strategy for the District.

**Introduction** - We welcome this revision, energised by Whanganui and Partners.

Prosperity and growth have been emphasised. These have appeal but need linking to ideas in the Council’s own Leading Edge Strategy, specifically “an economy that works for everyone”.

The proposed Strategy refers to climbing rates of employment offering a new and more prosperous future for the District. The proposed strategy also refers to the “right jobs”. We are asking Whanganui and Partners to focus its energies on businesses that have an ethic of looking after their employees.

**A middle-range income economy** - Paying high salaries is not an option for us here; Whanganui is not able to compete with centres like Auckland and Wellington, nor is it sensible to try. What Whanganui can offer is quality of lifestyle without the downsides, such as sitting in traffic. We favour a “middle-range income economy”, rather than a “low wage economy”. The latter has characterised New Zealand since the 1990s. With the lower household median income identified in the Strategy’s snapshot, Whanganui appears closer to a middle-range income economy. This can be seen as a positive.

On the other hand, average income is a better indicator of the level of income most people are earning. Pg 20 refers.

The core strengths identified in the strategy of tourism, food processing, medium scale specialist manufacturing offer good opportunities for on-going skilled jobs in medium-sized work places. This type of economy offers a good base for a prosperous middle-range income economy.

**Living Wage businesses** - Encouraging Living Wage businesses to locate here would support the shift towards a District where everyone shares in the growing prosperity. It would be positive for the District’s reputation. The strategy also talks about providing compelling reasons for people to stay. Jobs are important in this respect. There is a great deal of international and NZ evidence on the benefits of the Living wage to employers. Workplaces that adopt the Living Wage retain workers and so have less turnover. They have higher morale and greater productivity. The Council could take leadership in this by committing to becoming a Living Wage employer. Implementation could be carried through over several years, as was done in Wellington, for example.

There are now well over a hundred fully accredited Living Wage employers in New Zealand. The most recent addition is Westpac NZ. Westpac's accreditation means not only are the directly-employed workforce on at least the Living Wage, but nearly 500 workers employed by contractors will also be on this rate. This transforms the lives of cleaners, security guards and hospitality workers.

Simon Power, Westpac NZ's General Manager Consumer Banking, said this when Westpac recently became New Zealand's largest Living Wage employer:

*"We want to lead by example. We already pay our staff a living wage and we now we want to extend that to contractors and suppliers.*

*We think it will benefit them, their families and New Zealand as a whole. Ultimately, that will benefit the economy and our business.*

*Above all else, we think this is the right thing to do. These workers play an important role in our day-to-day operations and we value their efforts."*

**Growth in the best interests of Whanganui as a whole** - We also sound a caution about "growth". Growth from activities that exploit people and the environment is a false indicator of prosperity. The District's GDP is likely to grow from the arrival of more people, resulting in positive growth. More people in work means more money spent, and much of this will be local for households purchasing goods and services. There will be more ratepayers to carry the cost of providing the services that contribute to quality of life. The challenge for the District is to manage the developments, as the proposed strategy says, in the "best interests of Whanganui as a whole." We support the goal of growing average incomes.

***Changes requested to the proposed Economic Development Strategy:***

- Whanganui District Council committing, in principle, to becoming a LW employer; ref Enhancing our Reputation – page 15.
- From a Whanganui District that is full of jobs at competitive salaries, change to "full of quality jobs with remuneration at least at the LW rate"; ref pages 8, 12 and 17.
- Add a focus on existing and new businesses that are here for the long-term, value their workers and pay them a LW; include these factors in the definition of a "successful company". Look for quality, not only quantity in terms of attracting more business or "being Business Friendly"; the focus being on the right kind of Business – ref pages 17, 20 and 21.
- Under the Action Plan "Attract", Pillar for Business, Priorities - page 23 to include "The brief and resources promoted by the Business Friendly Facilitator will include an introduction to the Living Wage."
- Grow the District's average income, rather than median income – pages 8 and 20.
- Under Monitoring the Economic Development Strategy, add an indicator: "Number of jobs in the District at or above the Living Wage rate in the given year increases" - ref page 33.

Thanks for considering these changes.

Marion Sanson

Convenor for Living Wage Whanganui

**From:** [Whanganui District Council](#)  
**To:** [Ariana Cronshaw](#)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Monday, 25 February 2019 5:27:53 p.m.



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	838021727194925
First name	Ariana
Last name	Cronshaw
Email address	cronshawariana@gmail.com
Postal address	16 LOWTHER STREET WHANGANUI 4500
Daytime phone number	0274452518
Organisation name	Whanganui District Council Youth Committee
Your role	Youth Councillor - Consultation Working Party co-leader
Have you submitted to the Whanganui District Council before?	Yes
Gender	Female
Age group	Under 18 years
Ethnicity	Maori



Would you be interested in being involved in further consultation opportunities with Council?	Yes
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Agree
1. Transport and freight gateway	Neither agree nor disagree
2. Training and education	Strongly agree
3. Agricultural development	Neither agree nor disagree
4. Tourism	Strongly agree
5. Food and innovation	Neither agree nor disagree
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Agree
2. Partnering and connecting across boundaries	Agree
3. Making the river central	Agree

4. Enhancing our reputation	Strongly agree
Do you agree that this is the right vision for our district to work towards?	Strongly agree
<b>Retain, Grow, Attract</b> Do you agree that we should be focusing on our ability to Retain, Grow and Attract?  (please see page 18 of the strategy)	Strongly agree
<b>Retain</b>  Do you agree with the key objectives for our goal to Retain?  (please see page 21 of the strategy)	Agree
Further comments	The Youth Committee believes that are areas we could improve on. The Committee feels that the career choices young people have aren't as diverse as they could be and opportunities are limited. Careers advice in our education system should provide students with a more extensive range of career opportunities, particularly those career-paths that do not require university study. Young people are creative and innovative and many aspire to develop new businesses to provide services to their communities. Developing new businesses require people to take risks, this is a much easier undertaking if a young person has financial security or a family to support them. We would like to see more opportunities for business start-ups to be provided for young people from less fortunate backgrounds.
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [keri@ymcacentral.org.nz](mailto:keri@ymcacentral.org.nz)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Tuesday, 26 February 2019 3:34:19 PM



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	281021534191526
First name	Keri
Last name	Huurdeman
Email address	keri@ymcacentral.org.nz
Postal address	125 Grey Street, Whanganui
Daytime phone number	027 267 1174
Organisation name	YMCA Central
Your role	General Manager Education
Have you submitted to the Whanganui District Council before?	No
Gender	Female
Age group	30 - 39 years
Ethnicity	Other,English
Would you be interested in being involved in further consultation opportunities with Council?	Yes

KEY ISSUES	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
1. Transport and freight gateway	Strongly agree
2. Training and education	Strongly agree
3. Agricultural development	Strongly agree
4. Tourism	Agree
5. Food and innovation	Agree
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Strongly agree
2. Partnering and connecting across boundaries	Strongly agree
3. Making the river central	Strongly agree
4. Enhancing our reputation	Strongly agree

## Economic Development Submission :

Do you agree that this is the right vision for our district to work towards?	Agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Agree
Further comments	
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [gm.dryden@gmail.com](mailto:gm.dryden@gmail.com)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Friday, 1 March 2019 3:06:49 PM



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	120031506194401
First name	Gordon
Last name	Dryden
Email address	gm.dryden@gmail.com
Postal address	319 Somme Pde Aramoho, Whanganui
Daytime phone number	
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes
Gender	
Age group	60 years or over
Ethnicity	NZ European
Would you be interested in being involved in further consultation opportunities with Council?	Yes

KEY ISSUES	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
1. Transport and freight gateway	Strongly agree
2. Training and education	Strongly agree
3. Agricultural development	Agree
4. Tourism	Strongly agree
5. Food and innovation	Strongly agree
1. Optimising our potential	Strongly agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Agree
2. Partnering and connecting across boundaries	Strongly agree
3. Making the river central	Agree
4. Enhancing our reputation	Strongly agree

# Economic Development Submission : 017

Do you agree that this is the right vision for our district to work towards?	Strongly agree
<b>Retain, Grow, Attract</b> Do you agree that we should be focusing on our ability to Retain, Grow and Attract?  (please see page 18 of the strategy)	Strongly agree
<b>Retain</b>  Do you agree with the key objectives for our goal to Retain?  (please see page 21 of the strategy)	Strongly agree
Further comments	Please see my comments in the attached file.
Supporting documents	<a href="#">WHANGANUI DRAFT ECONOMIC DEVELOPMENT STRATEGY 2019-Feb19.docx</a> - Received
I would like to speak in support of my submission	No

## WHANGANUI DRAFT ECONOMIC DEVELOPMENT STRATEGY 2019

Submission from: Gordon Dryden (gm.dryden@gmail.com)

This document is well thought out and I would like to congratulate the Council and associated organisations on the policy initiatives described here. I agree and support most of the policies described. I have identified a few points where I have additional comments to make.

### BACKGROUND

Tourist networking: "Network with Taranaki and Rangitikei Councils" – given the directions that highways run, we should also network with New Plymouth and South Taranaki.

### OVERVIEW OF ECONOMIC OPPORTUNITIES

Transport hubs: "because of our close proximity to Ohakea, our port and our position on two highways" – SH4 is hardly a tourist highway, better to look at developing a bypass from SH1 just north of Marton to join SH3 at Turakina. Until necessary roadworks are done we could at least put better signage on SH1 at Marton.

Strategic initiatives: "This document pulls together a series of strategic initiatives (developed in conjunction with key stakeholders) into one centralised framework and aligns these with Council's other economic development priorities" – an excellent strategy.

Port opportunities: "In early 2018, the government announced that a further SIM would be made available for port revitalisation, subject to a business case" – has a business case been prepared yet? The port will be an essential part of any transport hub, given that Ohakea is a defence facility and that road transport from Whangamui to the north needs significant work (see Transport hub comment above).

Focus areas: "fresh vegetables" – marketing these needs an efficient and quick way of getting produce from the area to markets in Auckland and the Waikato, Taranaki and Manawatu. Please see my comments re Transport Hub above.

### SNAPSHOT

Assets: "We are privileged to have a number of natural and built assets that put us at a distinct advantage. These include the Whangamui River, our proximity to the mountain, our coastal location and our variety of quality soils. We also have high levels of built heritage and significant regional sporting, cultural and health facilities." – we need to put particular emphasis on the built heritage and the River because these are things that make Whangamui unique. We need to get advice from consultants who specialise in niche tourism.

Education: "We also have ten tertiary providers" – only two of these offer higher education: Te Whangamui Aotearoa and UCOL, and perhaps we could add the International Pilot Academy. This is not intended to denigrate the 8 or so institutions listed on p 22 but my comment here is relevant to my other comment on Education below.

Discretionary expenditure income: "Our household median income currently sits at \$61,700. This compares to \$89,100 for all of New Zealand. However, the annual percentage change in this figure is greater than that nationally. We have had 9% growth, while the rest of New Zealand has had 5.3% – three points here: (1) this is total household income; we need to know why this is \$26000 less than the national average – is it because Whangamui jobs are less well paid, households are unable to get work, or many households are retirees with a single and possibly limited income, etc. – we need to know this in order to be able to correctly identify planning issues; (2) the gain in income is 0.7% units greater than the national average, but a difference of 0.7% units is not all that much and could be within the statistical "error"; (3) Whangamui's population is older than the NZ average and we lie in the bottom 1/3 of income. This is something that must be addressed, and I hope that this Plan will do that.

Connectivity: "We are working on gateway improvements through the airport and sea port. We have daily one hour flights to Auckland, and Wellington is just over two hours away by car. In addition, Palmerston North airport is a significant regional hub and is only one hour away" – having to travel for an hour before you can get a flight south or east is far too long! We must not underplay the importance of ensuring easy access to Whangamui and the River for international tourists. In my submission to the Long Term Plan (I can provide this again if needed) I made this point in some detail. Presently, public transport access to Whangamui from Auckland and Wellington is difficult.

### OUR APPROACH TO ECONOMIC DEVELOPMENT

Industry: "Every day, New Zealand cats and dogs eat breakfast made at Mars Petcare ... GDM expanding to fit out stores in the US and taking out the international category in the New Zealand Retail Interiors Association Awards for 2017" – these are exemplars of the type of industry that we need to attract and hold. The WDC should investigate rates rebates and other short-term financial attractions to get this type of industry to the city. Again, I have discussed this in detail in my Long Term Plan submission.

### STRATEGIC CONTEXT

(a) Strategic: exactly right, but also emphasise the arts scene/industry which has developed in Whangamui and has become a critical part of the city's economic life.

(b) Weaknesses: I think you've got this right too (also see point 4 in Success Factors) However, we're not just not known internationally but we are also not known domestically. I recently spoke to a person who is professionally involved in Auckland area tourism, he didn't know about most of the events and attractions in Whangamui. Advertising is the key, and we don't do enough. Last year I contacted Whangamui & Partners about the pop-up ads that Tourism NZ runs, and the fact that Whangamui features in none of them. I didn't get a reply.

(c) Opportunities: "Easy and convenient access to the main centres" – no, there isn't. Unless we recognise the difficulties we won't try to overcome them. Have you tried to fly from any Australian city to Whangamui and arrive in the same day? It's possible from Auckland but not from Wellington. Further, Auckland is the only main city that you can fly direct to Whangamui from. I'm not sure what can be done about this, but it is a major problem. Please also refer to my comment about Connectivity.

(d) Threats: I agree with what is said here. But there is another one, climate change. Sea levels are expected to rise by 0.25 to 1 m in the next decade and periods of dry, hot weather will become more frequent and longer (niwa.co.nz) and planning to deal with this has to start now.

### WHAT THE COMMUNITY IS TELLING US

I think that this succinctly sums up the situation.

### ACTION TIME

The three fields are listed are: Business, Destination/Marketing and Education – while Arts can be listed in Business, it would be useful to add this as a fourth field. There are around 200 artists living and working in Whangamui and this has become a key part of the city's financial and cultural life.

### Retain

Business: "Forge and sustain strong relationships with the business community – with particular focus on industry, manufacturing and agriculture" – I support this, but would include the Arts because this has a business facet as well as a cultural one.

Education: "To be an education centre of choice for local, regional, national and international students" – this is probably a suggestion from well out of left field, but NZ has the population to support a 9th university. It might be time to investigate this. Alternatives include expanding the programs at the UCOL. Whangamui campus to include other disciplines and up to postgraduate level. The difficulty here is the politics of polytechnic administration – UCOL is presently managed from Palmerston North, and the effect of the reorganisation of polytechnic administration proposed by the Government is unknown. Massey University has campuses in Auckland and Wellington and might be encouraged to establish a branch in Whangamui if the WDC offers financial support. Te Whangamui Aotearoa (or perhaps one of the other Whangamui) might also be encouraged to expand their program offering in Whangamui. Students are good earners, as they rent accommodation and spend money on food, etc. As well, increased programs require increased numbers of resident staff.

"Develop Te Whangamui Aotearoa – a long-term strategy to promote research, innovation and education in Whangamui" – I'm not aware of this program, but the aim to foster research and innovation is excellent. These "industries" have all of the characteristics of industries which suit the Whangamui area – high value output and minimum bulk raw material input.

### Grow

Business: "Revitalise the port and provide enhanced air, sea and land gateways" – I fully support this and urge that the existing bus terminal be re-sited to a more central place with better access to services such as cafeterias and taxis.

"Develop our capabilities around food and innovation" – why are food and innovation grouped together? The suggestions in this document about developments in specialist food production are well made. But innovation covers a much wider area than just food.

"...improve our industrial and infrastructure offering" and "Develop an engagement plan for working with and supporting large scale industry and manufacturing businesses" – infrastructure improvements should include extending the rail line along Heads Rd into the Castlecliff industrial area and perhaps beyond.

Education: "Consider the potential to become a regional or national hub for specific training options" – do more than consider, we should set out to develop general and niche education programs and market these to attract students.

### Attract

Business: "Attract new investors and buyers for our heritage buildings" – as well as this, ensure that the use and maintenance of these buildings is consistent with their retention as a permanent feature and asset; and identify the location of the Old Town for tourists.

### MONITORING

Business – add a fourth point: that the range of business types increases and the proportion of businesses making products (i.e. other than service industries) increases.

Marketing: "Number of visitors to Whangamui tracking in line with national trends" and "Whangamui will have the same growth rate of tourism spend as the NZ average" – we don't perform as well as some other tourism markets in New Zealand so we really need to out-perform the New Zealand average.

Education – I think this about sums up where we need to be.

Add Arts as a fourth component – the number of practicing artists (including glassworkers, potters, etc.) increases and their products are sold internationally as well as domestically.

Gordon Dryden

26 February, 2019.



**From:** [Whanganui District Council](#)  
**To:** [terrance.dowdeswell@gmail.com](mailto:terrance.dowdeswell@gmail.com)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Wednesday, 27 February 2019 4:05:10 PM



## Submission: Proposed Economic Development Strategy

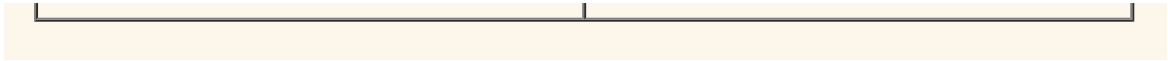
Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	759021605190527
First name	Terry
Last name	Dowdeswell
Email address	terrance.dowdeswell@gmail.com
Postal address	3, ingestre Street Whanganui 4500
Daytime phone number	0273516104
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	No
Gender	Male
Age group	60 years or over
Ethnicity	NZ European
Would you be interested in being involved in further consultation opportunities with Council?	Yes

KEY ISSUES	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Strongly agree
1. Transport and freight gateway	Strongly agree
2. Training and education	Strongly agree
3. Agricultural development	Agree
4. Tourism	Strongly agree
5. Food and innovation	Agree
1. Optimising our potential	Neither agree nor disagree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Agree
2. Partnering and connecting across boundaries	Agree
3. Making the river central	Strongly agree
4. Enhancing our reputation	Strongly agree

Do you agree that this is the right vision for our district to work towards?	Agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Agree
Further comments	<p>This is very nebulous and it would be hard to disagree with any of it. Identifying just two or three main areas to concentrate on (See "Actions") and focusing most resources on those will be necessary. They must be ranked and limited resources allocated accordingly. Land use: My background is in horticulture and plant breeding. It is clear that the industries to attract in these areas are high value intensive land use industries. High value, low freight cost crops such as specialist seeds suit our location and climate. Traditional agricultural use of land (as apposed to high value horticultural use) has a very low rate of return. Niche industries such as those of highly intensive horticulture are a far better use of class 1 and 2 land. The raising of livestock on these lands should be merely an interim use. Tourism: Recreational, cultural and educational. I heartily agree. Training and Education: Yes and Yes. Why not learn i this beautiful and well served environment? Port and Freight Gateway: Great. If it will fly it will add value to all the other priority areas. There are many problems to solve. Let's solve them!</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No



**From:** [Whanganui District Council](#)  
**To:** [russell@manageable.co.nz](mailto:russell@manageable.co.nz)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Wednesday, 27 February 2019 4:47:36 PM



## Submission: Proposed Economic Development Strategy

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If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	870021647193127
First name	Russell
Last name	Bell
Email address	russell@manageable.co.nz
Postal address	5 MARIONS WAY PUTIKI WHANGANUI 4500
Daytime phone number	021 244 2421
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes
Gender	Male
Age group	40 - 49 years
Ethnicity	NZ European
Would you be interested in being involved in further consultation	Yes

opportunities with Council?	
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Neither agree nor disagree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Neither agree nor disagree
<p><b>Choice</b></p> <p>Do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>	Neither agree nor disagree
1. Transport and freight gateway	Neither agree nor disagree
2. Training and education	Neither agree nor disagree
3. Agricultural development	Neither agree nor disagree
4. Tourism	Neither agree nor disagree
5. Food and innovation	Neither agree nor disagree
1. Optimising our potential	Neither agree nor disagree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Neither agree nor disagree
2. Partnering and connecting across boundaries	Neither agree nor disagree
3. Making the river central	Neither agree nor disagree
4. Enhancing our reputation	Neither agree nor disagree

Do you agree that this is the right vision for our district to work towards?	Neither agree nor disagree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Neither agree nor disagree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Neither agree nor disagree
Further comments	<p>I have answered 'neither agree nor disagree' to all of the above because I have a fundamental concern with the document itself. It is not possible to answer the above meaningfully because the document is vague and lacks precision in basic strategic aspects. It feels like a 'facilitation' session occurred to put as many ideas as possible on the table and whoever was made responsible for document production was presented with an impossible task of synthesising everything into a "strategic" document. The result is a document which lacks definition, has ambitious but wide and largely undefined goals, has little in the way of prioritisation and (tellingly) no structure as to how anything can / could be achieved. It feels like this is a document to 'keep everybody happy' and look nice (it presents like a 'welcome to Whanganui' brochure or a community services pamphlet) rather than being an easily understandable document to be foundational to the city's economic direction for the next 10 years. As examples: - the Mayor highlights the PGF - surely a core area of attention and interest for the region. But apart from the mention (and no definition) of Whanganui being a 'surge' region and brief mention of the Port there is no further mention of PGF. Surely engagement with</p>

	<p>government to secure further funding is a high level strategic priority? - why is food innovation a 'game changer' for Whanganui? (this is Palmerston North's priority?). How were these 5 'game changers' chosen? Why does agriculture feature in two of them? What infrastructure do we have to support food innovation? Further, where is 'medicinal agriculture' defined? (are we going to grow maurijuana?) - why is digital / AI and coming disruption not considered in this document? There is an awful lot about Whanganui here, what about the environment in which it operates? (the 'strategic context' is highly internalised and there are few, if any, external 'factors influencing the strategy' and many of these are actions rather than influencers) - regarding the 'culture of innovation' (p24) - "support business growth and fresh ideas within an existing climate of smart approaches" - what does this mean?? There are numerous other sentences throughout the document where it is difficult to understand what the message is / should be. I have a good number of other points but will stop here.</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	Yes



**From:** [Whanganui District Council](#)  
**To:** [mike@scalelogic.co.nz](mailto:mike@scalelogic.co.nz)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Wednesday, 27 February 2019 6:52:17 PM



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	832021852191227
First name	Mike
Last name	Adamson
Email address	mike@scalelogic.co.nz
Postal address	6 Gurr Place
Daytime phone number	0273395994
Organisation name	ScaleLogic Limited
Your role	Director
Have you submitted to the Whanganui District Council before?	No
Gender	Male
Age group	18 - 29 years
Ethnicity	NZ European
Would you be interested in being involved in further consultation opportunities with Council?	Yes

KEY ISSUES	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Strongly agree
<p><b>Attract</b></p> <p>Do you agree with the key objectives for our goal to Attract?</p> <p>(please see page 27 of the strategy)</p>	Strongly agree
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1. Optimising our potential	Agree
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?	Agree
2. Partnering and connecting across boundaries	Agree
3. Making the river central	Strongly agree
4. Enhancing our reputation	Strongly agree

Do you agree that this is the right vision for our district to work towards?	Strongly agree
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<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Agree
Further comments	<p>We relocated from Palmerston North to Whanganui in Dec 2017 and have been building a commercial property for ScaleLogic to operate from. ScaleLogic was founded in Feb 2011. I think Whanganui has a unique opportunity for start up businesses and tech businesses due to the low cost of living here and our UFB access. If we are able to get the Whanganui port functional then I think it will have the biggest net impact to our region.</p>
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Whanganui District Council](#)  
**To:** [brianmilham@gmail.com](mailto:brianmilham@gmail.com)  
**Subject:** Policy Submission Acknowledgment - Submission: Proposed Economic Development Strategy  
**Date:** Friday, 1 March 2019 2:56:20 PM



## Submission: Proposed Economic Development Strategy

Thank you for your submission. We appreciate you participating in the consultation process on this issue. This email is a formal acknowledgement of Whanganui District Council's receipt of your submission. Please print a copy of this page for your records.

If you have elected to speak to the Council on your submission, Council Officers will be in touch with you to arrange a suitable time once hearing times and dates are finalised.

Reference number	316031456191401
First name	Brian
Last name	Milham
Email address	brianmilham@gmail.com
Postal address	2c Tiraumea Street, Palmerston North / 36 Turoa Road, Whanganui
Daytime phone number	027 458 1483
Organisation name	
Your role	
Have you submitted to the Whanganui District Council before?	Yes
Gender	Male
Age group	60 years or over
Ethnicity	NZ European
Would you be interested in being involved in further consultation	Yes

opportunities with Council?	
<b>KEY ISSUES</b>	
<p><b>Grow</b></p> <p>Do you agree with the key objectives for our goal to Grow?</p> <p>(please see page 23 of the strategy)</p>	Agree
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2. Partnering and connecting across boundaries	Strongly agree
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Do you agree that this is the right vision for our district to work towards?	Strongly agree
<p><b>Retain, Grow, Attract</b></p> <p>Do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>	Strongly agree
<p><b>Retain</b></p> <p>Do you agree with the key objectives for our goal to Retain?</p> <p>(please see page 21 of the strategy)</p>	Strongly agree
Further comments	1. Initially, we need to put more priority and effort into retaining and supporting current businesses. 2. Then carry on to the second phase of attracting new business to our city (pg 21). 3. Reconsideration should be given to " Education Centre of Choice" due to the Government's proposed changes to tertiary/trade education within NZ.
Supporting documents	File(s) not provided
I would like to speak in support of my submission	No

**From:** [Stephanie Macdonald-Rose](#)  
**To:** [Jennifer Gaskin](#)  
**Subject:** FW: Whanganui Economic Development Strategy - submission  
**Date:** Monday, 4 March 2019 8:49:45 AM  
**Attachments:** [Economic Development Strategy, submission.docx](#)

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Hi Jennifer,  
Please include with the other submissions.  
Thanks, Stephanie

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**From:** Philip Thomsen [<mailto:prd@xtra.co.nz>]  
**Sent:** Sunday, 3 March 2019 12:36 PM  
**To:** Stephanie Macdonald-Rose <[Stephanie.Macdonald-Rose@whanganui.govt.nz](mailto:Stephanie.Macdonald-Rose@whanganui.govt.nz)>  
**Subject:** Re: Whanganui Economic Development Strategy - submission

A small update to my earlier submission that occurred to me over the weekend, if that is ok.

Regards, Phil

On 02 March 2019 at 13:04 Stephanie Macdonald-Rose <[Stephanie.Macdonald-Rose@whanganui.govt.nz](mailto:Stephanie.Macdonald-Rose@whanganui.govt.nz)> wrote:  
Hi Philip,  
Thank you for your submission. I will ensure that this is collated with the rest.  
Kind regards, Stephanie  
Sent from my iPhone

On 2/03/2019, at 12:59 PM, Philip Thomsen <[prd@xtra.co.nz](mailto:prd@xtra.co.nz)> wrote:

Sorry, I had computer problems & missed the deadline. However hopefully you'll take notice of my submission. I can be contacted at this email address, or on 347 1421 or 027 3486 805

Phil Thomsen

<Economic Development Strategy, submission.docx>

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**Whanganui Economic Development Strategy  
Submission: International student intakes  
Phil Thomsen, [PRD@xtra.co.nz](mailto:PRD@xtra.co.nz), 027 348 6805**

(I prefer if my name is kept out of any conversation with UCOL, to avoid side tracking)

I suggest that the Council and Whanganui and Partners work closely with tertiary education providers, particularly UCOL (or, in the future, the planned NZ Institute of Skills and Technology, NZIST), to draw international students to the city. This is currently included in the strategy, however observation suggests that the trend for UCOL is in the opposite direction. For instance, as a Lecturer at UCOL I see fewer and fewer overseas students on the campus. Also, landlords have told me that they used to be able to rely on a stream of students occupying their flats, this has now virtually totally disappeared.

The earlier Wanganui Regional Community Polytechnic had cohorts of international students arriving at regular and predictable intervals. Whanganui was seen as an attractive destination with a respected brand. These students were drawn to niche courses with excellent job prospects. However UCOL has allowed these programmes to wither, and (in the case of Computer Graphics), the job market has declined greatly. UCOL has failed to develop new specialist courses in Whanganui that would attract this kind of students. There is an MOU with the Pilot Academy to deliver the Bachelor of Applied Management to their students; however little seems to have come of this, and it is hard to see it ever being more than a small niche.

My rationale is as follows:

- International education makes high returns. As such, it tends to create high-income jobs (eg lecturers), compared with (say) tourism (think tour guides, bus drivers). While there is nothing wrong with promoting industries such as tourism, they do not lead towards a community with high household incomes
- Encouraging international students also creates more opportunities for local students. For instance, a course specialising in radiology for international students can also accommodate locals. The International Commercial Pilot Academy is a good example of this.
- Whanganui UCOL is vulnerable. It is well accepted that to survive in the current funding environment, any tertiary education institution needs to attract overseas students. I understand that over the last year or so UCOL has been able to make the local campus break even financially, partly by cutting courses and shutting down some premises. However the campus remains very vulnerable; further courses have been cut and staff made redundant for 2019. Imagine the loss of Whanganui UCOL to Whanganui! Healthy cohorts of international students would make all the difference to the campus' viability.
- Whanganui UCOL has ample available space for expansion. Block A (the old Backhouse building on cnr Drews / Taupo) was shuttered several years as part of downsizing and is sitting unused. So there is a four-story building, costing UCOL rates and insurance, earthquake-proofed and adapted for educational purposes, available for use at any time.

In summary, if WDC and Whanganui and Partners worked with UCOL (or the NZIST in future) to develop stand-alone attractive courses for international students in Whanganui, it would be win-win. The community and economy would become more vibrant, and UCOL would become a more robust institution. It wouldn't be for me to suggest the types of specialist courses that could apply. However since there are degrees in Nursing in Whanganui, some form of programme of a specialist medical nature could make sense. Another possibility would be offering a specialist business degree that related to Whanganui strengths. I emphasise that any such course would need to be focused on a long-term stand-alone Whanganui programme, not simply an overflow from existing UCOL Palmerston North courses as has been the case with recent catering programmes (now essentially defunct in Whanganui as the market has shrunk as a result of changes to immigration policy).

### **How can WDC / Whanganui and Partners help?**

- Partly through working with UCOL (and other providers) in external liaison, whether with premises, accommodation, work placements, or other commercial partnerships.
- By assisting with marketing, co-branding and communication pathways.
- Most particularly by keeping sustained pressure on UCOL. UCOL has got a high degree of bureaucratic inertia, and a Head Office culture with a constant emphasis on the Manawatu, where Whanganui is an afterthought. This is quite obvious when one looks at the dramatic decline in overseas student numbers coming to Whanganui. To succeed in turning this around, WDC and Whanganui and Partners would need to work with UCOL to develop a clear strategy to make Whanganui the preferred destination for sustainable cohorts of overseas students, transparent and quantitative metrics, and resource and marketing commitments that enabled ongoing viable operations. A good start would be obtaining metrics showing the change in overseas student numbers to Whanganui since UCOL took over. The same strategy of assertive advocacy would also apply regarding engagement with the planned NZIST.

Persistence will be key. If UCOL can get away with a few platitudes, it will.



Sorry to be blunt! However, the losses of the campus to Whanganui would be massive; the benefits from vibrant international student intakes would be huge.

**From:** [Annette Main](#)  
**To:** [!Policy Submissions](#)  
**Cc:** [Stephanie Macdonald-Rose](#)  
**Subject:** Whanganui Economic Development Strategy  
**Date:** Monday, 4 March 2019 9:54:09 AM

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Greetings Stephanie

Thanks for the opportunity to provide a view on the proposed strategy.

I have read the draft and while the content is misleading as to where we are now and what is currently occurring in terms of planned economic development, it is not my intention to provide a submission on the content of the draft plan, but to provide a suggestion for a way forward which would result in the necessary buy in to a final plan from all associated sectors.

At a time of largely unplanned growth, it is timely to reflect on how we now manage this existing growth and its effects, and plan a strategy to continue this growth with a clear, targeted and forward looking strategy.

As the development of this strategy did not enable the active participation of sectors contributing to economic growth, prior to its release for submission, I would like to suggest that a representative group be formed to firstly provide comment on submissions, then review the final plan before it is adopted by Council, and contribute to the development of a short and long term action plan, including the attributing of work to different agencies to deliver results.

This group should include representatives from the the following :

Whanganui Iwi ( The ED strategy should included shared strategies and be closely aligned with Te Pae Tawhiti, rather than be separate and related)

UCOL ( Our key partners in education and training and international students, and the timing is critical in terms of the governments recent announcement re tertiary institutions.)

Tourism ( A specific strategy to grow tourism numbers and manage visitor related infrastructure is well overdue )

Business ( Including Chamber of Commerce, Heads Rd Group)

Whanganui and Partners ( As a key delivery agency of ED actions.)

WDCHL ( Port Project, NZICPA & AAH and an Airport development plan.)

WDHB ( Health infrastructure needs to be planned to match growth and demographics)

WDC Facilities ( The Sarjeant Gallery redevelopment , the Velodrome, Museum and Opera House all of which do not feature in the proposed strategy)

And others thought appropriate.

Regards

Annette

Annette Main  
[annettemainnz@gmail.com](mailto:annettemainnz@gmail.com)  
Ph 021466486

**From:** [Nicola Patrick](#)  
**To:** [!Policy Submissions](#)  
**Subject:** Proposed Economic Development Strategy - submission from Thrive Whanganui  
**Date:** Monday, 4 March 2019 10:11:17 AM  
**Attachments:** [WDC Proposed Economic Development Strategy Thrive submission March 2019.docx](#)

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Kia ora

Our apologies for this late submission.

We heard from one of our trustees who's also involved with the Chamber of Commerce that you had kindly granted them an extension until today and hope we may be able to access the same short extension.

Any questions, please get in touch.

Ngaa mihi, Nicola Patrick, Founder, Thrive Whanganui

Proposed Economic Development Strategy  
Whanganui District Council  
101 Guyton Street  
WHANGANUI 4500

1 March 2019

To whom it may concern

## **Proposed Economic Development Strategy**

Firstly, apologies for the late submission. We understand from one of our trustees that the Chamber of Commerce has been granted an extension to submit on Monday and hope the same generosity can be applied to us.

This submission makes a number of points across the proposed strategy with an emphasis on a single overriding matter. There is a missing message in the strategy – one of deeper sustainability into our economic development.

Thrive Whanganui is a charitable trust established to grow social enterprise in the wider district. We believe social enterprise provides a legitimate business model that will benefit our region, not just financially, but socially, culturally and environmentally as well.

We share Akina Foundation's definition: "Social enterprises are purpose-driven organisations that trade to deliver social and environmental impact".

- The social, cultural and/or environmental mission provides a public or community benefit and is the primary purpose of the organisation;
- The majority of income is from trading goods or services;
- The majority of either expenditure or profit is spent in the fulfilment of the purpose of the organisation or reinvested into social enterprise.

We need an economic development strategy that allows all in our community to have a better, more sustainable, more connected, more engaged life. And this means having a healthy community and environment – not just additional turnover through a higher GDP. In particular, we note that measures of GDP and median income don't necessarily demonstrate a true positive financial gain. We note the significant work underway exploring a wider set of measures and a focus on the four wellbeing at The Treasury and other central government

agencies.

We request Thrive be considered and included as a potential partner. We worked with Whanganui District Council on our highly successful Thrive Expo in 2018, and have strong relationships with Whanganui & Partners.

Our team of trustees has a unique capability and passion to deliver results growing social enterprise in our region. We are extremely well networked and able to collaborate across New Zealand and globally to support this expansion.

There is a growing global movement for impact enterprises and Thrive can facilitate this within the Whanganui region. The momentum within the wider sector is significant, with New Zealand having hosted the 2017 Social Enterprise World Forum, and Government having charged our partners, the Akina Foundation, with developing the sector.

Thrive and Whanganui have been selected to take part in a number of New Zealand pilots in the social enterprise space, including mentoring, developing regional hubs, and a seed funding pilot, with announcements forthcoming.

In addition, there is work underway locally to assess the feasibility of a regional private equity fund, which is likely to include a partial focus on social enterprise investment. In order to maximise this, Whanganui requires the support and infrastructure in place.

More critically, we are aware that our planet is facing unprecedented environmental issues and we must do business differently. Embracing a triple bottom line of “people, planet, profit” is essential to be future-proofed and to take responsibility for our share. We as a region must both consider this and demonstrate we have done so.

In addition to the positive and negative impacts around how we undertake most business at present, there are also clear market signals about in what direction consumers are heading. It is towards more ethical options and conscious choices. The most recent research from multiple sources shows the value New Zealanders are placing on these matters and social enterprise is growing in response.

The alignment between Maori enterprise, particularly those led by iwi, hapuu and whaanau, and social enterprise is also strong. We have an opportunity to demonstrate our heart and distinction around this, particularly with Te Awa Tupua and the global reputation associated with this world-first.

The vision language of vibrant and rich with opportunities is good. However, the use of prosperous is somewhat predictable and doesn't provide a differentiator around Whanganui – it could include a focus on our unique character.

We are unsure whether the five priority project areas are appropriate. They do not have much detail around them so it's hard to see how they would support a more sustainable future, particularly the transport and freight gateway with our geography.

In one area, the PopUp Business School is listed as a potential partner. It is unclear whether this is appropriate. While Thrive has supported their most recent

programme as a guest speaker, with positive feedback, we question whether their current model reaches those who cannot attend a two week block. We are unclear what ongoing support is available for graduates of their course.

We support some of the ideas around the success factors, particularly in making the river central and enhancing our reputation. How we go about optimising our potential, partnering and being enabling could be strengthened if viewed through a stronger sustainability and social enterprise lens.

Overall, we hold some concerns for the general direction and priorities in the proposed Economic Development Strategy and look forward to discussing these further to contribute to a stronger outcome.

This submission is made on behalf of Thrive Whanganui (CC56150). Nicola Patrick is the programme director of Thrive, supported by six other founding trustees: impact investor Sharon Bryant, learning director Melita Farley, business development manager Leonie Matoe, business banking manager Natalie Sara, chief executive and entrepreneur Andre Taylor, and managing director Andrew Tripe.

Our submission details can be quoted as:

Nicola Patrick, on behalf of Thrive Whanganui  
[info@thrivenow.org.nz](mailto:info@thrivenow.org.nz)  
142 Guyton Street  
WHANGANUI 4500  
Phone: 027 871 6459

We would like to speak in support of our written submission.

Yours sincerely

Nicola Patrick

Founder, Thrive Whanganui



Draft Economic Development Strategy  
Whanganui District Council  
101 Guyton Street  
WHANGANUI 4500

4 March 2019

## **Re: Draft Whanganui District Council Economic Development Strategy**

Thank you for the opportunity to submit on this draft economic development strategy (Strategy). The Whanganui Chamber of Commerce and Industry (Chamber) is an accredited Chamber of Commerce and part of a national and global network of Chambers of Commerce. Our key roles are to provide networking, training and support for our members and to advocate for business – ensuring public policy takes business needs into account. Our Chamber regularly communicates with over 650 local businesses.

We understand that the Council's role is to set the strategic direction and desired outcomes of the Strategy, with Whanganui and Partners being responsible for the delivery of the Strategy. The Chamber regards the Strategy as a key planning document and believes the success of the Strategy is reliant on strategic partners being fully engaged in its development.

The Chamber was not included as a key stakeholder during the drafting of the strategy; however, we think it is important to ensure the Strategy is aligned to Council's vision and represents the district's view and goals for economic development for Whanganui, so that the region can prosper. We are aware that \$2.8m per annum is allocated for economic development each year and that 61% of that funding is via commercial rates. The business community needs to start seeing a strong return on that investment.

The Chamber held a workshop to elicit feedback from our member businesses on the strategy and had further sessions with individual members and key board members to develop this submission.

We are pleased to see the Strategy available for discussion. In general, feedback was that the document was difficult to follow, with a variety of goals, outcomes and projects that were tenuously connected to the vision. This submission covers members feedback on the vision, the three goals of retain, grow and attract, the 'Big Five', enablers, tourism, using local skills to drive economic development, success factors, and strategic relationships.



### **Vision – Vibrant, prosperous and rich with opportunity**

There is a gap between what the strategy wants to achieve (vibrancy, prosperity and opportunities) and the plan. Actions, goals and rationale need to connect to the vision – for example, how the Council intends to make Whanganui more vibrant.

### **Retain, Grow and Attract – Why?**

The three goals of retaining, growing and attracting businesses, young people, students and residents need evidence based research, so the Council can be clear about why this is a desired outcome. For example, whether the three goals are to increase the rates base, increase opportunities and employment or something else. It may seem fundamental but councils around New Zealand are significantly increasing rates to cope with growth. Council needs to have a clear, evidenced based understanding of why and how Whanganui wants to grow, what the ideal level and type of growth looks like, with a robust cost benefit analysis regarding growth and infrastructure capacity.

Potential constraints need to be identified and addressed, for example, infrastructure, housing, commercial property and business funding. Council needs to identify the point at which growth becomes a major issue, as in other larger areas of New Zealand; and complete an analysis of our natural resources - how Whanganui's resources can attract or grow businesses in Whanganui and how Whanganui plans to use resources sustainably to ensure the environment is protected for future generations.

The Strategy should outline how all of Whanganui's residents will have the tools they need to contribute to, and participate in, a thriving 21<sup>st</sup> century community and that businesses have the skilled labour and infrastructure they need to operate. This links to the Council's theme of 'works for all'.

Council has identified an excellent list of key factors influencing the strategy. The Chamber believes the Strategy should also include the underlying assumptions for how people are working and running businesses in the 21<sup>st</sup> century. This includes:

- Council's vision of how Whanganui will look in in 2028;
- The expected population in 2028;
- The disruption caused by: driverless cars and automation in general; artificial intelligence and machine learning; and other technology advances that are changing the nature of work and employment;
- How climate change might affect the region in terms of economic development.

The Council sees the Whanganui River as central to Whanganui's economic development and the effects of climate change on development and economic growth on or near the River must be also be considered. The key factors need to be backed by accurate, up to date data, to allow for evidence based decision making.





### **The Big Five**

The Big Five identified in the strategy do not adequately reflect what is happening in Whanganui. There is little mention of some of Whanganui's existing strengths, for example, niche manufacturing, the arts and creative sector and health. Nor is there any explanation of how The Big Five were chosen, although there seems to be a connection to Accelerate 25, where some of the five are specifically touted (and already funded) as growth areas for other districts.

The Chamber considers that Council needs to have an understanding of why these initiatives are being duplicated – for example the transport hub and food technology - and whether it is about working together to create a strong region in these areas or to compete with neighbouring districts. The Chamber would like to understand what conversations have taken place across our neighbouring regions regarding how we will work together on these issues.

*The Chamber considers that the Strategy should be about enabling economic development, rather than picking winners. The Council and Whanganui and Partner's role is to create the conditions that foster innovation and business growth, attraction and retention. We see this as including the following:*

### **Enablers**

Transport – Transport is a key enabler of economic growth, as well as an employer. There may be an opportunity to grow employment by researching industry needs; however, transport is also one of the earlier areas to be affected by automation, which will affect employment. Economic development is enabled when the transportation of goods and passengers is easy, affordable and sustainable.

Education – Education provides employers with the skilled workers they need. It is an enabler for increased innovation and gives citizens more opportunity. Education is not an economic development game changer in terms of providing jobs, but having quality, local education that is responsive to industry needs is vital for a thriving economy. Research shows that connecting government, education and business (the triple helix model) improves economic growth and innovation.

International education brings in external funding that can support local education. Improved research around the ideal number and type of international students for Whanganui is necessary so that attraction projects can be adequately tailored.

Infrastructure – Infrastructure is crucial to business success, whether it is being able to connect to the world via broadband, get goods to market, having an adequate supply of natural resources or enough electricity to grow a given business. Ensuring our infrastructure has capacity for growth, is modern, in good repair and affordable for businesses and residents is a key enabler for economic growth. As growth inevitably presses up against the limits of our natural resources and as climate change begins to affect the community, it is important to use an environmental sustainability lens when creating or reviewing infrastructure plans.

Property (commercial and residential) – The availability of suitable property is a key factor in retaining, growing and attracting businesses. Understanding the quantity and type of property the district has





available and the opportunities for development enables a broader understanding of the kind of growth that would suit Whanganui.

Local Business – Having a deep knowledge of Whanganui's existing businesses, their products and services, customers and plans for growth is crucial for the successful implementation of the Strategy. This should be part of the research and data that will enable evidenced based economic development decision making.

Data – Whanganui is short on data and evidence based analyses regarding our economic landscape. Good data enables robust decision making for council and businesses.

Funding – There is a lack of funding to retain, grow and attract business in Whanganui, despite funding being crucial for enabling businesses to grow and innovate. Central government funding is hard to access and there are no local angel or capital investment funds available at this time. This is a priority area for enabling business growth.

### **Tourism**

Tourism in Whanganui serves various purposes within the community, including contributing to the district's economic growth, but also as a window to attract new business and residents to our district. Whanganui's tourism strengths are numerous, including a beautiful natural and built landscape, a creative and artistic community, and easy access to broadband and transport connectivity.

Whanganui has experienced relatively slow growth in the tourism sector compared with the growth experienced throughout New Zealand, which is a concern. To achieve sustainable growth in our visitor numbers, Council needs to create an environment that supports and encourages development of tourism by showcasing the unique aspects of our district and providing 'real' authentic experiences for visitors. This needs to be done in partnership with the existing sector groups, encouraging stakeholder investment and collaboration in marketing initiatives, and led by a strong Regional Tourism Organisation that has the confidence of the industry. Continued investment in growing Whanganui's visitor offering is a vital part in achieving economic growth for Whanganui. The focus in recent years has been on attracting residents rather than tourists and Whanganui's visitor statistics and spend directly reflect that shift in focus. This needs to be addressed urgently. The Chamber is concerned that the Strategy identifies continuing to promote the district as a key project – if Council keeps doing what it has been doing, Whanganui will continue to suffer relatively low tourism numbers.

### **Local Focus**

There has been a tendency to use contractors and experts from outside the district without a good understanding of the skills that are here in Whanganui. While pulling in external experts is valuable for some projects, other cities around New Zealand and the world are using Whanganui's own talent for their projects. Our members would appreciate Council and Whanganui and Partners establishing a clear understanding of local capacity and would value the opportunity to use their talents locally, more often.



### **Success Factors and Action Plans**

The Chamber agrees with the 'Success Factors' identified in the Strategy and see these as key to Whanganui's success. The action plans have some priorities that the Chamber is in support of – particularly those that are business enablers. Again, more evidence regarding some projects is vital so that the Council's limited resources – largely provided by ratepayers - are used appropriately. The Chamber looks forward to seeing detail regarding how these actions will be achieved.

### **Conclusion**

The Chamber is pleased to see this work underway. Our members believe that the Strategy needs to focus on how to create the conditions that foster economic growth and innovation in Whanganui, rather than trying to 'pick winners' in the form of five big projects. We also submit that Council needs to ensure it has reliable data to support decision making, including knowing what existing businesses offer, use local experts to do economic development work where appropriate and work with tourism operators to drive tourism industry growth.

Thank you again for the opportunity to submit on the Strategy. We wish to be heard in support of our submission.

Nga mihi,

Marianne Archibald  
Chief Executive  
Whanganui Chamber of Commerce and Industry



**WHANGANUI  
DISTRICT COUNCIL**  
Te Kaunihera a Rohe o Whanganui

**Submission: Proposed Economic Development  
Strategy**

**Submissions close 5.00pm on Friday, 1 March 2019**

**Privacy statement:** Please be aware when providing personal information that this submission form is part of the public consultation process. As such, this document (including contact details) will be copied and made publicly available. Personal information will be used for the administration of this consultation process and decision-making. All information will be held by the Whanganui District Council, 101 Guyton Street, and submitters have the right to access and correct personal information.

**Online:** You can complete this submission online at [www.whanganui.govt.nz/haveyoursay](http://www.whanganui.govt.nz/haveyoursay)

**Alternatively, please return this form, or send your written submission to:**

Proposed Economic Development Strategy  
Whanganui District Council  
101 Guyton Street  
Whanganui 4500

**Email:** [policysubmissions@whanganui.govt.nz](mailto:policysubmissions@whanganui.govt.nz)

**YOUR DETAILS** (please print your details clearly)

Name: Stewart Glen

E-mail: .....

Postal Address: 101 Guyton St.

Whanganui Post code .....

Best daytime contact number: 022 68941226

**Organisation:** If you are completing this submission on behalf of an organisation please name the organisation and your role:

#### Oral submissions

If you wish to speak to Council in support of your written submission please tick the box below.

- ☒ Yes I would like to speak in support of my submission (please ensure you have completed the details above, including contact **phone number**)

**Note:** Submissions will most likely be heard on 19 March 2019. If you have indicated that you wish to speak on your submission we will contact you to confirm this hearing date and arrange a time for you to present.

If you would be interested in being involved in further consultation opportunities with Council please tick the box below and ensure your contact details have been completed.

- ☐ Yes I would like to be involved in future consultation and am happy for you to retain my contact details.



# Economic Development Submission : 026

Please indicate your level of agreement below for the key aspects of the proposed Economic Development Strategy.

KEY ISSUES	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<b>SUCCESS FACTORS</b>					
<p>Do you agree that these are the five most important success factors for Whanganui to remain competitive and achieve its economic development aspirations?</p> <ol style="list-style-type: none"> <li>1. Optimising our potential</li> <li>2. Partnering and connecting across boundaries</li> <li>3. Making the river central</li> <li>4. Enhancing our reputation</li> <li>5. Being enabling</li> </ol> <p>(please see page 13 of the strategy)</p>					
<b>VISION</b>					
<p><b>Grow Whanganui: Vibrant, prosperous and rich with opportunities</b> - do you agree that this is the right vision for our district to work towards?</p> <p>(please page 16 of the strategy)</p>					
<b>STRATEGIC GOALS</b>					
<p><b>Retain, Grow, Attract</b> - do you agree that we should be focusing on our ability to Retain, Grow and Attract?</p> <p>(please see page 18 of the strategy)</p>					
<p><b>Retain</b> - do you agree with the key objectives for our goal to <b>Retain</b>?</p> <p>(please see page 21 of the strategy)</p>					
<p><b>Grow</b> - do you agree with the key objectives for our goal to <b>Grow</b>?</p> <p>(please see page 23 of the strategy)</p>					
<p><b>Attract</b> - do you agree with the key objectives for our goal to <b>Attract</b>?</p> <p>(please see page 27 of the strategy)</p>					
<b>AIMS</b>					
<p><b>Choice</b> - do you agree that being a place of 'choice' for business, destination / marketing and education should be our aim?</p> <p>(please page 19 of the strategy)</p>					
<b>ACTIONS</b>					
<p>Do you agree that these are the five priority project areas that we should focus on?</p> <ol style="list-style-type: none"> <li>1. Transport and freight gateway</li> </ol>					



2. Training and education					
3. Agricultural development					
4. Tourism					
5. Food and innovation					
(please see page 20 of the strategy)					
OVERALL					
What is your level of agreement with the general direction and priorities contained within the proposed Economic Development Strategy - have we got it right?					

Please use this space to provide reasons for your responses to the above. In particular, if you disagreed with any of the aspects we are consulting on please let us know why and provide any alternative ideas you may have:

.....

.....

.....

.....

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.....

**OPTIONAL:**

Have you submitted to Council before?

Yes ☐ No ☐

**Gender:** Female ☐ Male ☐ Gender Diverse ☐

**Age:** Under 18 Years ☐ 18 – 29 years ☐ 30 – 39 years ☐ 40 – 49 years ☐  
50 – 59 years ☐ 60 years and over ☐

**Location:**

- Aramoho (Lower Aramoho, Upper Aramoho) ☐

Bastia Hill / Durie Hill ☐

Blueskin- Maxwell ☐

Castlecliff (Castlecliff North, Castlecliff South, Mosston) ☐

Fordell-Kakatahi ☐
- Marybank-Gordon Park ☐

Putiki ☐

St Johns Hill / Otamatea ☐

Springvale (Springvale West, Springvale East, Mosston) ☐

Please turn over

## Economic Development Submission : 026

Gonville (Balgownie, Tawhero,  
Gonville South, Gonville East, Gonville  
West) ☐

Whanganui Central (Laird Park,  
Whanganui Central, Whanganui  
Collegiate) ☐

Whanganui East (Williams Domain,  
Wembley Park, Kowhai Park) ☐

Other ☐

.....

**Ethnicity:** NZ European ☐ Maori ☐ Asian ☐ Pacific Peoples ☐

Middle Eastern/Latin American/African ☐

Other ☐ .....

I Submit that the section  
on page 5 of the Draft economic  
Development strategy that  
labelled "community outcomes" be  
deleted.