

The Hauraki District Council Five Pillars of Economic Development

BUSINESS READY SUSTAINABLE HAURAKI

'Ready-to-go Opportunities'

Create an enabling environment throughout Council ensuring Council roll out the red carpet, not the red tape

'Business Friendly Council'

Treat the business community as a customer

Our plan to achieve this...

- Ensure Council consenting processes are streamlined for efficient service
- Promote business facilitation amongst regulatory services and planning teams without compromising Councils sustainable approach and responsibility for the implementation of regulatory requirements
- Create a clear pathway for business development in the District by providing a Council 'case manager' for potential business developers
- Collect and make available key District information for investors
- Develop Council policies that support local business

CONNECTED HAURAKI

'Council - Business Connections'

Ensure business networks are facilitating learning and growth opportunities

'Inter-Council and Central Government Connections'

Investigate opportunities for the District within a regional and national context

'Iwi Connections'

Liaise proactively with Maori

Our plan to achieve this...

- Develop an Economic Development website for the Hauraki District and an external communication plan
- Build on key HDC and Central Government relationships to secure funding for District initiatives
- Facilitate public-private business initiatives
- Liaise with individual business, Mana Whenua Forum, Iwi, Business After 5 (BA5) groups and various town promotional groups
- Participate in inter-regional initiatives with neighbouring Councils

DESTINATION HAURAKI

'Promotion and Image Building'

Create a perception of Hauraki as a great place to live, visit and do business

'Place Making'

Create a District where business wants to be and talent wants to live

'Export Opportunities'

Explore export opportunities for the District

Our plan to achieve this...

- Launch a brand via a new Council website and brand campaign for the District
- Facilitate and promote new business development in the District
- Develop specific structure plans and town centre plans with community input to create spaces that attract people
- Complete the Hauraki Rail Trail build and continue to contribute to Destination Coromandel
- Develop marketing proposals for residential and industrial subdivisions
- Explore potential export opportunities for the District

SKILLED HAURAKI

'Skilled Workforce'

Co-ordinate between various sectors to ensure skill gaps are filled

'Employment Opportunities'

Advocate for business opportunities that will provide jobs for people living in the District

Our plan to achieve this...

- Assess the skills, education, and research needs of the District
- Liaise with business and education communities to identify opportunities for tertiary education within the District
- Investigate the employment opportunities associated with certain potential growth sectors e.g. forestry, service sectors associated with agriculture, aquaculture, tourism, precious metals and energy

BUILT FOR BUSINESS HAURAKI

'Using Infrastructure Provision to Power Growth'

Ensure there is adequate infrastructure in place for business

'Facilitating Development Opportunities'

Investigate investment opportunities to cater for the needs of the District's population

Our plan to achieve this...

- Facilitate the introduction of transformational infrastructure such as broadband, the Hauraki Rail Trail and tourism/visitor facilities
- Audit current infrastructure and improve certain aspects
- Ensure sufficient serviced land is available at a competitive price, whilst maintaining a high quality natural environment
- Investigate development opportunities for new and local developers e.g. retirement villages/homes and tourism initiatives