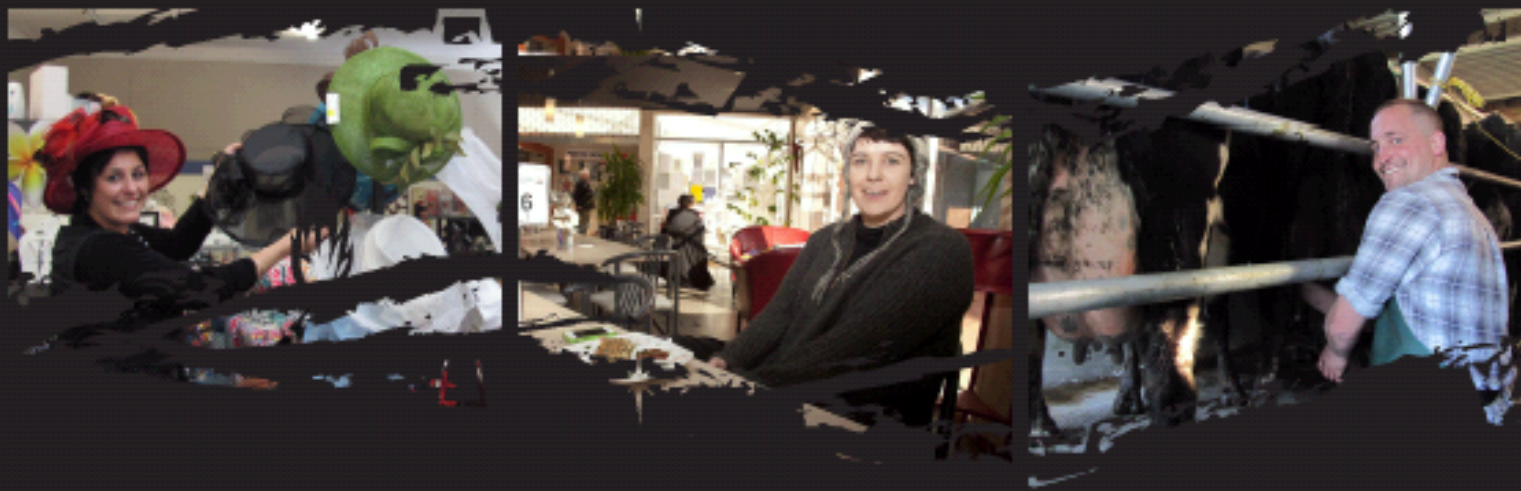


Stratford District Council
**Economic Development
Strategy**
2012 - 2015



VISION

“To maintain and grow the population of Stratford District. To increase opportunities for residents and visitors to Stratford and to increase the wealth of residents located in the district.”

Background to Development of Economic Development Strategy

Stratford District Council commissioned Dr Dominic Moran to lead workshops to aid in development of an Economic Development Strategy. This was to provide some structure as to the direction the Council should be moving towards in supporting economic development and to inform its Long Term Plan (LTP) 2012 -2022. Two workshops were held during October and November 2011 and included a wide range of stakeholders from different industry sectors, service providers, regional stakeholders, Councillors and staff of Stratford District Council. A SWOT analysis for economic development in the district was conducted, key priority areas selected and a set of strategies and actions developed for each priority area.

Council recognises it is not directly involved in business but is working in partnership with Venture Taranaki and with its other stakeholders.

It is recognised the success of this strategy will depend upon developing and maintaining partnerships with local industry sectors, individual businesses, community groups, and regional agencies. Council needs to be responsive and have proactive planning around economic development.

Review of Strategy

As Stratford District Council has a small connected community it is advisable that this strategy be reviewed and updated with information on economic indicators, what has been implemented since the last strategy was developed, and the new strategies to be revised every three years. This should be completed with stakeholder input.

An annual report stating what has been achieved in the year will be prepared for Council.

Profile of Stratford District

The Stratford District covers 2710 square kilometres.

Info metrics estimated Stratford’s population in 2011 to be 9,200 (8,892 - 2006 Census) of which approximately 5,400 live in the Stratford township.

In general terms the observed changes within the population of Stratford District follow patterns seen elsewhere in rural New Zealand and in many respects anywhere within the western nations.

These trends can be summarised as:

- Stable or gradually declining total population.
- Ageing population.
- Rural to urban population movement.
- Increasing ethnic diversity.

Stratford districts population was 9,600 in 1996 and declined from this, but has since stabilised. Stratford is now seen as a rural/residential township and central to employment opportunities. It is at the centre of the region and is a town with easy commuting to other localities.

It is estimated that the Stratford township has grown by over 4% since 2001 whilst the rural area has decreased by 5% over the same period.

The loss from the rural area of the district has caused its population share, at 41% of the district in 2001, to be less than 39% in 2010. If this trend continues then the rural share of the population can be expected to drop further to around 35% within the next 20 years.

The main characteristics of Stratford District include:

- The population of Stratford District was 8,892 at the 2006 Census. During the past 15 years the population has remained relatively static and is gradually ageing.
- The ethnic makeup of Stratford District is primarily European and Maori.
- The central location is a key advantage for the district and offers the following:
 - A convenient place to live and commute to places of work.
 - Crucial for servicing industry because of its centrality.
 - Best access to Mt Taranaki.
 - Retail access for travellers on State Highways 3 and 43.
 - Gateway access for tourists.
- For people aged 15 years and over, the median household income (half earn more, and half less, than this amount) in Taranaki Region is \$63,648. This compares with a median of \$67,028 for all of New Zealand (2011).
- Of the Stratford workforce 42% is employed within the Taranaki region but outside the district.
- Of those people aged 15 years and over in Stratford District 30.2% have a post-school qualification, compared with 39.9% of people throughout New Zealand.
- There is a good range of social and community services available for residents in Stratford.
- Stratford businesses enjoy strong community and council support with lower compliance costs.
- Stratford District has good schools, a strong volunteer base, good local sport and healthcare facilities.
- From Venture Taranaki's information 55% of people who live in Stratford work there as well while 34% work in Eltham. The balance work in rural areas or New Plymouth.
- In customer surveys there have been comments that Stratford has all the necessary facilities, affordable housing and that the community takes pride in our District.

Overview of the Economy

The Taranaki region is essentially a rural-based economy that relies heavily on the agriculture industry. Stratford's largest employers are agriculture and associated servicing sectors. Alongside agriculture, the region's main economic driver is the manufacturing sector. South Taranaki has large manufacturing plants processing dairy or meat products, and many of Stratford's residents are employed in these areas.

Taranaki is also strategically important to the national economy for its oil and gas production. Recent announcements by the oil, gas and energy sectors will create further employment opportunities. Contract Energy opened its peaker plant in 2011. Pipeline construction and further exploratory work have had periodic impacts on Taranaki's economy and employment opportunities. Both the dairy and energy sectors provide short, intense periods of employment for large numbers of engineering and support workers during construction periods and maintenance shutdowns.

There were 1,497 businesses recorded in the Stratford District in 2011 which was a 1.4% decline on the previous year. This reflects contraction in several industries including construction, retail and wholesale trade, and some business and professional services.

The main economic drivers for Stratford are:

- Primary Production and Processing (17.7%)
- Oil and Gas (19.2%)
- Manufacturing, Engineering and Construction (23.4%)
- Retail
- Tourism

In recent years the energy sector has grown and in particular there has been a large increase in oil and gas exploration. This has occurred because of new technology, increase in demand and the increased price of oil and gas.

There are currently seven energy companies operating in our district. These are Greymouth Petroleum, Shell Todd Oil Services, TAG Oil NZ Ltd, NZ Energy Corp, Kea Petroleum, Contact Energy and Solid Energy.

These energy companies contribute to employment by employing staff directly and also hiring ancillary maintenance contractors.

The figures below have been produced by Infometrics in 2011 and do not appear to reflect this increase, but are the most recent available.

INDUSTRY EMPLOYMENT: 2011

	Employment Stratford	% of Total Stratford
Agriculture, fishing and forestry	751	22.5%
Mining	7	0.2%
Total primary industries	758	22.7%
Manufacturing	187	5.6%
Electricity, gas and water supply	39	1.2%
Construction	313	9.4%
Total secondary industries	539	16.1%
Wholesale and retail trade	609	18.3%
Accommodation, restaurants and bars	173	5.2%
Transport and storage	133	4.0%
Communication services	27	0.8%
Finance and insurance	44	1.3%
Business and property services	215	6.4%
Government administration and defence	150	4.5%
Education	298	8.9%
Health and community services	248	7.4%
Cultural, personal and other services	142	4.3%
Total tertiary industries	2,039	61.1%
Total	3,336	100.0%

Venture Taranaki's 2011 report "Work-Live Patterns and Implications" shows that the majority of Stratford residents work within the Stratford/Eltham area, with the dominant sectors being agricultural and service industries.

Nearly 40% of the working population are labourers in the agricultural or energy areas or in industries associated with these predominately at Eltham. South Taranaki has many large employers which employ staff from the region. Stratford is an attractive place to live with its facilities and central location.

Regional Economic Development

Venture Taranaki is the regional development agency for Taranaki, with priorities to provide a strategic and focused approach to regional economic development and tourism promotion.

Venture Taranaki drives and facilitates the creation of economic wealth for Taranaki and beyond. The organisation has independent teams working together in tourism, economic development, events, film and major projects to make Taranaki a prosperous region. It developed the brand "Taranaki - like no other".

Venture Taranaki works across a broad range of sectors. Funded by the councils of the New Plymouth district, South Taranaki district, Stratford district and other entities, the organisation's economic development arm includes within its responsibilities:

- Business assistance, including attracting skilled workforce eg. www.taranakijobsnz.com
- Training and workshops, including Enterprise Training Programme
- High growth business support
- Business grants facilitation
- Business start up support
- Business mentoring and advisory support
- Regional intelligence and communications
- Regional attraction and marketing of events
- Regional cluster meetings of industry
- National advocacy
- Provide opportunities for knowledge sharing, networking and capacity building
- Clusters and sector projects
- Projects and feasibility studies

In July 2004 Stratford District Council entered into a partnership with the New Plymouth District Council and South Taranaki District Council to contract its regional tourism service to Venture Taranaki. Venture Taranaki has since developed and implemented a Regional Tourism Strategy, 2010 to 2019 and a Regional Economic Development Strategy 2010-2035 which is supported by Stratford District Council.

Council's Role in Economic Development

Council will fulfil this economic leadership role by:

- Setting and supporting a vision, strategy and plan, and gaining stakeholder commitment.
- Investing in infrastructure, services and amenities that meet community needs and enable an increase in productive economic participation from community and industry.
- Developing open and transparent relationships and working together with partners to achieve greater impact by pooling resources and avoiding duplication.
- Measuring the deliverables and evaluating success.

Because Council is not directly involved in business its best role is to be a partner in economic development. Council's role is primarily about facilitation, and more specifically, includes:

- Providing infrastructure including the roading network, water supply, wastewater and waste disposal.
- Having a District Plan to guide and support responsible development.
- Ensuring developments comply with RMA legislation.
- Ensuring businesses comply with various regulatory legislation.
- Responding quickly and effectively to new opportunities for development.
- Providing "i-SITE" visitor facilities which assist residents and local tourism operators to meet the demands of the local and international market.
- Providing an attractive, vibrant and welcoming town for residents, new migrants, employers and visitors.
- Ensuring supporting and retaining industry/businesses in the town.
- Facilitate, promote, encourage and support sustainable business growth, investment and employment opportunities primarily through its contract with Venture Taranaki.
- Attracting and developing appropriate events that bring other visitors and residents to the CBD/district.
- Attracting visitors by presenting a strong identity through the regional brand as part of a contract with Venture Taranaki.
- Supporting new and ongoing businesses as part of a contract with Venture Taranaki.
- Supporting community facilities for the District.

Council Staff Involvement

The Chief Executive leads economic development planning with Council and oversees projects within this strategy. Part of a community development officer services the administration and promotion needs of the Stratford Business Association. Council has an i-SITE Information Centre, used by residents and visitors.

Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

This SWOT analysis was developed in consultation with a wide variety of stakeholders.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Central location within Taranaki. • Affordable living and central access to all work opportunities in region. • Unique point of difference to attract visitors - Glockenspiel, Speedway, Pioneer Village, Ski field. • Gateway to Mountain, the location to the national park, natural environment. • Strong local identity and pride. • Forgotten World Highway heritage trail/Whanga republic. • Many businesses and not reliant on one to employ residents. • Attractive features - Mountain and River. • Good local TET Sports hub. • Good healthcare facilities. • Safe community. • Quality of social services. • Lifestyle and affordability of lifestyle. • Oil & Gas reserves. • Dairying solid base and supports town. 	<ul style="list-style-type: none"> • Limited business spaces in Main Street. • Lack of public transport means residents may find it difficult to further skills or gain employment in New Plymouth. • Promotional brand not clear. • Public Toilets old. • Low number of commissionable activities. • Lack of employment opportunities for youth. • Lack of skilled workforce. • Businesses don't have consistent opening hours and no cross selling. • Poor quality of Internet. • Population base - lack of growth. • CBD image.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Develop closer relationship with dairy and energy sectors and promote apprenticeships. • Eco developments in housing. • Accessible to railway line for industries. • Cycling and walking opportunities. • Increase use of aerodrome needed. • Build on existing hockey facility so can host more competitions. • Need to look at branding and promote region as well. • Build on sporting hub. • Attract more retail to Stratford as many vehicles travelling through to foster more competitive and attractive pricing. • Mount Taranaki recreational/road end development and concessionaries. • Need collective district brand. • Mutual investment opportunities with Iwi. • More alignment needed between local business, Council, TSB and TET Trusts to meet community development needs. 	<ul style="list-style-type: none"> • Urban drift so less people in rural communities. • Ageing population. • Some residential accommodation old and tired and lacking investment which reflects on pride in the environment. • No succession planning for farmers and farms, pricing only likely to be affordable to corporate buyers. • Oil and energy workers living in New Plymouth and using taxis to work in Stratford. Need to form relationship with employer to maximise spending in District.

Economic Development - Stratford Issues

The economic development workshops held in late 2011 identified the following issues affecting Stratford District Council from an economic development perspective:

1. Branding was identified as an opportunity to increase the profile of Stratford District. There is a need to develop a clear brand for Stratford District that incorporates current sub themes such as Mt Taranaki, Forgotten World Highway, central location, Shakespearian theme and lifestyle. Once in place, the Stratford brand should be promoted through local businesses, community groups, tourism operators and Council.
2. To facilitate economic growth, there is a need to present Stratford as an attractive town with good facilities and services. These include the need for welcoming town entrances, clear signage, better public toilets, internet connectivity and providing better information for visitors.
3. In terms of local employment there is a relatively small available pool of skilled workers in Stratford. A lack of opportunities for 15-18 year olds was reported and there are opportunities for local schools and education providers to increase their alignment with local industry sectors. There are apprenticeship schemes available in some industry sectors locally but these need better promotion to encourage uptake.
4. Stratford has a diverse range of businesses including primary industry (eg. Agricultural, oil and gas) retail, tourism and service based businesses. While the retail sector benefits from the strong primary sector there is a perception of inconsistent retail hours and opportunities for increasing cross promotion between local businesses. There may also be opportunities for attracting more retail to Stratford.
5. Improving visitor facilities and supporting suitable events were identified as opportunities to increase tourism, retail and services in Stratford. Information boards, campervan facilities and improving signage can be developed throughout the district. Access to walking cycling, nature activities, sports and community events could potentially be grown into local and regional events.

STRATEGY 1 - BRANDING

Establish a brand for Stratford that is utilised by all sectors to promote Stratford as a place to live, visit and do business.

Key Performance indicators:

- Branding exercise completed.
- Website upgraded and coordinated.
- Uptake of brand by local businesses
- Branding included in signage and town beautification projects.

How Will the Goal be Met	Current Actions	Future Actions
Identify brand for Stratford that integrates current themes, ensuring alignment with the regional brand “Taranaki like no other”.	Utilise In the heart of Taranaki and various district themes.	Conduct a branding exercise for the Stratford District to increase community pride and give an overall identity.
Identify target audiences for the brand to ensure an increase local community pride and to leverage local opportunities.		Promote buy in to brand and ensure is taken up by local businesses and organisations (work with SBA). Ongoing marketing.
Incorporate branding into Council operations to leverage local opportunities.		Website upgraded and inclusive of brand. Social networking used. Ensure town beautification project reflects brand. Signage Policy reviewed. Ensure events encompass branding. Entrances signage reviewed.

STRATEGY 2 - PROVISIONS FOR COMMUNITY AND BUSINESS INFRASTRUCTURE

Stratford is a great place to live and work and the CBD offers an attractive and welcoming retail and social centre which appeals to retailers, employers, students, customers and visitors.

Key Performance indicators:

- Commuter transport system established between New Plymouth/Stratford/Eltham/Hawera.
- Increase in the quality and range of retail businesses.
- Business development and promotional campaigns completed.
- Business Association membership increased.
- Marketing activities to attract new residents undertaken.
- CBD upgrades completed.
- Signage policy reviewed and signage updated at town entrances and town centre.

How Will the Goal be Met	Current Actions	Future Actions
Improve connectivity for workers, students and residents of Stratford.		Work with TRC to get Bus transport trial with funding secured (intra regional transport).
		Ensure broadband connectivity is of a reasonable quality to enhance business activity
Improve access to, and awareness of community facilities by residents and visitors.	Ongoing administration support for SBA. Support Romeo Awards.	Support Stratford Business Association further.
	New Website being developed with SBA tourism content.	Encourage a wider base for business association eg. through website.
	VT advertise courses quarterly.	Ensure SBA is aware of courses being provided by Venture Taranaki and Chamber of Commerce.
		Improve i-Site signage, town centre clutter of signs. Review relevant bylaws.
Incrementally improve the CBD as a user friendly and vibrant place to shop and do business. Improve district roading	Customer survey identifies footpath/faults.	Work to get synergies with other businesses and establish a hub.
		Investigate a Farmers Market.
		Encourage more use of Prospero Place.
		Design/construction of town beautification.
		Upgrade/Replace CBD toilets and improve access.
		Work with businesses on Broadway to upgrade verandahs/untidy work.
Attract new residents to Stratford through the lifestyle offered and community facilities available.	Support VT to do research and target markets.	Sell the Stratford lifestyle to target markets for new residents.
		Emphasis accessibility to everything and good provision of health services.
	Celebrate success in Central Link and create pride.	
	Communicate community facilities and accessibility and benefits of living in Stratford through Welcome Pack.	Planning for extension of services of sewer and water infrastructure.
		Market affordability of housing - Research comparisons initially. Explore use of surplus land for residential subdivision.

STRATEGY 3 - PRIMARY INDUSTRY

Ensure support is in place for the districts primary industries and so they can continue to invest in their business and that employment opportunities are maximised.

Key Performance indicators:

- Resource and Landuse survey completed.
- Partnership projects established with WITT and Taratahi.
- Employment programmes and opportunities are identified, supported and promoted.

How Will the Goal be Met	Current Actions	Future Actions
Better understand land use to improve planning.	Emphasis on safety on forestry roads and strengthening for logging trucks.	Ensuring roads are well maintained and suitable for their use.
		Collect info from TRC, LINZ, DOC, Oil & Gas and Fed Farmers to develop and confirm district profile. Use information to inform planning.
Create better alignment between primary industry and local community, business groups and Council.	VT Providing cluster groups interaction.	Improved understanding of Resource Consent process and Councils role.
	Mayors Taskforce ongoing.	Investigate where possible opportunities from Mayors Taskforce for Jobs for initiatives.
	Business advisory services provided by Venture Taranaki.	
Increase alignment between the primary sector and education providers to focus job training and promote apprenticeship schemes.	Trade Awards to promote as attractive career option.	
	VT promote cluster groups and industry forums.	<ul style="list-style-type: none"> • Promote industry forums-gateway opportunities, apprenticeships, involve local school career advisors. • Align with and utilise primary employment programmes provided by WINZ. • Facilitate and support WITT employment and education courses for the primary sector through bus service and promotion of WITT. • Investigate transport needs and cost sharing options to assist with access to employment and training. • Support and seek to expand the Taratahi agricultural courses in conjunction with WITT.

STRATEGY 4 - TOURISM AND EVENTS

Plans are developed which complement the Regional Tourism Strategy and attract visitors.

Key Performance indicators:

- Events developed, implemented and supported.
- Promotional materials produced and distributed (ie. website, signage, brochures etc).
- Visitor facilities developed further.
- Visitor satisfaction measured.

How Will the Goal be Met	Current Actions	Future Actions
Stratford Events are developed and promoted.	Website development and promoting events.	Develop co-ordinated events list and promote.
	Events supported: <ul style="list-style-type: none"> • Americana SBA. • Santa's Cave and Christmas pageant. • Baldricks Big Day Out. 	Focus on MT Taranaki based events: <ul style="list-style-type: none"> - biking and hiking. - new (cycle) event. - promote Stratford for targeted sports eg. hockey, speedway etc. - support Republic Day and promote Stratford as key access point. - co-ordinated events list published to community. - support Whangamomona Republic Day.
	Funding Partnerships.	
	Support Pioneer Village, Percy Thomson Gallery and TET Theatre.	Need improved signage for events/what's happening.
Develop linkages between Stratford/Mt Taranaki and Forgotten World Highway as key access point.	VT marketing Stratford outside region.	Promote Stratford as gateway through Forgotten World Highway.
		Promote road access and gateway to Mt Taranaki - DOC reviewing road ends with stakeholders.
		Explore opportunities for partnering with the Dept of Conservation and Iwi for developing tourism opportunities on Mt Taranaki and where to have areas of common interest that can help each other.
Develop visitor facilities and improve visitor experience.	Ongoing enhancement of visitor centres to provide good visitor experience.	Review Information Centre promotion of Districts features.
		Ensure Information Centre encompasses branding and update set out eg.DOC.
		Survey customers.
	Holiday park facilities used and leased even though old.	Council to consider whether it will continue to provide a holiday park and if so how it will interface with Council.
		Develop visitor services and facilities such as cycling tracks.
	Operative effluent dump station.	Ensure campervan friendly/facilities at key access and visitation sites.
Develop a freedom camping policy if required.		
		SDC/DOC partnership to ensure good access to Mt Taranaki - Road Ends Projects.

STRATEGY 5 - RETAIL / COMMERCIAL

To minimise barriers to responsible commercial and industrial development.

Key Performance indicators:

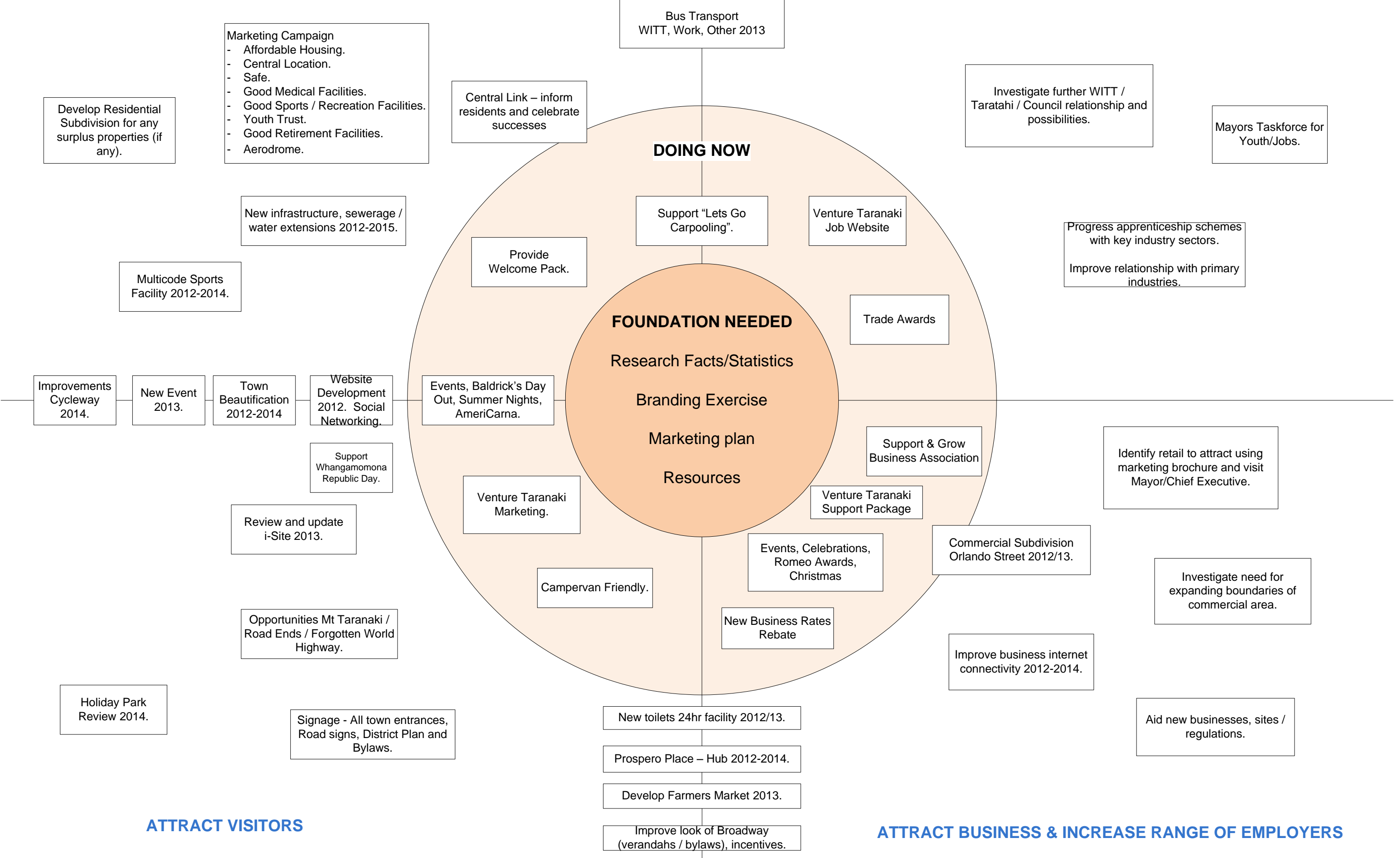
- Increase in the quality and range of retail businesses.
- Retail promotional campaigns completed.
- Retail promotions/events web page developed.
- CBD Zoning process and facilities upgraded.

How Will the Goal be Met	Current Actions	Future Actions
Attract more retail to Stratford.	Support new business.	Design prospectus to attract more retail to Stratford.
	Rates remission for new business.	Review District Plan to identify sites where new business could be sited to ensure good links with main road.
	Development/sale of Orlando land.	Ensure sufficient commercial/industrial land with suitable power supply and proximity to rail/kerb and channel.
Improve cross promotion of Stratford businesses.		Partner with/support Iwi in areas where we can achieve synergy.
		Promote buy local.
		Encourage local businesses to engage in digital and web based promotional opportunities.
Initiate partnership to develop CBD.		Identify space, needs and opportunities for growth in CBD.
		Use Council policies and zoning processes to ensure future growth.
		Assess design of functionality of CBD amenities eg wet weather shelters.
		Concern for vacant or run down retail premises. Work with businesses and building owners to encourage high level of presentation.
		Council to encourage improvements to current retail premises eg verandahs, paint finishes, leaks.
		Council to consider inducement of loans to facilitate the improvements.

ECONOMIC DEVELOPMENT STRATEGY 2012-2015

ATTRACT RESIDENTS – GROW POPULATION / VIBRANCY

ATTRACT EMPLOYEES



Marketing Campaign

- Affordable Housing.
- Central Location.
- Safe.
- Good Medical Facilities.
- Good Sports / Recreation Facilities.
- Youth Trust.
- Good Retirement Facilities.
- Aerodrome.

Develop Residential Subdivision for any surplus properties (if any).

Central Link – inform residents and celebrate successes

Investigate further WITT / Taratahi / Council relationship and possibilities.

Mayors Taskforce for Youth/Jobs.

DOING NOW

Support “Lets Go Carpooling”.

Venture Taranaki Job Website

Progress apprenticeship schemes with key industry sectors.
Improve relationship with primary industries.

New infrastructure, sewerage / water extensions 2012-2015.

Provide Welcome Pack.

Trade Awards

Multicode Sports Facility 2012-2014.

FOUNDATION NEEDED

Research Facts/Statistics

Branding Exercise

Marketing plan

Resources

Events, Baldrick’s Day Out, Summer Nights, AmeriCarna.

Support & Grow Business Association

Identify retail to attract using marketing brochure and visit Mayor/Chief Executive.

Improvements Cycleway 2014.

New Event 2013.

Town Beautification 2012-2014

Website Development 2012. Social Networking.

Support Whangamomona Republic Day.

Venture Taranaki Marketing.

Venture Taranaki Support Package

Review and update i-Site 2013.

Events, Celebrations, Romeo Awards, Christmas

Commercial Subdivision Orlando Street 2012/13.

Investigate need for expanding boundaries of commercial area.

Campervan Friendly.

New Business Rates Rebate

Improve business internet connectivity 2012-2014.

Opportunities Mt Taranaki / Road Ends / Forgotten World Highway.

New toilets 24hr facility 2012/13.

Prospero Place – Hub 2012-2014.

Develop Farmers Market 2013.

Improve look of Broadway (verandahs / bylaws), incentives.

Signage - All town entrances, Road signs, District Plan and Bylaws.

Aid new businesses, sites / regulations.

Holiday Park Review 2014.

ATTRACT VISITORS

ATTRACT BUSINESS & INCREASE RANGE OF EMPLOYERS



Stratford District Council
PO Box 320
STRATFORD 4352
Ph: (06) 765 8099

www.stratford.govt.nz

STRATFORD - Other Statistics - September 2012

- 2011 metro traffic count through Stratford - Broadway (both lanes) is 14,323 vehicles per day.
- GDP by detailed industry.

2011

Stratford Annual Economic Profile

Table 3. GDP by detailed industry (2011)

Industry	GDP (m)		Share of total	
	Stratford	New Zealand	Stratford	New Zealand
Agriculture	47	6,751	17.6%	5.0%
Fishing	0	93	0.0%	0.1%
Forestry and logging	0	1,755	0.1%	13%
Mining	3	1,468	1.2%	1%
Total primary industries	50	10,166	18.9%	7.5%
Food, beverage and tobacco manufacturing	5	5,484	2.1%	4.0%
Textile and apparel manufacturing	0	555	0.1%	0.4%
Wood and paper product manufacturing	2	2,281	0.8%	17%
Printing, publishing and recorded media	0	138	0.1%	0.8%
Petroleum, chemical, plastic, rubber manu	0	1581	0.0%	12%
Non-metallic mineral products manufacturing	1	898	0.3%	0.5%
Metal product manufacturing	4	1911	1.5%	14%
Machinery and equipment manufacturing	2	2,331	0.8%	17%
Furniture and other manufacturing	1	48	0.5%	0.3%
Electricity, gas and water supply	51	2,862	18.2%	2.0%
Construction	48	5,859	17.3%	4.2%
Total secondary industries	113	24,703	42.6%	18.2%
Wholesale trade	6	9,811	2.3%	7.2%
Retail trade	12	8,074	4.4%	5.9%
Accommodation, restaurants and bars	3	1,938	10%	14%
Transport and storage	7	6,194	2.8%	4.8%
Communication services	5	8,383	2.0%	6.2%
Finance and insurance	7	9,968	2.7%	7.3%
Property services	7	8,703	2.7%	6.4%
Business services	7	11,058	2.5%	8.8%
Central government admin and defence	1	4,952	0.5%	3.7%
Local government administration	14	1,782	5.3%	13%
Education	7	4,583	2.7%	3.4%
Health and community services	8	7,832	3.0%	5.8%
Cultural and recreational services	1	2,321	0.3%	17%
Personal and other community services	2	1,898	3.8%	14%
Total tertiary industries	87	87,944	32.7%	64.7%
Ownership of owner-occupied dwellings	10	9,124	3.8%	6.7%
Unallocated	8	3,957	2.7%	2.9%
Other	18	13,081	5.8%	9.6%
Total	266	135,894	100.0%	100.0%

- Map of Orlando Street land.



- Map from greater height to show centrality.

Stratford



- Council owned land at Orlando Street 32,838 square metres:
 - CV \$320,000
 - LV \$195,000
 - Rates \$2,357 per annum

Nearby Towns

Town	Population (2006)	Kms to Stratford	Approx Driving Time
New Plymouth	42,405	39km	34 minutes
Waitara	6,288	43km	37 minutes
Inglewood	3,090	21km	18 minutes
Eltham	1,983	11km	10 minutes
Hawera	8,367	30km	27 minutes
Opunake	1,368	72km	1 hour 40 minutes
Wanganui	42,640	121km	1 hour 46 minutes
Taumarunui	6,636	146km	2 hours 7 minutes (Forgotten World Highway route)