

# SUMMARY AND WHERE TO FROM HERE

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## SUMMARY - Canterbury points of difference

- Unified community
- A committed Council
  - optimistic growth
  - prepared to address any choke points
- A better performing economy
  - international
  - food based
- Resource rich economy
- Well connected across our community
- A good quality of life

## SUMMARY - Canterbury points of difference

- We just do it ! – able to take the initiative
- Determination to maximise opportunities that come out of the crisis
- Low unemployment relative to the rest of New Zealand
- People are still positive (1/2 full)
- Quality workforce
- Are we good at productivity growth, social cohesion and sustainability?
- Is staying in Canterbury the most desirable option?
- We need to:
  - Shout
  - Cooperate
  - Concentrate on labour intensive activity

## SUMMARY - Canterbury points of difference

- Our capability with technology
- Our land and our water
- Capability to create regional innovation systems
  - Innovations
  - Entrepreneurs
  - Specialist expertise
  - Policy framework
- Ability to be more efficient with primary production
- The mega trends in food consumption suit our capability
  - Capability to promote product integrity
  - Competitive cost structure in Canterbury

## SUMMARY – Key Areas

- **Governance**
- **Investment**
- **Innovation**
- **Attributes**
- **People**

# SUMMARY

## Governance

### Issues

- Supportive/responsive local Government
- Community working together
- 'NZ Inc'
- Pre occupation with risk aversion

### Actions

- Local government being seen to take the lead purchase locally and bite sized lumps
- More transparency in Council purchasing opportunities
- Existing organisations take the lead by collaboration
- Recognise the power
- Get over it!

# SUMMARY Investment

## Issue

- Accelerating investment into areas of long term benefit
- Transport infrastructure
- Tourism strategy
- Investment in broadband
- Respond to mega trends with targeted investment
- Higher standard of information is expected
- Difficulties in raising venture capital
- Identifying 'ready-to-go' projects

## Action

- We need a plan
- Accelerate investment – support local
- Refine and support
- Just do it!
- High quality information required and then appropriate response
- Closer relationship between lender & borrower -no surprises for bank
- Need for the development of equity markets and specific analysis
- Advise CDC of opportunities

# SUMMARY

## Innovation

### Issues

- Creation of regional innovation systems
- The importance of productive activity
- Support of R&D at a regional level

### Actions

- Needs a plan
- Recognise and believe in it
- Get sectors together e.g. clusters for focused application to target public funds

# SUMMARY

## Attributes

### Issues

- Selling the attributes of this region
- Product and service integrity
- Protecting our factories/head offices in Canterbury
- Attracting families
- Maintaining and enhancing quality of life

### Actions

- Identify, reinforce and sell
- Justify our offerings
- Justify the business case on a case by case basis and promote the business friendly environment
- Sell what we have got
- Keep working on it

# SUMMARY People

## Issues

- Maximising the training/upskilling and productive work of our people
- Responding to changing behaviours – back to basics
- The importance of productive activity
- MSD proactive support mech.
- Unemployed

## Actions

- Continue to identify needs and organise appropriate delivery of capability
- Recognise it is not going to be way it used to be
- Ensuring productivity gains are shared across the community
- Utilise available services
- Mechanisms to manage unemployed into other job opportunities

# SUMMARY People continued

## Issues

- Size of student population
- Informing Pacific Island residents

## Actions

- Take advantage of capability to grow student population (student village)
- Mayor, VC University of Canterbury and Lincoln University to visit

# OTHER

- Competition for ideas - top 5 publicly funded to feasibility stage
- Promote Christchurch as Mainland Port (land, sea, air)
- Mainland transport strategy – least cost route to market
- We want winners to pick us vs. us picking winners
- We want people to prosper
- Investing to cope with an ageing population

# SUMMARY

## Park for someone else to deal with

- Central Government support
- Export Credit (Office)
- Exchange rate
- Equity/debt issues
- International volatility (continuous)
- Risk recalibration
- Getting out of the liquidity trap
- Relationships between CPI, OCR and exchange rate

## WHERE TO FROM HERE

### A suggestion:

- **Issues and actions referred to Mayoral Taskforce, involving relevant service providers**
- **Responding to the issues raised today with report back to attendees within 30 days**