

Priority Needs and Issues

The following emerged as the priorities from a household survey of South Waikato residents in 2005:

Priority 1 Existing businesses are retained and supported.

Priority 1 Improve attractiveness through landscaping, street frontages, tidy private properties, parks and garden development.

Priority 3 Strong community spirit is fostered.

Priority 4 New businesses are established in the District.

Priority 5 All people are involved in meaningful employment and community activities they choose.

Priority 5 Recycling, with reduction of solid waste, increases.

Priority 7 Infrastructure that supports business and industry is improved.

As can be seen from the list of community priorities, economic development related priorities dominate the District's concerns. This strategic plan "The Economic Spirit" has been developed to support the achievement of the Community Outcomes and priorities.

Labour Market Transitions

The South Waikato District is built on a foundation of forestry and farming industries and considerable capital investment has been put into establishing the infrastructure to support these industries. However, global trends have driven cost efficiencies and increased competition with other parts of the world. This has led to a labour market transition that challenges traditional assumptions around the District's future. This is a key challenge to be addressed in the coming years.

“Economic development related priorities dominate the District's concerns”

Carter Holt Harvey Forest - Trees at various stages of growth



Sector Issues

Additional strategic issues are identified below from the perspectives of industry contributors to this Economic Strategy.

Issues	Sector :	Farming	Engineering	Water	Renewable	Transit Hub	Tourism	Forestry
Increased Productivity		✓	✓					✓
Skilled Workforce		✓	✓				✓	✓
Environmental Compliance		✓			✓	✓		✓
Access to Markets			✓			✓	✓	
Collaboration		✓	✓				✓	
Value Added		✓	✓	✓			✓	✓
Purchasing Power		✓	✓					
Intellectual Property			✓		✓			
Capacity		✓	✓	✓	✓			
Quality		✓	✓	✓	✓		✓	✓
Aquaculture Opportunities		✓		✓				✓
Technology Capability		✓	✓		✓	✓		✓
Transportation		✓	✓		✓	✓	✓	✓
Zoning						✓		
Resource Consents		✓	✓	✓	✓	✓	✓	✓
Alternative Energy Supply		✓			✓			✓
Labour Force		✓	✓	✓	✓	✓	✓	✓
Accommodation							✓	
Infrastructure					✓	✓	✓	
Core Services		✓	✓	✓	✓	✓	✓	✓
Tourism Strategy							✓	
Product Quality			✓	✓			✓	✓
Land Use		✓		✓	✓			✓