



Selwyn District Council Chief Executive Sharon Mason addressed business leaders at the launch of the Economic Development Strategy at Lincoln University.

Selwyn launches its economic blueprint for the future

Waikirikirī Selwyn District Council launched its Kai Aku Rika Economic Development Strategy on Tuesday, providing the blueprint to shape the district's economy.

The special launch event, held at Lincoln University, was attended by local business leaders and key partners, including Kiwirail, Orion, Business Canterbury, Te Taumutu Rūnanga, and other high-profile stakeholders. It unveiled an integrated approach to enhancing Selwyn's prosperity and economic resilience.

"We are growing at an enormous rate in population, housing, new businesses and employment opportunities, but this strategy aims to ensure that future growth will be purposeful, inclusive, and sustainable," says Mayor Sam Broughton,

"To continue our momentum and prepare for the future, we must focus on nurturing our economy. This means supporting local businesses, fostering innovation, and

creating conditions where growth happens from within, driven by our existing resources and workforce,” says the mayor.

He emphasises that the new strategy will be collectively owned and delivered by and for Waikirikiri Selwyn. Growing the local economy depends on strong collaboration between the public and private sectors, with all key players working together in a business-friendly environment.

“Playing to our existing strengths refers to Selwyn’s agricultural expertise, the knowledge hub in Lincoln, and supporting local business innovation. This strategy also commits to backing Māori success, ensuring we support the Māori economy and advancing the aspirations of our local rūnanga and iwi,” says Mayor Broughton, who adds that growing from within focuses on pro-active infrastructure, the upskilling and developing of the local workforce, and promoting attractions to draw tourists, new businesses, and investors.

“And this is not just down to local business owners or the Council, but up to every member of our community. We need the workers, students, retirees, and the community to play an active role in shaping our region’s future.”

Economist Benje Patterson, a lead contributor to the strategy, says Selwyn has a vibrant, growing population with many skills “and a fantastic pipeline of youth.”

Lincoln University endorses the development of the Waikirikiri Selwyn Economic Development Strategy, as it provides clear direction for the district now and in the future.

“As a significant contributor to the Selwyn economy, Lincoln University is proud of its strategic partnership and is fully committed to shaping future aspirations with Waikirikiri Selwyn,” says Vice-Chancellor Professor Grant Edwards.

Chief Executive and Principal Economist Brad Olsen from Infometrics says that Selwyn is in a unique position: it is close to a major city but has a strong connection with the primary sector.

“And people are voting with their feet moving to Selwyn. They see the opportunities, the lifestyle and the development,” says Olsen.

The Economic Development Strategy provides a roadmap for the next ten years. It is a cornerstone of Waikirikiri Ki Tua Future Selwyn's inter-generational strategic vision

for the next 50-100 years.

Mayor Broughton says that Waikirikiri Ki Tua Future Selwyn will give the Council and community direction on where and how the district will develop.

“It will guide where we invest and grow, and the projects we must deliver for our community. The Economic Development Strategy is vital in delivering this vision for future generations, especially our goals to foster a regenerative economy and a great place to call home.”

To read more about the strategy, please go to the [Selwyn District Council website](#).

Contact:

Selwyn District Council Media

027 273 7911

media@selwyn.govt.nz

