Having lived in the Hauraki District for 35 years, I’ve seen many changes, particularly in business and economic development.

The recent establishment of a Chinese-owned food production company in Hauraki, significant investment in aged care, and substantial growth in the building and hospitality industries, are all a reflection of the growing reputation of Hauraki as a great place to live, work, visit and do business.

In alignment with central government’s Business Growth Agenda this Council supports the attraction of new foreign investment into New Zealand. We’ve developed excellent relationships with a number of key government departments including New Zealand Trade and Enterprise and Immigration New Zealand, giving us access to resources to help local businesses explore and potentially gain access to overseas markets. We’ve also established a great relationship with Waikato Innovation Park, whose Business Growth Advisors work directly with local business owners interested in growth and expansion.

On the tourism front, the popularity of the Hauraki Rail Trail continues to exceed expectations and boost local business. The addition of the Kaiaua to Kopu, and Waihi to Waihi Beach legs of the Trail in 2016/17 will make the ride a true multi-day experience, providing further opportunities for investment in hospitality and other tourist attractions.

In today’s global business environment, fast, reliable broadband is as essential as roads were 100 years ago. In 2015 we applied for a share of government funding to facilitate the delivery of ultrafast broadband into our communities. This is an ongoing process and will continue to be a focus for the Council as technology and innovation continue to develop, and more entrepreneurs and business owners look to live, work and do business outside of the major cities.

The next ten years promise to be an exciting time for Hauraki and we look forward to continuing to work with the business community to ensure strong, sustainable economic growth.

John Tregidga, JP, MNZM
Hauraki District Mayor
Economic Development - What is it?

From a Council perspective, economic development can be defined as actions that positively influence economic growth and improve the economic and social well being of a community by providing jobs, sufficient income levels, and the resources required to achieve a healthy standard of living and quality of life.

While there are a number of international, national and regional variables at play that will influence how much effect a council can realistically have on economic development, we contribute to the economic development of the Hauraki District in several ways. This contribution includes, providing good-quality infrastructure and regulatory services, actively promoting business and industry development, and attracting people to the District by providing attractive well-designed public spaces.

This Economic Development Strategy identifies the five areas or ‘pillars’ where we can best influence economic growth over the next five years. The Strategy sets out our goals under each of the five pillars. The expectation is that if these goals are met, there will be an increase in the number of businesses operating in the District, an increase in the number of jobs available, and population growth.
Located in the Waikato Region of New Zealand’s North Island, the Hauraki District is economically well-positioned within the ‘golden triangle’ between the major cities of Auckland, Tauranga and Hamilton. Its three most populated towns are Paeroa, Ngatea and Waihi. There are also several smaller townships and abundant open spaces. The District is geographically diverse with rich dairy farming land, the rugged beauty of the Karangahake Gorge, wetlands of international significance and beautiful coastlines and beaches.

For the year ended 30 June 2015 the population of Hauraki grew by 350 people, or 1.8%, to 19,100.¹ This has predominantly been attributed to an increase in net migration (more people moving into the District than leaving) and to a lesser extent natural increase (more births than deaths). The District population is projected to continue to grow gradually over the next 20 years.

There are several major economic drivers in Hauraki including pastoral farming, mineral extraction, horticulture, tourism and ancillary service industries. There is a manufacturing base that has steadily grown over the last five years and is projected to continue to grow. There has also been increased investment in the retirement sector and food production, and there is potential to tap into the future growth in aquaculture.

¹ Statistics New Zealand, estimated population 2015

Some of the major advantages of living and doing business in the Hauraki District:

- We are making it easier for business to invest and operate.
- Hauraki can offer businesses a more cost-effective operating environment than larger urban centres.
- We are within one hour’s drive of Auckland International Airport.
- Hauraki is a major transport route between the major ports of Auckland, Hamilton and Tauranga.
- We have built relationships with central government agencies in both New Zealand and abroad and have connections to international markets.
- Our natural taonga (treasures) including our coastal environment, world renowned wetlands, the pristine Karangahake Gorge, temperate climate and fertile soils.
- An increasing number of tourists that visit the District and the wider Coromandel to enjoy the Hauraki Rail Trail, historic mining attractions, stunning walkways and beaches, and nationally recognised annual events.
- The price of land and housing is inexpensive relative to neighbouring metropolitan areas.
- Our caring communities and excellent schooling.
“cost-effective operating environment”

“central location”

“caring communities”
What are our District’s challenges?

In preparing this Strategy we have been mindful of the current economic and social challenges facing the District and those it could face in the future.

The New Zealand North Island population grew by 69,100 (2.0%) in the June 2015 year, to reach 3.52 million. The total New Zealand estimated resident population at 30 June 2015 was 4.6 million. Population growth in the North Island has largely been concentrated within the four largest territorial authorities (Auckland, Hamilton, Tauranga, and Wellington).¹

The Hauraki District is within a one hour drive of Auckland, Hamilton and Tauranga. This concentrated population growth and increasing demand for housing has resulted in an inflated Auckland property market and ever-increasing house prices in Hamilton and Tauranga.

These trends have likely contributed to the Hauraki District experiencing higher than projected population growth from net migration as people look to districts, such as Hauraki, for more affordable housing options and an improved lifestyle. This ‘Auckland effect’ could result in higher population growth over the next twenty years than previously projected.

Hauraki and the wider Waikato Region derive a lot of economic advantage from land and water resources. The ability to understand how environmental constraints may limit growth and how to manage these resource demands will be critical for our overall success in the future.

The ever-increasing need to balance population and business growth with environmental constraints and the need to plan for climate change will provide challenges for councils and the business community. In particular there are increasing standards required for the quality of discharge permitted to enter waterways which may require technology upgrades or new ways of addressing industrial and residential discharge.

While the District population is currently growing, projected minimal population growth in the younger age groups, together with an increase in the population over 65 years of age, could see the District population start to slowly decline after 2035. This means that the population (and therefore the ratepayer base) would no longer be expanding which could have a negative effect on our ability to provide services. This could also have a negative effective on business growth if a strategic approach to economic development is not adopted.

There are pockets of increasing social deprivation in the District, focused predominantly in the larger towns. This means an increasing number of people do not have the same level of income and qualifications, or access to goods and services (such as communications and private vehicles) as other people. Whilst for the majority of people living in the District the greatest proportion of their income comes from wages or salary, overall, the District’s communities have a higher number of people deriving their income from superannuation and means tested benefits than the New Zealand average. This is consistent with the social deprivation index rating.²

That said, we continue to perform well in our key sectors and there remains opportunities to strengthen our local economy. We are focused on how we can help the District keep moving forward and where possible, improve the socio-economic situation for our community.

¹ Statistics New Zealand, estimated population 2015
² NZDep2013 Index of Deprivation
Average (mean) annual household income for 2015

Hauraki $66,838
New Zealand $91,198

Gross Domestic Product (GDP) per capita for the year to March 2015

Hauraki $29,945
New Zealand $52,953

Tourism spend for the year to March 2015 in Hauraki $42.9 million

Increase on the tourism spend year ended March 2012 which was $29.4 million

Domestic visitor expenditure in Hauraki has increased $26 million in the last five years, of which $18 million is from the last two years

Dairying in Hauraki 2014/15

116,743 estimated number of cows
408 dairy herds
6 cows for every person

Estimated average (mean) weekly rent for the year to June 2016

Hauraki $263
New Zealand $403
Our Vision

“Hauraki District is a place where business locates, talent lives and people visit because of our vibrant communities, great lifestyle options and enabling business environment”
Achieving our **Vision**

After speaking with various sector representatives, business owners, and individuals from the community in 2013 we focused on five priority areas that would best allow us to influence economic development in a positive way. During the 2016 review of the Economic Development Strategy we were mindful of key regional and national strategic directions found in various documents including the Waikato Regional Economic Development Strategy *Waikato Means Business*, the New Zealand Government’s *Business Growth Agenda: Towards 2025* and the *New Zealand Investment Attraction Strategy*.

We have aligned our Strategy with relevant parts of the Government’s Business Growth Agenda, which focuses on six key inputs which will help businesses succeed and grow. These inputs are; investment, export markets, innovation, skilled and safe workplaces, natural resources, and infrastructure.

We’ve also aligned this Strategy with the Regional Economic Development Strategy: *Waikato Means Business* so we are complimenting regional initiatives rather than duplicating work already being undertaken. The five strategic priorities of *Waikato Means Business* include; making business easier, growing global industries, telling the Waikato story, maintaining and building on our location advantage, and building, attracting and retaining skills and talent.

This regional work includes developing a regional labour market strategy to improve regional workforce gaps and skills issues, and maximising value from primary production through further processing and innovation. The latter initiative involves better connecting key research and education institutes and the manufacturing sector with the forestry, meat, dairy, aquaculture and materials sectors.

As part of the 2016 review of our Economic Development Strategy we have updated the five priority areas or ‘pillars’ of economic development to better reflect the areas where we believe we can best contribute to the development of more vibrant and economically viable communities.

The five pillars are:

- Business Friendly Hauraki
- Connected Hauraki
- Destination Hauraki
- Hauraki Inc
- Built for Business Hauraki
Under each Pillar there are specific goals we aim to achieve over the next five years and a set of high level actions.

Where these actions have financial implications for the Council, they will be subject to more detailed business case development and the planning processes that we undertake when developing the 2018-28 and 2021-31 Hauraki District Council Long Term Plans.
Business Friendly Hauraki refers to the creation of a quality regulatory environment that makes it easier for business to grow, invest and create jobs in the District. While councils cannot compromise their legal responsibilities, we aim to be more customer-focused and have more user-friendly processes in place. This includes introducing new technology and communication practices and having staff available to assist in the consenting process.

The New Zealand Government has introduced a number of measures to reduce the cost of building new homes in New Zealand, including a review of the Resource Management Act 2002, and increasing land-supply. We aim to make building new homes and establishing business easier and more cost-effective by ensuring a business and customer-friendly focus is at the forefront of decision-making when reviewing our policies and District Plan rules. We recognise we have a key role to play in ensuring our rules and land zoning are facilitating growth.

Our goals

• Aim to roll out the red carpet, not the red tape
• Treat the business community as a customer

Our plan to achieve this...

• Ensure our policies continue to support local business and community well-being.
• When District Plan rules are reviewed we will focus on facilitating housing and business growth.
• Ensure our consenting processes are streamlined for efficient service. This will include the provision of more online services in the future. Online building consents are the first step in this process.
• Introduce customer-focused communications through traditional communication channels and expanding social media presence.
• Promote business facilitation among regulatory services, planning teams and asset managers.
• Provide a Council case manager for potential business developers in order to create a clear pathway for business development in the District.
• Establish cross-departmental project teams for developments of scale.
• Collect and make available key District information for investors.
After outgrowing their Kopu-based site, Pohutukawa Frame and Truss Ltd directors Jeremy and Leanne Cryer, and Martin and Fiona White, spent two years weighing up their options before choosing the nearby Hauraki Park Industrial Subdivision and Food Technology Hub developed by Hauraki District Council at Kerepehi.

Originally supplying the Coromandel Peninsula with pre-cut frames and trusses for a wide variety of residential and commercial buildings, the company now exclusively supplies Bunnings stores in the Bay of Plenty, Whakatane, Waikato and Southern Waikato.

“It (Kerepehi) was the ideal site. We considered Thames, Hamilton and Tauranga but because of the large area we cover we have to transport our products wherever we’re based, so being on State Highway 2 between three major cities is perfect for us” says Martin.

Early concerns around implications for the company’s staff should the business relocate, have proved groundless with those living in Thames happy to make the 15 minute commute out to Kerepehi. Two staff members have even bought houses on the Plains.

“For a country area there are lots of opportunities and options,” says Jeremy, “the schools are great, there’s no traffic jams and there’s always plenty to do.”
Connected Hauraki

Connected Hauraki accepts that while local government should set, support and drive a vision for economic growth, we also need to foster partnerships with multiple stakeholders in order to achieve positive economic results for our District.

This Pillar involves advocating for the District at a regional or central government level and participating in inter-regional initiatives with neighbouring councils. To advocate on behalf of the District and provide good-quality infrastructure, we need to understand the needs and potential of our communities. To do this, we need to maintain quality connections with local businesses and the wider community.

We also aim to facilitate local business networks and promote learning and growth opportunities by connecting our businesses with each other, and with organisations that provide business services.

Now the treaty settlement process is nearly finalised for Iwi and Hapū of Hauraki there is potential to liaise with Iwi and Māori and assist with economic initiatives where needed.

Our goals

• Connect with local businesses, schools and communities
• Liaise proactively with Iwi and Māori
• Advocate for the District at a regional and national level

Our plan to achieve this...

• Fund the District’s Town Promoters to enable them to connect the local business community and wider community.
• Connect Waikato Innovation Park and other organisations that provide business services with our local businesses.
• Liaise with Iwi and Māori to identify opportunities for joint ventures or areas where the Council can provide support.
• Encourage social initiatives that assist new residents to feel at home in the District.
• Link to the Waikato Regional Economic Development Strategy and the Waikato Plan for the benefit of the District and the Region.
• Build on key central government relationships to secure support and funding for District initiatives.
Moving the family business from Auckland to Paeroa was one of the smartest decisions Agrisea NZ ever made says General Manager Tane Bradley. Paeroa’s 100 year old former butter factory has proven the perfect base for the company to brew its seaweed nutrition and health products, while the town’s central location allows easy access to the company’s main clients in the agriculture, viticulture, and horticulture sectors.

“We started our business in a residential garage in Auckland and the move to Hauraki really supported our growth,” says Tane.

Employing 30 staff and contracting many others, the company now has three manufacturing plants and an office showroom in Paeroa, and a plant in Gisborne. It supplies 64 percent of New Zealand’s grape growing market, and ships its products to farmers all over the country.

Working with Waikato Innovation Park Business Growth Advisors, the company is now looking at global markets.

“We’ve got everything we need to grow our business and raise our family, right here,” says Tane, who has three primary school aged children with wife Clare.

“If we ever need to go to the city, Auckland, Hamilton and Tauranga are all close by, but we don’t have to live there, or pay exorbitant commercial leases and property prices. In Hauraki, you can have a great lifestyle and grow a successful business too.”

A few years ago, the Waihi Community was asked to come up with a list of options for projects in the area that would support economic growth beyond mining. One idea was to create a modern and interactive Gold Discovery Centre that would tell the story of the town’s long association with mining in a way it had never been told before.

Waihi Vision Trust was formed to drive the project and funding was secured via a partnership between Hauraki District Council, Newmont Waihi Gold, New Zealand Trade and Enterprise, and Vision Waihi Trust.

Opening in late 2014, the Waihi Gold Discovery Centre’s interactive and innovative visitor experience has since become one of the region’s major tourist attractions. The Centre continues to develop a strong reputation within the tourism sector as a high quality visitor attraction and has won a number of national awards.

The town’s i-SITE (now co-located in the Gold Discovery Centre) has experienced excellent growth in visitor numbers with approximately 77,500 customers in 2015.

Waihi Gold Discovery General manager Eddie Morrow says this is a 58 percent increase over the previous record of approximately 49,000 per year and a very strong indicator of project success.

“Having good partners, both private and public, was fundamental to the project’s development, implementation and ultimately its long term sustainability. A willingness to collaborate, communicate effectively and deliver great community outcomes has been a key factor for this project partnership.”
Destination Hauraki

Destination Hauraki identifies there are economic benefits to creating places where people want to live, work and play. Councils play a key role in creating environments that attract, retain, and grow economic activity. We aim to retain the District’s high quality natural environment and provide quality pedestrian-focused urban spaces to make our communities desirable places to live.

It is important our communities have access to key services, such as health services, government agencies and food retailers. Where needed, we will attempt to attract businesses and public sector organisations to establish or remain in the District which will allow people to access key services in their own communities.

This pillar also involves facilitating business growth along the Hauraki Rail Trail and supporting the tourism industry by jointly funding our Regional Tourism Organisation, Destination Coromandel. Tourism is playing an ever increasing role in our economy and funding Destination Coromandel aligns with the New Zealand Government’s Business Growth Agenda which focuses on tourism as a major export earner for New Zealand.

Our goals

• Create a District where business will locate and people want to live
• Encourage business growth that attracts domestic and international tourists

Our plan to achieve this...

• Actively support tourism and other business ventures that make the District an attractive place to live in and visit.
• Facilitate business development along the Hauraki Rail Trail.
• Continue to jointly fund Destination Coromandel so it can continue to promote the Hauraki District and wider Coromandel as a key tourist destination.
• Continue to market the District as a great place to live, visit and do business on the Council’s website and social media platforms.
• Create public spaces that attract people to visit and live in the District, such as pedestrian focused urban spaces.
• Develop affordable subdivisions to attract new people to move to Hauraki.
• Retain and attract key service providers, such as health sector businesses and central government agencies or food retailers, to develop more sustainable communities.
• Support the development of retirement villages so our communities can age in place.

Destination Coromandel’s strategic plan; The Coromandel: beyond 2025 can be viewed online at www.thecoromandel.com.
When BNZ commercial partner, John Lloyd sat down and did the maths, moving his family from Thames to Ngatea added up. Originally from Liverpool in the UK, he and wife Kelly came to New Zealand five years ago where he took up an opportunity with BNZ Business Partners in Thames. Following the advice of friends and colleagues in the area, the couple sent their children, Chloe and Warren, to Hauraki Plains College in Ngatea.

"Everyone assumes you have to send your kids to a private school for them to have a good education, but we found that just wasn’t necessary. Our experience of Hauraki Plains College has been fantastic," says John.

Struck by the inclusive and welcoming school community, it didn’t take them long to start looking for a home in the area.

“The first concern of most women (when choosing a place to live) is schooling and that was definitely Kelly’s biggest box to tick,” says John, “but the town ticks plenty of other boxes too; social and sporting opportunities, nearby leisure activities, boutique shopping, medical facilities, police station, petrol station – all the things you would find in a little English village.”

If it sounds idyllic, it’s because it is. A world away from Auckland, but just an hour in reality, the town is also close to the beaches of Coromandel and Waihi, the rivers and walks of the Karangahake Gorge, not to mention the increasingly popular Hauraki Rail Trail.

Putting on his banker’s suit, John sees property in the town as good value for money with plenty of growth potential.

“It’s (Ngatea) a really attractive place to live, work and do business. From a logistical point of view – where else can you pay half or one third of the lease you’d pay in bigger centres and still be on a major thoroughfare?” says John.
This pillar recognises the importance of international business investment, as well as local business investment, in providing sustainable, high-paying jobs which contribute to increasing the standard of living for people in our local community.

Hauraki Inc. is about our focus on making international connections to attract foreign direct investment into the District. This economic development approach supports the New Zealand Government’s Business Growth Agenda which highlights the importance of New Zealand attracting international investors into opportunities that grow new industries, increase capital for existing industries, and create job growth. Actively seeking new foreign investment into the Hauraki District supports ‘New Zealand Inc’ because we are not targeting industry from other areas of New Zealand, but attracting new investment into New Zealand. This will involve maintaining and growing our positive relationships with central government agencies both in New Zealand and off-shore.

A goal of the Business Growth Agenda is to lift export contribution to 40 percent of New Zealand’s Gross Domestic Product (GDP) by 2025. Located within the ‘golden triangle’, Hauraki is perfectly positioned to capitalise on foreign direct investment and a growth in exports. While we will continue to facilitate opportunities with the international community it is also important each sector realises the opportunities linked to foreign investment and works proactively to develop them. These opportunities might include attracting foreign investment to build upon existing sectors or opening new markets and sales channels by leveraging off our relationships across East Asia.

Working alongside Government agencies, we are committed to ensure businesses who can contribute to exporting and increasing GDP for the District can access support to be successful.

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1 New Zealand’s Investment Attraction Strategy
“First NZ footprint” for Chinese company

Hauraki was one of four New Zealand locations on Chinese ice cream manufacturing company, Allied Faxi New Zealand Food Company’s shopping list in July 2013. The District’s location on State Highway 2 between the Ports of Auckland, Tauranga and Hamilton, and its business friendly council, helped seal the deal on Kerepehi as the best site for the company’s first footprint outside of mainland China.

Allied Faxi NZ general manager Arthur Yan said the availability of local dairy products was another reason for choosing Hauraki.

“Chinese people understand how clean and green New Zealand dairy products are, which is one of the reasons the factory is being built here,” he said. “Also the Council’s Economic Development Department has worked hard to help us.”

Converting the old Kerepehi Cheese Factory into a modern state-of-the-art production facility, the company plans to employ up to 50 local people and produces 10 tonnes of frozen cream and 10 tonnes of ice cream per day for exporting to the Chinese domestic market.

“The Hauraki District Council is a leader among New Zealand local governments with its international business friendly focus. The willingness of the Council to communicate, engage and support international partners has caught the attention of other councils, central government agencies and international parties who want to set up in the district. This willingness has proven rewarding with the successful attraction of a Chinese ice-cream manufacturer and additional foreign investment from other international investors currently in the planning stage”

Simon Appleton
General Manager Eastern Bridge
Built for Business Hauraki

Built for Business Hauraki acknowledges councils have a significant role to play in ensuring the physical and built environment is conducive to economic growth. We are the core provider of infrastructure in the District, providing roading, water and wastewater services, land drainage and stormwater services, and various community infrastructure such as public toilets and swimming pools.

We want to ensure infrastructure remains capable of meeting business needs, and that sufficient land is available at competitive prices for both business and residential growth. It is also important we provide community infrastructure that allows people to use community facilities and move around their towns regardless of their age or mobility.

The Government’s Business Growth Agenda has a focus on building innovation infrastructure and encouraging business innovation. In 2015 we applied for central government funding to support the delivery of ultrafast broadband into our communities. This is an on-going process, but as part of this process a Digital Enablement Plan was prepared which outlines some key community initiatives we will consider funding.

The Digital Enablement Plan can be viewed on the Council’s website www.hauraki-dc.govt.nz.

The provision of ultrafast broadband and the funding of certain projects in the Digital Enablement Plan, such as the establishment of digital hubs, will deliver even more jobs for the district as entrepreneurs and business owners look to service clients from more affordable lifestyle locations outside of New Zealand’s major cities.

Our goals

- Ensure there is good-quality infrastructure in place for projected population and business growth
- Where required current infrastructure can be upgraded to meet new business needs

Our plan to achieve this...

- Facilitate the introduction of ultrafast broadband into the District.
- Fund various initiatives in the Digital Enablement Plan, including digital hubs.
- In collaboration with private business, facilitate the development of infrastructure for the expansion of Hauraki Park and Food Hub at Kerepehi.
- Complete the build of the Hauraki Rail Trial and support the development of other cycleways that link to the District.
- Ensure the District Plan provides for sufficient serviced land for population and business growth.
- Upgrade community infrastructure to improve accessibility for our community members.
Hauraki Rail Trail

The Hauraki Rail Trail not only enhances the health and well being of our local communities through participation in physical activity, it creates economic development by attracting more visitors to the District, providing an economic flow-on effect for local businesses.

Since the opening of the Trail in May 2012 there has been a large increase in visitor numbers utilising existing accommodation, services, and businesses in the Hauraki District. The District has seen a huge increase in domestic visitor spend since 2012 and the international visitor spend is slowly increasing. In 2015 the Karangahake Gorge section of the Trail drew 10,000 cyclists in the month of January alone, making it the most popular section of cycle trail in the Waikato. With the completion of the Kaiaua to Kopu leg of the Hauraki Rail Trail by the end of 2016 the Trail will be a multi-day ride trail and the District will see another growth pattern develop, which will give yet another boost to the local economy.

Some businesses along the Trail are experiencing increases in turnover not experienced before and new businesses are opening to take advantage of this welcomed increase in domestic and international tourism numbers. Businesses in the District can be confident this sustainable industry will provide continued growth well into the future.

What the cyclist ordered

After completing the Hauraki Rail Trail, Katie Sinnott and Will Kent decided to return to Waihi and explore the town further.

“The town had real character along with a friendly feel to it,” says Will, “we thought it could be a great place to live.”

The Trail was also the inspiration behind their new business.

“When we got off our bikes we really felt like a cup of tea” explains Katie, who is originally from England, “For us nothing beats a good cup of tea or coffee in an attractive setting”.

Purchasing a character cottage alongside the Trail on Waihi’s Parry Palm Avenue, the couple is now bringing its landscaped garden back to life and transforming it into their very own English tearoom.

“Our vision is to provide classic and quality refreshments in a laid back setting,” says Katie.

We think that sounds like exactly what the cyclist ordered!
Some of our achievements over the last five years

- There has been significant new investment in the retirement sector. The physical building work should begin in the next few years.
- New businesses have opened in Hauraki Park and Food Hub at Kerepehi.
- Foreign direct investment into the District has increased due to the positive relationships we have established with the business communities in these countries. An example of this is the establishment of Chinese owned Allied Faxi New Zealand Food Co. Ltd at Kerepehi.
- We have Council staff appointed as case managers to assist developers and new start-up businesses through Council’s permits, licences and consents processes.
- An area of the Hauraki District Council website has been developed to focus on economic development, including promoting the District.
- The processing of building consents is now also being undertaken electronically, with the aim of having the full building consent process on-line in the near future. This will make it easier for developers and businesses to obtain consents.
- The construction of the Kaiaua to Kopu section of the Hauraki Rail Trail will be complete by the end of 2016 providing opportunities for increased investment and tourism spending in the District.
- The Waihi Gold Discovery Centre opened in 2014. The Council was a partner to this community driven project which has provided new jobs and is increasing tourism numbers.
- The Council has taken a leadership role developing the Ngatea Northern Estate subdivision and sections are selling quickly.
- Destination Coromandel continues to grow its digital presence and market the District to a high standard to both the domestic and international markets.
- A Digital Enablement Plan has been developed by the Council and a community group has been established to pursue broadband initiatives in the District which will make it easier for business to be done online.
- An upgrade of Mackay Street is underway which will create a fresh new look pedestrian and cyclist focused space in the town centre of Paeroa and encourage greater local retail spend.
- Accessibility audits were undertaken in the towns throughout the District resulting in an improvement programme of our footpaths and associated community infrastructure. This will make it more attractive for residents to remain in our communities regardless of their mobility and to spend locally.
- Every student in Paeroa’s primary schools and college has the opportunity to learn Mandarin, supporting our ongoing business relationship with Asia into the future.
We are committed to a collaborative approach in implementing this Economic Development Strategy. We recognise councils must work alongside private business and public sector organisations to achieve positive economic results for their districts. In fact, our entire community plays an important role in economic development.

In addition to the general community our key delivery partners include (but not exclusively):

- Ministry for Business Innovation and Employment
- Ministry of Foreign Affairs and Trade
- New Zealand Trade and Enterprise
- Ministry of Economic Development
- Ministry of Science and Innovation
- Immigration New Zealand
- Ministry of Social Development
- Waikato Chamber of Commerce
- Waikato Innovation Park
- Callaghan Innovation
- Business leaders and industry organisations
- Destination Coromandel
- Positive Paeroa
- Go Waihi
- Positively Promoting the Plains
- Hauraki iwi and Māori
- Local schools

While this Strategy sets out our overarching economic development goals and strategic direction for the next five years, there is a separate Economic Development Action Plan that outlines the specific actions we will undertake during this time.

The Action Plan will be reviewed on a monthly basis by our economic development team and the Economic Development Committee. The Economic Development Committee of Council consists of a Chairperson and four Councillors and will report back to the Council on a monthly basis on the progress made in relation to this Strategy.
For further information about economic development and how we can assist you with a new business project please use the contact information below and ask to speak with a member of the economic development team.

Hauraki District Council offices are open from 8:00am to 4:30pm Monday to Friday, excluding public holidays.

Principal Office, Paeroa
William Street
PO Box 17
Paeroa
Phone: 07 862 8609 or 0800 734 834 (from within the District)
Email: info@hauraki-dc.govt.nz
Website: www.hauraki-dc.govt.nz/business-hauraki/

Plains Service Centre
84 Orchard West Road
Ngatea

Waihi Service Centre
40 Rosemont Road
Waihi