

2009/19 10 Year Plan Submissions

Economic Development

Activity: Economic Development

General Issues, Policy and Planning Matters

Description	Decision	Submitter Comments
Bio Commerce Centre - Funding		<p><i>The Council Vision includes the goal that the City attracts, fosters and retains businesses because of the creativity and innovation of its education, research and knowledge base. The Council has set aside funding for support of research and development, which will be used in part to support the Bio Commerce Centre. The Council is providing support to the BCC because of their contribution to developing local businesses.</i></p> <p style="text-align: center;">535 - Oppose BCC receiving grants they are not required to pay back.</p>
City Centre Marketing		<p><i>The review of economic development and the policies relating to it should address this long standing issue. Thank you for alerting us to the fact that retail promotion enquiries are still being directed to Destination Manawatu.</i></p> <p style="text-align: center;">337 - DM fully supports the retail sector within the region, but there is no formal funding from Council for this. It is noted that Council staff still direct City retail promotion enquiries to DM.</p>
Convention Centre - Operating Budget		<p><i>The Convention Centre operates on a commercial basis and sets its prices to meet the market and to minimise its cost to ratepayers. The shortfall is provided for under Economic Development as the conference and meetings market is seen as an economic driver for the City beyond the business operations of the Convention Centre. The Venues Marketing Manager, who has recently been appointed to promote both the Convention Centre and the Arenas, will be working with Destination Manawatu, users, and others to maximise the exposure of the facility and Palmerston North as a conference and meetings destination in New Zealand.</i></p> <p style="text-align: center;">337 - Operating deficit of \$8M over next 10 years. A plan should be in place to reduce the net cost over time by improving utilisation. Investment in developing a major events strategy could be offset by a reduction in net operating cost.</p>
Destination Manawatu - Services		<p><i>Thank you for your comments. Destination Manawatu and Vision Manawatu are agencies funded to provide regional delivery of services, with the task of Destination Manawatu to undertake destination marketing.</i></p> <p style="text-align: center;">337 - Should reference to VM and/or DM providing city marketing services (page 40) be changed to regional marketing services so that community and local govt expectations are clear? Also reference to support tourism promotion (page 87) may be better know as destination marketing.</p>
Developing Manawatu and Palmerston North as a Visitor Destination		<p><i>The Council has noted your comments, and anticipates that Destination Manawatu will work with neighbouring regions to foster destination marketing of the Manawatu.</i></p> <p style="text-align: center;">337 - DM would like to signal intentions to work with neighbouring regions in developing a new signed touring route from Wellington to the developed tourism destinations of Ruapehu and Taupo.</p>
International Education Manawatu Trust - Recognition in 10 Year Plan		<p><i>International students are recognised through Council's support to the Student City Initiatives.</i></p> <p style="text-align: center;">392 - The Trust requests that recognition of international students is highlighted in finalising the 10 Year Plan (see submission for detail).</p>

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<p>Student Support - Services and Facilities</p> <p><i>Your comments have been noted and the ideas contained in your submission will be referred to Vision Manawatu and the Integrated Education Guardian Group.</i></p> <p style="text-align: right;">494 - MUSA ask that the plan reflects more to address students' needs - transport, landlords WOF, retention, sustainability, engagement with the community, end of academic year support. (See submission for detail).</p>		

New/Increased Requests

Description	Decision	Submitter Comments
<p>Bio Commerce Centre - Funding Support</p> <p><i>The Council Vision includes the goal that the City attracts, fosters and retains businesses because of the creativity and innovation of its education, research and knowledge base. The Council has set aside funding for support of research and development, which will be used in part to support the Bio Commerce Centre. The Council would like to acknowledge and thank the BCC for their contribution to the local economy by supporting developing local businesses.</i></p> <p style="text-align: right;">450 - BCC is a professionally managed and well governed operation with a plan to become financially independent. This plan will eventuate over the medium but until that point Council support is critical to ongoing operations.</p>		
<p>Destination Manawatu - Increased Funding</p> <p><i>The Council acknowledges that Destination Manawatu has not had an increase in funding for at least three years. Funding will be addressed after the Economic Development review.</i></p> <p style="text-align: right;">337 - DM requests cost of living adjustment to assist in coping with cost increases due to the weak NZ dollar and general running costs.</p>		
<p>Festival of the Five Senses</p> <p><i>The Council is pleased to advise that it will provide \$125,000 in each of years two and three of the 10 Year Plan to enhance/promote its existing events, in preparation for, and during the Rugby World Cup festivities. The Council is working with its agencies and members of the community to develop a comprehensive plan for this period, with a focus of events and activities within the City and the region, which may include the Five Senses will be.</i></p> <p style="text-align: right;">495 - A distinctive theme for the RWC celebrations in 2011. Recommend inclusion in 10 Year Plan. Concept only - consideration needs to be given to costing and organisation. (See submission for detail.)</p>		
<p>Hothouse Foundation - Establishment of Pilot to Advance Social Entrepreneurship</p> <p><i>Council staff have previously met with you and are awaiting a strategic plan and business plan before the Council can consider this request.</i></p> <p style="text-align: right;">427 - Requests support for the establishment of a syndicated pilot to advance social entrepreneurship, social enterprise and social innovation. (See submission for detail.)</p>		
<p>i-SITE - Rent Free Basis</p> <p><i>Thank you for bringing this to the Council's attention. It is noted that Destination Manawatu have recently signed a new lease, however the Council suggests that if you wish to pursue your concerns, you meet with staff on this matter.</i></p> <p style="text-align: right;">337 - Furnishings, fittings and display areas need to be routinely and regularly updated but the organisation has no ability to afford this. DM requests Council agree to provide the facility rent-free, providing that released funding be used on capital upgrades to furniture, fittings and equipment. If not rent-free period, then rent reduction.</p>		
<p>International Education Manawatu Trust - Request for Funding</p> <p><i>The Council considered your request but resolved not to increase funding in the 10 Year Plan.</i></p> <p style="text-align: right;">392 - Such an investment will not only bring foreign currency into the region but also contribute to the national economy (see submission for detail).</p>		

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New/Increased Requests

Description	Decision	Submitter Comments
<p>More Summer Concerts</p> <p style="text-align: center;"><i>Thank you for your comments. The Council runs an extensive Summer concert programme, and also the Winter jazz festival. The Council will take account of all feedback on events when planning future events.</i></p> <p style="text-align: center;">263 - We need more evening summer concerts like New Plymouth do.</p>		
<p>Rugby World Cup - Community Festival</p> <p style="text-align: center;"><i>The Council is pleased to advise that it will provide \$125,000 in each of years two and three of the 10 Year Plan to enhance/promote its existing events, in preparation for, and during this significant festival. The Council is working with its agencies and members of the community to develop a comprehensive plan for this period, with a focus of events and activities within the City and the region.</i></p> <p style="text-align: center;">338 - Fundamental to bid was the promise of a community festival commencing in 2009. Request funding of \$25k in 2009/10, \$25k in 2010/11 and \$125k in 2011/12. (See submission for detail.)</p>		

Operating and Capital Programmes

Description	Decision	Submitter Comments
<p>(OP) Broadband Investigation</p> <p style="text-align: center;"><i>The Council wants to have improved broadband service for the whole district to further support the research and development taking place in Palmerston North as well as providing a suitable standard of connectivity for all users.</i></p> <p style="text-align: center;">361 - Live 12km from Massey. Dialup is appalling, but Broadband is not even an option, and Telecom could not care less. If PN is really a knowledge City, is this a tenable situation?</p>		
<p>(OP) Broadband Investigation - Telecom Commitment</p> <p style="text-align: center;"><i>The Council wants to have improved broadband service for the whole district to further support the research and development taking place in Palmerston North as well as providing a suitable standard of connectivity for all users. The Council notes the commitment of Telecom, however the capacity offered is less than the Council seeks for fast broadband capability.</i></p> <p style="text-align: center;">479 - Telecom has binding commitment to the govt and currently committed to providing broadband capability to all of PN by 2011. VM feel Council should divert funds into business and lifestyle promotion and attraction.</p>		

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Operating and Capital Programmes

Description	Decision	Submitter Comments
<p>(OP) Economic Development Review</p> <p><i>Your comments are noted. The Council will undertake a review of the activities it supports as well as reviewing the structure of economic development as a whole. That work is expected to be undertaken in the 2009/10 financial year, and will address concerns raised.</i></p> <p>235 - Please ensure the survey gets out of the City Square and visits Aokautere, Linton and Ashhurst. Recent Tourism and Visitor Strategy was clear the compilers of the document had agenda focused entirely on CBD and The Square. \$1.876M is budgeted on branding. There are turbine images on logos yet not one dollar is spent on tours or information about the most significant visual feature of the region.</p> <p>247 - Why do we need Vision and Destination Manawatu. Surely either or is capable of marketing the City. Should be amalgamated, saving on salaries and on rental for two properties, as well as equipment</p> <p>273 - Question the need for these two bodies and believe their work could be conducted through one organisation. Thus support review.</p> <p>346 - VM and DM should merge. Would like KPIs in place to measure the value the ratepayers are getting from both these departments.</p> <p>387 - The 10 Year Plan contains the correct ingredients, but needs to address the future direction of the organisations it supports.</p> <p>427 - Vision Manawatu's delivery capability is too narrow. Does not allow for or cater to social entrepreneurship and social enterprise and social innovation development.</p> <p>440 - Who should be paying for economic development? Ratepayers of people who will reap the benefits of this?</p> <p>454 - Council needs further understanding of economic development and its role.</p> <p>455 - Council needs further understanding of economic development and its role.</p> <p>469 - Support proposals for economic development and City marketing branding.</p> <p>479 - This section is fairly thin in the draft. Needs to be more emphasis placed on what it is and how it adds value to business and the wider community. Upcoming review will afford opportunity to explore this further.</p>		
<p>(OP) Rugby World Cup - Support for Venue and Transport Costs</p> <p><i>Your support for this programme is welcome.</i></p> <p>388 - Revenue that games will bring to the Manawatu is immeasurable. Money spent will bring a high to the region.</p>		
<p>(OP) Support for Research and Development Initiatives</p> <p><i>Your support for this programme is welcome.</i></p> <p>273 - Creates more employment opportunities and encourages people to move into the City.</p>		
<p>(CN) Improved Visitor and Promotional Signage</p> <p><i>Your comments have been noted. Officers will discuss these proposals further with Destination Manawatu. However there are concerns over potential vandalism to such facilities and therefore the location needs to be addressed.</i></p> <p>58 - Have digital screen with time, temperature, places of interest and what is coming up in the City.</p> <p>337 - DM believe better illuminated signage for i-SITE on the entryways to The Square is needed if we are to increase the usage and revenues of the centre. We request that some of this funding be used to support this.</p> <p>361 - No more signage please.</p>		

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Operating and Capital Programmes

Description	Decision	Submitter Comments
(UF) Marketing		
<p><i>Thank you for your comments. The budget has provided support for many activities undertaken by the Council, including radio advertising, developing an ambassadors programme, supporting one-off events of national importance (eg squash international event, Jets, the Highlanders game, the NZ v England netball game), newspaper promotions (eg the Living Lightly promotion), banners, and welcomes (eg the welcome event for Defence). There is no additional expectation for Destination Manawatu by not funding this programme. Marketing is one component of economic development and it will be included in the review of this activity.</i></p> <p>337 - Budget has been removed. What did this budget historically fund and will removing this place further expectation on DM?</p> <p>469 - Urge Council to reconsider long term budget for marketing to ensure that expenditure in real terms is maintained at least at the level of cost inflation.</p> <p>479 - Budget omission is a significant weakness. Approach could be taken where new city businesses or potential new ones receive Council political welcome as well as from executive leaders and other agencies. (See submission for suggestions for improvement.)</p> <p>500 - Disappointed Council is not putting enough emphasis on marketing the City. PN is an amazing place to live, unfortunately not perceived that way by other NZers.</p>		
(UF) Student Life Promotion		
<p><i>The Council will continue to support educational institutions through funding of Student City and programmes that support research promotion of local educational institutions. Massey University operates a student based ambassador scheme that also helps promote the City.</i></p> <p>273 - Continue to build strong links with educational institutions to continue to promote the City as a great place to study and live whilst studying.</p> <p>337 - Working through overseas networks that organisations such as DM has, we can significantly increase the number of students coming to Manawatu to study. These students will hopefully leave as ambassadors for the region. We would like to signal interest in taking a more dynamic role in association with leading tertiary providers, in the future.</p>		

