

Economic Development Strategy 2025–27 Action Plan

Vision

Through partnership, support the growth of a thriving, vibrant, diverse Kāpiti Coast economy that provides increased opportunity, resilience, and well-being for all.



How we will know success

1. **Resilient, productive** – Strong, industry led clusters, job creation, wage growth, increased local GDP, more events in the region.
2. **Inclusive, innovative** – Increased access to local training opportunities, more people completing training.
3. **Attractive, sustainable** – Businesses understand and navigate Council processes, attracting more businesses.



Focus Areas & Priority Actions

1

A resilient Kāpiti Coast economy based on productive and innovative clusters that are environmentally sustainable and future focused.

- Sector and Cluster Development
- Sustainable Economy
- Enabling Māori Economic Rangatiratanga – Te Ao Māori perspectives

2

Kāpiti Coast residents and communities benefit from local training and career opportunities

- Enabling Māori Economic Rangatiratanga – opportunities for Māori
- Skills and Training
- Facilitating Inclusive Employment Opportunities
- Smart Investment Attraction

3

Kāpiti Coast is an inclusive community and is recognised as a great and easy place to invest and do business.

- Supporting Startups and Emerging Businesses
- Thriving Visitor Economy
- Increased support for the economic development ecosystem



Activities

Focus Area	Priority Action	Activities	Short (1yr), Medium(2yr), Long (3+yr), ongoing
Focus Area 1 Fostering a resilient Kāpiti Coast economy based on productive and innovative clusters that are environmentally sustainable and future focused	Sector and Cluster Development	1. Establish a thriving Kāpiti Tech Cluster	1.1 Establish formal network cluster and work programme. 1.2 Enhance cluster connection, collaboration and tech community. 1.3 Build cluster capability. 1.4 Partner with Iwi, hapu and Māori organisations.
		2. Strengthening the thriving Food and Beverage Cluster, for next level of maturity furthering collaboration and industry leadership	2.1 Developing centres of excellence based on niche strengths in manufacturing, packaging and logistics. 2.2 These centres of excellence will lead to a centralised food hub. 2.3 Support expansion into the international market in coordination with Wellington NZ, MPI and NZTE. 2.4 Further develop the 'foodie vibe'. 2.5 Communicate and promote the value proposition of Kāpiti Coast food and beverage sector.
		3. Establish a thriving Kāpiti Tourism Cluster	3.1 Build effective and collaborative leadership across the industry and community.
		4. Establish Creative industries cluster	4.1 Partner with the creative industries to develop a cluster to benefit the sector through capability development, visitor attraction, business support and coordination.
		5. Support wellbeing collective	5.1 Support the Kāpiti Wellbeing Collective to develop and implement their strategy and action plan.

	Sustainable Economy	6. Promote regenerative agriculture	6.1 Researching and piloting regenerative horticulture in partnership with iwi/hapū to support and enable the aspirations of mana whenua.
		7. Showcase sustainable tourism practices	7.1 Support the development of a sustainable place to live and visit as part of visitor attraction initiatives.
		8. Encourage local value-adding practices	8.1 Work with the clusters and hubs to cultivate local sustainably sourced ingredients and resource efficiency to minimise waste and economic losses in the supply chains.
		9. Support sustainable enterprises	9.1 Cultivate Kāpiti's sustainable business network Pakihi Toitū o Kāpiti to increase members from across sectors committed to reducing impacts on the environment.
	Enabling Māori Economic Rangatiratanga	10. Develop Te Ao Māori input to economic development activity	10.1 Develop a strategic document on Māori economic wellbeing, jointly with mana whenua and Māori business stakeholders.

Focus Area 2 Kāpiti Coast residents and communities benefit from local training and career opportunities.	Enabling Māori Economic Rangatiratanga	11. Support opportunities for Māori economic development	11.1 Develop a strategic document on Māori economic wellbeing, jointly with mana whenua and Māori business stakeholders. 11.2 Support opportunities for training and career development for Māori. 11.3 Commit time, energy and resource to lift the Māori economy and support pakihi Māori. 11.4 Support mana whenua to take advantage of business opportunities. 11.5 Partnering with iwi/hapu to support and enable the aspirations of mana whenua. Researching and piloting regenerative horticulture.
	Skills and training	12. Develop education opportunities and skills hubs that are local and accessible.	12.1 Collaborate with iwi, central government, education and training providers, businesses and community stakeholders. 12.2 Locate education hubs in areas that are accessible and have diverse spaces to support classroom-based and practical learning needs.
		13. Provide a wide variety of training programmes tailored to the local workforce and industry needs	13.1 Develop and deliver employability skills training. 13.2 Secure on-going funding to develop training programs for rangatahi, older people and people with health conditions and impairments. 13.3 Facilitate education and training options that align with the workforce needs of the region. 13.4 Encourage workforce training opportunities that will benefit the growth of cluster businesses.

	Smart investment attraction	14. Develop and implement a targeted investment and business attraction strategy	14.1 Showcase the Kāpiti Coast as a great place to live, work, and invest. 14.2 Support businesses to attract talent and investment and improve their capability and resilience. 14.3 Support attraction and development of businesses in key areas including food and beverage, medical tech, creative industries, advanced tech and education. 14.4 Support businesses, including innovative and key sector businesses, to navigate local regulatory requirements. 14.5 Support local, outcomes focused, approaches to Council procurement. 14.6 Support urban planning and town centre design to maximise attractiveness for businesses to be located there.
	Facilitating inclusive employment opportunities	15. Create effective and inclusive pathways to education and employment opportunities throughout the district.	15.1 Develop targeted training programs for specific groups such as youth, older adults, and people with disabilities. 15.2 Promote inclusive hiring practices among local businesses and provide support to navigate regulatory requirements. 15.3 Enhance digital literacy and job-readiness skills through workshops and training sessions to improve employability. 15.4 Foster entrepreneurial skills and support career transitions through upskilling initiatives.

Focus Area 3 Kāpiti Coast is an inclusive community and is recognised as a great and easy place to invest and do business.	Supporting startups and emerging business	16. Establish a thriving start-up ecosystem with a culture of entrepreneurial innovation.	16.1 Start-up pilot programme insights used in the startup ecosystem programme.
	Thriving Visitor economy	17. Emerging businesses seeking to scale-up are supported by a wider support ecosystem through their phases of growth.	16.2 Supporting Startups to navigate regulatory requirements.
		18. Attract or develop major and business events to support the region's positioning	17.1 Enabling ease of access to investment channels and resources. 17.2 Providing access to accelerator programs and relevant education.
		19. Identify visitor experience opportunities throughout the district and assist with business development support	17.3 Championing success through marketing and profiling.
			17.4 Supporting mana whenua to grow their economic development rangatiratanga.
			18.1 Support the delivery of events that celebrate the positioning of the region, strengthen key sectors like arts and culture.
			18.2 Enhance the events calendar with a balanced portfolio of event themes that align with the Destination Management Plan.
			19.1 Grow quality experiences to encourage new and existing markets to visit and spend.

	Increased support for the economic development ecosystem	20. Build awareness of the Kāpiti coast as a tourism destination 21. Support local business networks and business associations to thrive and connect	20.1 Implement the Kāpiti destination story to build awareness and position the district as a sustainable visitor destination. 20.2 Supporting ease of access with a well-connected district. 21.1 Promote and collaborate with business networks and local associations to support their members. 21.2 Support funding attraction initiatives into the district and leverage funding opportunities to implement their programmes for their members. 21.3 Use feedback from engagement with networks and associations as a voice of the business community. 21.4 Provide in-kind support where networks and associations have resource constraints. 21.5 Encourage collaboration and innovation by organising networking events, forums, and collaborative projects.
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