



# REFRESHING OUR STRATEGIES: ECONOMIC WELLBEING

Council workshop October 2024





# WORKSHOP OBJECTIVES

- Update on the status of the Economic wellbeing Strategy (EWBS) development/Economic Development Strategy (EDS) refresh
- Get feedback from Council
- Underline next steps





# STRATEGIC FRAMEWORK

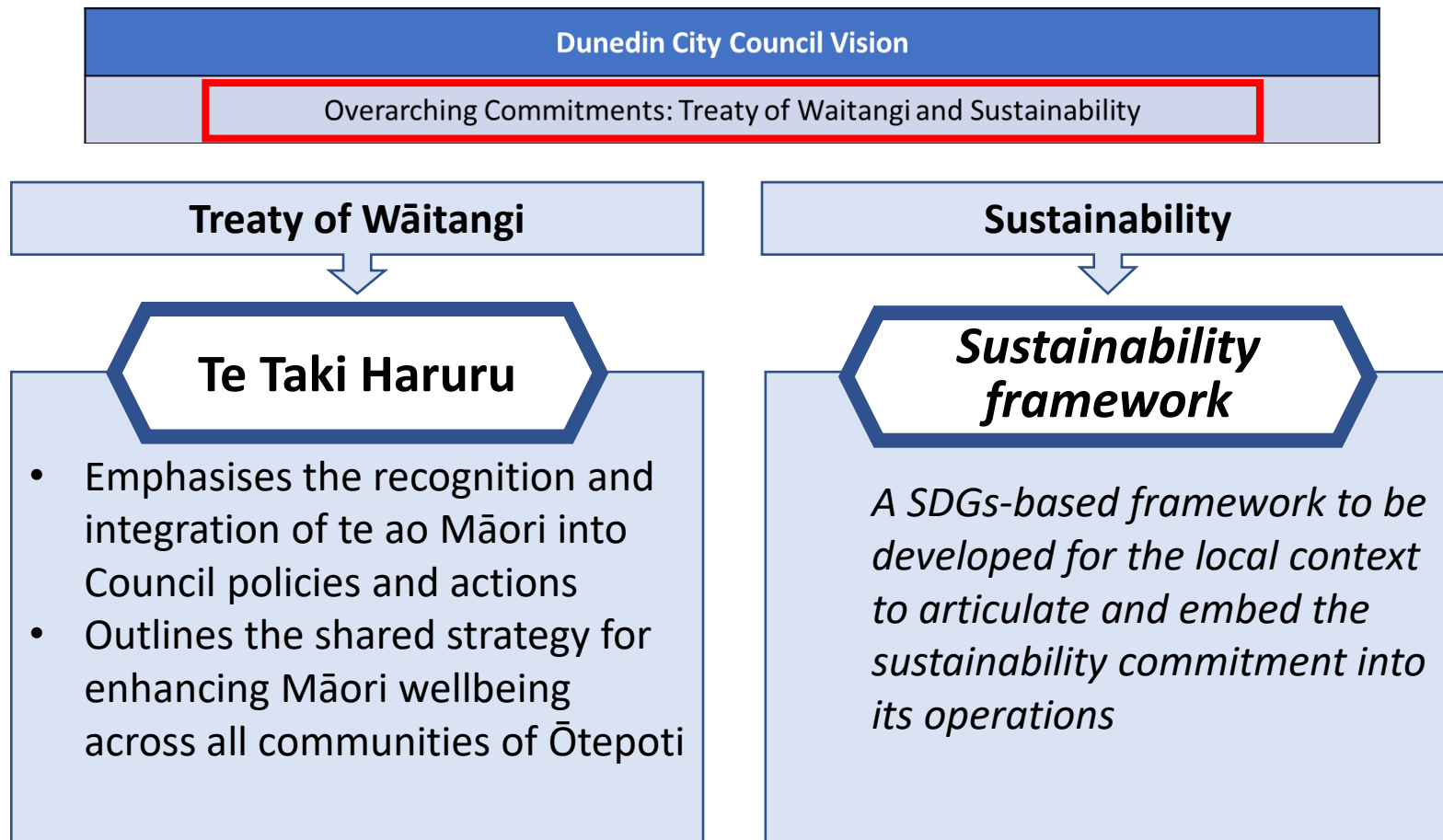
Dunedin City Council Vision							
Overarching Commitments: Treaty of Waitangi and Sustainability							
Community Outcomes							
Sustainable City	Connected City	Creative City	Successful City	Healthy City	Connected City	Active City	Compact City
Wellbeing Strategies				Infrastructure/Planning Strategies			
Environmental	Social	Cultural	Economic	Three Waters	Transport	Parks & Recreation	Future Dev Strategy
Long Term Plan							
Activities/Services		Levels of Service			Performance Measures		
Operational Implementation, Monitoring, Reporting							

Strategic Line of Sight



# STRATEGIC FRAMEWORK

The Strategic Refresh aims to help articulate and embed DCC's overarching commitments in a consistent way.





# INSTITUTIONAL CONTEXT

- The EDS finished its cycle 2013-2023.
- Wellbeing Advisory Panels established in February 2024 to:
  - ✓ Provide governance and oversight of the process
  - ✓ Progress the refresh of the four wellbeing strategies

Strategy	Existing Advisory Group	Assigned Councillors
Ara Toi	Creative Dunedin Partnership	Cr Houlahan
Economic Development Strategy	Grow Dunedin Partnership	Cr Whiley
Social Wellbeing Strategy	Social Wellbeing Advisory Group	Cr Laufiso
Te Ao Tūroa	Te Ao Tūroa Partnership	Cr Barker



# WHAT THE COUNCIL TOLD US

- Effective and enabled cross city partnerships
- Refresh needs to build on existing strengths
- Consistency for partners to remain involved
- Importance of partnership – particularly with industries and talent pipeline that need to be engaged.





# WHAT THE ECONOMIC PARTNERS TOLD US

*Stakeholder feedback were collected at the Business Forum on 1<sup>st</sup> May and through a survey than ran until mid-June.*

Three key feedback emerged:

- **Partnering and collaboration** – Greater emphasis on partnering and collaboration in progressing shared strategic goals, with a more coordinated approach.
- **Enabling growth and investment** – Focusing more on ways to enhance the desirability and ease of living, investing and doing business in the city, including supporting policy and infrastructure.
- **Changing perceptions** – A coordinated approach to marketing with confidence all aspects of what Dunedin has to offer – including lifestyle, education, business and investment opportunities.





# WHERE WE ARE HEADING

- ➔ Refreshing the approach to focus on economic wellbeing
- ➔ Retaining the existing strategic directions to provide consistency in the implementation



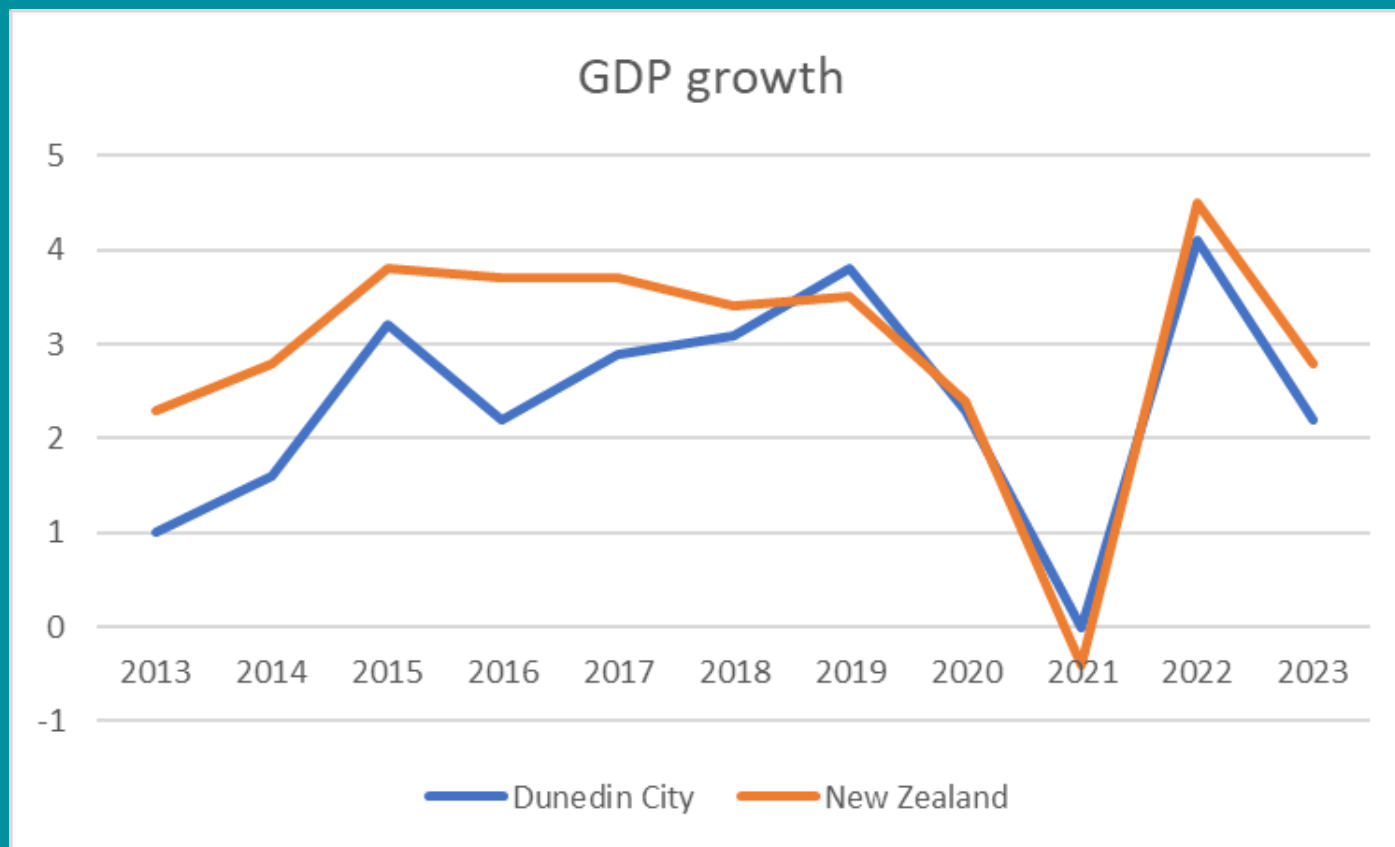
**DUNEDIN**  
CITY COUNCIL

kaunihera  
a-rohe o  
Ōtepoti





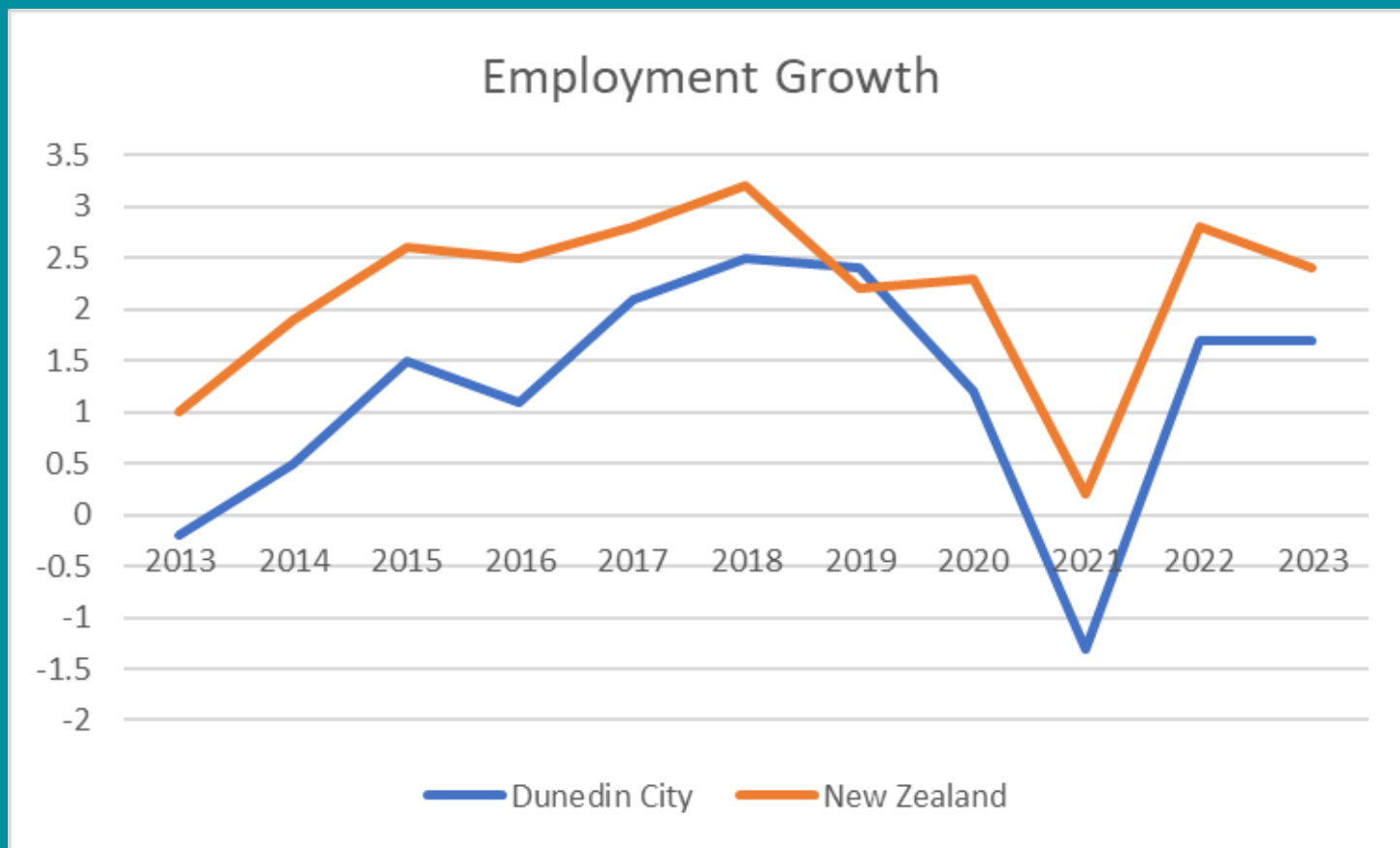
# ECONOMIC CONTEXT



**2.2% growth in 2023**



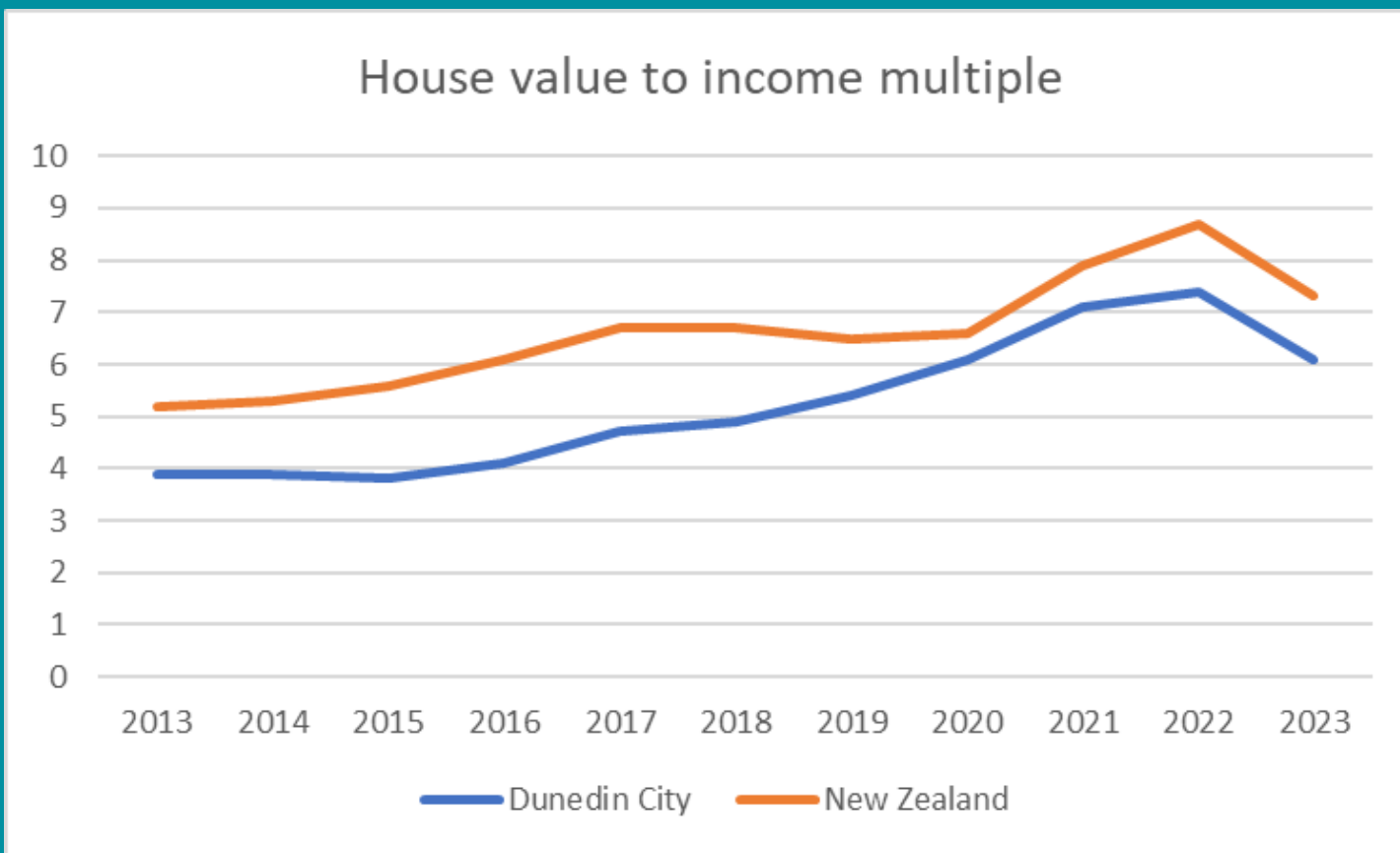
# ECONOMIC CONTEXT



**+ 8391 jobs in 10 years**



# ECONOMIC CONTEXT



**Housing affordability decreased**

# **SWOT Analysis: Economic Development Strategy and GDP**

## **Strengths**

- Aligned with the DCC's vision
- Existing themes relevant and aligned to Dunedin's economic strengths
- Sufficiently agile to enable new initiatives
- Partners and industries well engaged
- Enabled cross Council collaboration with Zero Carbon, Ara Toi, Transport and Parks and Recreation

## **Weaknesses**

- Economic wellbeing omitted
- Goals focussed on growth – too narrow
- Systemic links with other wellbeings missing
- Measures related to reporting needs to be reviewed

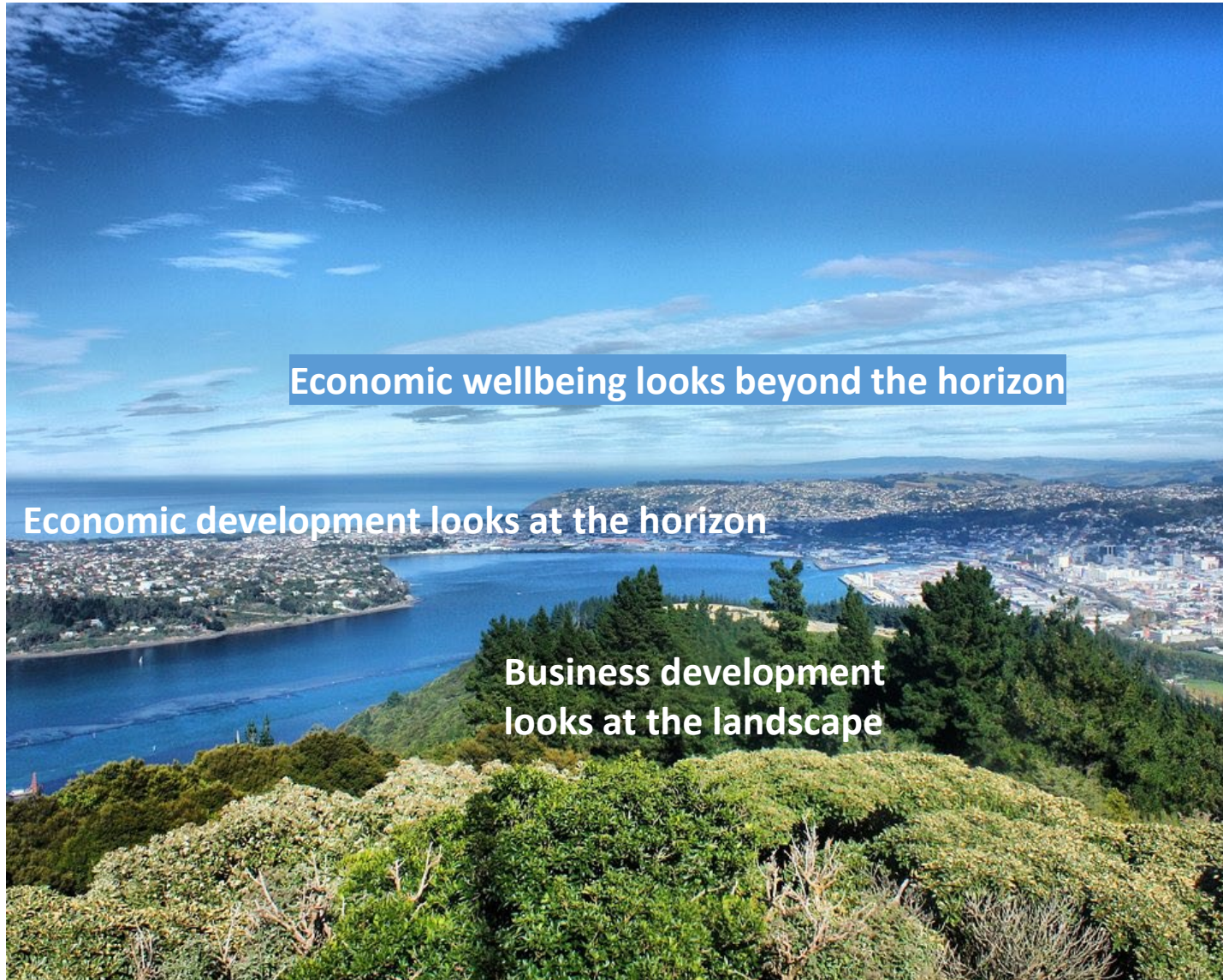
## **Opportunities**

- Economic wellbeing outcomes
- Reporting cycle measuring progress
- Alignment with other strategies and Council activities
- Embedding Te Taki Haruru – leveraging values and principle as an approach to economic development
- Greater storytelling and public engagement
- On-going evolution of Grow Dunedin Partnership

## **Threats / Challenges**

- Economic cycles
- Treaty of Waitangi and sustainability commitments
- Activity grouping of Levels of service
- Collective engagement with outcomes by stakeholders outside of Council
- Roles and responsibilities of business development, economic development/ wellbeing

# FROM EDS TO EWBS



Economic wellbeing looks beyond the horizon

Economic development looks at the horizon

Business development  
looks at the landscape







# FROM EDS TO EWBS

## The Economy of Wellbeing: going beyond GDP

People's wellbeing and economic growth are interdependent and mutually reinforcing.

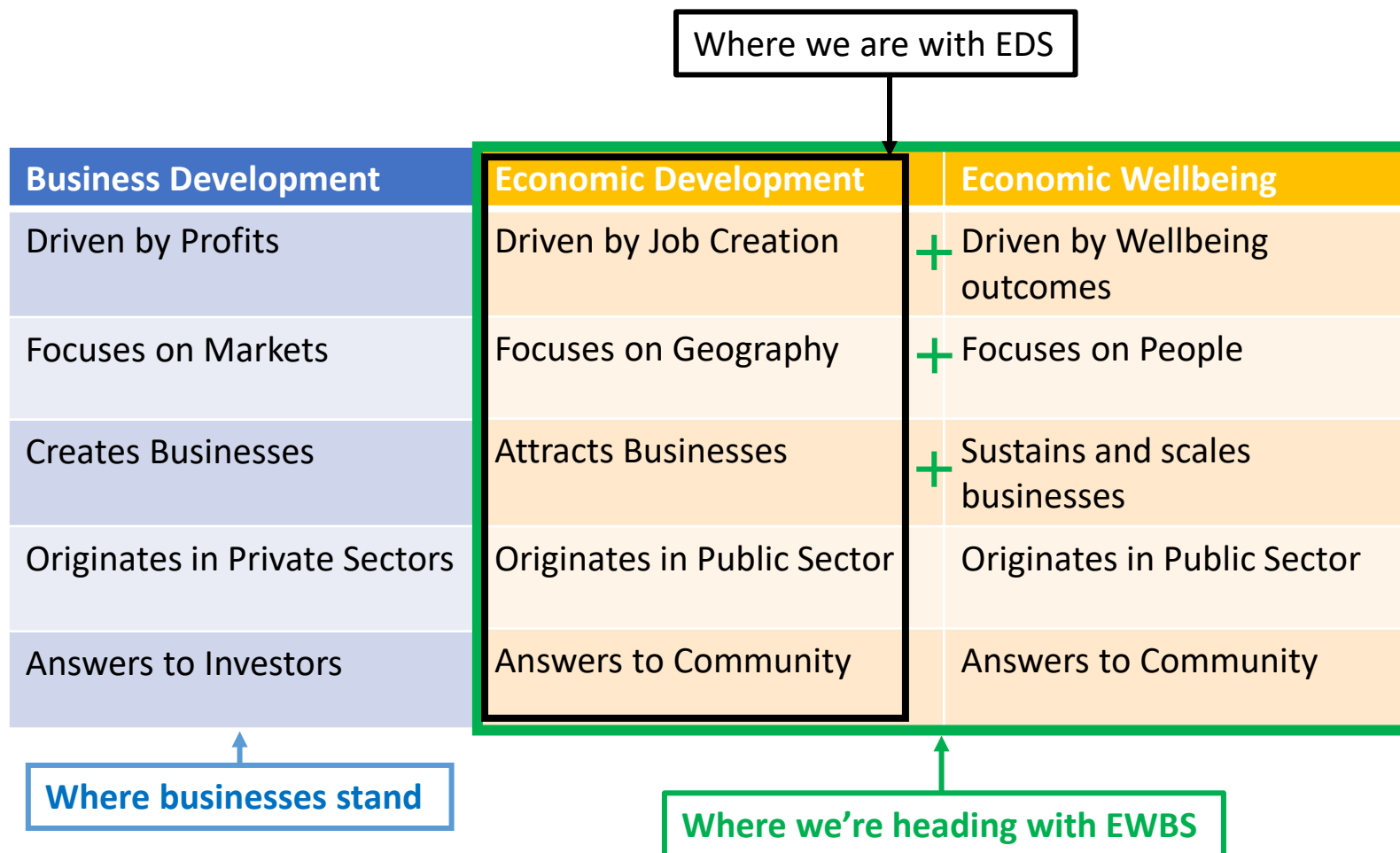


*The virtuous cycle where sustainable economic growth and well-being work together to the benefit of people and society. Source: Council of the European Union*





# FROM EDS TO EWBS





# WHAT IS EWB FOR DCC

*Economic wellbeing definition: Economic wellbeing is when people can access resources and opportunities to be secure, resilient, and prosperous, now and into the future.*

Principle	Meaning
<b>Economic choice</b>	Opportunities for all to sustain their material living conditions and have control over their resources.
<b>Inclusive economy</b>	Shared prosperity especially for those facing the greatest barriers to advancing their wellbeing.
<b>Foundations for resilience</b>	Liveable city, local infrastructures, support mechanisms and a sustainable environment for economic operations.
<b>Collaboration in awareness</b>	Clear perception of opportunities to partner and innovate, within and beyond Ōtepoti Dunedin.
<b>Prosperous economy</b>	Businesses are resilient and contribute to prosperity and peoples' wellbeing.





# NEW APPROACH & CONSISTENT IMPLEMENTATION

New set of principles that defines what economic wellbeing look like

Economic  
choice

Inclusive  
economy

Foundation  
for resilience

Collaboration in  
awareness

Prosperous  
economy

Implemented through consistent strategic directions to provide consistency  
and keep partners engaged

Business  
vitality

Alliances for  
innovation

A hub of skills  
and talent

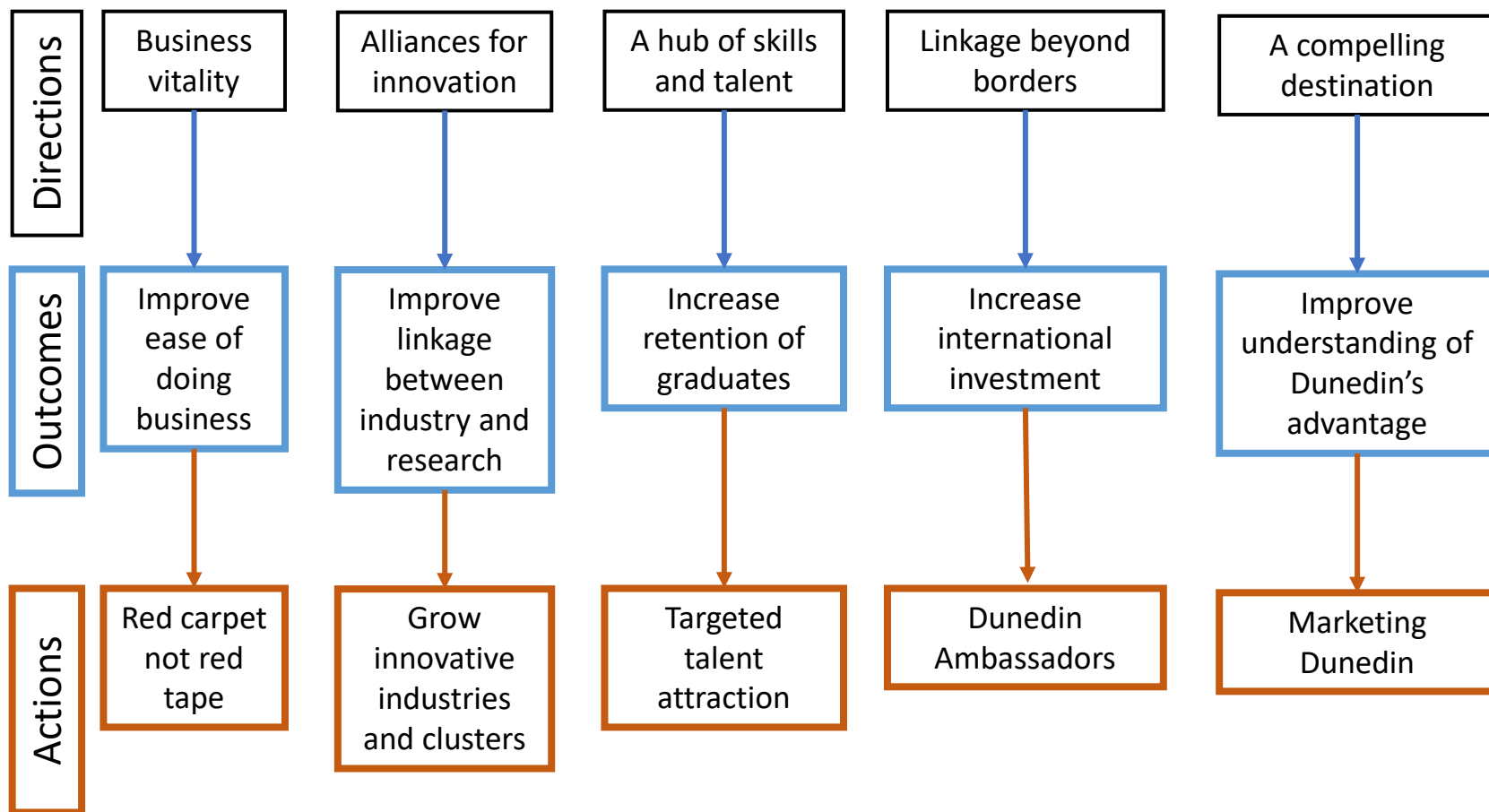
Linkage beyond  
borders

A compelling  
destination





# OUTCOMES AND ACTIONS







# HOW CAN COUNCIL CONTRIBUTE



## Advocate



DCC presents Ōtepoti Dunedin as a compelling destination to study, visit, settle, work, and start or develop a business.



## Facilitate



DCC connects people with the information, expertise and resources needed to make informed decisions for their economic wellbeing.



## Partner



DCC works with partners to lead projects and initiatives that help foster economic wellbeing.



## Enable



DCC empowers people by providing tools and knowledge for them to achieve their objectives.





# STRATEGIC DOCUMENT STRUCTURE

Strategy Document Structure	
Front	Executive Summary, DCC Commitments, relevant Community Outcomes
Body	Principles/Wellbeing Definitions/Situation Analysis/Directions/Outcomes/Actions
Back	Schedules, Appendices, Implementation Plans (inputs/outputs) Reporting (what done/how well done/difference made), Governance and Oversight





# STRATEGY VS IMPLEMENTATION

	Strategy	Implementation Plan
Definition	Overarching approach designed to set long-term directions for the Council and the city.	Putting the strategy into new BAU actions following strategic themes.
Focus	What are our economic wellbeing directions Why are we setting these directions	How are we going to contribute to our strategic directions When is it going to happen
Scope	Broad and high-level	Specific and detailed, dealing with operational aspects
Timeframe	Long-term, involve regular reporting and review	Short to medium-term, involve milestones and deadline





# NEXT STEPS

- Develop indicators and measures to report on Economic wellbeing progress in each of the strategic directions.
- Engage with stakeholders and the community
- Build an implementation plan



