

## ECONOMIC DEVELOPMENT AND EMPLOYMENT

### Cost of Proposed Services

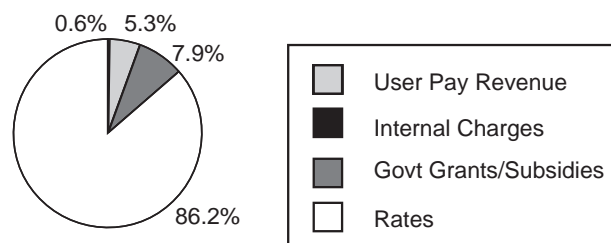
Budget 1997/98			Budget 1998/99	
Net Cost	Operational Outputs	Gross Cost	Revenue	Net Cost
\$		\$	\$	\$
48,212	Advice to Council	30,534	0	30,534
319,212	Business Information and Advice	295,934	0	295,934
322,000	Business and Economic Promotion	416,400	0	416,400
1,646,146	Employment and Training Scheme Administration	2,578,126	(906,633)	1,671,493
298,245	Employment Promotion	334,473	(40,000)	294,473
871,680	Visitor Promotions	871,680	0	871,680
399,025	City Promotional Activity	473,081	(45,550)	427,531
200,000	Turning Point 2000	451,467	(130,000)	321,467
234,255	Central City Promotions	357,882	(90,000)	267,882
586,738	Central City Retail Marketing	555,819	(56,000)	499,819
284,685	Sister Cities	311,707	(3,000)	308,707
869,610	Tram and Shuttle Operations	1,364,610	(200,000)	1,164,610
2,299,639	Convention and Entertainment Facilities	3,392,970	(100,000)	3,292,970
<b>8,379,446</b>	<b>Net Cost of Service</b>	<b>11,434,682</b>	<b>(1,571,183)</b>	<b>9,863,499</b>

Note: The above Cost of Service Statement includes a depreciation provision for 1997/98 of \$705,461 and in 1998/99 of \$724,463. The cost of capital charge for 1997/98 is \$19,258 and in 1998/99 is \$17,867. Cost of capital is not reflected in the above figures. Revenue for 1998/99 includes external revenue of (\$1,505,883).

Projected Net Cost 1999/00		9,530,369
Projected Net Cost 2000/01		9,465,977
1997/98	Capital Outputs	1998/99
\$		\$
263,700	Renewals and Replacements	220,700
80,000	Asset Improvements	60,000
22,955,302	New Assets	1,032,000
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23,299,002		1,312,700
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The above Capital Outputs include projects from the Communications and Promotions Unit.

### Sources of Funding



### Planned Services

#### Economic Development and Employment

- Providing advice to the Council in developing economic development and employment policies and programmes.
- Providing and co-ordinating information and advisory services in relation to existing and new small business development, through the Canterbury Development Corporation, Business in the Community, Business Grow, Business Taskforce Project and Company Rebuilders.
- Implementing programmes aimed at encouraging new investment, increased purchasing, and business expansion within Christchurch, principally through the Canterbury Development Corporation.
- Administering and promoting the use of Government funded work experience, training and subsidised employment schemes and providing case management and information support to unemployed people.
- Preparing and ensuring the wide dissemination of promotional material on Christchurch City.
- Liaise and work with Turning Point 2000 to optimise promotional opportunities for Christchurch City.
- Promoting and managing cultural exchanges and friendship between sister cities.

- Promoting in-bound tourism to Canterbury, through national and international marketing and the provision of information services to visitors to Christchurch.

Through funding and control of the Canterbury Development Corporation (CDC) (see page 50) and also contractual arrangements with the Canterbury Tourism Council, services are provided in relation to business, economic and visitor promotion. CDC also manage, on behalf of the Council, employment services. City and Central City promotional activity is delivered through the Communications and Promotions Unit.

NCC New Zealand Ltd has been contracted to manage the facilities on the Council's behalf. The Company is paid a venue management fee and each year the Council and Company meet and agree on a Statement of Corporate Intent. The Statement of Corporate Intent sets out the overall intentions and objectives for the forthcoming year.

#### Convention and Entertainment Facilities

Promotion and operation of the Town Hall, Convention Centre and Sport and Entertainment Centre. The Convention Centre was opened in March 1997 and the Sports and Entertainment Centre will open in August 1998.

The Town Hall/Convention Centre complex provides the following services:

- A centre of excellence for the performing arts and cultural activities, available to local and travelling performers.

## ECONOMIC DEVELOPMENT AND EMPLOYMENT

### Planned Services (Continued)

- A centre for hosting conventions, conferences and similar events to a higher standard and with a greater degree of flexibility than has previously been available.

The Sport and Entertainment Centre, when completed, will be a multi-functional facility designed to attract major sporting and entertainment events and any other shows or exhibitions requiring extensive indoor space. For example, the 1999 World Netball Championships will be hosted at the new Centre.

### City Centre

Promotion and marketing of the City Centre through:

- Monitoring of the City Centre so we can determine City Centre deficiencies and work with other units to develop strategies to address problems;
- Support of City Centre businesses by facilitating and co-ordinating collective marketing;
- Promotion of City Centre as a place to visit;
- Measurement of effectiveness of City Centre Marketing activity.

### Overall Service Objective

These services contribute towards the following Council Objectives: A4, A6, A8, A10, A12, C1-C6, C8 and D8 (see Volume 1).

In summary the aim is:

- Sustainable economic development and increased employment through ensuring the co-ordinated provision of information, advisory, support and marketing services which result in the level of investment and the number of jobs in the city being greater than would otherwise be the case.
- To provide cultural, social and economic benefits to the Christchurch community by promoting the convention and entertainment facilities as pre-eminent venues for presenting the performing arts, conventions, trade exhibitions, sports and entertainment.
- To maintain and enhance the Central City as the principle commercial, administrative, employment, cultural and tourism focus for the City, and the venue for a diverse range of activities.

### Objectives for 1998/99

1. Conduct regular seminars/workshops to help identify and/or create business opportunities with growth potential.
2. Further investigate and promote business investment and local purchasing opportunities in Canterbury.
3. Continue the Business in the Community Programme to stimulate business survival, growth and employment generation in Canterbury.
4. Provide a programme of job assistance and job placements to help youth and other unemployed persons.
5. To support the infrastructure of community groups working with the unemployed.
6. Provide advice and information to tourists through Information Office Services.
7. Wide ranging community use of the convention and entertainment facilities.
8. Significant economic impact of the Convention Centre to the Christchurch economy.
9. Project an image to venue users of the highest possible quality.

10. To ensure consistency in imagery and message used to promote Christchurch by monitoring the promotional material.
11. To encourage international exchange through Sister City networks.
12. To implement and review the Marketing Strategy for the City Centre.
13. To increase financial contributions from retailers and other stakeholders in the City Centre.
14. To increase numbers of retailers staying open on Saturdays (minimum hours 10.00 am - 4.00 pm).
15. To increase retailer buy-in to strategy.
16. To improve communication between Central City Marketing and retailers.

### Performance Indicators

- 1.1 At least 69% of residents satisfied with the value for money of rates spent on economic development.
- 1.2 At least 70% of participants rate seminars/workshops as very useful or useful.
- 2.1 Successful Investor/Investee matches from the Directory of Business Opportunities during the year, at least 15 projects.
- 2.2 Maintain current information of a minimum of 5,000 businesses on BUSINESSLINK.
- 2.3 Achieve a minimum of 30% purchase rate for direct enquiries.
- 3.1 Maintain a comprehensive directory of a minimum of 50 mentors to facilitate matching of mentors with businesses requiring help.
- 4.1 Contribute to at least 10 job creation projects for young unemployed people in conjunction with the NZ Employment Service, community organisations and organisations representing Maori and Pacific Islanders.
- 4.2 Provide work opportunities for up to 200 people over the age of 21 in community organisations/not for profit sector.
- 5.1 Contribute to the development/maintenance of the infrastructure of at least five community groups working with unemployed people. Said groups formally express satisfaction with support provided.
- 6.1 The Visitor Centre is open and providing services for 364 days of the year with daily visitor numbers from January to March of 1,650 and from July to September of at least 450. Counter advice given to at least 700 people and at least 220 people daily in the two periods respectively.
- 6.2 At least 30 overseas travel wholesalers are visited or hosted during the year.
- 6.3 The Christchurch Convention Bureau prepares at least 10 bid documents on behalf of organisations seeking to bring conferences to Christchurch.
- 7.1 Residents satisfied with the value for money of rates spent on the Town Hall, Convention Centre and Entertainment Centre, at least 69%
- 7.2 Total number of Town Hall and Convention Centre visits, at least 590,000
- 7.3 Residents visiting the Town Hall and Convention Centre at least once during the year, at least 63%
- 8.1 Increase the average nights stayed by tourists over the previous year, at least 2.5%.
- 9.1 Customers rating quality of staff service during year (across all categories) as good or better, at least 70%

## Performance Indicators (Continued)

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| <p>9.2 Customers satisfied with visits to Town Hall, Convention Centre and Entertainment Centre during the year, at least <span style="float: right;">80%</span></p> <p>10.1 Main organisations promoting Christchurch agree on the key messages and images used in promotion.</p> <p>11.1 Main organisations promoting Christchurch use Council co-ordinated promotional material.</p> <p>12.1 Administration and servicing is provided for a minimum of 40 Sister City Committee meetings across the year.</p> <p>12.2 Sister City activity is maintained at the current level or increased.</p> | <p>13.1 Central City Marketing plan reviewed by end September 1998. Strategy and Plan adjustments reported to Central City Committee by November 1998.</p> <p>14.1 Minimum financial contribution to Central City Marketing from retailers, sponsorship and funding of \$120,000 (1996/97: \$97,000).</p> <p>15.1 Over 300 retailers sign up for Saturday Opening Hours campaign in both six months campaigns (Achieved in first two campaigns August 1996/February 1997).</p> <p>16.1 Retailer Forum groups held with retailers at least six times in 1998/99 (two forum groups in 1996/97).</p> <p>17.1 Minimum of six issues of Street Talk published in 1998/99 (four issues published in 1996/97).</p> |
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This battery powered shuttle bus will help to facilitate more convenient travel within the Central City. It is planned to introduce such a service in the spring of 1998.