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## 5. What will the Hutt City Economy be like in 2007?

### 5.1 The Vision

There will be more jobs available in current and newly developed businesses in a diverse range of sectors of the economy in Hutt City. To achieve this ...

- Hutt City will continue to be the preferred choice of business location for businesses that currently do business in the city and for their employees. We will also become the preferred choice of businesses looking for new locations within the region.
- Doing business in Hutt City will be easy and cost effective through easy business practices, efficient infrastructure and use of innovative partnerships including Council and other organisations.
- Research, design and development capabilities will be important components within a diversity of businesses to ensure that Hutt City businesses stay at the forefront of their sector.
- An increasing use will be made of e-commerce and knowledge economy solutions as a way to communicate and do business locally, nationally and internationally.
- The business community(ies) will exhibit a sense of vibrancy and life, and generate a sense of identity. This will be assisted by a wider range of recreation, retail and entertainment options within or closer to business areas.
- There will be an increase in the number of people and households in Hutt City with expectations that incomes for residents will continue to increase.
- There will be an increase in the number of people leaving school with qualifications, assisted in part by a greater business and community support for education.

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## 6. Key Outcomes

### 6.1 Outcomes

The primary purpose of the direction, contents and implementation of the EDS is to **increase the number of jobs available within Hutt City**. This will provide job opportunities for local residents and others, provide improved returns for local businesses and enable them to grow, make the city and its economy more vibrant and assist in making Hutt City a better place to “live, work and play”.

To achieve this, we will focus on the following outcomes:

1. *More businesses operating in Hutt City*
2. *Recognition of Hutt City as a business location and vibrant city.*
3. *Continued investment in current and new business activities*
4. *An available skilled workforce*

Hutt City Council’s role in these outcomes is to:

- Take a *primary* role in the More Business and Recognition outcomes, working in partnership with relevant organisations.
- Take a *secondary or support* role in the Continued Investment (except with regard to Council infrastructure) and Skilled Workforce outcomes in conjunction with organisations such as WREDA and Weltec.

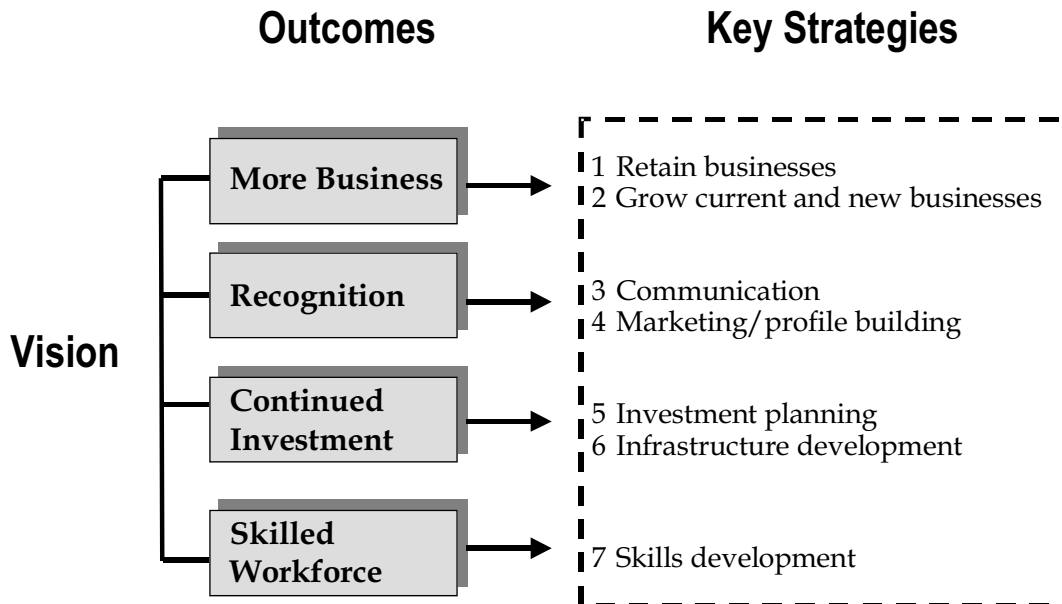
For each of these outcomes, the EDS identifies a number of strategies and specific tactics that will be undertaken within the next five years.

Key measurements for each outcome can be found in Section 13.

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## 6.2 High Level Overview

The Vision, Key Outcomes and Key Strategies provide a summary of the direction of this Strategy. The diagram below shows this summary and how key strategies relate to required outcomes. Sections 9 -12 provide more detail on tactics to achieve the Key Strategies.



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## 7. What Level of Growth are we Aiming to Achieve?

### 7.1 Overview

A number of scenarios were developed in the draft EDS. A summary of these is in Appendix One.

The strategies and tactics in this EDS target the *Improved Growth* scenario. This scenario assumes a 0.7% growth (0.3% to replace those jobs lost each year and 0.4% actual growth) in job growth over the period 2002-2007.

This scenario assumes that Hutt City will replace jobs at a rate *higher* than it loses them.

**This means that starting with 36,976 jobs in 2002, by 2007 there would be approximately 37,716 jobs in Hutt City.**

The implications or possibilities given this targeted level of growth are:

Businesses            This sees a net increase in jobs of 740 plus replacement of the 555 expected to be lost (based on number of jobs lost 1998-2001). Expecting this to come from small to average sized businesses is not realistic. It can best be achieved from careful attention to retention of current businesses, growth in current businesses, as well as targeting of medium-large businesses (at least 50 FTEs).

Recognition           Hutt City will need to be more proactive on this front, with a targeted approach expected for those types of businesses that could locate or set up business here. The approach likely here will be to work closely with a smaller group of potential targets rather than a widespread media campaign.

Improved communication between Hutt City Council and the business community and between businesses in Hutt City would provide assurance that Hutt City is committed to economic development, keep businesses informed and provide them with information to improve business capability.

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Investment            With expectations that businesses being attracted to Hutt City will be medium to large, it is likely that they will put additional pressure on roading, rail and telecommunications infrastructure. This will therefore require additional advocacy from Council and commitment of funding from a range of central and local government and private sector organisations. It is likely that looking at infrastructure requirements in the CBD and in business areas such as Seaview/Gracefield and Wingate will be required to retain and attract businesses and residents/employees alike.

Skilled  
workforce            One of the key ways of assisting with growing current businesses is to assist with development of a skilled workforce, especially those in key industries where there are nation wide shortages.

It is likely that given the current level of unemployment and the number of Hutt City residents working outside the city, that the current population could be enough to provide a satisfactory level of applicants for new roles, although this will in part be dependent on the types of businesses. It is expected that under this scenario, a number of people will be attracted to move to Hutt City either through the establishment of new businesses or the acquisition of staff into current businesses, possibly from offshore.

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## **8. How will this Level of Growth be Achieved?**

### **8.1 Overview**

Council can influence the economic development of Hutt City in a number of ways. This economic development strategy includes two pathways for Council intervention, both of which are discussed below.

The tactics in this Strategy has Council utilising both of these pathways to encourage economic development.

### **8.2 Pathway one: Regulatory**

There are a number of Council rules, or regulations, that guide what people can do in the City. These range from the processes people have to follow when they want to run a business from public land such as a beach or reserve to the amount of noise someone can make in the city. There are also a number of rules people must follow when, for example, subdividing property or wanting to erect new buildings.

This pathway means that Council efforts to stimulate economic development in Hutt City include changing the rules to make it easier to do things.

Council is always reviewing its rules and processes to deliver better service and ensure it is not unnecessarily restricting business and private activities.

### **8.3 Pathway two: Active Player**

Council has always funded projects to encourage economic development. This EDS sees Council increasing the number and types of these projects.

Some examples of this are: providing small business assistance, lobbying central government on infrastructure issues, putting together groups such as the Seaview Project Team to improve the look of Seaview/Gracefield, funding CBD+ and the Jackson Street Programme.