

**1. Do you agree or disagree with our three areas of focus (Living, Working and Learning here; Doing business here; Visiting and playing here) and their associated goals?**

Yes – I agree with the three objectives – however would like to see an extra added

**Goal 1** - Our residents are engaged and invested in our community

**Goal 2** - Our businesses are thriving, innovative and resilient to change

**Goal 3** - Our district is a destination of choice for locals and visitors, with great leisure, entertainment and recreational activities

**Goal 4 – *Our district seeks to identify new opportunities***

Having worn many hats / and had many titles during my thirty six years residency in Ashburton District. I have been in a fortunate position to work alongside and witness many talented people, businesses and yet still see opportunities for more. Some such examples, may include, but are not limited to:-

**Additional Secondary School options**

While it has offered an alternative, that the Ashburton Christian School has extended classes to include secondary school years. I have no data on how many Ashburton School students, complete primary / intermediate education then leave the district to attend Boarding Schools, my personal observations are quite a lot take that route. I suspect this has a detrimental impact on the local economy, as those students, their families and supporters then are away from the Ashburton District more frequently. Conversely to that, if there were additional education offerings in the Ashburton District, we may well see, more discretionary spending from students and their families within the Ashburton District.

**Christchurch** – As of 2023, the estimated population of Christchurch is 443,774.

→ has **eight boarding schools** (\*Christchurch Boys' High School \* Christchurch Girls' High School \* Christ's College \* Rangī Ruru Girls' School \* Selwyn House School \* St Andrew's College \* St Bede's College \* St Margaret's College)

**Oamaru** – as at June 2022 has an estimated population of 13,900

-> has **three boarding schools** (\*St Kevin's \*Waitaki Boys School \*Waitaki Girls School)

**Timaru** – as at June 2022 has an estimated population of 48,500

→ has **three boarding schools** (\*Craighead \* Timaru Boy's High School \* Timaru Girls' High School)

Conservatively estimating that just 20 pupils attend each of the fourteen schools (and that is just 4 people each year, each school), with an average of \$25,000 per year.

$20 \times 14 = 280 \times \$ 25,000 = \$ 7,000,000$  per annum in boarding school fees alone

Discretionary expenditure for 280 people – may be \$ 100 per week = \$ 28,000 per week = \$ 1,456,000 per annum

Discretionary expenditure for families visiting out of town pupils = 560 people \$ 100 per week = \$2,912,000 per annum

I suggest that if an additional Secondary School / Boarding School were to establish in the Ashburton District, this may address some of the concerns raised by submitter Stacey Smith.

**Tertiary Education**

It was 2001, that Southern Institute of Technology in Invercargill, introduced the SIT's Zero Fees scheme. It is estimated that SIT's Zero Fees scheme contributes about \$157.1 million to the region's economy annually, while 40% of graduates end up working in Southland, the independently produced economic impact assessment says.

**SIT Zero Fees scheme a workforce pipeline for Southland** -> [SIT Zero Fees scheme a workforce pipeline for Southland | Stuff.co.nz](#)

While Ashburton currently does not physically have Tertiary Education facilities in the district – population growth and forecasts would indicate that there will in the future be a time that it should.

As explained in the SIT article, the wider economic benefits and pipeline for employees are an additional bonus.

While Ashburton Hospital works closely with University of Otago, there may be other tertiary institutions wanting to connect to Ashburton district.

- **Ashburton Hospital / Otago Medical School** – Rural Medical Immersion Programme (RMIP) Teaching Centres  
[Rural Medical Immersion Programme teaching centres, Otago Medical School, University of Otago, New Zealand](#)

## **Movie Making Industry**

Having been involved with the Movie Exhibition Industry since 1998, assisted the Snakeskin production team in 2001 with their daily rushes and now a National Board member of NZMPEA since 2020 – have a vested interest in Movie Production and exhibition.

A report from 8 December 2017 states “Study: New Zealand’s Film Industry worth \$ 720M to Economy”

-> <https://www.hollywoodreporter.com/news/general-news/study-new-zealand-s-film-industry-worth-720m-economy-1065640/#!#>

With Rolleston Film studios less than an hour away, and having personally hosted studio personnel, to the Ashburton District to view accommodation options - such as Montrose Estate and Brinkley Resorts Have witnessed an increasing number of productions visiting the district. [Film studios easier to set up after Crown uses quake recovery powers to change rules | Stuff.co.nz](#)

However, if we reflect on the Lord of the Rings Trilogy – there was a missed opportunity. Alpine Safaris host Lord of the Ring tours to the Edoras site. The film set was dismantled from this location post production – when you compare a single tour operator, driving to a location, which essentially is about showcasing the set vista, to the Hobbiton Movie Set, Hinuera, Waikato – conservatively estimate 650,000 per year @ \$ 70 per ticket = \$ 45,500,000 – prior to COVID 19 employed 280 staff

→ [Hobbiton's unexpected journey: how a business built on tourism tackled Covid-19 | Stuff.co.nz](#)

→ [Hobbiton's 'halo effect' grows as attraction gets green light for one million visitors | Stuff.co.nz](#)

**Dark Sky Tourism**

I recall that CEO Hamish Riach and I attended a presentation on Dark Sky Tourism – and have watched with interest as foothill communities are publicly seeking support for Dark Sky Tourism in the Ashburton District. Alternatively, this may well be a good fit for Mt Hutt or Methven – ADC may be party to navigating potential parties and

*This year, Tekapo opened its new Dark Sky Project, a venture half-owned by Ngāi Tahu, which connects Māori astronomical storytelling with standard astrotourism. Forty thousand visitors a year visit the attraction, and for the year to May 2019, tourism contributed \$298 million to the Mackenzie District economy.*

[NZ's dark sky sanctuaries sights worth travelling for | Stuff.co.nz](https://www.stuff.co.nz/region-of-tairārahi/news/122222222)

While there are not currently retailers, hotels, motels up at the Ashburton Lakes and Tourism may not see a direct benefit from day (night trippers) that may attend – there would be an indirect benefit to hospitality, service stations and more. Regent Cinema have experienced a similar impact from the arrival of K-Mart. We’ve spoken with day trippers from Timaru, Fairlie, Dunsandel, Darfield – who’ve chosen to visit Ashburton K-Mart, then look to have lunch, dinner or attend a movie around their visit.

**2. Do you agree with our draft action plan on pages 12 – 17?**

Yes - agree with the three areas of focus – however would like to see actions loaded under

**Goal 4 – *Our district seeks to identify new opportunities***

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**Name:** Donna Favel - Director

**Organisation:** Mid Canterbury Movies Limited – trading as Regent Cinema Ashburton

**YES:** - I would like to present to the hearing on **Thursday 20 July 2023 – present In person please**

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

Yes – I agree, however, would like to see some focus on new opportunities

**4. 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?**

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

**\*\* Safety and Security of Small business / Business owners – SMEs –** with the increased level on crime being frequently reported on – would like to see Ashburton District Council and New Zealand Police, collaborating with small SMEs to keep businesses, equipment, staff and customers as safe as possible. We have experienced an increase in attempted theft – stealing product from freezers, stealing cash from tills, equipment stolen from beside the building. Ashburton District Council could assist in this space by advocating for more police, or ensuring adequate street lighting around businesses, ensuring bollards are available for high risk ram raids businesses.

**\*\* Having been an employer of young people for 2.5 decades –** I have noticed a significant shift in recent years, in the strength and wellbeing our teenage staff. I have seen an increase in anxiety and stress. To ensure our young people are workplace ready, would like to see a greater support network in place to strengthen resilience of our young people. As I mentioned to a parent last year, when her child was not yet ready to commit to work – don't push her – she has a lifetime to work and the youth of today are facing so many issues that we never even considered a possibility when I attended school \* Global Pandemics \* Foreign Conflicts \* Impacts of Climate Change \* Constant bombardment of News headlines straight to your device \* Social Media. Would like ADC to advocate for more Mental Health support for our youth. New Zealand has the fifth highest suicide rates in the OECD -> [New Zealand and OECD suicide rates – Suicide – Te Ara Encyclopedia of New Zealand](#)

**\*\* I support Ashburton Citizens Association submission on the Silver Work Force –** Leader of the Opposition Chris Luxon is quoted as wanting kiwis to have more babies to pay for an aging population – however, this will be a long term remedy. In the meantime, I believe that Ashburton District Council, should lean into and embrace our strength of having a higher Median Age than the New Zealand average. This could well be a benefit, if employers are encouraged to harness that wisdom and experience – also another step towards **GOAL 1 – Our residents are engaged and invested in our community.**

Apologies in advance for any grammatical or spelling errors – Sunday 18/6/23 – proving to be a busy day for our business, with limited staff availability and ADC deadline looming.

In closing thank you for the opportunity to submit.