



A STORY FOR CHRISTCHURCH



01. BACKGROUND



The story is not CIAL's opinion, but is rooted in the views and aspirations of the people who live here.

WHAT WE SET OUT TO DO

Two years ago Christchurch Airport reset its strategy, Real Growth 2025, to focus on being a champion airport that championed the South Island and its contribution to New Zealand.

We set ourselves the task of contributing to the three stories of: Our Airport, Our City and Our Island, and how they supported Our Country.

To help us champion Our City, we engaged researchers to interview a broad range of stakeholders (local/non-local, business, community, government) plus review the Share an Idea campaign, articles and books.

They have taken your views of Christchurch, now and going forward, pulling the common threads together to generate what you are about to see.

OUR CONTRIBUTION

We have not set out to write a definitive story for Christchurch, nor do we see this work as the final outcome.

We simply wanted to capture the views of key stakeholders for us to use in championing the City in our work nationally and internationally, and to make it available as a contribution to the discussion about the post recovery vision for Christchurch.

Our contribution to this is simply the process we have followed to collect your views and bring them to life.





THE STORY IS NOT A TAG-LINE

It articulates an underlying attitude to shape the aspirations of our city as a place for people to live, work, study and visit.

The attitude provides a framework for developing the cultural, social, educational and economic activities of our city without being prescriptive about their exact nature.

It's intended to inspire conversation and debate within the city and healthy competition outside it.

It's designed to last well beyond the immediate post-earthquakes re-build, for a city that can flex and adapt to change in the 21st century.

A satellite night view of Earth from space, showing the curvature of the planet and the glowing lights of cities and continents. The lights are concentrated in North America, Europe, and parts of Asia, with the oceans appearing dark blue. The horizon is visible at the top of the frame.

02. THE BIGGER PICTURE



LIFE IN CITIES

The single biggest migration on earth is the movement of people to live in cities. It's predicted that by 2050, 70% of the world's population will live in urban areas.

The vast majority of cities have grown organically without proper planning, and as a result are overcrowded; constrained by and struggling to cope with legacy infrastructure; congested by traffic and noise pollution and prohibitively expensive for most residents to have a decent quality of life.

Most people will live in cities because that's where the jobs are but if asked, would feel trapped and not free to live on their own terms.

A full-page background image showing two cyclists riding on a dirt path through a grassy landscape. The cyclist in the foreground is wearing a red shirt and black shorts, while the one behind is in a blue shirt and black shorts. They are both wearing helmets and backpacks. The background features rolling hills and mountains under a clear sky.

LIFE IN NEW ZEALAND CAN BE DIFFERENT

Life as a Kiwi offers a different reality, a better existence.

Life as a Kiwi means access to meaningful work; a quality education; a vibrant social, arts and cultural scene; active sport; international connectivity and the outdoors – mountains and the sea.

Being a Kiwi means having the freedom to try new things, collaborate and create with others, and solve problems with practical and ingenious solutions.

The opportunity?
Build a city that delivers the dream.



03. KEY THEMES FROM THE RESEARCH

WHAT YOU TALKED ABOUT

The biggest opportunity is to build a city that is planned well and delivers the freedom to grow, connect and find balance – to live the Kiwi dream.

All four aspirations apply equally to personal and professional lives.

Christchurch can have all the upsides of a major city and none of the downsides.

Take forward the strengths of the past, along with the newfound momentum, energy and creativity that sprang up after the earthquakes.

The earthquakes were a tragedy; it will be a double tragedy if the opportunity to build an incredible place to live is not seized.



A romantic scene at sunset on a beach. A couple is walking away from the camera on the left, their figures silhouetted against the bright sun. The sun is low on the horizon, creating a strong lens flare. To the right, a woman stands with her back to the camera, looking out at the ocean. The foreground is filled with tall, golden grass. The sky is a mix of deep blue and orange, with some clouds. The overall mood is peaceful and intimate.

04. A STORY FOR CHRISTCHURCH



WHAT YOU TOLD US YOU WANTED FOR CHRISTCHURCH

To make Christchurch the greatest city on the planet to be a Kiwi, to live the Kiwi dream.

This means having the OPPORTUNITY to:

GROW

CONNECT

FIND
BALANCE

Our mission will be brought to life by making Christchurch 'The City with Opportunity'.



OPPORTUNITY TO GROW

Christchurch will provide everyone with a bright future driven by the strong economic core of agriculture, tourism, health, science, technology, manufacturing and education.

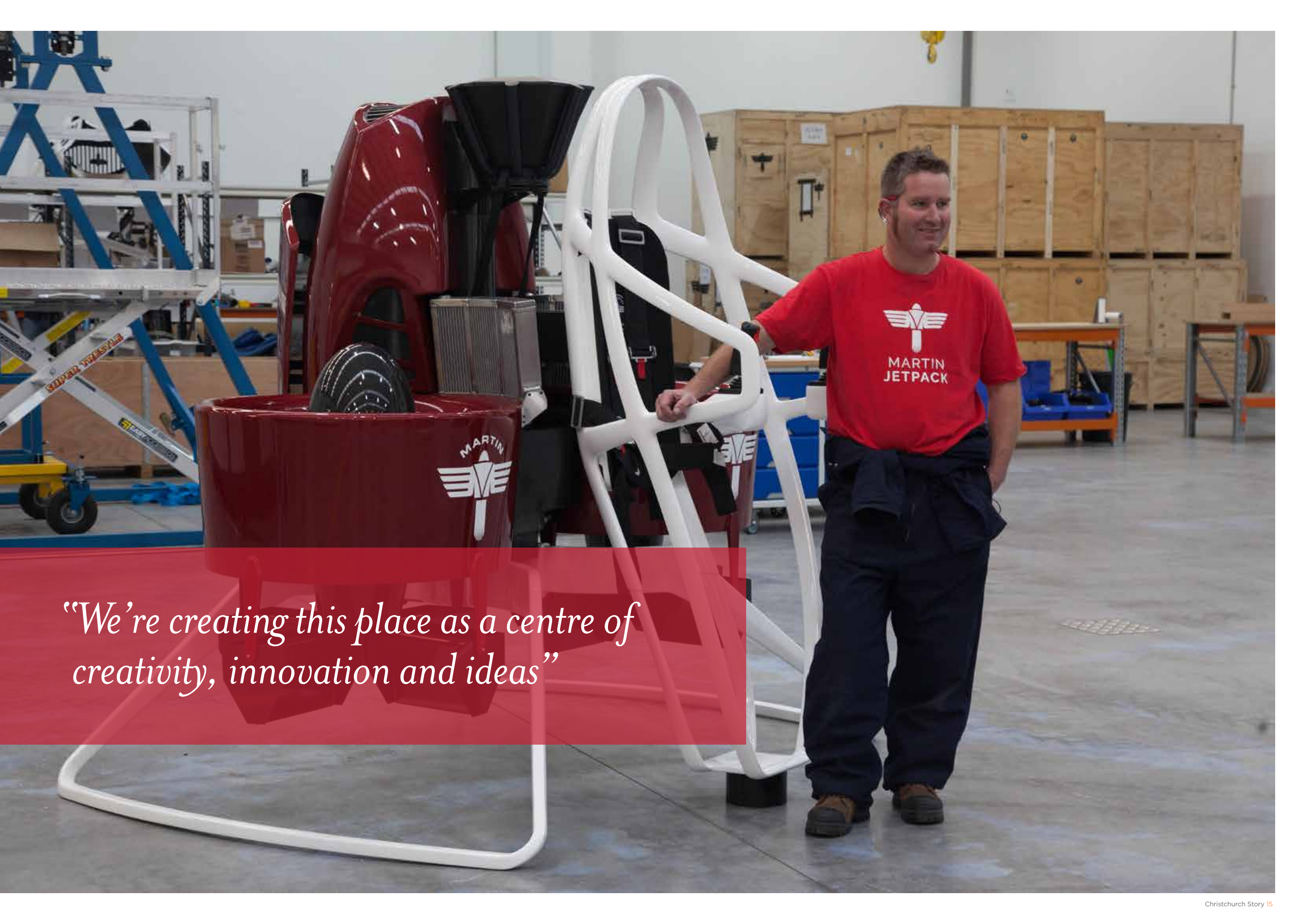
People will have access to:

- Meaningful work
- A quality education
- State of the art healthcare
- Affordable housing
- Strong communities

Our culture will grow from people having the freedom to try new things, and to collaborate with others.



*"We finally did it.
Our very first home!"*



“We’re creating this place as a centre of creativity, innovation and ideas”

**THE CITY IS
CONNECTED
BECAUSE OF
ITS SIZE, HEART,
HISTORY AND
AMENITIES.**

**TE PUNA O
WAIWHETU
CHRISTCHURCH
ART GALLERY**

FREE ENTRY
OPEN 10AM -
5PM DAILY
LATE NIGHT
EVERY
WEDNESDAY
UNTIL 9PM



**ART
MAKES
ME
OPEN**

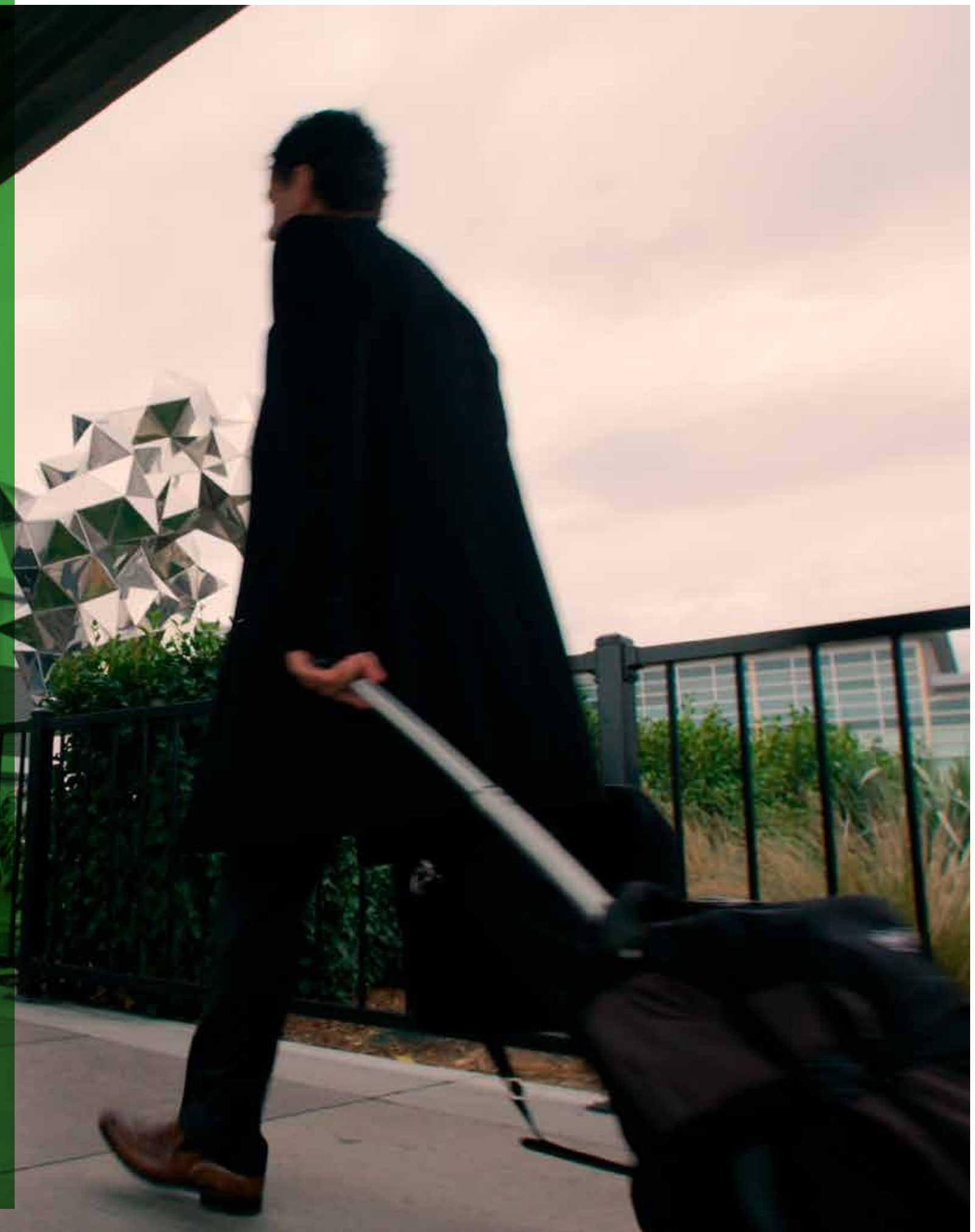
OPPORTUNITY TO CONNECT

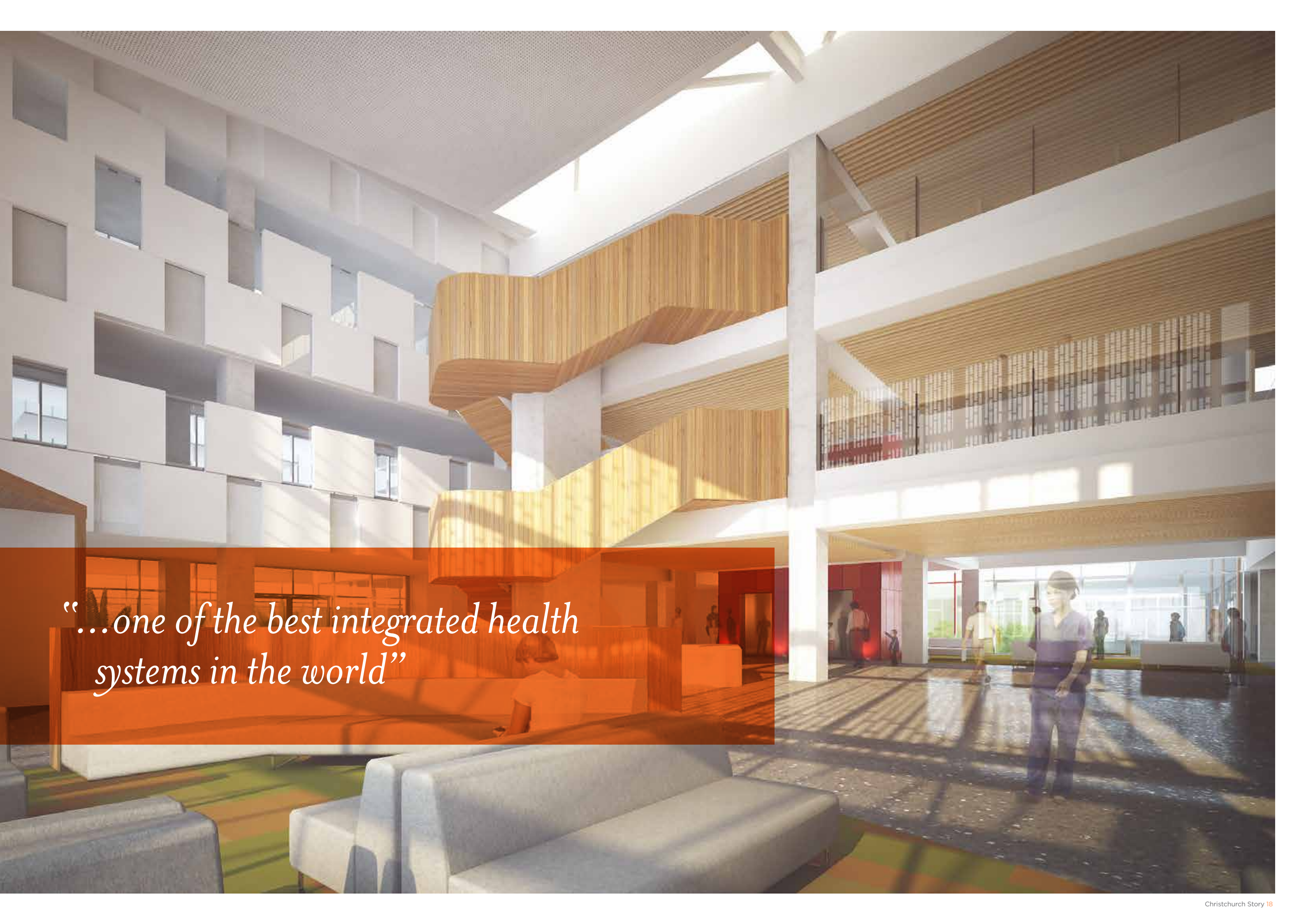
We will carry forward the Cantabrian community spirit that was strengthened during the earthquakes. One that is vibrant, inclusive and diverse. Enhancing the vitality and wellbeing of all – the notion of manaakitanga – to respect and look after people.

People are the lifeblood and energy of the city, enabling us to innovate and collaborate.

We are outwardly focused, and well connected to the rest of the country and the world, able to connect to communities of interest, expertise and innovation.

Being connected means having a vibrant social, arts and cultural scene; a metro sports facility; and appropriately sized, multi-use stadium and convention centre. These enliven the city and provide opportunities for all residents and visitors to prosper and engage.





“...one of the best integrated health systems in the world”

*“Global study opportunities
across four tertiary institutes”*



OPPORTUNITY TO FIND BALANCE

As the city in a garden, it is easy to achieve balance: living in a major urban space blessed with natural iconic features - Hagley Park, the Botanic Gardens, the Avon River.

We will have an energetic, close-knit city centre, built for human interaction. It contains green spaces, places to shelter from the elements and cultural creativity.

And with the real outdoors on our doorstep – Banks Peninsula, the Southern Alps, the Southern lakes, the beaches.

We will have a well-designed transport system that is not just based on cars; cycling and public transport will be integral components of the city's development.






"Pockets of the lovely old..."



“and the excitement of the new.”



*“You’re living in a city but it
doesn’t feel like a city”*

**IN THE
FUTURE**



**THERE
WILL BE NO
BETTER PLACE**



TO BE A KIWI



TO LIVE THE KIWI DREAM



A person is riding a bicycle on a paved path in a park. The sun is low in the sky, creating a bright starburst effect behind the rider. Large, mature trees line the path, and their shadows are cast on the ground. The overall atmosphere is warm and active.

THAN CHRISTCHURCH

CHRISTCHURCH 'THE CITY WITH OPPORTUNITY'.

GROW

CONNECT

FIND
BALANCE

WHERE TO FROM HERE?

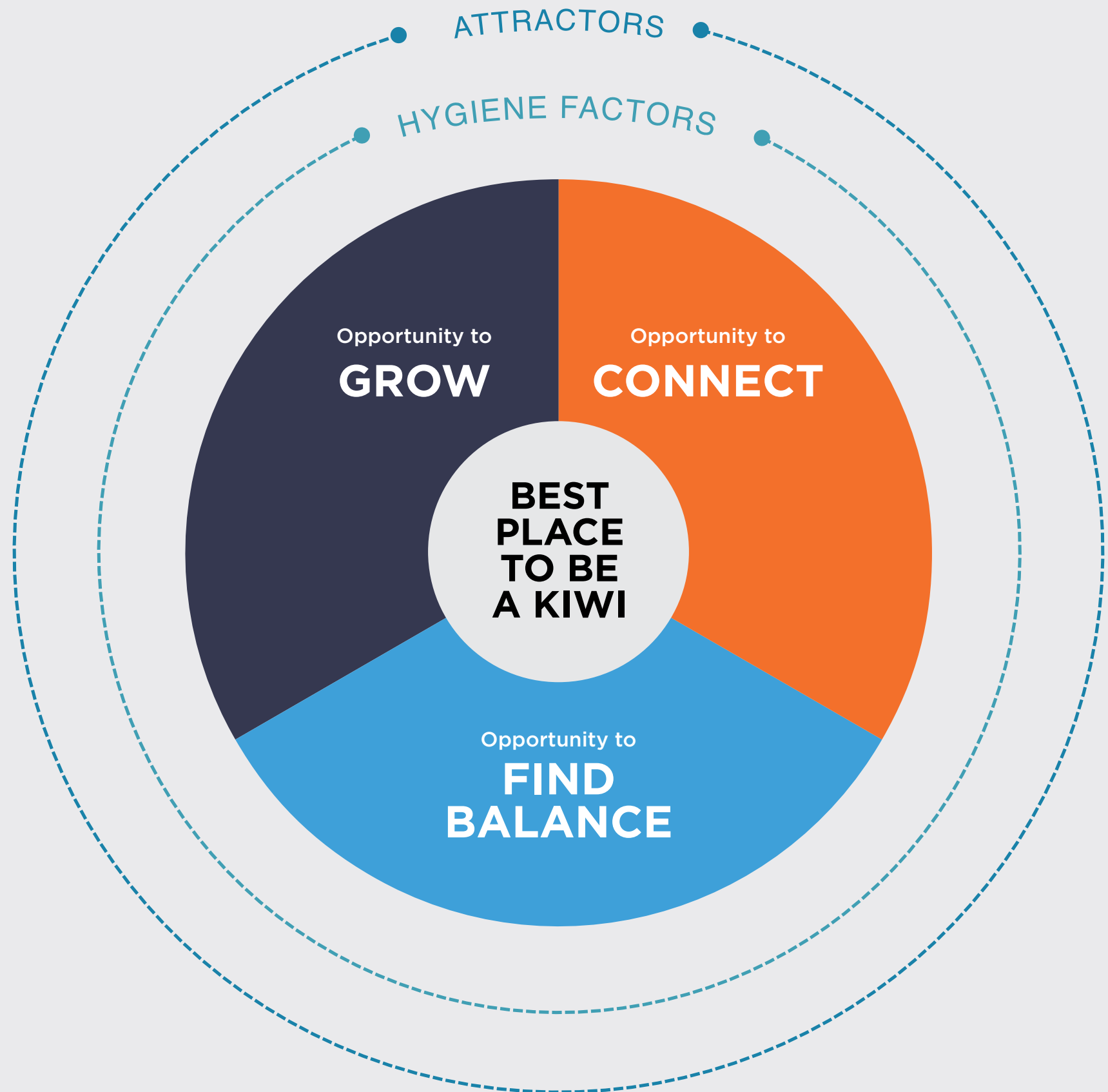


ACTIVATING THE STORY

Good cities have ‘hygiene factors’ such as access to education, transport, health care, employment and key infrastructure. If these are absent they can drive dissatisfaction for residents and visitors.

Cities become great when they have motivators (or attractors) – the things that make them distinctive, highly appealing and ultimately world famous.

The following pages have some examples for Christchurch.



OPPORTUNITY TO GROW

HYGIENE FACTORS

(examples)

- High performing school system
- World class tertiary education system
- Job/Career opportunities post-training
- Affordable housing, especially for first home buyers
- Strong communities



ATTRACTORS

(examples)

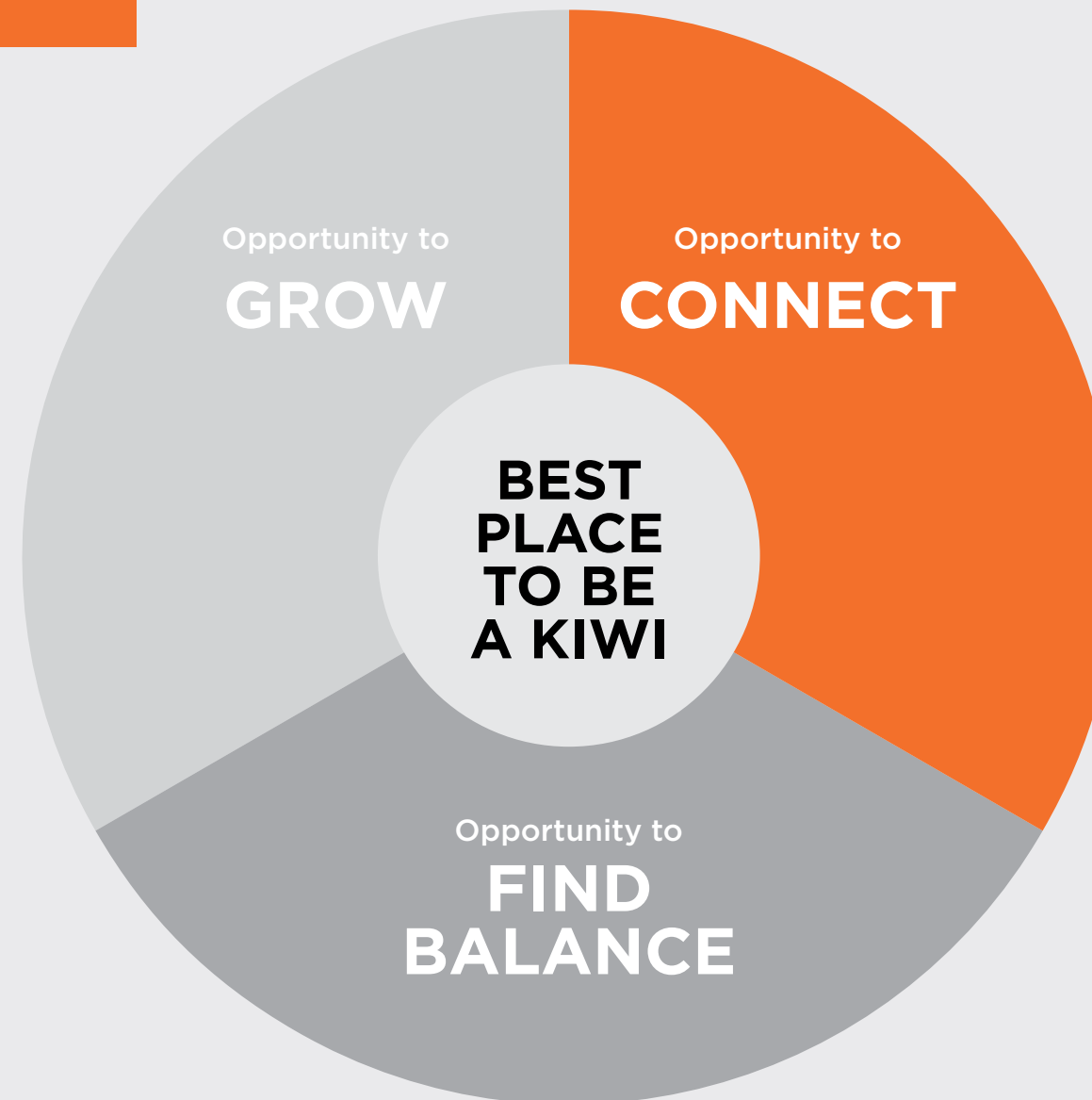
- International conferences
- International sports occasions/tours
- A city of major events
- Iconic visitor attraction
- International sporting tours
- Sensing City
- Culture that embraces growing diversity

OPPORTUNITY TO CONNECT

HYGIENE FACTORS

(examples)

- Conference centre, designed to integrate with a people oriented city
- Metro sports facility
- Appropriately sized multi-use stadium
- Wifi/Broadband enabled city
- Performing arts precinct
- Strong public transport system
- Compact, connected communities, not suburban sprawl
- City centre with shelter
- International Airport/Port



ATTRACTORS

(examples)

- International conferences
- International sports occasions/tours
- A city of major events
- Iconic visitor attraction
- International sporting tours
- Sensing City
- Culture that embraces growing diversity

OPPORTUNITY TO FIND BALANCE

HYGIENE FACTORS

(examples)

- Ease of getting around
- Kaitiakitanga underpins sustainable design and building principles
- A city designed to connect with iconic natural features (Botanic Gardens, Hagley Park, Avon River)
- Community events
- Green spaces & Southern Alps



ATTRACTORS

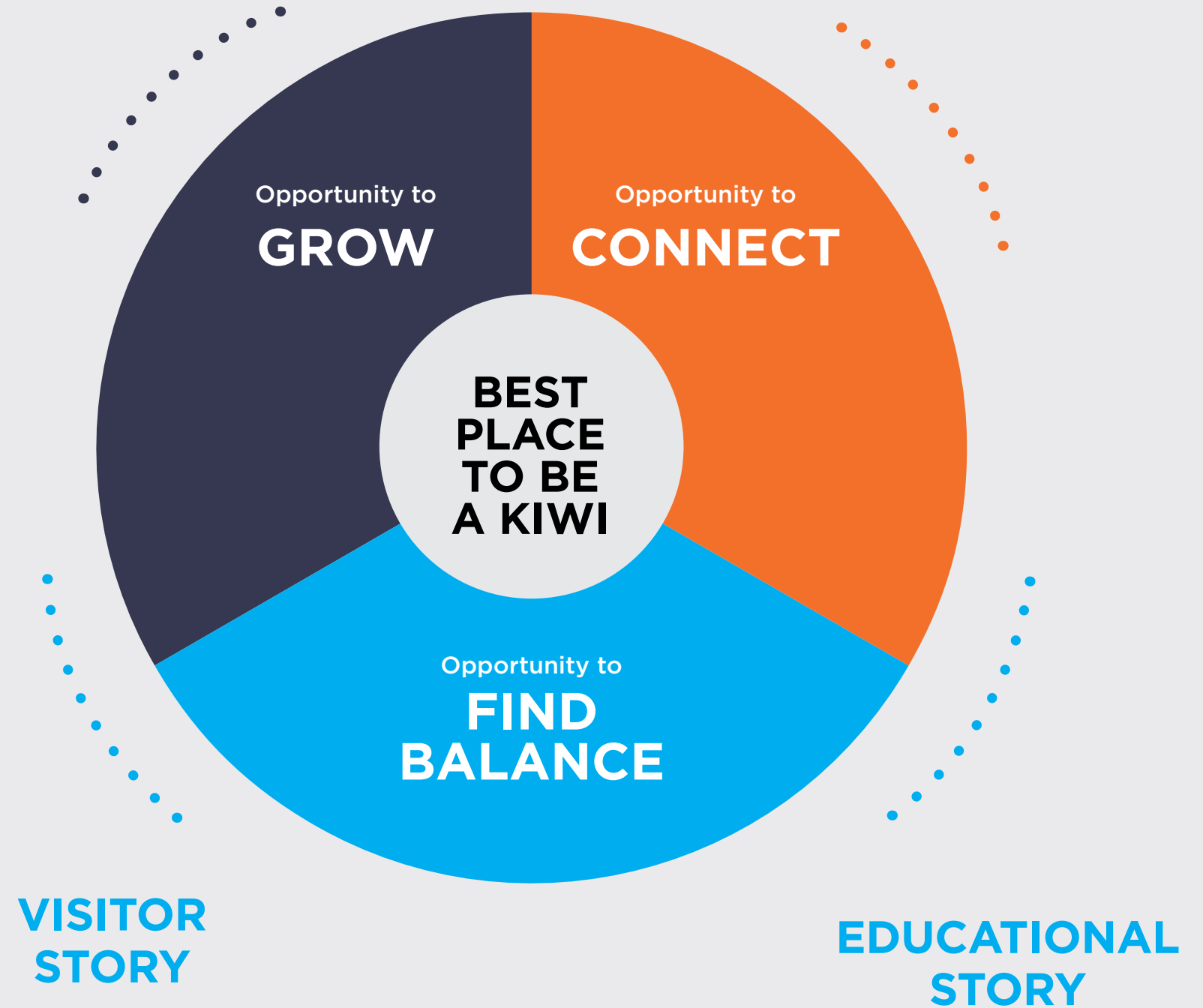
(examples)

- Most cycle friendly city in New Zealand
- Most sustainable city in New Zealand
- Most family friendly city in New Zealand
- Modern central city
- Mountain bike park

**THE STORY
CAN BE
DEVELOPED
FOR DIFFERENT
SECTORS
TO USE**

**EXPORT
STORY**

**INVESTOR
STORY**





THANK YOU

For more information, resources and to see
a short video encapsulating this story please
visit www.christchurchstory.co.nz
