

Economic Recovery Programme for Greater Christchurch

Te Whakaara Tahua

December 2012 Summary



The Economic Recovery Programme incorporates 20 high priority projects that will revitalise greater Christchurch as the heart of a prosperous region for business, work and education, and ensure increased investment in new activities.



Economic Recovery Programme for Greater Christchurch

20 key economic recovery projects: an overview *Ka kaupapa ohaoha*

Leadership and Planning	
LEADERSHIP	<p>1 Leadership and Planning Plan, coordinate and facilitate economic recovery in which CERA takes the lead and works with strategic partners, the private sector and central government agencies.</p>
	<p>2 Implementation and Monitoring Ensure communication and provide oversight of the implementation of the Economic Recovery Programme through the publication of this document, and communicating the progress of recovery through monitoring and reporting.</p>
Building Safe and Skilled Workplaces	
PEOPLE	<p>3 Labour Market Develop and implement a Labour Market Recovery Programme for greater Christchurch including a model of labour market dynamics, policy options to reduce constraints, accelerated skills development and training options, and active engagement of the industry sector groups responsible for governance and leadership.</p>
	<p>4 Social Environment Provide an economic perspective on amenities to retain and attract skilled workers; and on the work of the Community Resilience Recovery Programme including the need to maintain a good quality of life for all residents, the building of healthy social environments and addressing economic and social issues that may arise.</p>
	<p>5 Tertiary Education Realign the tertiary education sector to support the wider economy by making smart reinvestments so that universities and other tertiary education institutions contribute fully to greater Christchurch's longer-term economic development.</p>
Building Capital Markets	
BUSINESS ENVIRONMENT	<p>6 Capital Attraction Develop and promote an investment proposition and proposals to showcase opportunities in greater Christchurch by producing an integrated analysis of rebuild capital needs, connecting opportunities with funders, and providing a compelling vision for the future of greater Christchurch.</p>
	<p>7 Business Collaboration Support better business collaboration through the exploration of opportunities for businesses to work together to address any resourcing constraints, make them more competitive, and support collaborative agreements locally, nationally and internationally.</p>
	<p>8 Insurance Availability Help to keep insurance available and affordable by engaging with insurers, monitoring the insurance markets, minimising or removing barriers, and ensuring information is available to enable accurate pricing of risk and effective market operation.</p>
	<p>9 Ultrafast Broadband Uptake Develop and implement opportunities for digital content and capability development that accelerate and leverage ultrafast broadband uptake by educating businesses regarding the potential of UFB, creating digital initiatives to build business productivity, and supporting the utilisation of UFB through education networks.</p>
<p>10 Innovation Precincts and Clusters Use national initiatives to support and build on greater Christchurch's key strengths. Initiatives such as the Health Innovation Hub, and the ICT Innovation Precinct will encourage the expansion of high-growth sectors. Regional clustering opportunities, such as the Land Innovation Cluster for agritech, will encourage collaboration and increase innovation.</p>	

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20 key economic recovery projects: an overview *Ka kaupapa ohaoha*

BUSINESS ENVIRONMENT	Building Innovation	
	11	Better Public Services for Business Ensure central government services are business-friendly, responsive and enabling in providing innovative government services, establishing and broadening the collaborations developed through the earthquake response and recovery, and providing more digital capabilities including a one-stop shop for government services to businesses.
	Building Economic Infrastructure	
	12	Central City Recovery Implement the Christchurch Central Recovery Plan by planning the location and delivery of anchor projects, developing planning rules to facilitate quality development, and attracting and retaining public and private capital to fund development projects.
	13	Suburbs and Towns Facilitate investment in suburban centres and towns in Christchurch City, Selwyn District and Waimakariri District, and the commercial areas across greater Christchurch.
	14	Rebuild Infrastructure Match the rebuild of critical infrastructure to objectives for greater Christchurch's long-term economic growth.
	Building our Export Markets and Sector Productivity	
	15	Tourism Support the recovery of the visitor sector by working with Christchurch & Canterbury Tourism and the tourism sector to implement the Visitor Sector Recovery Programme.
	16	International Education Support the implementation of the international education aspects of the Education Renewal Recovery Programme through the development of an international education strategy, supporting marketing and regional brand development, and renewing greater Christchurch's brand as a safe and attractive place to study.
	17	Construction and Productivity Increase productivity and safety in the construction sector to support the recovery through the implementation of programmes developed to include smarter and more integrated construction systems, procurement, skills development and research.
	Building Critical Resources	
	18	Rural Sector Production Identify opportunities to increase value from improved production in the rural sector to lift greater Christchurch's GDP and support recovery by leveraging growth from investments in water storage and distribution, sector innovation, science, research, and technology transfer, sustainable use of water and irrigation of land, best practice on-farm management, and adding value to primary produce to maximise productivity and return on exports.
	19	Local Government Business Friendly Services Work with councils to develop planning and consenting processes that are easy to follow and business-friendly by streamlining processes, increasing transparency and benchmarking, and making it easier to solve problems.
	20	Health Precinct Development Support the redevelopment of Christchurch Hospital within the wider health network and develop the adjacent Health Precinct that provides a local and national centre for health innovation, education and healthcare-related commercial services.

Why do we need the Economic Recovery Programme?

The Economic Recovery Programme for Greater Christchurch provides a significant opportunity for us to create a new and better business environment for the future of our city, our province and our country. Disruption to business activity in greater Christchurch since the earthquakes began in 2010 has had a significant impact on our economy. However, this has also provided us with an exciting opportunity to establish a new, world-class, highly productive economic engine for the future.

The Economic Recovery Programme for Greater Christchurch sets out a strategic work programme of 20 high-priority projects that are the most important for economic recovery. The programme gives an outline of those projects, and identifies who is leading and who is in supporting roles. In some projects the lead role will be taken by the Canterbury Earthquake Recovery Authority and in others the role will go to different organisations. The programme also supports and identifies the interconnections with other components of the broader Recovery Strategy for Greater Christchurch, placing a sharper focus on the elements necessary for economic recovery.

This collaborative and integrated work programme will add value for a wide range of people and will provide a broad and comprehensive external view of the key drivers for economic recovery.

Who was involved in developing the programme?

The development of the Economic Recovery Programme for Greater Christchurch has been a cooperative effort from a range of organisations and agencies. These organisations have included representatives from central government, local government, industry sectors and leading local business organisations from within the greater Christchurch region. This has included:

- Canterbury Business Leaders Group
- Canterbury Development Corporation
- Canterbury Earthquake Recovery Authority
- Canterbury Employers Chamber of Commerce
- Canterbury Employment & Skills Board
- Christchurch and Canterbury Tourism
- Christchurch City Council
- Enterprise North Canterbury
- Environment Canterbury Regional Council
- Ministry of Business, Innovation & Employment
- New Zealand Manufacturers & Exporters Association
- Sector representatives - Property development, Construction and Investment
- Selwyn District Council
- Te Rūnanga o Ngāi Tahu
- The Treasury
- Waimakariri District Council

The Economic Recovery Programme for Greater Christchurch Te Whakaara Tahua (full document) provides the background to economic recovery and the projects, and is available on the CERA website www.cera.govt.nz.