



A regenerative, resilient, year-round future

Economic Development Strategy Questions and Answers

Q: What is this strategy about?

This strategy sets out a long-term direction for how Kaikōura grows and evolves. It guides decisions about jobs, housing, infrastructure, transport, energy, and environmental protection. It is not a building plan and does not approve specific projects; it simply helps Council and the community make smarter choices over time.

At its core, this strategy is about our people flourishing. It recognises that Kaikōura's success depends on people who are connected, safe, stable, and supported by a resilient, year-round economy. Everything in this strategy is ultimately grounded in improving quality of life for current and future generations.

Q: Why are we doing this now?

We are doing this because important decisions are already being made without a shared strategic vision. This strategy helps us assess those decisions against a coherent direction, rather than tackling issues one by one. It gives us a common roadmap so we can invest wisely, protect what matters, and avoid unintended consequences.

Q: What is regenerative development?

When we use the word 'regenerative', we are talking about development that leaves Kaikōura better off over time — environmentally, socially, and economically — rather than slowly eroding the very things the economy depends on. For example, tourism, housing, or business activity should actively improve nature, community wellbeing, and long-term prosperity.

Q: What does resilience mean in this strategy?

In this strategy, resilience means building a community and economy that can withstand shock, whether from natural hazards, climate change, or seasonal economic fluctuations, and continue to function effectively. It also means diversifying industries, strengthening local infrastructure and energy systems, and ensuring housing, workforce, and environmental systems are robust enough to support long-term stability and wellbeing.

Q: Does this mean Kaikōura will grow a lot?

No.

The focus is on managed growth, not rapid or uncontrolled growth.

The community has said Kaikōura should:

- stay distinctive and connected,
- protect its landscapes and marine environment,
- grow in a way that benefits locals first

Different future scenarios are shown in the strategy, but the preferred path is balanced and careful growth.

Q: Is this just about tourism?

No.

Tourism remains important, but the strategy deliberately shifts Kaikōura toward a more balanced, year-round economy. That includes:

- marine and climate research
- renewable energy and green technology
- food and marine products
- Māori enterprise
- creative industries and events

Where tourism is the focus, the strategy emphasises:

- quality over quantity
- year-round activity
- simultaneously protecting nature and culture

Q: How will this help local people?

The strategy supports:

- more year-round jobs
- opportunities for young people to stay
- better housing choices
- stronger local services and facilities
- a healthier environment

It is about making Kaikōura a great place to live as well as visit.

Q: What about housing?

Housing is a top priority. The strategy supports:

- smaller homes and worker housing
- papakāinga and age-friendly housing
- better planning rules for the right type of development
- partnerships to support affordable housing

The goal is simple:

make it easier for people who work here to live here.

Q: Are we promising too much housing?

The strategy provides enablement targets, not build promises. The enablement targets are about zoning, infrastructure sequencing, and consenting pathways; delivery still depends on partners and the market.

Q: How will the environment be protected?

Environmental care is at the heart of the strategy.

Key priorities include:

- biodiversity restoration
- renewable energy
- climate resilience
- careful land-use planning

This is a key aspect of the strategy's regenerative approach, meaning growth should improve the health of the environment and community, not just avoid harm.

Q: Will the Council drive or deliver all the initiatives?

No, the intention is not for Council to be solely responsible for delivering all initiatives. In many cases Council will likely only have a core function as an advocator or facilitator.

Q: Will this cost ratepayers more?

The strategy does *not* approve spending.

Any future projects would still need:

- business cases
- funding decisions
- Council approval through Long Term Plans and Annual Plans

It helps Council:

- plan ahead
- seek external funding
- work with iwi, government, and community partners

Q: This is very long-term: what does Council control?

This strategy doesn't commit Council to delivering everything. It commits Council to enabling, sequencing, and partnering through planning rules, infrastructure timing, convening power, and investment signals.

Q: Where did these numbers come from?

Where district-level data exists, we have used Stats NZ or MBIE. Where it does not, we have been explicit about proxies and modelling. The strategy does not rely on any single number; it relies on consistent signals across multiple indicators.

Have your say

Your feedback will help:

- shape the final strategy
- refine priorities
- address concerns before it is adopted

Council wants to hear:

- what you support
- what worries you
- what could be improved

Our shared future

This strategy is about protecting what makes Kaikōura special while creating a future where people can live, work, and thrive here year-round.