

Business demographics – THE pressing economic development issue?

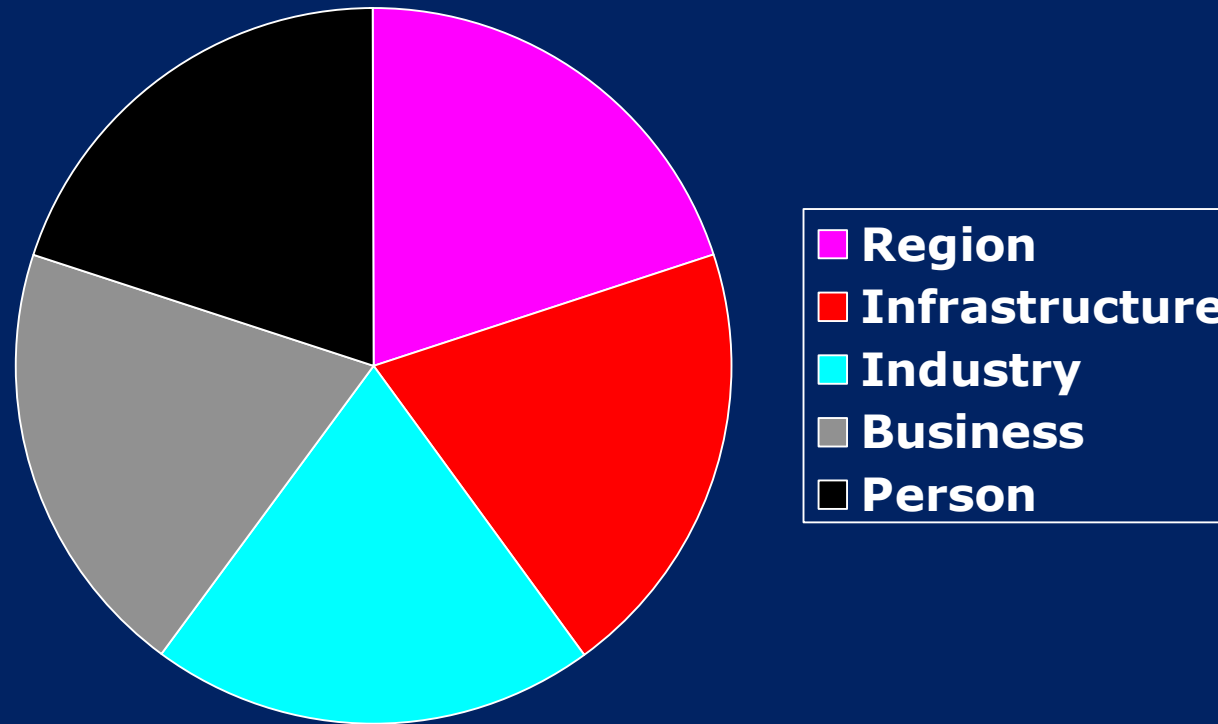
Peter Harris

Manager, Economic Development Unit

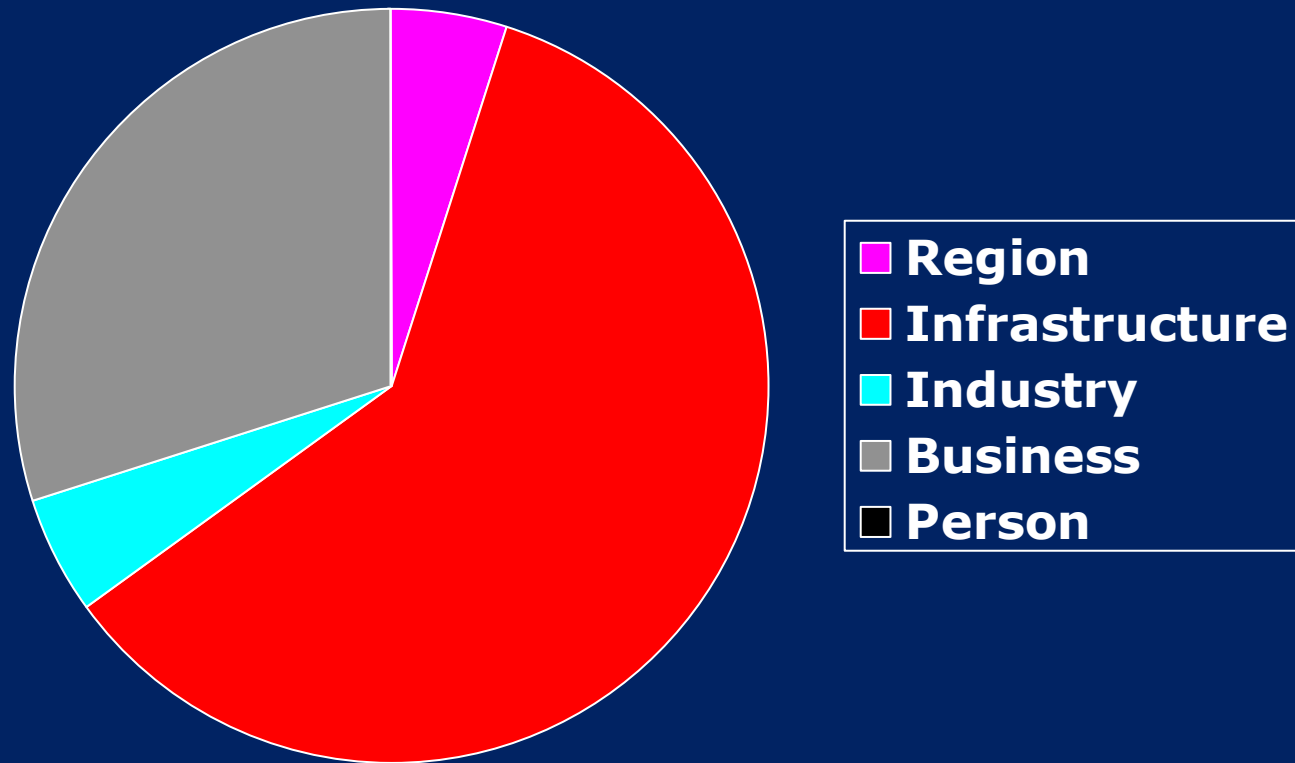
Economic Development takes many forms:

- Regional – building on local assets and skills
- Infrastructure - getting the environment for business right
- Industry – clusters
- Business – capability building, marketing
- Individual – who is driving the business

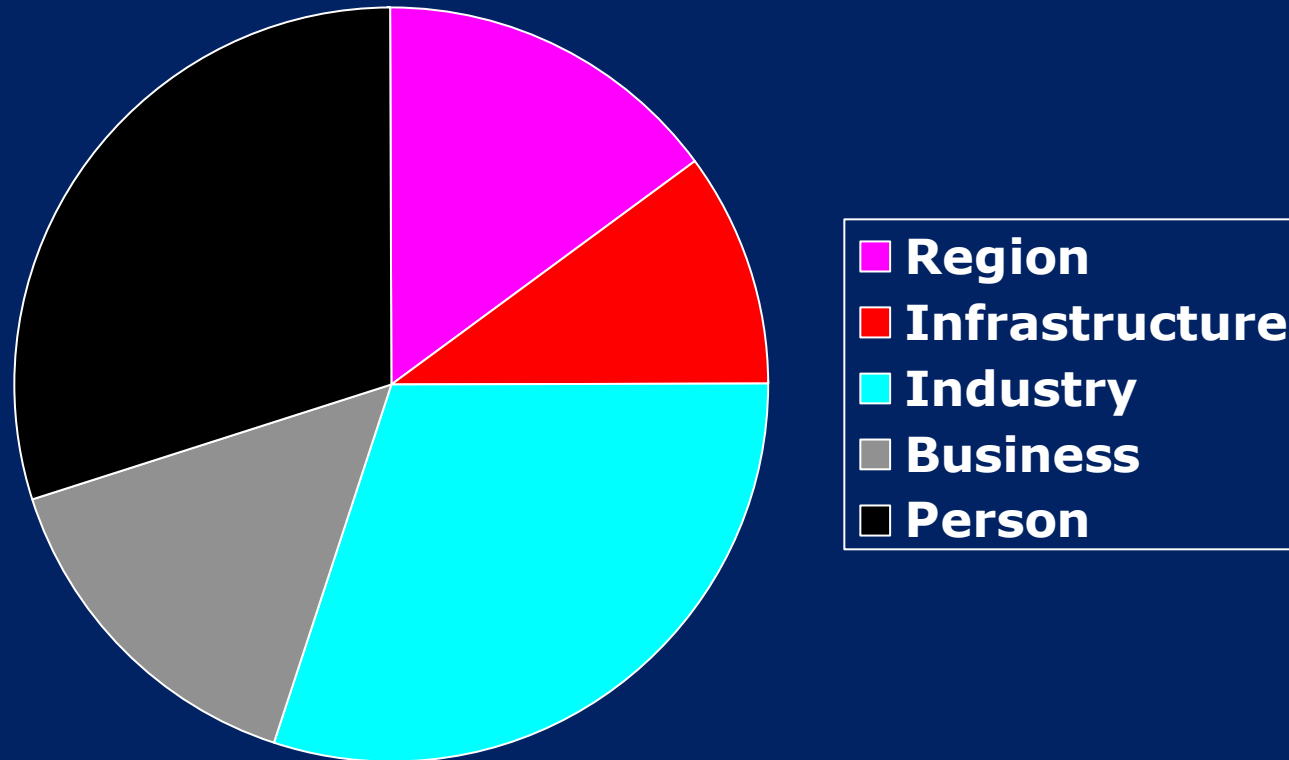
What is the right mix?



Central government?



Dunedin



Why focus on the people?

- Our current business leaders want OUT
- We're all getting older
- Business exits impact 3-4% GDP and 10% jobs
- Many of our cleverest people aren't here
- One person can create an industry

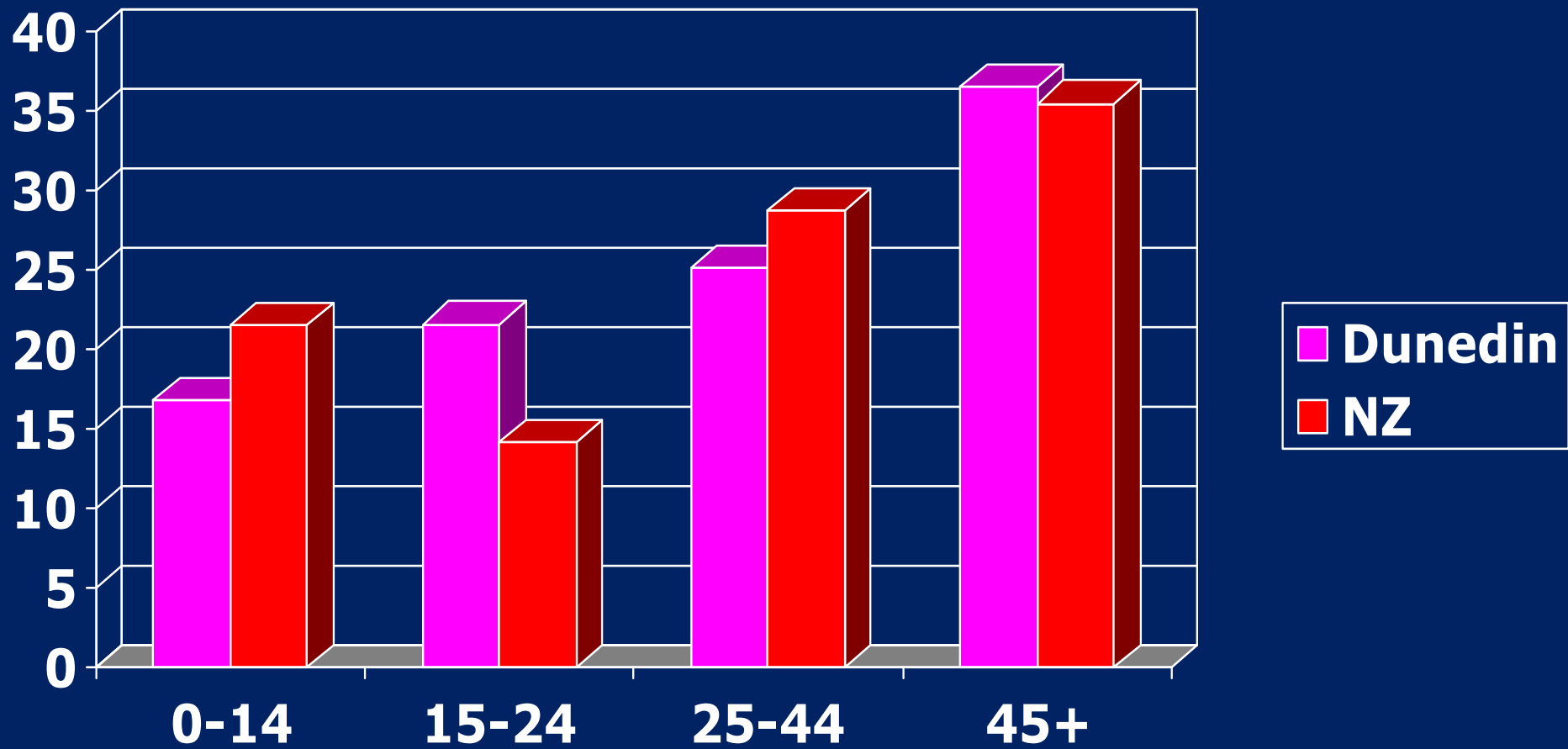


DUNEDIN CITY
COUNCIL

Kaunihera-a-rohe o Otepoti

It is even more important for Dunedin because...

- Personal and business choices are intertwined
- We have an abundance of smart people but a shortage of clever ones
- We have a demographic valley



The future of our economy rests on...

MOVE ON

People moving on, with the goodwill available to mentor, invest

RENOVATED BUSINESS

MOVE IN

Those with talent, ambition and energy building on this experience



DUNEDIN CITY
COUNCIL

Kaunihera-a-rohe o Otepoti

What we're doing about it...

- Audacious student entrepreneur support
- Business succession planning advice
- Alumni rediscovering Dunedin
- Supporting migrants, students wanting to stay and returning expats



- Day to day support for student businesses
- Business idea and plan competition
- Integration into local business community

Succession Planning

- Personal support for business owners to get out of the driving seat
- Adding value to business advisors

Alumni rediscovering Dunedin

- Selling Dunedin beyond the lab and the Cook
- The perfect haven for the corporate refugee to reinvent themselves
- The pull of family

Supporting migrants, students wanting to stay and returning expats

- Settlement support
- Internships for students within the IT industry
- Young professionals group

It's a long haul but we're making a difference

- 450 student run businesses
- 100 Audacious graduates staying in Dunedin
- 104 business owners actively planning their business exit
- Backindunedin.co.nz highlighting alumni that have rediscovered Dunedin

Business demographics – THE pressing economic development issue?

So how could your
Economic Development Agency
help get the right people driving businesses?

What is the central government role in this?