

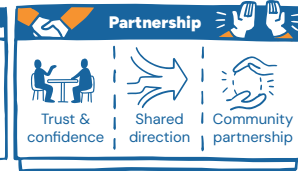
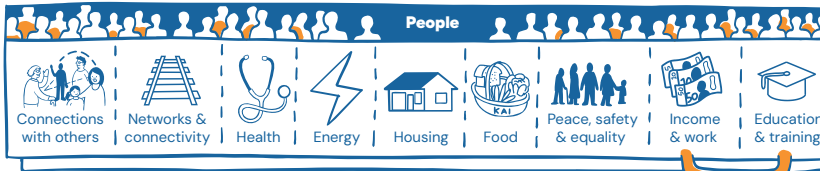
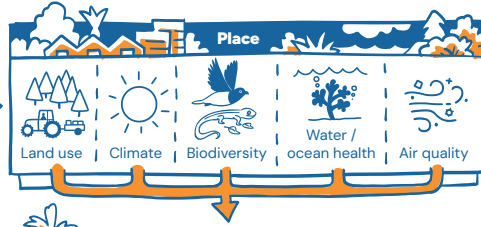
KĀPITI COAST DISTRICT ECONOMIC DEVELOPMENT STRATEGY

VISION
2060

There'll be more to do!

We'll continue working with business and industry to see Kāpiti grow and thrive to 2060 and beyond!

Vision Kāpiti has been informed by feedback from the community. These were the needs relating to Economic Development:



You told us to:

Do business sustainably

"Do more to improve economic development and business resilience so that we can live, play and work in the Kāpiti District."

Education and employment opportunities for all

2020-2023

WHERE HAS KĀPITI COME FROM?

HIGHLIGHTS

Formation of food & beverage cluster

Further clusters developed or planned

Developed and implemented food & beverage game plan

Established Pakihi Toitū o Kāpiti sustainable business network

Implemented COVID-19 Recovery Plan

Developed Destination Management Plan

Developed Kāpiti Coast Workforce Plan

Major Events funding supported visitor attraction \$1 invested = \$15 economic return

Established Economic Development Kotahitanga Board

But there's MORE to achieve

Statistics tell us that our district is behind others in income per person, growth, under-employment and that our population has a high ratio of people dependent on others for income (over 65s and under 14s).

We've got a plan to address these challenges and use opportunity to drive change...

Current challenges

- Workforce for the future
- Housing shortages & affordability
- Climate change
- Income equality / more job choice
- Need for clear destination story and value proposition for Kāpiti

Opportunities

- "Grow tech sector"
- "Look after existing business"
- "Link food, beverage, tourism"
- "Strong collective iwi"
- "Engage our rangatahi (youth)"
- "Māori economy growth"
- "Population growth"
- "Utilise Transmission Gully"

2024

WHERE NEXT FOR KĀPITI?

THE PLAN FOR CHANGE

What we want to achieve

Priority actions



1 A resilient Kāpiti Coast economy based on productive and innovative clusters that are environmentally sustainable and future-focused.

Sector and cluster development

Promote a sustainable economy

Develop Māori economic rangatiranga



2 Kāpiti Coast residents and communities benefit from local training and career opportunities.

Develop Māori economic rangatiranga

Smart investment attraction

More skills & training opportunities



3 Kāpiti Coast is an inclusive community and is recognised as a great and easy place to invest and do business.

Supporting startups and emerging businesses

Deliver on a thriving visitor economy

Increasing independence and support for the economic development ecosystem

2027

WHERE DOES KĀPITI WANT TO BE?

What we want to change

- More businesses involved in clusters
- More businesses in sustainable business network
- Higher incomes for people who live here
- Greater sector share of GDP growth
- Greater return for events held

- More local training available and being completed
- More people in jobs (including Māori, youth, people with disabilities, 55-65)

- More local businesses, employing more people (by sector)
- Local businesses feel supported by Economic Development Kotahitanga Board
- Businesses find it easy to do business in Kāpiti

How will we know success?

Through partnership, we'll be supporting the growth of a thriving, vibrant, diverse Kāpiti Coast economy that provides increased opportunity, resilience, and well-being for all.

Kāpiti Coast will be

Attractive

Sustainable

Inclusive

Resilient

Productive

Innovative

COMMUNITY PARTNERS

Iwi & Māori businesses

Regional & central Government

Businesses

Investors & developers

Education & training providers

Industry clusters

Business associations & networks

Community

NGOs