



<b>R E P O R T</b>	<b>TO</b>	PLANNING AND FINANCE COMMITTEE
	<b>FROM</b>	CHRIS HALE
	<b>FILE REF</b>	06.502.002 – 00197497.rtf
	<b>DATE</b>	06 JULY 2004
	<b>SUBJECT</b>	<b>ECONOMIC DEVELOPMENT - REPORT FOR THE 3 MONTHS ENDED 30 JUNE 2004</b>

#### RECOMMENDATION

That the report be received.

#### 1. Business Start Up / Information/ Expansion Enquiries

Since the 1st of April, I have processed a number of enquiries relating to property or projects. There is an apparent need for more industrial land in all our centres. Currently discussions are being held with potential purchasers in conjunction with real estate persons. Statistical information is regularly demanded and we are able to provide a full range of Census information by the community.

#### 2. Go Waihi

The Go Waihi constitution has been redrafted and will go to their AGM for ratification.

Monthly 'Business After Five' meetings have been held and Councillors Wightman and Hayden have attended regularly. Venues and sponsors have included Coromandel FM, Elliotts Furniture and Waihi Motor Camp with an average attendance of around 40 persons. The Tourism Group meet regularly to work on joint promotion initiatives for the area. The database of Waihi businesses has been maintained with 8 new businesses commencing in the town in the last three months.

There is an unsatisfied demand for residential sections in Waihi. Section prices have risen with, a good 2000sqm section selling for \$100,000 plus. Most subdivisions are providing sections of 800sqm and less.

Residential Real Estate figures for Waihi for February are still showing an increase over one year ago with the median price having risen to \$155,030 from \$114,120. In February nine lifestyle blocks sold in the district for a median price of \$226,444.

#### 3. Hauraki Enterprise Agency

Discussions are being held with the Hauraki Enterprise Agency following their funding submission to Council. A potential project to be assisted is the Youth Enterprise Scheme which involves students at the Colleges being given business guidance and advice with a project. No firm proposal has yet been received

#### **4. Regional Partnerships Programme Hauraki Coromandel Development Group**

The joint committee has applied for and received \$46,500 to assist the Aquaculture industry identify sites for unloading facilities and a new processing plant. Tenders to undertake this work are currently being received and a recommendation will be made to the Group following the 20 July meeting.

The Heritage and Cultural Project has identified a number of potential projects that could have a strong positive impact on the wider region and some of the Golden Legacy projects will be included. Once projects are selected and prioritised, capability building funding will be sought from the Regional Partnership Programme to get projects kick started. Monthly minutes are circulated to all Councillors. We are currently investigating the provision of a Coromandel/Hauraki branded service course in conjunction with Kiwi Host.

#### **5. Refreshingly Paeroa**

Paeroa has held its third BA 5 sponsored by Harmony Meats. These meetings provide an excellent networking opportunity and give new businesses a welcome to the town. Councillors are always welcome.

Ten welcome letters and a promotional package were delivered to new businesses in Paeroa for the three months to 30 June. The majority were to new owners of existing businesses. A Paeroa brochure is under development and will be produced in September.

#### **6. Positively Promoting the Plains**

The PPP group have held their AGM and a new committee chaired by Gray Townshend have held their first BA 5. This was attended by 52 business persons from the Plains and the opportunity was taken to farewell some from the business community and welcome others.

A business community planning day is to be held and a facilitator (Gary Towler) has been engaged to run the day.

A request has been received to shift the information Centre from the Copper Kettle to the Ngatea Water Gardens. A meeting has been held with both parties and a recommendation will be made to the committee at the next meeting 20 July. Consent for signage for the town entrances has yet to be lodged. The ATM for Ngatea is on hold yet again.

#### **7. Engagements/Conferences**

I have attended the following:

- Thames Agricultural Advisory Group meeting 5 April, 14 Jun
- Sister Cities Group meetings 02 April, 15 June
- Agricultural College meetings 19 May, 24 May, 8 June, 14 June, 21 June.
- Regional Partnership 19 Apr, 18 May, 15 June
- Waihi, Paeroa, Plains BA 5's 7 Apr, 21 Apr, 5 May, 1 June, 10 June
- Goldfields Railway 20 Apr, 18 May, 14 June
- Go Waihi co-ordinator monthly
- Positive Paeroa Coordinator monthly
- Plains Promotions Group monthly
- M Harrison WINZ 17 May
- AUT Economic Development Course 21 – 24 June
- Rail Cycle Trail 31 Mar, 9 June

#### **8. Hauraki Plains Agricultural College**

Year two has been completed with the annual prize giving held 1 July. Twelve Students are now into full employment in the district. Local farmers are very supportive and pleased to be able to get trained staff.

**9. Sister Cities**

Arrangements for the Jiading exchange are being finalised. Twelve Jiading students and two teachers are to arrive in August and be hosted by seven students at Waihi College, three at Paeroa and two at Hauraki Plains College. A similar number of Hauraki students will travel to Jiading in late Sept /early August. Airfares are booked and visa applications are being finalised.

The Sister Cities Group had Margaret Cooper who heads the NZ China Association as guest speaker, was very informative and helpful in growing our Sister Cities relationship. A second newsletter has been prepared. The Jiading District Government has expressed a wish to visit the District later this year.

**10. Economic Development Strategy**

The strategy will be reviewed and presented to Council for adoption for the 2005/6 year. An Economic Development Website for the Hauraki and Thames Coromandel districts is being prepared in conjunction with TCDC and Tourism Coromandel.

**11. GETS Tenders**

Eight tender opportunities posted on the Government Electronic Tender Service (GETS) were referred to businesses in the district. They were for the building of DOC huts, pest control and the provision of valuation services for Western Bays.

**12. Promotions**

We have continued to place advertisements in Auckland papers targeting the retired community identifying the benefits of relocating to Hauraki District. In the last three months we have received five direct enquiries and these have been referred on to the Real Estate agents.

**13. Projects**

Waihi

Mitre 10 have now confirmed their relocation to a site where the BP station is currently. The Brown and Brown operation will close and part will be relocated to South Africa. The property will become part of the Mitre 10 expansion. Other properties are under contract for further developments and there is a good level of enquiry for commercial property.

Paeroa

Currently working with three projects for industrial use. Have provided statistical input for two recent property sales.

Potential exists to develop more industrial property.

Ngatea

Some demand for industrial property is being experienced. Potential for a joint venture with the local developer.

**14. AUT Grad Dip Economic Development**

I am currently completing the final year of this course and am undertaking research to find Best Practice for the marketing of mussels in the world market. This ties in very closely with the work that the Hauraki Coromandel Development Group are doing for the aquaculture industry.