

Economic Development

**Activity Management Plan
2006**

Stratford District Council

Appendix F of LTCCP

Economic Development Activity Management Plan

Content

1.	Introduction.....	1
2.	Initiatives	
2.1	Key Projects.....	2
2.2	Awareness of Stratford District and Economic Development Initiatives	4
2.3	Business Development, Growth and Investment	5
2.4	Tourism Development	7
2.5	Events Development and Co-ordination.....	9
2.6	Stratford Brand and Identity	10
2.7	Delivery Relationships.....	11

1. Introduction

The Stratford District Council has established an in-house activity that is charged with the responsibility of promoting economic development of the district.

The objectives are to facilitate, promote, foster and develop a dynamic and innovative economy in the Stratford District for the benefit of the people of the Stratford District by:

- Encouraging and assisting the establishment, retention and development of sustainable, new and existing businesses;
- Promoting new investments;
- Developing viable employment opportunities;
- Marketing business opportunities.

No assets are involved with this activity.

How this Activity Contributes To Community Outcomes:

Council recognises that the prosperity of the district is built upon a strong economic base supported by an efficient and effective infrastructure of services and community facilities. This activity focuses on economic development as one of Council's key strategies for promoting the district as a more attractive place to live and work.

This activity contributes to community outcomes of:

- The leading rural trading centre attractive to residents, business and visitors alike.
- Local jobs and training for local people.

Significant Negative Effects

There are no known significant negative effects from this activity.

What We Are Aiming For

To promote sustainable economic and community development of the Stratford District.

How We Check Our Progress

The Economic Development Leader is required to present an annual business plan and six monthly and annual reports on that plan. Details of the current plan, showing outcomes links and measures are given below.

For further information refer to the Levels of Service/Performance Measures Chapter in Volume One of the LTCCP.

2.1 Key Projects

Initiative	Action	Who	Standard Process
Rail/Central Hub/Business Attraction	Continue with communication amongst other regional organisations to identify gaps and opportunities for Stratford	SDC	Monthly report updates
	Work with local businesses or organisations who can add value to the central hub concept	SDC	Monthly report updates
East Egmont TRACK Development	Continue to work with RTO and local LTO's in the development of the tour product	SDC,DOC VTT LTO's	A draft product plan is complete
	Facilitate LTO sectors involved in development to ensure quality product and consistency in delivery	SDC,DOC VTT, LTO's	Draft itinerary is complete
Agricultural Centre	Investigate opportunities for the expansion and development of Stratford Sale yards	SDC	Report complete
	Facilitate an agricultural network to develop the Hub	SDC	Regular Hub meetings
	In conjunction with the hub, develop proposal for Agricultural Centre based in Stratford	SDC	Proposal complete
Ngati Hawe Project	Continue to facilitate the needs of management committee as their strategy and business plan are implemented	SDC TPK VTT	Monthly report updates
Central Taranaki Tourism Network	Continue to work with CTTN committee supporting the successful outcomes of Strategy and Business Plans	SDC CTTN	Monthly report updates
TET Scholarship	Collaborate and support the development and implementation of the TET Scholarship with Education Taranaki and Taranaki Electricity Trust	SDC Ed.Tar. TET	
Pioneer Village Development	Support and facilitate the management committee to initiate planning for development	SDC TPV	Monthly report updates

Initiative	Action	Who	Standard Process
Taratahi Cadetship Training Centre	Collaborate and support the continued development and sustainability of the unit in Stratford by attending monthly project meetings	SDC Taratahi	Monthly report updates
Electrical Endowment Fund	Create and implement promotional opportunities for local business uptake of the fund	SDC SEDAG	Completed, implemented report
Broadway Commercial Property Leases	Facilitate communication with the Office of Treaty Settlements regarding purchase of Broadway leases	SDC	Report on outcomes available
Business competition ideas	Review the business ideas competition entries for potential opportunities	SDC SEDAG	Review complete
Stratford Power Station	Create a communication line to enable discussion and opportunity for potential expansion planning	SDC	Review complete
Broadway Heavy Traffic Bypass	Facilitate local representative group to enable discussion and planning to take place	SDC	Report on planning complete

20 A

2.2 Awareness of Stratford District and Economic Development Initiatives

Initiative	Action	Who	Standard Process
Build relationships with key business and professional networks in Stratford District	Develop a database itemising all client Stratford District businesses and relevant business and contract details	SDC	1 comprehensive database of Stratford District Businesses
	Attend and support business network planning and meeting initiatives where appropriate	SDC	1 Meeting schedule and meeting notes filed
Develop and maintain communication initiatives with business community	Produce a Stratford E-Newsletter for business/community content	SDC	Distribution of a quarterly E-Newsletter
	Encourage VTT E-newsletter subscription to business client	SDC VTT	20 new subscriptions from Stratford businesses are received
	Key businesses receive Venture Taranaki Trends publication	SDC VTT	20 new subscriptions from Stratford businesses annually
	A review of Stratford District internet based information hubs	SDC	1 Review report completed
	Market the services of the Economic Development Unit	SDC	1 Promotional plan completed
Attend relevant meetings with key stake holders, networks and organisations	Produce a listing of key networks, organisations and contacts	SDC	1 Listing of contacts, networks and organisations addresses and meeting or planning frequencies
	Track collaborative opportunities and planning with networks	SDC	1 Tracking document of meeting initiatives and plans identifying collaborative opportunities

20 A

2.3 Business Development, Growth and Investment

Initiative	Action	Who	Standard Process
Identification and account management of key growth clients	Identify and develop a key growth client list for Stratford District	SDC VTT	1 Client growth list (grade identification on main client database)
	Client visitation programme for evaluation and potential development	SDC VTT	1 Business intervention schedule
With key growth clients, determine opportunities or barriers to growth	Record and support client implement opportunities or solutions to barriers	SDC VTT	10 growth client interventions
Investment opportunities for business expansion, product development or clustering	Investigate opportunities for individual business clients outlining new investment opportunities	SDC VTT	5 client investment interventions
	Identify existing research or facilitate new research supporting product development and expansion	SDC VTT	Research data and analysis complete
	Referral to VTT for professional services or funding and grants opportunities if appropriate	SDC VTT	5 referrals to VTT
Business attraction opportunities for new industry or business	Develop a publication highlighting the advantages, resources and infrastructure available for new business or industry in the District	SDC	1 publication plan and draft document is complete
Encourage new business start ups in the District	Facilitate inquiries and planning for new business start up inquiries	SDC VTT	10 new business enquiries
	Provide business start up clients with workshop or course information pertaining to a new business	SDC VTT BYOB	10 Training courses or workshops identified for new business participation

20 A

Initiative	Action	Who	Standard Process
Business Development Training is available to all Stratford District Businesses	Work with SBA, CTTN and VTT to develop appropriate training workshops or programmes suitable to all Stratford businesses	SDC SBA CTTN VTT	15 Stratford businesses attend training workshops or programmes offered
Support and encourage Maori business and organisations initiatives	Facilitate inquiries and planning for Maori initiatives and business ideas	SDC Tangata Whenua TPK	4 inquiries recorded and filed

Handwritten initials or marks.

2.4 Tourism Development

Initiative	Action	Who	Standard Process
Maintain a communication network with central tourism operators	Attend Central Tourism Taranaki Network meetings and planning sessions	SDC CTTN VTT	Meeting notes recorded
	Facilitated communications between tourism stakeholders in the District	SDC,VTT CTTN	Communications recorded
Liaise with RTO (VTT) on tourism initiatives that maximize Stratford participation in sector	Attend VTT quarterly regional monitoring meetings (RTCMG)	SDC VTT	Meetings attended and report filed
	Make recommendations for development or enhancement of planning	SDC CTTN VTT	Recommendations recorded and filed
Collaborate with the development of Forgotten World Highway brand	Work with RTO to develop product and marketing initiatives	SDC, VTT DOC, CTTN	4 new product and marketing resources identified and planned
	Work with CTTN to develop product along Forgotten World Highway	SDC,DOC CTTN	1 plan completed
Investigate tourism opportunities for Mt Taranaki	Work with CTTN and VTT to seek further tourism opportunities and new visitor experiences on Mt Taranaki	SDC,VTT CTTN DOC	1 Report and planning document complete
Facilitate development of a Heritage experience in Stratford District	Work with CTTN to develop a central heritage visitor experience	SDC,DOC CTTN, VTT	1 new heritage visitor experience
	Collaborate with RTO and key stakeholders to develop regional heritage initiatives (leverage)	SDC,VTT CTTN, DOC, STDC, NPDC	1 new heritage visitor experience

Initiative	Action	Who	Standard Process
Investigate opportunities for investment into tourism	Evaluate niche manufacturers for potential added value visitor experiences	SDC CTTN	1 report completed
	Create opportunities for new tourism investment in Stratford District	SDC CTTN VTT	1 investment publication plan
	Work with CTTN to enhance LTO investment into tourism	SDC CTTN VTT	4 new employees in sector
Encourage LTO participation in quality standards	Work alongside CTTN and VTT to ensure LTO uptake of training offering quality standards or Qualmark assessment	SDC CTTN VTT	4 new Qualmark certified LTO's
Create quality participation in tourism with the hospitality businesses	Facilitate development of hospitality network alongside CTTN and Stratford Business Association	SDC CTTN SBA	1 Hospitality Network established
	Develop appropriate training workshops through VTT Enterprise Training Programme		1 hospitality focused training workshop
Lift awareness and participation in tourism amongst the retail sector	Promote visitor awareness to Retail sector through SBA	SDC SBA	1 retail promotion event focused on tourism awareness
	Encourage and develop hospitality and retail training workshops in conjunction with SBA, VTT and Taranaki Chamber of Commerce	SDC SBA VTT TCOC	2 retail sector customer service training workshops offered
Identify new Tourism product development opportunities	Liaise with CTTN, local LTO's and VTT to identify new tourism product opportunities	SDC CTTN VTT	2 new product development initiatives identified

2.5 Events Development and Co-ordination

Initiative	Action	Who	Standard Process
Facilitate the coordination of regional events to maximize Stratford District benefits	Communicate regularly with RTO and events team at VTT to ensure Stratford inclusion in all regional events	SDC VTT	Stratford inclusion in all regional events
	Work with local businesses and organisations to ensure strong leverage off regional events takes place	SDC SBA CTTN	10 local business participate in regional events
Encourage further participation and development in a Stratford events calendar	Work with local businesses and organisations to create awareness of the local events calendar	SDC, SBA, Lions, CTTN, Rotary, Schools etc.	2 promotions focused on event calendar contributions from local organisations
	Collaborate with the regional events team to insure Stratford events are included	SDC	Local events information is included in the regional events guide and portal
Develop new potential events for Stratford District	Collaborate with local businesses, organisations and communities to develop new events	SDC SBA CTTN	Planning complete for 1 new Stratford based event

2.6 Stratford Brand and Identity

Initiative	Action	Who	Standard Process
Implement the new Stratford brand enhancing promotional opportunities for the District	Create and implement a process for Stratford businesses and organisations to access and use District Branding	SDC	Implementation procedure in place and District informed
	Collate relevant external resources and organisations with old Stratford District branding	SDC	1 checklist of external organisations
	Distribute branding and marketing resources to relevant external resources and organisations	SDC	External promotional imagery of Stratford is distributed
Implement the marketing strategy for Stratford District	Publications supporting business investment in Stratford District	SDC	1 published booklet for potential investors
	Facilitate distribution listing for all media outlets ensuring new branding awareness externally	SDC	1 media distribution list is completed
Collaborate to ensure Filming opportunities in Stratford District are maximised	Create the SDC process for becoming a “film friendly” Council	SDC	SDC is a “Film Friendly” Council
	Quarterly update meetings with Film Venture Taranaki	SDC	Quarterly updates through monthly report updates

2.7 Delivery Relationships

Initiative	Action	Who	Standard Process
Implement the new Stratford brand enhancing promotional opportunities for the District	Create and implement a process for Stratford businesses and organisations to access and use District Branding	SDC	Implementation procedure in place and District informed
	Collate relevant external resources and organisations with old Stratford District branding	SDC	1 checklist of external organisations
	Distribute branding and marketing resources to relevant external resources and organisations	SDC	External promotional imagery of Stratford is distributed
Implement the marketing strategy for Stratford District	Publications supporting business investment in Stratford District	SDC	1 published booklet for potential investors
	Facilitate distribution listing for all media outlets ensuring new branding awareness externally	SDC	1 media distribution list is completed
Collaborate to ensure Filming opportunities in Stratford District are maximised	Create the SDC process for becoming a “film friendly” Council	SDC	SDC is a “Film Friendly” Council
	Quarterly update meetings with Film Venture Taranaki	SDC	Quarterly updates through monthly report updates

20 A