

# Kai Aku Rika Economic Development Strategy

Breaking New Ground in Waikirikiri Selwyn  
A Strategy for Economic Transformation 2024-2034

*He toki ki te raki, he kō ki te whenua, he pito mata ki aku rika*  
*Carve it in the sky, ground it in the earth, the potential is in our hands.*

## He whakataki i tā tātau mahi tahi Introducing Our Work Together

This strategy serves as both a blueprint and a call to action for our community to participate in shaping an economy that fits with the future aspirations of Waikirikiri Selwyn. It provides for an integrated approach to economic development by and for our district. It is our roadmap to continue to grow in ways that make sense for our people and our places, both now and into the future.

At the heart of this strategy is the idea that growth must be purposeful, inclusive, and sustainable. It aims to leverage our unique strengths and opportunities to shape an economy that provides enduring benefits to future generations.

## Ā Mātou Aroka Our Focus Areas



**Get the settings right** – By working together, being a business-friendly Council, attracting investment, building our brand and telling our story.



**Playing to our strengths** – By targeting growth opportunities in our productive sectors; food and fibre, knowledge, innovation, and the Māori economy.



**Grown from within** – By upskilling the local workforce, attracting high-value visitors, enhancing connectivity and resilience, and embracing regenerative practices.



# Mahere Rautaki Strategy Map

Scan to view the full  
strategy document.  
For any questions,  
please contact  
[business@selwyn.govt.nz](mailto:business@selwyn.govt.nz)



**Our economy sustains our people  
and places for generations to come**

## Our Focus Areas

Get the Settings  
Right

Play to Our  
Strengths

Grow from  
Within

## Our Priorities

Working  
Together

Business-  
Friendly  
Council

Farming  
the Future

Backing  
Māori  
Success

Future-Ready  
Workforce

Destination  
Management

Attracting  
Investment

Building  
Our Brand  
and Telling  
Our Story

Becoming the  
Knowledge  
Capital

Creating an  
Innovation  
District

Proactive  
Infrastructure

Supporting  
Green  
Practices