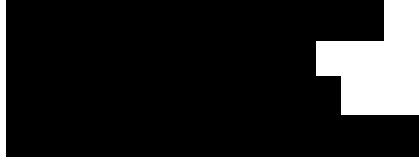


Draft Economic Development Strategy

1. Submitted By:

Tanya & Reon Hulme
Owners and Operators of the Rakaia River Holiday Park



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

Yes, we agree.

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

No, not completely. We have added some feedback below.

Goal # 1: Residents are engaged and invested in our community

Agreed, no further feedback.

Goal # 2: Our businesses are thriving, innovative and resilient to change

Objective B1: It is great ADC is wanting to involve key industry leaders to establish a business leadership group, but this also needs to include a range of business sizes not just the larger businesses.

Objective D1: This is focused on identifying ways to lower barriers to businesses interested in setting up in our district. We think focus also needs to be on supporting existing local businesses to expand. We recently went through the resource consent process to expand our holiday park and it was such a long process, which has delayed the timing of our expansion. We need to find ways to support existing businesses to thrive in our district, not just new ones to our district. It would be great if there was a business growth team at ADC that we could work alongside to help support business growth and to help make compliance easier to grow business in this district, which would help create new tourism products to add to the region's attractiveness. An example of this would be:

- Assistance with resource consent process, to get this processed quicker
- Support feasibility study process
- Access to an experienced "pro-business growth" team at ADC

Objective D2: Again, focused on potential investors coming into our district, a strong focus also needs to be on supporting existing business owners who want to invest in OUR district. Find a way for council to support new ideas that our local community have.

Goal # 3

Objective B1-4: When trying to understand what the district has to offer, ensure smaller tourism products and operators are included in the District story and use the council's resources to foster tourism businesses to work together so the district has more to offer. Perhaps the more established operators could mentor the new operators. The story needs to be regularly updated and refreshed to reflect the addition of new experiences available.

Objective C1-8: This needs to be a district wide action plan, not just SH72, Methven and Ashburton township. Why only increase bed nights in the Ashburton township when there are other operators outside of Methven and Ashburton who would also benefit from these new strategies?

Gateway to the Ashburton District

Rakaia is the SH1 gateway into the Ashburton District. We encounter many visitors staying in the Ashburton district for their first night in the South Island after they have arrived in Christchurch, but many are driving through to Geraldine or Tekapo instead. Many of these travellers are choosing to come over the Rakaia River Bridge on SH1 and we would like to support the improvement of/effectiveness of the northern gateway to our district by:

- Having a better presentation of our district as they come off the Rakaia River Bridge. Presently they are greeted by an untidy area with donut/burnout patches, large puddles, bark chip piles. Our suggestion is that we reconfigure this area to discourage burn outs and rubbish dumping and create more of an attractive, welcoming area
- How do we manage removal of rubbish being dumped / discourage this happening in this area?
- How about an electronic billboard welcoming travellers to our district and showcasing the area to incoming south bound traffic to encourage them to slow down and enjoy our district.
- Work with council and neighbouring land owners to tidy up the area from the first stream of the Rakaia River to the Public Toilet area, along the state highway
- Clearer signage when coming off the bridge re the local dog park, toilets and dumpstation. Currently there is no signage for the new dumpstation, at least not at this side of town, or by the toilets, as we get many people coming in here not aware of the new dumpstation, dog park and toilets.

Funding for feasibility study

We have seen in recent years the opening of Opuke and the re-development of the Staveley Ice-rink which are a great asset to our district. If you would like our district to be a destination of choice then some assistance with feasibility studies on new tourism product options would be beneficial either in the form of a grant or other funding, or being able to tap into the resources at ADC to assist with ideas and feasibility studies.

Ashburton District Bike Trail/Loop

We have many guests call into our holiday park with e-bikes or mountain bikes looking for local tracks. There are bike tracks in various areas of the Ashburton District, however we think there is a great opportunity to create a bike track linking areas of the Ashburton District.

For example, there is currently a bike track from the South Rakaia Huts part way towards Rakaia. We see it beneficial to carry this on up to the Rakaia bridge and meet up with the existing Rakaia bike track, then along to the power station and following the RDR to Methven then along to Mt Somers and back into Ashburton. Various businesses could provide accommodation or refreshment opportunities along the way. We believe there has been some work done on exploring this option over the years and there maybe some funding at ADC which was put aside for this project. Neil Pluck from the Rakaia Community Association was part of the early discussions and we would like to work with Neil and ADC to undertake a feasibility study of this opportunity. Many have done the

Otago Rail Trail and perhaps we could create our own Ashburton District bike trail and ideally a loop incorporating a coastal track.

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

No, not completely. We have included some ideas in our feedback above.

**5. 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?**

Yes, we do agree with this role, however we have added feedback above.

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

Yes, as above.

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

Yes, we are happy to present in person in support of our submission.