

# HAMILTON CITY COUNCIL ECONOMIC DEVELOPMENT AGENDA



LEADERSHIP

RESPONSIBILITY

STRATEGIC INVESTMENT

RELATIONSHIPS

# **ECONOMIC DEVELOPMENT** IS THE KEY INGREDIENT FOR A THRIVING, PROSPEROUS COMMUNITY – AND A THRIVING, PROSPEROUS COMMUNITY IN TURN LEADS TO GREATER ECONOMIC ACTIVITY.

This Economic Development Agenda sets the scene for Hamilton City Council to work with the city's business community and others to energise economic growth and strengthen Hamilton's contribution to the New Zealand economy.

Throughout its development a clear role has been defined for the Council's contribution towards the city's economic development. This role is one where Council as a whole is responsible for creating the best possible business environment for business to invest with certainty and confidence.

The Council's key role is as a facilitator rather than an investor, a coordinator rather than an enforcer, and to ensure that the right policies and plans are in place so doing business in Hamilton is easy.

Our aim is to build a solid foundation for sustainable growth. Through working in partnership with business and industry sectors, the Council will establish clear guidelines for future economic development – an economic growth agenda the city's entire business community has a stake in, a commitment to, and a desire to implement.



# THE **ROLE** OF COUNCIL IN ECONOMIC GROWTH

## LEADERSHIP

- Set policy that provides a platform for economic growth
- Work with business and industry sectors to support economic opportunity

## RESPONSIBILITY

- Provide cost-efficient services to the business community
- Growth planning through land use and transport systems
- Enhance the regulatory environment and ensure quality standards are maintained
- Provide access to up to date information about the local economy

## STRATEGIC INVESTMENT

- Take a role in asset ownership where public investment can provide economic growth
- Provide cost effective and productive infrastructure to enable the city to function and prosper, such as water, wastewater, stormwater and transport services

## RELATIONSHIPS

- Provide effective and timely responses to market opportunities
- Manage relationships with the business community



# OUR PRIORITIES

## 1 DEVELOP HAMILTON'S VALUE PROPOSITION

- refine and articulate who we are and what Hamilton stands for
- champion Hamilton's city and business strengths and opportunities
- celebrate our city and our successes

## 2 PROVIDE KEY INFRASTRUCTURE AND PRECINCTS

- partner with the New Zealand Transport Agency to complete key transport projects including the Te Rapa section of Waikato Expressway and the Hamilton Ring Road.
- develop and manage our water, wastewater, stormwater and transport infrastructure
- develop the Structure Plan for Ruakura
- support the citywide installation of ultra-fast broadband
- complete the review of the Access Hamilton strategy
- develop a long-term infrastructure plan

## 3 POLICY SETTING

- proposed District Plan becomes operative
- implement the Central City Local Area Plan
- ensure Council's policy framework strengthens business growth opportunities for the city, including the Development Contributions Policy

## 4 STRATEGIC INVESTMENT PLAN

- develop a Strategic Investment Plan for asset and investment management including the Hamilton International Airport, Riverside Hotels and event venues
- develop a long term view and review relevant Council policy to direct Council's property investment activity

## 5 ENHANCE COUNCIL'S SERVICES TO THE BUSINESS COMMUNITY

- engage with the business community and developers to design and implement a 'key account' service
- create favourable conditions for investment through regulatory consistency and responsiveness
- develop and implement a customer service plan for Council





## 6 WORKING WITH BUSINESS

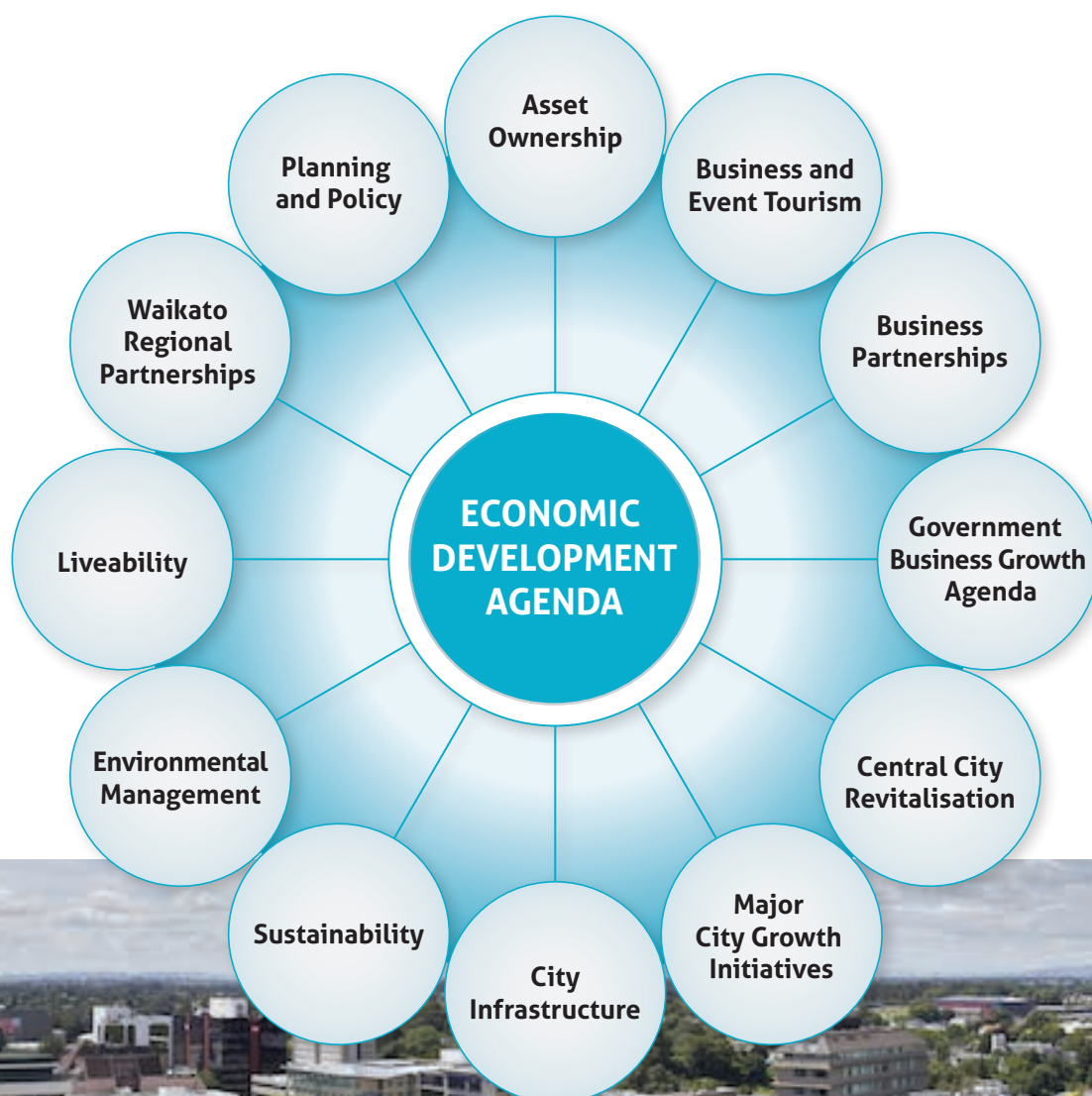
- collaborate with the Hamilton Central Business Association and businesses on key strategies and actions to enhance the central city
- work with business industry sectors to develop a city plan to grow the economy

## 7 EVENTS AND BUSINESS TOURISM

- develop strategic direction for city events, including event sponsorship
- support the activities of Hamilton & Waikato Tourism to support both the city and regional visitor industry with a focus on event and business tourism sectors
- invest in major business development for our event venues that drive new opportunities for the wider business community

## 8 DEVELOP INFORMATION DATA AND ECONOMIC INTELLIGENCE THAT ENHANCES COUNCIL'S BUSINESS DECISION MAKING

- develop an enhanced six-monthly economic monitoring report



## HAMILTON'S ECONOMY

**HAMILTON IS THE ECONOMIC HUB OF THE WAIKATO, ONE OF THE WORLD'S PREMIER AGRICULTURAL AND PASTORAL REGIONS.** Our economy is based on a large service sector which includes health, education, energy, business services and government agencies. These are of high value to the city and will continue to be an important source of jobs and income.

There is also a growing base of high technology machinery, equipment and materials manufacturers in the city – sectors which have grown from their foundations in servicing agricultural industries in the wider region. These sectors demonstrate comparative and competitive advantages, are trading nationally and internationally, and are of high value to the city.

With a young, agile and dynamic population, and sitting strategically in the growth triangle of Auckland and the Bay of Plenty, the city is a metropolitan hub yet enjoys many of the aspects associated with smaller city living such as our healthy natural environment.



COUNCIL IS COMMITTED TO  
BUILDING A CITY THAT PEOPLE  
WANT TO LIVE IN AND A CITY  
THAT BUSINESSES WANT TO  
DO BUSINESS IN

hamilton



# THE CHAMPION OF THE CITY

**Council is Hamilton's strongest champion.**

**At a regional, national and international level, in whatever forum and context, Council will advocate for and pursue what is in the best interests of our city and its continued prosperity. But it cannot do this in isolation and it requires communication between Council and the business community.**

**This requires that every Council activity is aligned and integrated with this Economic Development Agenda and that Council obtains and utilises information about the performance of the city's economic sectors, the issues they face and opportunities they offer.**

**Because of its role in the community and its commercial neutrality, Council has the ability to mitigate adverse business conditions and capture market opportunities. It can lend its authority to private commercial proposals where they clearly benefit the city and can facilitate connections between like-minded organisations. Key to this is having a liveable city, a healthy natural environment and planning towards a sustainable future.**

**Ultimately the development of Hamilton's economy will be built on successful relationships between all those who will benefit through greater opportunities and improved lifestyles.**

**By creating an interactive and business friendly environment, with favourable conditions for investment and growth, Hamilton and its residents will enjoy the benefits as we emerge towards this new approach for economic development.**

