

Venture Taranaki Trust Quarterly Report



New Plymouth
District Council

Quarter Three
2019-2020



Wild for Taranaki and the Seachange Project host a field day on the Taranaki coast to survey coastal species prior to COVID-19 lockdown.

Message from the Chief Executive

Since we reported our Quarter Two results, much has changed in both the regional economy and its development agency.

The threat of Covid-19, and our nation's response to it, has been the defining feature of our recent times. While the move into the lockdown of Alert Level 4 came late in the quarter, the impacts were swift and significant.

Venture Taranaki's response was similarly swift, with the rapid development of a local professional services grant, support for enterprises to access government programmes and services, and a concerted communications campaign to ensure our enterprises remained informed, all while moving to remote working.

Reflecting the challenges and uncertainty that our enterprises are facing and feeling, demand for our services has been significant – our interactions with enterprises are up over 300% on a similar period last year.

Despite Covid-19 dominating the narrative since early March, the quarter saw very strong progress against our standard KPIs, the significant projects we are progressing under Tapuae Roa, and the Taranaki 2050 roadmap for our region.

The launch of the Branching Out food and fibre initiative and progression of a regional events strategy and investment prospectus - supported by the provision of comprehensive regional data – set strong foundations for the region's recovery from the lockdown.

Our work programme for the coming quarter will be shaped by Covid-19 recovery, focused in particular on ongoing support to enterprises and a tactical plan for our region's 'return to better'. The region can have every confidence that its development agency has the systems, the skills and the strategic focus to continue to leverage the region's strengths and strategy to support the best possible recovery for our enterprises, our economy and our community as a whole.

– **Justine Gilliland**





As of 31 March, Venture Taranaki had recorded 489 Covid-19 related interactions and enquiries. At the time of writing this report (14 May), this had increased to over 2900 interactions (more than triple the number we would ordinarily expect in the same time period).

Professional Services Support for Taranaki Enterprises: Local Fund

Venture Taranaki, working with funds provided by the three district councils, developed and launched a fund enabling Covid-19-impacted Taranaki enterprises to access \$400 of free advice from Taranaki professional services firms in the areas of financial management, human resources, legal and business continuity. Nearly 60 local professional services firms agreed to match the grant by contributing a further \$400 of in-kind time to eligible enterprises, meaning enterprises could access up to \$800 of free advice via this fund.

Developed in less than a week, the fund launched on Monday 23 March and has experienced steady demand. As of 31 March, 30 enterprises had accessed the fund, and at the time of writing (14 May), 382 Taranaki enterprises had taken up the grant. Several other regions around New Zealand have followed our lead, as has the TSB Community Trust in providing the same support for not-for-profits, and we shared our processes with them to assist their speedy roll-out.

Regional Business Partners (RBP) Covid-19 Funding

Early in March, in response to COVID-19, the Government announced \$4 million in additional funding nation-wide in support of New Zealand businesses, to be delivered through the Regional Business Partners Network. In Taranaki, the Regional Business Partner (RBP) is Venture Taranaki.

The RBP programme put in place 100% funding for eligible businesses. This fund enables businesses to work with approved providers (delivering approved advice services) on Covid-19 issues and challenges. Venture Taranaki's advisory team is utilising this fund alongside the local support fund. As at 31 March, three businesses had accessed this funding (\$5,600 of support), and at the time of writing (14 May) this had increased to 124 businesses which had accessed \$269,125 of funding support. This funding is now nearly exhausted (nationwide, with our region one of the first to fully exhaust it).



Recovery

In addition to providing support to enterprises immediately impacted by COVID-19, Venture Taranaki is working on the next stage – economic recovery planning.

These endeavours are focused on the following areas:

- Providing insight and analysis on impacts, needs and opportunities arising as Taranaki looks to move on from the current situation.
- Developing and launching a “Go Local” campaign, followed by a domestic tourism campaign.
- Providing regional facilitatory leadership, and communication/feedback to central government
- Recrafting /adjusting existing and draft action plans (T2050 and Tapuae Roa), adding a COVID-19 lens, and forming a regional recovery tactical (action) plan through to 2023.
- Supporting investment into and co-ordination and tracking across actions/projects.

Further Information

Venture Taranaki has been regularly delivering up-to-date information to the community regarding COVID-19 support.

This takes the form of electronic newsletters (Enterprise News and the Visitor Industry Update in particular), a Covid-19 specific section on www.taranaki.info, speaking at virtual business network events (since lockdown), creating webinars, working with local media and other support organisations, and utilising Venture Taranaki’s social media channels.

Venture Taranaki is also working to ensure that information is collected on issues and impacts, and fed back into government, to help shape thinking and ensure appropriate responses can be organised and delivered, and current support offerings refined according to that feedback. Venture Taranaki is also working with its counterparts around the country, sharing information and practices.

This includes surveying Taranaki enterprises to understand how they are impacted and what support they would be most useful to them, and commissioning, with NPDC, a report on the projected impacts of COVID-19 on our region.

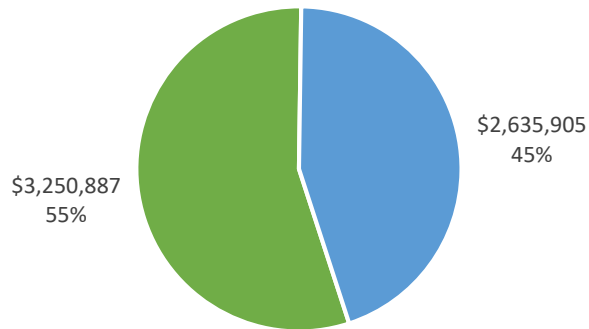
Financial overview

Budget Summary

End of Q3 2019-2020

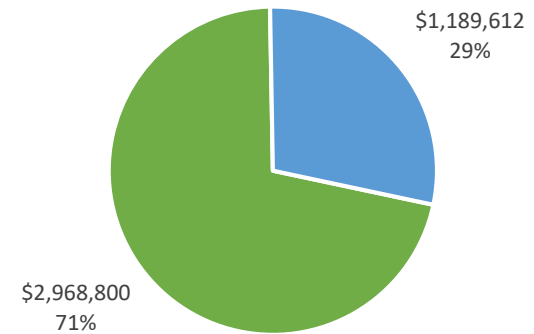
	2019 – 2020 Year Actual				2019 – 2020 Year Budgeted			
	Total Revenue	NPDC Investment	Leveraged Revenue	Expenditure	Total Revenue	NPDC Investment	Leveraged Revenue	Expenditure
Total	\$5,886,792	\$3,250,887	\$2,635,905	\$3,728,827	\$4,158,412	\$2,968,800	\$1,189,612	\$3,184,690

2019 - 2020 Year Actual



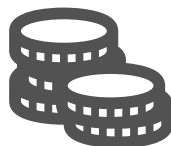
■ NPDC Investment ■ Leveraged Revenue

2019 - 2020 Year Budgeted



■ NPDC Investment ■ Leveraged Revenue

Promoting investment in Taranaki



Investment Advisor

A new investment advisor – Stephanie Laird – has been appointed to the Destination team. Stephanie is a chartered accountant and will be working with the Regional Strategy and Sectors, and Enterprise teams to facilitate investment and investment readiness for enterprises and projects.



Launch of the Investment Prospectus

Development of the investment prospectus is well underway, however the launch has been delayed until later in the year allowing the prospectus/website to be refocused on opportunities going forward as a result of COVID-19.

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>YTD</i>
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

Research and thought leadership



Championing innovation and sustainability

Planning for enterprise start-up and scale-up initiatives for 2020 are underway, including Idea Summit Taranaki 2020 progressed in Q3, with plans to widen the reach and impact of Idea Summit.

Venture Taranaki has also been assessing options for supporting the scale-up of new enterprises. With the arrival of Covid-19 Venture Taranaki's start-up and scale-up initiatives are being re-examined with a view to developing a solution that is useful in the current and forward environment.

Building on two very successful Taranaki Techweek events, Taranaki TechWeek 2020 planning was well underway in Q3, with a number of Taranaki partners working with Venture Taranaki to develop a substantive Techweek offering. As a result of Covid-19, the event has now been postponed until later in 2020 and is to be a virtual-only event. Venture Taranaki is currently working on an approach that will appeal to the Taranaki audience.

The release of Taranaki Trends has been postponed pending a content review in light of COVID-19. Both Taranaki Trends and the Taranaki Business Survey will be undertaken in Q4.

However, new additional regional economic monitoring in response to COVID-19 has been instigated. A webinar, hosted in association with Infometrics, was organised during Q3 (held April 8th) with 172 Taranaki business leaders and stakeholders registering.



<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>YTD</i>
Undertaking environmental scans and regional economic monitoring	Number of regional monitoring updates released	4	3
Championing innovation and sustainability	Number of initiatives targeting or supporting innovation and sustainability.	4	3

Research and thought leadership



Fostering sector diversification and growth

Energy and Industrial Group (EIG)

The EIG – which comprises circa 20 Taranaki aligned supply chain companies facilitated by Venture Taranaki – met twice during Q3, with key activities being:

- Continuation of support for the O&G and energy industry
- Securing a stand at the Water NZ Conference
- APPEA Conference – being part of the Taranaki/NZ pavilion

Food Industry

Initiatives commenced during Q3 included:

- Formalisation of a Food Taranaki network
- Food tourism development
- Auckland Food Show
- Announcement and formal commencement of the Branching Out food and fibre value chain diversification project (see project update)

Advancement of the first three of the above initiatives are currently under review in light of COVID-19.

Primary Sector

Venture Taranaki is assisting with the development of a farmer-led group focusing on advancing farming in Taranaki across a range of areas and collaborating on best practice.

Offshore Wind Report released

A new discussion paper released by regional development agency Venture Taranaki has highlighted offshore wind as an important energy opportunity for the region, and the nation (see project update).

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>YTD</i>
Fostering sector diversification and growth	Number of initiatives targeting sector diversification and growth	4	5

Research and thought leadership



Curious Minds Participatory Science Platform

Venture Taranaki had 30 different project ideas registered for its latest 2020 Curious Minds funding round. Six applications were submitted by the deadline on 18 March. Funding results will become public in the next couple of weeks. A second funding round is due to close on 22 April. The applications have come from throughout Taranaki, and will be announced in Q4.

Prior to the COVID-19 lockdown, the Seachange Surveys project, led by Wild for Taranaki, hosted a field event at the end of Ahu Ahu Road. This project entails scientists working with the local community to develop survey methods to monitor kaimoana stocks over time. The March survey focussed on Pāua abundance, which is an interesting area to investigate in Taranaki given our legal size limit is 35mm smaller than everywhere else in New Zealand.

A field event, for the PSP Seachange surveys project, led by Wild for Taranaki and involves scientists and community working together on a citizen science project that aims to support local communities in the monitoring of coastal species, primarily kaimoana (seafood), in their rohe moana (coastal area).



Research and thought leadership



Massey University Partnership

A major focus of Q3 for the Massey University BDM continued to be work on projects within the Food & Fibre sector workstream, including:

- Final stages of the Juniper Genetics project;
- Work within the Branching Out project (see project update);
- Co-organising a further Regenerative Agriculture event held in region 12 February and coordinating researcher interest relating to regenerative agriculture;
- Supporting the Farm Next Door project (the recipient of the inaugural Pivot: Enabling Innovation in Agriculture Research Award) and assisting two other applicants for the fund who are applying for alternative funding streams;
- Working with hemp fibre interests and 13 individual organisations with emerging food/fibre venture interests.

Q3 saw 12 new client companies utilising the Massey University partnership and work continuing to secure student summer internship resources for companies.



Seven Sharp at Venture Taranaki interviewing Massey University business development manager, Eve Kawana-Brown and Farm Next Door, entrepreneur/urban farmer, Carl Freeman, on their innovative, sustainable research project, which is attracting national attention.

Project update | Branching Out: Food & Fibre Value Chain

Branching Out is a two-year initiative that will investigate, explore, package, and potentially pilot new commercial opportunities which could add wealth for Taranaki's economy and help the region's food and fibre sector become more resilient, innovative and in-demand. It was officially launched during Q3 by Minister of Agriculture Damien O'Connor.

Key outcomes of the project will include:

- Commercial opportunity identification (10-12 prospects) and practical information.
- Enhanced investment confidence based on well-researched and clearly articulated new venture blueprints.
- Acceleration of the region's diversification into additional food and fibre value chains.
- Early stage pilots of growing and production ventures.
- Support networks for, and between, landowners and food manufacturers/marketers in Taranaki seeking to diversify food and fibre ventures.

During Q3 the steering group met, a project manager was appointed and initial work commenced.

The project aligns strongly with Tapuae Roa, as well as the Taranaki 2050 Roadmap.

Project funding has been secured from Taranaki's three district councils, MPI and significant in-kind support from VT, Massey University, New Zealand's CRI's and the private sector.

Further details here: <http://about.taranaki.info/Tapuae-Roa/Branching-Out.aspx>



Project update | Offshore Wind

Offshore Wind – An Energy Opportunity for Taranaki, was completed during Q3.

The report has found that locations off the Taranaki coastline, especially South Taranaki, offer promising potential for generating electricity from offshore wind, based on the strength of the wind resource and suitability from a bathymetric - water depth - perspective. Taranaki's deep experience in the marine energy environment also makes it a natural fit for this increasingly-deployed renewable energy source.

The paper highlights opportunities and hurdles in making such an option a reality for New Zealand, including the infrastructure and processes required, consumer demand and economics, the technologies involved, international developments, and the broad range of social, environmental, regulatory and other considerations which would need to be assessed in more detail to enable this new energy source for New Zealand to be developed.

The paper has garnered increasingly high interest in offshore wind, domestically and internationally.

Read the full report here:

<http://venture.taranaki.info/System/ISSUU-Embed.aspx?cid=19146623/77007441>



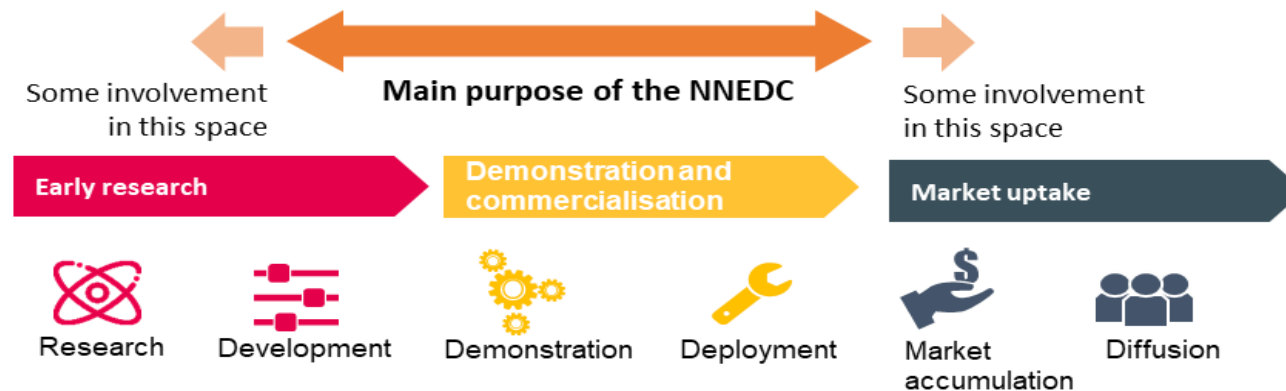
Project update | National New Energy Development Centre Establishment

The Venture Taranaki NNEDC Establishment Project made solid progress in Q3 with a legal entity model confirmed, board recruitment underway and a draft operating model and brand name in development. The CEO search also got underway. Positive stakeholder engagement continued, with a number of speaking engagements undertaken and upcoming.

COVID-19 impacts at time of writing (14 May) have led to some delays but the NNEDC is still expected to be established in mid 2020.

The goal of this national hub is to assist New Zealand's move towards a low emissions future through fostering a new energy ecosystem.

The core focus of the NNEDC is in the demonstration and commercialisation stage of the innovation lifecycle. It will bridge the innovation 'valley of death' by linking across the energy ecosystem and connecting with research and innovation to reduce the time, cost and risk associated with the development and commercialisation of energy technology.



Facilitating and connecting regional strategies

Taranaki 2050

In light of COVID-19 and a critical need to focus on recovery of our region, the pathway actions are presently being reviewed and potentially adjusted or refocused as well as reprioritized to ensure they support both a COVID-19 recovery and the long-term goals of the Roadmap.



During Q3:

The Food & Fibre Action Plan was completed and publicly released. View here:

<http://about.taranaki.info/Taranaki2050/Food-Fibre-TPAP.pdf>

Workshops for the Health and Wellbeing and Environmental Sciences pathways were held – six workshops in total.

The Transition Pathway Action Plans (TPAPs) for the above pathways, as well as Innovation/R&D, People & Talent, Arts, and Infrastructure & Transport are underway.

Tapuae Roa

Tapuae Roa has continued to make good progress implementing key projects aligned with its four futures and four foundations. Key items presently underway include:

- **The Taranaki Story** – which identifies and delivers key messages on the region's strengths, resilience and innovation; to underpin economic standing and growth goals.
- **Events Strategy** - Development of a Regional Event Strategy that expands from the current focus and is inclusive of a regional approach.
- **Investment Prospectus** - A profile of the emerging investment opportunities in the region over the next two to five years.

However, COVID-19 has impacted the above projects through changing the investment landscape, constraining the ability to undertake key activities (e.g. workshops, filming activities), and may potentially alter the regional messaging and positioning. A contractual extension is thus presently being sought.

The latest Tapuae Rua progress update is located here

<http://about.taranaki.info/Tapuae-Roa/Tapuae-Roa-Implementation/Tapuae-Roa-Action-Snapshot-March-2020.pdf>

Enterprise support and enablement



Prior to Covid-19 impacting Taranaki enterprises, demand was often generated from either the primary sector or the trades sector with enquiry predominately focused on financial planning, marketing, systems and processes, HR and strategic planning.

Venture Taranaki also employed a new Enterprise Advisor, Shaan Davis, during Q3. Shaan has now joined the team, and will work across Taranaki to support the business community.

He Toronga Pakihi ki Taranaki, the Māori Business Network of Taranaki, held it's quarterly networking hui on 5 March, hosted by GQ Lawyers and Venture Taranaki, attended by about 35 people.

Venture Taranaki board member Hemi Sundgren spoke alongside CE Justine Gilliland about the role of regional strategy and economic development in the small business economy. The next networking event had been scheduled for 4 June, but has been deferred due to the restrictions of COVID-19.

177

Referrals and connections between New Plymouth District people and enterprises, including those operating Taranaki-wide, for the nine months ending 31 March 2020.

4112

Client support engagements with New Plymouth District people and enterprises, including those operating Taranaki-wide, for the nine months ending 31 March 2020.

Activity	Measure	Annual Target	Q1	Q2	Q3	YTD
Enterprise Connection and Signposting	Number of referrals and connections made by Venture Taranaki staff	200	54	104	64	222
New Plymouth plus Taranaki wide			47	75	55	177
Enterprise Support	Number of support engagements	4000	1688	1460	2298	5446
New Plymouth plus Taranaki wide			1281	1138	1649	4112

Enterprise support and enablement



35 startup clients met in New Plymouth district in Q3, totalling **110** clients in the nine months ending 31 March 2020. A total of **137** startup clients met throughout Taranaki YTD.



735 new jobs listed in Taranaki in Q3, of which **646** in New Plymouth, and an average of **136** live jobs, of which **121** in New Plymouth.



13 mentor matches made in Q3, of which **11** were clients in New Plymouth, totalling **32** New Plymouth matches in the nine months ending 31 March 2020. A total of **36** mentor matches made in Taranaki YTD.

Enterprise support activities include, but are not restricted to;

1. enterprise advisory
2. start-up guidance
3. mentoring programme
4. Export Taranaki programme
5. talent services
6. investment ready support
7. innovation support
8. connections and signposting
9. Capability Development Voucher Scheme facilitation
10. research and development support and funding facilitation.
11. COVID-19 Enterprise Support Fund advisory and funding facilitation

Activity	Measure	Annual Target	YTD
Enterprise support	Breadth of enterprise support activity undertaken (number of different support initiatives)	5	11

Enterprise support and enablement



Covid-19 Enterprise Response

In response to Covid-19, Venture Taranaki has provided intensive support to Taranaki enterprises including introducing a Covid-19 specific grant (with support of the three district councils), and temporarily increasing the size of the Enterprise team to ensure timely response to enquiries and requests for assistance.

This support is helping enterprises navigate both the impacts of Covid-19 and the wealth of information that is available to enterprises regarding Covid-19 and support mechanisms.

Demand for VT's enterprise services has been very heavy as enterprises continue to reach out for support.

\$290,271.12

Capability Development Vouchers distributed throughout Taranaki in the nine months ending 31 March 2020.

\$180,052.87

Capability Development Vouchers distributed to New Plymouth enterprises in the nine months ending 31 March 2020.

\$1,872,855.80

Callaghan grants and funding distributed throughout Taranaki in the nine months ending 31 March 2020.

\$1,387,861.00

Callaghan grants and funding distributed to New Plymouth enterprises in the nine months ending 31 March 2020.

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>YTD</i>
Enterprise Support	The level of annual investment in regional businesses (subject to central government policy).	\$1m	\$1.9m
Enterprise Support	The level of annual investment in the management capability of Taranaki's small and medium sized businesses.	\$240K	\$290K

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



Visitor spend

- Visitor spend in Taranaki increased 5.65% to \$429m in the 12 months to end January 2020*.
- Visitor spend in New Plymouth district increased 4.47% to \$348m in the 12 months to end January 2020*.
- Visitor spend during the period Feb-March will be shared as it becomes available, and is likely to be included in COVID-19 industry updates.



Sources:

*MBIE monthly regional tourism estimates (MRTE)

Regional events strategy

The regional events strategy has undergone extensive consultation and is 90% complete. While the long-term strategy is sound, there will be an additional piece of work undertaken to fold in a planned pathway for the post-COVID-19 period.

Venture Taranaki recorded 218 engagements relating to this project to date, including 22 stakeholder meetings.

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>YTD</i>
Lead regional events strategy	Number of engagements related to the development and implementation of a regional events strategy	25	218
Destination promotion	Number of engagements with visitor industry operators (including local operators, other RTOs, national and international tourism agencies)	100	211

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



Major events funded

COVID-19 has severely affected the event industry. It is estimated up to 15,000 events across New Zealand have been cancelled or postponed.

The major impact for Taranaki was the cancellation of the Triathlon Festival one and a half weeks out from the event occurring, and going forward, the cancellation of the upcoming Right Royal Cabaret festival run by TAFT. It is unclear when events will be able to be re-established as this will be dependent on rules around mass gatherings plus the re-opening of international borders.

Venture Taranaki is working to ensure event organisers, as well as the wider ancillary sectors that benefit from events, are supported during this time. Planning for future events is still underway but it is likely to be a very different event landscape over the next 12-18 months.

To date, five events have been funded during the financial year:

1	AmeriCARna	February 19-22
2	WOMAD	March 13-15
3	ANBL – NZ Breakers vs Sydney Kings	January 17
4	PSP NZ Jetsprint Championship Round 5	March 8
5	Triathlon Festival (including the NZ Sprint Distance Champs, the Oceania Junior Championships and the Oceania Mixed relay)	March 28-29 CANCELLED DUE TO COVID-19

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>YTD</i>
Administer the Major Events Fund	Number of events funded in accordance with the criteria of NPDC's major events fund	4	5

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



Attraction campaign

An holistic attraction campaign is underway comprising three integrated focus areas:

- **Visitor** – launched November 2019
- **Live & Work** – launched February 2020 (but reduced due to COVID-19)
- **Investment** – on hold

The live and work section of the attraction campaign is based around positioning Taranaki as a viable and vibrant place to live for those considering relocation.

The campaign is planned to predominantly be delivered into Auckland and Wellington via social media – Facebook, Instagram and YouTube - at appropriate times of the day. The campaign is based on three concepts – commute times, work- life balance and cost of living.

Unlike the media strategy associated with the visitor component of the campaign, the work- live section is designed to generate a small number of interested respondents and to interact on a more intensive and ongoing basis with these respondents.

The creative and media schedules for the campaign have been developed and are on hold until it is appropriate to initiate the campaign.

Current messaging may also be amended slightly as a result of COVID-19.

Talent Initiatives

GM Enterprise, Michelle Jordan completed the chairing and facilitation of the 'International Education Working Group' for the new NZ Institute of Skills and Technology in Q3, with the group submitting a report to the Establishment Board. This report made a number of recommendations regarding the internationalisation model it proposed for the new institution and its subsidiaries.

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>YTD</i>
Destination promotion	Number of destination promotion campaigns	2	1
Facilitate talent attraction and retention	Number of talent initiatives	2	3

Client feedback

I just wanted to drop you a line to say thank you again for taking the time to host me while I was in Taranaki! I absolutely loved my visit to the region—the Egmont Bee Tour was a highlight, and it was really lovely to meet you as well! –
Journalist on media tour

We are booked in for another Zoom catch up next Monday and very much looking forward to it. Thanks again for helping me with my little business. –
COVID-19 support client

The coaching has given me a sense of direction for the business and a focus and a plan for targeting the customers who fit with what I am able to offer. –
Capability support client

*Thanks very much for our catch up yesterday - it was a great booster shot for me going into this year 🙌
Incredibly valuable notes and discussion thank you!.–*
Capability support client

What an amazing story telling from you and on behalf of Business Advisory services. Thank you. We are expanding our business and I would love to take the opportunity to meet with you. –
Entrepreneur from outside Taranaki

“(My mentor) is exactly what I need right now. I sometimes feel overwhelmed with everything. He’s helping me immensely. Since our first meeting I’ve taken another person on board and am currently in the process of restructuring my business. –
New Plymouth BMNZ client

“We have been using the Business mentor programme for around 3 years now. We have found this immensely beneficial to motivate us to grow our business in the right direction and keeping us focused on our goals to push forward. –
BMNZ client

Coming up in quarter four

- **Taranaki Trends**
- **Taranaki Business Survey**
- **Continuation of Covid-19 response and recovery activity and planning, including “Go Local” and domestic tourism campaigns**
- **Nearing completion of project to establish the NNEDC (expected completion in Q1 2020/21).**

venture

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