

## ECONOMIC DEVELOPMENT

### Overview

The Economic Development activity relates to city promotion, including the visitor industry, and business liaison services.

The division actively works with the business sector to identify and support initiatives to foster economic growth and to promote the city, its events and attractions.

The Economic Development activity contributes to the following Community Outcomes:

- 1 Upper Hutt is the city of choice for people from all walks of life
- 2 Upper Hutt has a vibrant city heart
- 3 The economy is robust innovative and growing
- 5 The community is safe healthy and strong
- 6 Leisure opportunities are outstanding
- 7 Upper Hutt is connected with the world.

### Level of Service Statement

Council will provide support to local businesses by:

- establishing strong working relationships with local and regional businesses;
- identifying and addressing business needs and opportunities;
- funding regional marketing initiatives;
- actively promoting Upper Hutt as a great place to live; and
- providing information on local events, activities and attractions for residents and visitors.

Council will stimulate revitalisation of the city centre through coordination of infrastructure upgrades and facilitation of the Main Street programme.

## Level of Service Objectives and Performance Measures

Indicator	Performance Measure	Target 2007/08	Achievements at 30 June 2008
<b>Objective</b>	<b>Council will provide support to local businesses by:</b>		
	<ul style="list-style-type: none"> <li>• <b>Establishing strong working relationships with local and regional businesses.</b></li> <li>• <b>Identifying and addressing business needs and opportunities.</b></li> <li>• <b>Funding regional marketing initiatives.</b></li> </ul>		
<b>1</b>	<b>ROLE</b>	Community satisfaction with the focus of Council in supporting economic development	80% of respondents are satisfied or very satisfied <sup>1</sup>  Not achieved. 77.1% of respondents were satisfied or very satisfied.
<b>2</b>	<b>BUSINESS LIAISON</b>	Business satisfaction with liaison between Council and the sector	85% of businesses are satisfied or very satisfied <sup>2</sup>  Achieved. 87% of respondents were satisfied or very satisfied.
<b>Objective:</b>	<b>Council will actively promote Upper Hutt as a great place to live.</b>		
<b>3</b>	<b>PROMOTION</b>		
3a	Visitor Information Centre	Community satisfaction with services provided by the Visitor Information Centre	90% of respondents are satisfied or very satisfied <sup>1</sup>  Achieved. 90.8% of respondents were satisfied or very satisfied.
3b	Promotion of City	Community satisfaction with Council's promotion of Upper Hutt	85% of respondents are satisfied or very satisfied <sup>1</sup>  Achieved. 94.1% of respondents were satisfied or very satisfied.
<b>Objective:</b>	<b>Council will stimulate revitalisation of the city centre.</b>		
<b>4</b>	<b>MAIN STREET PROGRAMME</b>		
4a	Liaison	Stakeholders' satisfaction with liaison between Experience Upper Hutt and the CBD	90% of respondents are satisfied or very satisfied <sup>3</sup>  Achieved. 93.8% of respondents were satisfied or very satisfied.
4b	Focus	Stakeholders' satisfaction with Experience Upper Hutt's focus on CBD revitalisation	90% of respondents are satisfied or very satisfied <sup>3</sup>  Not achieved. 87% of respondents were satisfied or very satisfied.

<sup>1</sup> Annual Community Survey

<sup>2</sup> Economic Development (in-house) Monitoring Survey

<sup>3</sup> Experience Upper Hutt Survey

## ECONOMIC DEVELOPMENT

### Work Programme 2007/08

Capital Works and Projects	Budget (\$000)	Actual (\$000)	Achievements at 30 June 2008
<b>PROJECTS</b>			
CBD project	100	12	
Main Street Programme	50	50	Completed.
CCTV Town Camera System	0	90	An additional project was approved by Council during the year and funded by the General reserve Special Fund.
<b>Total</b>	<b>150</b>	<b>152</b>	

### Activities Undertaken Supporting the Community

COMMUNITY OUTCOME	Significant actions taken at 30 June 2008
<p><b>1 Upper Hutt is the city of choice for people from all walks of life</b></p> <ul style="list-style-type: none"> <li>PROMOTE Upper Hutt</li> </ul>	<ul style="list-style-type: none"> <li>Council is a major supporter each year of the Greater Wellington Heritage Promotion Council for Heritage Month in our region. For the period September – October 2007 Heritage Month was moved to start in September for the Heritage Gardens Spring Festival, which has seen a range of events held in Upper Hutt.</li> <li>Heritage Month in June 2008 was themed to Military Heritage. Upper Hutt hosted the launch at Trentham Army Camp. Another highlight locally was the Trentham Military Trail which finished with a talk by Sir George Chapman.</li> <li>Provision of the monthly events page in the Upper Hutt Leader promoting events to residents.</li> <li>Organised the annual Montana Poetry Day in Upper Hutt, with Sam Hunt as guest performer at Mayfair Café, to coincide with the annual poetry competition.</li> <li>Organised a monthly, one-hour live programme on Wellington Access Radio focussed on Upper Hutt organisations and activities.</li> <li>Maximised exposure of Upper Hutt locations in Greater Wellington Regional Council's Summer Programme (nearly 50% of events are held in Upper Hutt) e.g. Council is a major partner in Paws in the Park event at Tunnel Gully.</li> <li>An effective i-SITE Visitor Centre greatly assists the promotion of Upper Hutt. Continual liaison with local hospitality and visitor industry businesses increases local product knowledge. A forum was held in February at Totara Lodge Motor Inn addressed by the CEO of Holiday Parks Association of New Zealand.</li> <li>Centre staff coordinated the production of the Upper Hutt 2008/09 A-Z Directory which is used to promote city businesses and activities.</li> <li>Centre staff mails a "welcome pack" to new residents and those moving within the city.</li> </ul>

COMMUNITY OUTCOME	Significant actions taken at 30 June 2008
<p><b>2 Upper Hutt has a vibrant city heart</b></p> <ul style="list-style-type: none"> <li>• CHAMPION a lively and coordinated response to achieve a vibrant city centre</li> <li>• PROVIDE a Visitor Information Centre</li> <li>• PROMOTE city centre activities</li> </ul>	<ul style="list-style-type: none"> <li>• Council in partnership with Experience Upper Hutt and The Leader organised the very successful inaugural Upper Hutt Business Awards in the Expressions Art and Entertainment Centre.</li> <li>• Coordinated advertising and content for the 2007/08 Upper Hutt Visitor Map, which was distributed during August 2007.</li> <li>• Council liaised with the Women’s Centre regarding the annual Rimutaka Spring Festival, including coordinating road closures. The very successful Rimutaka Spring Festival, which attracted 30,000 people, was held in the CBD on Saturday 1 September 2007.</li> <li>• Arranged the installation of a range of seasonal street banners e.g. Wellington Phoenix, Christmas season, Wellington Racing Club, and Upper Hutt Summer Theme.</li> <li>• Liaison with the Archibald’s Stone Carving event, which is now held closer to the CBD at Maidstone Park.</li> <li>• Assisted in organising the Wellington Vintage Car Club 50 year’s celebration rally. This rally, which was routed through the CBD, drew large crowds.</li> <li>• Experience Upper Hutt has launched the ‘Upper Hutt X-Card’ which will be exclusive to Upper Hutt and acts in a similar way to ‘Fly Buys’. This is designed to build loyalty for local businesses.</li> </ul>
<p><b>3 The economy is robust, innovative and growing</b></p> <ul style="list-style-type: none"> <li>• PROVIDE a business liaison and information service</li> <li>• FOSTER opportunities for economic development</li> <li>• FACILITATE a common approach to marketing the city</li> </ul>	<ul style="list-style-type: none"> <li>• The Upper Hutt City Profile is a promotional booklet supplied to investors, developers and existing businesses to encourage further economic activity. This was updated to reflect recent changes in Upper Hutt and distributed accordingly.</li> <li>• Council provided funding and assisted in the organisation of the 2nd regional Trade Training Graduation at Wellington Town Hall. This enables non-university graduates to be publicly acknowledged and build their prospects for the future.</li> <li>• Upper Hutt has finalised its annual partnership for the Wellington Region International Marketing Alliance with Positively Wellington Tourism. This project coordinates offshore tourism marketing for the Region. Its main markets are Australia, West Coast USA, UK, Central Europe (Germany) and South East Asia.</li> <li>• Council organised and hosted the launch function for ‘Brewfest 2008’. ‘Brewfest 2008’ was held at Trentham Racecourse on 16 February 2008.</li> <li>• Council organises joint advertising in the AA Guides, Jasons-What’s On and the Wellington Official Visitor Guide.</li> <li>• Council hosted a ‘Grow Wellington’ seminar for local businesses at the ‘BoileRoom’ on exporting, investment sources and creative sources of design.</li> <li>• Council is liaising with NZRFU regarding business opportunities with the 2011 Rugby World Cup.</li> <li>• Council promoted the Wellington Gold Awards to local businesses. This resulted in two winners from Upper Hutt – ACMA Industries and Wedgelock.</li> </ul>

## ECONOMIC DEVELOPMENT

26

COMMUNITY OUTCOME	Significant actions taken at 30 June 2008
<p><b>5 The community is safe, healthy and strong</b></p> <ul style="list-style-type: none"> <li>LIAISE with the community sector to gain maximum leverage from community activities</li> </ul>	<ul style="list-style-type: none"> <li>Completion of the new subway linking the CBD to the new Mitre 10 Mega retail development on Park Street.</li> <li>The CCTV installations are working well and proving effective in locating offenders. A forum was held which brought together Police, business and community groups to enable joint efforts to be made on making most use of the system.</li> </ul>
<p><b>6 Leisure opportunities are outstanding</b></p> <ul style="list-style-type: none"> <li>LIAISE with the leisure sector to gain maximum leverage from leisure activities</li> </ul>	<ul style="list-style-type: none"> <li>Council works with events to enhance promotion, event content and overall publicity. During the first half of the year support was provided to: enable the launch of the Friends of Upper Hutt Heritage Trust, The Rimutaka Trust Spring Festival, Poetry Day, Radio Show and Access Radio, Upper Hutt Family Speedway, Wellington Racing Club, Wellington Vintage Car Club Rally, Upper Hutt Summer Carnival, and Touch NZ.</li> <li>Council works closely with the Upper Hutt Summer Carnival providing staff time and resources to administer stall operator sites plus organising the marketing of the event which has now grown to a two day event.</li> <li>Council arranged for a Fringe Festival play to have a special one-off performance at the Upper Hutt Cosmopolitan Club.</li> <li>Council worked with Expressions to arrange the first Queen's Birthday Jazz Festival.</li> <li>Council has worked with several external funding – Wellington Racing Club, Summer Carnival, Queen's Birthday Jazz and Blues Festival.</li> </ul>
<p><b>7 Upper Hutt is connected with the world</b></p> <ul style="list-style-type: none"> <li>ADVOCATE for excellent transport and telecommunication links</li> </ul>	<ul style="list-style-type: none"> <li>The rollout of a Smartlinx3 fibre loop is nearing deployment, with the first stage of securing a point of presence at the Upper Hutt City Council building nearing completion.</li> <li>Council in partnership with Smartlinx3 have short listed a number of companies and have begun jointly visiting these to promote the Smartlinx3 offering.</li> <li>Smartlinx3 are nearing completion of a fibre loop within the CBD, this project has been enabled through the successful application for funding through the Broadband Challenge fund.</li> </ul>

### Significant Acquisitions/Replacements

- None.

COST OF SERVICES STATEMENT	Actual 30 Jun 08 (\$000)	Actual 30 Jun 07 (\$000)	Forecast 30 Jun 08 (\$000)
<b>Operating Expenditure</b>			
Direct Expenses	504	704	559
Administration Support	196	208	198
Depreciation	3	1	1
<b>Total Operating Expenditure</b>	<b>703</b>	<b>913</b>	<b>758</b>
<b>Operating Revenue</b>			
Fees and Charges	(20)	(118)	(18)
<b>Total Operating Revenue</b>	<b>(20)</b>	<b>(118)</b>	<b>(18)</b>
<b>Net Operating Costs of Services</b>	<b>683</b>	<b>795</b>	<b>740</b>
 <b>BALANCE SHEET TRANSACTIONS</b>			
<b>Net Operating Costs of Services</b>	<b>683</b>	<b>795</b>	<b>740</b>
Share of Management Support Income	(13)	(16)	(7)
Non Cash Transactions (Management Support)	(7)	(5)	(4)
Add (less) non - cash items	(3)	(1)	(1)
<b>Cost Of Services (Funding)</b>	<b>660</b>	<b>773</b>	<b>728</b>
 <b>Capital Expenditure</b>	<b>90</b>	<b>0</b>	<b>0</b>
 <b>Net Transfer from Funds</b>	<b>(99)</b>	<b>(50)</b>	<b>(100)</b>
 <b>Net Transfer to Funds</b>	<b>0</b>	<b>0</b>	<b>0</b>
 <b>Rates Funding Required</b>	<b>651</b>	<b>723</b>	<b>628</b>