

# Venture Taranaki Trust Quarterly Report

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New Plymouth District Council

Quarter Two  
2020-2021

**venture**  
TARANAKI  
Te Puna Umanga



*Taranaki stallholders Krakin Chillies invite visitors to sample their wares at the Auckland Food Show.*

# Message from the Chief Executive

While most of us were pleased to see the end of 2020, there has been plenty of positive energy in Taranaki as we moved into the new year. Our bi-annual business survey shows our local enterprises are feeling a lot more positive about the future now than they were six months ago. Retail spend is back at pre-COVID-19 levels and our projects and support programmes are attracting a great deal of interest and support.

The Offshore Wind Forum in December was sold out, with 91 attendees on the day, and many more checking in online or downloading the recordings. Feedback has been positive for both the forum itself and the prospect of an additional large-scale offshore energy option for the region. Having a clear regulatory framework for offshore renewable energy came through as a top priority in order for this opportunity for Taranaki (and other potential offshore technologies such as wave energy) to progress.

Our visitor spending, whilst still down on previous years, is increasing month on month. Taranaki continues to attract a solid share of the domestic tourism market, and our big ticket events and festivals are a huge draw. It's great to see more events booked in for 2021 throughout the region, and event organisers coping remarkably well with the uncertainty that COVID-19 brings.

Our growing social media profile and strategic partnerships with Air NZ are paying dividends, and the responses to our campaigns are overwhelmingly positive. Progressing our strategic tourism planning and actions – from food tourism, to future trends to leverage, to drive journeys with neighbouring regions - is a key priority for the coming quarter (Jan-March 2021).

Our region's enterprises have shown their resilience over the quarter to end December, with continued very high demand for Venture Taranaki's advice and support. The COVID-19 funding streams for small to medium business have now been fully utilised, and our enterprise team are continuing to respond to the phenomenal level of enquiry. This doesn't look to be slowing down any time soon.

We were very pleased to launch PowerUp during Q2. PowerUp is aimed at building a strong entrepreneurship and innovation ecosystem for Taranaki, and is getting significant interest from entrepreneurs throughout the region. PowerUp includes a series of masterclasses and workshops, as well as a business ideas competition, which was launched in December. This critical focus on enterprise support and entrepreneurship growth will remain an area of priority for Venture Taranaki over 2021.

This key area of focus, along with partnering with Māori, promoting our region to visitors, investors and potential new residents, and supporting our key sectors to innovate and capture value, will continue progress on the Return to Better COVID-19 recovery plan, as part of the region-wide recovery efforts. These focus areas also align with and help progress the goals of Tapuae Roa and Taranaki 2050. – **Justine Gilliland**



# COVID-19 | Response



**As of 31 December 2020, Venture Taranaki had recorded 7,324 COVID-19 related interactions, and distributed \$4,513,957.50 in COVID-19 funding.**

This support dates back to March 2020.

Funding for COVID-19 business recovery through the Regional Business Partner programme is finishing up with the funding allocated. The Enterprise Advisory team will continue to engage with the business community and connect these businesses with the support and advice they need and determine other suitable funding options for them.

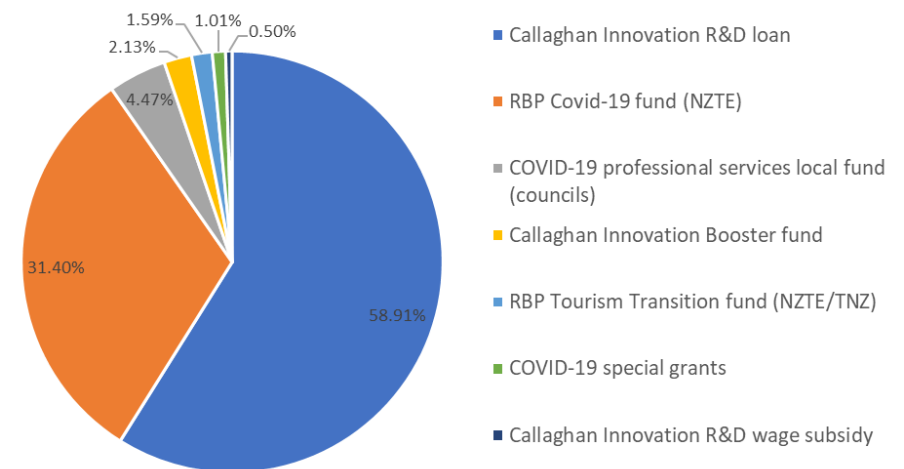
The main areas of support that COVID-19-affected businesses used their funding for were: budgeting, business continuity and digital marketing.

Additionally, the dedicated COVID-19 Tourism Transitions Fund is also coming to an end, with tourism-focused businesses using the allocated funding to help them develop new strategies around domestic tourism and diversify their service offering.

Demand for all COVID-19 funding has been high, with the team temporarily expanding to include five part-time additional advisers. This additional resource has now finished up, with the central government funding enabling it having ended.

*"It is so great having someone to talk to about ideas and to help me stay on track. It has been very stressful lately and I am very grateful for the support from Venture Taranaki." - **New Plymouth retail client***

All COVID-19 funding by fund type



# Promoting investment in Taranaki



## New Zealand Offshore Wind Forum

On 9 December, Venture Taranaki hosted a forum to bring together speakers and perspectives from the New Zealand energy sector, government, and the international stage, with the aim to stimulate a collective discussion about the potential of offshore wind for New Zealand. Venture Taranaki co-hosted this event with sponsors Ara Ake and WITT—Western Institute of Technology at Taranaki.

The event was sold out, with 91 people attending in person, and a further 29 online.

*Many thanks, I found the forum fantastic. Lots of great views and good to meet some of the stakeholders too! Well done on a successful event!*  
- Isabelle Prosser

*Thank you for hosting a well organized event. I thoroughly enjoyed the discussion, which has definitely influenced my view of NZ's energy future.—Christo Janse van Rensburg, Methanex New Zealand Ltd*



### Google analytics

- 932 visits to the [Offshore Wind page](#)
- 819 visits to the [forum page](#)
- 63 views of the [Global Wind Story](#)
- 49 visits to the [post-event forum video](#)

## Identifying Opportunities

1. Initial Due Diligence with private company seeking investment
2. Launch of the Investment prospectus
3. Investment Pipeline
4. Offshore Wind forum

## Facilitating Opportunities

1. Information sessions with TDHB and Project Maunga
2. Infrastructure webinar
3. Social procurement webinar
4. Investment education session: What investors want to know, presented by Ian Frame from Launch Taranaki, which attracted 20 attendees and additional online views.

| Activity  | Measure  | Annual | Total |
|---|--|--------|-------|
| Identifying opportunities to attract investment into Taranaki | Number of engagements related to attracting investment to Taranaki                     | 5      | 4     |
| Facilitating opportunities for investment into Taranaki       | Number of engagements related to facilitating opportunities for investment in Taranaki | 5      | 4     |

# Fostering sustainability and resilience



## Sector diversification and growth

### 1. Food & Fibre Sector

The Taranaki Food Network launched in December 2020 with 60 attendees hearing from guest speaker Hon. Damian O’Connor, Minister for Agriculture, who said he looked forward to a prosperous 2021. A unique beer ‘StratoVolcano’ was created to commemorate the start of the network, with a design featuring the many important elements of the region that contribute to our Food and Beverage sector.

The Taranaki Food Network will host similar events in the future, creating new and thoughtful opportunities to connect and collaborate.



Stafford Strategy has been engaged by VT to undertake a food tourism option investigation. This engagement will result in an action plan with staged costings and investment approaches to bring this to life.

### 2. Engineering industry plan

Venture Taranaki has continued to coordinate regular meetings with the Energy & Industrial Group. This group is a network of Taranaki firms that collaborate to help grow the regional economy and also expand potential applications of their oil, gas and energy skill sets.

They are rolling out a ‘Procure Local’ effort, on the back of VT’s Go Local campaign, to encourage local enterprises to consider using local suppliers and services.

### 3. Taranaki Land and Climate report—see special feature.

| Activity                                    | Measure   | Annual Target | Total |
|---|---|---------------|-------|
| Fostering sector diversification and growth | Number of initiatives targeting sector diversification and growth | 4             | 3     |

# Fostering sustainability and resilience



## Championing sustainability

### 1. Sustainability initiatives

#### Taranaki Catchment Communities (farmer-led groups)

The Taranaki Catchment Communities group is a farmer-led initiative to lead, engage and mobilise Taranaki’s rural sector towards a more sustainable future (across environmental, social, and economic pillars).

Having recently secured \$50k worth of funding from MPI (PSLU fund), for the generation of a Consultation plan, the lead group is engaging the services of a facilitator to drive this initiative forward.

### 2. Regenerative Agriculture workshops—reported in Q1

### 3. Auckland Food Show—see special feature



*Taranaki Trends and the Taranaki Business Survey were both released during Quarter Two. Click the images to view and download the publications.*

- Taranaki Trends Summer - 211 views
- Taranaki Business Survey Nov 2020 - 127 views

| Activity   | Measure  | Annual Target | Total |
|--|--|---------------|-------|
| Championing innovation and sustainability                        | Number of initiatives targeting or supporting innovation and sustainability. | 4             | 3     |
| Undertaking environmental scans and regional economic monitoring | Number of regional monitoring updates released                               | 4             | 2     |

# Fostering sustainability and resilience



## Auckland Food Show 2020

Vendors on the VT stand were pleased with the Auckland Food Show turnout despite reduced foot traffic (30% less than in 2019). Our local producers were grateful of the support provided by VT in the lead up to the event and across the event weekend. So far, one significant opportunity resulting from the show was **Maison Aotearoa Charcuterie** and the Farro supermarket chain in Auckland.

The social media promotion of the event reached more than 65,000 people (organic and paid posts), and in excess of 300,000 impressions were made through paid advertising across various platforms.

The Hamper Giveaway competition, valued at \$750 and comprised goods from vendors attending the event, attracted 3,000 entries. VT's coordination of the Taste of Taranaki stand was also discussed on Hokonui and More FM radio shows, and was reported on by Stuff/Taranaki Daily News.

Venture Taranaki has committed to attending again in 2021 with eight vendors from 2020 indicating interest in returning.



*Left: Mikaera Tewhata from Maison Aotearoa explains what goes into their duck rillettes*

*Right: Jason and Abby Packer from Krakin Chillies show off their sauce range*

*Far right: Customers crowd in to get a taste of Egmont Honey and bee products*



# Fostering sustainability and resilience



## Massey University Partnership

During Q2 the Massey-Venture Taranaki partnership worked across a range of initiatives, with a strong focus on:

- funding applications and student internships
- our Food & Fibre sector, including Regenerative Agriculture-related projects
- advancing a juniper growing industry in region
- applying for project funding to advance harakeke fibre processing for textiles manufacture.

Sixteen Massey students/graduates have Summer Internships in Taranaki, in food production and product development, horticulture and plant science, process engineering, ecology and environmental sciences, agriculture, industrial design, nutritional science and logistics/supply chain.

Six postgraduate (Masters/PhD) students are engaged with Taranaki projects, with funding applications in progress for four.

The funding round for the Massey University-Bashford Nicholl Trust [Pivot Award 2021](#) opened early September with eight parties interested in applying for the Award, and supporting three of the four applicants who submitted applications by 27 October.

Massey University has worked with 64 Taranaki organisations during the year to date, 18 of which were added during the quarter.

***Massey student Su Liu, pictured right with juniper seedlings at Massey's Plant Growth Unit, Palmerston North, is focusing on optimising propagation techniques for juniper for her Masters qualification during 2021-2022.***





# Fostering sustainability and resilience



## Curious Minds Participatory Science Platform

During Q1 we considered and awarded funding for the 2021 Curious Minds Participatory Science Platform projects. Taranaki now has seven confirmed projects that began rolling out their first pieces of work in late 2020 and the others will begin early 2021.

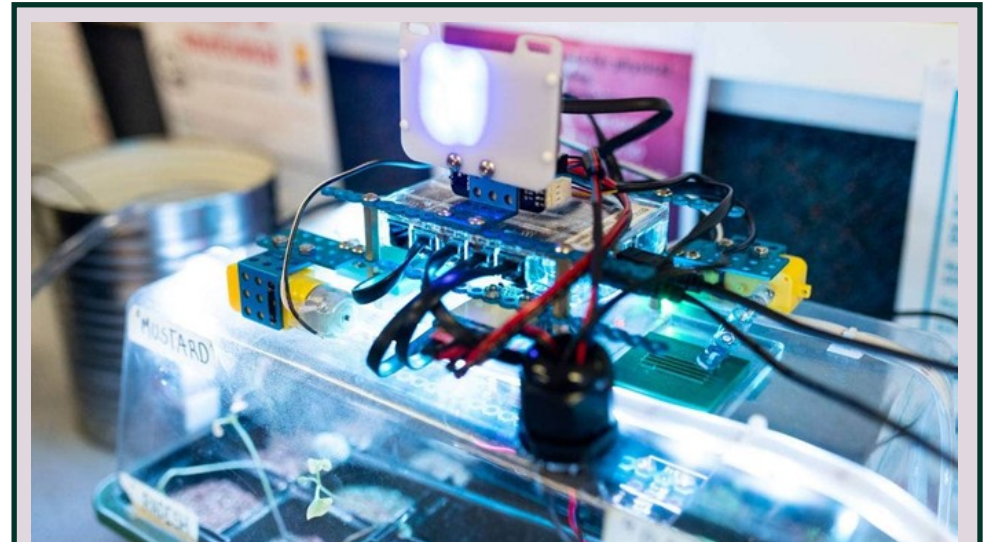
**Tarakihi Taiora** and **Shark Spy Taranaki** are programmes focused on our oceans. Tarakihi Taiora is a whānau-centric programme looking to gain the skills to protect and manage Tarakihi for future generations, while Shark Spy is a shark, ray and skates monitoring programme with the aim of engaging students and communities.

**Project Mokomoko** and **Wētā Watcher** are both reptile monitoring projects involving students and aiming to raise community awareness of environmental and habitual issues.

**Robogrow** involves a group of Inglewood High School students investigating how an automated growing system can be developed and how such a system compares to traditional growing methods.

**Tempofit** is launching a pilot of a ground-breaking running and exercise programme for 11-13 year olds in Taranaki intermediate schools.

**The Regenerative Farming Project** will see Taranaki farmers work alongside one another and scientists to learn about, action and monitor regenerative farming trials and transitions on their farms.



*Inglewood High School's Robogrow greenhouse*



*Shark Spy community sightings (photo from Otago)*

# Fostering sustainability and resilience

## Strategic Tourism Asset Protection Program (STAPP)

### Overview

To ensure Taranaki has a thriving tourism economy by maintaining and growing tourism enterprise's capabilities in the region. Central government-funded STAPP aims to generate visitor growth within the region by understanding future trends and designing robust and forward-thinking tourism offerings for visitors based on research insights.

### Progress to date

- Design Thinking consultants **We Create Futures** have engaged
- Expert and consumer interviews have commenced to inform research
- Drive Journeys – Coastal Arts Trail and 'West Coast' initial plan underway with partnering regions (Whanganui-Manawatu and Waikato)

### Visitor Sector Event planned for 2 March 2021

Opportunity for industry leaders and innovators to come together and explore what the future opportunities look like for Taranaki visitor experiences, and how individual enterprises can leverage this for their own benefit.

### Marketing

- Go Local Campaign in market (see image right)
- 'Just around the corner' National Campaign commenced
- Collaborative marketing to attract visitors, workers and students into region



Think Local, Go Local, Love Taranaki.

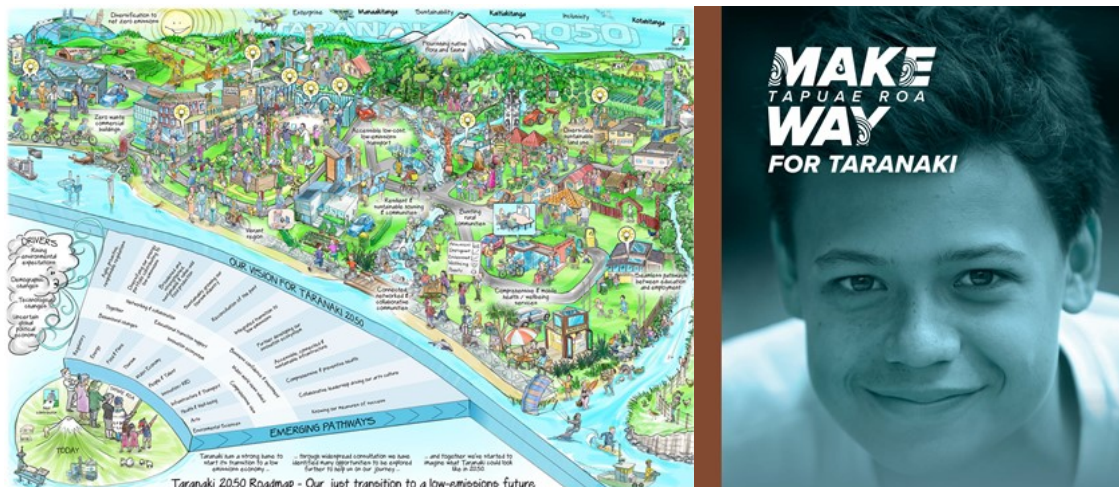
# Facilitating and connecting regional strategies

## Taranaki 2050

All the Transition Pathway Action Plans were completed by 31 August 2020 and are available on the [Taranaki 2050 website](#).

Since September 2020 focus has been on setting up a programme to implement actions, and gaining long-term funding to support the programme.

In the next six months the team will also create a narrative and implementation plan that sets a combined regional direction for Tapuae Roa and Taranaki 2050.



## Tapuae Roa

In September 2020 the Tapuae Roa Steering Group was merged with the Taranaki 2050 Lead Group to create one regional leadership group for regional economic development: Ngā Kaiwhakātere o Taranaki.

As an update on VT-led actions:

- A Regional Events Strategy was launched in August 2020.
- A Taranaki Investment Prospectus was finalised in June 2020, a website launched in September 2020, and two investment seminars held in November 2020.
- Work continues on the Taranaki Story, and creative assets are being developed to support the Story and completion in March 2021.
- A range of food, investment and entrepreneurship initiatives continue to be implemented, as detailed in other parts of this report.
- Actions continue in skills and talent, for example, a workshop with the construction sector was held at the end of 2020.

## Land and Climate assessment

### 207,000 hectares of Taranaki land suitable for horticulture

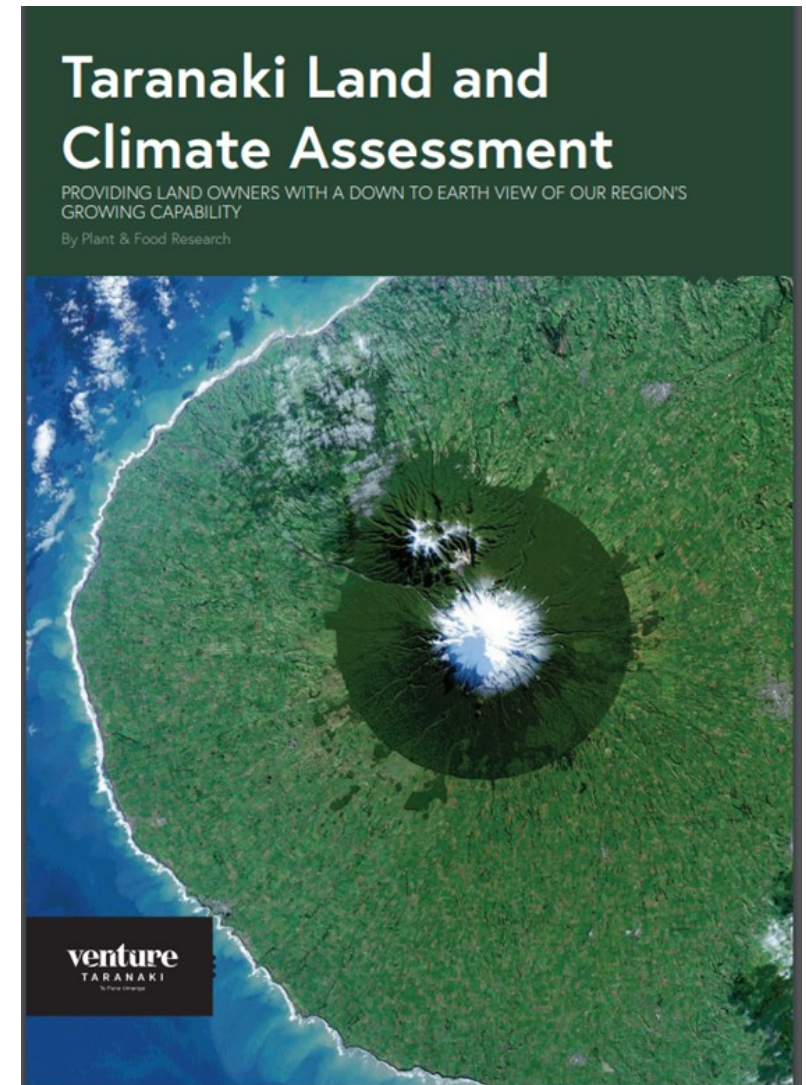
Venture Taranaki has released an assessment on Taranaki's land and climate, which provides an overview of our region's growing capability, and the opportunity to help meet long-term goals of building diversity, value, sustainability, and market and supply-chain resilience.

The eight mainstream crops covered in the assessment include:

- apples
- kiwifruit
- avocados
- blueberries
- hops, hemp and CBD cannabis
- hazelnuts and walnuts
- potatoes
- wine grapes.

A kiwifruit seminar was held, with more than 100 attendees, outlining the opportunities and commercial assessment for kiwifruit.

Plant & Food Research were commissioned to undertake the assessment as part of Venture Taranaki's Branching Out initiative. Branching Out is a collaborative exercise to investigate, explore, package, and potentially pilot new commercial opportunities that could add wealth for Taranaki's economy and help the region's food and fibre sector become more diverse, resilient, innovative and in-demand.



# Enterprise support and enablement



## Enterprise updates

The Enterprise Advisory Team continue to experience growth in demand for advice and support services for the business community. There has been a significant increase in bookings for our start-up clinics.

Extra clinics were held to cater for high demand and we also extended the clinic hours to cater for up to six clients per day, instead of our usual three. Several contractors came through the clinic; due to redundancies, a change of job circumstances or desire to do something different. The general feeling from clients who attended the clinic is positive and they are very thankful for this service.

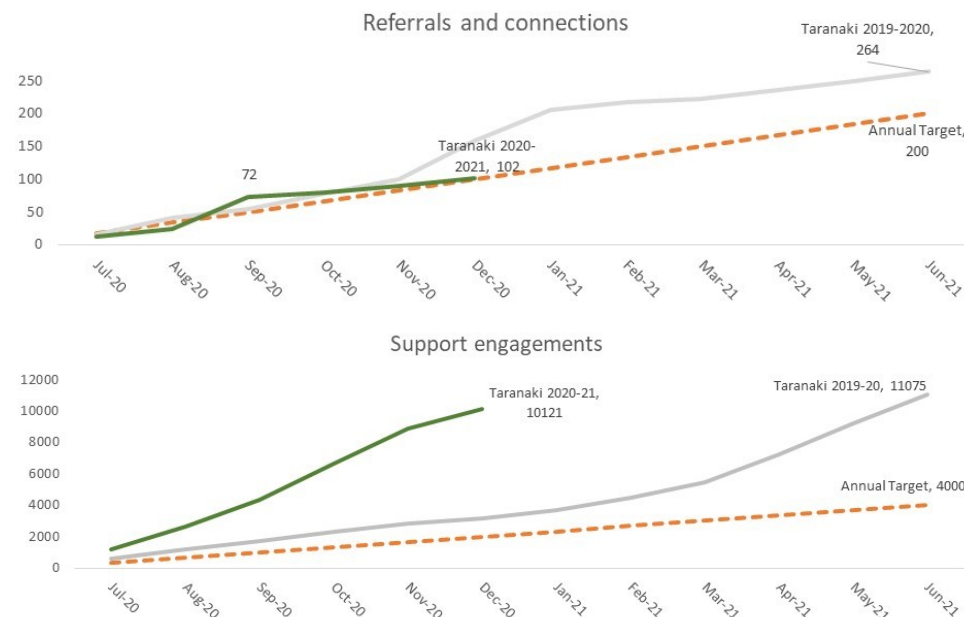
There are still a significant number of businesses scaling up and focusing on growth, and they are utilising the 50/50 capability development funding. There has been a notable increase in conversations with businesses about developing new ideas or making improvements to their products or services.

## Outreach Road Trip

During Q2 the Enterprise Advisory Team took a regional road trip, to engage with businesses that might not have dealt with Venture Taranaki previously and spread the word about our business advice and support services, specifically regarding COVID-19 funding.

For three weeks during October, Venture Taranaki visited 17 towns throughout Taranaki, from Mokau and Opunake, to Whangamomona and Waverley.

The presence of staff across the various towns and the supporting flyers, posters, social media, radio, press and direct mail marketing campaign has created an influx of enquiries from around the Maunga.



| Activity                              | Measure  | Annual Target | Q1    | Q2    | Total  |
|---------------------------------------|--|---------------|-------|-------|--------|
| Enterprise Connection and Signposting | Number of referrals and connections made by Venture Taranaki staff | 200           | 72    | 30    | 102    |
| New Plymouth plus Outside Taranaki*   |  |               | 64    | 26    | 90     |
| Enterprise Support                    | Number of support engagements                                      | 4,000         | 4,317 | 5,804 | 10,121 |
| New Plymouth plus Outside Taranaki*   |  |               | 3,437 | 4,461 | 7,898  |

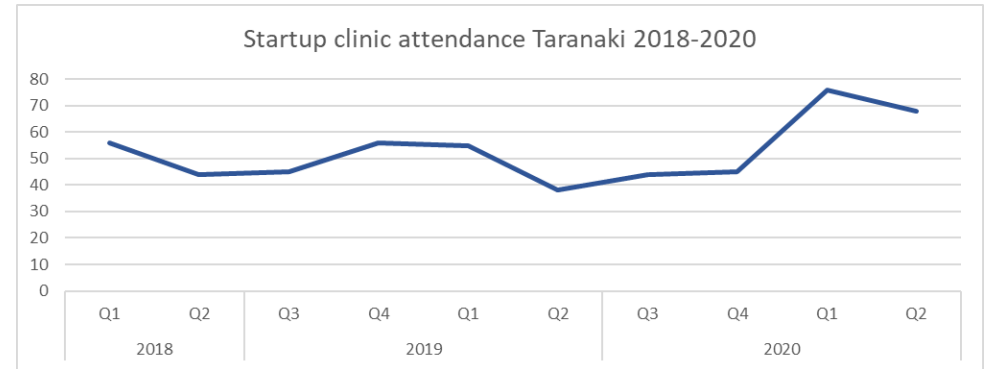
\*Examples of clients Outside Taranaki include event organisers, visitors, investors, jobseekers

# Enterprise support and enablement



## Startup Clinic Clients

|     | NP District | South Taranaki | Stratford District | Total |
|-----|-------------|----------------|--------------------|-------|
| Q1  | 65          | 8              | 3                  | 76    |
| Q2  | 63          | 4              | 1                  | 68    |
| YTD | 128         | 12             | 4                  | 144   |



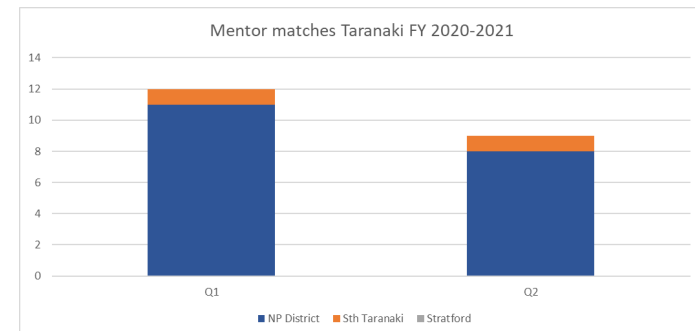
## New Jobs Listed

|     | NP District | South Taranaki | Stratford District | Total |
|-----|-------------|----------------|--------------------|-------|
| Q1  | 349         | 59             | 11                 | 419   |
| Q2  | 472         | 69             | 21                 | 562   |
| YTD | 821         | 128            | 32                 | 981   |



## Mentor Matches

|     | NP District | South Taranaki | Stratford District | Total |
|-----|-------------|----------------|--------------------|-------|
| Q1  | 11          | 1              | 0                  | 12    |
| Q2  | 8           | 1              | 0                  | 9     |
| YTD | 19          | 2              | 0                  | 21    |



# Enterprise support and enablement



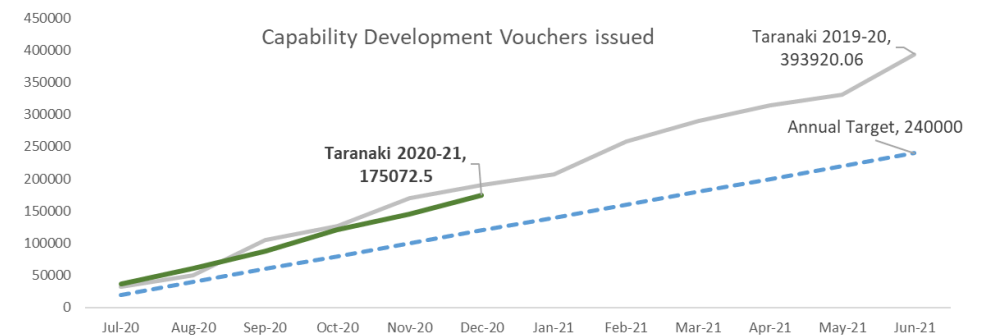
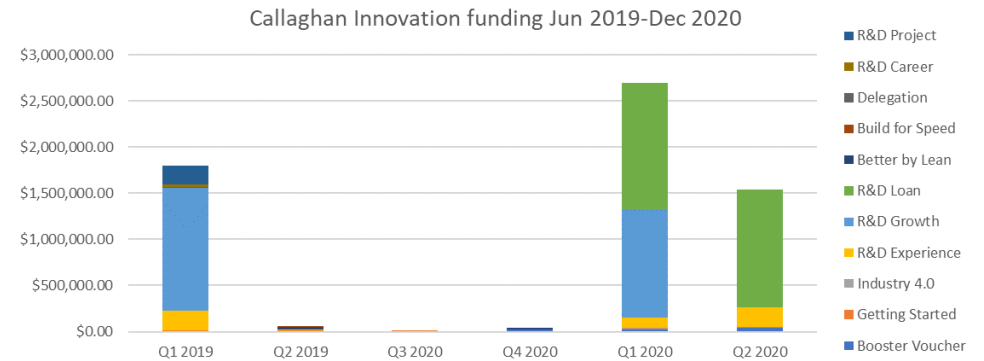
## R&D grants and funding

The number of enquires and interest in R&D funding increased during Q2, with businesses wanting to move forward their new product or service ideas or make significant improvements to their current offerings.

During the quarter Enterprise Advisors worked with businesses to access two significant funding opportunities - the R&D Loan and R&D Experience Grant (see Special Feature).

The R&D Loan Scheme provided funding of up to \$400,000 for R&D focused businesses who have been affected by COVID-19. The purpose of the grant was to support businesses whose R&D programmes were at risk of being cut or put on hold due to COVID-19 economic impacts.

Over the coming months Taranaki's significant R&D performers are finishing up with their R&D Growth Grants - a Callaghan Innovation fund that has been running for the past five years. This is now being replaced with the new R&D Tax Credit incentive. Enterprise Advisors have started the process of supporting these businesses with their transition and understanding of the new criteria.



| Activity           | Measure  | Annual Target | Total  |
|--------------------|--|---------------|--------|
| Enterprise Support | The level of annual investment in regional businesses (subject to central government policy).                | \$1m          | \$4.4M |
| Enterprise Support | The level of annual investment in the management capability of Taranaki's small and medium sized businesses. | \$240K        | \$175K |

\*includes Booster Voucher and R&D Loan distributed as part of the COVID-19 funding.

# Enterprise support and enablement



## Enterprise workshops and events

Venture Taranaki's **Ahead of the Curve Webinar Series** continued with a special COVID-19 review session held in October called 6 Months in – Time for a Reset. Velocite, a local accounting and business performance provider, presented to 76 local businesses on how to transition from uncertainty to the new rules of the business game. Velocite covered business learnings, responses and skills required, and also covered the importance of digital enablement and team wellbeing.

A **Better by Lean Workshop** was held in Taranaki, in partnership with Callaghan Innovation. The sold-out workshop helped businesses identify inefficiencies in their business, improve customer value and production flow, and how to create a continuous improvement culture.

We held an **end-of-year celebratory function** for our business mentors and the many local professional services who participated in our COVID-19 local business fund. These individuals and businesses provided many hours of voluntary advice and support to local businesses throughout the year and we wanted to bring them together to acknowledge this and say thank you.

**Export Taranaki** hosted an online event, in collaboration with Export NZ, New Zealand Trade and Enterprise and the Ministry of Foreign Affairs, which focused on helping export businesses prepare for 2021. Topics covered included tips on how to overcome COVID-19 challenges, an update on FTA negotiations with the EU and UK, a guide to the various support and funding available for COVID-19 affected exporters and insights into South Korea opportunities.

### Enterprise support activities include, but are not restricted to;

1. Enterprise advisory
2. Start-up guidance
3. Mentoring programme
4. Investment ready support
5. Innovation support
6. Connections and signposting
7. Capability Development Voucher Scheme facilitation
8. Research and development support and funding facilitation.
9. COVID-19 Enterprise Support Fund advisory and funding facilitation
10. Export Taranaki events and network
11. PowerUp entrepreneurship programme

| <i>Activity</i>    | <i>Measure</i>  | <i>Annual Target</i> | <i>Total</i> |
|--------------------|---|----------------------|--------------|
| Enterprise support | Breadth of enterprise support activity undertaken (number of different support initiatives) | 5                    | 11           |



# Enterprise support and enablement



## Summer Student Internships

Venture Taranaki, in partnership with Callaghan Innovation, have provided funding for 35 university students to undertake a 10-week internship over their summer break. The students have been working across a variety of Taranaki businesses, providing fresh ideas on how to improve current products or services, and undertake research into new ideas. Subject areas include science, engineering, design, food technology, agriculture, horticulture, environmental and IT.

There is a 46% increase in the number of businesses receiving the R&D Experience Grants in Taranaki, compared to last summer. This is reflective of the business community still wanting to go ahead with their new ideas or improvements, despite the effects of COVID-19.

To celebrate this success, Venture Taranaki has been releasing weekly social media posts profiling some of the students and the work that they are doing. The feedback from the local businesses who received the grant has been positive, as the students' involvement has allowed them to move forward much faster with their ideas, and results in more rigorous testing and prototyping.

Before the STEM\* students return to University they are expected to report back to the business on their findings, and make recommendations.

In addition to facilitating the summer student funding, Venture Taranaki supported the businesses in recruiting the right student for their project, from a range of universities.

\*Science, technology, engineering, mathematics

*Brittany, (right) a Master of Science student at Victoria University Wellington, is researching skincare products for Sol+Sun, an environmentally conscious cosmetics brand based in New Plymouth.*



*Nelson (left) is an engineering student from Massey University, and is interning at ANZCO Foods, helping them undergo a sustainability and waste reduction review of their Waitara site.*

*Reuben and Lydia (right) from Massey University are studying Plant and Agriculture science and currently interning at Corteva, undertaking field trials*



# Enterprise support and enablement



## PowerUp

During the quarter Venture Taranaki launched our new PowerUp programme, which is aimed at growing, connecting, and supporting innovative ideas and capability, and powering up Taranaki's entrepreneurship ecosystem.

The programme has three key elements: Grow, Connect and Tell

Grow – cornerstone is the PowerUp Ideas Competition, whereby individuals and businesses can submit their new business ideas in the chance of winning \$10,000.

The two-part programme involves a series of Co.Starters workshops, access to mentors, seeding funding, co-working space and the opportunity to pitch their idea, concluding in June with the announcement of an overall winner.

Connect – promoting local training and capability building opportunities from across the ecosystem to ensure businesses are aware of what is available, along with funding options.

Tell - to date, Venture Taranaki has teamed up NZ Entrepreneur Magazine to showcase Taranaki entrepreneurs and innovators, sharing their inspirational stories. Ten local enterprises have been profiled to date, alongside an interview with General Manager Enterprise Michelle Jordan about innovation and entrepreneurship in Taranaki.

## Start-up weekend

Venture Taranaki sponsored Start-up weekend 2020, and provided support to the organising committee leading towards and during the event weekend. VT staff participated in the weekend as mentors and support crew, and CE Justine Gilliland and Eve Kawana-Brown were judges for the final pitch night.

**Grow** – To launch PowerUp, we kicked off a series of Masterclasses and Investment workshops.

- PowerUp Masterclass #1 – Start With the Problem. Entrepreneurs joined Graham Nelson and Katherine Blaney from Startup Taranaki as they unpicked why it's important to define and deeply understand the problem they are solving for their customers. 16 registrations.
- PowerUp Masterclass #2 – Become Known – Marketing to Drive Leads, Foot Traffic and Revenue. Entrepreneurs joined Jordan McFadyen from Done by Nine as he explored how they can effectively position and market their new business or start-up using cost effective online marketing. 35 registrations.
- Investment Workshop – What Investors Want to Know. Over two workshops, early stage enterprise owners joined Ian Frame, the head of Launch Taranaki as he unpicked all aspects of their business proposition alongside all the questions that need answering. 30 registrations.
- In December Venture Taranaki launched the oversubscribed PowerUp Ideas Competition.

# Promoting Taranaki as a great place to learn, live, work, play, visit and create



## Major events funded

Due to COVID-19 we are still seeing movement in our events calendar with events that would have been held over Summer being postponed or cancelled. Despite this volatility, the Garden Festivals in October/November were a massive success for the region with the Taranaki Garden Festival attracting \$5.6m in new visitor spend, up from \$3.1m in 2019.

The Festival of Lights organisers have also reported an increase in visitation although we won't know the exact results until the post-event analysis is completed.

The event sector will remain uncertain until borders reopen and the pandemic abates. In the interim, the recently awarded Regional Event Fund will be used to increase support for event organisers, undertake event development, supercharge existing events, and increase region-wide involvement.



*Putters on the green at Ngāmotu Golf course for the Jennian Homes Charles Tour Taranaki Open held in October.*

| Events funded in Q2      |   |                         |
|--------------------------|---|-------------------------|
| 1                        | Feast Festival Taranaki                           | Oct 30-Nov 16 2020      |
| 2                        | Super Smash T20 Cricket (Central Stags)           | 30-31 Dec 2020          |
| 3                        | TSB Festival of Lights                            | 19 Dec 2020-31 Jan 2021 |
| Events previously funded |   |                         |
| 4                        | Jennian Homes Charles Tour Taranaki Open          | Oct 15-18 2020          |
| 5                        | Steelformers Around the Mountain Relay            | Nov 6-7 2020            |
| 6                        | Synthony  | Jan 23 2021             |
| 7                        | NZ Tattoo and Art Festival – date moved           | TBC                     |
| 8                        | Tri NZ North Island Sprint Distance Championships | March 28 2021           |

| Activity                         | Measure   | Annual Target | Total |
|----------------------------------|---|---------------|-------|
| Administer the Major Events Fund | Number of events funded in accordance with the criteria of NPDC's major events fund | 4             | 8     |

# Promoting Taranaki as a great place to learn, live, work, play, visit and create



## Taranaki Story update

The Taranaki Story project is on track to be launched in April 2021.

The Taranaki Story is a comprehensive toolkit/website aimed at boosting the region's profile in New Zealand and around the world. The project is centred on defining and presenting a cohesive regional brand, and capturing the things that makes Taranaki unique and great.

The Taranaki Story focuses on seven key pillars; Iwi, Visitor, Live/Talent, Food/Hospitality, Do Business/Export/Innovation, Environmental, and Energy. More than 50 enterprises, schools, individuals, events and operators were asked to be part of the project to be showcased as filmed or written case study. The majority of these interviews are now complete, with the remaining handful to be finished by the end of February.

The story website will house hero videos portraying each key pillar and also an image library that will be freely available for people within the region to utilise to help promote their own endeavours. Working closely with the appointed creative agency the focus from now until March is to capture the large volume of visual content for the case studies, videos and image library.

***Right: Photographers working to capture the playful vibes of a summertime walk with the dogs on a Taranaki beach.***



# Promoting Taranaki as a great place to learn, live, work, play, visit and create



## Regional promotion

### Previously reported in Q1:

1. The Café
2. Wellington Regional News
3. “Always on” - Google ads/adwords campaign
4. Stuff ‘Back Your Backyard’
5. Visiting Friends and Relatives (VFR) campaign

### Campaigns in Q2

1. *Just Around the Corner* - a digital video campaign targeting 50+ audience in Wellington, Bay of Plenty, Manawatu/Wairarapa, Auckland, Waikato was rolled out across social media, Stuff and NZME digital banners and video, and print advertising in *Destinationz* and *RV Lifestyle* magazines, rolled out during October–December.
2. *Out of region summer events promotion* — print advertising in *Remix*, *Captial* and *Verve* magazines, Dominion Post, NZ Herald, Northern Advocate, Hawkes Bay Today, Whanganui Chronicle, Bay of Plenty Times, Rotorua Daily Post, Waikato Times, and targeted digital marketing, as well as a competition and Auckland and Wellington Anniversary weekend promotions. Each month VT pitches content to NZ Herald in line with their monthly themes. Within Q2 there were 17 pitches picked up and covered in the NZ Herald’s Go NZ magazine, including online and printed inserts.

3. *Taranaki Like No Other*— initiation of a consumer electronic newsletter released in Dec 2020, which resulted in subscriber numbers of more than 3900. The next edition is due out in Feb 2021.

## Strategic alliances

- Air NZ Partnership - Taranaki featured in *Kia Ora* and *Mindfood* publications. The Party In the Park competition, in partnership with Air NZ, saw the winner experience Synthony at the Bowl and a weekend in Taranaki.
- Taranaki NZME and Tourism NZ - partnership has led to new promotional opportunities such GO NZ, which sees stories on Taranaki being featured in The Herald and particularly in the Herald’s weekly travel press inserts.
- Stuff - content featuring in the new electronic weekly travel newsletter and in ‘Back Your Backyard’.

| Activity                      | Measure  | Annual Target | Total |
|-------------------------------|--|---------------|-------|
| Lead regional events strategy | Number of engagements related to the regional events strategy  | 25            | 98    |
| Destination promotion         | Number of engagements with visitor industry operators (including local operators, other RTOs, national and international tourism agencies) | 100           | 2329  |
| Destination promotion         | Number of destination promotion and attraction initiatives   | 2             | 8     |

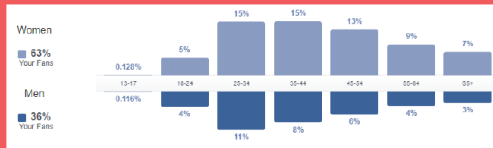
# Promoting Taranaki as a great place to learn, live, work, play, visit and create



## FACEBOOK AUDIENCE



**Increase of 122 followers during December (+0.2%)**  
Total followers now 60,735



**25 – 44 age range** makes up 49% of our followers.  
No change from previous month

| Country                  | Your Fans | City                      | Your Fans |
|--------------------------|-----------|---------------------------|-----------|
| New Zealand              | 41,243    | New Plymouth, New Z...    | 12,828    |
| Australia                | 8,246     | Auckland, New Zealand     | 6,960     |
| United Kingdom           | 1,631     | Wellington, New Zealand   | 4,143     |
| United States of America | 1,270     | Hawera, New Zealand       | 2,178     |
| India                    | 468       | Brisbane, QLD, Australia  | 1,570     |
| Germany                  | 460       | Hamilton, New Zealand     | 1,508     |
| Canada                   | 403       | Perth, WA, Australia      | 1,351     |
| Philippines              | 266       | Sydney, NSW, Australia    | 1,298     |
| South Africa             | 255       | Stratford, New Zealand    | 1,280     |
| Brazil                   | 244       | Melbourne, VIC, Australia | 1,198     |

**68% New Zealand followers** (no change on last month)  
**32% International followers**

## FACEBOOK POSTS



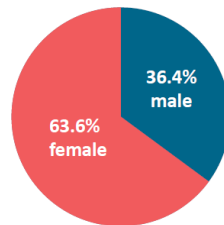
### Best performing post:

- Tūpare Gardens free hours tour event
- 18,557 Reach
- 1,285 Engagement
- 80 Shares
- Possibly the best performing post due to appearing in the holiday period, also posts without links to other sites are preferred in Facebook's algorithm.

## INSTAGRAM AUDIENCE



**Increase of 178 followers during December (+1%)**  
Total followers now 16,297

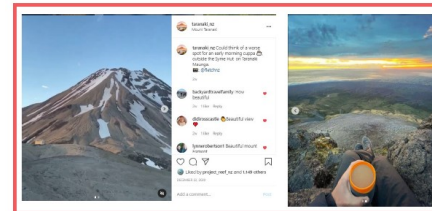


1% increase in females  
1% decrease in males



No change since last month

## TARANAKI LIKE NO OTHER – INSTAGRAM



### Best performing posts

- Sunrise video pan up the mountain and coffee shot looking down at the view from the maunga.
- 1,263 engagement
- 11,058 reach
- This post generated 8 new followers
- General comments about people excited to do this on upcoming trips

# Promoting Taranaki as a great place to learn, live, work, play, visit and create



## Skills and Talent

Key areas Venture Taranaki has been providing support include:

- Continued support for the Interim Regional Skills Leadership Group (Co-chaired by Venture Taranaki CE Justine Gilliland). The highlight was working with MBIE team to develop a sector workforce 'canvas' and overall report 'canvas' template, which is being considered for use by the other 14 regions' groups.
- Working with MOE and Taranaki Futures to develop 'Enterprise and Educators' teachers bus day out to showcase Taranaki's skills and talent needs in term 1 2021.
- Recovery programme for the international education sector – continuing to meet with the sector, and advocate for support from Central Government.
- Supporting firms seeking critical worker exemptions, connecting them to legal and immigration advice.
- Working closely with the Ministry of Social Development and Chamber Hub on regional employment opportunities and connections.

### Talent initiatives:

1. Internship webinar to encourage enterprises to take on interns.
2. International education seminar online mini fairs (2) student and Chinese agents.
3. An in-depth sector workshop with the construction sector in November to determine barriers, opportunities and future forecasting given the Government's shovel ready initiatives and major construction projects already in the pipeline.
4. Event with WITT covering workforce employability for international students.
5. Participated in a mini trade fair for Auckland education agents.

| <i>Activity</i>                            | <i>Measure</i>               | <i>Annual Target</i> | <i>Total</i> |
|--|------------------------------|----------------------|--------------|
| Facilitate talent attraction and retention | Number of talent initiatives | 2                    | 5            |

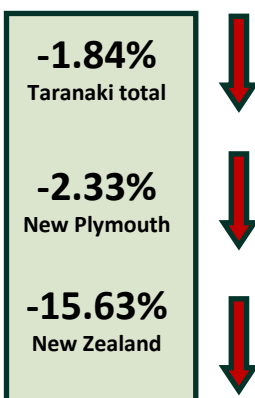
# Promoting Taranaki as a great place to learn, live, work, play, visit and create



## Visitor spend

Visitor spend in Taranaki **decreased 1.84%** to **\$208m** in the 12 months to end December 2020\*.

Visitor spend in New Plymouth district **decreased 2.33%** to **\$162m** in the 12 months to end December 2020\*.



## Guest nights

Total guest nights increased across Stratford and South Taranaki districts during November, but decreased slightly in New Plymouth district\*\*.

Length of stay tends to be longer in South Taranaki and Stratford, due to the higher number of business travellers who tend to stay longer than holidaymakers.

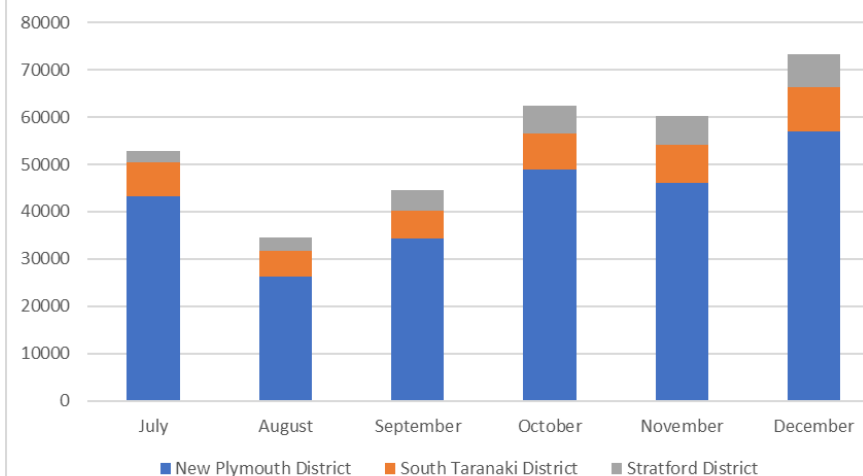
| Av. Total guest nights |              |
|------------------------|--------------|
| <b>40.4k</b>           | New Plymouth |
| <b>52.1k</b>           | All Taranaki |

| Av. Length of stay (days) |              |                |
|---------------------------|--------------|----------------|
| <b>2.2</b>                | New Plymouth | <b>2.36</b> NZ |
| <b>2.1</b>                | All Taranaki |                |

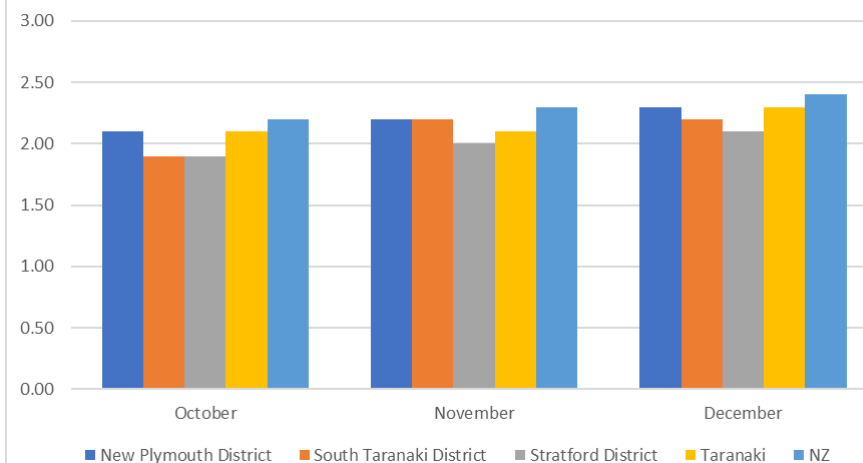
\*MBIE Tourism Electronic Card Transactions (TECT)

\*\*Accommodation Data Programme (ADP) – average total guest nights based on rolling monthly average.

Total guest nights October-December 2020



Average nights stayed per guest October-December 2020





# Promoting Taranaki as a great place to learn, live, work, play, visit and create



## Retail spend

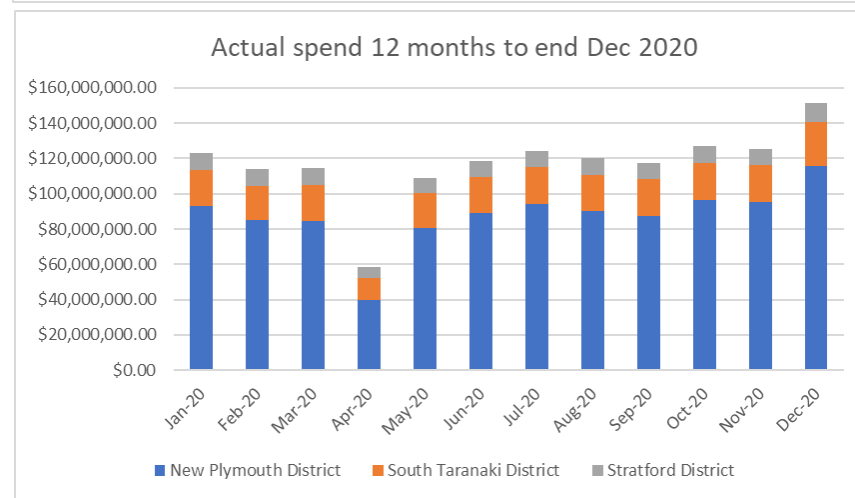
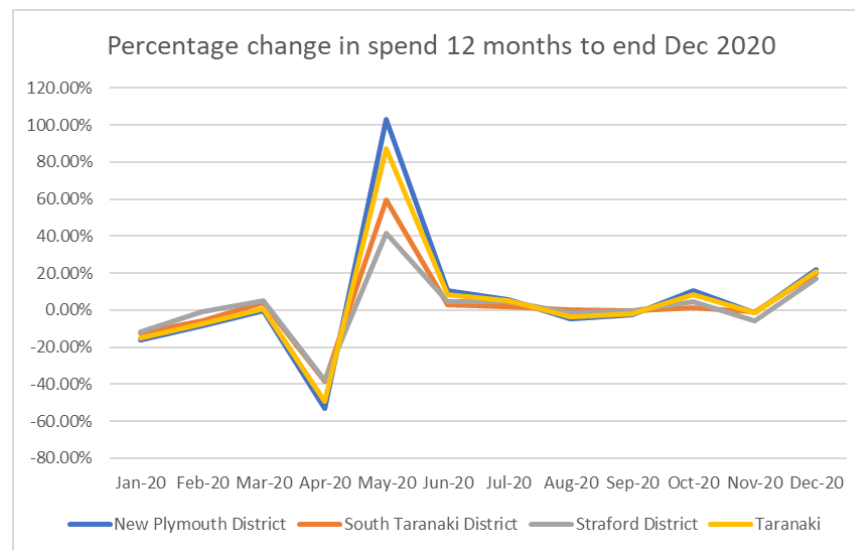
Retail spend in Taranaki totaled **\$1.385 billion** in the 12 months to end December 2020, an **increase of 0.08%** on the previous 12 months. This shows a strong recovery from losses incurred early in 2020, with spending patterns back up to pre-COVID-19 levels. Weekly reports show spending over the Christmas period was also on a par with the previous year. The cumulative retail spend for Taranaki, from Dec 2020, shows positivity, with only **-1.5%** difference versus **-7.4%** for New Zealand.

Weekly updates on regional retail spend can be found [here](#).

Source: Marketview (EFTPOS and credit card transactions, excludes cash)

| Location                      | Spend    | Change |
|-------------------------------|----------|--------|
| Tight CBD                     | \$409.1M | -1.4%  |
| Rest of CBD                   | \$61.1M  | -1.1%  |
| The Valley                    | \$170.3M | +2.0%  |
| Rest of Urban area            | \$276.2M | -1.8%  |
| Rest of New Plymouth District | \$135.0M | +7.1%  |
| Stratford District            | \$110.4M | +0.5%  |
| South Taranaki District       | \$241.4M | +4.3%  |

*While total numbers show a recovery in retail spend, the location analysis shows that a drop in spend in New Plymouth city and urban areas has been offset by increased spend in smaller centres outside of New Plymouth in particular, as well as South Taranaki and Stratford.*



# Client coverage and feedback

**"First up I've got to say you have a wonderful team! Everyone I've been privileged to meet is superb - super friendly, knowledgeable, enthusiastic, and able to challenge my thinking. It's always a pleasure to visit VT, and I leave a better person than when I arrived. Well done."**—*New Plymouth food startup, Auckland Food Show*

**"Thank you for following up; your commitment to customer service never ceases to impress me"**  
— *New Plymouth engineering client*

**"Thank you for the bottom of our hearts for the support, this has helped us boost our business and even now looking to hire a further two staff to meet demand"**  
— *New Plymouth construction client*

**"This assistance will be hugely helpful to us in getting our business back on our feet and securing our future. Your support and direction has been very much appreciated."**—*New Plymouth healthcare client*

## #nzentrepreneur

NEW ZEALAND'S ONLINE MAGAZINE FOR ENTREPRENEURS, STARTUPS AND SME BUSINESS BUILDERS

HOME ARTICLES INNOVATION NATION 2020 ECOSYSTEM GUIDE ONLINE COURSE

INNOVATION NATION | INTERVIEWS | STARTUP WATCH | TARANAKI

### STARTUP WATCH: WAI COMPLY

#NZENTREPRENEUR — NOVEMBER 11, 2020

SHARE ON: f t 8+ in



*Founder/s: Matthew Parkinson & Josh Takao  
HQ: Taranaki*

Wai Comply founders Matthew Parkinson and Josh Takao aim to deliver a high-quality service to the Drinking Water sector, to help create safer drinking water. Michael Botur finds out more.

# Coming up next quarter

- Taranaki Trends - March
- Breconomics: Breakfast and the Economy with Brad Olsen and Venture Taranaki—March
- PowerUp Investment workshops #2 and #3—Feb and March
- PowerUp Masterclass workshop #2—Feb
- Startup toolkit release
- PowerUp Ideas Competition commences 29 Jan
- Regional Business Partners conference – March 2021
- Branching Out project: refinement and investigation of opportunities
- Live & Work campaign (target Auckland market)
- Tourism futures event 2 March
- Auckland Art Show partnership: promoting Taranaki as an arts destination
- Food Tourism project findings due

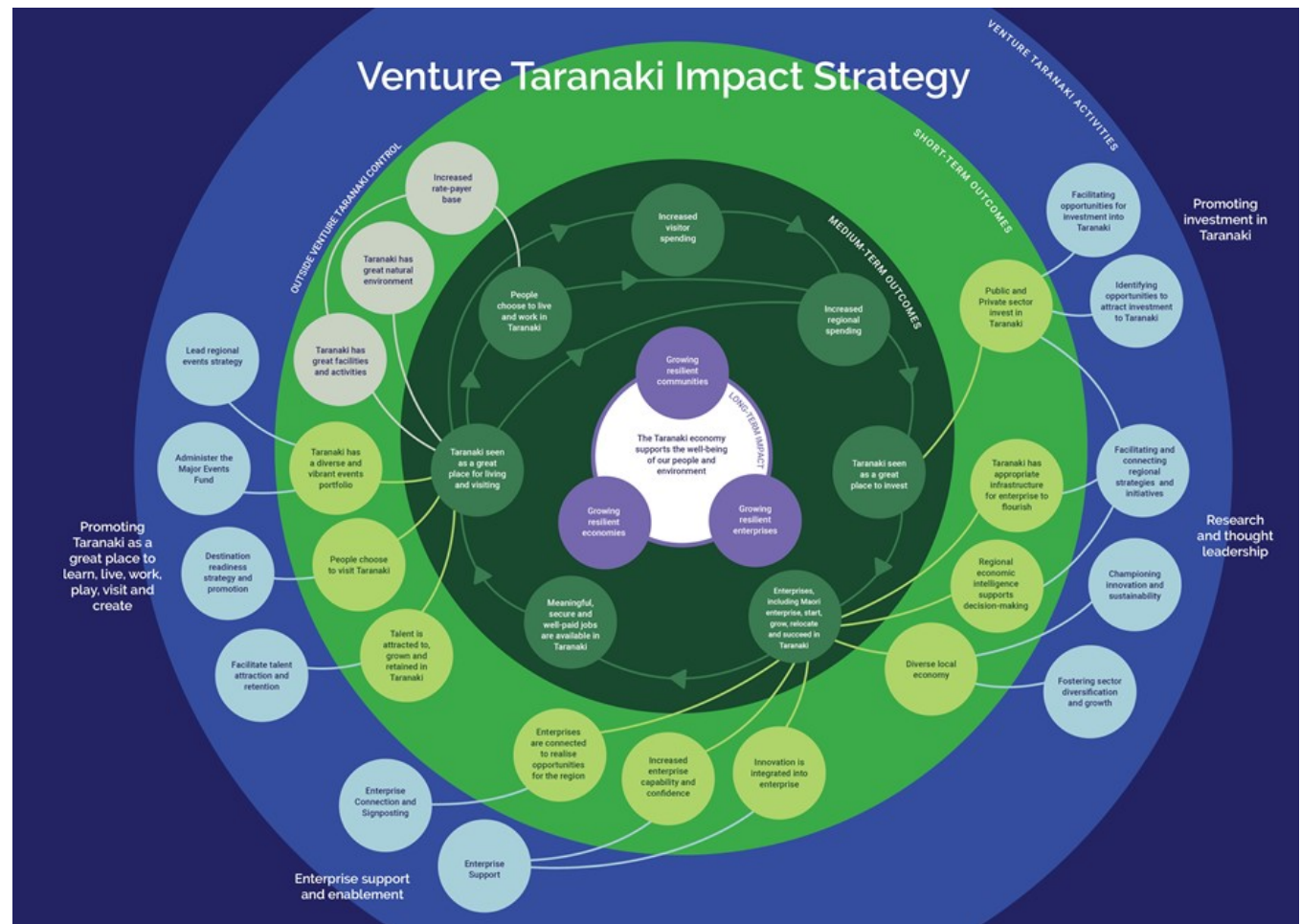


# Impact strategy | short-term and medium-term outcomes

Venture Taranaki’s Impact Strategy connects the activities we do every day to our long-term goal of contributing to a Taranaki economy that supports the well-being of our people and environment, though resilient communities, enterprises and economies. We do this by setting measures around the short and medium-term outcomes we want to see along the way.

These outcomes are ultimately outside the direct control of Venture Taranaki or its people, but we track them to ensure our activities are making a positive contribution. Some of these measures rely on data that is still to be collected, and it may be some years before we start to see patterns and trends. This is the first step to understanding the long-term contribution that Venture Taranaki makes towards achieving our region’s goals.

We report on these measures six-monthly.



# Outcomes | what impacts are we seeing?

| <i>Short-term outcome</i>  | <i>Measure</i>  | <i>Outcome 2020/2021 six months to end December</i>  |
|--|---|--|
| Public and Private sector invest in Taranaki                       | % that report increased investment after engagement with VT support   | 50%<br>VT Client Satisfaction Survey 2020  |
| Taranaki has appropriate infrastructure for enterprise to flourish | Enterprises rank Taranaki infrastructure at least 7 out of 10   | 61% agree that Taranaki has all the infrastructure required for enterprise to flourish (41% agree, 20% strongly agree)<br>VT Client Satisfaction Survey 2020 |
| Regional economic intelligence supports decision-making            | Relevant data produced in the last 12 months*<br>Taranaki Trends and Business Survey published every 6 months. Other reports as and when ready. | Taranaki Trends Summer Download - 78 Taranaki Trends Summer Views - 211, Business Survey views 127. Google Analytics   |
| Diverse local economy  | Regional GDP  | 9.8 billion (8th in NZ), \$78,345 GDP per capita (2nd in NZ)<br>Infometrics 2020   |
|  | Regional Domestic Product is more evenly spread across industries   | Breakdown provided in <a href="#">Taranaki Trends</a>  |
|  | Number of people involved in key target industries e.g. tourism; food production, renewable energy etc  | Breakdown provided in <a href="#">Taranaki Trends</a>  |
|  | Funding received as a result of a Venture Taranaki referral   | \$3,000,000*   |
| Increased enterprise capability and confidence                     | % of enterprises that report Venture Taranaki support has led to increased capability   | 75% (44.8% agree, 30.2% strongly agree)<br>VT Client Satisfaction Survey 2020  |
|  | % reporting enterprise better positioned as result of interaction with Venture Taranaki   | 70.3% (46.5% agree, 23.8% strongly agree)<br>VT Client Satisfaction Survey 2020  |
|  | % that report improved confidence after engagement with Venture Taranaki support  | 73.3% (49.5% agree, 23.8% strongly agree)<br>VT Client Satisfaction Survey 2020  |
|  | % reporting increased connectivity as result of Venture Taranaki interaction  | 57.4% (31.7% agree, 25.7% strongly agree)<br>VT Client Satisfaction Survey 2020  |
|  | Net Promoter Score of supported enterprises   | 45.1   |
|  | Number of people or enterprises who identify as Māori receiving support from Venture Taranaki   | 93 (9%), from a total 1061 contacts identified as clients during the 2020/21 year. 42% marked as non-Māori, 49% not stated.                                  |

\*In addition to funding facilitated directly by VT

Short-term outcome

Measure

Outcome 2020/2021 six months to end December

|  |   |   |
|--|---|---|
| Innovation is integrated into enterprise               | % that report increased innovation after engagement with Venture Taranaki support   | 58.1 ( 41.8% agree, 16.3% strongly agree)<br>VT Client Satisfaction Survey 2020 |
| Taranaki has a diverse and vibrant events portfolio    | Number of events across Taranaki that Venture Taranaki has supported either financially or in capability development            | 11 (8 MEF and Fringe Garden Festival, North Island Disc Golf and Colgate Games) |
|  | Number of those events that continue for 3 years, following funding/support   | 6   |
|  | Number of annual Major Events in Taranaki (as defined in the Regional Events Strategy)  | 5 funded YTD  |
|  | Ratio of events held in/out of New Plymouth that Venture Taranaki has supported either financially or in capability development | 8 in NP / 3 Taranaki wide   |
|  | Number of distinct sectors covered by events  | 6 (Food/sport/community/Concerts/Art/Gardens)                                   |
|  | Diversified portfolio of events as defined in the Regional Events Strategy  | achieved  |
|  | Number of meetings, incentives, conferences and exhibitions held in Taranaki annually   | Statistics being developed nationally. Implementation delayed due to COVID-19   |
| People choose to visit Taranaki                        | Annual visitor guest nights (Commercial accommodation)  | 48,666.67<br>ADP expressed as rolling average                                   |
|  | Visitor spend in Taranaki   | \$208m (-1.84%)<br>TECT MBIE  |
| Talent is attracted to, grown and retained in Taranaki | Working age population %  | 63%<br>Infometrics 2020 based on census projections                             |
|  | Working age population #  | 76,780<br>Infometrics 2020 based on census projections                          |
|  | Population # (and projections from Census)  | 124,600<br>Infometrics 2020 based on census projections                         |
|  | Population growth rate % (and projections from Census)  | 1.5%<br>Infometrics 2020 based on census projections                            |
|  | People living in Taranaki who were not residing in region 5 years prior   | 1.4% average annual change 2013-2018<br>Census 2018 population usually resident |
|  | Net growth in international migrants to the region  | 66 rolling annual<br>NZ.Stat  |

Medium-term outcome

Measure

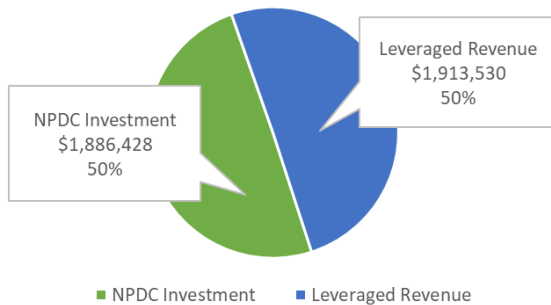
Outcome 2020/2021 six months to end December

|  |  |   |
|--|--|---|
| Enterprises, including Māori enterprise, start, grow, relocate and succeed in Taranaki | Number of enterprises that begin trading following VT support  | 54.6% (27.3% trading and profitable, 27.3% trading not yet profitable)<br>VT Client Satisfaction Survey 2020  |
|  | Number of enterprises who have increased their revenue in the year following Venture Taranaki interaction    | 50% increase/0% decrease/50% stayed the same<br>CRM FY202/21  |
|  | Number of enterprises who have increased their staff numbers one year following Venture Taranaki interaction | 24% increase/8% decrease/68% stayed the same<br>CRM FY202/21  |
|  | # of enterprise 'births' and 'deaths' - annual change  | Births 1472 (+8.15%) Deaths 1350 (-3.64%)<br>Census 2018  |
|  | Number of Māori enterprises registered in Taranaki   | 1239 total/846 NPDC/327 STDC/66 SDC<br>Census 2018  |
| An increase in the number of meaningful, secure and well-paid jobs                     | # people employed in highly skilled; skilled; semi-skilled and low-skilled jobs                              | 21538 (+2.2)/ 7045 (+2.9%)/ 8251 (+0.9%)/ 22196 (+1.3%)<br>Infometrics 2019   |
|  | % people employed in highly skilled; skilled; semi-skilled and low-skilled jobs                              | 36.5% (NZ 37.7%) /11.9% (NZ 13%) /14% (NZ13%) /37.6% (NZ 35.6%)<br>Infometrics 2019   |
|  | Employment by occupation of target occupations   | Target occupations to be established by the Regional Skills Leadership Group in 2020/21   |
|  | NEET Rate (Not in employment training etc)   | 17.9% (+19%) /NZ 11.9% (-1.7%)<br>2020 infometrics  |
|  | Employment rate; unemployment rate; participation rate   | 59,953 filled jobs (+1.4%), 4.9% unemployment (-2%)<br>2020 infometrics annual rate   |
|  | Median Incomes - households and personal   | \$96,514 mean household income (+2.9%) 2020 infometrics<br>\$58,400 median household income (NZ \$63,800)<br>\$57,378.40 personal earnings (NZ \$58,740) 2013 Census data |
|  | Number and growth of employment of those identifying as Māori in Taranaki                                    | 7,292 Māori employed in 2019. Growth rate av. 1.8% past 5 years.<br>Infometrics 2019  |
|  | Skill levels of those identifying as Maori in Taranaki   | Low skilled 54% (35% non-Maori), semi-skilled 14% (14% non-Maori), skilled 10% (12% non-Maori), highly skilled 22% (39% non-Maori). 2019 Infometrics                      |
| Increased tourism spending   | Tourism spend in Taranaki  | \$208m (-1.84%) 12 months to end Dec 2020<br>TECT MBIE  |
|  | Retail spend in Taranaki - \$ and % growth   | \$1,385m (YE Dec 2020) +0.08% on previous 12 months<br>MarketView   |
| Confidence in Taranaki and its economy   | Confidence in Taranaki and its economy   | Breakdown provided in <a href="#">Business Survey</a>   |

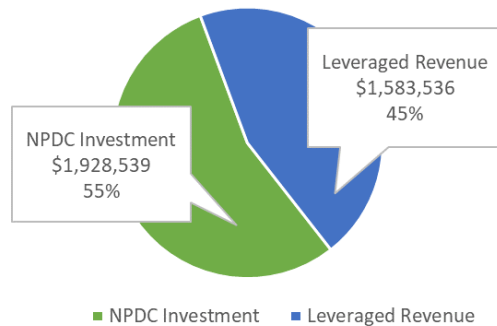
# Financial overview

| BUDGET SUMMARY           | 2020 – 2021 Year Actual |                 |                   |             | 2020 – 2021 Year Budgeted |                 |                   |             |
|--------------------------|-------------------------|-----------------|-------------------|-------------|---------------------------|-----------------|-------------------|-------------|
|                          | Total Revenue           | NPDC Investment | Leveraged Revenue | Expenditure | Total Revenue             | NPDC Investment | Leveraged Revenue | Expenditure |
| END OF Q2 2020-2021 YEAR |                         |                 |                   |             |                           |                 |                   |             |
| Total                    | \$3,799,958             | \$1,886,428     | \$1,913,530       | \$3,118,234 | \$3,512,075               | \$1,928,539     | \$1,583,536       | \$3,419,581 |

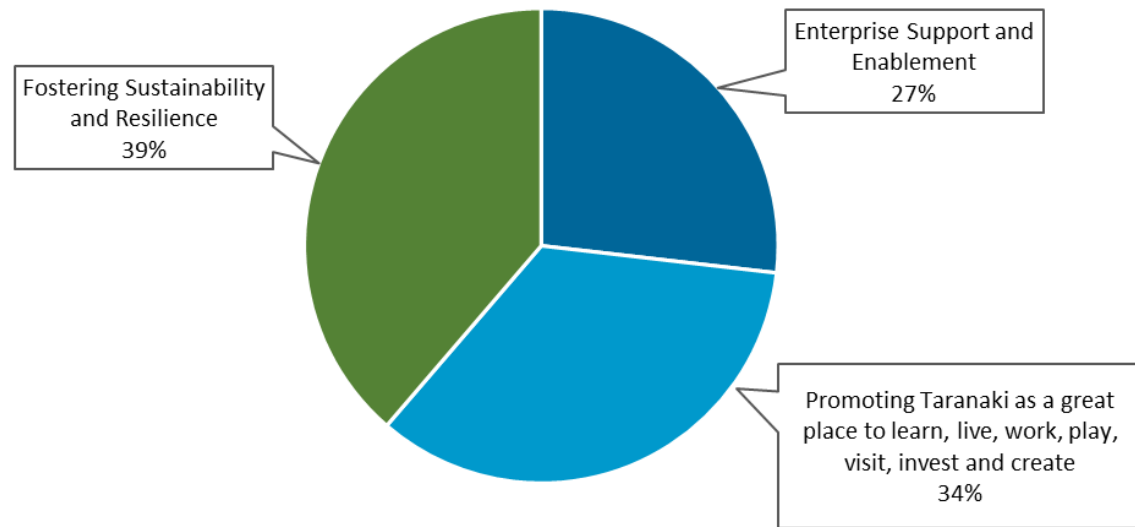
2020 - 2021 Year Q2 Actual



2020 - 2021 Year Q2 Budgeted



Year Investment of Effort Across the Impact Strategy





# venture

## TARANAKI

Te Puna Umanga

25 Dawson Street  
New Plymouth 4310

Tel. 06 759 5150

[www.taranaki.info](http://www.taranaki.info)