

# My Masterton: Our People, Our Land

## *He Hiringa Tangata, He Hiringa Whenua*



## Economic Development

### OUR VISION

*Masterton/Whakaoriori is a vibrant, happy community with a strong, sustainable economy*



A strong economy supports and enables our community through increased work opportunities and improved incomes and affordability.

We want to continue supporting a strong, sustainable economy. The five priorities below outline the strategic direction we will take to achieve our vision.

1

**Attract business and encourage industry growth. To achieve this we will:**

- Create a supportive regulatory environment that enables sustainable infrastructure development and growth
- Explore opportunities for MDC intervention to attract investment and facilitate development
- Enable sustainable growth in traditionally strong industries
- Encourage new innovative and entrepreneurial high-value activities

2

**A community where people want to live. To achieve this we will:**

- Continue the My Masterton campaign to promote the district to potential new residents and explore opportunities to extend the campaign
- Progress the objectives of the Accelerate Wairarapa programme to attract new residents and business

3

**A strong education sector. To achieve this we will:**

- Implement MDC's Education Strategy to attract domestic and international students and to provide skills to local industries

4

**Growth in our tourism sector. To achieve this we will:**

- Support Destination Wairarapa to attract visitors through the promotion of our region to domestic and international tourism markets
- Support and facilitate initiatives that attract visitors to the region
- Invest in infrastructure that supports the attraction of visitors and tourism-based businesses

5

**A commitment to working collaboratively. To achieve this we will:**

- Explore opportunities to partner with iwi and the private sector to progress our economic development priorities
- Work collaboratively with our community and support community-led initiatives across our economic development priorities