



Living and Working in the Clutha District

Adopted 18 June 2015



CONTENTS

Introduction	2
Demographic Profile Of The Clutha District	4
Guiding Principles	7
Employment	9
Demographics/People	11
Aesthetics/Environment.....	12
Recreation / Events.....	13
Community/Lifestyle/Culture.....	14
Healthcare.....	16
Education	17

INTRODUCTION

The Clutha District is set to face some significant challenges in the future. We need to be aware of the risks to the local economy, businesses and communities as well as the opportunities these challenges will bring. The district has been experiencing decline and significant future growth is unlikely. These trends are taking place in a national and global context that will see all but the major urban areas of developed countries reach the end of their growth phase over the next few decades.

Demographers, sociologists and philosophers are all pointing to both the composition and the behavior of upcoming generations. The ageing population is one thing but it is the shrinking population and global competition for 'human capital' and migrants that will affect us most in 15 - 25 years. The regions are shrinking in New Zealand as Auckland grows; more people are not having, or having fewer, children. We are all competing for migrants and so it is harder and harder for small rural towns especially, to attract people, in fact even to keep their own, than it has been in the past. And whilst young people have historically left the district, we are now being hit doubly with the low birth rate and higher numbers of older ages.

Demographic change is ushering in a very challenging future for councils and communities, although it contains many opportunities such as declining youth unemployment. The first step is to accept that population ageing and the end of growth it foreshadows is a reality, and build it into all planning.

It is vital that we begin to answer some important questions: what impact will an ageing population have on the availability of current and future skills? Do we know where the next worker is coming from? Who and where are the "at risk" industries and sectors? What is the cost to the local economy of not harnessing the skills and experience of older workers? Employers need to be aware that people want to stay on at work, and employers will need them to. The changing demographic will present opportunities for innovation, new products and senior entrepreneurs.

We need to recognise life is changing in terms of how people live and work. Life-work expectations mean people are creating work environments to fit the kind of life they want to lead. The role that employers have in meeting these new expectations is pivotal. How flexible, how focused on development, how prepared they are to take the wins and the losses of investing in people.

Council sees promoting growth as a priority and believes there are opportunities out there to promote the district's potential as an attractive place to live, work, play and invest. Employers and local bodies create towns and places where people like to be.

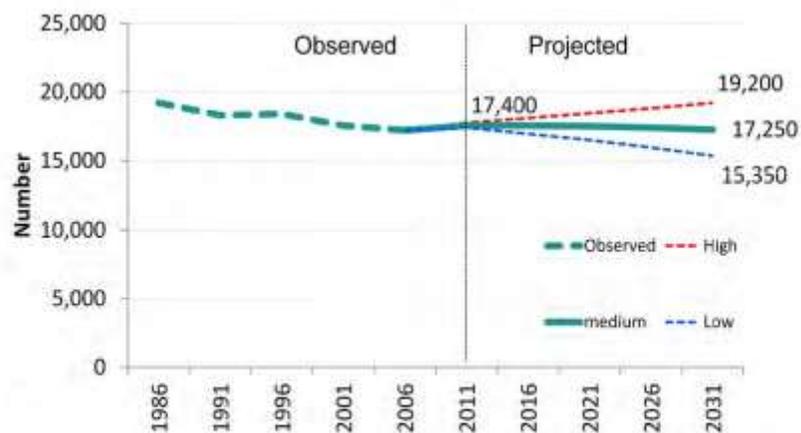
This Living and Working paper is written in support of the Clutha District Economic Development Strategy which has identified key economic goals for the district. It's a simple choice really; we can focus on generating growth in our district or allow it to decline. This work reflects that economic and community/social development work alongside each other in determining the economic and social infrastructure needed to sustain and grow the district.

A series of workshops were held with the Council to discuss some of the issues facing the district in the future, with the specific focus on what is important to people currently and in the future living and working in the Clutha District. From what was discussed a series of concepts were identified that could help make improvements and advances across seven core areas. These areas being; employment, demographics/people, aesthetics/environment, recreation, community/lifestyle/culture, healthcare and education. This document will help direct a coordinated, integrated set of actions and projects to work towards our goal to promote the Clutha District as a great place where people want to live, work and invest.

DEMOGRAPHIC PROFILE OF THE CLUTHA DISTRICT

The population of the Clutha District has declined more or less steadily over the past 27 years from 19,021 in 1986 to 16,890 in 2013. This is a loss of around 12 percent. Population loss is of concern as it causes businesses to suffer, schools to shrink, increases the cost of amenities and volunteer organisations like fire brigades and St John increase in a per capita basis and become harder to run with fewer people.

Clutha District Projected Population



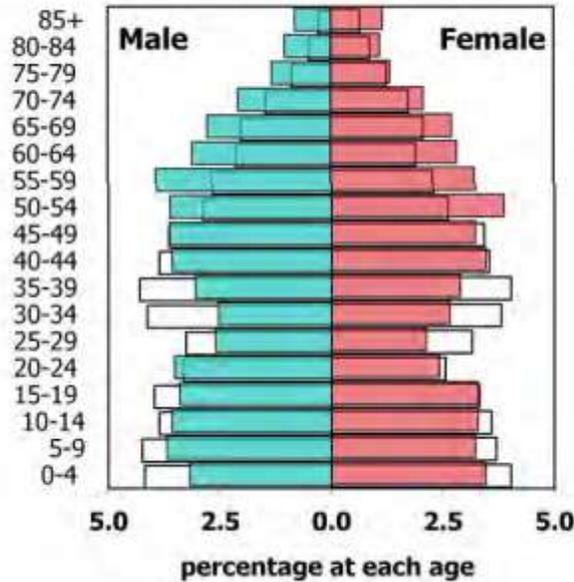
Source: Statistics New Zealand, Subnational Population Projections: 2006(base)-2031 (October 2012 update)
©NIDEA



In her 2014 presentation to the Clutha District Council Professor Natalie Jackson of the University of Waikato indicated that the longer term projections for the district is that if there is a continuation of this decline, by 2061 the population of Clutha will be below 15,000.

Professor Jackson also highlighted that in 2013 the Clutha District population has substantially fewer people at the youngest ages (1-14years) and at the 25-44 years than it had in 1996. This has caused the proportion of 65+ year olds to increase from 11.7% in 1996 to 16.4% in 2013.

Clutha DC 2013 (17,300)
(1996 Unshaded)

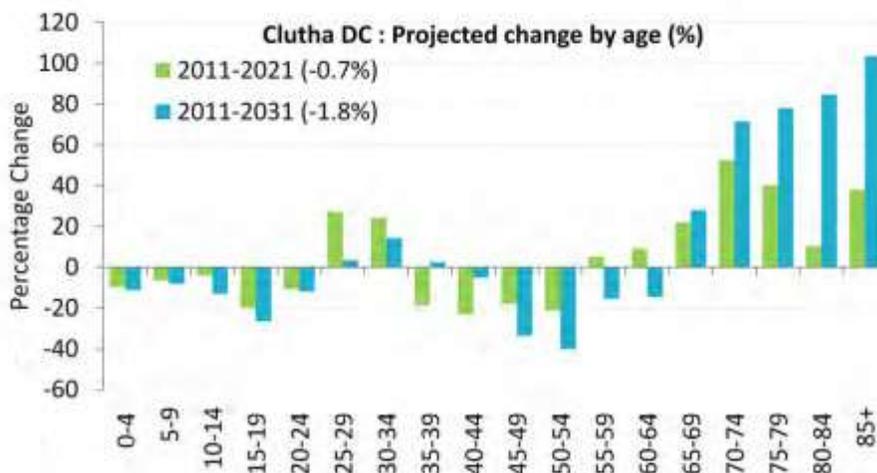


65+ years: 16.4% (1996 = 11.7%) 65+ years: 15.4% (1996 = 13.2%)

©NIDEA



Over the next seventeen years, under a medium case assumption, the population of Clutha is projected to decline by around 1.8%. At the 65+ year age group the growth is expected to be around 64%, while all other age groups 0 - 64 years combined decline around 14%. Within the next seven years Clutha will have more elderly than children.



Statistics New Zealand Subnational Population Projections by Age and Sex, 2006(base)-2031 (2012 Update)

©NIDEA



Across New Zealand over the next 10 years there will be 28,000 fewer school leavers. This means that there are a limited number of young people to attract to Clutha to offset the local situation. This means that young people will be in diminishing supply as the baby boomer generation starts to retire, and we can anticipate a 'demographically' tight labour market. This situation is likely to see increased competition for the young, in our industries, occupations and tertiary education institutions. For young people it is likely to see increased wages and better working conditions, but that will also mean increased labour costs for employers. By 2016 Clutha is projected to have fewer people at labour market entry than 'exit' (retirement zone) age, 15-24:55-64 years.

GUIDING PRINCIPLES



Council is guided by a set of outcomes that are overarching goals it will work towards for the communities of the Clutha District. Its outcomes that this strategy works towards are as follows:

“An economic environment that encourages growth in a way that sustainably supports the community”

“A well-informed community where people have their say in decisions that affects them”

“A safe and supportive community”

COUNCIL'S ROLE

Council recognises that promoting growth must be done in a sustainable way.

This strategy has been developed on the basis that Council supports initiatives to encourage investment in our district, subject generally to any initiative being at worst rates neutral.

When specific rates funding is required for any initiative or action that is not rates neutral, Council will approve it individually or through the annual planning process.

Council recognises partnerships with the local business community, along with local, regional and national organisations are vital.

Council also recognises that, given our knowledge of what is happening in the district and region, we are in the position to help put the right people in touch with each other and broker opportunities.

EMPLOYMENT

CONCEPT 1: ATTRACT PEOPLE TO THE CLUTHA DISTRICT TO FILL OUR JOBS

SUPPORT CLUTHA DISTRICT BUSINESSES AND EMPLOYERS:

- Develop the package - (business, community, housing etc.)
- Market - (Live-Work-Invest)
- Best employment practice
- Establish “quality employer groups” - sectors

EMPLOYERS TO SUPPORT IN-WORK TRAINING AND DEVELOPMENT OPPORTUNITIES:

- Personal development
- Earn as you learn
- Scholarships

CONCEPT 2: ADDRESS SKILL AND LABOUR SHORTAGES AND PLAN FOR FUTURE SKILL NEEDS

IDENTIFY THE CURRENT GAPS IN THE LABOUR MARKET AND DEVELOP AND IMPLEMENT STRATEGIES TO ADDRESS SKILL SHORTAGES:

- Work with education providers - promote learning opportunities that will meet the demand
- Focused education expos

SUPPORT NEWCOMERS AND MIGRANTS TO THE DISTRICT:

- Clutha Settlement Support

IDENTIFY OPPORTUNITIES TO UTILISE AND VALUE THE SKILLS OF AN AGEING WORKFORCE:

- Volunteer programmes
- Mentoring programmes (business/community groups, emergency services)

CONCEPT 3: INVESTIGATE AND PROFILE EMPLOYMENT AND CAREER OPPORTUNITIES THAT WOULD ENCOURAGE PEOPLE TO STAY IN THE DISTRICT

SUPPORT CAREER EDUCATION:

- Profile what is available in the District - (internally to schools, job seekers)

DEVELOP OPPORTUNITIES TO BE BASED IN THE DISTRICT:

- Technology available so that people can work anywhere, and that allows people and businesses to base themselves in the district

INVESTIGATE JOB OPPORTUNITIES FOR THE AGED SECTOR:

- Community involvement
- Mentoring

LOOK AT CAREER PATHWAYS THAT CREATE SECURITY FOR FAMILIES:

- Social/community support

DEMOGRAPHICS/PEOPLE

CONCEPT 1: INVESTIGATE STRATEGIES TO ADDRESS THE PROJECTED AGEING POPULATION OF THE DISTRICT

LOOK AT OPPORTUNITIES TO KEEP PEOPLE IN THE DISTRICT:

- Suitable housing (families, retirees)
- Job/community opportunities

INVEST IN OPPORTUNITIES TO ATTRACT PEOPLE TO, AND FOR PEOPLE TO RETURN TO, THE DISTRICT:

- District promotion and destination marketing
- Live - Work- Invest website
- Grants and incentives for businesses

CONCEPT 2: CONSIDER AND PLAN FOR THE INFRASTRUCTURE REQUIRED TO SUPPORT AN AGEING POPULATION

PROMOTE THE DEVELOPMENT OF SUITABLE ACCOMMODATION OPTIONS:

- Retirement villages
- Rest homes
- Community housing

AESTHETICS/ENVIRONMENT

CONCEPT 1: PLAN TO ENSURE OUR TOWN ENTRANCEWAYS AND TOWN CENTRES ARE ATTRACTIVE AND INVITING

INVEST IN STREETScape UPGRADES IN TOWNS AROUND THE DISTRICT:

- Main Street upgrades
- Community beautification projects
- Town entranceways - plantings/features

REVIEW TOWN SIGNAGE:

- Attractions
- Town parking areas

INVESTIGATE OPPORTUNITIES TO UTILISE EMPTY BUILDINGS:

- Incentive programmes for property owners
- Vacant shops on main streets - community group window displays

PROMOTE AND DEVELOP A PRIDE IN THE CLUTHA DISTRICT:

- Education - caring for the environment
- Community groups - projects

CONCEPT 2: SUPPORT DEVELOPING THE CLUTHA DISTRICT AS A DESTINATION

EXPLORE WAYS TO IMPROVE LEVEL OF SERVICE ON MAIN TOURIST ROUTES:

- Additional facilities - location of dump stations
- District signage
- Interpretation panels
- Develop as an eco-tourism hub
- Freedom camping
- Clutha District Tourism Strategy

RECREATION / EVENTS

CONCEPT 1: DEVELOP RECREATION AND LEISURE ACTIVITIES THROUGHOUT THE DISTRICT

REVIEW CURRENT PLANS AND STRATEGIES TO HELP DIRECT FUTURE INVESTMENT:

- Recreation and Leisure Strategy update
- Reserve Management Strategy updates

CONCEPT 2: DEVELOP AND GROW LEADERSHIP SKILLS THAT WILL SUPPORT OPPORTUNITIES FOR RECREATION AND OTHER EVENTS THROUGHOUT THE DISTRICT

REVIEW CURRENT COMMUNITY GROUPS STRUCTURE:

- Succession planning
- Opportunities to combine resources

VOLUNTEER NETWORK:

- Support and training
- Celebrate success

LEADERSHIP DEVELOPMENT:

- Mentoring
- Young Professionals Network

COMMUNITY/LIFESTYLE/CULTURE

CONCEPT 1: DEVELOP A UNIQUE IDENTITY FOR THE DISTRICT AND ITS COMMUNITIES

IDENTIFY WHAT MAKES US PROUD

COMMUNITY BY COMMUNITY PLANNING

INITIATE COMMUNITY PROJECTS

COMMUNITY SOCIAL NETWORKING

CONCEPT 2: UNDERSTAND AND PLAN FOR THE CHANGING NATURE OF OUR LIFESTYLE AND ITS EFFECTS

LOOK AT OPPORTUNITIES/THINGS TO DO OUTSIDE OF NORMAL WORKING HOURS:

- Opening hours of cafes
- Flexible working hours

LOOK AT OPPORTUNITIES TO EMBRACE THE TRANSIENT NATURE OF OUR COMMUNITY POPULATIONS:

- Seasonal workers
- Holiday home owners
- Social networks

CONCEPT 3: RECOGNISE THE ROLE OF VOLUNTEERS FOR ESSENTIAL SERVICES IN THE DISTRICT

DEVELOP AND ENHANCE RELATIONSHIPS BETWEEN VOLUNTEER SERVICES AND BUSINESSES TO PROMOTE SUPPORT FOR VOLUNTEERS FROM THE WORKFORCE:

- Employers supporting employees in essential volunteer services roles (e.g. fire, ambulance) - flexibility at work

- Education and leadership programmes

INVESTIGATE CENTRAL GOVERNMENT SUPPORT FOR VOLUNTEERS (E.G. PAYMENT)

HEALTHCARE

CONCEPT 1: ATTRACT HEALTH PROFESSIONALS TO LIVE AND WORK IN THE CLUTHA DISTRICT

PROMOTE EXISTING SERVICES TO ATTRACT HEALTH PROFESSIONALS:

- Rural location
- Work/life balance
- Proximity to other areas (services/attractions)

BUILD ON THE CURRENT RURAL IMMERSION PROGRAMME:

- Community packages
- Bonding
- Job sharing

EDUCATION

CONCEPT 1: PROMOTE AND SUPPORT EDUCATIONAL OPPORTUNITIES THAT CATER FOR ALL LEVELS AND ALL ABILITIES

IDENTIFY THE RANGE OF LEARNING OPPORTUNITIES AND ALTERNATIVE EDUCATION OFFERED IN THE DISTRICT AND LOOK AT ANY GAPS

- Programmes in schools
- Community education - Senior Net classes

CONCEPT 2: ENSURE THAT YOUNG PEOPLE ARE PREPARED FOR WORK

SUPPORT MORE MEANINGFUL WORK EXPERIENCE BY PROMOTING OPPORTUNITIES TO EMPLOYERS:

- Work with schools to develop relationships with business (Gateway)
- Provide and encourage support of youth guarantee programmes:
- Community partnerships - e.g. Hokonui Tertiary High School

SUPPORT MAYORS TASKFORCE FOR JOBS INITIATIVES

INVESTIGATE DEVELOPING SPECIFIC 'WORK READY' PROGRAMMES IN SCHOOLS

CONCEPT 3: PROMOTE ON-GOING UP-SKILLING AND WORK-BASED TRAINING IN THE DISTRICT

INVESTIGATE OPTIONS TO ACCESS STUDY FOR LEVEL 5 COURSES AND ABOVE:

- Telford - A Division of Lincoln University
- Otago Polytechnic
- Southern Institute of Technology

ABILITY AND CRITERIA TO ACCESS FUNDING SUPPORT FOR STUDY:

- Community grants etc.
- Review student loan
- Scholarships

ENCOURAGE BUSINESSES TO BE MORE PROACTIVE AND PROMOTE ON-THE-JOB TRAINING:

- Expand beyond apprenticeships
- Business internship programmes (Universities/Polytechnics)