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Q1

Your details

Name	Kate White
Address	[REDACTED]
Address 2	[REDACTED]
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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

I'm pleased to see the Economic Development strategy has a focus on residents' involvement and engagement in community (goal 1) and being a district of choice which has great activities (goal 3), in addition to thriving businesses (goal 2). Why? Great staff are needed for thriving businesses, and to attract and keep great people here we need them to experience belonging, give them and their families opportunities to get involved in and feel connected to the community. Because of the importance of Connection to our mental health and wellbeing, I suggest adding this into Goal 1. Residents are connected, engaged and invested in their community.

Draft Economic Development Strategy

Q3

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

No,

Please explain why:

Much about the action plan is good- but where is the role of mana whenua?? It's completely lacking. Where is the preparation or consideration given to Climate Change and its impacts on the district?

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:

Glaring omission in key issues --> Climate change!! How does that not get a mention?! Surely the most important issue to address in an agriculturally dependent region such as ours. Where is the talk of regenerative and sustainable models of agriculture and land use, adaptability to climate change (also relevant to primary tourist attraction Mt Hutt ski field). We can't bury our heads in the sand and hope this won't affect us. Climate Change and our ability (or lack thereof) to adapt to and prepare for change will affect the economic development of the region and quality of life for residents. We need to be thinking long term not just the next 10 years.

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:

I think instead of coming up with solutions/ plans themselves, Council could look to create the conditions for more community-led responses, especially around Goal 1, all 3 objectives. Research shows this approach has greater impact. Listen to those already engaged in this work and learn from them, build relationships with them, instead of approaching them with your chosen solutions to see how they might partner with you.

Q6

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

Sadly, I do not see a mention of the promotion and development of co-governance partnerships with Māori in business, council or community organisation. Balanced and respectful partnerships provide a way forward for tangata whenua and tangata Tiriti to work together in order to achieve our shared goals of healthy and engaged communities, thriving businesses and the district as a destination of choice. We are missing out if we don't have Māori at the table in these areas, sharing their expertise, experience and vision.

How have mana whenua been involved in the development of this strategy? I haven't seen them referenced in any part of it - extremely disappointing.

Is the Ashburton Story a Pākehā one or will it have mana whenua informing how that story is shaped and told?

To make this district a more attractive place to live and work, I believe we need an inclusive and forward thinking council, wanting to do its part to encompass Treaty of Waitangi obligations and rights. A council that prioritizes standing shoulder to shoulder with mana whenua, working together on all 3 goals outlined in the strategy as an example of that. Small steps (low hanging fruit) like supporting bilingual signage can also help Māori feel more welcome here and helps tell the story that I hope is true, that in our district we value inclusion and embrace cultural diversity.

Something else, it seems odd that the vision appears in Te Reo Māori in a font not used elsewhere in the document, but there is no other te reo in the booklet - aside from the word 'kaupapa' on the cover. I would encourage ADC to utilise te reo in their documents, but perhaps in more user friendly ways... e.g Have your Say - could be in te reo ('Kōrero Mai' is probably understood by many, even beginners). Perhaps the 3 goals or the 3 areas of focus (Living. Working and learning here etc) could be translated.

Q7

Yes - I wish to present in person

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