



<b>Strong Innovative Economy – Report Card</b>					
<b>Targets</b>	<b>Have targets been met?</b>	<b>Current Projects</b>	<b>Issues</b>	<b>Gaps</b>	<b>Sustainability Assessment</b>
<b>60% of the Waitakere workforce is employed within Waitakere City.</b>	There has been an increase in the number of jobs in the city – and an increase in the number of workers. The % of workers employed locally declined slightly from 1996-2001	<ul style="list-style-type: none"> <li>▪ Enterprise Waitakere projects supporting local business development, and clusters.</li> <li>▪ Investment attraction position approved for 2002/03</li> </ul>	Need more local jobs – of all types, but particularly sustainable ‘sunrise’ industries and commercial ventures.	Low education levels in Waitakere limit work opportunities.	<p><b>Economic wellbeing</b></p>  <p>Low levels of local employment, no measures of how sustainable or innovative local business is.</p>
<b>Business investment levels increasing (regional ‘share’).</b>	Target of increasing investment has been met.	<ul style="list-style-type: none"> <li>▪ Town Centre programmes.</li> <li>▪ Support for marine, film and organics clusters</li> </ul>	Issues limiting investment levels include land availability, land parcel size and position, transport access, communications infrastructure, attractive working environments, perceived desirability &c.	Little outright marketing of the city as a whole except to some targeted industries such as film.	<p><b>Connections</b></p>  <p>Economic development still very dependent on serving local population</p>
<b>Business owners consider that Waitakere City is a good place in which to operate.</b>	73% in 98/99 67% in 00/01	<ul style="list-style-type: none"> <li>▪ Enterprise Waitakere programmes.</li> <li>▪ Economic Development Forums.</li> <li>▪ Auckland Regional Economic Development Strategy</li> <li>▪ Council customer services, Cleaner Production support</li> </ul>	Waitakere is a city of small businesses, so compliance costs, lack of small business networks and support are major issues.	Little work with small industries etc as a comprehensive, ongoing programme. Lack of small business networks.	



Town Centre improvements have led to more private sector investment

Manufacturing is declining – worldwide and in Waitakere – and services to a growing population is the main growth area.



Cluster support for the marine, film and organics industries is showing results, with employment in these sectors growing to 2.7% of local jobs