

Economic Development Action Plan - 2026 – 2027

Economic Development within the district encompasses a broad range of initiatives designed to support strong businesses, employment opportunities, tourism growth, inward investment, workforce training, effective communications, and the provision of high-quality economic data across both the district and the wider region. Council plays a key role in fostering these outcomes by funding and supporting a variety of economic development services that contribute to a thriving local economy.

This Action Plan outlines targeted activities in three priority areas identified by Elected Members through recent workshops. These priorities align with the Wairarapa Economic Development Strategy (WEDS), the Long-Term Plan (LTP) vision, and feedback gathered from the community. The three focus areas; Promotion of Carterton, Town Centre/CBD development, and the Waingawa Industrial Park represent the most significant opportunities to strengthen the district's economic resilience, vibrancy, and long-term prosperity.

Promotion of Carterton:

Goal: Strengthen Carterton's profile as a vibrant, business-friendly, and community-oriented district.

Key Actions (12 months)	Measures of success
Develop a promotional and story telling platform, highlighting local strengths (agri-business, creativity, lifestyle)	<ul style="list-style-type: none">● Increased online engagement and enquiries.● Positive business sentiment trends.● Growth in new business start-ups and relocations in Carterton.
Launch a coordinated marketing campaign across digital, print and regional networks promoting Carterton as a place to live, work, invest and visit.	
Improve the business information ecosystem, including an updated economic development webpage, investment packs and sector profiles.	
Grow partnerships with Wairarapa-wide agencies, iwi, and business groups to amplify Carterton's visibility	

Town Centre/CBD

Goal: Enhance the CBD as an attractive, accessible and thriving commercial and social hub.

Key Actions (12 months)	Measures of success
Create a Town Centre revitalisation plan, focusing on streetscape upgrades, lighting, signage, and pedestrian experience.	<ul style="list-style-type: none">● Increased footfall and spend in CBD.● Lower vacant shopfront levels.● Improved community satisfaction and perception of the town centre.
Activate the CBD with events, markets, and community-led initiatives supporting both day-time and evening vibrancy.	
Work with property and business owners to encourage façade improvements, coordinated opening hours, and pop-up/innovation spaces.	
Identify parking, mobility, and accessibility improvements to support foot traffic and business activity	

Waingawa Industrial Park

Goal: Unlock the full economic potential of Waingawa as a regional industrial and logistics hub.

Key Actions (12 months)	Measures of success
Develop an investment prospectus showcasing available sites, infrastructure, and opportunities for growth sectors (logistics, manufacturing, agri- tech).	<ul style="list-style-type: none">● Increase in land uptake and business expansions.● Improving business infrastructure satisfaction levels● More high-level jobs created in the district.
Engage with existing businesses and property owners to understand barriers, infrastructure needs, and opportunities for expansion.	
Progress infrastructure planning and encourage development (transport links, utilities, digital connectivity) to support long term growth and site readiness.	
Lead targeted business attractions efforts focusing on firms aligned to the district's strengths and supply chain networks.	

Overall implementation Approach.

- Quarterly reporting to the Economic Development Committee.
- Strong partnership model with business, iwi, community groups and regional agencies
- Clear annual action plan aligned with LTP goals and budget.