

# **Economic Development Strategy 2025 to 2028 summary**

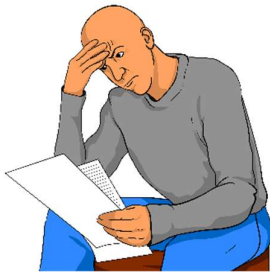


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# Before you start



This is a long document.



It can be hard for some people to read a document this long.



Some things you can do to make it easier are:

- read it a few pages at a time
- set aside some quiet time to look at it
- have someone read it with you to support you to understand it.



# What you will find in here

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## About this Easy Read



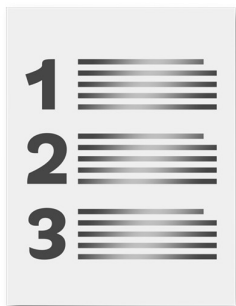
This Easy Read is from the Kāpiti Coast District **Council** – Me Huri Whakamuri, Ka Titiro Whakamua.



A **council** means the people who make choices about how to run an area like Kāpiti.



This Easy Read is a **summary** of the document called **Kāpiti Coast Economic Development Strategy 2025 – 2028**.

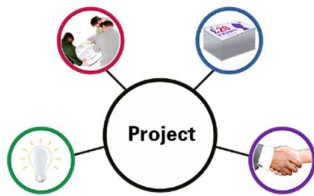


Here a **summary**:

- is shorter than the main document
- tells you the main ideas.



An **economic development strategy** is a plan for **economic growth** in a region / area like Kāpiti Coast.



Here a **strategy** is a set of long-term plans that are made to reach a goal / goals.



Here **economic growth** is where there are more things in Kāpiti like:

- jobs
- products / things being made to sell like:
  - food
  - art
- services like:
  - education
  - healthcare.

To make this strategy we worked with:



- our **Economic Development Kotahitanga Board**
- local businesses.





The **Economic Development Kotahitanga Board** is a group of people that:

- does things using this economic development strategy
- build relationships in the Kāpiti Coast community to support economic growth.

We call the Economic Development Kotahitanga Board **EDKB** in this Easy Read.

When you see **we / us / our** in this Easy Read it means:

- the Kāpiti Coast District **Council**
- and
- **EDKB**.





This Easy Read tells you about the plan for economic growth on the Kāpiti Coast from 2025 to 2028.

## Kāpiti Coast economic growth from 2020 to 2023



Kāpiti had good economic growth from 2020 to 2023.



For example there were:

- more jobs in Kāpiti than in other places like Wellington
- fewer **unemployed** people than in many other places in Aotearoa New Zealand.



**Unemployed** is when you do not have a job.



In Kāpiti there are:

- many businesses
- many different **industries**.



Here **industry** is a group of businesses that:

- make the same kinds of things
- sell the same kinds of things
- do the same kinds of things.



An industry can be something like:

- banking
- farming.





Our district / local area wants to better support the growth of:

- businesses
- industry.



The Economic Development Strategy 2025 – 2028 will be a guide to growing our economy for:



- the Kāpiti Coast District Council
- the EDKB
- businesses
- the local community.

# Challenges in Kāpiti



Here **challenges** are things that make doing something like a job harder.



There are some challenges to do the work set out in our economic development strategy.



These challenges are things like:

- there is not enough housing for people who need it
- **climate change.**



**Climate change** means big changes in the weather all over the world.



The challenges for the Kāpiti Coast are also things like:

- people not having good choices about the jobs they would like to do
- people not having the money to pay for the housing they need
- not having the right people to do jobs in Kāpiti in the **future**.



The **future** is a time that is still to happen.

# Opportunities in Kāpiti



Here an **opportunity** is the chance to do something like get a job.



We asked our community what they want Kāpiti to look like in the future.



They told us they want to see a place that:

- is **sustainable**
- has **environmentally friendly businesses.**



**Sustainable** means doing something that will not hurt the **environment.**



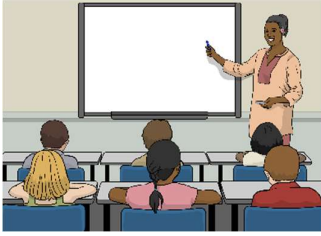


The **environment** is everything that is around us like:

- plants
- animals
- water
- soil.



An **environmentally friendly business** does not harm the environment when it is doing its work.



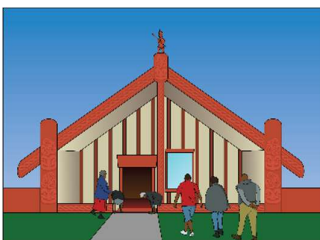
Our community also told us they want there to be good opportunities for everyone in:

- education
- employment / jobs.



Opportunities set out in the strategy are things like:

- working together to grow the local economy
- working with rangatahi / young people
- getting more people to live on the Kāpiti Coast
- growing the **tech / technology sector** on the Kāpiti Coast
- growing the Māori economy
- supporting local businesses.





The **tech / technology** sector is an industry that designs tools to:

- sort out problems
- make life easier for people.

These tools can be things like:

- apps like Facebook
- computers / laptops
- the internet.



Opportunities set out in this strategy are also things like:

- making connections between businesses for example:

- businesses like cafes / restaurants

and

- **tourism**

- making best use of **Transmission Gully.**





The **tourism** industry is about things like:

- people visiting a place like Kāpiti on holiday
- and
- the businesses supporting tourism like:
  - cafes / restaurants
  - hotels / motels
  - car hire places.

**Transmission Gully** is a motorway connecting Kāpiti to Wellington.

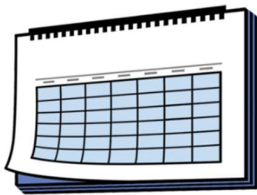
Now when travelling to Wellington it:

- takes less time to travel there
- costs less money to drive there.

# Our long-term plan



We made a long-term plan for 2024 to 2034.

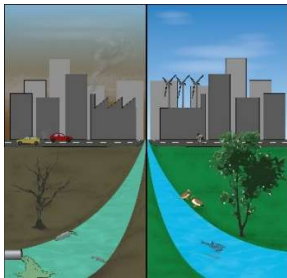


This 10 year plan sets our **strategic direction**.



Here **strategic direction** is the main work we plan to do to follow our strategies like the:

- Economic Development Strategy
- **Emissions** Reduction Strategy.



**Emissions** are gases that can cause climate change.



Emissions can be caused by things like driving cars that use petrol.



This economic development strategy supports our other strategies about:

- health
- housing
- climate change
- the environment.

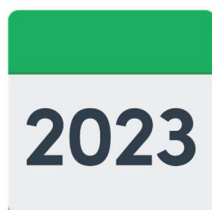


For example having a good economy supports people to have money to get the:

- housing they need
- healthcare they need.

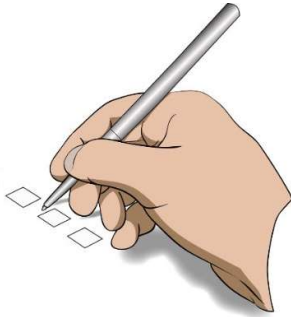


To make things better for the future we looked at what has happened in the past.



We started our **review** in 2023.





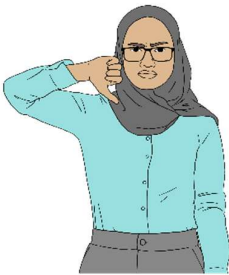
Here a **review** is when you:

- check how things are going
- decide if anything needs to be changed.



To do our review we:

- worked with different groups of people like businesses
- looked for ways to make life better for people living on the Kāpiti Coast.



We found out what our:

- challenges are
- opportunities are.





Some things we think will make life better are supporting local businesses / industries to:

- be sustainable
- be environmentally friendly
- move to using **solar power**.

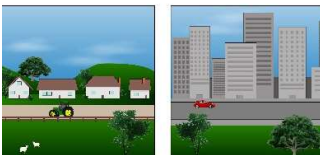


**Solar power** is using the power of the sun to do the things like heat places.



Using solar power:

- costs less money
- is better for the environment.



# The vision for Kāpiti

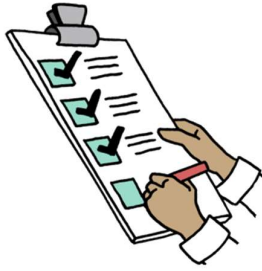


The **vision** of this economic development strategy is:

- to work with partners to support the growth of a strong Kāpiti Coast economy
- for the local economy to provide more opportunities to everyone living on the Kāpiti Coast
- for the local economy to support the wellbeing of everyone living on the Kāpiti Coast.



Here **vision** is what we hope something will be like in the future.



During our review we decided on  
3 **focus areas** of work to make our  
vision real.



Here a **focus area** is 1 of the main  
things we want to do to reach our  
goals.

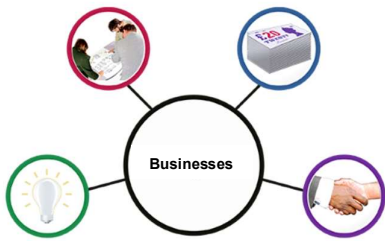


We will need to work together to  
reach our goals.

Each focus area will need work from:

- us
- businesses
- industry
- our **economic development ecosystem**.





Here an **economic development ecosystem** is:

- the group of businesses working together
- and
- making the economy of our community better.



There are **priority actions** in each focus area to reach the goals we have set.



Here **priority actions** are the things that are most important to work on.

## Focus Area 1



The goal of Focus Area 1 is to build a strong Kāpiti Coast economy.

This will be done by supporting local businesses / industry to work in ways that are:

- environmentally friendly
- sustainable.





The 3 priority actions in  
Focus Area 1 are to:

- support each business / industry sector to grow
- work with businesses / industry so they know how to be sustainable
- build / grow Māori economic rangatiratanga / Māori leaders.







## Changes we want from Focus Area 1



We will know if this focus area has made a difference when:



- there are more businesses in each business **cluster**
- people are making more money at their jobs
- there are more big events like the Kāpiti food fair that:
  - people go to on the Kāpiti Coast
  - make a lot of money
- there are more members of the Sustainable Business Network Pakihi Toitū o Kāpiti group.





Here a **cluster** is a group of businesses that do business in the same area like tourism.

## Focus Area 2



The goal of Focus Area 2 is to make sure our communities get more opportunities from local business / industry like in:

- training
- careers / jobs.



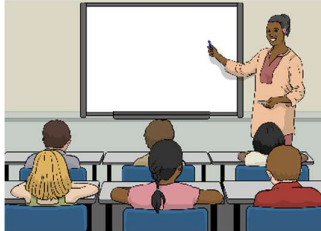
The first 2 priority actions in Focus Area 2 are to:

- build / grow Māori economic rangatiratanga / Māori leaders
- get people from other areas to **invest** in businesses / industry on the Kāpiti Coast.





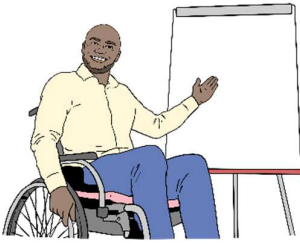
Here **invest** means putting money into something like a business to support it to grow.



The third priority action for Focus Area 2 is to make more opportunities for people living on the Kāpiti Coast like:

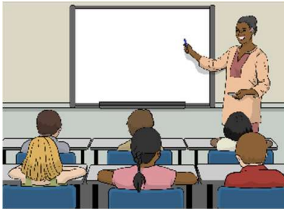
- being able to learn more skills
- getting the right training to be able to do the job they would like to do
- being able to get a job.





## Changes we want from Focus Area 2

We will know if this focus area has made a difference when:



- there are more training opportunities on the Kāpiti Coast
- there are more people doing training on the Kāpiti Coast
- more Māori have jobs
- more disabled people have jobs
- more people aged 15 to 24 years old are:
  - studying
  - have jobs
- more people aged from 55 to 65 years old have jobs.

## Focus Area 3



The goal of Focus Area 3 is to let people know Kāpiti is an:

- **inclusive** community
- easy place to:
  - invest in businesses
  - do business.

Here **inclusive** is where everyone feels:

- valued like being listened to
- supported.



The priority actions for Focus Area 3 are to:



- support businesses when they are starting up
- make sure the rules around operating / running businesses / industry are:

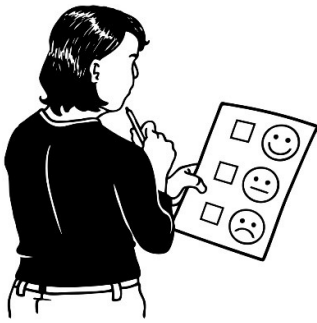


- clear
- easy to follow



- make sure Kāpiti is a place people want to visit when:
  - on holiday
  - doing business.





## Changes we want from Focus Area 3

We will know if this focus area has made a difference when:

- there are more businesses doing well on the Kāpiti Coast
- our **survey** tells us businesses feel supported by the:
  - Council
  - EDKB.



A **survey** is when people are asked questions to find out what they:

- think about something
- feel about something.



Answers to survey questions will tell us if more businesses:

- agree it is easy to do business on the Kāpiti Coast
- think that Council rules about doing business are easy to follow
- understand how to follow the rules.

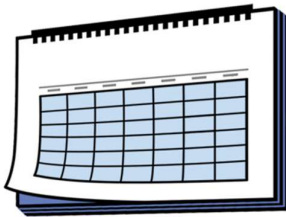


## Who we will work with to make changes



Strong economic ecosystems support communities to **thrive**.

Here **thrive** means that something like a business is doing very well.



Plans will be made each year to say what work should be done to reach our vision.



We will make rules to say how we will work with different groups to:

- reach our goals
- grow the Kāpiti Coast economy.

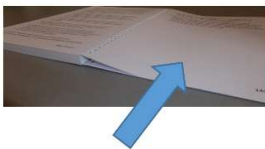


We need support to reach the goals of the strategy.

The work to make Kāpiti reach its vision is supported by:



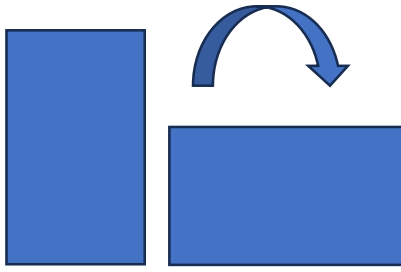
- the Council
- the EDKB
- the economic development ecosystem / community.



There is a diagram / picture on the next page to show you the Kāpiti Business Support Ecosystem.

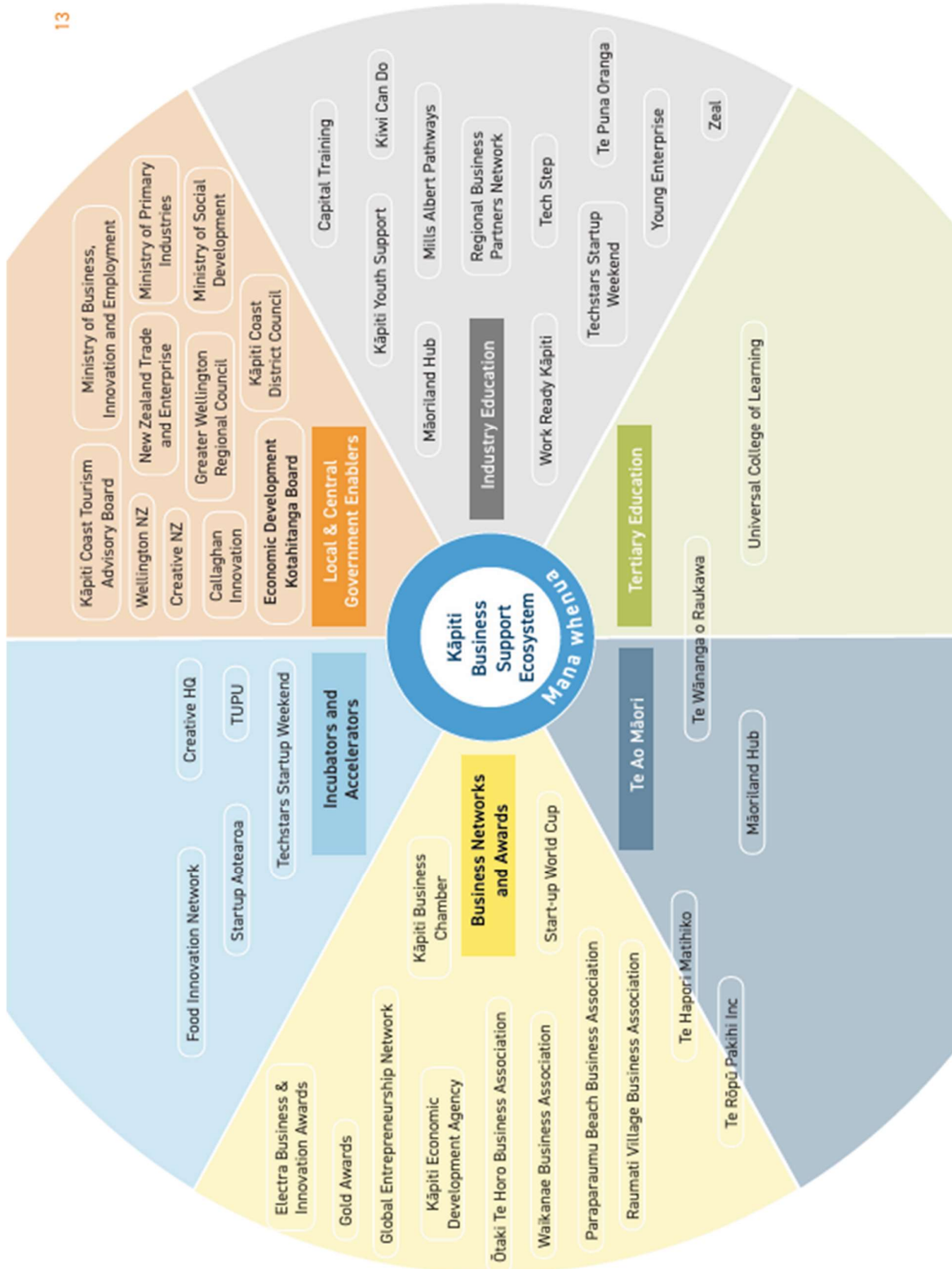


It is **not** in Easy Read.



Turn this page on its side to read this diagram / picture.

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## More information



You can read the full **Kāpiti Coast Economic Development Strategy 2025 – 2028** at this **website**:

<https://tinyurl.com/KCEDS2025to28>



This website also has more information about the Kāpiti Coast District Council.



This website is **not** in Easy Read.



This information has been written by the Kāpiti Coast District Council – Me Huri Whakamuri, Ka Titiro Whakamua.

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