



### Specialist Area: Regional Economic Development Strategies

Over the past ten years economic development strategies have become a key planning tool for local and regional governments throughout New Zealand. Successful economic development strategies seek not only to attract commercial investment and create employment, but also to attract and retain a skilled workforce that will enhance and accelerate economic growth.

#### APR Services:

##### Regional Economic Development

*This is one of a series of APR information sheets available for download.*

*For more information about the range of APR Consultants services, please visit our website.*

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APR Consultants draw upon wide-ranging experience gained while formulating economic development strategies for the Northland and Hauraki/Coromandel regions as well as Whangarei, Hastings, Kaipara and Taupo districts. APR's approach is based upon gaining a sound understanding of a sub-regional economy and how it fits into the broader economic regional, national and global context. An important component of APR's approach is the application of an inclusive consultation process with community stakeholder groups.

#### Economic Profiles

An economic profile is a form of analysis that provides a broad-based assessment of the economic structure of an area. An informative profile allows the underlying demographic and economic characteristics and patterns associated with an area to be illustrated in a way that can facilitate and aid evidence-based strategic planning.

APR Consultants has produced economic profiles for a number of regional areas including Gisborne, Hastings, Hauraki and Rotorua districts.

#### Economic Newsletters

APR's Economic Newsletters provide ongoing analysis and commentary on a collection of key economic indicators. These provide an informative and timely picture of local and national economic activity.

The APR Economic Index is a tool that provides an efficient means of conveying the level of local economic activity compared to the national level to stakeholders, households and businesses. These trends are analysed on an individual basis as well as summarised by an economic index.

For more information on how APR Consultants can help you with Regional Economic Development Strategies, call toll-free on 0800-277-937.

*APR Consultants provides strategic information, analysis and advice to companies, entrepreneurs, industry bodies, local and central government, iwi groups and non-profit organisations throughout New Zealand.*