

Funding Strategic Criteria

The following is a summary of key Council strategies and the objectives they put in place.

Strategy	Strategic priority	Explanation
Central Otago Heritage Strategy (2018)	Central Otago's heritage is a living habitat that is to be respected, valued, protected, preserved, celebrated, promoted and community owned for present and future generations.	Central Otago heritage is: <ul style="list-style-type: none"> • Our heritage is respected and valued for its uniqueness • A living habitat • Celebrated and promoted • Community owned • Protected and preserved for future generations.
Central Otago Outdoor Recreation Strategy (2012)	To have experiences that meet users' expectations in locations which are fit for use in a welcoming community.	<ul style="list-style-type: none"> • Establish and maintain a network of outdoor recreation areas • Manage outdoor recreation so that ecological, scenic and cultural values are protected and maintained • Incorporate outdoor recreation considerations in land and natural resource use • Inter-agency cooperation • Identify and develop unique positionings which align with regional identity.
Central Otago Tourism Strategy (2018)	Productivity	<ul style="list-style-type: none"> • The use of resources deployed in tourism to generate profit and investment. Addressing issues related to seasonality, regional dispersal, capability building.
	Connectivity	<ul style="list-style-type: none"> • Strengthening the relationships, partnerships and collaborations that sustain, expand and extend our visitor pipelines (with a special emphasis on air connectivity).
	Targeting for value	<ul style="list-style-type: none"> • Identifying and pursuing the opportunities that will deliver the greatest economic benefit.
	Visitor experience	<ul style="list-style-type: none"> • Driving value through outstanding visitor experience.
	Insight	<ul style="list-style-type: none"> • Prioritising insight to drive and track progress.
Economic Development Strategy (2019)	Critical enablers	<ul style="list-style-type: none"> • Improving connectivity and infrastructure • Being business friendly.
	Distinctive places	<ul style="list-style-type: none"> • Developing affordable, accessible and attractive places • Protecting and enhancing the landscape and environment.
	Smart adaptation	<ul style="list-style-type: none"> • Supporting diversity of age, skills and activities • Fostering a smart, progressive and collaborative district.

	A productive and progressive environment.	<ul style="list-style-type: none"> Increasing prosperity equitably across the district Supporting the Visitor Economy in alignment with the Tourism Strategy.
Sustainability Strategy (2019)	Thriving economy	<ul style="list-style-type: none"> Being customer friendly, having enabling policies and appropriate infrastructure Engaging with businesses.
	Sustainable development	<ul style="list-style-type: none"> Providing services while managing the associated environmental impacts Enabling development while managing the associated environmental effects.
	Safe and healthy community	<ul style="list-style-type: none"> Affordable and equitable provision of services to promote wellbeing Managing change while protecting and enhancing our culture, heritage and landscape.
Waste Management and Minimisation Plan (2018)	Towards zero waste and a sustainable Central Otago	<ul style="list-style-type: none"> Improving the efficiency of resource use Reducing the harmful effects of waste.
Central Otago Arts Strategy (2013)	Integral	<ul style="list-style-type: none"> Our unique landscape touches the soul, inspiring rich creative expression.
	Inspirational	<ul style="list-style-type: none"> Art is integral to our way of life, to our wellbeing, economy and environment where people come to accept and expect creative expression.
	Inclusive	<ul style="list-style-type: none"> People of all cultures and ages can express themselves creatively and access the skills and opportunities they need to do so.
	Valued	<ul style="list-style-type: none"> Arts are well resourced, promoted and supported.
	Accessible	<ul style="list-style-type: none"> A diverse range of creative opportunities and experiences are available in Central Otago.
	Collaboration	<ul style="list-style-type: none"> The arts sector involves a mix of individuals, groups and public and private agencies, working to provide for, facilitate and resource the arts and artistic endeavour.
CODC 10 Year Plan 2018-2028 – Community Outcomes (2018)	Thriving economy	<ul style="list-style-type: none"> A thriving economy that is attractive to both businesses and residents alike.
	Sustainable development	<ul style="list-style-type: none"> An environment that provides a good quality of life. A community with a healthy balance between its natural and built environment.
	Safe and healthy community	<ul style="list-style-type: none"> A vibrant community with a range of services and facilities A community that values and celebrates its rich heritage.