

2016 Pre-election reports by council chief executives are required under the Local Government Act, aimed at informing election candidates and residents and promoting discussion.

Rotorua Lakes Council chief executive Geoff Williams' pre-election report provides a snapshot of council's performance, including financial performance, key milestones achieved during the past three years and future key projects and challenges. Today's excerpts focus on efforts to grow the economy:

To view the complete Rotorua Lakes Council 2016 pre-election report visit: www.rotorualakescouncil.nz/Vote2016

ROTORUA
LAKES COUNCIL
2016
pre-election report



MAHINGA - WHAKAPUAWAI I TE WAENGANUI TAONE

Develop

our economic base by growing existing and attracting new businesses to our region



Interest in Rotorua as a place to live, work and invest has been increasing, population growth is occurring, new businesses have established here, existing businesses are investing in improving what they offer and tourism continues to increase.

How has Council contributed to this?

- ▶ Development and implementation of economic growth strategies through the Economic Growth Portfolio and council-controlled organisation (CCO) Grow Rotorua to align with economic growth priority.
- ▶ Revitalisation of the inner city to increase foot traffic, leading to increased spending and new businesses.
- ▶ Ensuring projects and work programmes contribute to enabling, supporting and encouraging development investment, improved economic conditions and future growth.
- ▶ Improved regulatory processes which are more solutions and customer focussed.
- ▶ Finalisation of a new District Plan encourages new growth.
- ▶ Collaborating to bring new major events to Rotorua.
- ▶ Investing in events with potential to attract visitors.

Earlier this year Rotorua Lakes Council decided to merge its tourism marketing division (Destination Rotorua and the i-Site,) with **Grow Rotorua**, its economic development Council-Controlled Organisation (CCO), to form one CCO, Rotorua Economic Development Limited.

This will provide an opportunity to build higher levels of strategic cooperation, to attract investment, businesses, residents, visitors and students to Rotorua.

Rotorua's economy:

- ▶ GDP growth of 2.9% (2.4% nationally) in 2015, 1.4% in 2014 (3.8%), 2.1% in 2013 (2.4%)
- ▶ Improving labour conditions with job numbers increasing
- ▶ 2015 unemployment rate 6.8%, up from 6.7% in 2014 but down from 10.7% in 2013
- ▶ Increased household income
- ▶ 5.8% increase in retail spending
- ▶ Average house prices increasing
- ▶ Commercial guest nights up 7.1%
- ▶ Private accommodation guest nights up 8.4%

Events that boost the local economy:

Rotorua's eight-day 2016 **Crankworx** festival boosted the local economy by an estimated \$8 million and attracted worldwide viewership of 4.6 million. Economic benefits and numbers were up on the previous year.

More than 800 influential tourism delegates attended the national tourism trade show **TRENZ** in Rotorua in 2016, bringing an immediate boost and creating the potential to boost future visitor numbers and benefits.

The Ministry of Business, Innovations and Employment will invest \$1.5 million in an **annual mud festival**, based on a Korean model. The inaugural event will be held in December 2017 and will serve as a launch pad for international promotion.

Develop

a vibrant city heart that attracts people and activity

Support

reinvigorated neighbourhoods and the creation of healthy homes

Sustainable

infrastructure and affordable, effective council services