



LINK

UPPER CLUTHA

connecting as we grow

Asset Mapping, Phase 1

Summary of key findings and
recommendations

Aim of research project



- The aim of Phase 1 was to undertake a high level assessment of the community to develop a snapshot in time of the community's assets.
- Relied on publicly available information sources (online and print)
- Primary sources of data were
 - ❖ QLDC website and reports
 - ❖ NZ 2013 Census data
 - ❖ Family Services and Community Networks websites
 - ❖ Local print and social media
 - ❖ Annual Economic Profile – Wanaka and Surrounds 2015

Scope of research



- Phase 1 Assets (complete)
 - ❖ Community Groups and Service Providers
 - ❖ Economic assets (employment, business data and other financial data)
 - ❖ Physical assets (parks, trails, sports infrastructure, public buildings, tracks, open spaces)
- Phase 2 Assets (planning)
 - ❖ Gifts, talents and skills of individuals
 - ❖ Culture and stories of the Upper Clutha community.

1. Community Groups and Service Providers



- Identified 206 community groups and service providers
 - ❖ 108 community groups
 - ❖ 98 service providers including health care and education providers
- 70% of these organisations are either entirely focused on our community or have staff or volunteers working specifically for the Upper Clutha community
- The categories with the most number of organisations were Social and Community Services (28%), Health Care (19%) and Sport and Recreation (17%).
- Environmental groups only represented 7%
- Facebook only groups – informal groups
- New services and groups starting up all the time... hard to keep updated
- Multiple sources of data – not all are reliable

Recommendations/ next steps



- Validation of data – close gaps, check contact details and services/purpose
- Develop a single source of data - searchable and updatable by groups
- Advocacy for services for our community
- Promotion of services that are available
- Phase 2 asset mapping – connect up groups doing similar work

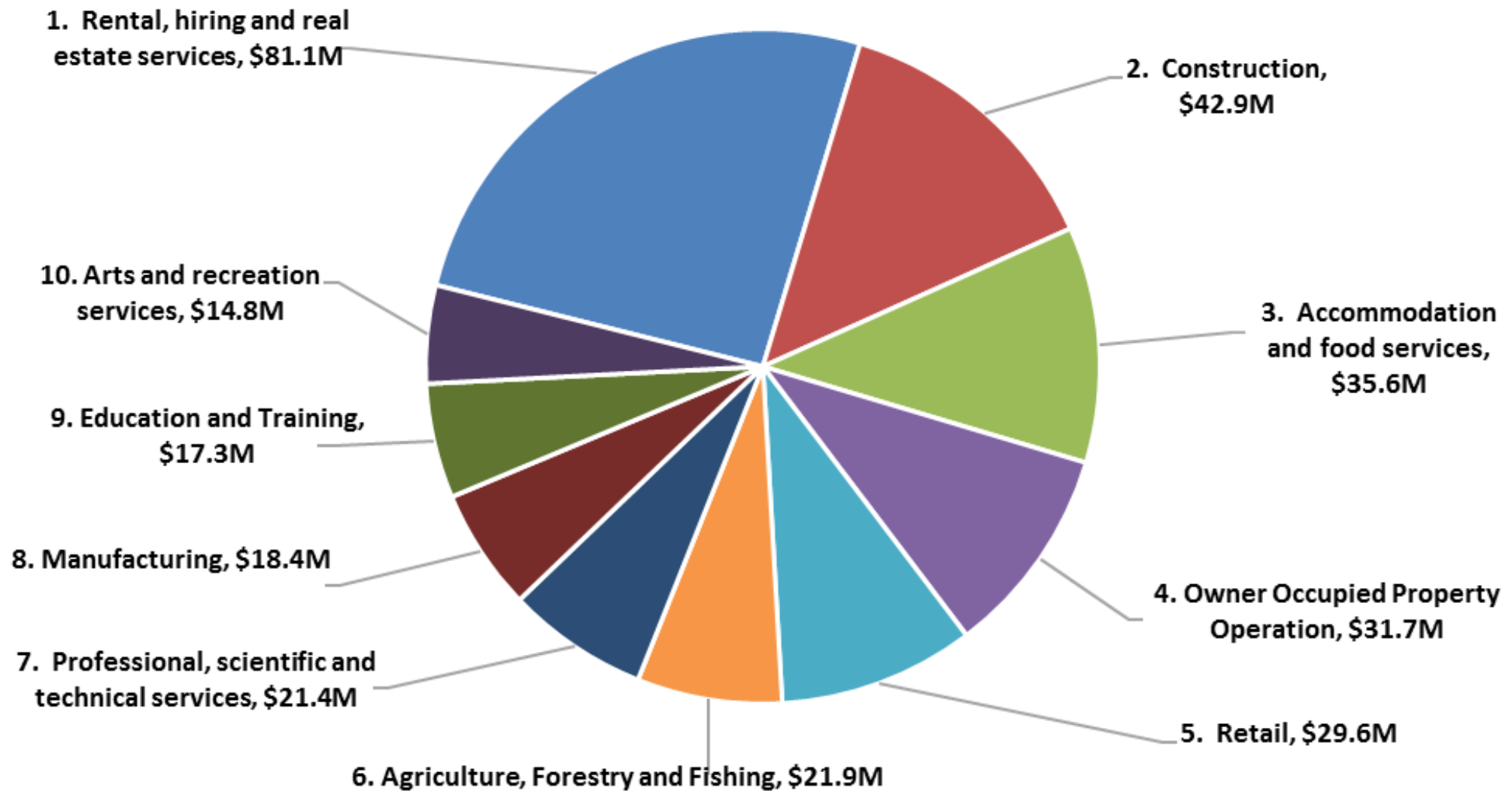
2. Economic Assets



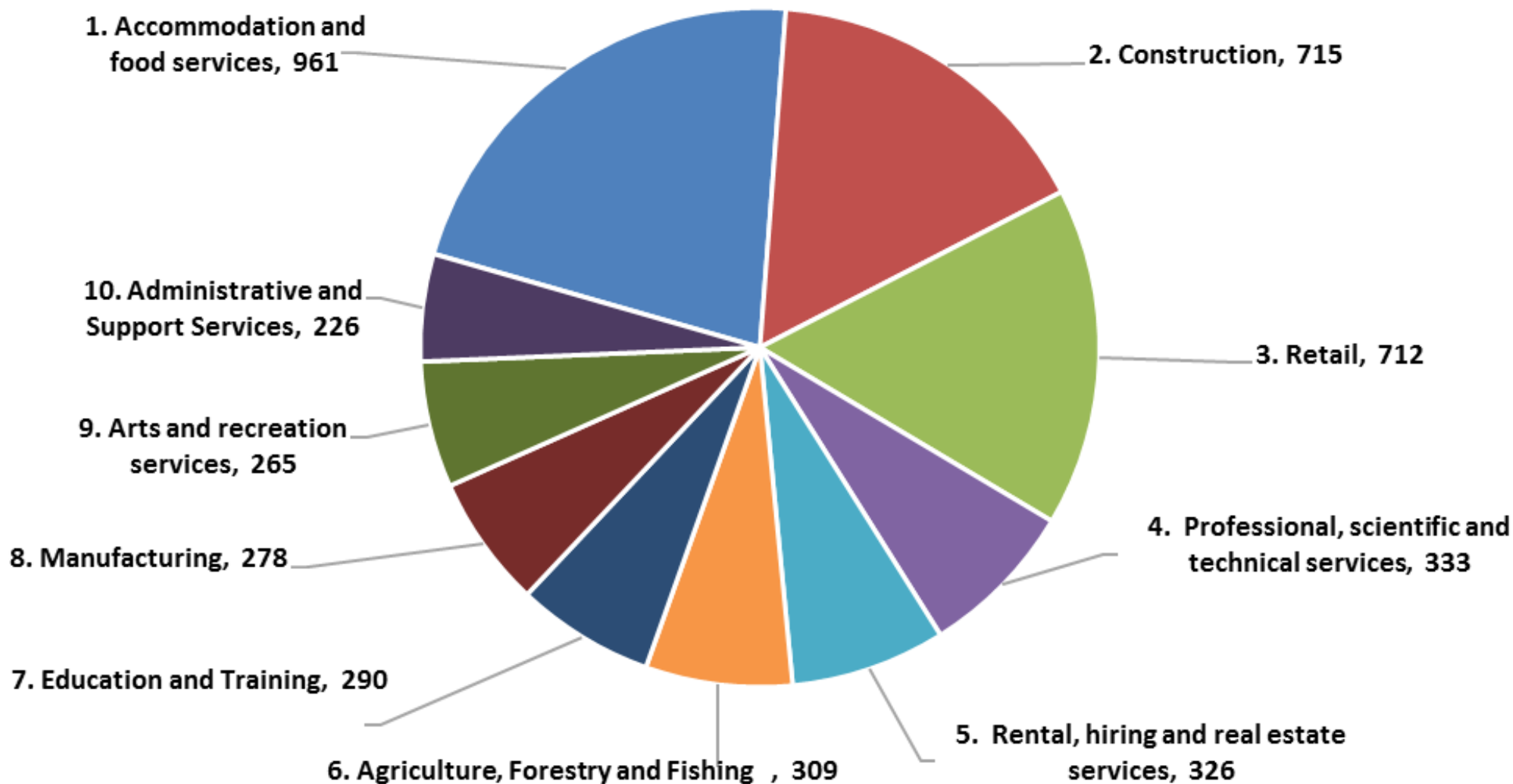
Facts and Figures

- In 12 months to March 2015 - GDP grew by 8.3% - more than double that of NZ - construction was the largest contributor to growth.
- A total of 2,223 business units were recorded in March 2015 up 5.1% from a year earlier – growing at almost three times the rate for NZ as a whole.
- The top 3 industries in 2015 measured by GDP are Rental, Hiring and Real Estate Services, Construction and Accommodation and Food Services. Accommodation and Food services industry is the biggest employer.
- Whilst the Rental, Hiring and Real Estate Industry declined by 9% it is still the largest contributor to GDP.
- The visitor economy generates \$251 million per year, or \$687,671 per day with a 13% increase in guest nights in the year ended December 2015.
- 2013 Census - earnings from salary and wages (QLDC) is lower than New Zealand's and one of the lowest of territorial authorities (at \$22,700 compared to around \$32,300 nationally).
- Compared to NZ as a whole the Upper Clutha has significantly more people earning their income from 2 or more sources (42% UC vs 31% NZ).
- There are more than double the number of self-employed people in the area (31% UC vs 14% NZ) and significantly more earning income from interest, dividends, rent and other investment (31% UC vs 19% NZ).

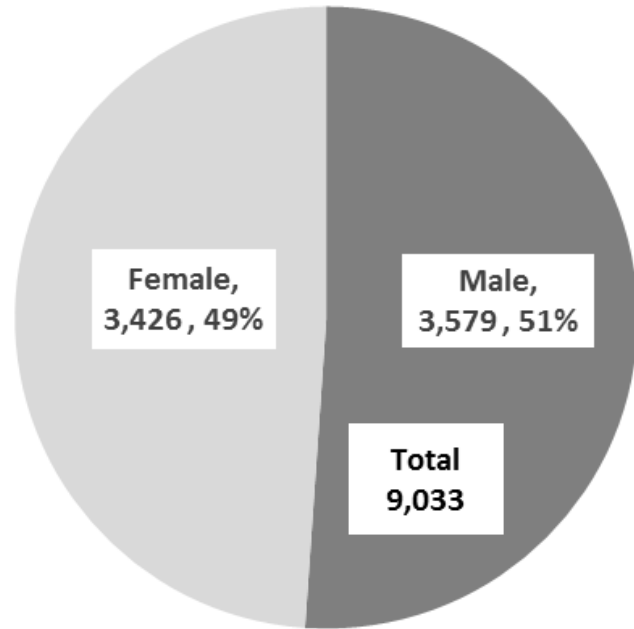
Top 10 Industries by GDP (\$M) Upper Clutha March 2015



Top 10 Industries by Employment Upper Clutha March 2015

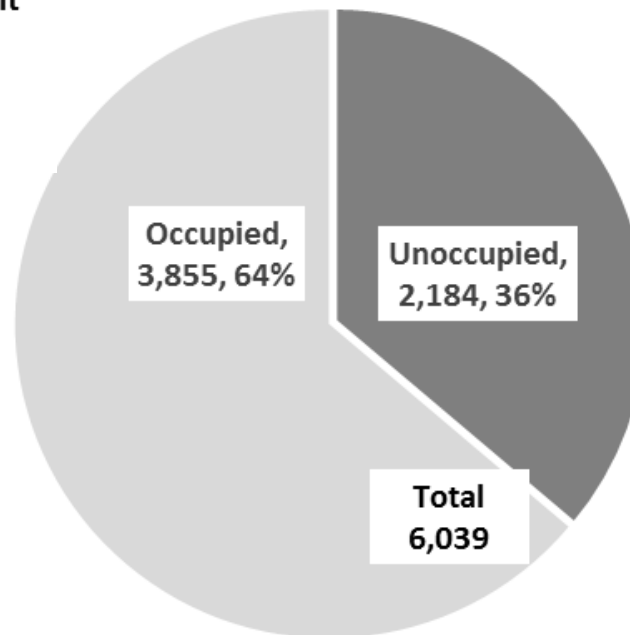


Upper Clutha Usually Resident Population 2013 Census



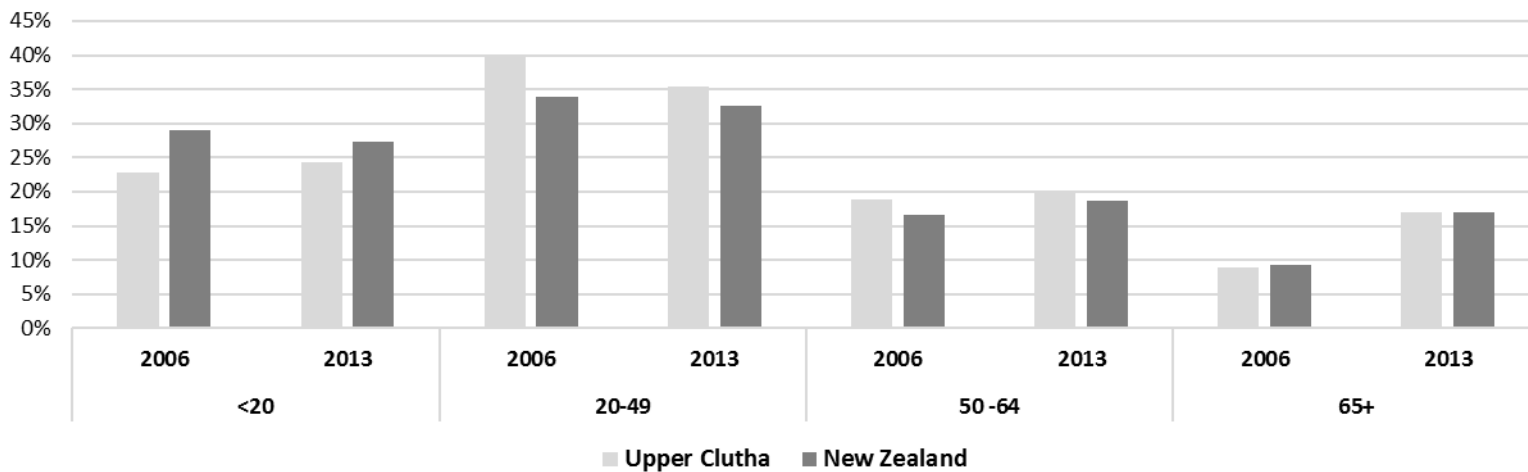
30% growth
since 2006
gender split
constant

Dwellings - 2013

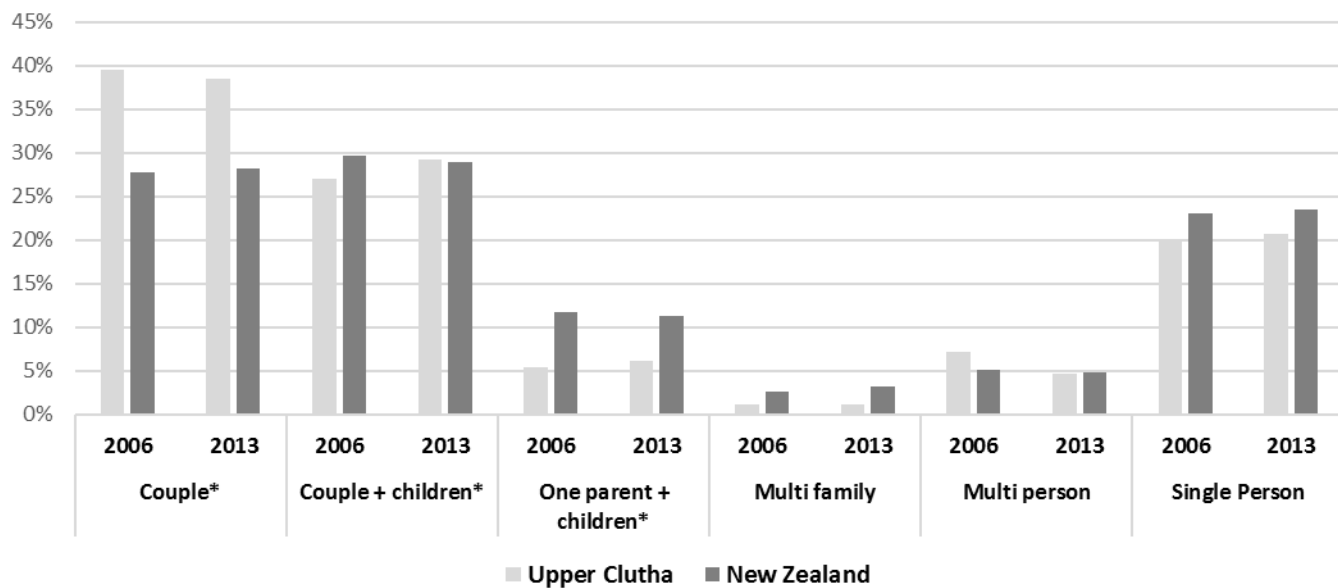


30% increase
since 2006
occupancy
rate constant

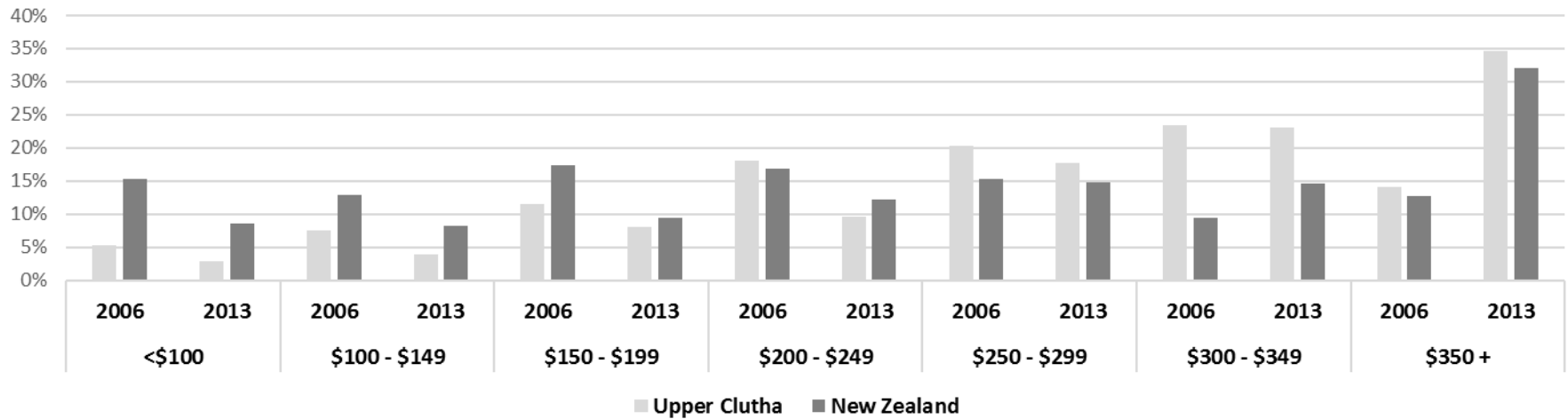
Age Groups - % of Total Population



Household Composition



Rent Paid (% of total stated)



Source of Income (% of total people stated)



Local Events

Events are coming to be seen as a strong and growing contributor to the local economy and a driver of visitor activity. Recent years have seen growth in both large and small events populating our annual calendar.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Visitor	Rodeo	Rippon	A&P Show	Warbirds/ Festival of Colour		Mountain Film Festival						Rhythm & Alps
Sports	Big Easy Mtn Bike	Challenge Wanaka	Mototapu	Contact Epic				University Snow Games Winter Games FreeSki open	Merino Muster Burton High Five	Deans bank 10-hour Redbull Defiance		
Community	Yacht Regatta	Town vs Country Lake Hawea Family Fishing		Autumn Art Fair Autumn Art School	Yami Sounz Summit Home Show	Matariki	Light up Wanaka			Wanakafest Wanaka Arts Society Exhibition		NY Eve Celebrations Albert Town - big day out

Business Support Organisations



- Lake Wanaka Tourism - 430 members
- Chamber of Commerce – 200 members
- BNI Network
- The CUBE
- Co Starters
- Otago Chamber of Commerce (Training)
- B&B Association

The Local Economy



- A local economy is one in which
 - ❖ local people own local businesses.
 - ❖ local people make their purchases in neighbourhood store.
 - ❖ local people and businesses make investments in the community.
 - ❖ dollars and energy recirculate among the local people.
- It would be interesting to find out:
 - ❖ % of businesses owned locally
 - ❖ # people working for organisations that are located out of town
 - ❖ Retail spend locally vs out of town
 - ❖ % of houses owned locally vs out of towners

Recommendations/ next steps



- QLDC to source up to date detailed economic data for the Upper Clutha Community (DONE)
- Investigate gathering data on the local economy – eg % of businesses owned locally, # people working for organisations that are located out of town, retail spend locally vs out of town
- Investigation into gathering data on the size of the unpaid and voluntary sector of the economy.
- Phase 2 asset mapping – identify the size and nature of emerging businesses.

3. Physical Assets



- Our natural environment underpins our economy particularly the tourism industry.
- Our places are rich in natural resources; rivers and lakes, mountains and forests. There is an extensive and expanding network of walking and biking tracks through the area.
- Infrastructure development can sometimes struggle to keep pace with the population growth and can often be a point of tension within the community.
- Transportation is reliant primarily on private vehicles – there is no public transportation system.
- Queenstown Lakes are has three times the amount of publicly accessible parks per capital than the national average (61.45 HA per 1,000 residents)

Recommendations/ next steps



- Source a large-scale hard copy map of the Upper Clutha area and mark up with all of the physical assets
- Benchmark our physical assets against towns of a similar size to see how we compare.
- Phase 2 asset mapping – use map to identify other places of value in neighbourhoods