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**Report 02.600**

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Report to the Rural Services and Wairarapa Committee  
from Colin Wright, Divisional Manager, Wairarapa

## **Wairarapa Economic Development Strategy**

### **1. Purpose**

To present the Wairarapa Economic Development Strategy and obtain endorsement for Council's involvement where relevant.

### **2. Background**

Go Wairarapa, the new organisation formed recently by the merger of the Masterton Business Enterprise, South Wairarapa Enterprise Board, Tourism Wairarapa and Creative Wairarapa, has produced a Wairarapa Economic Development Strategy. Copies of this document have been supplied to Committee members.

Go Wairarapa has suggested that this Council (and the three district councils in the Wairarapa) formally adopt this strategy in order to give it more credibility in the community which they believe would assist in its implementation. They also note that the Regional Council has a key role to play in many of the actions listed in the strategy, and by officially adopting it the Council will be accepting one of the leadership roles.

### **3. Comment**

This strategy entitled 'Economic Development in a Lifestyle Environment' has been developed over the past 18 months and during this time there has been consultation with a number of organisations and groups in the Wairarapa. Cr Buchanan and the Divisional Manager, Wairarapa have been involved in the process at various stages.

The introduction section of the strategy gives a very good explanation of the document. As noted, the strategy is more of an action plan which is based upon the land being the key asset of the Wairarapa.

The strategy lists active and other partners with regard to the various listed actions. The Wellington Regional Council is listed as a partner for a number of the proposed actions, particularly those relating to natural resources or transport.

### **3. Recommendation**

- (1) *That the Wairarapa Economic Development Strategy be endorsed and the various actions that may involve the Council be noted.*
- (2) *That Go Wairarapa be congratulated on the production of a concise and action orientated document.*

Colin Wright  
Divisional Manager, Wairarapa