

2nd October 2015
Town Development Seminar

Thinking about our town's future, together with our International Community!

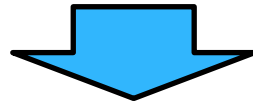
Is Niseko Town really an international resort?

Niseko Town Regional Revitalization Office

Objective

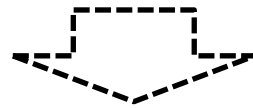
【1st Half : Presentation】

- ✓ What we hope to achieve through "Regional Revitalization"
- ✓ Attractions of living in Niseko Town



【2nd Half : Audience Participation - Opinions】

What are Niseko Town's attractions as seen from the eyes of the international community which resides in Niseko Town



"Regional Revitalization"

Working to strategically overcome the effects of a population decline

Agenda

- 1. What is the Niseko Town "Regional Revitalization" aiming to achieve?**
- 2. What are the attractions of living in Niseko Town?**
- 3. How can we make Niseko Town a more attractive place to live?**

1. What is Niseko Town "Regional Revitalization" aiming to achieve?

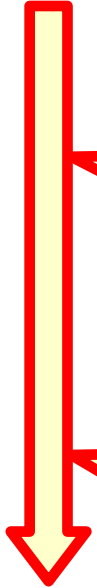
In Japan the youth from regional areas are moving to metropolitan areas, which causes population over concentration and resulting in a population which dose not increase.

- Youth from regional areas gravitate to metropolitan areas**
- ✓ Attractive employment options
 - ✓ High schools and Universities
 - ✓ Marriage opportunities
 - ✓ Appealing metropolitan lifestyle opportunities

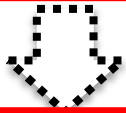
Regional area



Metropolitan area



If youth don't remain in regional areas, **children will not increase.**

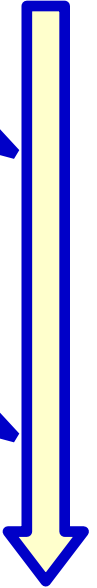


The workforce which supports the appeal of regional areas depletes and labor shortage occurs.



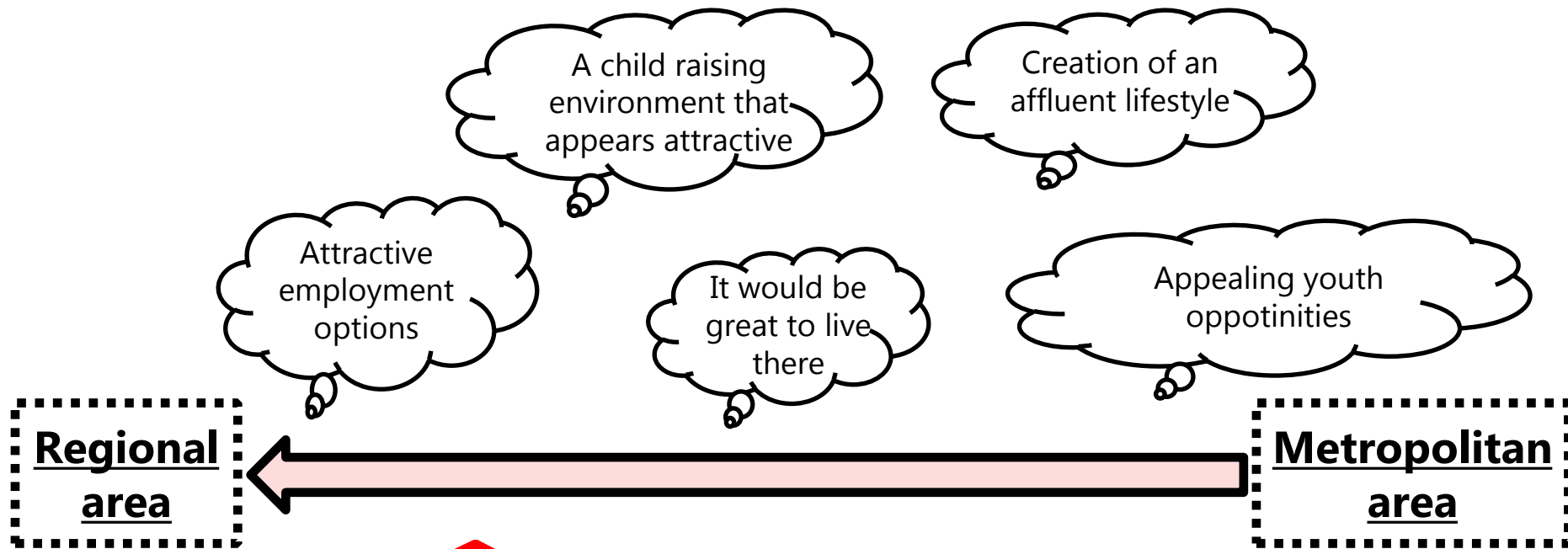
Child birth and child raising environment is poor, **children will not increase.**

If children in regional areas don't increase, the flow of people to metropolitan areas declines.



Population Decline → **Difficulties in retention of human resources (District Core Industries, Social Welfare etc)**
Difficulties in maintaining infrastructure (Water, Sewerage, Roding etc)

Regional Revitalization is an approach to strategically overcome population decline.

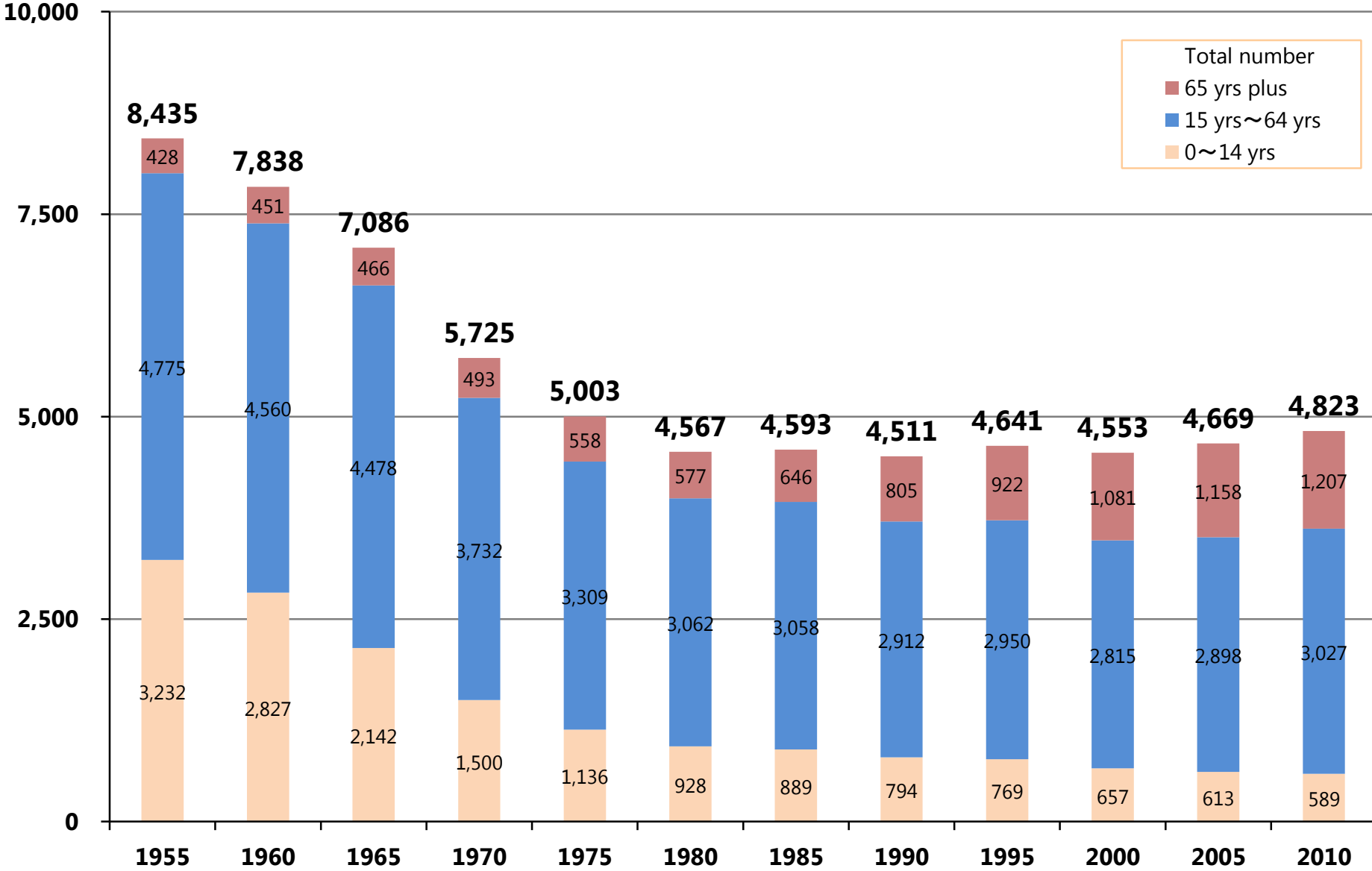


1. Creation of sustainable employment opportunities in regional areas -**Employment**
2. Encouraging a population flow from other regions -**Migration and Settling**
3. Giving hope to youth in respects to marriage, child birth, child raising -**Child Care**
4. Delivery of district development that is in tune with the times and retains safe and secure lifestyles, while creating stronger relations surrounding towns and regions -**Adaption to Population Decline**

※ "Town, People and Employment Comprehensive Development Strategy"
(Dec 2014 Cabinet Decision) 4 basic targets

Niseko Town's population decline stopped around the 4,500 people and nationally is unusual as population growth is trending upwards.

Niseko Town Population Chart (1955~2010 National Census)



Regional Revitalization is an approach to make Niseko Town a more attractive place to live.

**Niseko Town's population growth is trending upwards.
(Niseko Town is an attractive place to live.)**



【Today's Seminar】

How can we make Niseko Town a more attractive place to live?



【Resulting】

Civic Pride in Niseko Town

Driver: Town Development Basic Ordinance

Opinions from members of our International Community are important for Regional Revitalization in Niseko Town.

Members of our International Community have already made Niseko Town a more attractive place.

- ✓ International Guests: 148,335 nights Source: Niseko Town Statistics, 2014
- ✓ Registered International Residents: 121 Source: Basic Resident Registration, August 2015



**Niseko Town's population growth is trending upwards.
(Niseko Town is an attractive place to live.)**



【Today's Seminar】

How can we make Niseko Town a more attractive place to live?



【Resulting】

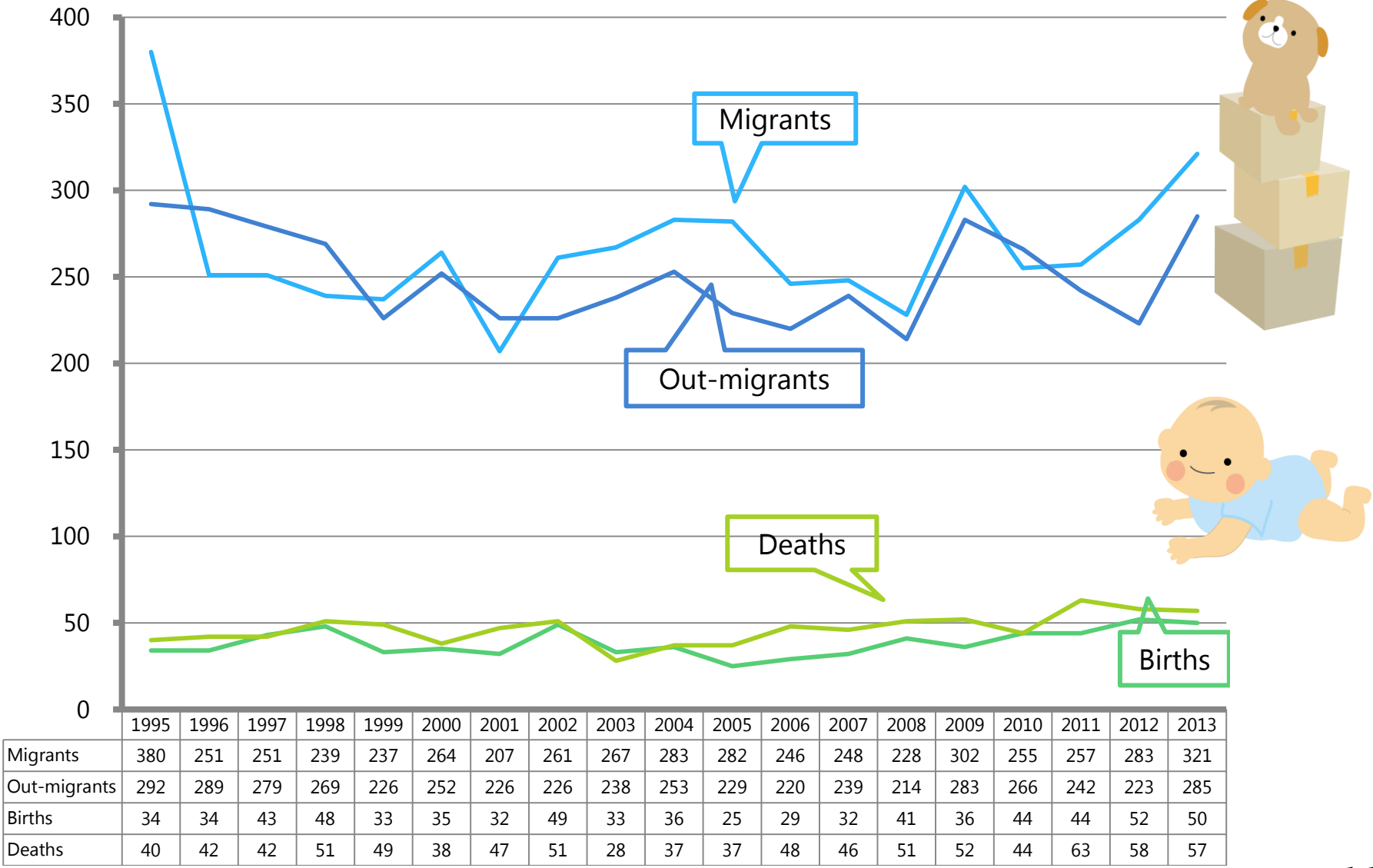
Civic Pride in Niseko Town

Driver: Town Development Basic Ordinance

2. What are the attractions of living in Niseko Town?

Niseko Town's increase in population is due to the number of migrants being much higher than the number of out-migrants and number of births is increasing.

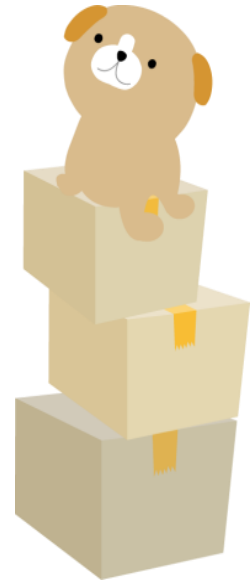
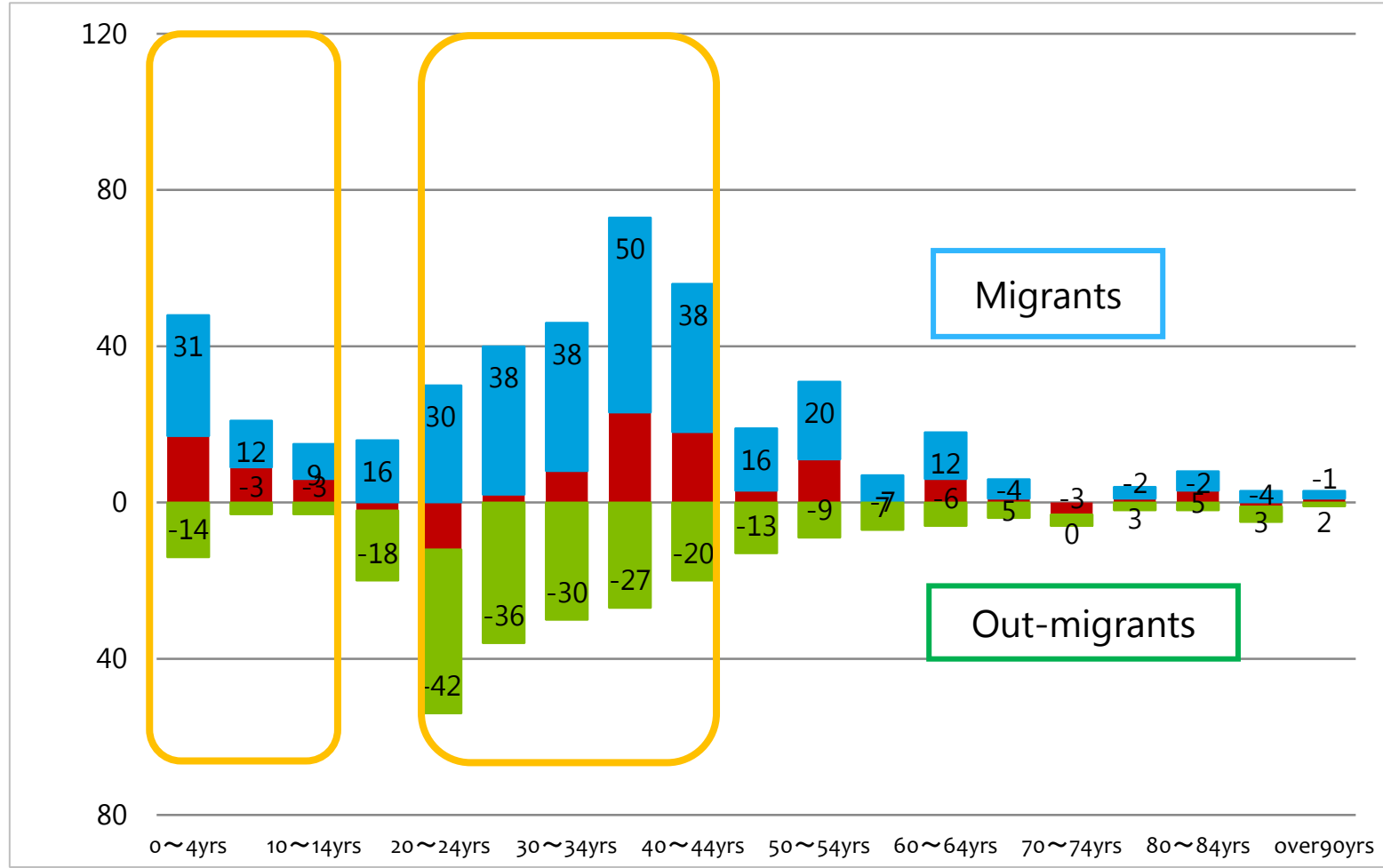
Number of births, deaths, migrants and out-migrants



Source: Basic Resident Registration -RESAS (Regional Economy Society Analyzing System) has been used.

20 to 40 yrs (Youth and Prime of Life), 0 to 14 yrs (Children) are moving to Niseko Town.

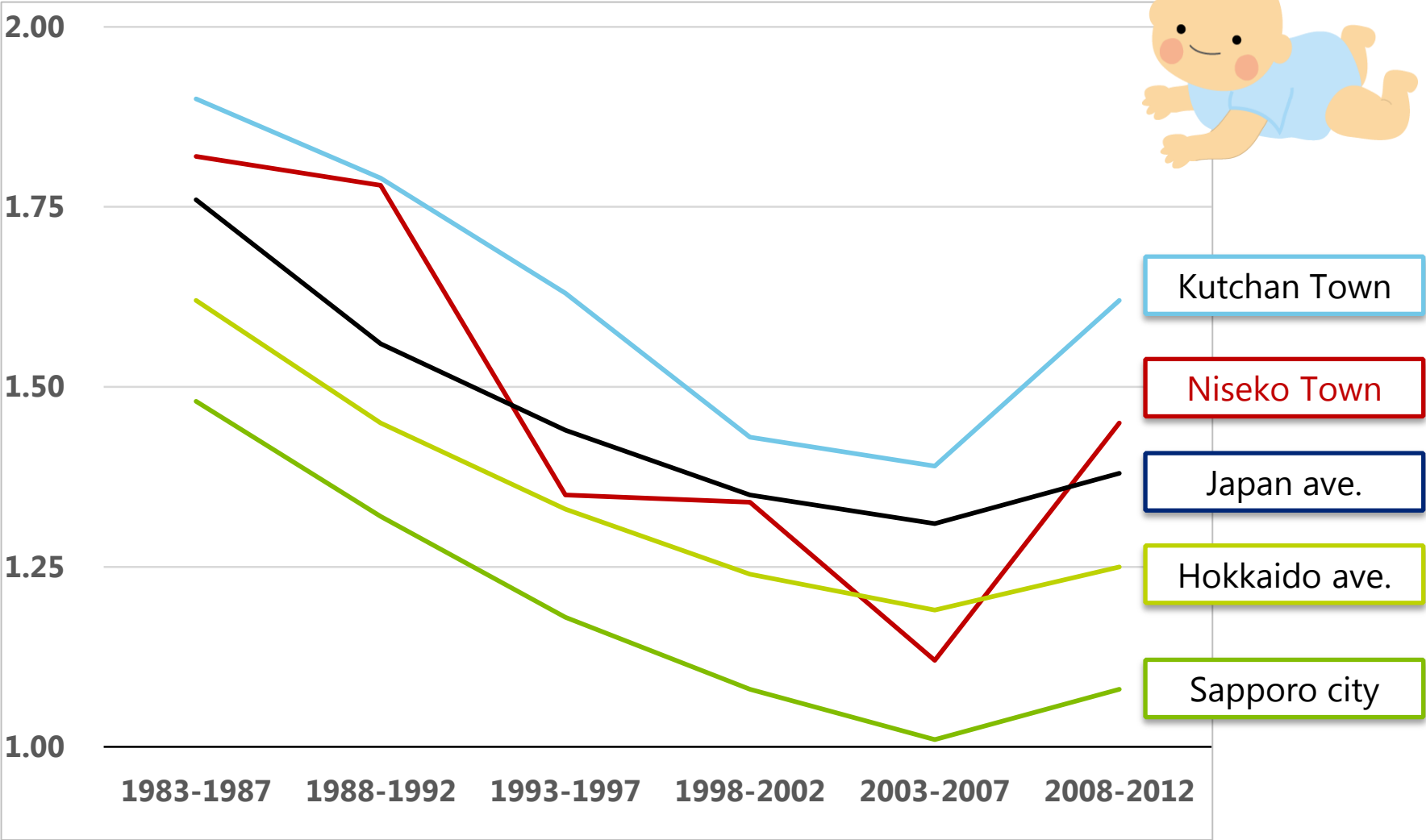
Categorized by age, migrants and out-migrants



Source: Main Citizens Basic Resident Register Report (2014)

Niseko Town's total fertility rate 1.45 (2008-2012) is higher than the standard Hokkaido level.

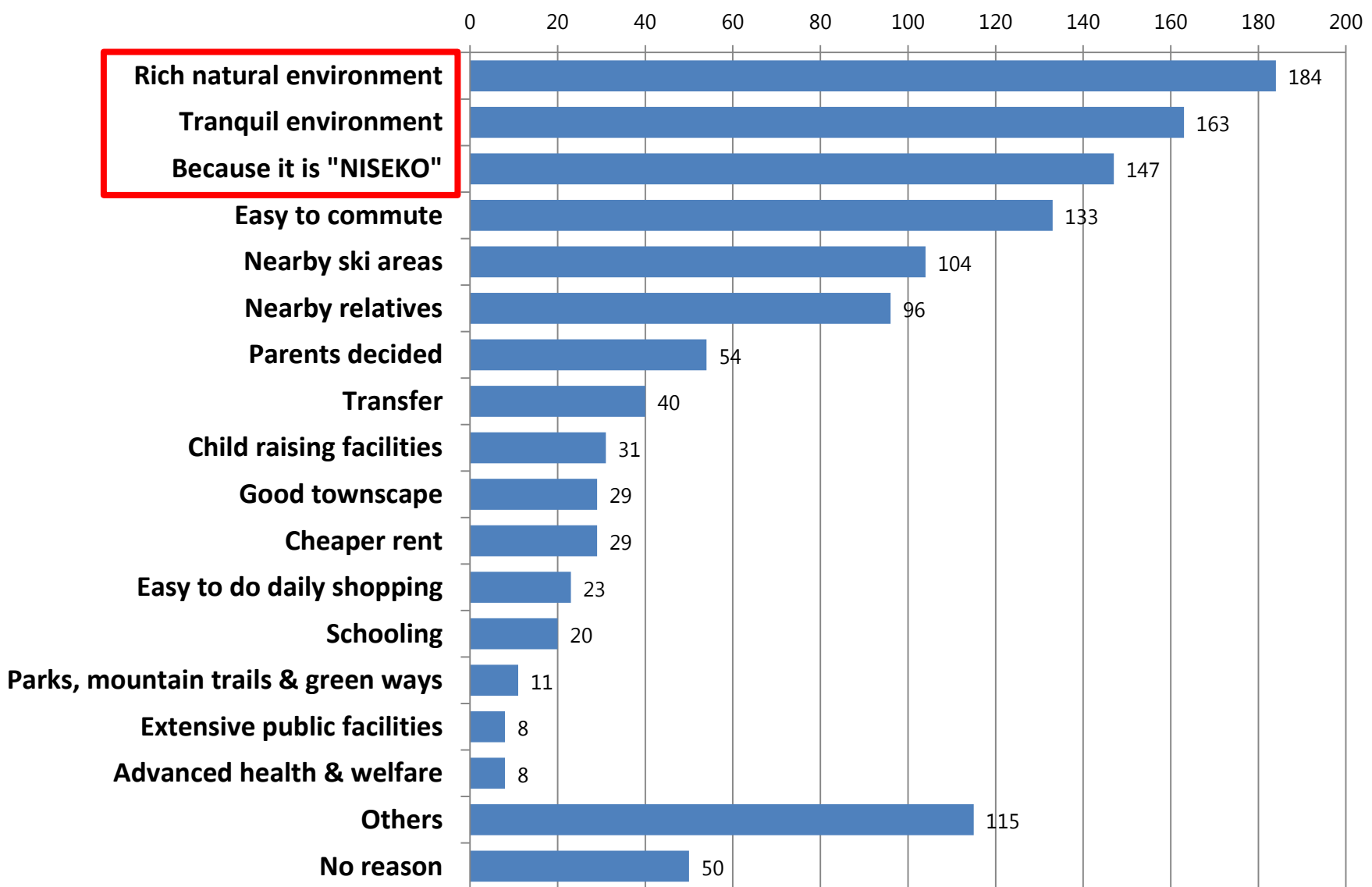
Total Fertility Rate Trend Comparison



Source: Population Movement Census (1983 to 2012)

Residents in Niseko Town are attracted to the “Rich Natural Environment”, the “Tranquil Environment”, and the Brand Power of “NISEKO”.

Why did you choose Niseko Town for residence?



The variety of district resources is linked to the attractiveness to live in Niseko Town. (1/2)

Employment

【Agriculture】

- ✓ National Farmland Revitalization Improvement Project
- ✓ Wine Special Zone (Relaxed regulations in relation to production volume etc.)

【Tourism】

- ✓ Accommodation facilities
- ✓ Hot Springs (Large variety of facilities and geothermal sources)
- ✓ Ski Facilities
- ✓ Chuo Storehouse area

Migration and Settling

【Housing】

- ✓ Substantial Public Housing (Fibre optic cabling, Barrier free etc)

【Others】

- ✓ (Migrant latency)
- ✓ Regional Development Co-operation Members (incl OB, OG)

Marriage, child birth, child raising

【Child Care】

- ✓ Productive Child Raising Environment (Child Care, After School Child Care Center)

【Education】

- ✓ Niseko Municipal High School
- ✓ International School

The variety of district resources are linked to the attractiveness to live in Niseko Town. (2/2)

Adaption to population decline

【Location】

- ✓ Near Sapporo and Chitose Airport
- ✓ In the middle between Sapporo and Hakodate

【Infrastructure】

- ✓ Niseko View Plaza
- ✓ Arishima Memorial Museum
- ✓ Hokkaido Bullet Train "Shinkansen" extending to Sapporo (Via Kutchan)
- ✓ JR Local Railway Line Station

Niseko Town's regional characteristics

【Niseko Town's Development】

- ✓ Eco Model City
- ✓ Town Development Basic Ordinance (Advanced Residents Self Governance)

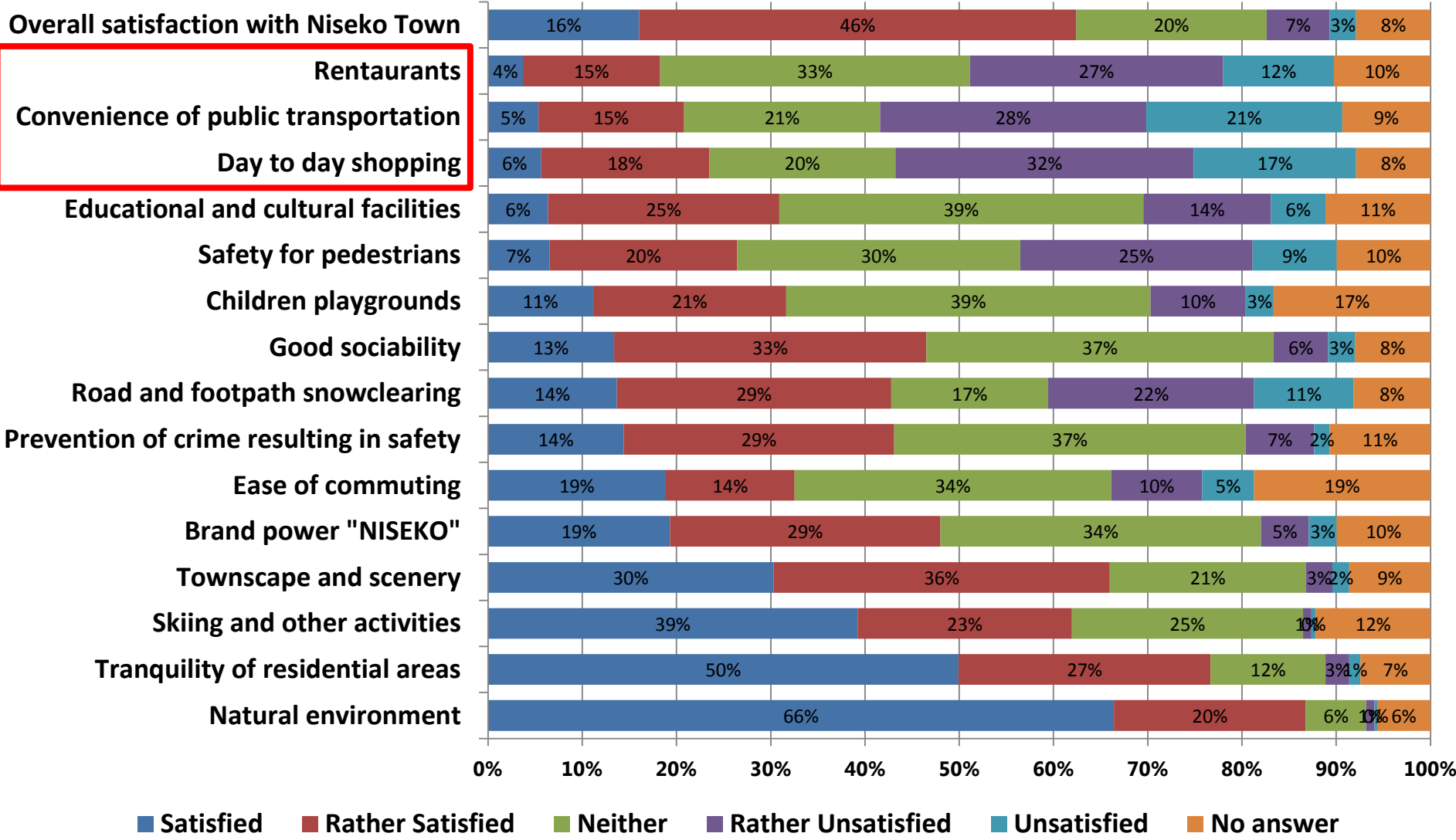
【Others】

- ✓ Rich Natural Environment (Snow, Water, Mountains, Waterways, Scenery)
- ✓ Opportunities for communication with foreign nationals
- ✓ Brand Power "NISEKO"

3. How can we make Niseko Town a more attractive place to live?

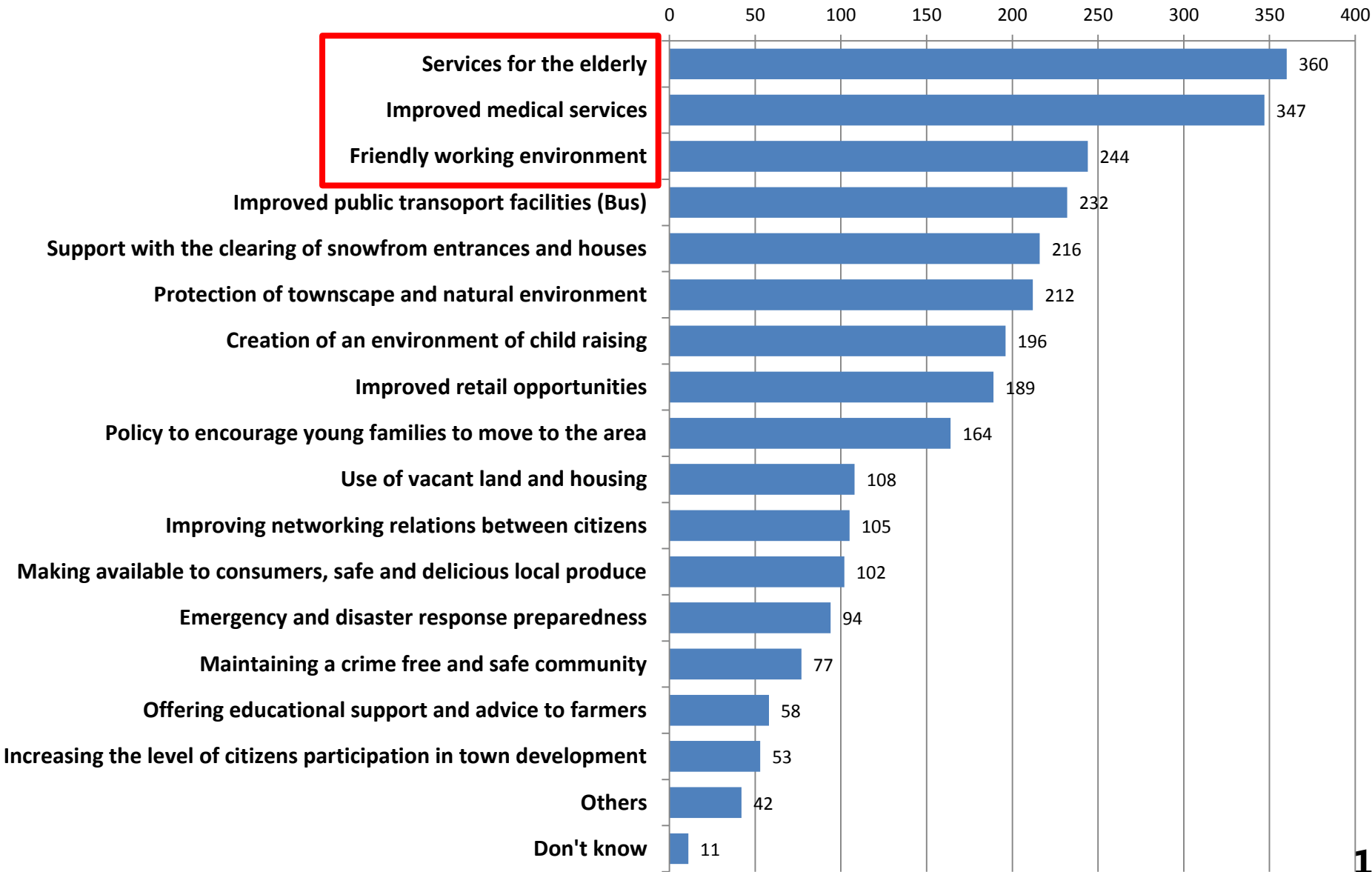
Residents in Niseko Town are unsatisfied with "Restaurants", "Shopping Opportunities" and "Public Transportation".

Do you satisfied with living in Niseko Town?



Residents in Niseko Town are most likely in the future to require countermeasures for the following “Services for the Elderly” and “Medical Services” coupled with “Working Environment”

What should Niseko Town focus on in the future?



Source: Niseko Town Living & Town development Strategic Action Consideration Committee 2014fy Interim Report (Mar 2015)

Niseko Town has plenty potential to be a more attractive place to live.

(1/2)

Employment

【Employment】

- ✓ Constant salary and income security
- ✓ Increasing unemployment rate
- ✓ Encouraging small and medium industry
- ✓ Improving support offered to start up a business
- ✓ Improving support to lure industry
- ✓ Retail functionality and retention

【Agriculture】

- ✓ Lack of people to take over farming enterprises and lack of sustainable income
- ✓ Land unsuitable for farming (Small lots, Stony, Poor Drainage, Undulating Land)
- ✓ Transition to creation of sextiary sector

【Tourism】

- ✓ Improve tourism opportunities and system (All year round, Product suited to the Domestic Market)

Migration and Settling

【Housing】

- ✓ Lack of housing
- ✓ Lack of land for housing
- ✓ Mismatch between people searching for a home and availability
- ✓ Stock management of housing
- ✓ Use of vacant housing

Marriage, child birth, child raising

【Child Care】

- ✓ Improving medical facilities (Maternity facilities, Infants)
- ✓ Improving facilities for children and elderly to reside

【Education】

- ✓ Lack of academic high school and university

Niseko Town has plenty potential to be a more attractive place to live. (2/2)

Adaption to population decline

【Infrastructure】

- ✓ Improving the access to neighboring towns and villages (Secure public transportation)
- ✓ Aging of Niseko View Plaza

【Relations between regions】

- ✓ Stock management of infrastructure (Water, Sewerage, Roding etc.)
- ✓ Co-operation with the greater Niseko area

【Human Resources】

- ✓ Human resource development that reflects Niseko (English, Environment. Food, Sports, Industry training, Civic pride etc)

Niseko Town's regional characteristics

【Niseko Town's development】

- ✓ Achievement of residents self governance based on Town Development Ordinance
- ✓ Eco Model City (CO2 reduction to reach targets for 2050)

【Others】

- ✓ Snow clearing and action in respect to cooling
- ✓ Lack of easy access to information
- ✓ Lack of awareness of the decreasing population

Summary

- 1. Niseko Town's increase in population is due to many migrants and increasing births.**
- 2. Residents in Niseko Town are attracted to the rich natural environment and the brand power "NISEKO".**
- 3. We are sure that Niseko Town has plenty potential to be a more attractive place to live.**

Let us know your opinions!

- 1. What are the attractions of living in Niseko Town?**
- 2. How can we make Niseko Town a more attractive place to live?**