

Ready for Growth:

Action Plan Summary

OUR CHALLENGES

- The Gore District community faces a number of key challenges, including:
- Addressing the very real threat of population decline across the District.
 - Providing diverse and sustainable employment opportunities.
 - Attracting tourists and maximising their expenditure within the District.
 - Meeting the needs of an ageing population.
 - Supporting young people at risk of disengaging from education and employment.
 - Retaining young families at risk of leaving the District.
 - Attracting and sustaining new investment.
 - Growing our retail sector in a challenging environment.

OUR STRENGTHS

- We're nimble and responsive with a 'can do' attitude at our core.
- We care for each other and believe that no one should be left behind.
- Strong heart and collaborative spirit are at the centre of our community.
- We are an inclusive, welcoming community with huge pride in our identity.
- There is a ground swell of impetus and enthusiastic, proactive community engagement.
- We have a strong connection with MBIE and regional partners.
- We have accessibility to funding through a variety of sources.
- We have experience in progressing strategic initiatives.

OUR AIMS

VISION	Rural City Living in action.
MISSION	For the Gore District to embrace the concept of Rural City Living, to make it the best place in New Zealand to live, work, visit and do business .
OBJECTIVE	To grow the Gore District population by 1500 people by 2030, in line with the Southland Regional Development Strategy (SoRDS).

OUR PRIORITIES

Community Wellbeing

LIVE: through the enhancement of community wellbeing

GOALS:

- Maximising coordination and impact of the Gore District volunteer network
- Improving awareness of services, businesses, facilities, clubs and events
- Retaining positive and proactive connection between Ready for Growth community
- Identify as an exemplar model of community wellbeing and resilience

ACTIONS:

- *Hokonui Highway and Ready for Living*
- Create a volunteer register
- Develop a Gore District community vision
- Coordinate, update and promote access to information on services, businesses, clubs, events etc
- Develop a youth 'hub'
- Strengthen connection between community groups

Attraction

VISIT: by attracting more people to visit, move to and stay in the District

GOALS:

- Develop and implement a marketing plan that reflects the needs of the Gore District
- Maximise the value, accessibility and utilisation of existing facilities
- Identify and progress opportunities for new infrastructure
- Develop the attractiveness and vibrancy of the Gore CBD

ACTIONS:

- Create a marketing plan
- Progress MLT sports complex stage 4
- *Develop a connected trail plan*
- Maximise the visual appeal of the Gore CBD
- Assist businesses in meeting the needs of locals and tourists to maximise expenditure
- Maximise the value, accessibility and utilisation of existing facilities
- Identify and progress opportunities for new infrastructure
- *Arts and Heritage precinct, Aspire Park, Riverside feasibility*

Business Development and Workforce

WORK: by attracting new and enhancing existing business and development opportunities, and building workforce capacity

GOALS:

- Identifying and planning future workforce requirements
- Generating professional development opportunities across all sectors

ACTIONS:

- Develop a workforce planning strategy
- Promote and support business growth
- Review and expand training provision
- Offer targeted agri support and development
- Support professional development
- *GoRetail*

Facilitating Growth

DO BUSINESS: by promoting, enabling and retaining development by facilitating growth

GOALS:

- Maximise effective land use across the District
- Create a user-friendly regulatory environment
- Create effective and mature data and information management

ACTIONS:

- *Develop and deliver the Gore District spatial plan*
- *Develop a biodiversity action plan*
- Develop a wetland management plan
- Establish a single point of contact for client services management
- Develop and maintain regular liaison with trades and industry
- Develop mature, secure and fit for purpose data and information systems

IMPLEMENTATION

Short term 'Quick Wins' – delivery by end 2019

Medium term – delivery by end 2021

Longer term – delivery over 2 to 5 years