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Q1

Your details

Name

Mark Doyle

Company / Organisation (if submitting on behalf of)

Network Design Group

Address

██████████

Email address

██

Phone number

██████████

Q2

Do you agree with our three areas of focus and their associated goals?

Living, working and learning here - Our residents are engaged and invested in our community

Agree

Doing business here - Our businesses are thriving, innovative and resilient to change

Agree

Visiting and playing here - Our district is a destination of choice for locals and visitors, with great leisure, entertainment and recreational activities

Agree

Please explain why

Conceptually the ideas are very generic. The expectation appears to be that if we encourage the same sectors that have always been supported, we will get different outcomes ? There is no dispute that this has previously worked well, but there are a lot of changes nationally, and internationally , that need to be factored into a district wide economic development policy. Why are other councils looking beyond the traditional sectors , what are the advantages to the district , what makes Ashburton unique ? What could attract businesses here ? What effect will decarbonisation have on the district ?

Q3

Do you agree with our draft action plan on pages 12 - 17?

Yes,

Please explain why:

It's achievable but not challenging or unique.

Draft Economic Development Strategy

Q4

Does the strategy and action plan address what you see as the key issues facing economic development in our district?

No,

Please explain why:

Overall yes, but maybe it needs to incorporate some attention to encouraging innovation, and market sectors that are growing nationally, or not well represented in Ashburton. The district has a lot to offer, but doesn't attract new businesses to set up here - should that not be part of the strategy ? How will small businesses be represented or participate in any forums ?

Q5

The strategy outlines the role Council will play in economic development. Do you agree with this and / or are there any other areas you think we should include?

No,

Please provide comment:

No focus on encouraging start up businesses, focus is on medium to large businesses, (but this neglects to remember most business start small, and grow) - why not target SME , and start ups early in their life cycle to either encourage them to set up in Ashburton or encourage them to stay. How will small businesses participate?

Q6

Do you have anything else you'd like to mention?

Respondent skipped this question

Q7

Do you wish to speak in support of your submission at the hearing?

Yes - I wish to present in person