



**Economic Futures Forum – Draft Economic Development Strategy Feedback**  
**Lake Wanaka Centre, 24th September 2014 (16 attendees)**  
**Task Force – Ed Taylor, Brent Harridge**

The following feedback was gathered from the Shaping our Future community forum on the Draft Economic Development Strategy. It represents the views of the Wanaka community. The raw data is available for view at [www.shapingourfuture.org.nz](http://www.shapingourfuture.org.nz) or contact [executive@shapingourfuture.org.nz](mailto:executive@shapingourfuture.org.nz)

**There were some common themes that the forum attendees voiced including:**

1. The need for Wanaka to have *its own path set out in the economic development strategy*. The EDS needs to encompass solutions for the whole district - it needs more work for Kingston, Hawea, Makarora, Glenorchy or Luggate
2. Wanaka wants its own, different path to Queenstown.
3. Wanaka wants to build a *higher value, diversified economy*.
4. Economic development needs to *support the long term social/economic/environmental* (aspirations) of the Wanaka community.

## **Recommended Outcomes:**

### **Outcome 1: Higher Value Visitor Activity**

- Wanaka wants to build a higher value, diversified economy, focusing on volume/value and yield whilst maintaining a unique visitor experience.
- Future economic decisions need to reflect the importance of the natural environment on Wanaka's economy.
- Wanaka has an economic opportunity with the current land capacity available to grow within the community agreed boundaries with minimal impact on the surrounding environment.
- The forum supported the current events strategy criteria.

**Outcome 2 - Facilitate the opportunity to grow knowledge based services in the Upper Clutha.**

- The forum identified specific opportunities in aviation/food/education/health/sports to become “a place where talent wants to live”.
- Higher speed internet was identified as a key supporting factor to this economic growth.
- The forum recommended an Economic Development Officer specifically for Wanaka (see below for more information)

### **Outcome 3 – Acknowledge the quality of local environment**

- The economic strategy needs to acknowledge and protect urban boundary, zoning and density in accordance with community wishes, appropriate zoning for activities.
- QLDC policy needs to enable economic development whilst considering our natural environment. Economic development needs to encourage higher wages and diversified housing options.

### **Outcome 4 – Future proof local infrastructure**

- A Wanaka based Economic Development officer could facilitate both business and community initiatives. Combining community and commercial facilities eg sports facility (including investigating private/public arrangements and funding).
- Key to the economic infrastructure of Wanaka is facilitating ultrafast broadband.

### **Wanaka Economic Development Agency Recommendation**

The forum discussed the pros and cons of an officer being within or outside of council. It was unanimously decided an economic development officer for Wanaka should sit outside council.

- The governance administered by Wanaka Chamber of Commerce in collaboration with Lake Wanaka Tourism, QLDC and include council representatives and business leaders.
- The current RTO model was recommended as a good framework but with economic development costs levied across all ratepayers.
- In future the economic development officer would have the ability to apply for outside finance/funding.