

Economic Diversification Plan Year 1 Action Plan

Mahere Whakawhānui Ohaoha Te Mahere Mahi Tau 1

PROJECT	ACTIVITY	LEAD	OUTCOMES	TIMING			
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PILLAR 1: Best-fit businesses have the infrastructure they need				2024		2025	
				Jul-Sep	Sep-Dec	Jan-Mar	Mar-Jun
1.1: Future-Focussed Infrastructure	Research into diversification infrastructure needs	EF	Research completed that outlines the needs of growing or relocating best-fit businesses.				
1.2: Build Diverse Skills	Develop professional development plan	QBC	Deeper understanding of, and easier to access quality professional development options.				
1.3: Innovate and Grow	Startup incubator redesign	SQL	Intensive startup support launched successfully.				
	Key account management	EF	Local best-fit businesses are identified, and a key account management plan is in place.				

PILLAR 2: Out hosting expertise supports diversification				2024		2025	
				Jul-Sep	Sep-Dec	Jan-Mar	Mar-Jun
2.3: Film and Creative Industries	Virtual production studio (VPS) launched	RIQ	VPS is operational.				
	Outdoor and adventure filmmaking hub	FQL	The district's reputation and capability as an outdoor/adventure filmmaking hub is enhanced.				

PILLAR 3: Grow niche export industries				2024		2025	
				Jul-Sep	Sep-Dec	Jan-Mar	Mar-Jun
3.1: Technology	Technology Queenstown active	TQ	Strategic plan in place, establishment funding secured, CEO recruited, and agency launched.				
	Host-tech 2025 event held, and support plan developed	EF	Industry support plan in place, and second Host-tech event is cost-neutral.				
3.2: Outdoor Products	Outdoor product support plan developed	EF	Collaboration among businesses grows and new businesses within the niche are supported.				

Enabler and Foundations for Success				2024		2025	
				Jul-Sep	Sep-Dec	Jan-Mar	Mar-Jun
Key enabler: World of Connections	World of Connections pilot underway	EF	World of Connections prototyped with small group of referral organisations.				
F.1: Collaboration and Oversight	Diversification Snapshots 2024 and workshop	EF	Key local and national decision makers attend and net promoter score (NPS) of at least 70 is achieved.				
	Reference group	EF	Group formed, with priorities and measures of success for work plan agreed.				
	3-Year Action Plan	EF	3-year collaborative work plan finalised.				
F.2: Support Māori Economic Diversification	Support local best-fit Māori businesses	KUMA /EF	Māori businesses that support diversification are identified and levels of support needed.				
F.3: Update Brand and Marketing Strategies	Community values used to refocus Queenstown place branding	DQ/EF	New place-brand for Queenstown is developed that aligns with regenerative tourism and economic diversification objectives (to be launched 2025/2026).				
F.4: Resources and Capacity	Capability and capacity stocktake	EF	Review informs 3-year plan and budgets.				

Key: DSL Destination Southern Lakes | EF Economic Futures | FQL Film Queenstown Lakes | QBC Queenstown Business Chamber of Commerce | RIQ Research and Innovation Queenstown | SQL Startup Queenstown Lakes | TQ Technology Queenstown