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Q1

Your details

Name	Selwyn Price
Company / Organisation (if submitting on behalf of)	Hakatere Multi Cultural Council
Address	[REDACTED]
Address 2	[REDACTED]
Email address	[REDACTED]
Phone number	[REDACTED]

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	These are generic aspirational areas of focus and associated goals - it is difficult to disagree with any of them.

Q3

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

No,

Please explain why:

'Our economy at a glance' shows that the largest driver of GDP increase over the last decade is by far 'Other industries', more than double that of the next largest, 'Agriculture, Forestry and Fishing', yet what constitutes this sector is not detailed or delineated and therefore not addressed in the draft action plan. Likewise, the 'Proportion of GDP by income' has an amorphous grouping titled 'All others' (which apparently "includes the likes of health, professional services, education, financial services, transport, public admin, accommodation and food services.") which needs to be broken down to better understand the real drivers of our economy. When added together 'All others' and 'Unallocated' actually constitute the largest contribution to GDP by income. Our people are poorly served by education providers at the tertiary level in our district, and this should be more of a focus than partnerships with tertiary providers that force our young people out of our district. Likewise, we should be looking at immigration laws that limit participation in tertiary education for some of our brightest young people, including the approximately 20% who are born overseas. Far more investment in both the promotion of the district and the Welcoming Communities initiative, along with the agencies that work alongside them, is needed, instead of the systemic dismantling that we have seen over recent years. It is pleasing that 'Multi-cultural council' gets a mention in relation to Welcoming Communities, but where is the mention of mana whenua, tangata whenu, marae or iwi in the document? There is only one use of te reo Maori in the draft strategy consultation document, and that comes exactly halfway into it. There is also no use of welcoming language for any of the other communities who call Ashburton District home and for whom English is not their mother tongue, which suggests that their involvement in the consultation process, and even in the action plan, might not be welcome.

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:

There are too many sectors of our community and contributors to our economy that have been left out or marginalised by this draft strategy. Real economic growth must include all sectors and people, and a successful economic strategy should not imply some notion of a 'trickle-down' effect.

Draft Economic Development Strategy

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:

As mentioned previously, there are areas that need far more investment to promote the district and to welcome those who choose to come here. Council needs to be far more embracing of all sectors of the community, and understand that includes those who are the original inhabitants as well as those who are new to our district, be they newcomers, migrants or former refugees.

Q6

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

Council have along way to go in making their consultations more inclusive, and every time they produce a consultation document like this one it gives the impression that they're not actually trying very hard.

Q7

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

Yes - I wish to present in person
