

Economic Development Action Plan

For Taupo District. Prepared by
Enterprise Lake Taupo. April 2009.



Summary of Proposed Goals & Actions



Infrastructure	Goals	» Taupo District provides infrastructure that supports economic activity.
	Areas of Action	<ul style="list-style-type: none"> » Research broadband options for the District and promote their delivery. » Promote further air linkages to Taupo. » Ensure each town has integrated plans that support economic activity.
People & Skills	Goals	» Taupo District develops, attracts and retains skilled people.
	Areas of Action	<ul style="list-style-type: none"> » Make Taupo District a great place to live by providing the facilities people need to live here. » Promote education opportunities that are available within the District or nearby. » Provide educational opportunities that are relevant to the business Taupo District wants to have.
Business Investment & Visitors	Goals	<ul style="list-style-type: none"> » Nurture and build Taupo District's businesses. » Make the Taupo District known as an excellent location to do business and attract new types of businesses. » Attract visitors who may want to live and invest here.
	Areas of Action	<ul style="list-style-type: none"> » Encourage businesses to grow. » Attract appropriate businesses to Taupo. » Promote Taupo District as a place to live and work as well as visit.
Leadership	Goals	<ul style="list-style-type: none"> » Have a common vision and direction for the economy. » Value what we have and who we are. » Develop leaders from Taupo District. » Build business support from our leaders.
	Areas of Action	<ul style="list-style-type: none"> » Implement the Action Plan with the support of the business community to provide direction and leadership. » Promote communication between business groups. » Support and foster young leaders and entrepreneurs. » Discover Lake Taupo's identity.

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Enterprise Lake Taupo

Our Vision

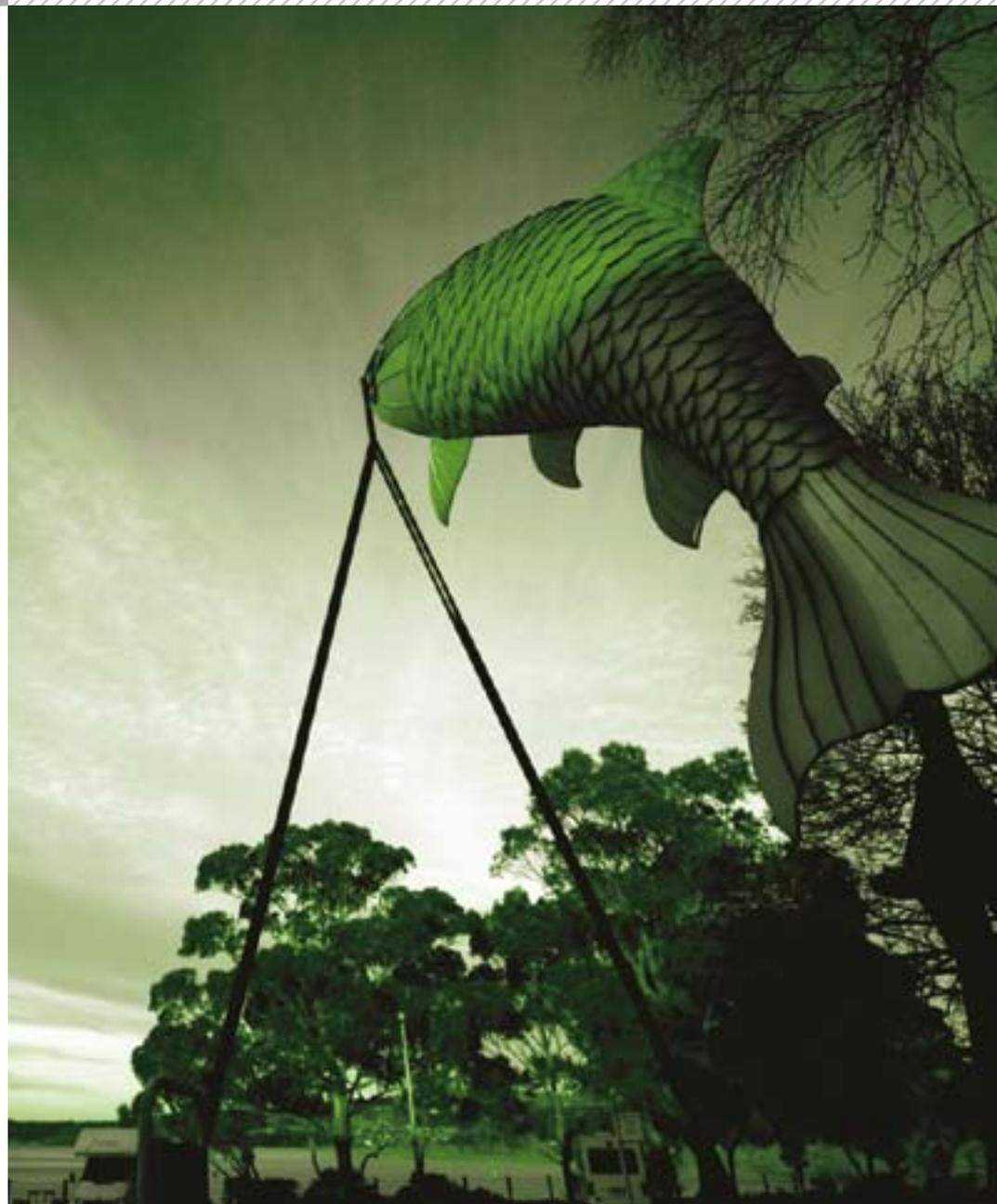
- » The Taupo District – Dynamic and Progressive – people working together for economic prosperity and social wellbeing.

Our Mission

- » To provide inspiring leadership which supports and encourages initiatives that build on collective regional strengths, creates new and innovative enterprises, offers economic benefits and preserves a high quality living environment.

Our Values

- » We will exceed the aspirations of our communities by working with them with integrity and in a professional, friendly, inclusive and consultative manner.





The need to Act Now

For many years Lake Taupo has enjoyed a special place in the minds of many New Zealanders as a favourite holiday and recreation destination. The Taupo District economy has grown over time, especially in the areas of farming, forestry and hospitality. There is further opportunity for these sectors to grow, and also for new sectors to develop.

Taupo District needs to be smart about how it works to attract investment, business and visitors. This includes looking at ways of positioning ourselves within New Zealand as a great place to live, visit and do business. Other places are already working on building their economies. We must act too or we will be left behind. This Action Plan sets out Enterprise Lake Taupo's economic development programme for Taupo District.

“ Other places are already working on building their economies. We must act too or we will be left behind.”

Purpose of the Action Plan



“ We have consulted widely with many of the Taupo Districts stakeholders and Enterprise Lake Taupo has presented the information as a ‘Draft Action Plan’ at a Symposium”.

Enterprise Lake Taupo gathered a wide range of information during 2008. We spoke to many people about the issues that face the Taupo District’s economy, and what can be done to address them. We received many suggestions and heard a lot of great ideas.

We found a lot of common concerns and there are many issues that everyone is facing. Many of these could be addressed to provide a significant boost to economic activity throughout the District.

This Action Plan sets out to identify the most common issues and what we think we can do to make Taupo District a better place for business. We have focussed on what seemed to be common to everybody.

We identified four main ‘platforms’ for the development of our economy:

- 1. Infrastructure**
- 2. People and skills**
- 3. Business investment and visitors**
- 4. Leadership**

The Action Plan is a statement of intent which identifies a range of goals under these platform headings. We then identify the areas of action that will be needed to achieve them.

While we received many great ideas we have tried to keep to a targeted selection of actions to help focus our efforts where they will be of greatest benefit. Many of the actions will require working with other organisations that will need to be involved with their delivery. This will be one of the steps in the process.

Infrastructure



“ Good infrastructure provides the backbone of an economy”

1

A key platform of any economy is good infrastructure. Transport, electricity, communications and other utilities are essential for business to flourish.

Fast communications technology and good transport mean it is easier than ever for people to do business wherever they may be. With its attractive environment Taupo District has always been a popular destination. Good infrastructure may also help make it more popular as a place to live.

Many of the actions to promote infrastructure will involve advocacy. We may find that as a District we have to lobby for action to occur. This can be just as important as carrying out activity ourselves directly.

Goal

- » Taupo District provides infrastructure that supports economic activity.

Areas of action

Research broadband options for the District and promote their delivery

- » Carry out research on the broadband options available and proposed for the District – including how they may link with the Waikato and Bay of Plenty Regions. Support and encourage the implementation of the options that meet the District's needs.

Promote further air linkages to Taupo

- » Promote Taupo Airport as a quality facility and attractive transport option.
- » Maintain and promote relationships with nearby airports including Rotorua.

Ensure each town has integrated plans that support economic activity

- » All of our towns require plans for their CBDs that will shape them into great places to do business. They need to include consideration of transportation, landuse, pedestrian access, beautification, parks and other open spaces and should build on existing plans where possible. The plans should allow for sensible commercial and industrial development.



People and Skills



“People want to live and work in Taupo District”

2

Having the right people is the key to any good business. People make things happen. To build the economy we need a good labour force, with the right skills to match the jobs. We also need jobs that match the people who want to live here. Achieving both of these needs is the challenge we face.

We need to attract people to the District who want to work here. This means having jobs available for them, or giving them opportunities to create jobs through starting their own businesses.

Let's not ignore the people who are already here, especially the young people who want to stay in the District but are looking for career opportunities. We need to provide jobs and training that will allow them to stay in the District and pursue a fulfilling career. We also need to prepare them for life outside the District in the hope that if they leave they will eventually return with greater experience and skills to contribute even more to Taupo District and the rest of NZ.



Goal

- » Taupo District develops, attracts and retains skilled people.

Areas of action

Make Taupo District a great place to live by providing the facilities people need to live here.

- » These include quality hospitals, schools, transport, child care and recreational facilities.

Promote education opportunities that are available within the District or nearby.

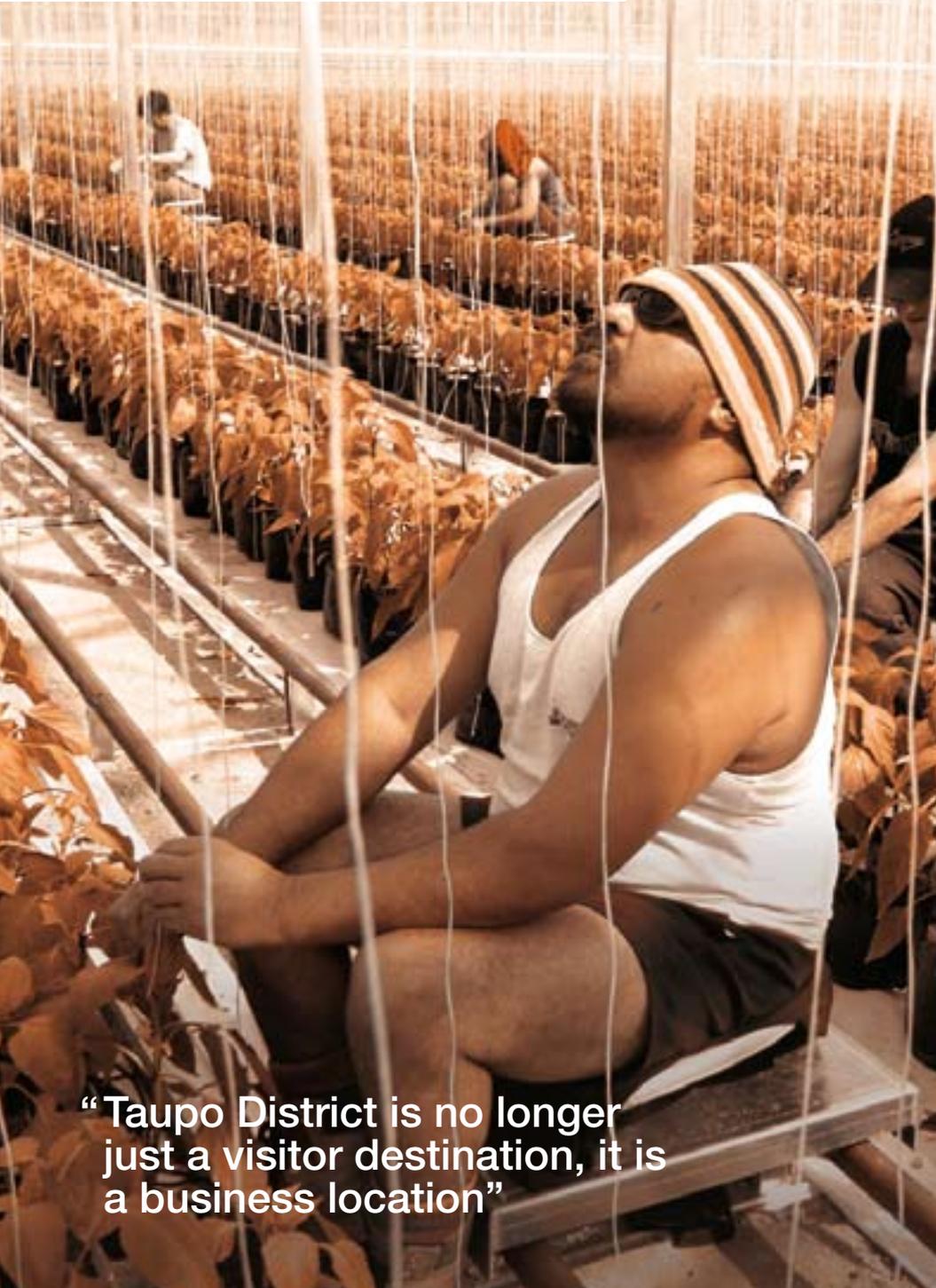
- » People want to live and work in Taupo District. Being able to study and up-skill here is also desired.
- » Consider in-work training programmes, the University of Waikato, polytechnics and other institutes.
- » Recognise our schools and local educational institutes as the quality establishments they are.

People and Skills **2**

Provide educational opportunities that are relevant to the business Taupo District wants to have.

- » Promote alignment between schools and tertiary programmes to provide the education needed.
- » Arrange education programmes so that school education leads into locally relevant tertiary education which leads into locally relevant careers.
- » Promote education in entrepreneurship.

Business Investment & Visitors



“Taupo District is no longer just a visitor destination, it is a business location”

3

A strong economy requires existing businesses to grow and develop. It also means attracting new business to the area. New businesses bring new jobs associated business opportunities and help the economy grow and develop.

In doing this we must be clear about the kinds of businesses we would prefer to attract. Taupo District has a strong core of businesses in the retail and hospitality sectors. While we do not want to preclude further business of this type we would like to show that the District is also a great place for other businesses to locate, due to its central location, amazing resources and fantastic lifestyle opportunities.

Going hand in hand with marketing the area as a great place to do business is destination marketing. Attracting visitors to the area brings more money, gives them a taste of life in Taupo District and creates a bigger market for local business. The more people visit the area, the more chance people will move here, invest here and start new businesses.

Lake Taupo is known as a popular visitor destination. This is a true strength of the area. We should build on this to help attract new business and to help grow existing businesses. At the same time it is important to recognise that it is the Lake, the land and the natural environment that makes Taupo District an amazing place to live. We must respect this and ensure that it remains that way.



Goals

- » Nurture and build Taupo District's businesses.
- » Promote the Taupo District as an excellent location to do business.
- » Attract new types of businesses.
- » Attract visitors who may want to live and invest here.

Areas of action

Encourage businesses to grow

- » Provide support, advice and assistance with meeting regulatory requirements to businesses that wish to expand or locate in Taupo District. Make it easier for them to grow, while maintaining appropriate regulations.
- » Make business education available to business owners and operators.

Attract appropriate businesses to Taupo

- » Promote Taupo District as an excellent place for businesses including those that bring career opportunities desired by people who want to live here and those that are complementary to existing facilities and developments.
- » Promote to the business community of NZ that Taupo is not just a visitor destination but an excellent location for businesses of all kinds.

Promote Taupo District as a place to live and work as well as visit

- » Recognise that many people live in Taupo District for the same reasons people visit. Build on destination marketing programmes to show that Taupo District is a place to live as well as a place to visit.
- » Develop a website for Taupo jobs.

Leadership

4

Leadership requires a commitment to promote and advance the economic development of the Taupo District at all levels and a dedicated approach that combines available resources in a coordinated way.

Leadership remains a key component of change, growth and development. Creative and dynamic leadership is required to capture opportunities and unite a community. There is a strong underlying belief that, if as a small community, we put our minds to positive change then it would be possible.

We also need to show our young people how they can become the leaders and entrepreneurs of tomorrow.

” To achieve the outcomes we desire we need effective leadership”

Goals

- » Have a common vision and direction for the economy.
- » Value what we have and who we are.
- » Develop leaders from Taupo District.
- » Build business support from our leaders.

Key Actions

Implement the Action Plan with the support of the business community to provide direction and leadership

- » A community with a well-supported plan has a strong sense of direction and leadership. Knowing where we want to go means we can all work together to get there.
- » Celebrate achievements. Positive action promotes further positive action.

Promote communication between business groups

- » Establish a hub of interested business sector organisations at one location to promote cooperation and communication.
- » Promote partnerships both within the District and across boundaries to help work together to achieve what otherwise would not be possible. Work with agencies and businesses, especially in other parts of the Waikato and Bay of Plenty Regions.

Support and foster young leaders and entrepreneurs

- » Grow and support the next generation of leaders. Create connections between educational leaders, business leaders and community leaders. Show young people how they can become leaders in their communities.

Discover Lake Taupo's identity

- » Lake Taupo has been known by many outside the District as a visitor destination but to those who live here there is more to life around the Lake. As a community we need to identify and promote an identity for the District.



The road to a plan of Action



2007 Onward	review reports, statistics and information about the economy
2008 June	launch of ELT and the Action Plan process
2008 June - Sep	conversations with stakeholders
2008 October	Draft Action Plan prepared based on stakeholder conversations
2008 November	stakeholder symposium to feedback on the Draft Action Plan
2008 Nov-Dec	Draft Action Plan available for continued feedback
2009 Early	final Action Plan completed
Ongoing	implementation of the Action Plan and regular reporting back

The review process

The Action Plan includes a range of areas of action to provide a basis for the economic growth of the Taupo District. Some may be more important to initiate than others and a timetable will set out the future programme identifying the priorities.

Enterprise Lake Taupo will review and report back to stakeholders and the community on progress with the implementation of the Action Plan.

The next steps in the process

We welcome your continued input and feedback as we commence the implementation process. Contact Enterprise Lake Taupo with your comments and suggestions.



Enterprise Lake Taupo

In 2007 a range of people and organisations saw the need for cooperation to support Taupo District's economy and decided to act on it. They have worked together to set up Enterprise Lake Taupo.

Enterprise Lake Taupo is the key economic development agency for the Taupo District. Its role is to develop and implement a range of challenging strategic priorities to meet the needs of a dynamic and diverse community and to shape economic development in the Taupo District. It will also act as an economic development liaison with other parts of the country, especially our neighbouring regions.

Please contact ELT if you have feedback on this document or have any other queries about economic development in Taupo District.

The Trustees of Enterprise Lake Taupo

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Terri Foley - Lake Taupo Development Company

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