



Government of the Cook Islands



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# Cook Islands Economic Development Strategy 2030 Overview

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*Working together to build quality growth*

January 2021



# Overview: Economic Development Strategy 2030

## Vision

The Cook Islands Economic Development Strategy 2030 has five objectives.

Each objective has several key focus areas and a number of indicators to measure progress.

*Working together to build a dynamic, prosperous and inclusive economic future for Cook Islanders, that is in harmony with our culture and environment*

## Objective 1: Improving equity & access for all

Addressing the unequal distribution of access to economic opportunities & services improves equity, leading to better growth prospects & a more stable economy



### Key focus areas

Improving equity across the Cook Islands through:

- improving the Government's welfare system;
- better access to land and housing; and
- minimum wage reform.

A more equitable Pa Enea through:

- reducing the cost of living;
- improving shipping and air services;
- better telecommunication, health, education and small business services.

### Measuring progress

- Reduce the percentage of the population earning less than the minimum liveable income to 5 per cent by 2030.
- Reduce the national Gini coefficient to 0.3 by 2030.
- Reduce the Pa Enea Gini coefficient to the national level by 2030.
- Increase real growth in lowest 20 per cent of income earners by 2 per cent per year.
- Reduce property and personal crime rates.
- Decrease rate of premature deaths from NCDs to 10 per cent by 2030.
- Increase percentage of households owning their own home to 75 per cent by 2030.



## Objective 2: Transforming our economy

A more productive, complex and diverse economy is more dynamic & resilient to shocks



### Key focus areas

Transforming our economy by:

- fostering innovation;
- improving competition and market efficiency;
- improving the delivery of Government services;
- fostering our creative and cultural industries;
- capitalising on new economic opportunities.

### Measuring progress

- Increase real economic growth in non-tourism related industries.
- Increase proportion of international arrivals from markets other than New Zealand and Australia.
- Reduce internet data costs.
- Improve the internet penetration rate.
- Improve the mobile penetration rate.
- Improve government productivity.

## Objective 3: Developing our people & culture

Human capital is a key determinant of our economic growth & living standards



### Key focus areas

Developing our people and culture by:

- increasing our population;
- increasing our labour force participation rates;
- increasing our skills base;
- building on the quality of our schools;
- valuing the contribution of our culture, traditions and community values;
- ensuring a productive workforce.

### Measuring progress

- Increase the Cook Islands population
- Increase the female labour force participation rate to 70 per cent by 2030.
- Meet national Year 4 & 8 English & Maori literacy rate targets
- Meet Pa Enua Year 3 & 8 numeracy rate targets.
- Meet NCEA achievement targets
- Increase the number of vocational qualifications.
- Increase the percentage of population with vocational or tertiary qualifications.
- Increase in contribution of the cultural industries to GDP.

## Objective 4: Investing in our Islands

Investment in the Cook Islands, public & private, stimulates demand for goods & services and builds the future capacity of local businesses



### Key focus areas

Promoting investment in the Cook Islands by:

- ensuring a stable macroeconomic setting;
- investing in essential infrastructure;
- maintaining an attractive business environment;
- broadening our economic base; and
- facilitating greater local content in business and industry.

### Measuring progress

- 2 per cent annual real GDP growth rate on average.
- 2 per cent growth in real median income per year.
- Fiscal management in compliance with Medium-term Fiscal Strategy.
- Increase visitor numbers to pre-COVID-19 levels.
- Increase international visitor average daily expenditure.
- Reduce commercial electricity bills.
- Maintain business confidence.

## Objective 5: Greening our economy

Efficient investment in our natural capital will improve economic growth and well-being using fewer resources and generating fewer emissions



### Key focus areas

Greening our economy by:

- Transitioning to a low carbon economy by improving our eco-efficiency so we grow while using fewer resources and generate fewer emissions;
- preparing for climate change to mitigate the economic and social risks of a more extreme climate;
- having economic recovery plans in place to respond in the event of a natural disaster;
- improving the management of solid and liquid waste that is a direct by-product of our economic growth; and
- introducing better & more efficient ways of regulating the sustainable use of our environmental resources.

### Measuring progress

- Increase the percentage of electricity generation from renewable energy to 60 per cent by 2030.
- Increase the energy use efficiency in the Cook Islands.
- Increase the recycling rate to 75 per cent by 2030.
- Increase the percentage of properties with approved sanitation systems to 85 per cent by 2030.
- Increase the area under wetlands each year.





**For further information contact:**

Natalie Cooke, Director

Economic Planning Division

Ministry of Finance and Economic Management

PO Box 120, Avarua, Rarotonga, Cook Islands

Telephone: +682 29511 ext. 8314

Email: [mfem.economics@cookislands.gov.ck](mailto:mfem.economics@cookislands.gov.ck)

Website: [www.mfem.gov.ck](http://www.mfem.gov.ck)