

# ***Draft Economic Development Strategy - Summary of feedback***

**To support hearings and deliberations Thursday 17 August 2023**

**Table of contents**

- 1. Overview of feedback received ..... 3
- 2. Feedback on the strategy focus areas and goals ..... 3
  - 2.1 Comments received .....4
- 3. The draft action plan ..... 8
  - 3.1 Comments received .....8
- 4. Additional key issues facing economic development in our district not already addressed ..... 17
- 5. Other comments on the strategy ..... 19
- 6. Other comments / requests..... 25

## 1. Overview of feedback received

Public consultation on the Draft Economic Development Strategy was undertaken from 22 May to 18 June 2023.

- A total of 19 submissions were received.
- 11 submitters indicated they wanted to be heard on their submission.

## 2. Feedback on the strategy focus areas and goals

Submitters were asked whether or not they agreed with the proposed areas of focus and the associated goals, as below.

### Living, working & learning here

Goal 1: Our residents are engaged and invested in our community

### Doing business here

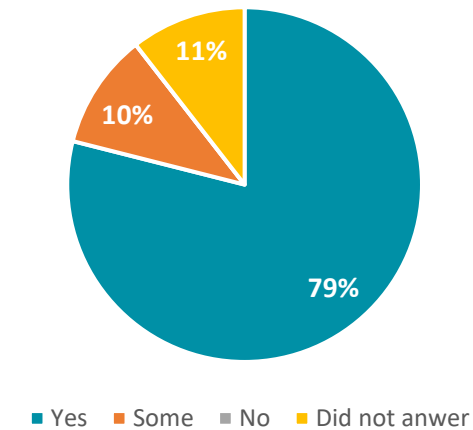
Goal 2: Our businesses are thriving, innovative and resilient to change

### Visiting & playing here

Goal 3: Our district is a destination of choice for locals and visitors, with great leisure, entertainment and recreational activities.

Response	Number of responses
Yes	15
Some	2
No	0
Did not answer	2
<b>Total</b>	<b>19</b>

Do you agree with our three areas of focus & associated goals?



## 2.1 Comments received

Submitter name		Page number	Summary	Staff comment
ASHBURTON CITIZENS ASSOCIATION (Donna Favel)		3	<p>Submitters support the three areas of focus and the associated goals. The following submitters provided the additional comments:</p> <ul style="list-style-type: none"> <li>Notes they are generic, aspirational and difficult to disagree with (Hakatere Multi Cultural Council)</li> <li>Agrees in principle (Carol Johns, Methven Community Board)</li> <li>The district has a lot to offer in terms of employment opportunities, lifestyle and there is plenty of room for growth (Rakaia Community Association)</li> </ul>	<p>Noted</p> <p>Simon Worthington</p>
ASHBURTON SANTA PARADE (Carol Johns)		11		
CLAYDON-WADE, Jasaiah Tony		23		
CONNECTING MID CANTERBURY CHARITABLE TRUST (Kate White)		25		
EASON, Ed		29		
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)		31		
METHVEN COMMUNITY BOARD (Kelvin Holmes)		38		
MID CANTERBURY MOVIES LIMITED (Donna Favel)		40		
MURRAY, Peter		44		
NETWORK DESIGN GROUP (Mark Doyle)		46		
NZ-SKI LTD. (James McKenzie)		48		
RAKAIA COMMUNITY ASSOCIATION (Neil Pluck)		52		
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)		55		
SKATES, Bev		58		
SMITH, Stacey		62		
WHITE, Kate		64		
Submitter name	Page number	Summary	Staff comment	
NZ-SKI LTD. (James McKenzie)	48	Urges that cultural diversity in the district is recognised, respected, and embedded in the goals.	<p>Noted</p> <p>Simon Worthington</p>	
CLAYDON-WADE, Jasaiah Tony	23	The draft strategy has more focus on community, local businesses and retaining community and provides reassurance to community and businesses recovering from adverse effects of post Covid-19.	<p>Noted</p> <p>Simon Worthington</p>	
NETWORK DESIGN GROUP (Mark Doyle)	46	Conceptually ideas are generic and questions that if the same sectors are encouraged that have always been supported, would you expect different outcomes to be produced?	Agree with the comments, the expansion of sectors will need	

Submitter name	Page number	Summary	Staff comment
		<p>Suggests consideration of the following:</p> <ul style="list-style-type: none"> <li>• Why are other councils looking beyond the traditional sectors?</li> <li>• What are the advantages to the district?</li> <li>• What makes Ashburton unique?</li> <li>• What could attract businesses here?</li> <li>• What effect will decarbonisation have on the district?</li> </ul>	<p>enhanced investment from Council.</p> <p>De-carbonisation is a good point and needs to be better reflected in the document.</p> <p>Simon Worthington</p>
WHITE, Kate	64	<p>Submitter expresses pleasure to see that the strategy has a focus on residents' involvement and engagement in community (Goal 1) and being a district of choice, which has great activities (Goal 3), in addition to thriving businesses (Goal 2).</p> <p>Notes that great staff are needed for thriving businesses, and to attract and keep great people here we need them to experience belonging, give them and their families opportunities to get involved in and feel connected to the community. Because of the importance of Connection to our mental health and wellbeing.</p>	<p>Noted</p> <p>Simon Worthington</p>
<i>GOAL 1: Our residents are engaged and invested in our community</i>			
Jane	34	Supports Goal 1.	<p>Noted</p> <p>Simon Worthington</p>
CONNECTING MID-CANTERBURY CHARITABLE TRUST (Kate White) WHITE, Kate	25	Supports Goal 1 but suggests adding 'connected' into the wording: "Our residents are connected, engaged, and invested in our community". Notes having strong local connections are fundamental for people to stay and communities to thrive.	<p>Noted</p> <p>Simon Worthington</p>
METHVEN COMMUNITY BOARD (Kelvin Holmes)	38	Notes the requirement for community input is not included and recommends consultation with the community be built into Goal 1.	<p>Noted</p> <p>Simon Worthington</p>
METHVEN COMMUNITY BOARD (Kelvin Holmes)	38	Requests integrating adequate housing to ensure and enable community engagement. Recommends including 'commitment' to support policy that enables growth of accommodation and housing in community goals. Notes they do not support unchecked	<p>Noted</p> <p>Simon Worthington</p>

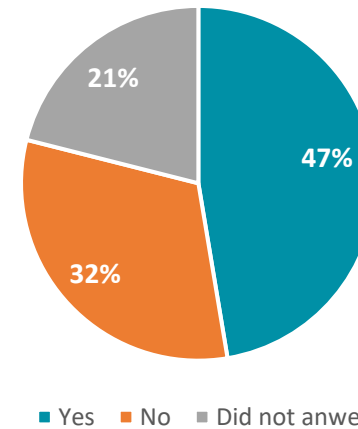
Submitter name	Page number	Summary	Staff comment
		housing development but rather sustainable development to help strategy objectives for the district.	
<i>GOAL 2: Our businesses are thriving, innovative and resilient to change</i>			
Jane	34	Support Goal 2.	Noted Simon Worthington
EASON, Ed	29	Believes that as a community if we want to attract people to come and live here then we must prioritize services to support businesses.	Agree Simon Worthington
METHVEN COMMUNITY BOARD (Kelvin Holmes)	38	A sub-goal is recommended to be included in Goal 2 that commits to review and identify constraints or opportunities for easing the regulatory burden that already operating business are experiencing in our district.	Noted Simon Worthington
<i>GOAL 3: Our businesses are thriving, innovative and resilient to change</i>			
CONNECTING MID-CANTERBURY CHARITABLE TRUST (Kate White)	25	<ul style="list-style-type: none"> <li>Supports Goal 3 and suggests council partners with organisations that are already delivering social and learning events.</li> <li>Notes there is already an events calendar: <a href="https://www.keeplearningmc.nz/">https://www.keeplearningmc.nz/</a></li> </ul>	Agree Simon Worthington
Jane	34	<ul style="list-style-type: none"> <li>Notes that Ashburton needs more entertainment options for kids so that people do not have to go to Christchurch or Timaru for this and will stay living here because of this.</li> <li>Suggests a skate park in George Glassy Park, Ice skating rink, trampoline world or chipmunks, and hydro slides at EANC.</li> </ul>	Agree – but would sit better in Sports and Rec. Simon Worthington
<i>Other feedback</i>			
EASON, Ed	29	Notes that with population growth and development we need more doctors. Asks what part council can play in lobbying for this?	Agree Council should and do lobby with central government Simon Worthington
MID CANTERBURY MOVIES LIMITED (Donna Favel)	40	Recommends the addition of a fourth goal: “ <i>Our district seeks to identify new opportunities</i> ”. Submitter provides the following examples of new opportunities:	Agree although this is part of the other three pillars.

Submitter name	Page number	Summary	Staff comment
		<ul style="list-style-type: none"> <li>• Additional secondary school options – additional secondary schools can encourage district residents to stay and complete primary/intermediate education as opposed to leaving to attend boarding schools.</li> <li>• Tertiary education – notes the Southern Institute of Technology (SIT) in Invercargill and associated revenue and workforce related benefits a tertiary education institute can contribute to. Notes Ashburton district’s population and forecast growth indicates the need for a local tertiary education. Mentions the Ashburton Hospital/Otago Medical School – Rural Medical Immersion Programme (RMIP) Teaching Centres.</li> <li>• Movie making industry – Notes when they hosted Rolleston Film Studio personnel to view accommodation options in the district. Notes with Rolleston Film Studios less than an hour away, new opportunities could be explored in this space. Notes the Lord of the Rings Trilogy as a missed opportunity.</li> <li>• Dark Sky Tourism - Mentions a presentation on Dark Sky Tourism and notes that foothill communities are publicly seeking support for Dark Sky Tourism. Suggests Mt Hutt or Methven as an alternative. Notes the impact of Dark Sky Tourism on the Mackenzie District economy.</li> </ul>	<p>Perhaps specific actions need to be developed.</p> <p style="text-align: right;">Simon Worthington</p>
MURRAY, Peter	44	Submitter moved to Ashburton in 2020 and have found the community welcoming with plenty of opportunities to get involved. Believes that it has the potential for even more.	<p>Noted</p> <p style="text-align: right;">Simon Worthington</p>

### 3. The draft action plan

Submitters were asked whether or not they agreed with the draft action plan in the strategy.

Response	Number of responses
Yes	9
No	6
Did not answer	4
<b>Total</b>	<b>19</b>



#### 3.1 Comments received

Submitter name	Page number	Summary	Staff comment
ASHBURTON CITIZENS ASSOCIATION (Donna Favel)	3	Submitters agreed (or agreed in principle with additions / changes) with the draft action plan.	Noted Simon Worthington
ASHBURTON SANTA PARADE (Carol Johns)	11		
EASON, Ed	29		
MID CANTERBURY MOVIES (Donna Favel)	40		
NETWORK DESIGN GROUP (Mark Doyle)	46		
RAKAIA COMMUNITY ASSOCIATION (Neil Pluck)	52		
SKATES, Bev	58		
MURRAY, Peter	44		
SMITH, Stacey	62		
CLAYDON-WADE, Jasaiah	23	Submitters disagreed with the draft action plan.	Noted Simon Worthington
CONNECTING MID CANTERBURY (Kate White)	25		
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31		



Submitter name		Page number	Summary	Staff comment
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)		55		
WHITE, Kate		64		
Submitter name	Page number	Summary	Staff comment	
NETWORK DESIGN GROUP (Mark Doyle)	46	Submitter notes that they are achievable but not challenging or unique.	Noted Simon Worthington	
CLAYDON-WADE, Jasaiah Tony	23	Does not support the action plan in draft strategy.	Noted Simon Worthington	
<i>Goal 1</i>				
PLUCK, Neil	50	Notes concern for there being no options for locals to retire in Rakaia – no retirement units. Many locals do not want to move out of the township but have to as a result of having nowhere to move into within the town. Suggests this is most likely a district-wide issue for smaller towns.	Noted Simon Worthington	
<i>Goal 1: Objective A</i>				
CONNECTING MID-CANTERBURY CHARITABLE TRUST (Kate White)	25	Supports partnering with education providers and looks forward to hearing from Council to develop strategic partnerships with the organisation. Hopes the Ashburton Learning Centre is also involved in the process as they provide significant adult education.	Noted and contact will be made Simon Worthington	
CONNECTING MID-CANTERBURY CHARITABLE TRUST (Kate White)	25	Does not agree with a building for a learning hub - suggests partnering with existing organisations and using existing facilities including the new Library and Civic building. Mentions Ara as an example where they struggled to attract people to take courses locally. Also provides Te Wānanga o Aotearoa as one of NZ largest universities with few buildings, enabling virtual and in-person education.	Noted Simon Worthington	

Submitter name	Page number	Summary	Staff comment
CONNECTING MID-CANTERBURY CHARITABLE TRUST (Kate White)	25	Encourages Council not to come up with new 'solutions', rather focus on creating conditions that enable community led responses. Research shows that this has greater impact compared to councils creating and choosing solutions for communities.  Suggests Council supports community players in terms of funding, sharing ideas, sharing the needs they know of, acting as relationship brokers - introducing, coordinating, and connecting people who may deliver the learning with local organizations coordinating it, be involved in monitoring and evaluation, reflection etc. Rather than going ahead and providing a new solution (Learning Hub) themselves.	Noted  Simon Worthington
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	Our people are poorly served by education providers at the tertiary level in our district, and this should be more of a focus than partnerships with tertiary providers that force our young people out of our district - suggests the strategy should be looking at immigration laws that limit participation in tertiary education, such as for those born overseas.	Noted - agree  Simon Worthington
<i>Goal 1: Objective B</i>			
METHVEN COMMUNITY BOARD (Kelvin Holmes)	38	Recommends objective 1.2 <i>'create an annual calendar of events throughout the district to connect and engage with our community'</i> be moved to Goal 3 for better alignment.	Noted  Simon Worthington
CONNECTING MID-CANTERBURY CHARITABLE TRUST (Kate White)	25	Notes Objective B in Goal 1 - to create a calendar of events to connect and engage with community. Notes that they already develop something like this and suggests it would be worthwhile discussing how ADC could promote or support the existing calendar and on how anything new could be complementary.	Noted  Simon Worthington
ASHBURTON SANTA PARADE (Carol Johns)	11	Suggests adding an additional action: <i>"Support and enhance existing events"</i> – by building capacity and encouraging best practice and continuous improvement. Suggests partners be 'Existing events', time frame 0-12 months and ongoing, with additional budget required for resourcing.	Noted  Simon Worthington

Submitter name	Page number	Summary	Staff comment
ASHBURTON SANTA PARADE (Carol Johns)	11	Requests existing events have guaranteed dates and are not moved from well-established dates.	Noted Simon Worthington
ASHBURTON SANTA PARADE (Carol Johns)	11	Suggests council work with groups to bring back some of the events that have been held in the past and have lapsed as they already have a blueprint. Suggests Council run these events if the past organisers do not want to / are unable to.  Notes the mention of existing events once, with Actions 2, 3, & 7 showing leaning towards new events. Notes support for new events but asks for council's assistance also for existing events.	Noted Simon Worthington
ASHBURTON SANTA PARADE (Carol Johns)	11	Requests Council consider paying for Community Event Indemnity insurance for events on Council land. Notes TDC charge this out for under \$20 per day per event compared to individual events currently paying \$300 per event per year.	More work needed – would need to understand whether it is possible to insure groups external to the Council Simon Worthington
ASHBURTON SANTA PARADE (Carol Johns)	11	Requests Council consider paying for the Traffic Management Plans for community events held on Council land.	Disagree when the event is a commercially run initiative Simon Worthington
<i>Goal 1: Objective C</i>			
CONNECTING MID-CANTERBURY CHARITABLE TRUST (WHITE, Kate)	25	<ul style="list-style-type: none"> <li>Notes that in Objective C, Goal 1, organisations and community groups are missing from 'partners' section.</li> <li>Refers to Welcoming Communities Plan (WCP) where Council is working with and listening to the organisations and businesses who know the needs of newcomers and migrants and in many cases will be the ones implementing the actions in the plan.</li> <li>Suggests that Council needs to involve relevant organisation to develop the plan as then it would have the potential to meet community needs and will include actions that will make the most difference.</li> </ul>	Noted Simon Worthington

Submitter name	Page number	Summary	Staff comment
		<ul style="list-style-type: none"> <li>• Council then needs to resource the groups delivering the actions. To see success, focus on creating the conditions for community led responses, rather than council trying to do things themselves and potentially missing the mark.</li> </ul> <p>Refers to action 4 in section C and mentions that reviewing the effectiveness of WCP in 5 years is not good enough. If something is not working then it needs to be identified and changed sooner rather than later. Suggests at a minimum an annual review along with 6 monthly feedback sessions with community groups, businesses, and newcomers.</p>	
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	<p>Submitter urges for far more investment in the Welcoming Communities initiative, along with the agencies that work alongside them.</p> <p>Appreciates the mention of ‘Multi-Cultural Council’ in relation to Welcoming Communities but questions why mana whenua, tangata whenu, marae or iwi are not mentioned in the document.</p>	Noted  Simon Worthington
<i>Goal 2: Objective B</i>			
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)	55	Requests Action 1 does not just include larger businesses only.	Noted  Simon Worthington
PLUCK, Neil	50	<p>Supports the objective of supporting business owners and employees to be skilled, adaptable and capable, however notes there are a lot of small businesses in the district where the owners have reached retirement age with limited options for business succession, or selling the business. Is concerned what will happen to these businesses that could be forced to close or be taken out of the district.</p> <p>Notes that most of our businesses use other local businesses to support them in some way and this causes a huge problem when an important supplier to a business closes or moves out.</p>	Noted  Simon Worthington

Submitter name	Page number	Summary	Staff comment
<i>Goal 2: Objective D</i>			
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)	55	<p>Action 1 – Requests the focus regarding lowering the barriers to businesses should also include supporting exiting local businesses to expand. Submitter notes where the resource consent process to expand their holiday park took longer and delayed expansion plan.</p> <p>Suggests having a business growth team at ADC that existing businesses can work alongside to make compliance easier and support business growth. All this will help increase tourism and region’s attractiveness. Following are some examples</p> <ul style="list-style-type: none"> <li>• Assistance with resource consent process, to get this processed quicker.</li> <li>• Support feasibility study process</li> <li>• Access to an experienced “pro-business growth” team at AD</li> </ul>	Noted  Simon Worthington
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)	55	<p>Action 2 – In addition to focussing on potential investors coming to our district, suggests the focus must include supporting existing business owners who want to invest in our district. Suggests finding a way for council to support new ideas that our local community have.</p>	Noted  Simon Worthington
<i>Goal 3</i>			
METHVEN COMMUNITY BOARD (Kelvin Holmes)	38	<p>Recommends policy is created that encourages and supports tourism growth both domestic and international. Methven to be recognised as tourist destination for our region and a hub for such activities to grow.</p> <p>Also suggests a review of the current environment and that changes are made to enable community-led growth of the tourism market including building on existing tourism assets in the district.</p>	Noted  Simon Worthington
<i>Goal 3: Objective A</i>			
METHVEN COMMUNITY	38	<p>Notes that the wording for Objective 3.A feels like Ashburton town as opposed to Ashburton district. Suggests alternative wording be: “<i>support development of the districts CBDs into must-visit destinations.</i>”</p>	Noted – agree  Simon Worthington

Submitter name	Page number	Summary	Staff comment
BOARD (Kelvin Holmes)			
<i>Goal 3: Objective B</i>			
SKATES, Bev	58	Highlights the significance of Promote Ashburton and notes that we can have the best town in NZ, but people don't know about it. Recommends use of social media and using the name Ashburton not Mid Canterbury to better promote the town.	Noted Simon Worthington
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)	55	Requests when trying to understand what the district has to offer, ensure smaller tourism products and operators are included in the District story and use the council's resources to foster tourism businesses to work together so the district has more to offer. Suggests the more established operators could mentor the new operators. Notes the story needs to be regularly updated and refreshed to reflect the addition of new experiences available.	Noted – agree Simon Worthington
WHITE, Kate	64	Asks whether the Ashburton Story will be a Pākehā one or will it have mana whenua informing how that story is shaped and told?	Noted Simon Worthington
<i>Goal 3: Objective C</i>			
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	Submitter urges for far more investment in the promotion of the district.	Noted – agree Simon Worthington
NZ-SKI LTD. (James McKenzie)	48	Points to Action 1 – 'Develop a Destination Marketing Plan' where ChristchurchNZ is mentioned as a partner and a source of funding – it is the submitter's understanding that relationship has ended so questions whether the plan should be updated to reflect that?	Noted – As the RTO there may be future investment available to Ashburton District as part of the DMP Simon Worthington
RAKAIA RIVER HOLIDAY PARK	55	Notes the actions for this objective need to be district wide, not just for SH72, Methven and Ashburton townships.	Noted – agree Simon Worthington

Submitter name	Page number	Summary	Staff comment
(Tanya & Reon Hulme)		Asks why only Ashburton township has an action to increase bed nights when there are operators outside of Methven and Ashburton who would benefit from these strategies?	
PLUCK, Neil RAKAIA COMMUNITY ASSOCIATION (Neil Pluck)	50 52	Note there is a need to ensure Rakaia is included in the plan, as it is the main gateway into the Ashburton District.	Noted – agree  Simon Worthington
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)	55	<p>Notes Rakaia is the SH1 gateway into the Ashburton District. Notes they encounter many visitors staying in the Ashburton district for their first night in the South Island after they have arrived in Christchurch, but many are driving through to Geraldine or Tekapo instead.</p> <p>Suggests supporting the improvement of/effectiveness of the northern gateway to our district by:</p> <ul style="list-style-type: none"> <li>• Having a better presentation of our district as they come off the Rakaia River Bridge - presently the area is untidy with donut/burnout patches, large puddles, bark chip piles. Suggest the area is reconfigured to discourage burn outs and rubbish dumping and create more of an attractive and welcoming area.</li> <li>• Asks how the removal of rubbish being dumped / discourage is managed in this area currently?</li> <li>• Suggests an electronic billboard welcoming travellers to our district and showcasing the area to incoming south bound traffic to encourage them to slow down and enjoy our district.</li> <li>• Suggests Council work with neighbouring landowners to tidy up the area from the first stream of the Rakaia River to the Public Toilet area, along the state highway.</li> <li>• Suggests clearer signage when coming off the bridge re the local dog park, toilets, and dump station. Currently there is no signage for the new dump station from that side of town, or by the toilets. Notes they get many people coming in not aware of the new dump station, dog park and toilets.</li> </ul>	Noted – agree – funding this is going to involve more investment  Simon Worthington

Submitter name	Page number	Summary	Staff comment
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)	55	<p>Notes the opening of Opuke Pools and redevelopment of the Staveley Ice-rink are great asset to our district.</p> <p>Suggests if you would like our district to be a destination of choice, then some assistance with feasibility studies on new tourism product options would be beneficial either in the form of a grant or other funding, or being able to tap into the resources at ADC to assist with ideas and feasibility studies.</p>	<p>Noted – agree</p> <p>Simon Worthington</p>
PLUCK, Neil RAKAIA COMMUNITY ASSOCIATION (Neil Pluck)	50 52	<p>Requests a feasibility study for a cycle trail is undertaken to explore the opportunity of having a cycle trail starting in Rakaia (or Ashburton) and linking to Methven and Ashburton along the Rakaia River Terrace, RDR, and Ashburton River stop banks.</p> <p>Notes some work was done on it last year and believes there is still some funding held at ADC for this purpose. Note cycle trails are popular and will attract visitor and income to our district.</p>	<p>Noted – agree</p> <p>Simon Worthington</p>
RAKAIA RIVER HOLIDAY PARK (Tanya & Reon Hulme)	55	<p>Mentions they have many guests call into their holiday park with e-bikes or mountain bikes looking for local tracks. Notes there are bike tracks in various areas of the Ashburton District, however notes the opportunity to create a bike track linking areas of the Ashburton District.</p> <p>For example, there is currently a bike track from the South Rakaia Huts part way towards Rakaia. This could be carried on to the Rakaia bridge and meet up with the existing Rakaia bike track, then along to the power station and following the RDR to Methven then along to Mt Somers and back into Ashburton. Various businesses could provide accommodation or refreshment opportunities along the way.</p> <p>Mentions and supports Neil Pluck’s submission regarding this.</p>	<p>Noted – agree</p> <p>Simon Worthington</p>
<i>General comments on the action plan</i>			
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	<p>Submitter notes that under ‘Our economy at a glance’, the largest driver of GDP increase over last decade is “Other Industries”. This is more than double of the next largest ‘agriculture, forestry &amp; fishing’. However, what constitutes ‘other industries’ is not detailed or delineated therefore not addressed in the draft action plan.</p>	<p>Noted</p> <p>Simon Worthington</p>



Submitter name	Page number	Summary	Staff comment
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	Submitter notes that 'Proportion of GDP by income is' has amorphous grouping titled "ALL Others" (which apparently "includes the likes of health, professional services, education, financial services, transport, public admin, accommodation and food services.") which needs to be broken down to better understand the real drivers of our economy.	Noted – they are grouped due to their small size Simon Worthington
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	Submitter notes that categories 'all others' and 'unallocated' constitute the largest contribution to GDP by income.	Noted Simon Worthington
WHITE, Kate	64	Notes the role of Mana Whenua is completely lacking	Noted Simon Worthington
WHITE, Kate	64	Notes the draft strategy does not give consideration to preparation and impact of climate change on the district.	Noted – agree Simon Worthington

#### 4. Additional key issues facing economic development in our district not already addressed

Submitter name	Page number	Summary	Staff comment
<i>Sectors missing from the plan</i>			
CLAYDON-WADE, Jasaiah Tony	23	Submitter disagrees that the draft strategy and plan address the key issues. <ul style="list-style-type: none"> <li>Notes that there is no representation of Māori or other ethnic communities that build up the Ashburton community, especially when they are disadvantaged and face more challenges post-Covid-19 and with cost-of-living crisis.</li> <li>Wider focus on community is needed and not just on businesses and business owners.</li> </ul>	Noted Simon Worthington

Submitter name	Page number	Summary	Staff comment
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	<ul style="list-style-type: none"> <li>There are too many sectors of our community and contributors to our economy that have been left out or marginalised by this draft strategy.</li> <li>Real economic growth must include all sectors and people, and a successful economic strategy should not imply some notion of a 'trickle-down' effect.</li> </ul>	Noted Simon Worthington
NETWORK DESIGN GROUP (Mark Doyle)	46	<ul style="list-style-type: none"> <li>Supports in principle but adds that draft strategy needs to incorporate market sectors that are growing nationally and are not well represented in Ashburton.</li> <li>Raises a question that the district has a lot to offer but does not attract new businesses to set up here – should that not be part of the strategy?</li> <li>Asks how SMEs can be represented or participate in any forum?</li> </ul>	Noted – agree – funding this is going to involve more investment Simon Worthington
SKATES, Bev	58	To promote local businesses, Ashburton needs to look at bigger picture by making easy access for wheelchair, mobility scooters, children and pedestrian to move safely from east to west and west to east in town.	Noted Simon Worthington
<i>Climate Change</i>			
NZ-SKI LTD. (James McKenzie)	48	Lack of focus on climate change and our obligations to move to carbon zero is a concern - believes that this is not just up to farmers, ED strategy must lead businesses, schools, and residents towards a more sustainable future.	Noted – agree Climate Change or a Changing Climate needs to be pulled out more in the document and supporting work Simon Worthington
WHITE, Kate	64	Notes there is an omission of important issues such as Climate Change. Believes that as an agriculturally dependent region climate change is very significant. The strategy should include the talk of regenerative and sustainable models of agriculture and land use, adaptability to climate change – which is also relevant to Mt Hutt ski field.  Climate Change and our ability (or lack thereof) to adapt to and prepare for change will affect the economic development of the region and quality of life for residents. We need to be thinking long term not just the next 10 years.	Noted – agree Climate Change or a Changing Climate needs to be pulled out more in the document and supporting work Simon Worthington

Submitter name	Page number	Summary	Staff comment
SMITH, Stacy	62	Submitter believes that questionable reputation of Ashburton College for being in news for various stories and terrible bullying problems are going to be an important aspect for people who are looking to relocate to the district and have teenage children.	Noted Simon Worthington
<i>Other comments</i>			
EASON, Ed	29	Suggests that all future development that the council is involved with, must always be considered in line with priority, and considering its impact on rates. Any development that can shared with an entrepreneurial developer must be encouraged.	Noted Simon Worthington
ASHBURTON CITIZENS ASSOCIATION (Donna Favel)	3	Submitter agrees the draft strategy and action plan address the key issues facing economic development in our district but believe there are more opportunities for addressing these.	Noted Simon Worthington

## 5. Other comments on the strategy

Submitter name	Page number	Summary	Staff comment
<i>Suggestions for additional actions / objectives to be included</i>			
ASHBURTON CITIZENS ASSOCIATION (Donna Favel)	3	Requests bilingual signage - for example in parks and venues. Notes the old Ashburton Art Gallery building had several bilingual signs in different parts of their premises, eg kihini / kitchen – heketua / toilet – wahine / female (on toilet) - tane / male (on toilet).	Noted Simon Worthington
ASHBURTON CITIZENS ASSOCIATION (Donna Favel)	3	While the draft strategy has a number of objectives and actions focussed on youth engagement, there was little included around keeping older workers employed, or	Noted Simon Worthington

Submitter name	Page number	Summary	Staff comment
		encouraging employers to retain experienced staff in the workplace. Request objectives around keeping the Silver Work Force are developed.	
MID CANTERBURY MOVIES LIMITED (Donna Favel)	40	Submitter supports Ashburton Citizens Association submission on the Silver Work Force.	Noted Simon Worthington
MID CANTERBURY MOVIES LIMITED (Donna Favel)	40	Suggests ADC could assist in the safety and security of SMEs by advocating for more police, or ensuring adequate street lighting around businesses, ensuring bollards are available for high-risk ram raid businesses	Noted Simon Worthington
MURRAY, Peter	44	Believes that the district can be made attractive for working adults by having more opportunities to socialize outside working hours. Suggests that council by extending EANC and library hours, offering discounted rentals of community halls can enhance opportunities to socialise outside working hours.	Noted Simon Worthington
PLUCK, Neil	50	Suggests a specialist centre of Irrigation should be looked into - as our district is the capital of irrigation in NZ and there is plenty of knowledge to be shared and money to be made from an Irrigation Poly Tec, or the like. Notes the same goes for Specialty Seeds production – such as a small version of Lincoln College in Ashburton district.	Noted – agree and further work potentially needed Simon Worthington
MURRAY, Peter	44	<ul style="list-style-type: none"> <li>Supports action plan and suggests that council should consider zoning the plan and development of council property.</li> <li>Submitter suggest as an example, that council space adjacent to the Ashburton Menzshed on corner of William and South Street could be developed into a business incubation park. This park could have communal offices and workshops spaces on short term lease to allow startups the space and synergistic opportunities to develop from an idea in a shed/garage to a mature SME.</li> <li>Community gardens are another opportunity to consider for the use of underdeveloped council land and engagement of the community.</li> </ul>	Noted Simon Worthington

Submitter name	Page number	Summary	Staff comment
NETWORK DESIGN GROUP (Mark Doyle)	46	Draft strategy lacks focus on encouraging SMEs, most of the focus is on medium to large businesses. Suggests targeting SMEs as most businesses start small and grow. It would be good for the district if they start, grow, and stay in the district.	Noted – agree – funding this is going to involve more investment Simon Worthington
SMITH, Stacy	62	Believes that family is the key element in deciding to live somewhere. Therefore, it is essential to get positive feelings around education in Ashburton for teenagers.	Noted Simon Worthington
SKATES, Bev	58	Requests taxpayer money is not spent on West Street car park, instead get people walking safely across the rail-crossing. And then use the money on upgrading children’s playgrounds in the Domain – suggests Foster Park playground in Rolleston as an example.	Noted – we will include your feedback in the Long-Term Plan 2024-34 consultation. Emily Reed
SKATES, Bev	58	Notes there is a need to look at an overhead pedestrian bridge over state highway. Council needs to put pressure on the government to pay at this is a safety issue.	Noted – third bridge? Simon Worthington
MID CANTERBURY MOVIES LIMITED (Donna Favel)	40	Notes a shift in recent years in the strength and well-being of teenage staff - requests ADC advocate for more Mental Health support for youth.	Noted Simon Worthington
<i>Inclusion of Māori</i>			
WHITE, Kate	64	Notes that there is no mention of the promotion and development of co-governance partnerships with Māori in business, council, or community organisation. Balanced and respectful partnerships provide a way forward for tangata whenua and tangata Tiriti to work together in order to achieve our shared goals of healthy and engaged communities, thriving businesses and the district as a destination of choice. We are missing out if we don’t have Māori at the table in these areas, sharing their expertise, experience, and vision.	Noted Simon Worthington
WHITE, Kate	64	To make this district a more attractive place to live and work, notes we need an inclusive and forward-thinking council, wanting to do its part to encompass Treaty of Waitangi obligations and rights.	Noted Simon Worthington

Submitter name	Page number	Summary	Staff comment
		A council that prioritizes standing shoulder to shoulder with mana whenua, working together on all 3 goals outlined in the strategy as an example of that. Small steps (low hanging fruit) like supporting bilingual signage can also help Māori feel more welcome here and helps tell the story that I hope is true, that in our district we value inclusion and embrace cultural diversity.	
<i>Use of Te Reo Māori</i>			
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	Notes the lack of Te Reo Maori in the document and that there is no use of welcoming language for any of the other communities in our district. This suggests to the submitter that their involvement in the consultation process, and even in the action plan, might not be welcome.	Noted and taken onboard as an area for improvement going forward. Emily Reed
CLAYDON-WADE, Jasaiah Tony	23	Notes the minimal and tokenistic use of Te Reo Māori in the strategy. Asks whether Māori and mana whenua group – Arowhenua, were consulted appropriately and fairly.	The strategy was discussed with Arowhenua during our regular catchups. Emily Reed
WHITE, Kate	64	Asks how have mana whenua been involved in the development of this strategy and notes disappointment that they aren't referenced in any part of it.	The strategy was discussed with Arowhenua during our regular catchups. Emily Reed
WHITE, Kate	64	Notes the vision appears in Te Reo Māori in a font not used elsewhere in the document, but there is no other Te Reo Māori in the booklet - aside from the word 'kaupapa' on the cover. Encourages ADC to utilise Te Reo Māori in their documents, but in more user-friendly ways. Suggests 'Have Your Say' could be in Te Reo - 'Kōrero Mai'. Suggests the three goals or the 3 areas of focus could also be translated.	Noted and taken onboard as an area for improvement going forward. Emily Reed
ASHBURTON CITIZENS	3	Notes the minimal use of Te Reo Māori in the consultation document and encourages ADC in further inclusion. Supports Karakias being included as best practice at the start of events.	Noted and taken onboard as an area for improvement going forward. Emily Reed

Submitter name	Page number	Summary	Staff comment
ASSOCIATION (Donna Favel)		Suggests ADC making plans to celebrate 2023 Te Wiki o te Reo Māori. Supports Jasaiah Claydon-Wade's request to increase and accelerate usage of Te Reo. Requests greater inclusion into ADC narratives – media releases, Plans, Strategies, Reports etc.	
HAKATERE MULTI CULTURAL COUNCIL (Selwyn Price)	31	Notes Council has a long way to go in making their consultations more inclusive, and a consultation document like this one gives the impression that they're not actually trying very hard.	Noted and taken onboard as an area for improvement going forward. Emily Reed
<i>Council's role in economic development</i>			
CONNECTING MID-CANTERBURY CHARITABLE TRUST (Kate White)	25	Council's role in some areas is to support community-led development rather than provide solutions themselves - suggests look to see who you could partner with in the community, work with them, and resource them to deliver.	Noted Simon Worthington
HAKATERE MULTI CULTURAL COUNCIL (PRICE, Selwyn)	31	Submitter urges that there are areas that need far more investment to promote the district and to welcome those who choose to come here. Council needs to be far more embracing of all sectors of the community and understand that includes those who are the original inhabitants as well as those who are new to our district, be they newcomers, migrants, or former refugees.	Noted Simon Worthington
RAKAIA COMMUNITY ASSOCIATION (Neil Pluck)	52	Support in principle but wonder if all of this work is not Council's role, as council's role is to look after the proper functioning of important infrastructure and future proof this infrastructure and growth of our district, not get bogged down and have to employ extra staff and processes to do what businesses and groups should be doing, and are capable of doing, for themselves. Council should support these things, but not lose focus of what council is charged with doing.	Noted Simon Worthington
PLUCK, Neil	50	Notes Council is doing a good job of looking into Economic development and looking out for things with regards to Business but believes this role should be held by an Agency independent of Council. Suggests it would be partly funded by Council but Council not be	Noted. A recent S17a Review considered this. Simon Worthington

Submitter name	Page number	Summary	Staff comment
		<p>in control of it. Does not believe this is Council's role – and that business should be in control of this Economic agency, including Tourism group.</p> <p>Believes Council's role is to look after the infrastructure and future proof this for future growth.</p>	
WHITE, Kate	64	<p>Submitter believes that instead of coming up with solutions/ plans themselves, Council could look to create the conditions for more community-led responses, especially around Goal 1, all 3 objectives. Research shows this approach has greater impact. Listen to those already engaged in this work and learn from them, build relationships with them, instead of approaching them with your chosen solutions to see how they might partner with you.</p>	<p>Noted</p> <p>Simon Worthington</p>
METHVEN COMMUNITY BOARD (Kelvin Holmes)	38	<p>Refers to the recent allocation of \$195,000 to the tourism, but notes there is no mention of the word 'tourism' within the strategy. Notes concern that the money will go to non-district promotions and questions if this funding is enough given the size of strategy presented.</p>	<p>Noted – the Visiting and Playing element contains Tourism and the \$195K investment.</p> <p>An LTP business case has been developed to extend this funding.</p> <p>Simon Worthington</p>
<i>Consultation process</i>			
METHVEN COMMUNITY BOARD (Kelvin Holmes)	38	<ul style="list-style-type: none"> <li>• Notes that economic development happens at the interface of the public and private sector. The process of asking submissions on a prepared strategy undervalues and does not create a buy in for the partners of economic development.</li> <li>• Key stakeholders should have been consulted from the beginning of strategy development.</li> <li>• Local groups such as MCB, tourism advisory groups, local businesses should have a say in guiding the direction of the strategy.</li> <li>• Earlier engagement with key stakeholders may result in a strategy that could meet community needs in the most resource efficient way compared to developing objectives and spending money on things that community might not necessarily need.</li> </ul>	<p>Noted</p> <p>Simon Worthington</p>



Submitter name	Page number	Summary	Staff comment
ASHBURTON CITIZENS ASSOCIATION (Donna Favel)	3	Notes the inconsistent numbering of objectives and action between the consultation document and the full draft strategy.	Noted Emily Reed
NZ-SKI LTD. (James McKenzie)	48	Ask if the plan extends through to page 20?	In the consultation document the action plan is pages 16-21. In the full draft strategy document, the action plan is pages 15-20. Emily Reed

## 6. Other comments / requests

Submitter name	Page number	Summary	Staff comment
ASHBURTON CITIZENS ASSOCIATION (Donna Favel)	3	Submitter congratulates ADC on the recent success of GLOW IN THE PARK at Tinwald Domain. Notes while feedback was collected through social media, not all residents have access. Suggestions for improvement of this event include: <ul style="list-style-type: none"> <li>Public Transport from Ashburton to Tinwald (buses or trains – this way vehicles could utilise West Street car park, then shuttle).</li> <li>Lights for port a loos and toilets.</li> <li>Increased seating</li> <li>Evened out or lit pathways</li> </ul>	Noted – looking at options for future Glows Simon Worthington
ASHBURTON SANTA PARADE (Carol Johns)	11	Submitter notes that Events Managers and ADC have same objectives – well supported, engaging, and successful events that showcase the Ashburton District.	Noted but disagree. Simon Worthington

Submitter name	Page number	Summary	Staff comment
		Notes disappointment that Council's answer to being treated unfairly and asked to do things differently is met with 'if you don't like it don't use Council managed land'.	
ASHBURTON SANTA PARADE (Carol Johns)	11	Submitter asks if there is a formula for how many toilets / port a loos are required for anticipated attendance. Notes at Glow in the Park with attendance of 17,000 there were 10 toilets, yet Market Day with 7,000 attendees was advised 20 port a loos in addition to the East Street toilets were required.	Noted  Simon Worthington
ASHBURTON SANTA PARADE (Carol Johns)	11	References Market Day 2022 where all public rubbish bins were covered to stop the public using them, and EcoWaste required to be given two free sites. Notes this provision was inadequate and caused irresponsible waste disposal.	Noted  Simon Worthington
JONES, Paul R.	36	Requests a survey of all Ashburton District ratepayers requesting expression of interest of having a 240L green-waste bin service added to the current red, yellow, and glass bins.  Submitter would also appreciate being provided with an estimate cost that our Council rates would incur to enable this service to be provided.	Noted – will include your feedback in the Long-Term Plan 2024-34.  Emily Reed