

# Quarterly Report

NEW PLYMOUTH DISTRICT COUNCIL

Quarter Four 2020-2021



**venture**  
TARANAKI  
Te Puna Umanga

# Message from the Chief Executive



*We will continue to build the momentum we now have in our region, leveraging our many strengths and driving our advantages home – Justine Gilliland*

**As we pull together our final report for the 2020/21 year, it is an opportunity for us to reflect on a (financial) year that has been full of variety. The outlook for Taranaki in June 2020 was grey, as we worked to recover the losses from COVID-19 lockdowns and level changes, and faced up to predictions of recession and unemployment potentially topping 10%.**

**By March of 2021, the economists had revised their predictions, and things have been looking a lot more positive. The construction sector in particular is booming, and we are now seeing skills shortages across many industries, from construction to agriculture to IT.**

At Venture Taranaki we've worked hard to maintain our focus on regional strategy throughout this period of change. Taranaki 2050 and Tapuae Roa have now been consolidated into a unified plan and the region is making good progress across the vast majority of actions.

Our food and fibre sector, always a cornerstone of Taranaki, has shown again why it is such a crucial part of our regional economy. Food and fibre sector exports from NZ are triple the pre-Covid value of tourism sector export earnings, and Taranaki is well-placed to leverage its many comparative advantages as a food bowl of New Zealand.

The cost of living remains an issue for many, with house prices at record highs, and the price of energy at near-record highs. New Zealand's reliance on gas remains critical and exploring low-emissions options for the gas

network are therefore key, with some excellent work underway on these. Further ahead, opportunities like offshore wind will take time to fully materialise in our region, but when coupled with a focus on what advanced sectors can achieve with abundant, low-emissions energy, the exponential change we need looks much more achievable. We'll have more on this when we release our Power to X work next quarter. In an energy context, focussing on low-emissions remains critical; focussing on whether an energy solution is renewable or not is limiting our options to address the critical emissions challenge.

Within this environment, Venture Taranaki continues its work, delivering PowerUp for entrepreneurs, shaping our Visitor Futures, and supporting our community and enterprises across the board. We were delighted to win the supreme award from Economic Development New Zealand (EDNZ) this year for the design and delivery of the COVID-19 Enterprise Support Fund, confirming our place as a leader and best practice organisation in the regional development space.

We will continue to build the momentum we now have in our region, leveraging our many strengths and driving our advantages home. At the heart of our work is improving the wellbeing of our people and environment, by growing resilient enterprises, economies and communities. With the collaboration of others, we will continue in our mahi in the year to come.

*- Justine Gilliland*



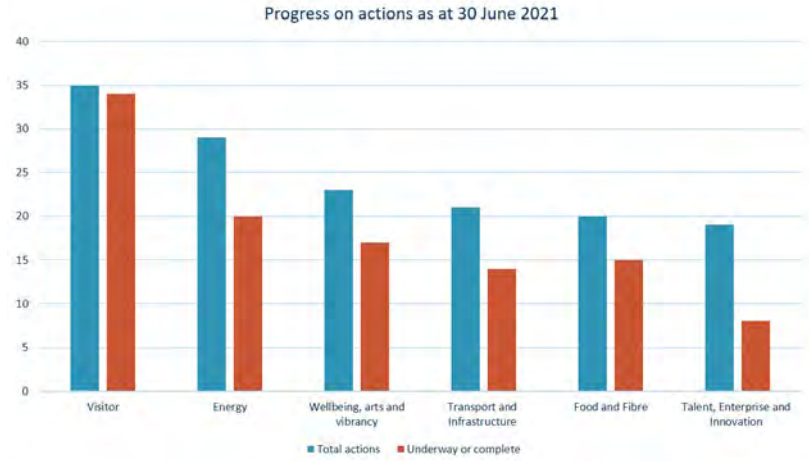
FACILITATING AND CONNECTING REGIONAL STRATEGIES

# Tapuae Roa and Taranaki 2050

A strategic focus of Taranaki 2050, Tapuae Roa and recovery work has been on creating one integrated regional framework and combined action plan. This also includes considering metrics to set a baseline. A workshop was held with Ngā Kaiwhakatere o Taranaki on 22 April, and an integrated plan has been developed.

### PROGRESS TO DATE

- The team has also worked on securing funding for FY2021/22 and developing a project plan for the next 12 months, to be agreed by Ngā Kaiwhakatere o Taranaki.
- Venture Taranaki secured \$120k of funding from MBIE for business case development across five different projects. The team has also supported Sustainable Taranaki to develop cases for progressing environmental behavioural change.
- Venture Taranaki is working with Kānoa (the new name of the Provincial Development Unit within MBIE) on potential areas of focus for the region to apply to the new Regional Strategic Partnership Fund.
- A graph showing progress in implementing Taranaki 2050 and Tapuae Roa actions is below (as at 30 June 2021).



## FOSTERING SUSTAINABILITY AND RESILIENCE

# Sector Diversification

### FOOD TOURISM STUDY

Stafford Strategy recently completed a report of food tourism possibilities in Taranaki. This report had a focus on Eltham and cheese tourism, as well as possibilities for the wider region.

The report identified nearly 30 different food tourism opportunities for the region. The opportunities were ranked based on criteria that considered cost, time and strategic value.

Venture Taranaki will continue to work with key stakeholders, such as South Taranaki District Council and Fonterra, as well as members of the food and fibre and visitor sectors, to consider next steps for this work.

### FOOD AND FIBRE NETWORK

Venture Taranaki hosted another Food and Fibre network event in May 2021. This event was part of our ongoing work to develop and grow the regional food and fibre network.

Approximately 40 members of the network heard from Pic Picot (of Pic's Peanut Butter) and Paul Newbold (Ozone Coffee Roasters) about their food journeys, including highlighting some of the challenges that their businesses faced as the grew.

The intention this FY is to run semi-regular events similar to this, inviting expert speakers to come and talk about specific aspects of the food and fibre value chain.

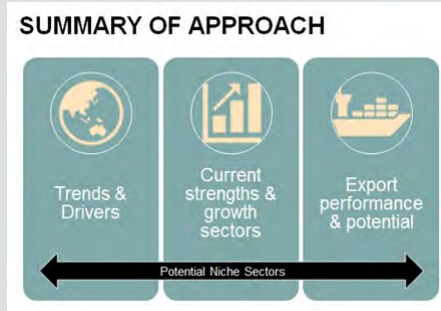


### NICHE SECTORS

During Q4 Venture Taranaki commenced an investigation into new niche sectors which could help to further leverage our regional strengths, support entrepreneurialism and foster high value specialisms which capitalise on our talents, resources, infrastructure and networks.

The above endeavours seek to enhance economic resilience in the region and ensure we are well placed to capitalise on future opportunities.

Consultancy Martin Jenkins has been commissioned to assist Venture Taranaki with this workstream – the outcomes of which will contribute to 21/22 business plan activities.



1. Food & Fibre network, including Food Tourism study
2. Engineering industry plan - see ETC update
3. Taranaki Land and Climate Assessment – reported in Q2
4. Agritech Roadshow – reported in Q3
5. Strategic Tourism Assets Protection Programme (STAPP) - see project update
6. Niche Sectors work - see update

Activity	Measure	Annual target	Total YTD
Fostering sector diversification and growth	Number of initiatives targeting sector diversification and growth	4	6

## FOSTERING SUSTAINABILITY AND RESILIENCE

# Sector Diversification

## VISITOR FUTURES

### Design and Refine: Workshop on 7 May 2021

As part of our STAPP funding (which focuses on supporting our visitor industry) an interactive workshop was held in Q4 as part of an extensive design thinking research report. Other elements included visitor interviews and trends analysis, applying a consumer centric future-focused lens to our visitor industry. The final report will be shared in Q1 2021/22.

This workshop was developed to provide an opportunity for a range of relevant organisations to shape thinking and ideas in the visitor sector.

We Create Futures gave an overview of their work to date, providing insights on future trends and plausible product development opportunities to take forward.

In groups we discussed some of the key trends and how this might help build a 5-year plan to prototype these initiatives.

The key concepts focus on; food, accessibility and inclusivity, aging population, and solo travellers.

The workshop was received well, and we have identified key stakeholders to engage in the next phase of this project to move into product development.

## BRANCHING OUT UPDATE

**Economic Assessment on a Range of Land Uses:** a report by The Agribusiness Group was submitted. Further opportunities have been identified and briefed.

**Sheep Diary Value Chain Report** was submitted – further work needed, and the consultant has a clear direction on this.

**Gin Botanicals Analysis** conducted by Massey University (Alton Gondipon) was submitted. This is likely to be extended to include an assessment on juniper.



*Design and Refine: Delegates attend the We Create Futures workshop on 7 May 2021*



## FOSTERING SECTOR DIVERSIFICATION AND GROWTH

# Championing Innovation

## ENERGY ACTION GROUP AND ENERGY PROJECTS

We have been working with action-focussed organisations from the regional energy sector to prioritise outstanding energy actions from Taranaki 2050 and Tapuae Roa.

The key priority for this group was to develop a discussion document and roadmap outlining Taranaki's energy transition and Power to X opportunities.

Sapere Research Group, with support from Absolute Certainty, have been contracted to deliver this work. We expect to have a final report completed by early Q1 2021/22.

Upon formation, the Energy Action Group agreed to work together on energy actions until 30 June 2021. Work is now underway to determine the future need, makeup and focus of this group.

In partnership with Federated Farmers and the TRC, VT has also commenced a project focusing on rural energy. Data relating to energy use on Taranaki farms has been collected, presented and discussed at a workshop held during Q4 which entailed a cross-section of local farmers, agencies and energy companies. The outcomes are presently being reviewed and next stage actions defined.

The Taranaki H2 Roadmap has also been updated during Q4 to showcase progress which has occurred since the launch of the original roadmap.



The Taranaki Catchment Communities (TCC) project report is now available on the Venture Taranaki website. [Click here to view and download.](#)

### Taranaki Catchment Communities

have been granted \$1.25 million from MPI to support individual catchment groups progress actions within their workplans over the next two years. This is half of what had been budgeted, but TCC is hopeful of securing further funding from other avenues.

VT will remain connected with this group and will provide advice and support where necessary. However, as TCC is now a formal entity, VT will no longer be responsible for managing the funding relationship with MPI.



1. Taranaki Catchment Communities - see update (left)
2. Regenerative Agriculture Workshops – reported in Q3
3. Auckland Food Show – reported in Q2
4. Sustainable Transport workshops – see Taranaki 2050 updates on page 2
5. Energy Action Group and Power to X, including rural energy - see update (left)

Activity	Measure	Annual target	Total YTD
Championing innovation and sustainability	Number of initiatives targeting or supporting innovation and sustainability	4	5



*The PSP funded Project Reef Life project from 2015-16 was showcased in a special exhibition at Puke Ariki in Q4.*

## FOSTERING SUSTAINABILITY AND RESILIENCE

# Curious Minds Participatory Science Platform

Two new projects were funded at the end of Q4:

1. **Soil Your Undies Taranaki** led by Enviroschools is a fun take on investigation into the health of our local soils by burying cotton undies to measure the effect of macro and micro inhabitants.
2. **Call of Litter Duty** led by Litter Action NZ is empowering schools to investigate where litter in their community comes from and what actions they can take to influence a reduction in litter ending up in the environment. Both projects are getting underway with schools in term three.

## PROJECT UPDATES

- A number of projects have made significant progress through Q4. Of recent note, Dr Linda Jones and Alzheimer's Taranaki have had great success exploring a place for virtual reality in dementia. Despite a few post-COVID hurdles, their research is proving how the value of utilising increasingly available technology can help improve cognitive function and quality of life for those with access needs. Participants have thoroughly enjoyed the exposure to virtual reality technology, highlighting that age is no barrier to participating in scientific research.
- A 2015 – 2016 PSP Curious Minds Taranaki project that successfully grew beyond the programme, Project Reef Life, has reached another milestone in opening their own interactive 'Reef Alive' exhibition at Puke Ariki Museum.
- The larger national level Unlocking Curious Minds is back for 2022 with applications opening in mid-July. Support will be provided to suitable Taranaki based initiatives seeking to apply.

## FOSTERING SECTOR DIVERSIFICATION AND GROWTH

# Massey University partnership

### FARMING TO FLOURISH

The Farming to Flourish project, funded by the Massey University/Bashford-Nicholls Trust funded Pivot: Enabling Innovation in Agriculture Award progressed, with a 'long lunch' held at Ōakura Saturday 01 May. This event brought together niche and smaller scale food producers who are involved in the project, for an information sharing and workshop day.

Massey, Beca and Ministry of Education partnered in bringing an event to Techweek2021 to highlight exciting and rewarding career opportunities for students in the Taranaki food & fibre sector, including engineering and sciences needed for future innovation in these sectors.

The event was attended by around 150 students, from 7 Taranaki high schools, with students and teachers noting the robotics and technology presentation by Massey's Prof Johan Potgieter as being especially inspiring.

[Click here to see the Stuff media coverage from the event.](#)

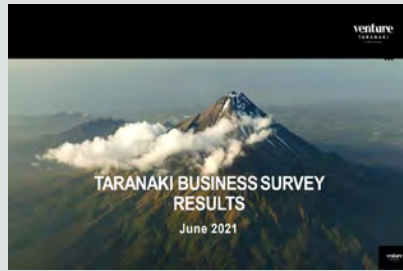


*Massey University Business Development Manager Eve Kawana-Brown speaking at the Farming to Flourish long lunch in Ōakura on 1 May 2021.*

### During Q4 the Massey-Venture Taranaki partnership worked across a range of initiatives, with a strong focus on:

- Our Food & Fibre sector, including Regenerative Agriculture-related projects (attending MPI Regenerative Agriculture hui in Wellington 6-7 April and supporting events and collaboration within the region during the quarter).
- Advancing juniper-related project work for 2021-2022, having been awarded Pivot funding 2020 in March. Identifying trees with berries throughout NZ and micropropagation work has been a focus for Q3.
- Contributing to the work of the Branching Out project, including undertaking research into other botanicals with market potential for the NZ gin industry plus other high value applications.
- Supporting connectivity of regional interests to National Science Challenges (NPDC, TRC and Massey researchers' application for Deep South National Science Challenge's 'Living With Uncertainty' funding for a climate change response-related project has progressed to a co-development phase, with other projects in region starting to connect to Our Land and Water and Biological Heritage Science Challenges).
- Having secured funding (\$250k) from MBIE's Vision Mātauranga Capability Fund in early April, work is now progressing with a harakeke spinning project. Massey and AgResearch are working with Te Kuiti-based Rangī Te Kanawa to develop spinning technology, which has potential to offer value in future to Taranaki interests.





Click the images to read the reports.

## REGIONAL INTELLIGENCE UPTAKE Q4 2021

### Trends Winter 2021:

80 downloads  
92 views

### Business Survey:

5 downloads  
36 views

### Page views:

998 Projects  
656 All reports  
632 Regional intelligence  
577 sector development  
328 Taranaki Trends page  
99 Business survey page

## REGIONAL INTELLIGENCE

# Undertaking environmental scans and regional economic monitoring

As part of the newly-launched Venture Taranaki website, there is a regional intelligence section, which provides access to the latest research and statistics, including both Venture Taranaki reports and curated content from Infometrics, Marketview, Stats NZ, MBIE and more.



## PUBLISHED REPORTS FOR JUNE 2020-JULY 2021

1. Taranaki Trends Summer 2020
2. Taranaki Trends Winter 2021
3. Taranaki Business Survey November 2020
4. Taranaki Business Survey June 2021
5. Building & Construction Sector Survey May 2021

Activity	Measure	Annual target	Total
Undertaking environmental scans and regional economic monitoring	Number of regional monitoring updates released	4	5

# Referrals and Engagements

## ENTERPRISE ADVISORY AND SUPPORT

Demand for support continues to be in high demand across the entire region, particularly North Taranaki, as Taranaki enterprises seek guidance, connections and funding to build capability, undertake research and development, and address challenges. For a growing number this means examining opportunities for growth.

Many are busy working to resolve human resource management capability that has been highlighted through COVID-19. Demand for succession planning, coaching and support has also increased as enterprise owners look to formalise arrangements for succession with family or employees, or they consider how to package their enterprise for eventual sale.

Supporting digital enablement, Venture Taranaki partnered with the national DigitalBoost programme to bring a workshop about digital enablement for small-to-medium sized enterprises during the quarter.

The majority of enterprises are positive about their respective sectors, while also reiterating that they are operating in often challenging circumstances.

Venture Taranaki has seen a considerable number of enterprises planning for growth, but also growing concern in relation to export markets and raw materials supply – freight, timing and pricing. There is a marked increase in awareness of the need to be well prepared for adverse events as the impacts of COVID-19 continue and for a far greater length of time than most imagined.



NUMBER OF CLIENT INTERACTIONS:

**17,770**

(55% INCREASE ON PREVIOUS YEAR)



REFERRALS AND CONNECTIONS:

**241**

(12.5% INCREASE ON PREVIOUS YEAR)

Activity	Measure	Annual target	Q1	Q2	Q3	Q4	Total
Enterprise connection and signposting.	Number of referrals and connections made by Venture Taranaki staff.	≥ 200	72	30	89	50	241
	New Plymouth plus outside Taranaki		64	26	63	41	194
Enterprise support	Number of support engagements	≥ 4000	4317	5804	2587	5062	17,770
	New Plymouth plus outside Taranaki		3,437	4,461	2,060	4,071	14,029

# Regional Business Partners capability funding



**RBP CAPABILITY  
DEVELOPMENT AND  
COVID-19 SUPPORT  
FUNDING ISSUED:  
\$1,484,703.75**

Compared to \$895,314.06 issued in 2019/20, an increase of 67%



Activity	Measure	Annual target	Q1	Q2	Q3	Q4	Total
Enterprise support	The level of annual investment in the management capability of Taranaki's small and medium sized businesses	≥ \$240,000 (all of Taranaki)	\$87,845.00	\$91,027.50	\$79,706.50	\$99,621.25	\$358,200.25
			Taranaki	Taranaki	Taranaki	Taranaki	Taranaki
			\$53,250.00	\$64,601.00	\$72,145.75	\$81,558.75	\$271,555.50
Enterprise support	RBP COVID-19 Business Support and Tourism Transition funding distributed in New Plymouth District	n/a	\$408,109.00	\$637,276.50	\$47,710.00	\$33,408.00	\$1,126,503.50
			Taranaki	Taranaki	Taranaki	Taranaki	Taranaki
			\$354,174.00	\$536,856.50	\$41,260.00	\$26,608.00	\$958,898.50
			New Plymouth	New Plymouth	New Plymouth	New Plymouth	New Plymouth

# Startups, jobs and mentor matches

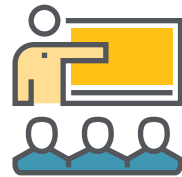
**Startup clinic attendance is increasing across the region.**

**Job listings are up significantly in New Plymouth district, and steady in Stratford and South Taranaki districts.**

Startup clinic attendance in Taranaki has increased by 68% for the year ending 30 June 2021, compared to the previous year. Most of this increase is in clinics held in New Plymouth, however there are attendees travelling to New Plymouth from both Stratford and South Taranaki districts as well.

Venture Taranaki made 41 matches in Taranaki with the Business Mentors New Zealand programme during the year, of which 34 matches were made in New Plymouth District. This is down from 51 total and 45 mentor matches for New Plymouth in the previous financial year.

The likely cause for this decrease is the availability of COVID-19 support funding, which has superceded some other programmes.



NUMBER OF STARTUP CLIENTS:

10



NEW JOBS LISTED:

2,826

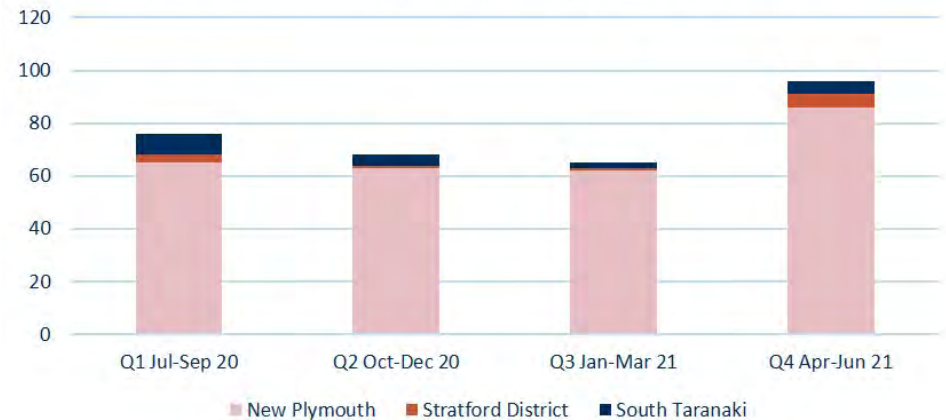
(7% DECREASE ON PREVIOUS YEAR)



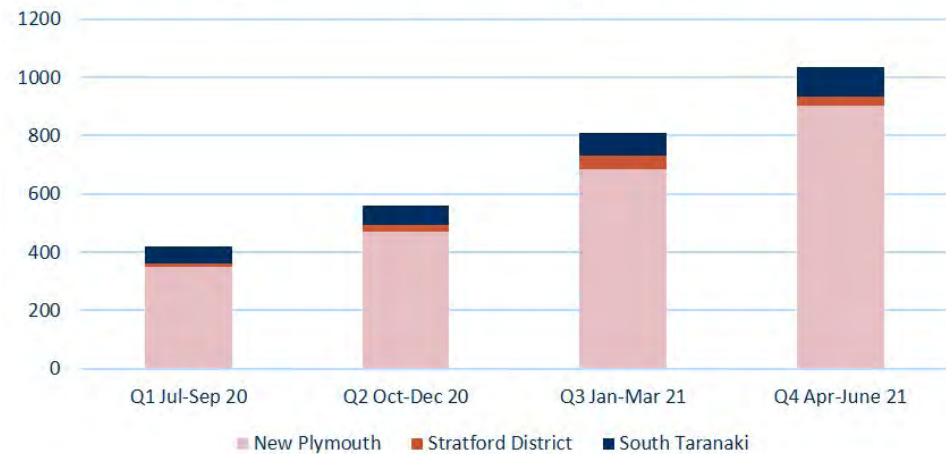
MENTOR MATCHES:

41

Startup clinic attendees in Taranaki July 2020-June 2021



New jobs listed in Taranaki July 2020-June 2021



## ENTERPRISE SUPPORT AND ENABLEMENT

# PowerUp

**PowerUp is all about growing, connecting, and supporting ideas and capability, and harnessing the expertise and passion required to develop Taranaki's entrepreneurship ecosystem.**

The PowerUp Ideas Competition journey started with the first phase, with over 70 registrations. Unfortunately we only had capacity for 50 participants – who attended eight capability building workshops. From here we made another call to the wider Taranaki public for submissions to the second phase of the Competition. Five finalists were chosen to progress through to receive crucial mentorship, seed funding, co-working space from Manifold and Johnson Corner spaces, and advisory support from our Venture Taranaki team and NZTE.

Glen Stephens and his startup Sol+Sea took out the top spot in the region's 2021 PowerUp Ideas Competition, winning \$10,000 to help take his idea to the next level.

PowerUp is not only the PowerUp Ideas Competition, but well beyond that. It focuses on 3 pillars:

- Grow (Capability and Enterprise Growth / Start-up e.g. Ideas Competition, Masterclasses)
- Connect (Collaborative effort throughout the region, supporting StartUp weekend and other activities within the ecosystem)
- Tell (telling the stories of our movers and shakers – entrepreneurs and innovators) An example is the successful PowerUp Podcast series presented by David Downs.



**Above: Enterprise Advisor Shaan Davis (left) with winners Zoe and Glen Stephens from Sol + Sea, and VT's GM Enterprise Michelle Jodan. Below: People's Choice winners Nanobubble (left), David Downs and Cathy Clennett present the final award (right).**



# Callaghan Innovation grants and funding

## Research & Development updates

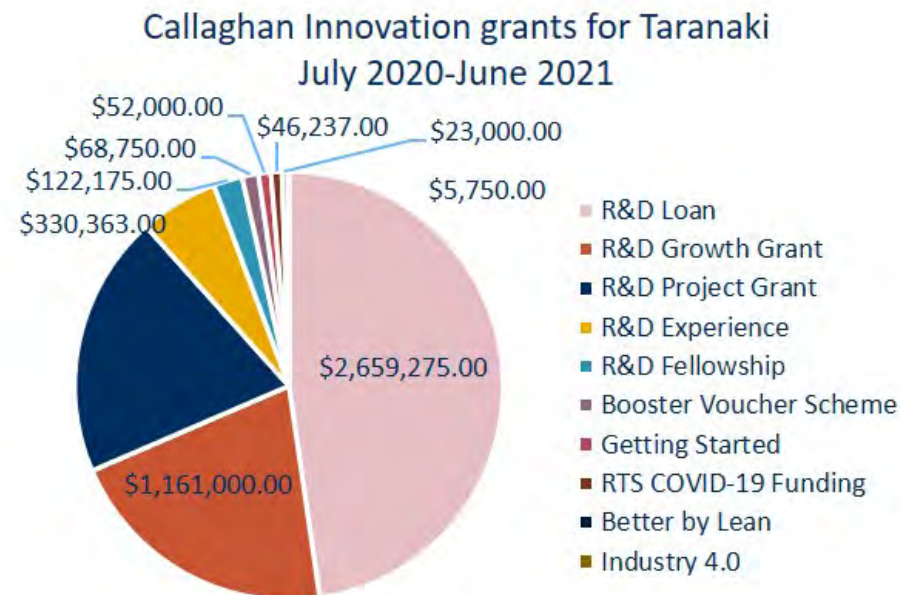
R&D activity across the region has been well utilised this year, with many enterprises taking advantage of the Booster Voucher Scheme, one of the COVID-19 support offerings from Callaghan Innovation.

Callaghan Innovation's research and technical COVID grant came to an end on the 30th June. This is where funding was available for COVID affected R&D businesses to engage with one of Callaghan Innovation's scientists, obtaining their advice and expertise for up to 200 hours. Venture Taranaki facilitated five businesses through this one-off funding process which resulted in a total of \$46,237.00 funding for the year end.

During the quarter Venture Taranaki staff have attended various training sessions for the R&D Tax Incentive, which is the Government's new flagship R&D funding scheme. Time was spent ensuring we understand the criteria, to ensure our Taranaki R&D clients have an initial point of contact.

The TechWeek event, Fantastic Tech People and Where to Find Them, involved promotion of the R&D student grants that are available with a specific focus on students studying IT. Local businesses learnt more about the student grants available and heard from a business who had received funding for a summer student and then went on to offer them permanent employment.

Callaghan Innovation, in partnership with Venture Taranaki, held a one-day lean workshop for local businesses wanting to improve the efficiency of their business operations. The workshop was sold out and Venture Taranaki are in the process of following up attendees to determine their future plans for business optimisation.



Activity	Measure	Annual target	Total
Enterprise Support	The level of annual investment in regional businesses (subject to central government policy)	\$1m	\$5.6m
	New Plymouth District funding allocated		\$5.4m



VALUE OF R&D  
GRANTS ISSUED TO  
TARANAKI ENTERPRISES:  
**\$5,574,986.04**



## ENTERPRISE SUPPORT AND ENABLEMENT

# Enterprise support activities

Enterprise support activities include, but are not restricted to;

1. Enterprise advisory
2. Startup guidance
3. Mentoring programme
4. Investment ready programme
5. Innovation support
6. Connections and signposting
7. RBP Capability Development funding facilitation
8. Research and development support and funding facilitation
9. COVID-19 enterprise support fund advisory and facilitation
10. Export Taranaki event
11. PowerUp (see project update)
12. Techweek (see project update)



**FUNDING RECEIVED  
FOLLOWING A VT REFERRAL\*:**

**\$4,754,000**

\*funding that Venture Taranaki staff have helped to facilitate, through referrals, connections, and application support. Does not include VT's own fund programmes or contracted projects.

Activity	Measure	Annual target	Total
Enterprise support	Breadth of enterprise support activity undertaken (number of different support initiatives)	5	12

ENTERPRISE SUPPORT AND ENABLEMENT

# Māori enterprise support

TE HONO

On 20 May 2021, Venture Taranaki co-hosted the Te Hono Māori Future & Tech Summit in New Plymouth, attended by more than 170 speakers, guests and taiohi (youth) from throughout New Zealand. Speakers included Sir Ian Taylor, Dr Ganesh Nana, Cameron Bagrie and other panellists.

HE TORONGA PAKIHI KI TARANAKI

Venture Taranaki has continued to support the Māori Business Network of Taranaki throughout the financial year, following the forming of an independent trust in 2020. In Q4 Venture Taranaki co-sponsored a networking event at the Novotel in New Plymouth, attended by more than 50 people with guest speaker Tania Pouwhare sharing learnings and successes with Auckland City Council where a social procurement policy gives a percentage of Māori and Pasifika businesses options to provide services and goods.



He Toronga Pakihi ki Taranaki trustees with guest speaker Tania Pouwhare (far left) at their networking event in June.



7%

OF VENTURE  
TARANAKI CLIENTS  
ARE MĀORI\*

\*Clients who accessed Venture Taranaki services during the financial year ending 30 June 2021.

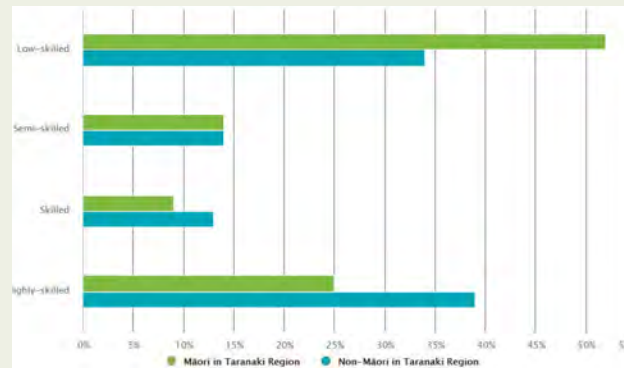


8.3%

OF BUSINESS OWNERS  
IN TARANAKI ARE  
MĀORI\*

\*Census 2018 data from [NZ.Stat](#)

MĀORI SKILL LEVEL 2020



EMPLOYMENT GROWTH



The total number of Māori employed in Taranaki has risen over the five years to 2020 from 8,805 to 9,758. The average growth rate during the last five years was 2.1% pa. Non-Māori employment rose by 0.6%pa over the same period.



## ENTERPRISE SUPPORT AND ENABLEMENT

# Events & Awards

### EDNZ AWARD

Venture Taranaki was acknowledged for excellence in Economic Development, taking out the Supreme Award, as well as the category award for Business Support Recovery Initiative Award, at the May 2021 Economic Development New Zealand (EDNZ) Gala Awards, for its Taranaki COVID-19 Professional Services Grant Programme.

The VT-initiative was funded by the three Taranaki district councils, allowing VT to make small grants of up to \$400 available to Taranaki small-to-medium enterprises, giving immediate access to much-needed professional advice to help to navigate the impact of COVID-19. The grant amount was then matched by Taranaki professional service providers who offered an additional \$400 worth of support in kind.

While the amounts were only small, they had a huge impact for many enterprises. In a time of severe uncertainty and vulnerability, before central government support was available, the grant enabled enterprises to prioritise and make decisions providing them with the support needed to start resolving the challenges so many of them were facing.

### TECHWEEK 2021

Techweek 2021 was back in Taranaki in May, showcasing innovation and technology happening in our region. Venture Taranaki was proud to be the curator for the fourth year running and support a wide range of free events – from environmental tech and business digitisation, to the future of energy, tech for seniors, cool hands-on displays of clean energy robots and much more, there was something for everyone. This year we also had a Tech Hub space in central New Plymouth where you could chat with the Venture Taranaki team, watch Techweek TV sessions or find out more about tech and education for example.

Techweek is a fantastic platform to amplify New Zealand's unique and inspiring innovation stories, and Taranaki proudly showcased once again our innovative spirit and long tradition of game-changing ideas.



*Above: (from left) Venture Taranaki's Nadia Phillips, Natacha Dunn, Justine Gilliland and Michelle Jordan accept the Business Support Recovery category award on behalf of Venture Taranak. Below: TechWeek Taranaki events.*



PROMOTING TARANAKI AS A GREAT PLACE TO LEARN, LIVE, WORK, INVEST, PLAY, VISIT AND CREATE

## Taranaki Story

**The Taranaki Story was launched to the public on 28 May. Prior to this, a partners and stakeholders pre-screening was run on 25 May, and attended by over 250 people.**

The launch strategy centered on engaging those who had been a part of the development of the story, and empowering them to become story champions and advocates. With over 400 people contributing in some way, through workshops, as talent, case studies, or advisers and partners, this gave us a diverse group of stakeholders.

By undertaking a pre-screening, we were not only able to thank those who had been involved, but also share with them the assets, and launch to a test audience; spreading excitement and organic word of mouth for the public launch.

By the time we launched on 28 May, we had received an overwhelming amount of positive feedback, and people were counting down to having access to the tools.

To promote the story within Taranaki as well as across NZ we ran a launch campaign that included media, our own channels, partner channels, Stuff digital, and NZ Story channels. We were also able to utilise existing media partnerships across a local magazine 'Whenua' as well as nationally through NZ Entrepreneur.

We continue to promote the story and the supporting assets across our social channels.

The launch was hugely successful. At launch, we had over 3,000 visits to the website, and seven days after launch, we had already received 41 user registrations (to download assets you need to sign up, although everything is freely available – this is for copyright and use agreement purposes only), and over 164 asset downloads.



*Above: Tongaporutu and Taranaki Maunga; one of the downloadable assets launched as part of the Taranaki Story.*

*Below: The pre-screening launch on 28 May 2021.*



PROMOTING TARANAKI AS A GREAT PLACE TO LEARN, LIVE, WORK,  
INVEST, PLAY, VISIT AND CREATE

# Identifying & facilitating investment opportunities

## IDENTIFYING OPPORTUNITIES

1. Initial Due Diligence with private company seeking investment
2. Launch of the Investment prospectus
3. Investment Pipeline
4. Offshore Wind forum
5. Avocados: The Taranaki Opportunity
6. STAPP Design Thinking workshop (see project update)

## 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.
5. Co-hosted NZTE Raising Capital for International Growth Game Plan workshop.



The NZTE Raising Capital for International Growth Game Plan workshop was a co-hosted event held at Venture Taranaki in New Plymouth on 20 May 2021. This involved 16 participants, along with three local panellists, three NZTE facilitators and three facilitators from New Zealand Growth Capital partnership.

Topics included: Growth Plan, Capital Strategy, Preparation, Connections, Deal and Post.

Activity	Measure	Annual target	Total
Identifying opportunities to attract investment into Taranaki	Number of engagements related to attracting investment to Taranaki	5	6
Facilitating opportunities for investment into Taranaki	Number of engagements related to facilitating opportunities for investment in Taranaki	5	5

"Thanks for having me. It was great hearing from all sides of business. I loved catching up with others who were starting and looking for r&d budgets to those who had the funds to develop. Great networking and valuable insight. You were a fantastic host. Thanks for making it happen. It was the best event I've been involved in with Jobhop to date." – Job Hop, Stratford attendee



## Visitor promotion initiatives

Two visitor promotion campaigns were undertaken in Q4, bringing the total for the year to twelve.

1. The Café
2. Wellington Regional News
3. "Always On" Google adwordscampaign
4. Stuff "Back Your Backyard"
5. Visiting Friends and Family (VFR) campaign
6. Just Around the Corner digital campaign
7. Out of Region summer events promotion
8. Taranaki Like No Other Consumer newsletter
9. Mike Yardley familiarisation visit
10. Summer events out-of -region promotion

### New for Q4

11. Neat Places partnership (see update next page)
12. STAPP out-of-region media activity launched

**PLAN YOUR OWN TARANAKI ROADTRIP**

Just around the corner is a region like no other.  
Soak up the spectacular natural wonders and world-class modern art.  
Feast on tantalising local fare, enjoy unique events, roam the endless tracks and trails. With so much on offer all year round, there is something here for everyone in Taranaki.

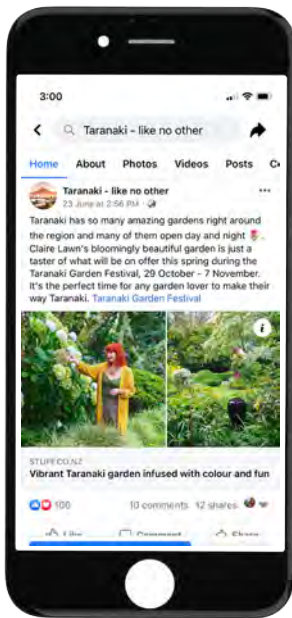
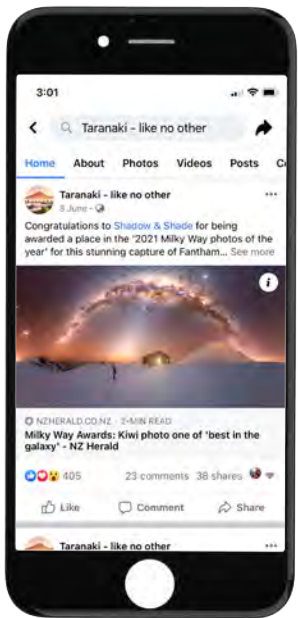
**WHAT'S ON THIS WINTER**  
Right Royal Cabaret Festival and Puke Ariki Festival of Words – 29 July-1 August

**TARANAKI**  
like no other

*It's just around the corner!*  
taranaki.co.nz/visit

Half page ad placed in the winter edition of NZ Motor Caravanner magazine as part of the STAPP out-of-region campaign.

Activity	Measure	Annual target	Total
Lead regional events strategy	Number of engagements related to the regional events strategy (now complete)	25	98
Destination promotion	Number of engagements with Visitor Industry Operators	100	3294
	Number of destination promotion and attraction initiatives	2	12



PROMOTING TARANAKI AS A GREAT PLACE TO LEARN, LIVE, WORK, INVEST, PLAY, VISIT AND CREATE

# Visitor strategic partnerships

## NEAT PLACES

On 21 June a series of five features written by Neat Places went live. This piece of work was commissioned by Venture Taranaki and will roll out over the next three months (June, July and August) across the Neat Places website and social channels.

Neat Places is an online exploration guide to New Zealand. Their platforms showcases and connects people to places around NZ by taking them off the beaten track to uncover unique things to do, see and eat. Through their curated and easy to follow itineraries and directories, they show other keen travellers how to do the same.

A Neat Places writer and photographer visited Taranaki earlier in the year and has written five different features.

- Taranaki Bakers, Makers, Brewers and Roasters
- Taranaki Art & Eating Guide
- Taranaki Walks & Food Guide
- Where to eat and drink in New Plymouth
- Taranaki 48 Hour Guide

**Note:** There will also be a bonus guide to summer events published later in the year. Along with the articles, a minimum of 25 social posts will be shared across the Neat Places channels over the three-month period. This initiative is made possible through the STAPP funding and is one of the activities Venture Taranaki is facilitating to attract visitation and further promote our wonderful

## PROMOTING TARANAKI AS A GREAT PLACE TO LEARN, LIVE, WORK, INVEST, PLAY, VISIT AND CREATE

# Media coverage

### PRINT ADVERTISING AND MEDIA FAMILS

- Stuff – Winter insert: Just around the corner winters warmer – two-page spread advertisement showcasing the Taranaki region.
- Capital Magazine (Wellington): Capital Magazine Banner advertisement (May/June pub)
- Scout Magazine: ¼ page advertisement (June pub)
- TAFT Right Royal Cabaret Programme: two-page advertisement
- New Zealand Motor Caravanner: ½ page advertisement June/July edition
- Destination NZ Magazine: Banner advertisement and media famil – 2 page feature on Taranaki

### DIGITAL

#### 1. Christchurch:

- First of burst of STAPP-funded social media activity targeted to the new Christchurch audience during May/June
- Second burst social media activity retargeting Christchurch audience - June/July

#### 2. Drive and flight journey audiences

- Burst 1 Social media advertising targeting drive and flight target 50+ audiences in BoP, Manawatu, Waikato, Auckland X4 weeks early May - June
- Burst 2 Social media advertising and retargeting of drive and flight target 50+ audiences in BoP, Manawatu, Waikato, Auckland X4 weeks during June



### MCCAWS ON TOUR

Gemma and Ritchie McCaw had a weekend in Taranaki in June, where they enjoyed a range of activities including bushwalking and surfing.

The visit was facilitated as part of VT's Tourism New Zealand partnership.

Coverage of the Taranaki trip can be found [here](#).



### CUISINE MAGAZINE

Taranaki eateries and food producers received extensive coverage in the winter edition of Cuisine magazine.

PROMOTING TARANAKI AS A GREAT PLACE TO LEARN, LIVE, WORK,  
INVEST, PLAY, VISIT AND CREATE

## Major Events Fund

Seven events were contracted during Q4, bringing the total contracted during the financial year to 16.

Events funded in the 2020-2021 financial year		
1.	Feast Festival Taranaki plus event development	Oct 30-Nov 16 2020
2.	Super Smash T20 Cricket (Central Stags)	30-31 Dec 2020
3.	TSB Festival of Lights	Dec 2020-Jan2021
4.	Jennian Homes Charles Tour Taranki Open	Oct 15-18 2020
5.	Steelformers Around the Mountain Relay	Nov 6-7 2020
6.	Synthony	Jan 23 2021
7.	Tastes and Tales	15-16 May 2021
8.	NZ Tattoo and Art Festival	27-28 Nov 2021
9.	Tri NZ North Island Sprint Distance Championships	March 28 2021
10.	Taranaki Garden Festival	Oct 29-Nov 7 2021
11.	AmeriCARna 2022	Feb 22-26 2022
12.	Fringe Garden Festival	Oct 29-Nov 7 2021
13.	Right Royal Cabaret festival	Jul 29-Aug 1 2021
14.	Steelformers Around the Mountain Relay 2021	Nov 5-6 2021
15.	RESET	Nov 4-14 2021
16.	Coastal Five	Nov 21-22 2021

Activity	Measure	Annual target	Total
Administer the Major Events Fund	Number of events funded in accordance with the criteria of the NPDC's Major Events Fund	4	16



MAJOR EVENTS IN  
TARANAKI HELD IN  
2020/21:

9

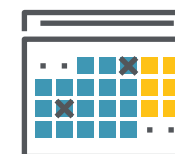


EVENTS IN TARANAKI  
SUPPORTED BY  
VENTURE TARANAKI:

31



DIVERSE  
PORTFOLIO OF  
EVENTS



MICE\* IN TARANAKI  
SINCE MARCH 2021:

51

\*MEETINGS, INCENTIVES,  
CONFERENCES AND EXHIBITIONS

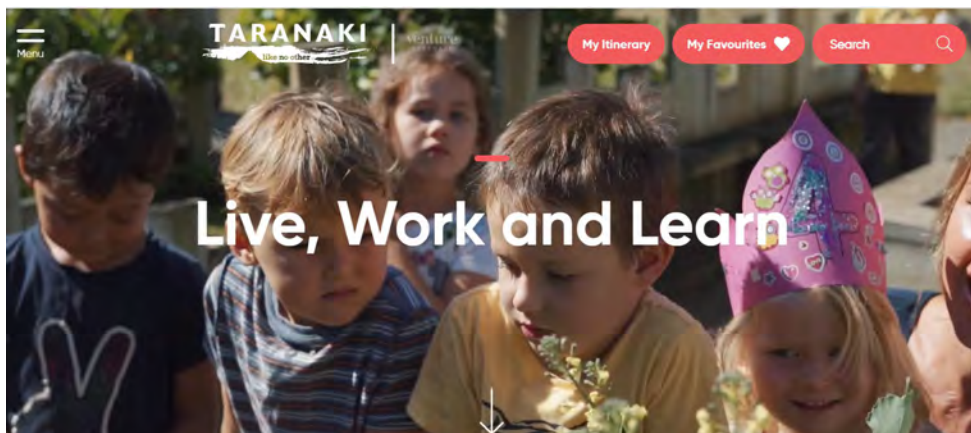
## Talent attraction

**Five talent initiatives were undertaken during Q4, bringing the total for the financial year to 12.**

Employers are reporting skill shortages across the board, with enquiries coming in food and fibre, hospitality, construction, professional services, IT and Surveying sectors.

The Live/Work campaign went live in June. The campaign is focused on Auckland and Wellington, and people actively seeking to return to New Zealand. The focus is on skilled people in their mid-career. We have ad enquiries filter through to staff asking more specific questions and wanting to connect with local firms. These have been in areas where there are skill shortages.

The intention is to expand on the campaign in 2021/2022 to include sector specific case studies and profiles.



The Live, Work and Learn section was the top performing page on the Venture Taranaki website in Q4. Views went from **536** in May to **4,859** in June, once the Live/Work campaign went live.

Online visitors are from: USA, Australia, Auckland, Hamilton, Dannevirke and Christchurch.

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.
6. Educators and Enterprises – two days of taking teachers to industry in North and South Taranaki. (Collaboration with Ministry of Education and Taranaki Futures). Attended by 31 teachers and visited nine enterprises.
7. R&D Student Intern event; celebration of working in Taranaki over the summer.
8. Construction sector survey.
9. BCITO on workforce planning: workshop
10. Federated Farmers, INZ and MSD "Rural Talent" - VTT worked with these agencies to bring farmers in the room to discuss pending visa changes and support for finding farm staff.
11. Live Work Campaign
12. Tech week event - in collaboration with Summer of Tech to discuss options for student interns.
13. Co-chairing Interim Regional Skills Leadership Group meetings throughout the financial year.

Activity	Measure	Annual target	Total
Facilitate talent attraction and retention	Number of talent initiatives	2	13



# Impact analysis and Client Satisfaction Survey

## CLIENT SATISFACTION SURVEY

Venture Taranaki conducts an annual Client Satisfaction Survey (CSS), which goes out to all those who have accessed Venture Taranaki programmes and services within the financial year. The survey runs in early July, and the full results are attached as an appendix to this report. The CSS helps us to measure progress against the outcomes detailed in our Statement of Intent.

The CCS is part of Venture Taranaki's commitment to continuous improvement.



NET PROMOTOR SCORE

23



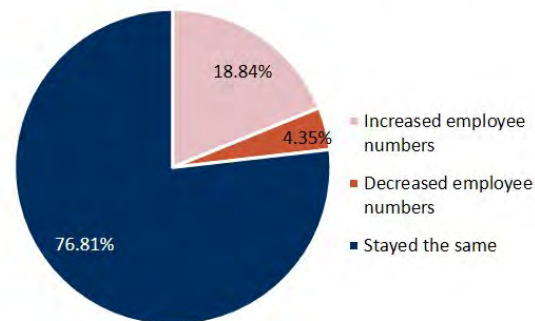
CLIENT SATISFACTION

93%

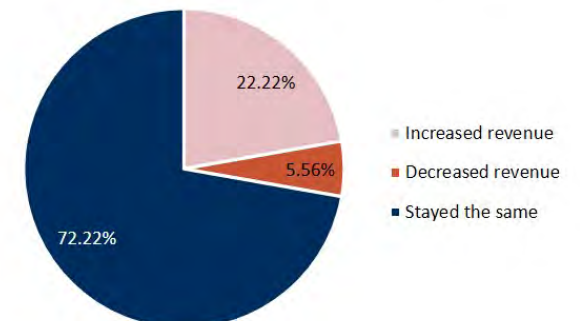
## IMPACT ANALYSIS

Venture Taranaki staff engage with Taranaki enterprises in a number of ways, and part of this engagement is understanding the impact that our support has in helping enterprises grow and thrive. One of the ways we measure these impacts is by collecting information directly from client enterprises about their revenue and employee numbers, and recording any changes over time. Whilst these changes are due to multiple factors, of which Venture Taranaki support is just one, it still helps to provide a gauge of how our clients are doing.

Employee number change within 12 months of engagement with Venture Taranaki



Revenue change within 12 months of engagement with Venture Taranaki



# Feedback



*"Just a quick email to congratulate you and your team on an amazing evening, it blew my socks off. Fabulous just fantastic the synergy that was promoted by your hosts was a whole other level, I've never ever experienced a business class like it.*

*Please pass onto your team a heart felt massive thank you for the course and all the support and encouragement, while I wasn't surprised I didn't make the final cut I still gained so much." - PowerUp attendee*

*"Thank you, it really meant a lot to me that you could make the time. I'm glad you enjoyed our chat, I also learned a lot. I will contact Kayleen to proceed with the Business Mentor allocation. I am really excited to explore this and meet someone who can support me."*

*- Business Mentoring client, New Plymouth*

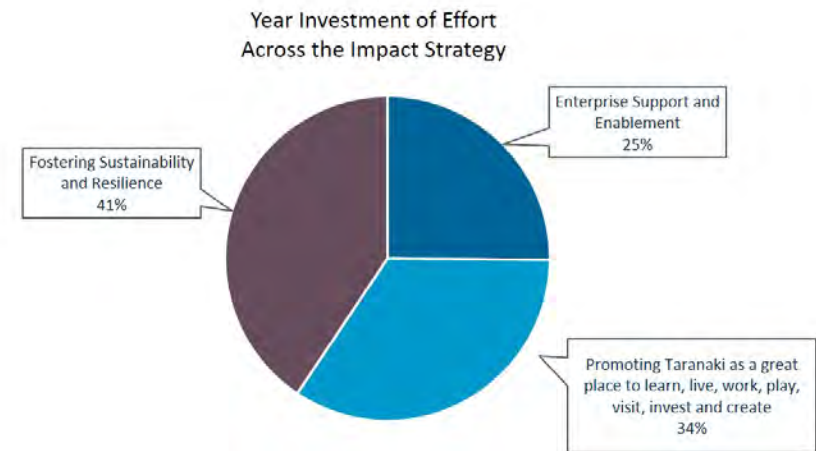
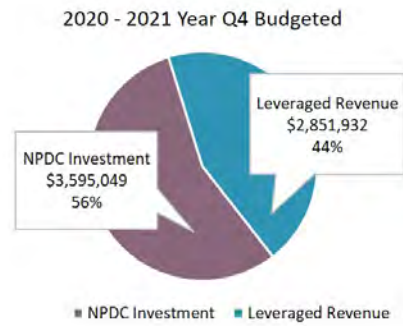
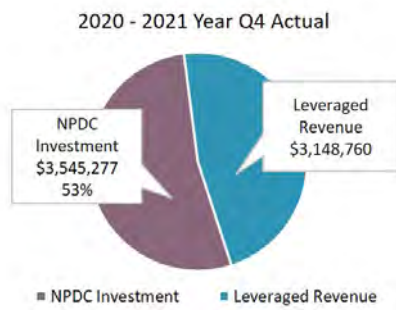
*"Thanks for much for your time last week and for helping me focus our passion project better. We have been working on the action plan and setting concrete smart goals. They're really coming along and we'll have something set in stone in the next week. I certainly see the value in this and will help us move with confidence in future, so thank you for your guidance here!" - Enterprise advisory client, New Plymouth*

*"The Callaghan Grant system works very well and is well managed. Support from local Venture Taranaki is a fantastic resource. The end of season social evening organised by Venture Taranaki and sponsored by Massey University was an excellent event to showcase the grant and the benefits that both industry and the students get from the experience grant." - Callaghan Student grant client, New Plymouth*

*"The Callaghan Grant system works very well and is well managed. Support from local Venture Taranaki is a fantastic resource. The end of season social evening organised by Venture Taranaki and sponsored by Massey University was an excellent event to showcase the grant and the benefits that both industry and the students get from the experience grant. - Callaghan Student Grant client.*

*"We started the Powerup Programme at the perfect time in our businesses startup phase, so it enabled us to refine and validate key aspects of the business. Being a purpose driven business, it enabled us to create a single minded and differentiated brand proposition and brand model, including our messaging, tone of voice, personality, and brand pillars for content. Essentially creating a core target consumer profile and trial group which we tested and surveyed this messaging on to validate our products, ideas and key messages. The Powerup Programme helped us develop and execute this process with the help of the facilitators and mentors." - PowerUp finalist*

# Financial overview



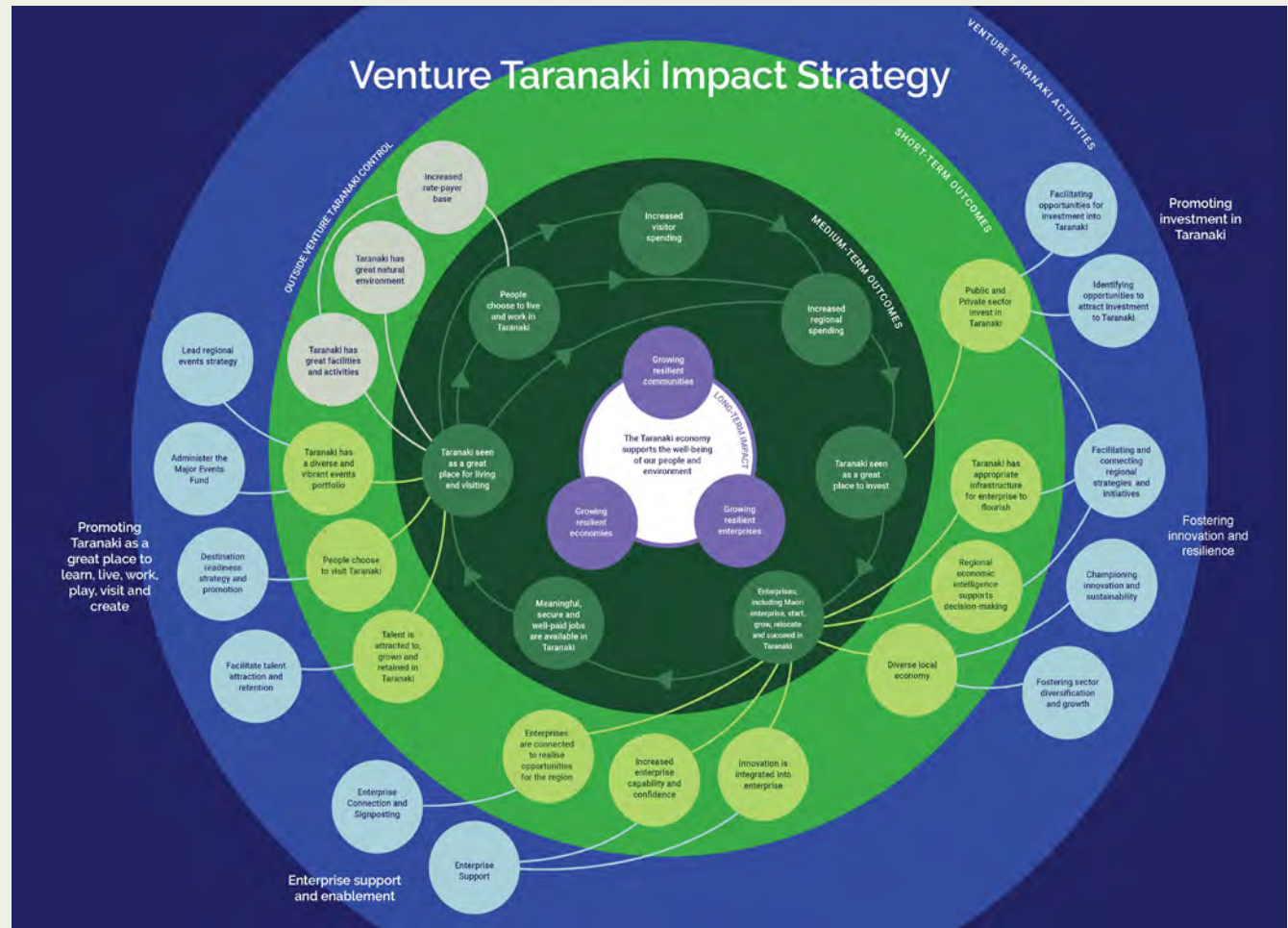
BUDGET SUMMARY	2020-2021 Year Actual				2020-2021 Year Budgeted			
	Total revenue	NPDC investment	Leveraged revenue	Expenditure	Total revenue	NPDC investment	Leveraged revenue	Expenditure
End of Q4 2020-2021 year								
Total	\$6,694,037	\$3,545,277	\$3,148,760	\$6,749,376	\$6,446,981	\$3,595,049	\$2,851,932	\$6,440,476

# 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.



# Short-term outcomes

Short-term outcome	Measure	Outcome 2020-2021 12 months to end June
Public and private sector invest in Taranaki	% that report increased investment after engagement with VT support	52%: Client Satisfaction Survey page 7
Taranaki has appropriate infrastructure for enterprises to flourish	Enterprises rank Taranaki infrastructure at least 7 out of 10	65%: <a href="#">Taranaki Business Survey June 2021 page 19</a>
Regional economic intelligence supports decision-making	Relevant data produced in the last 12 months	Page 9
Diverse local economy	Regional GDP	\$9.5B: <a href="#">Taranaki Trends Winter 2020 page 6</a>
	Regional Domestic Product is more evenly spread across industries	<a href="#">Taranaki Trends Winter 2020 page 6-7</a>
	Number of people involved in key target industries e.g. tourism; food production, renewable energy etc	<a href="#">Taranaki Trends Winter 2020 page 7, 13</a>
	Funding received as a result of a Venture Taranaki referral	\$4,754,000*
Increased enterprise capability and confidence	% of enterprises that report Venture Taranaki support has led to increased capability	63%: Client Satisfaction Survey page 6
	% reporting enterprise better positioned as result of interaction with Venture Taranaki	57%: Client Satisfaction Survey page 10
	% that report improved confidence after engagement with Venture Taranaki support	62%: Client Satisfaction Survey page 9
	% reporting increased connectivity as result of Venture Taranaki interaction	60%: Client Satisfaction Survey page 11
	Net Promoter Score of supported enterprises	23: Client Satisfaction Survey page 12
	Number of people or enterprises who identify as Māori receiving support from Venture Taranaki	135 (7%): Page 16
Innovation is integrated into enterprise	% that report increased innovation after engagement with Venture Taranaki support	48%: Client Satisfaction Survey page 8

\*

\*In addition to funding facilitated directly by Venture Taranaki

# Short-term outcomes

Short-term outcome	Measure	Outcome 2020-2021 12 months to end June
Taranaki has a diverse and vibrant events portfolio	Number of events across Taranaki that Venture Taranaki has supported	31: Page 23
	Number of annual Major Events in Taranaki (as defined in the Regional Events Strategy)	9: Page 23
	Diversified portfolio of events as defined in the Regional Events Strategy	Achieved: Page 23
	Number of meetings, incentives, conferences and exhibitions held in Taranaki annually	51: Page 23
People choose to visit Taranaki	Annual visitor guest nights (Commercial accommodation)	<a href="#">Regional Intelligence Dashboard</a>
	Visitor spend in Taranaki	<a href="#">Taranaki Trends Winter 2020 page 36-39</a>
Talent is attracted to, grown and retained in Taranaki	Working age population %	64% <a href="#">Infometrics 2020</a>
	Working age population #	76,780 <a href="#">Infometrics 2020</a>
	Population # (and projections from Census)	124,600 <a href="#">Infometrics 2020</a>
	Population growth rate % (and projections from Census)	1.5% <a href="#">Infometrics 2020</a>
	People living in Taranaki who were not residing in region 5 years prior	<a href="#">Taranaki Trends Winter 2020 page 5</a>
	Net growth in international migrants to the region	<a href="#">Taranaki Trends Winter 2020 page 5</a>

# Medium-term outcomes

Medium-term outcome	Measure	Outcome 2020-2021 12 months to end June
Enterprises, including Māori enterprise, start, grow, relocate and succeed in Taranaki	Number of enterprises that begin trading following VT support	78%: Client Satisfaction Survey page 5
	Number of enterprises who have increased their revenue in the year following Venture Taranaki interaction	22%: Page 25
	Number of enterprises who have increased their staff numbers one year following Venture Taranaki interaction	19%: Page 25
	# of enterprise 'births' and 'deaths' -annual change	<a href="#">Taranaki Trends Winter 2021 page 45</a>
	Number of Māori enterprises registered in Taranaki	1239 (8%): Page 16
An increase in the number of meaningful, secure and well-paid jobs	# people employed in highly skilled; skilled; semi-skilled and low-skilled jobs	<a href="#">Infometrics regional profile 2020</a>
	% people employed in highly skilled; skilled; semi-skilled and low-skilled jobs	<a href="#">Infometrics regional profile 2020</a>
	Employment by occupation of target occupations	<a href="#">Infometrics regional profile 2020</a>
	NEET Rate (Not in employment training etc)	<a href="#">Taranaki Trends Winter 2021 page 14</a>
	Employment rate; unemployment rate; participation rate	<a href="#">Taranaki Trends Winter 2021 page 17-18</a>
	Median Incomes -households and personal	<a href="#">Infometrics regional profile 2020</a>
	Number and growth of employment of those identifying as Māori in Taranaki	9,758 (2.1% growth): Page 16
	Skill levels of those identifying as Maori in Taranaki	Page 16
Increased tourism spending	Tourism spend in Taranaki	<a href="#">Taranaki Trends Winter 2021 page 36-39</a>
	Retail spend in Taranaki -\$ and % growth	<a href="#">Taranaki Trends Winter 2021 page 29-34</a>
Confidence in Taranaki and its economy	Confidence in Taranaki and its economy	<a href="#">Taranaki Business Survey June 2021 page 4-9</a>

# Coming up next quarter

- Auckland Food Show
- Niche Sectors report and action planning
- Power to X report and action planning
- Branching Out Trees event and other value chain opportunities progressed
- Jan Rotmans, international transitions expert: Taranaki session
- Visitor Futures product development and drive journeys
- Regional Skills Leadership Group - handover co-chair and progressing Taranaki workforce development plan
- Regional Strategy communications and continued progress



**venture**  
T A R A N A K I  
Te Puna Umanga



# Trends


# Winter 2021

Taranaki Facts & Figures



**venture**  
TARANAKI  
Te Puna Umanga

An initiative of  
New Plymouth  
District Council.



Taranaki is back in the #1 spot for GDP per capita

Median house price in New Plymouth tops \$600,000

Unemployment is up to 6.3% in Taranaki

Youth NEET rates have dropped down to the lowest since 2017

## Welcome

*Taranaki Trends* is produced by Venture Taranaki as a 6-monthly economic snapshot of our region. As such, it provides a range of metrics, represented as digestible charts and graphs, to help inform the region's leadership, enterprises and investors.

The key focus of this publication lies with tracking our regional economy as we move past the immediacy and lockdown impacts of 2020 and into the possibilities of 2021 and beyond.

This edition also explores some of the medium-term impacts from the COVID-19 pandemic, a year on from the Level 4 lockdown in 2020; particularly around employment, industry growth, mobility and living standards.

This latest edition of *Taranaki Trends* places a spotlight on our regional GDP and continues our series of township profiles from around the maunga. While our region has the highest GDP per capita in Aotearoa, we also have significant inequity issues, with high child poverty rates and significant disparities among our communities.

Justine Gilliland  
Chief Executive

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Housing trends	23
Retail sector	28
Visitor sector	35
Traffic Movements	40
Enterprise trends	44
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# Population





New Zealand population<sup>1</sup>:  
5,107,700



Taranaki population:  
124,600

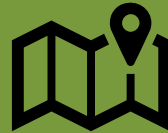


Taranaki Māori population:  
25,700

Males: 62,200   Females: 62,400



New Plymouth District  
population: 86,100



Stratford District  
population: 9,880



South Taranaki District  
population: 28,700

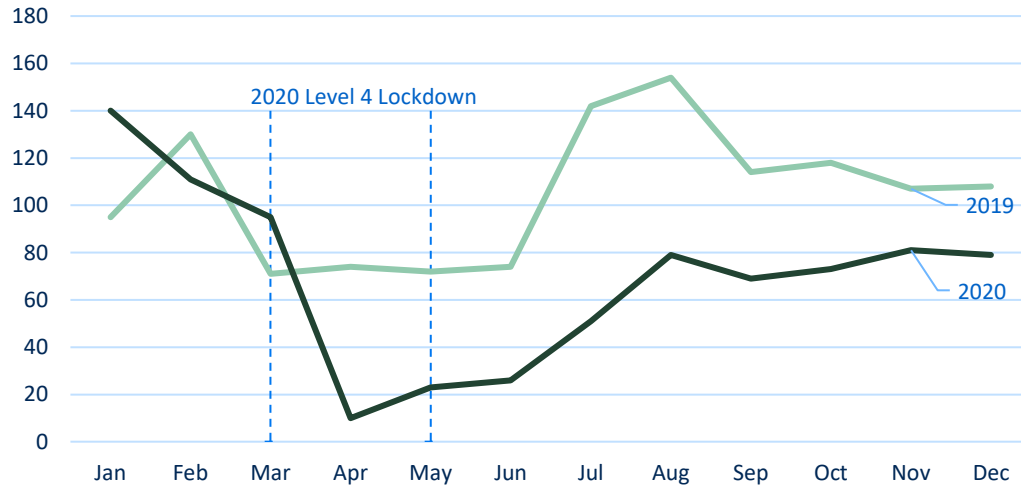
*Numbers relate to supporting notes at end of this document*

*Source: Population - Stats NZ estimate 2020*

*Māori population - Infometrics 2020*

# Permanent and long-term migration to Taranaki

Comparison Across Years of International Permanent Migration to Taranaki



This graph indicates permanent and long-term international arrivals into Taranaki.

To be counted in this data set people must be arriving for a stay of 12 months or more, or be New Zealanders returning after an absence of 12 months or more.

During the April 2020 COVID-19 level lockdown there was a sharp decline in permanent migration to Taranaki, mostly felt in the New Plymouth District. These numbers began recovering around June 2020.

Migration into Taranaki is yet to see permanent migration numbers that hit the highs of 2019 and early 2020. Taranaki and the rest of New Zealand are feeling the impact of this decrease in international migration through labour shortages in industries such as nursing, food production/farming and construction. As COVID-19 vaccines begin to roll out globally in 2021, we expect the number of permanent international arrivals to continue to recover.



# Economy – Gross Domestic Product



New Zealand GDP:  
\$323B (+5.4%)



Taranaki GDP:  
\$9.5B (+5.1%)

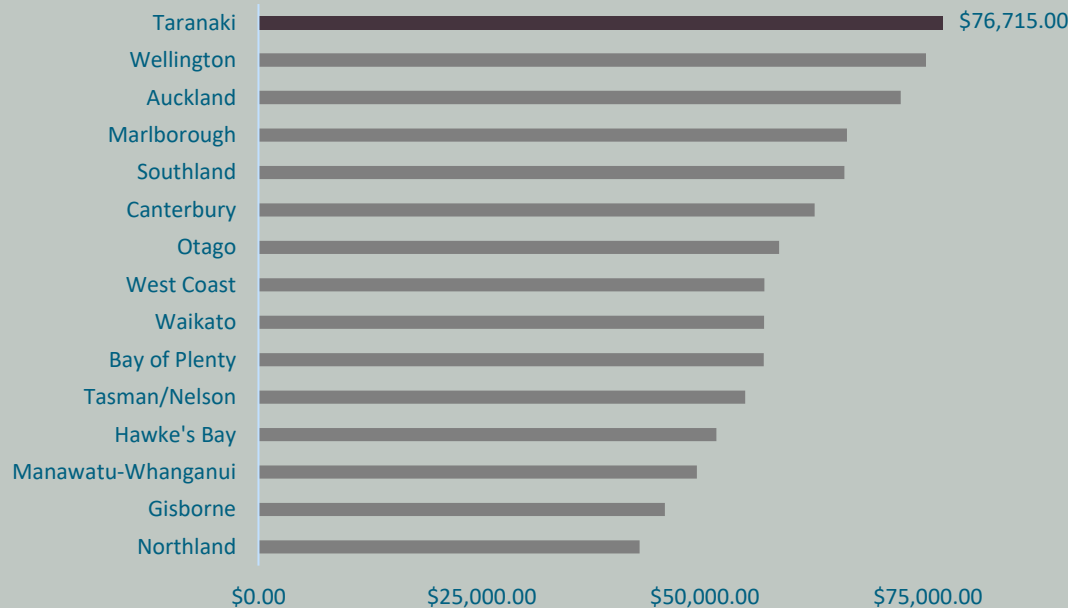
In 2020, Taranaki's GDP increased 5.1 percent, which was slightly below the national average of 5.4 percent. This was mainly driven by food and fibre production and processing, and the energy sector. The increase was partially offset by a slowdown in primary manufacturing.<sup>2</sup>



Taranaki businesses:  
15,540

In 2020, Taranaki once again experienced the highest GDP per capita in New Zealand. This is driven by our high-productivity energy and food/agriculture industries. Taranaki has claimed the number one spot for GDP per capita in New Zealand since 2001, with the exception of only four years (2004-2006 & 2017) when Wellington took the number one spot.

GDP per capita (YE March 2020)



## Taranaki's Top 3 GDP Industries:



Forestry, Fishing,  
and Mining:  
\$1,750M



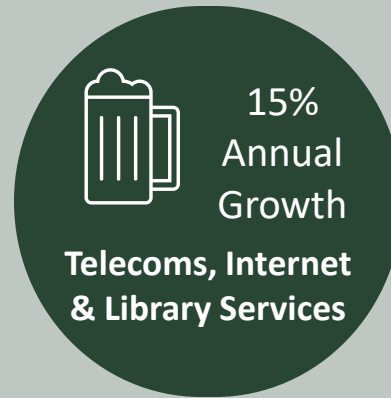
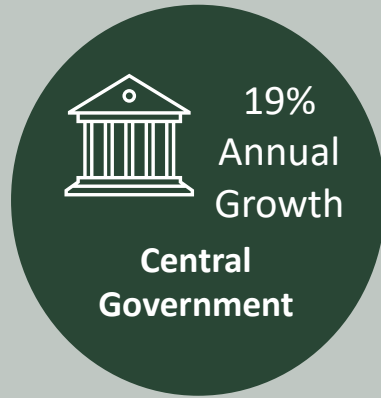
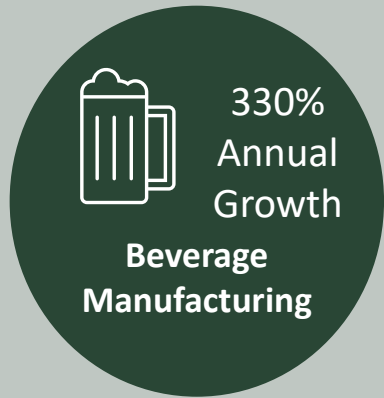
Primary  
Manufacturing:  
\$980M



Agriculture:  
\$817M

## Taranaki's fastest growing industries:

Taranaki's beverage manufacturing sector took a huge leap forward in 2020, growing from a \$2 Million industry in 2019 to a \$10 Million industry in 2020 (GDP). This growth can be credited to the hard work of many local operators such as Mike's Brewery, Forgotten 43, Shining Peak and the Three Sisters brewery.<sup>2</sup>



## Taranaki's largest industry categories by business units:



**Agriculture,  
Forestry & Fishing:**  
3,957 business  
units



**Rental, Hiring &  
Real Estate:**  
2,919 business  
units



**Construction:**  
1,443 business  
units

Taranaki export GDP:  
\$2.8B (+5.8%)

## Taranaki's Top 3 exports:



**Mining:**  
\$750.7M

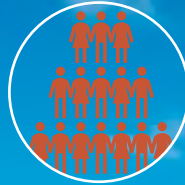


**Dairy:**  
\$716.2M



**Meat:**  
\$357.5M

# Regional Spotlight: Ōakura



**Population:** 1,539  
**Median age:** 41.7  
**Māori median age:** 21.4



**Most popular occupation:** Professionals  
**Median income\*:** \$40,400  
**Employed full-time:** 49.7%  
**Unemployed:** 2.1%



**Born in New Zealand:** 75.8%  
**Māori ethnic group:** 10.3%  
**Te reo Māori speakers:** 2.3%  
**NZ Sign Language:** 0.2%



**No qualifications held\*\*:** 12.4%  
**Studying full-time:** 24.8%  
**Studying part-time:** 5.1%



**Occupied private dwellings:** 82.3%  
**Live in owned or partly owned home:** 53.2%  
**Median weekly rent:** \$390

\* Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

\*\* This data set only includes those aged 15 years and over



# Regional Spotlight: Stratford Central



Population: 2,061  
Median age: 42  
Māori median age: 21.1



Most popular occupation: Labourers  
Median income\*: \$26,100  
Employed full-time: 43.9%  
Unemployed: 3.6%



Born in New Zealand: 88.3%  
Māori ethnic group: 16.2%  
Te reo Māori speakers: 2.2%  
NZ Sign Language: 0.2%



No qualifications held\*\*: 33.4%  
Studying full-time: 18.3%  
Studying part-time: 3.1%



Occupied private dwellings: 92.7  
Live in owned or partly owned home: 59.5%  
Median weekly rent: \$240

\* Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

\*\* This data set only includes those aged 15 years and over

# Regional Spotlight: Pātea



**Population:** 1,1191  
**Median age:** 46.7  
**Māori median age:** 31.7



**Most popular occupation:** Labourers  
**Median income\*:** \$19,500  
**Employed full-time:** 31.5%  
**Unemployed:** 7.1%



**Born in New Zealand:** 92.1%  
**Māori ethnic group:** 49.1%  
**Te reo Māori speakers:** 14.1%  
**NZ Sign Language:** 1.3%



**No qualifications held\*\*:** 39%  
**Studying full-time:** 16.9%  
**Studying part-time:** 1.8%



**Occupied private dwellings:** 88.4%  
**Live in owned or partly owned home:** 55.4%  
**Median weekly rent:** \$150

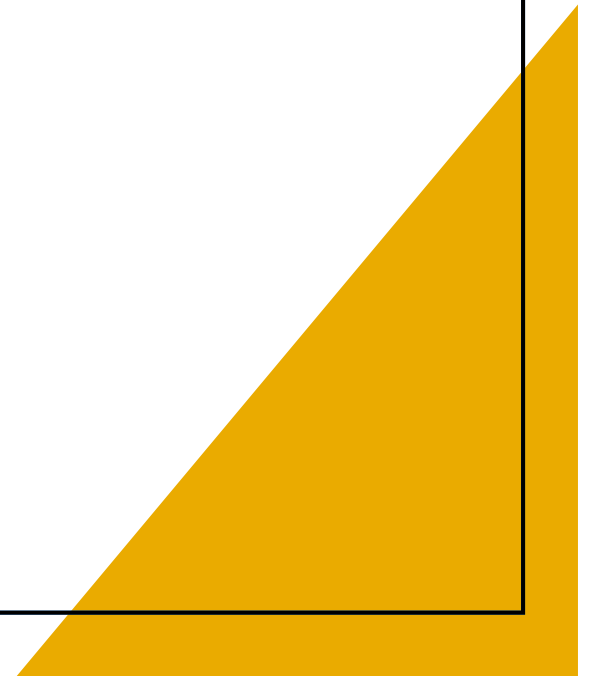
\* Median income received is the total before-tax income of a person (aged 15 years and over), in the 12 months ended 31 March 2018.

\*\* This data set only includes those aged 15 years and over

COVID-19

regional

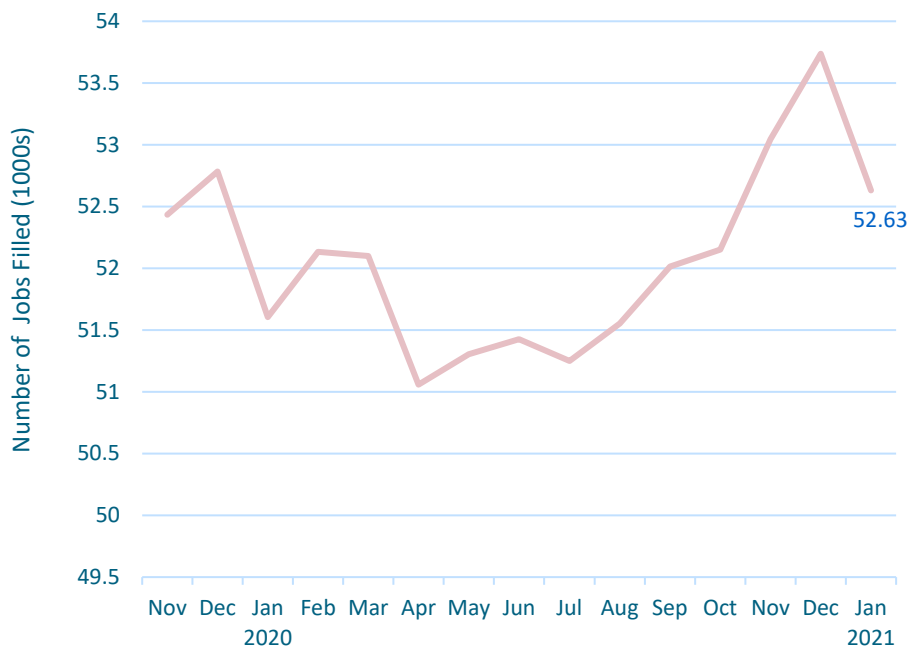
impacts





# Employment

# Jobs filled in Taranaki



There were on average 51,948 filled jobs in Taranaki in 2020. Taranaki experienced its lowest level of employment in April due to the level 4 COVID-19 lockdown at 51,059 jobs.

Taranaki has responded to COVID-19 well in terms of keeping levels of employment high. During the peak of the holiday season in December 2020 there were 952 more jobs filled than in December 2019.<sup>3</sup>

36% of Jobs in Taranaki are highly skilled

16.3% of workers are Māori

47% of workers are female

## Top Employers in Taranaki:

**Dairy Farming**  
3,221 Jobs

**Cheese & Dairy Manufacturing**  
1,796 Jobs

**Grocery Stores**  
1,624 Jobs

# Taranaki NEET Rates

## Youth (15-24 years) not in employment, education or training

Taranaki experienced a peak in NEET rates during 2019, however this dropped back down over 2020, and is now in line with the national average.

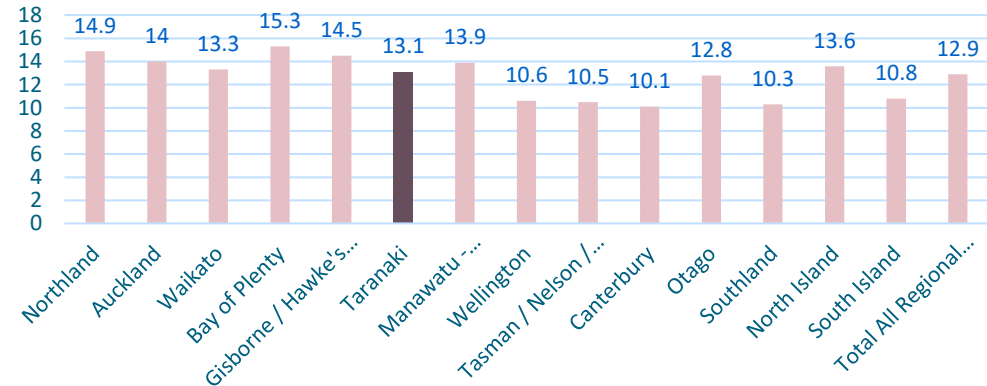
NEET rates changes each year as those at the top turn 25 and a fresh cohort turn 15 and join the demographic. It is likely that more young people chose to stay in education due to the uncertain economic climate over 2020.

Another reason for the drop in NEETs for Taranaki may be an increase in availability of apprenticeship schemes.

The Taranaki NEET rate for people aged 15-19 years is 8.8% and those 20-24 years is 18.1%.

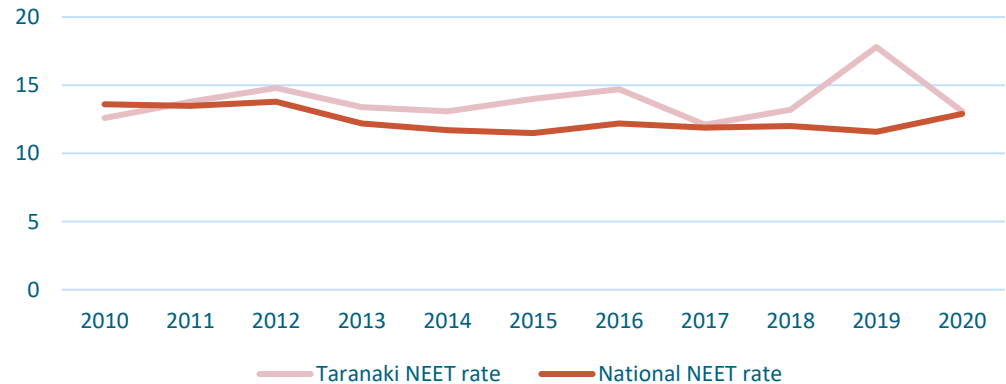
\*Not in Education, Employment or Training <sup>4</sup>

Youth NEET rates (YE-Dec 2020)



## Taranaki vs NZ NEET rates

Taranaki and National NEET Rate (YE-Dec 2020)



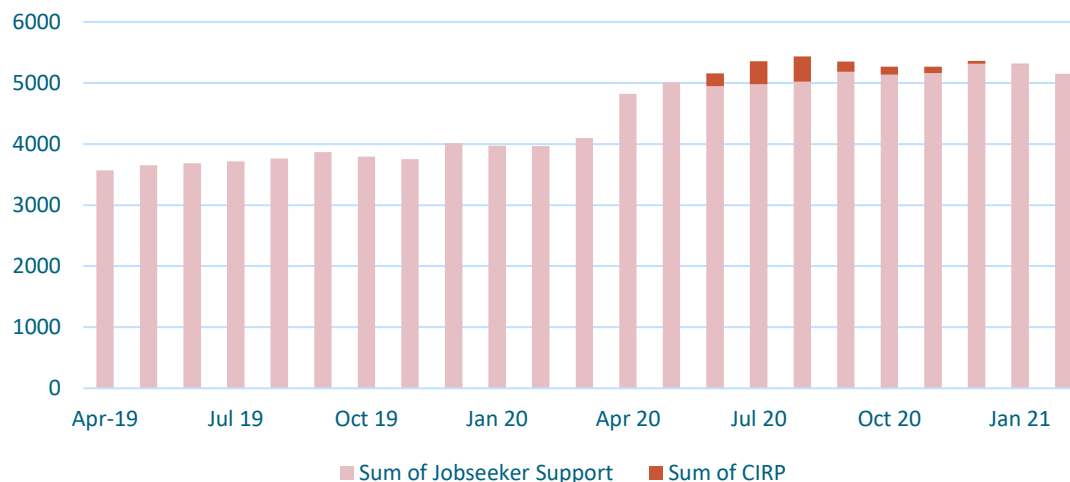
# Taranaki Jobseeker support

There were 1,188 more people on Jobseeker support in February 2021 (5154 people), compared to February 2020 (3966 people). This represents a 30% increase.

The number of people on CIRP support decreased steadily since its peak in August 2020, and this programme is now complete.

Whilst the CIRP payments provided important relief for people losing their jobs due to COVID-19, most have now transferred to Jobseeker support. Jobseeker numbers remain significantly higher than in the 12 months prior to the pandemic.

## Taranaki Jobseeker and COVID-19 Income Relief Payment (CIRP) Recipients



In February 2021,  
there were 5,154  
people in Taranaki  
on Jobseeker  
support

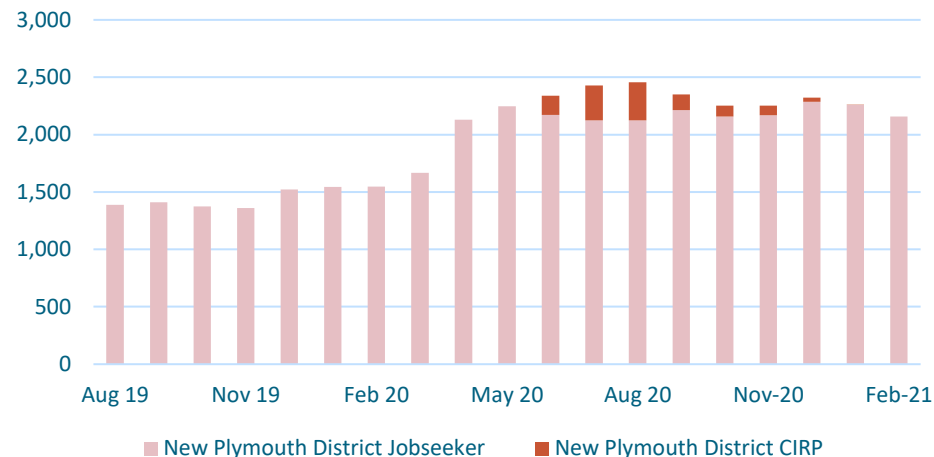
COVID-19 Income Relief Payment (CIRP) - People who lost their job between 1 March 2020 and 30 October 2020 were able to apply for CIRP from 8 June until 13 November 2020 and receive payments for up to 12 weeks. The numbers reported are of those eligible, aged 16 years and older. These payments are now complete, and this benefit is no longer available.

# Taranaki Jobseeker support – by district

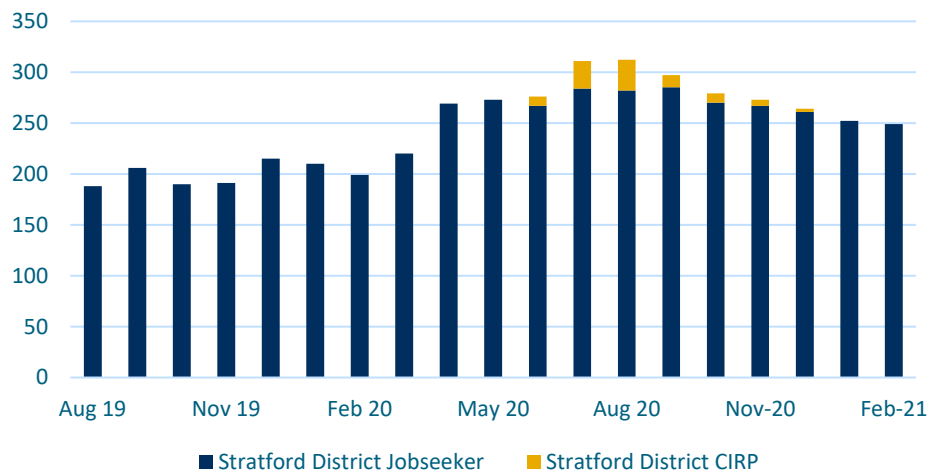
In Taranaki, 7.2% of the working-age population received this support in February 2021, compared to an average of 6.9% across all regions in New Zealand.

Throughout the region, the number of people on Jobseeker support is up 39% in the New Plymouth district, 25% in Stratford district and 30% in the South Taranaki district, compared to February 2020. This excludes those on the CIRP.

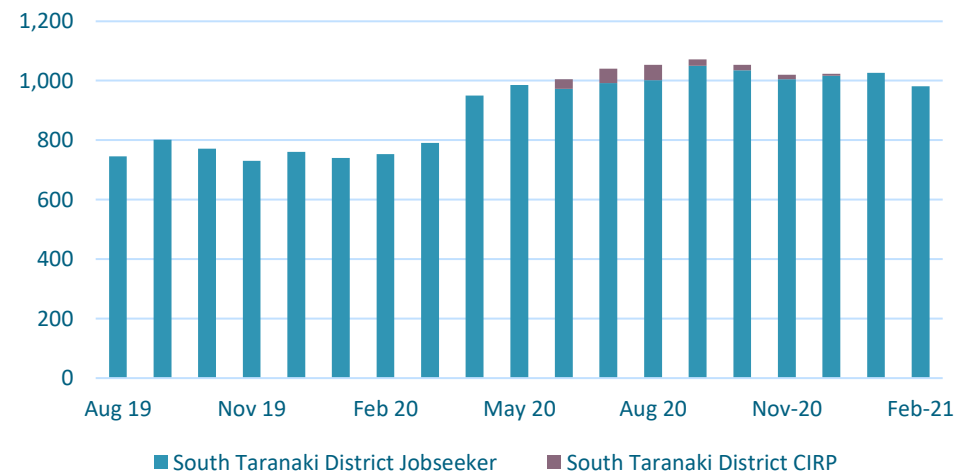
## New Plymouth District



## Stratford District



## South Taranaki District

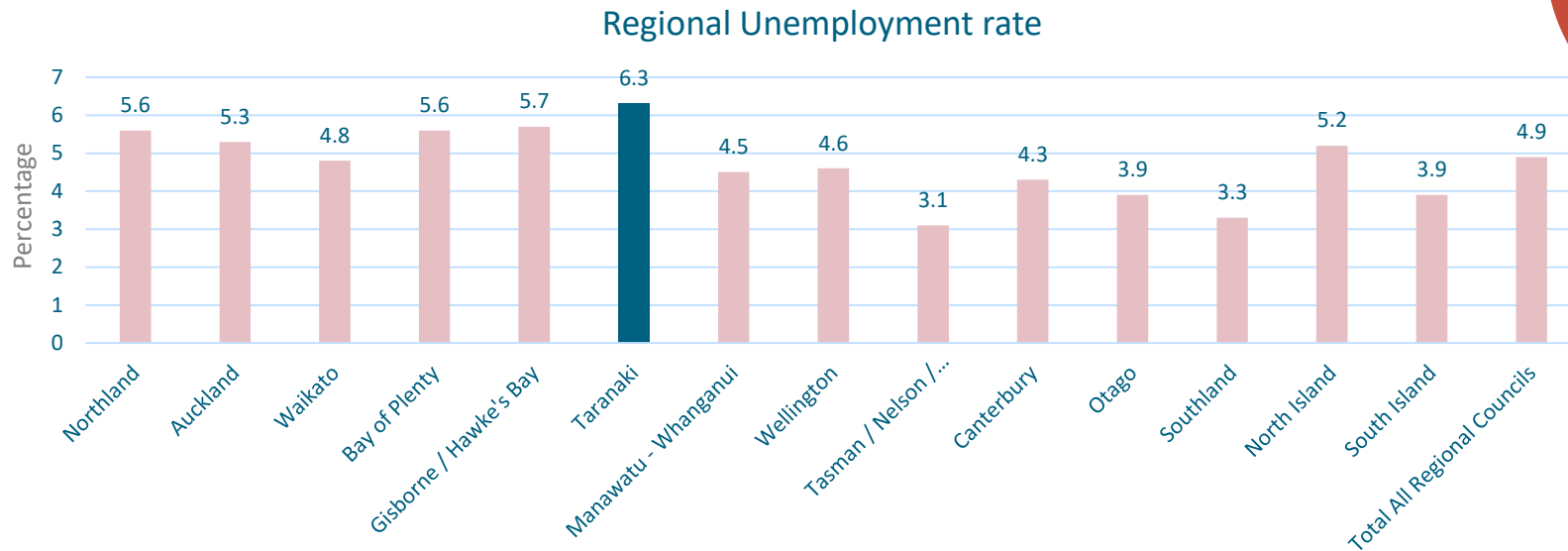




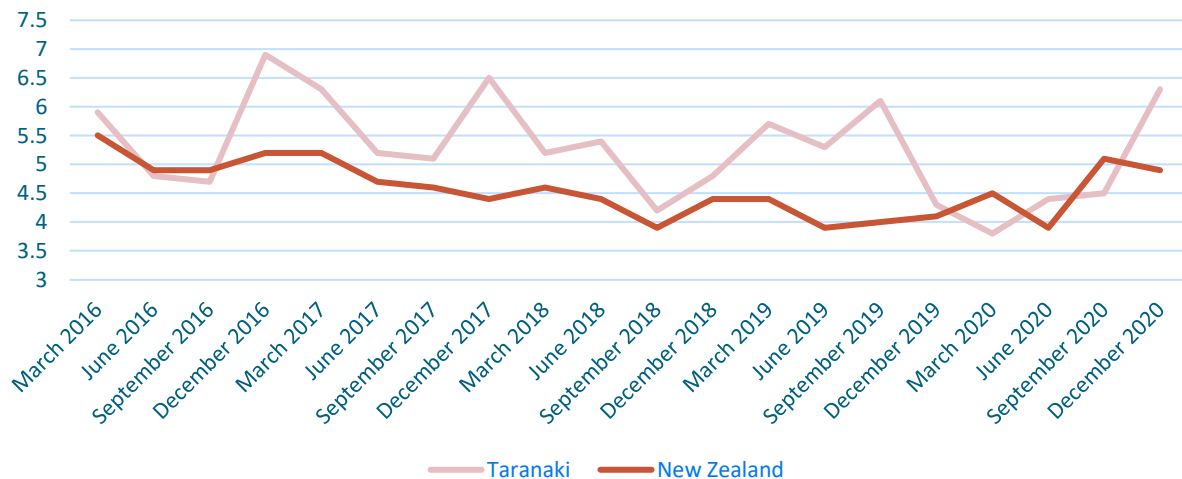
# Unemployment within Taranaki

Regional unemployment rates (quarter ending December 2020)

Taranaki's unemployment rate at December 2020 was 6.3%



Unemployment rates in Taranaki

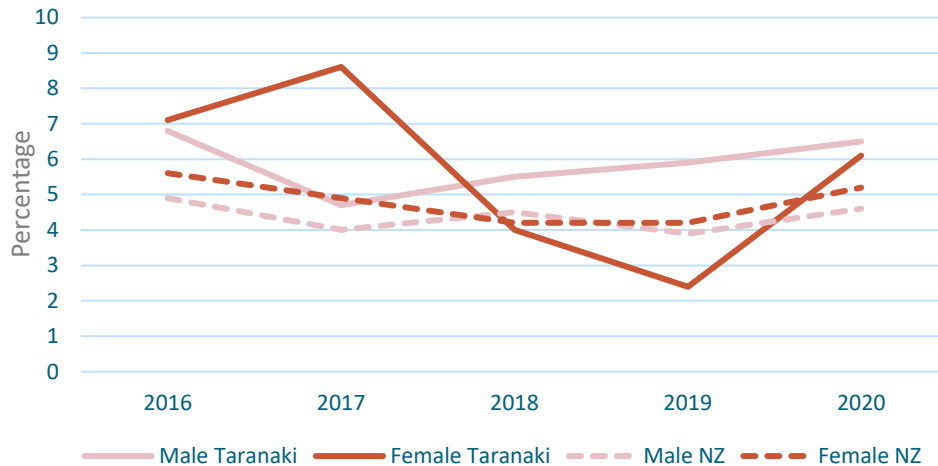


At the end of June 2020, unemployment in Taranaki was at 4.4%, and this had increased to 6.3% for the year ending December 2020. The national unemployment rate for the year ending June 2020 was 3.9% and was up to 4.9% for the year ending December 2020.<sup>5</sup>

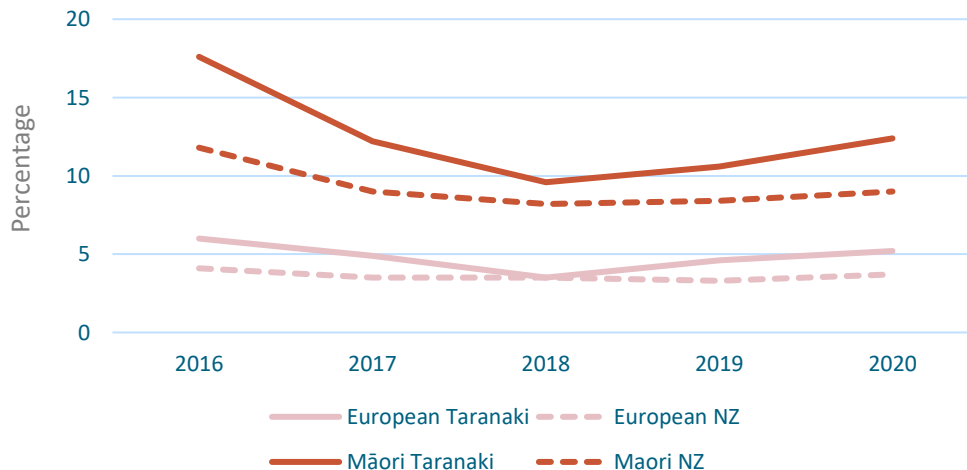
# Unemployment within Taranaki

## Regional unemployment rates (quarter ending December 2020)

Unemployment by gender - Taranaki vs. NZ



Unemployment by ethnicity - Taranaki vs. NZ



Unemployment rates for women and Māori have increased steeply over the 12 months to year end December 2020

Unemployment rates for women have traditionally been higher than for men, however in 2019 the rate for women in Taranaki dropped to a low of 2.4% (compared to 5.9% for men). It has risen sharply since December 2019 and now sits at 6.1% (compared to 6.5% for men).

Unemployment for women across New Zealand remains consistently higher than the rate for men.

Unemployment levels for Māori in Taranaki fell steadily between 2015-2018 but rose again from 2018 and are currently at 12.4%, compared to 9% for Māori nationally.

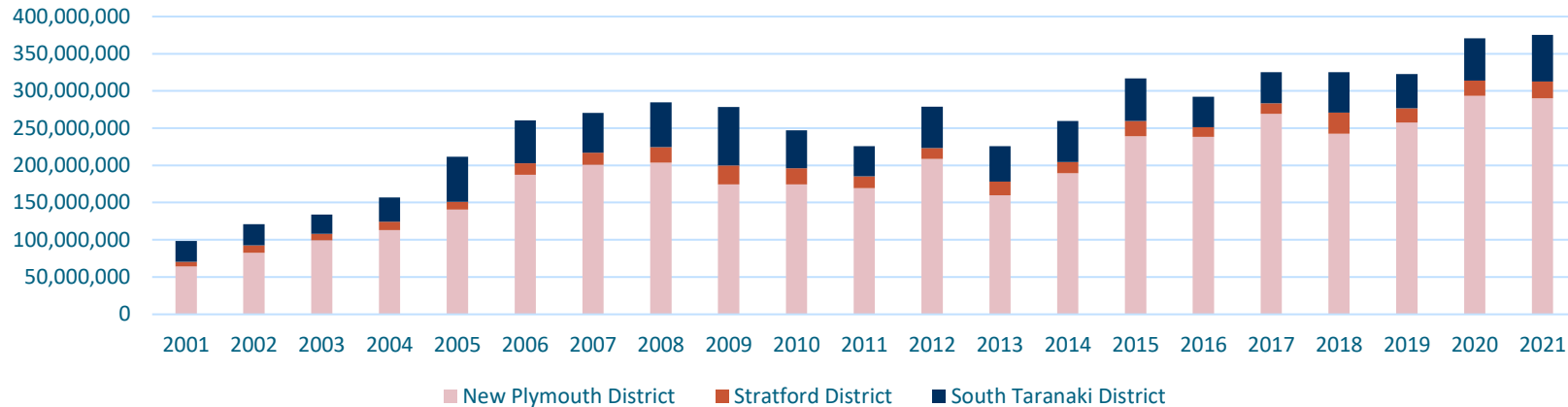
Unemployment rates for men and people of European descent generally remain steady, and relatively low. <sup>5</sup>



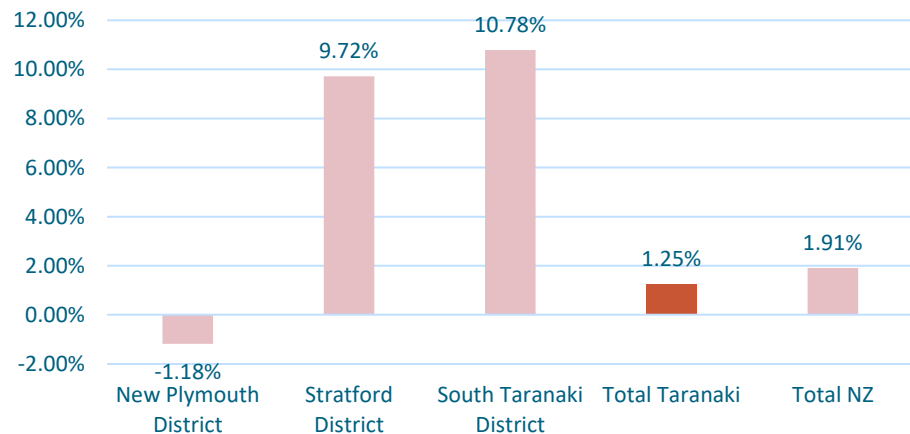
# Construction

# Construction in Taranaki

Total value of building consents issued in Taranaki: \$375,470,362 YE Feb 2021



## Percentage change in total consents value YE February 2021 vs February 2020



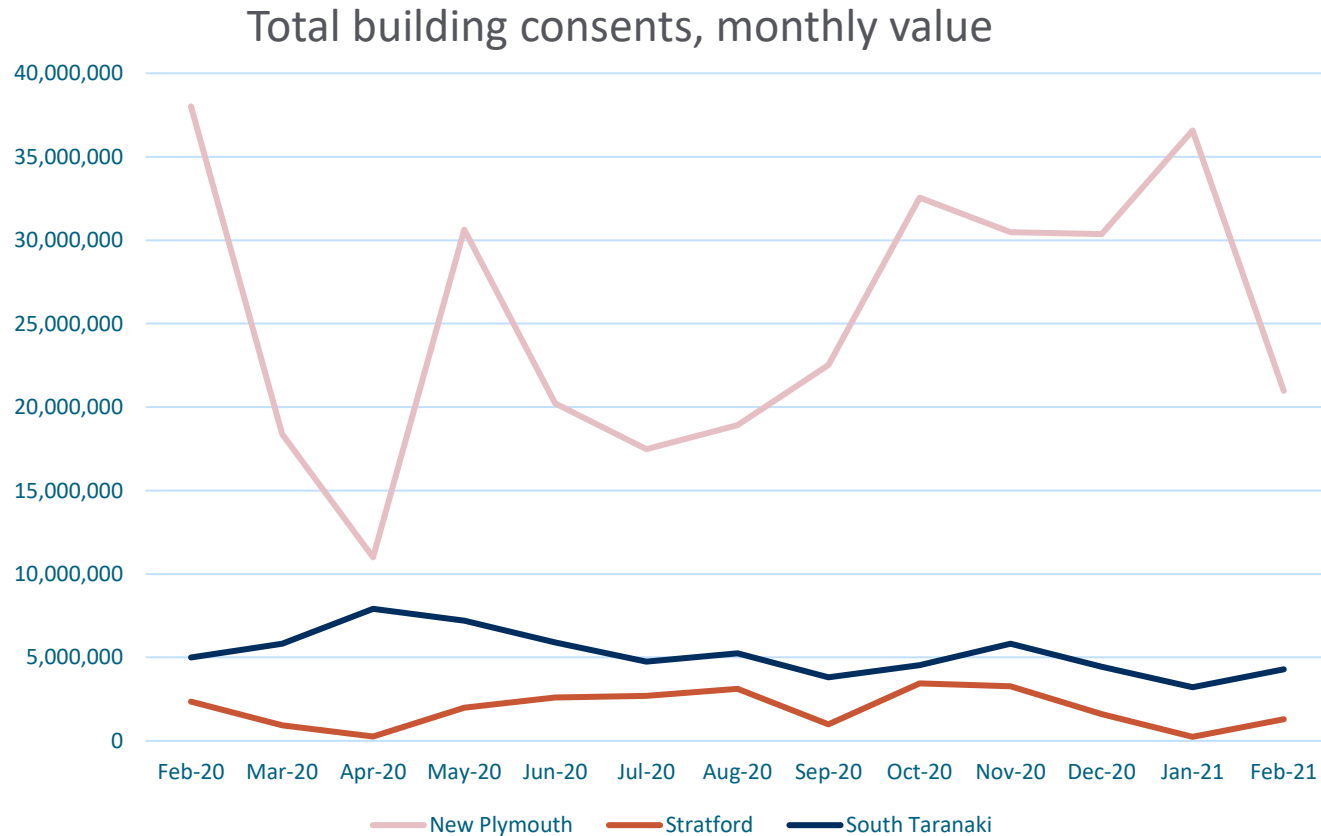
The total value of all building consents processed in Taranaki in the 12 months ending July 2020 (\$375,470,362) is up 1.25% compared to the 12 months ending February 2020 (\$370,826,479).

Consents in New Plymouth district were down slightly, while South Taranaki and Stratford both recorded significant increases in consents issued.

Total value of consents for the whole of New Zealand increased by 1.9% over the same period.

# Value of building consents in Taranaki

Taranaki region: \$ 375,470,362 YE Feb 2021

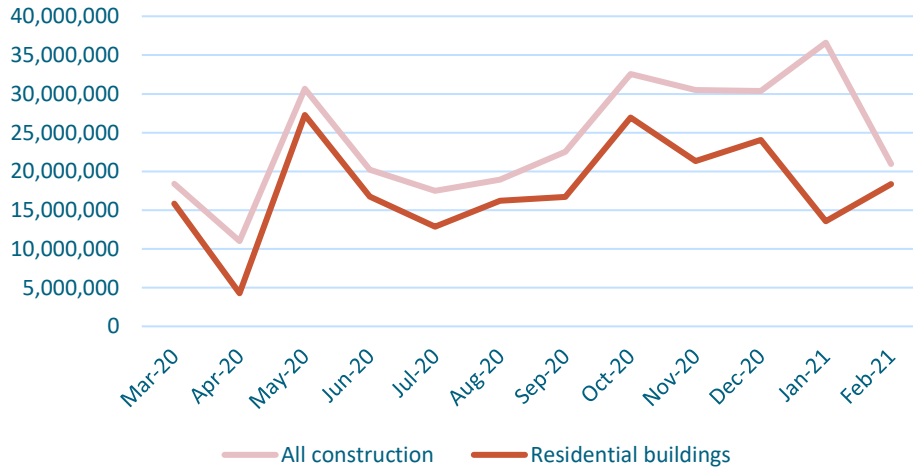


New Plymouth district accounts for 77% of all building consents processed in the region, Stratford district accounts for 6% and the remaining 17% were processed in the South Taranaki district.

# Value of residential vs all construction YE February 2021

## By Territorial Authority

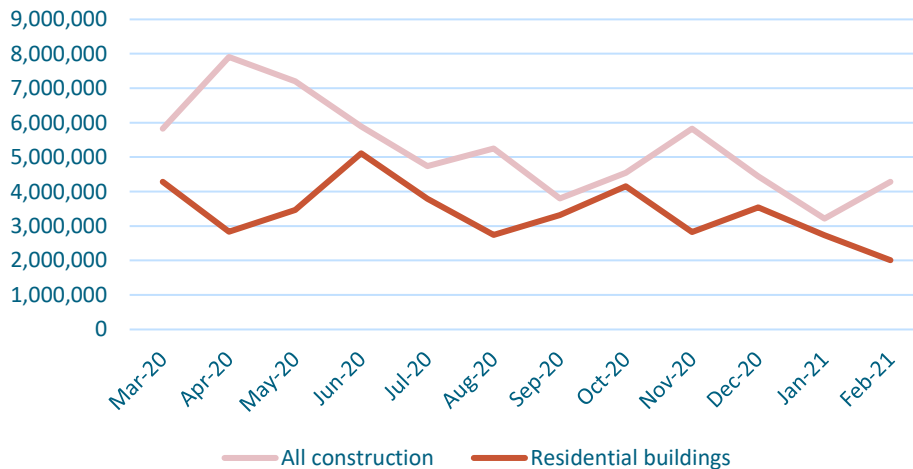
### New Plymouth Building Consents



### Stratford Building Consents



### South Taranaki Building Consents



New Plymouth district experienced a lull in consents towards the middle of 2020, followed by an increase. All consents were down in the early part of 2021, but residential slightly up.

Stratford district experienced a notable dip in consents over September 2020, with another dip in activity during January, which may simply be a slowdown over the holiday period.

South Taranaki building consents have been fairly steady but trending downward over the year.

Source: Statistics NZ



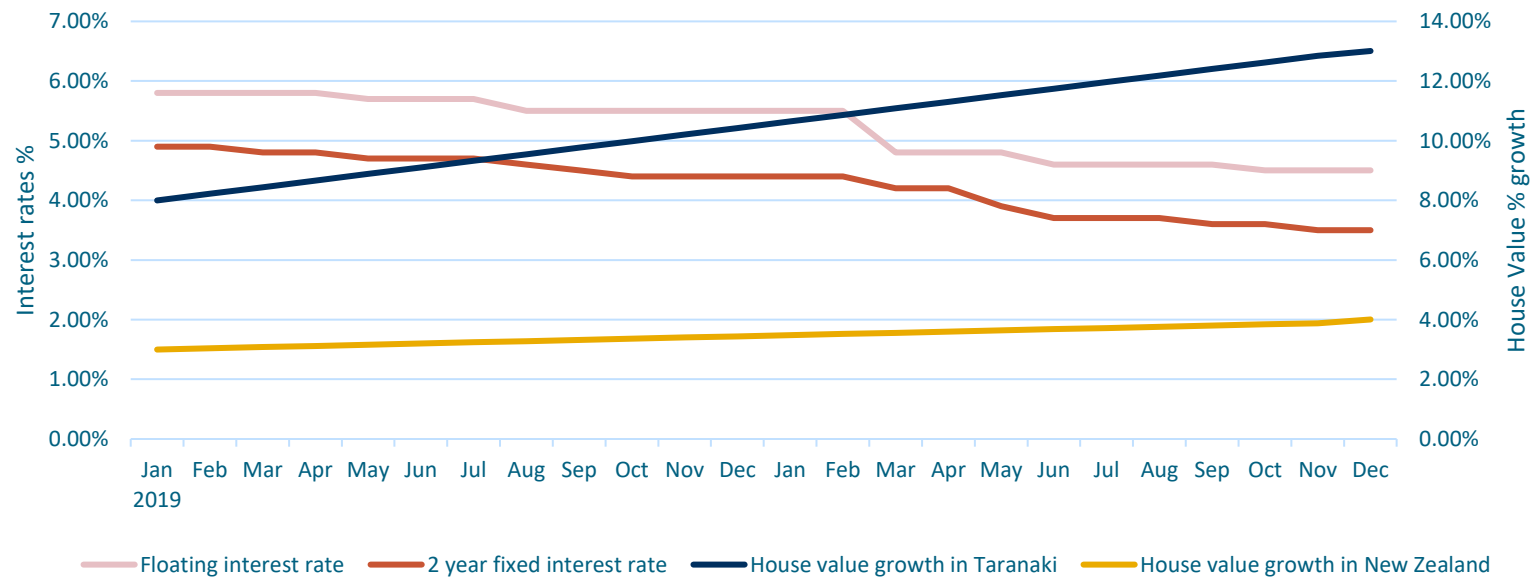
# Housing

# Interest rates & housing value

Date	House prices % change (NZ wide) <sup>6</sup>	House prices % change (Taranaki) <sup>6</sup>
2019	7.8%	2.8%
2020	12.9%	4.2%
2021*	22.8%	26.2%

Date	Floating rate	2 year fixed rate
Jan 2020	5.5%	4.4%
June 2020	4.6%	3.7%
December 2020	4.5%	3.5%
February 2021	4.5%	3.5%

Comparison of Mortgage Rates and House Values in 2019-2020

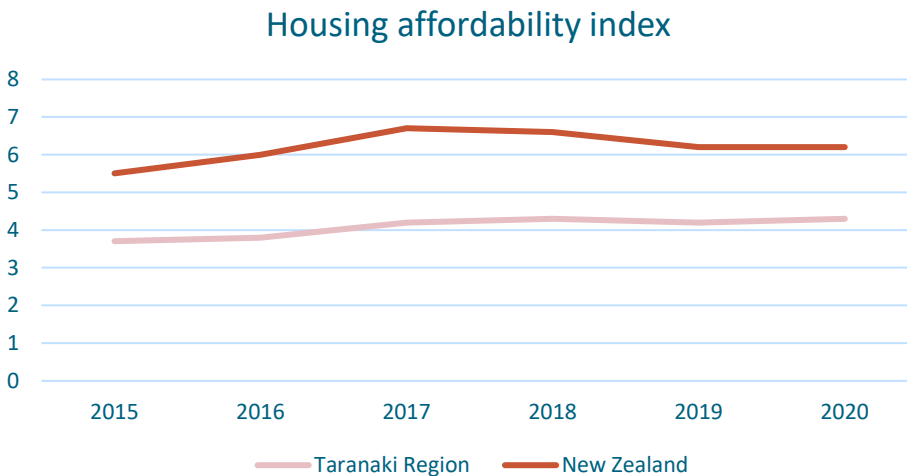


\*YoY as at Feb 21

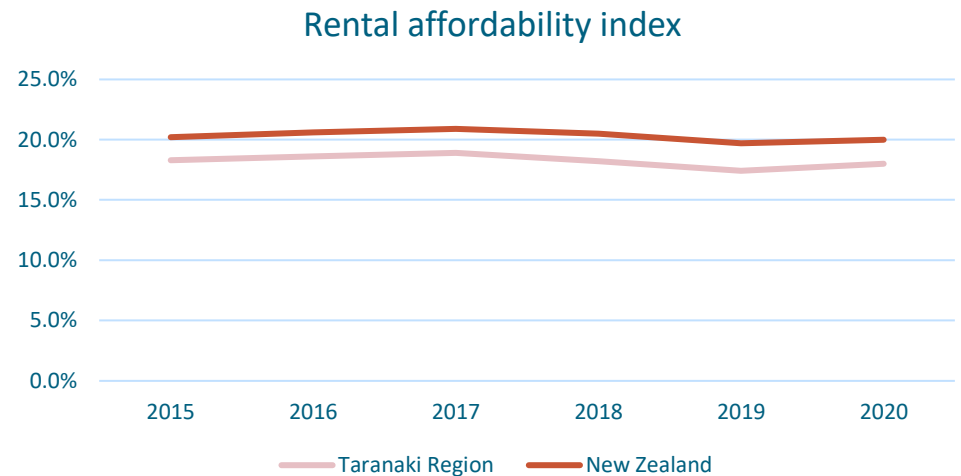


# Housing affordability

Despite relatively lower house price to income ratios than the rest of NZ, rental affordability in Taranaki is similar to the NZ mean. Housing affordability, as indicated in the chart below, is more favourable in Taranaki.

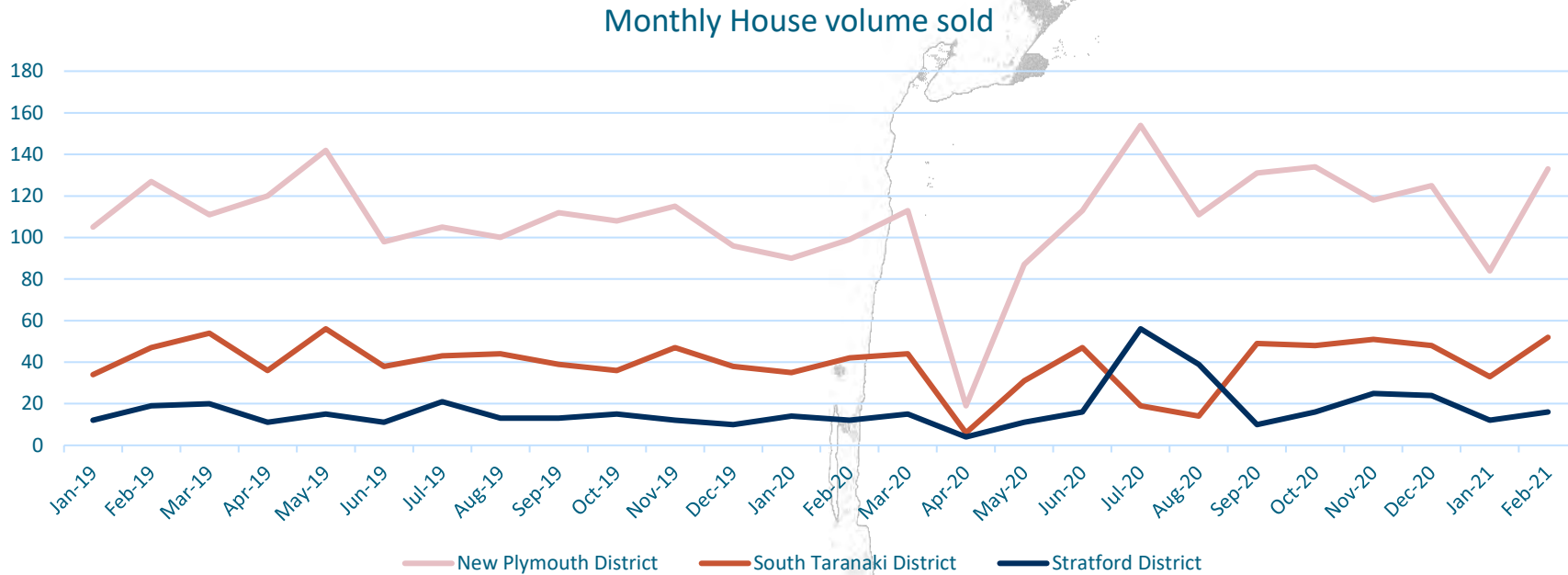


The housing affordability index is the ratio of the average current house value to average household income. A higher ratio, therefore, suggests that median houses cost a greater multiple of typical incomes, which indicates lower housing affordability.<sup>7</sup>



The rental affordability index is the ratio of average weekly rent to average household income. A higher ratio, therefore, suggests that average rents cost a greater multiple of typical incomes, which indicates lower rental affordability.<sup>7</sup>

# House volumes sold in Taranaki



Median house prices in Taranaki region increased 26.2% annually in February 2021 to \$520,000, a record equal with January 2021.

The number of properties sold in February increased 31.4% from the same time last year. There are plenty of purchasers in the market looking for quality properties, including investors, and open homes have continued to be busy across the region.

Listings for the region were up 0.5% annually, but high sales volumes and low listings have resulted in a -29.4% decrease in available stock for the region. This shortage of available properties has placed upward pressure on prices and meant that properties are selling quickly when they do reach the market. Median days to sell are at their lowest level for a February month since records began, at 21 days.

- Bindi Norwell REINZ CEO

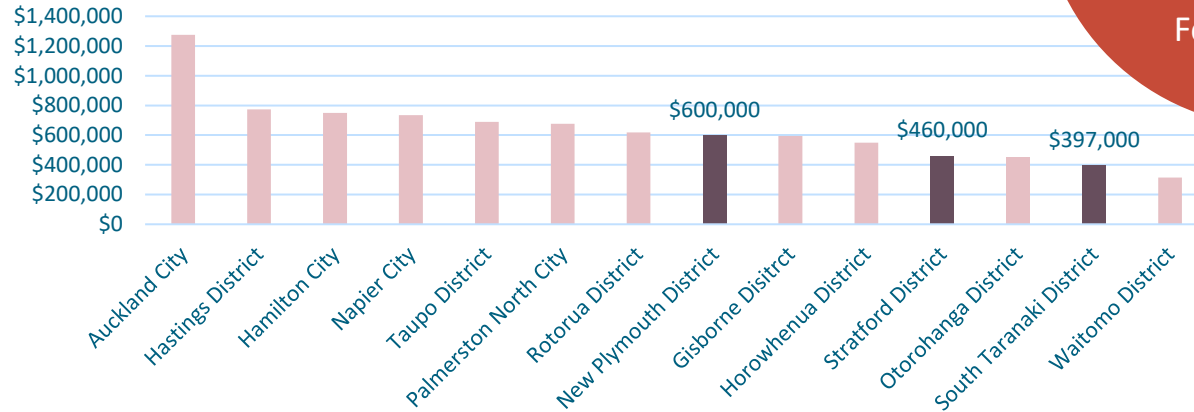
# Median price of houses sold in Taranaki

House prices have also remained buoyant. The region saw median house prices reach \$520,000 with Stratford district achieving a median price of \$460,000.

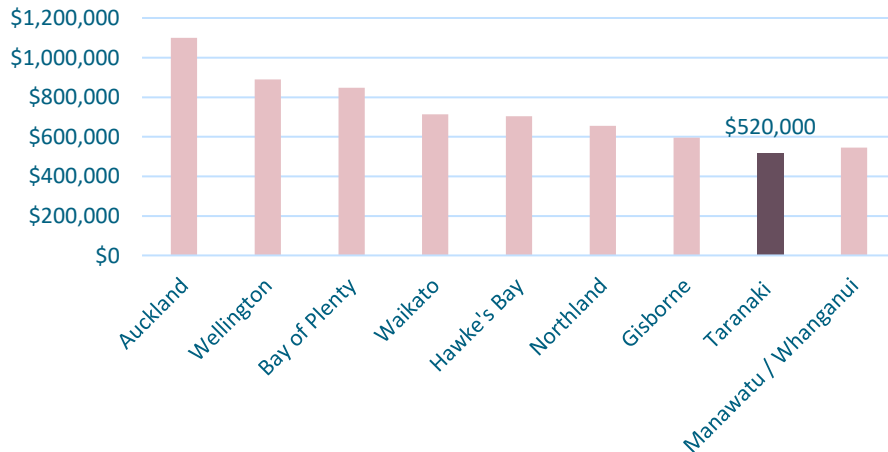
The value of houses in Taranaki increased across the board. House prices increased by 35.3% in Stratford, 34.6% in South Taranaki and 14.3% in New Plymouth district.

The national median house price for the month of February was \$780,000 – up 22.8% on February 2020

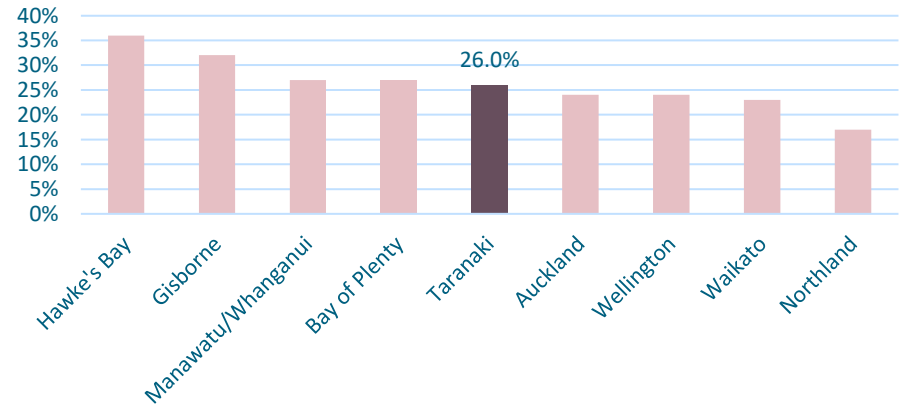
Median price – February 2021



Median price per region - February 2021



Median price percentage change - Feb 2021 vs. Feb 2020



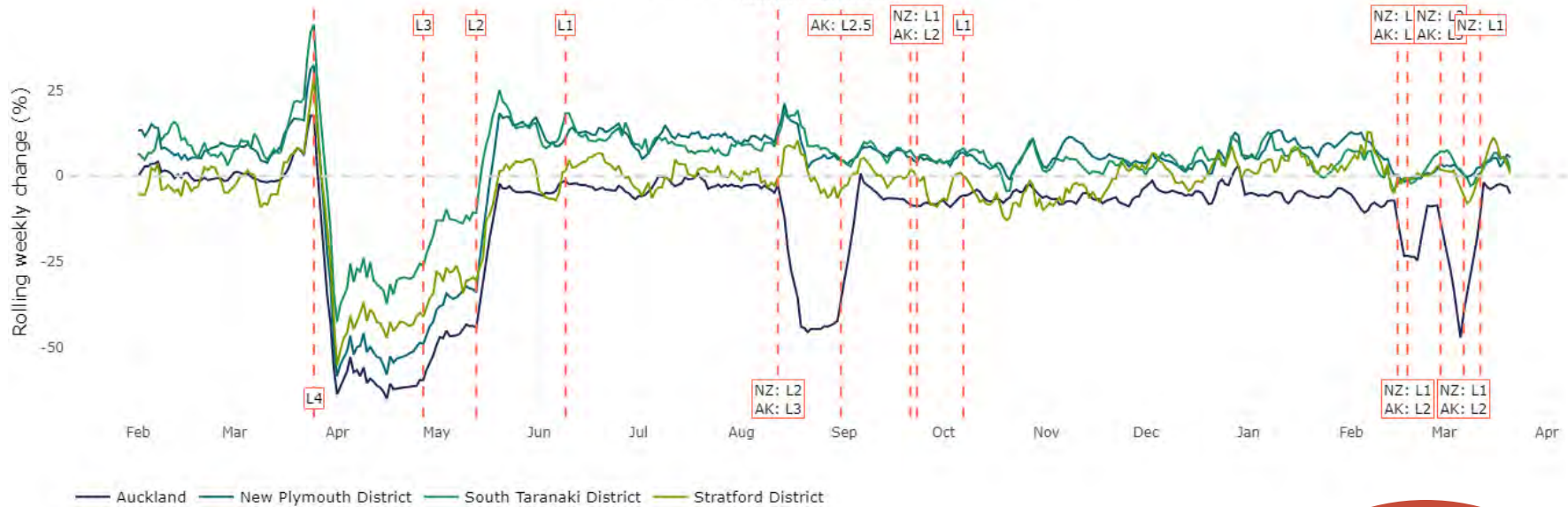
# Retail



# Retail: Taranaki regional barometer

Total weekly consumer spend vs 2 years prior

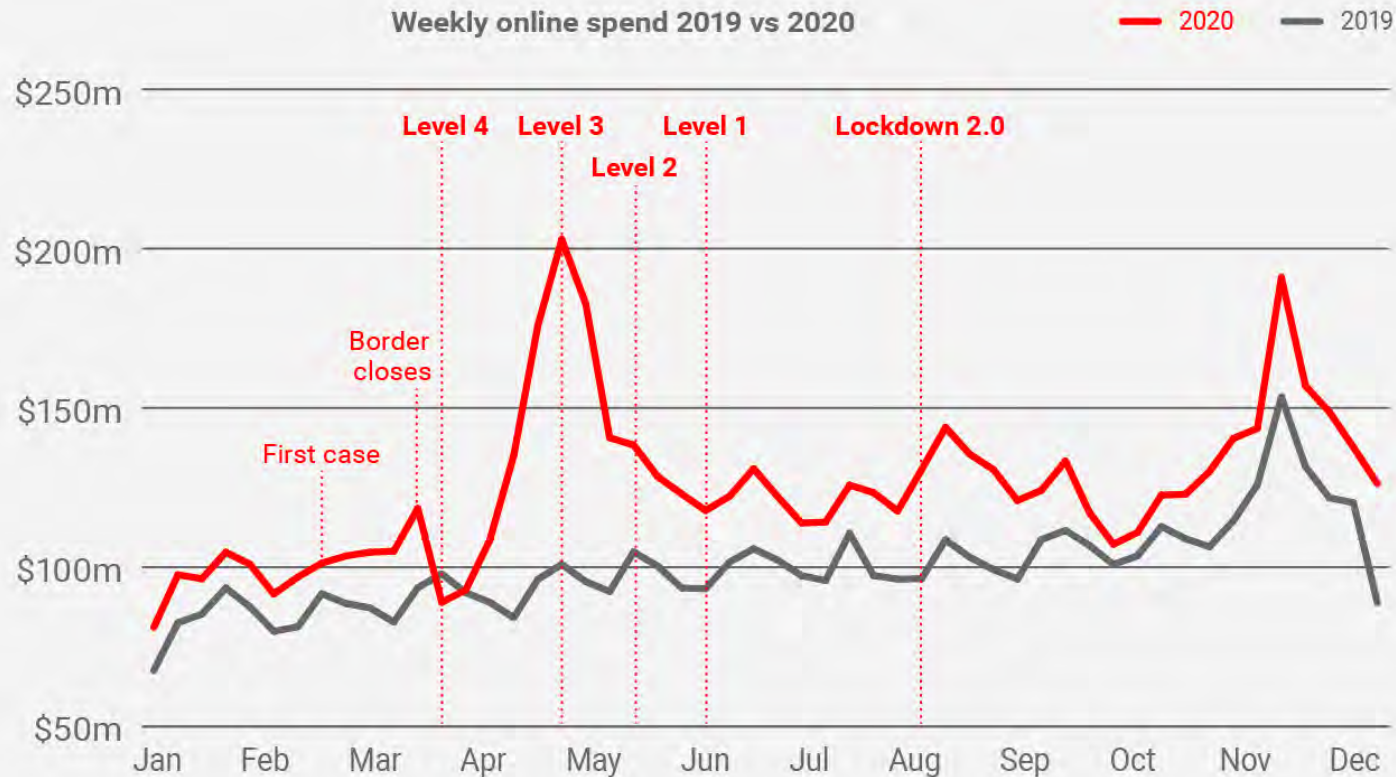
Source: Marketview



Due to stores being closed during the COVID-19 lockdowns and the uncertainty surrounding the pandemic, the consumer spend of Taranaki's districts was especially volatile throughout 2020. Throughout 2021 so far, we have seen Taranaki's consumer spend continue to grow for most of the year, with slightly larger dips in Stratford spending being an exception. It has not grown particularly well in comparison to 2019 numbers, but in comparison to Auckland the spend has been far less impacted by recent changes in COVID-19 alert levels.<sup>8</sup>

Taranaki-wide consumer spending was higher than pre-covid levels from May 2020 - January 2021

# Retail: Online Spending

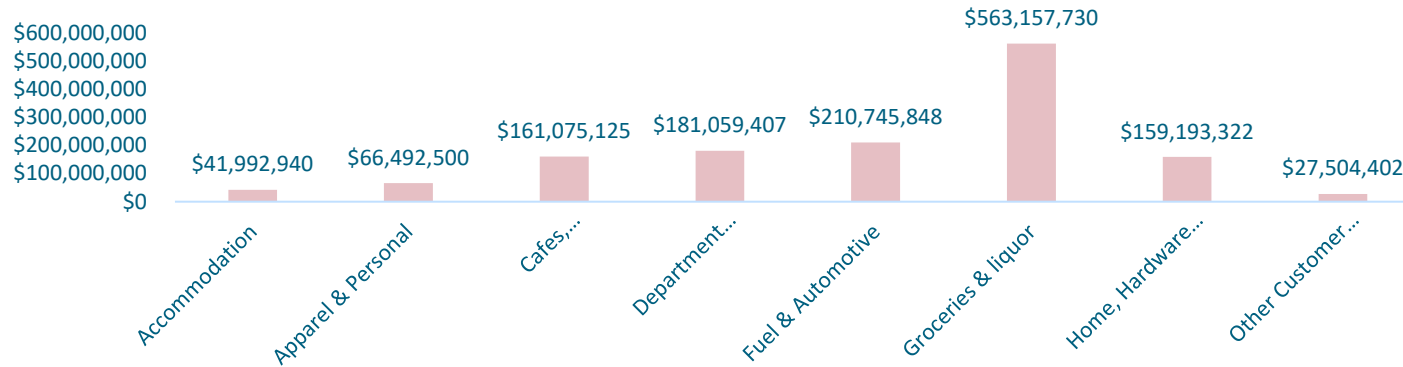


While some brick-and-mortar retail stores have struggled due to the impacts of COVID-19, online spending in New Zealand hit an all-time high with a 30% increase in spending between January and June 2020 when compared to the same period in 2019. After an initial peak during the level 3 lockdown online spending levels remained strong throughout the rest of 2020. The October – December quarter finished the year off strong with a \$1.5 Billion increase of online spending from 2019. Online spending in November was specifically high due to big sales numbers on Singles Day, Black Friday and Cyber Monday.

# Retail: Taranaki regional barometer

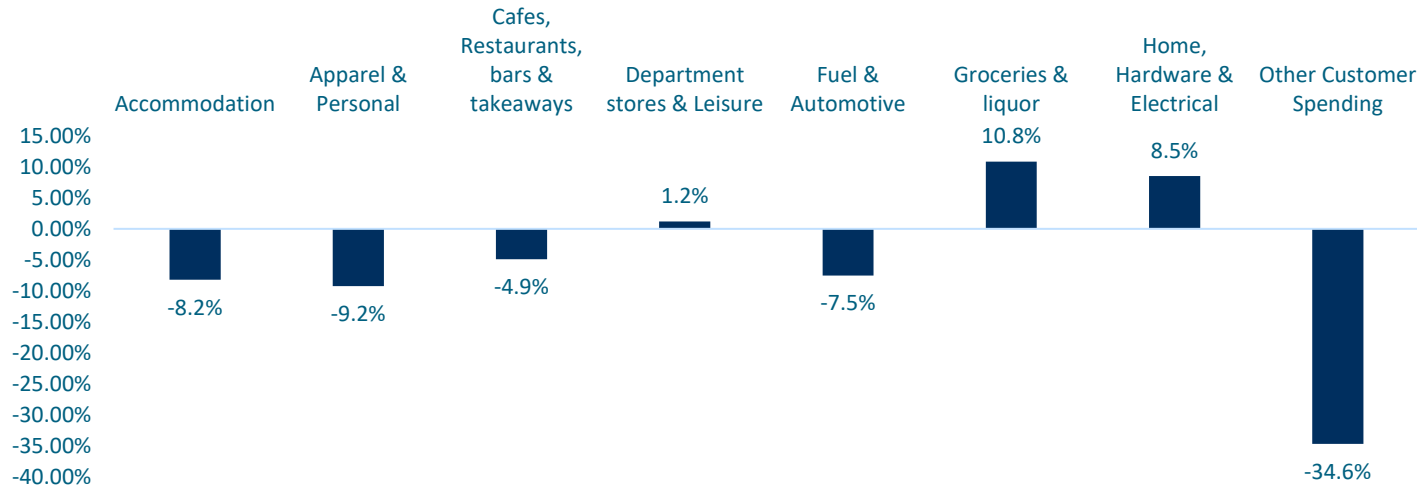
12 months ending December 2020 compared to December 2019

## Total Regional Spend YE December 2020



Total retail spend within Taranaki for the year ending December:  
**\$1,411,221,275**  
**+1.4%**

## Percentage change in regional spend YE December 2020

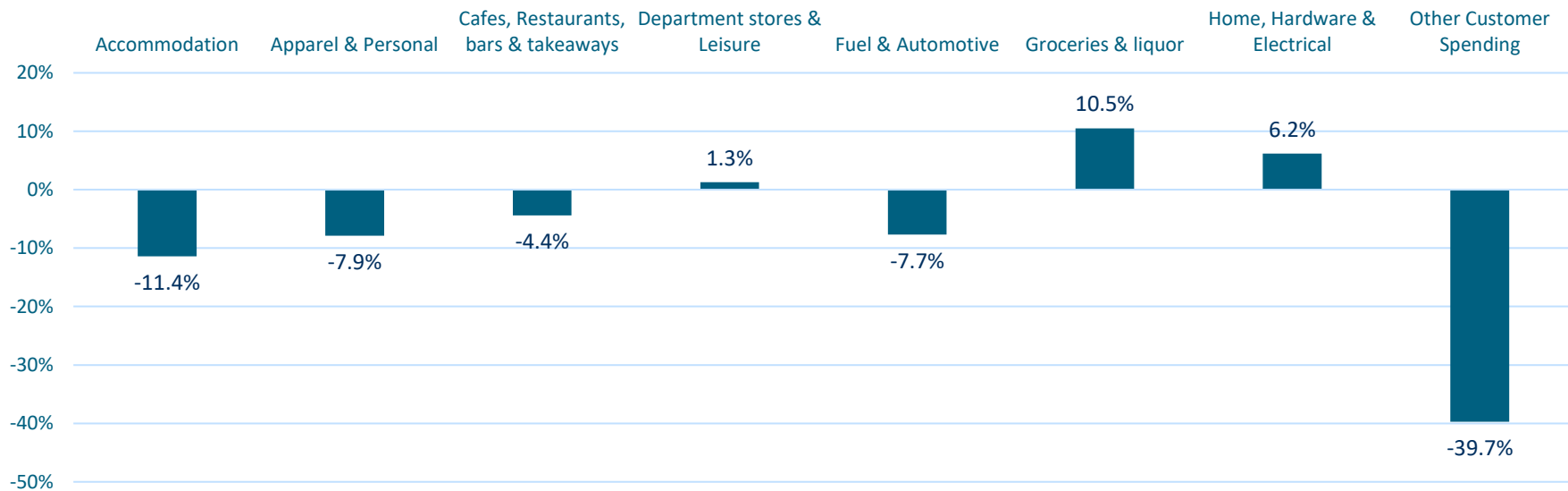


NB: total spend includes a COVID aggregation which is not reflected in the categories analysed.2

# Retail: New Plymouth district barometer

12 months ending December 2020 compared to December 2019

## New Plymouth district percentage change in district spend year-ending December 2020



Retail spend within district:  
\$1,057,744,782

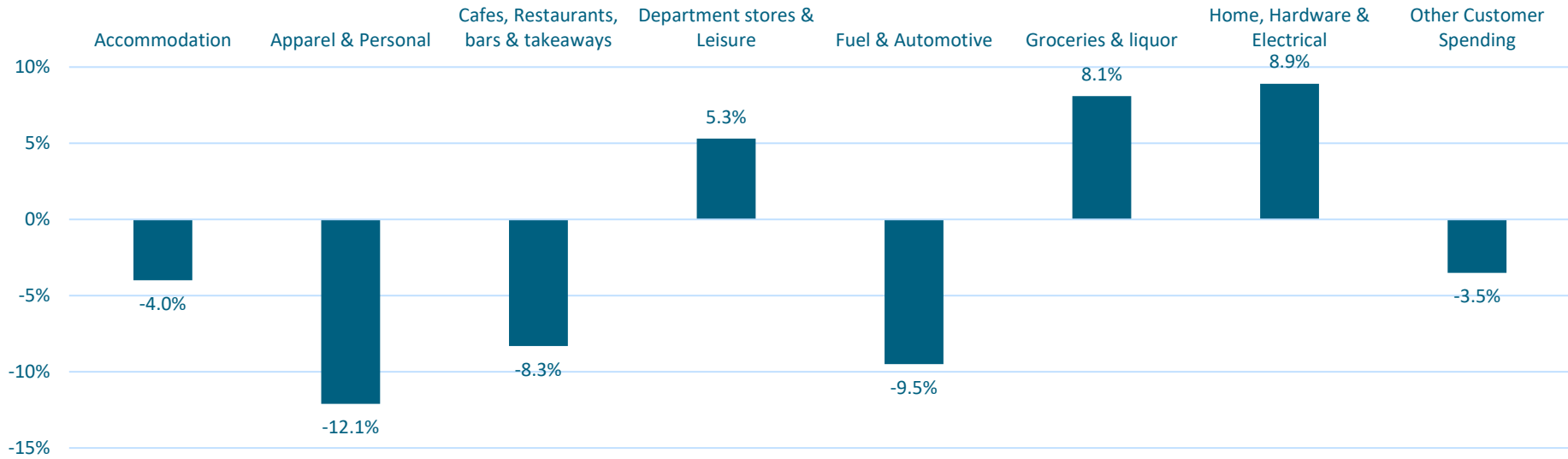
- +0.6%: Change in spend
- 5.2%: Change in number of transactions
- +6.1%: Change in average transaction value
- \$45.30: Average transaction value



# Retail: Stratford district barometer

12 months ending December 2020 compared to December 2019

## Stratford district percentage change in spend year-ending December 2020



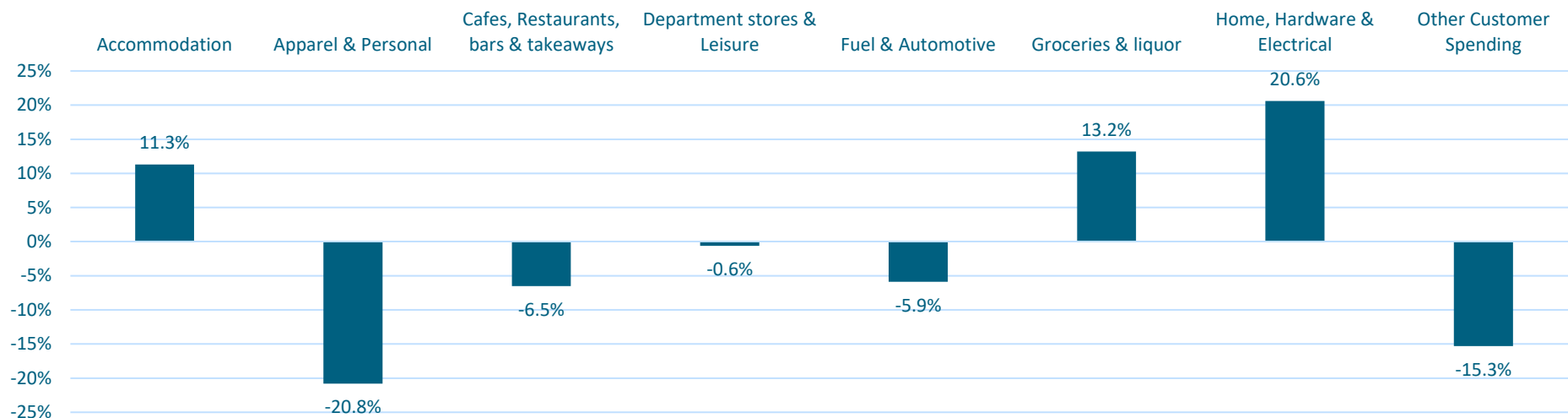
Retail spend  
within district:  
\$110,943,852

+1.1%: Change in spend  
-6.4%: Change in number of transactions  
8.0%: Change in average transaction value  
\$45.89: Average transaction value

# Retail: South Taranaki district barometer

12 months ending December 2020 compared to December 2019

## South Taranaki district percentage change in district spend year-ending December 2020



Retail spend  
within district:  
\$242,532,641

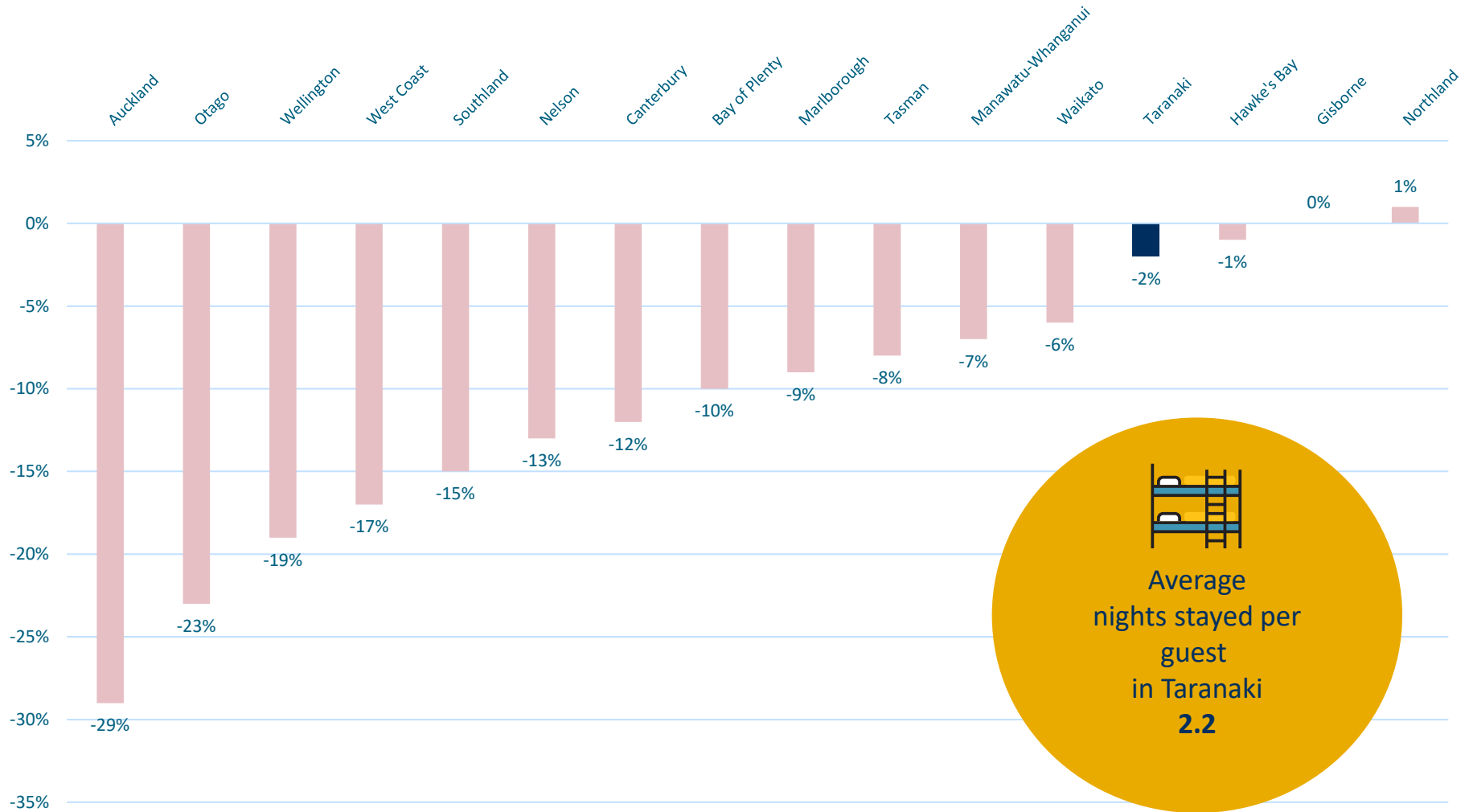
4.8%: Change in spend  
-4.0%: Change in number of transactions  
9.2%: Change in average transaction value  
\$41.73: Average transaction value



Visitor

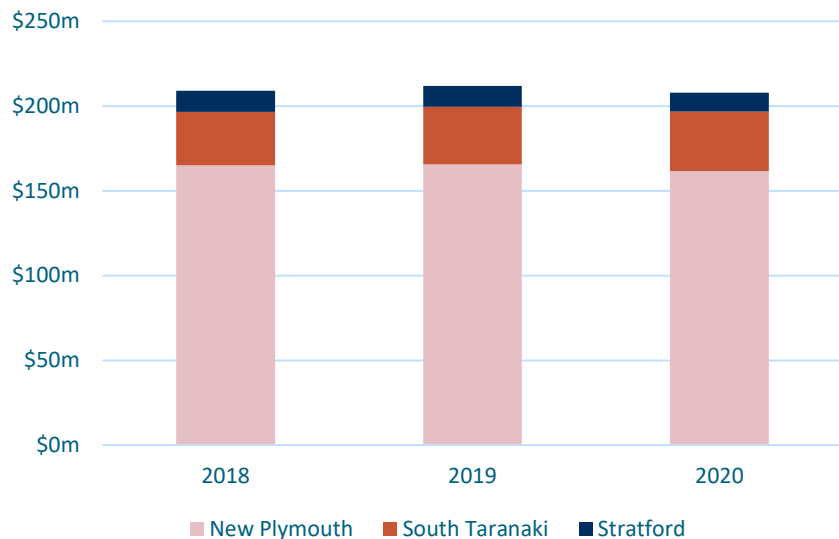
# Visitor spend by region

Percentage change in total spend – YE December 2020



# Visitor spend by district

## Annual visitor spend in Taranaki 2018-2020

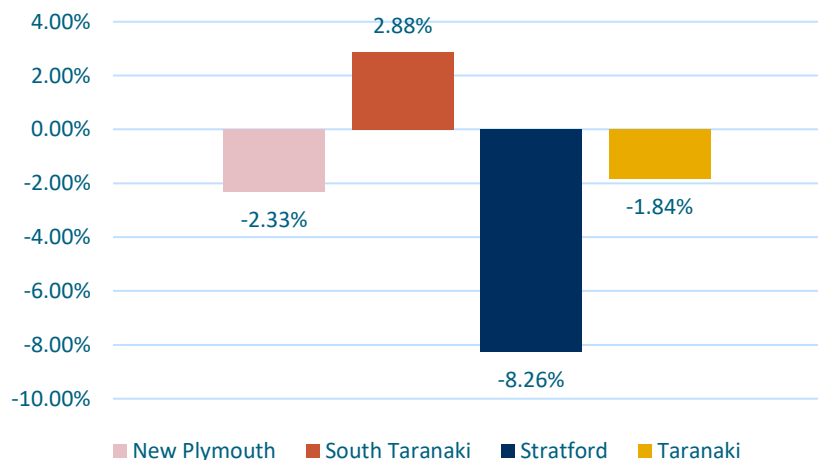


The Tourism Electronic Card Transactions (TECTs) have been established by MBIE as an interim replacement for the MRTEs. Due to complications from COVID-19, the MRTEs are no longer useable.

The TECTs instead aim to present the measured electronic card transactions (ECT) attributable to tourism. The TECT data is provided by Marketview, who use a base of ECT spending from the Paymark network (approximately 70 per cent of total ECT spend) to estimate total ECT spend.

For more information about TECT and the methodology used, [click here](#).<sup>9</sup>

## Visitor spend percentage change – year ending Dec 2020



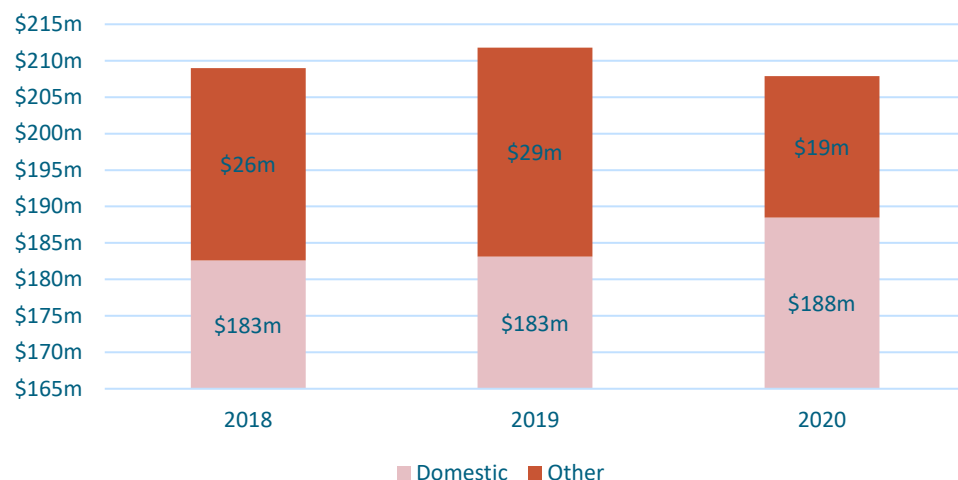
Visitor spend increased by 2.9% in South Taranaki, while decreasing in other parts of the region, most notably in Stratford by 8.26%.

The smaller sample size in Stratford, particularly with the switch to TECT measures, means this percentage change should be interpreted with caution. Raw figures show Stratford has lost approximately \$1m in tourism dollars, compared with a loss of \$4m in New Plymouth and a gain of \$1m in South Taranaki.

# Visitor spend by product

## Domestic and Other visitor spend 2018-2020

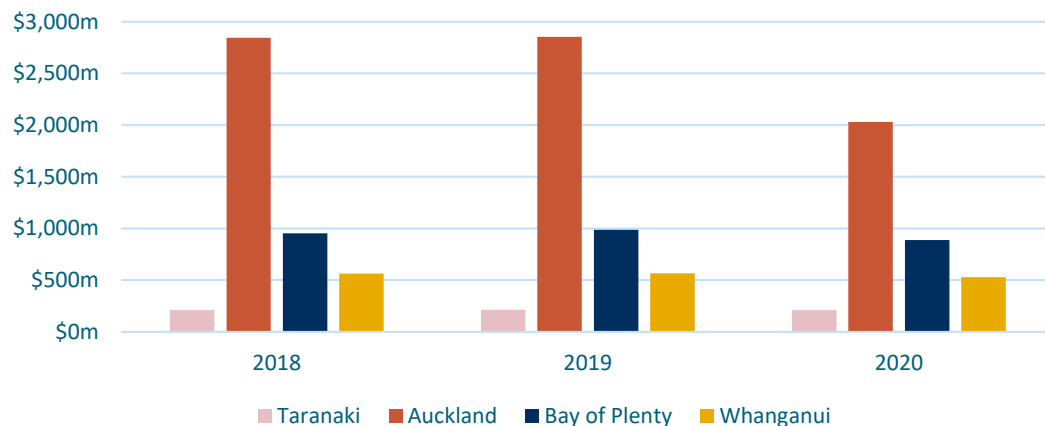
Visitor spend in Taranaki (\$millions)



Despite borders being closed for most of 2020, there is still a notable international visitor spend (noted in the data as 'other'). This is because the spend is based on card transactions from cards issued outside New Zealand. This is likely to include long-term visitors, migrant workers, international students and other non-residents based in New Zealand during 2020.

As can be seen in the breakdown of international vs domestic spend, the loss of international spend has been mitigated to a large extent in Taranaki by increases in domestic spend.

Total visitor spend by region (\$millions)

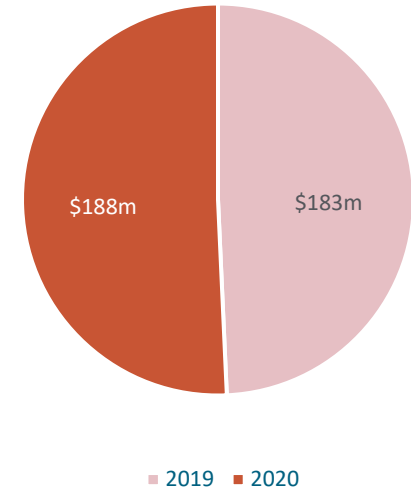
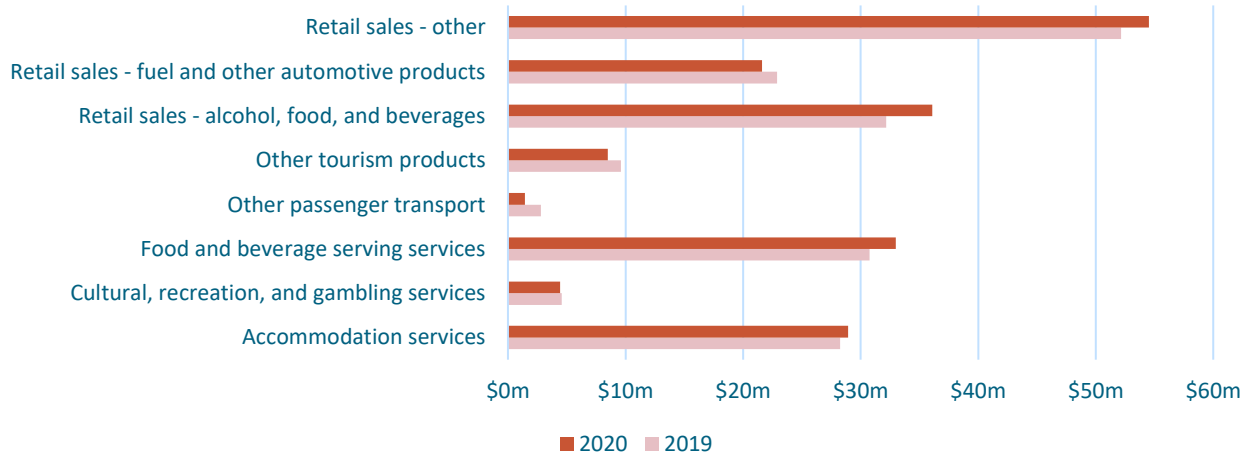


Total guest nights in commercial accommodation in Taranaki during January 2021  
**121,300**

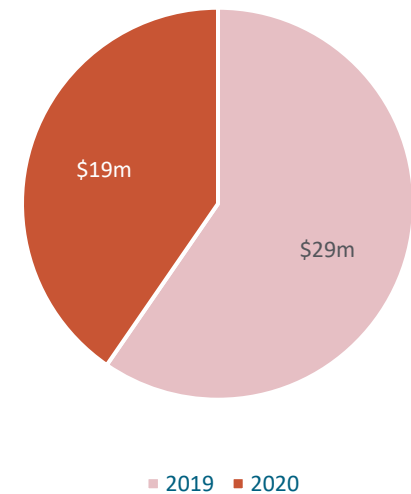
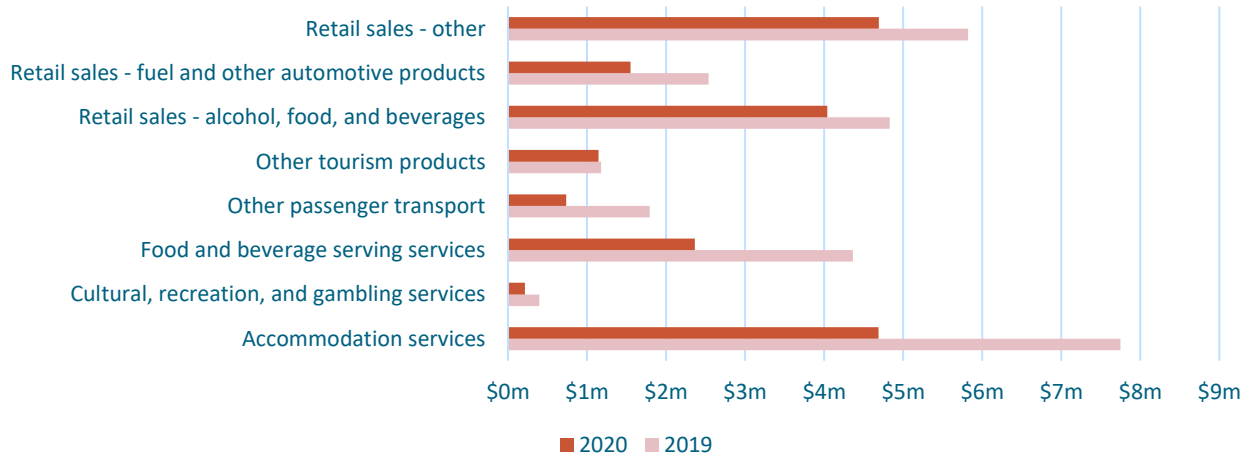
# Visitor spend by product

## International and domestic visitor spend 2018-2020

### Domestic visitor spend in Taranaki by product



### Other visitor spend in Taranaki by product <sup>9</sup>



# Transport Movements



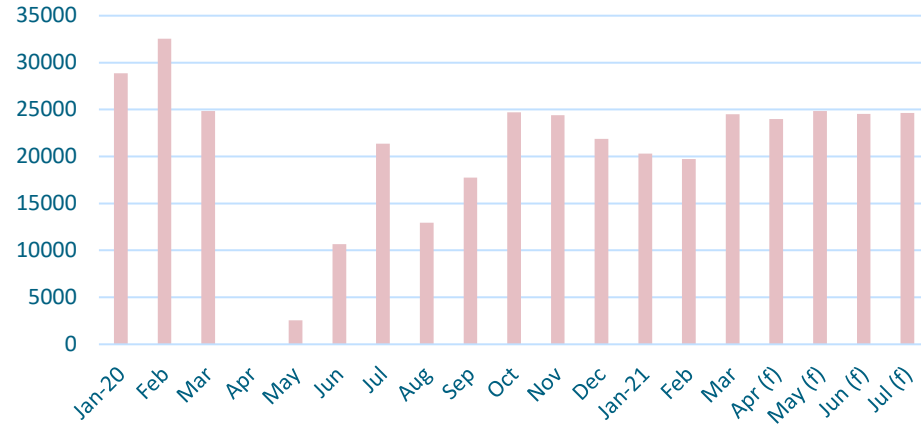


# New Plymouth Airport

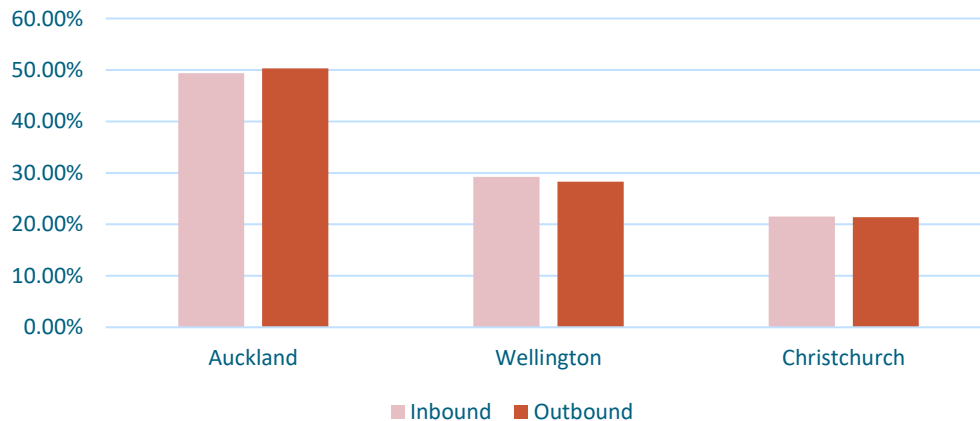
Traffic through the New Plymouth Airport has not quite reached the pre COVID-19 numbers, however from October onwards there has been a consistent number of passengers.

With travel increasingly becoming safer and a Trans-Tasman travel bubble approved for late April, the number of passenger movements through New Plymouth Airport is forecasted to remain at a healthy level.

Monthly passenger movements through New Plymouth Airport

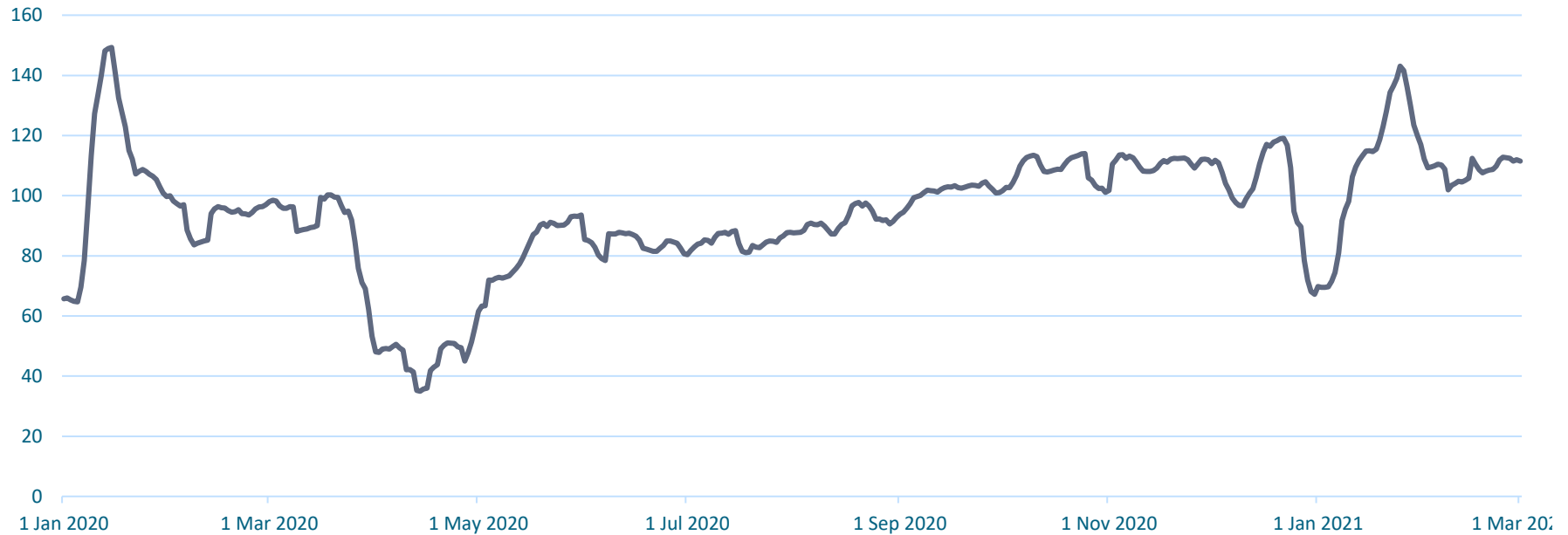


Where travellers through New Plymouth Airport are going / coming from (June 2020 – March 2021)



With very little international travel being feasible in 2020, New Zealanders have been encouraged to visit our own back yard. The majority of travelers outbound from New Plymouth went to Auckland (50.3%), followed by Wellington (28.3%) and lastly Christchurch (21.4%).

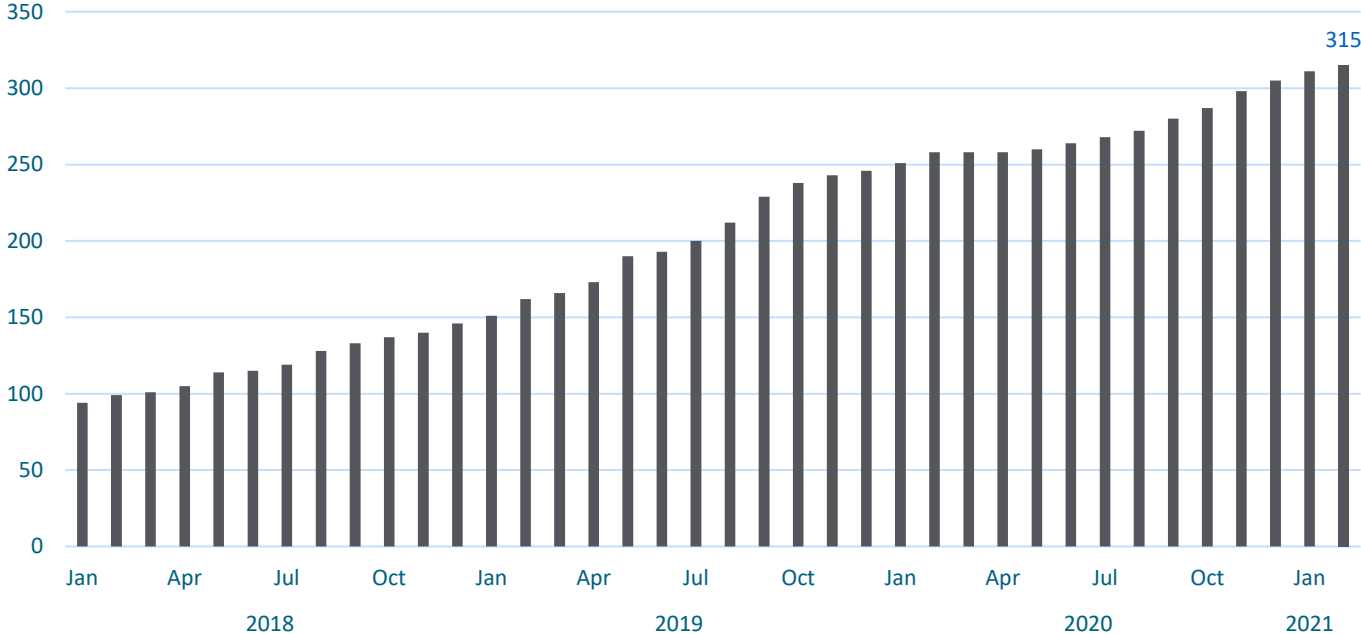
# Heavy traffic flows – Taranaki region



Heavy Traffic flows have increased towards the tail end of 2020. Before September 2020, the heavy traffic flow rating hadn't surpassed the 100 mark since March 2020. However, after this date we have only been below this benchmark during the Christmas and New Years periods.

*Heavy traffic flows source: NZTA and Infometrics: an index of heavy traffic flows passing monitored sites within a defined location/area, averaged over 7 days and indexed to 1 February 2020.*

# Electric Vehicle registrations in Taranaki



As advised by many global experts and New Zealand’s own Climate Change Commission, electric vehicles (EVs) are very quickly becoming the new normal in the car world. The Climate Change Commission draft advice predicts that in 2035 petrol and diesel prices will increase by up to 30 cents and the total cost of travel, including petrol and vehicle maintenance will continue to rise for an average household. Its draft advice estimates that by 2035, 40% of the entire light vehicle passenger fleet will need to be electric to meet New Zealand’s climate change targets.

In Taranaki there has been a steady growth in EV and Hybrid registrations with 315 as of February 2021, however this is approximately only 0.3% of the total light vehicle fleet in Taranaki\*.

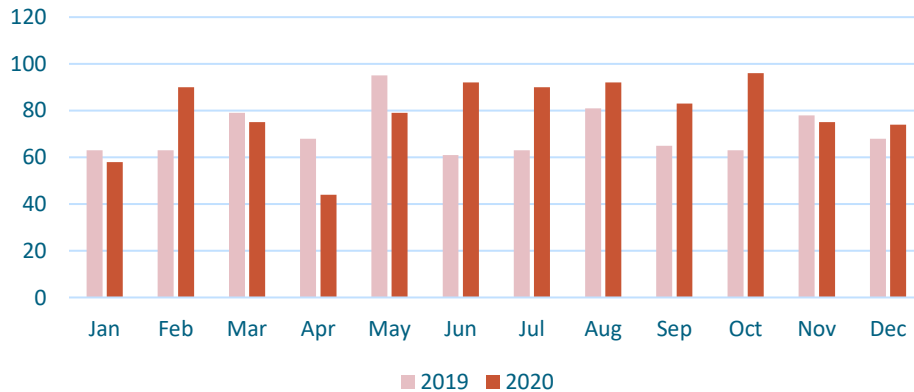
\*Based on MoT total fleet numbers for 2019



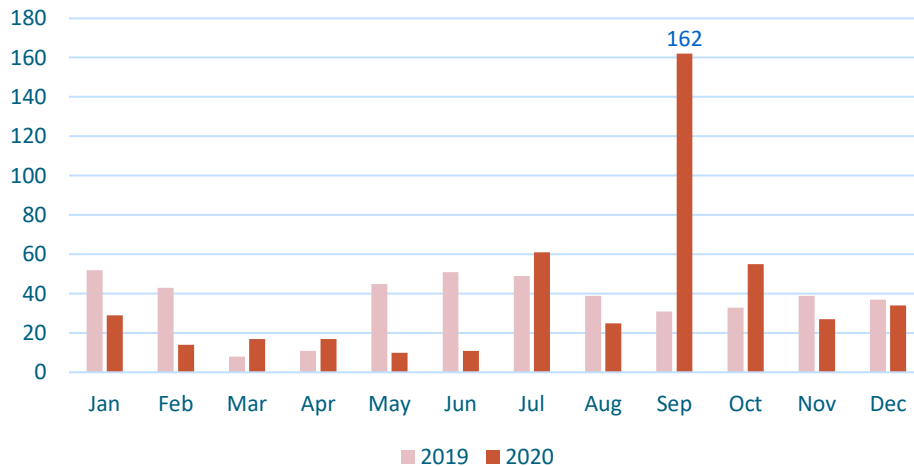
# Enterprise

# New Businesses registered in Taranaki

## New Businesses Added to Company Register



## Businesses Removed from Company Register



- Entrepreneurship remained healthy in Taranaki throughout 2020, with 245 new businesses added to the company register in the December quarter. For the year as a whole, Taranaki had 948 new businesses, an increase of over 100 businesses when comparing to 2019.
- Between October and December 2020 new businesses came in a range of different industries, with most being Rental, Hiring and Real Estate Services (14.8%), followed by Financial and Insurance Services (13.9%) and Construction Businesses (13.5%).
- Flow on impacts from COVID-19 caused 2020 to be a more difficult year than anticipated for many of Taranaki’s Businesses. However, while overall in 2020, Taranaki saw the closure of 462 businesses, this was only 24 more than the 438 businesses removed from the companies register in 2019. The number of businesses that closed in Taranaki was lower than the New Zealand average.
- As had been anticipated, business deaths spiked to their highest in September (162 closures) immediately following the end of some aspects of the government’s extraordinary support, including ‘safe harbour’ protection for directors of businesses facing liquidity problems.

# Venture Taranaki startup clinics

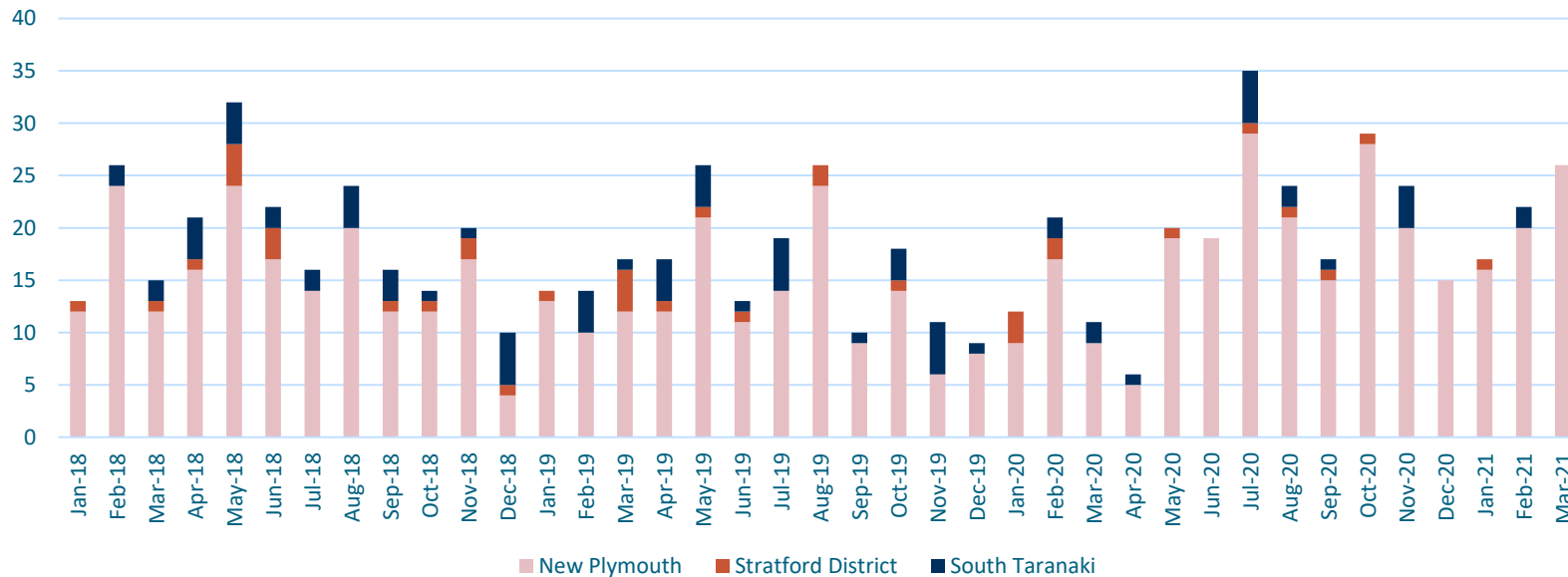
Attendance at Venture Taranaki’s free startup clinics increased by 48% for the quarter ending March 2021 compared to the same period in 2020.

Attendance reached an all-time high in July 2020, with 35 people attending clinics throughout the region (compared to 19 in July 2019).

Clinics continued throughout 2020, including during Level 4 lockdown. These were conducted remotely by advisers working from home.

Startup clinic attendance up 48% on March 2020

Startup clinic attendees in Taranaki 2018-2021



# Looking ahead

We have been fortunate in that we have not suffered the extremes of some other regional economies, due to the strength of our agriculture and food production industry and because our visitor sector is less exposed to the international market.

Retail spend is rebounding as people support local, and the construction industry is now busy. Our housing market, like others nationally, is running hot. The regional job market, whilst not experiencing the significant levels of unemployment initially feared, is proving a mixed bag. Job seeker registrations remain at heightened levels, and the unemployment rate is up, yet at the same time the job market shows increases in employment and skill shortages in certain industries, such as construction.

As we look ahead, whilst we have strong reasons for positivity, beneath the surface COVID-19 has further extended the inequality gap for our lower socioeconomic communities and families and has compounded impacts on health and housing. Furthermore, as economic activity rekindles, growth is becoming increasingly hampered by global supply chain and logistical disruption, which in turn is disrupting access to products and parts.

With the opening of the Trans-Tasman travel bubble, the visitor market will gradually build. However, beyond COVID-19 there are important broader policy and economic challenges that will come to the fore. These include the shift towards a low-emissions economy, and the Government's response to the final advice due from the Climate Change Commission in May 2021. There are many moving parts which affect our region as we continue to respond in the face of change.



# Notes

1. As census surveys are only undertaken every 5 years, population estimates are forecasts made by Statistics New Zealand based on Census data.
2. GDP captures all production within an economy. This includes consumption spending, government spending, investment and exports. All Infometrics GDP and sector statistics are estimates derived from official Statistics New Zealand data.
3. Filled jobs include paid employees measured by business employment data. The difference between the count of filled jobs and paid employees can be attributed to factors like additional jobs held by multiple job holders and jobs filled by employees not within the usual resident population. Total employed persons also include some people who aren't included in the filled job counts, such as employers, self-employed people without employees, and unpaid family workers.
4. NEET Rates account for young people aged 15–24 years who are unemployed (part of the labour force) and not engaged in education or training, and those not in the labour force and not engaged in education or training for many reasons, as a proportion of the total youth working-age population. School leavers and students on long breaks can add to this statistic.
5. Unemployment rates record all people in the working-age population who were without a paid job, available for work, and had either actively sought work in the past four weeks ending with the reference week or had a new job to start within the next four weeks. If someone is without work but no seeking employment, they do not count towards the unemployment rate.
6. Housing values are provided by Infometrics who sources their data from QVNZ. Values given are the average (mean) value of all developed residential properties in the area based on the latest house value index from QVNZ. It is not an average or median sales price, as both of those figures only measure what happens to have sold in the period. These average current values are affected by the underlying value of houses (including those not on the market) and are quality adjusted based on the growth in each house's price between sales.
7. Housing Affordability uses a different scale to rental affordability as rental affordability is showing average weekly rental payments as a proportion of average weekly income while housing affordability shows the ratio of the average current house value to average household income.
8. Retail data reflects spend by EFTPOS and credit cards in Taranaki retail outlets. Retail outlets reflect the defined categories displayed in these charts. The analysis, commissioned by Venture Taranaki, excludes cash and non-retail outlets.
9. The Tourism Electronic Card Transactions (TECTs) aim to present the measured electronic card transactions (ECT) attributable to tourism but without any attempt to represent the total spend. This method is considered to be the best way to provide spend data to the industry while travel is severely affected by COVID-19 border restrictions. But users need to be aware of the limitations of this approach as this does not account for cash spend or pre-purchase spending. International visitor numbers include anyone who makes ECTs with an international card. This is noted in the data as "Other". This estimated total ECT spend is then filtered for tourism spend by visitors in New Zealand. Domestic tourism spend is classified as spend that is more than 40km outside their usual place of residence.







**venture**  
TARANAKI  
Te Puna Umanga

Taranaki's Regional Development Agency

25 Dawson Street  
New Plymouth 4310 New Zealand  
T: +64 6 759 5150  
E: [info@venture.org.nz](mailto:info@venture.org.nz)

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



# TARANAKI BUSINESS SURVEY RESULTS

June 2021

# TARANAKI BUSINESS SURVEY

The Taranaki Business Survey monitors the economic confidence of Taranaki enterprises and canvasses their views on key business issues. It has been undertaken by Venture Taranaki 6-monthly since 1999

The survey is sent to more than 1700 enterprises throughout Taranaki, and includes a cross-section of industry type, location and business size.

Each year we ask standard questions about perception of the current economic state, and confidence for the future. This enables us to compare year-on-year the business confidence and outlook for our region.

For each survey, we also ask some special topic questions, specific to an issue relevant to the business community. The special topics for this survey are **COVID-19 Impacts** and **Budget 2021**.

If you have questions about this survey, please contact Venture Taranaki Business Analyst Jennifer Patterson

[Jennifer@venture.org.nz](mailto:Jennifer@venture.org.nz)

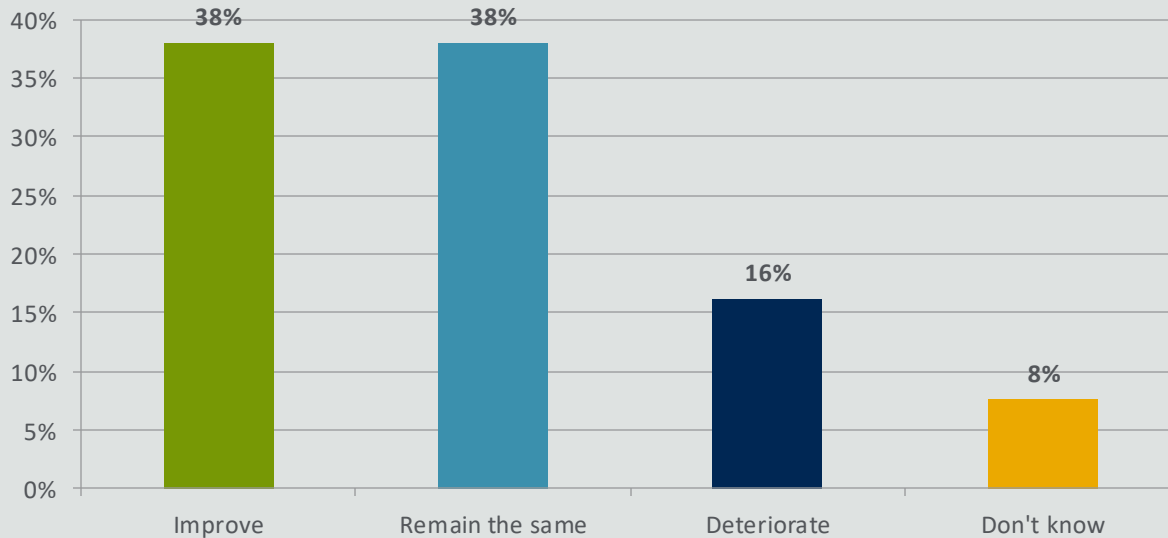


A woman in a black wetsuit is smiling and looking towards the right. She is in the ocean. In the background, there is a large, dark, conical mountain. To the right of the mountain, there is a tall, thin, cylindrical structure, possibly a power tower. The sky is blue with some light clouds. The water is a deep blue with small waves.

# ECONOMIC CONDITIONS

# NEW ZEALAND

In the next 12 months, do you expect the general business situation **in New Zealand** to:

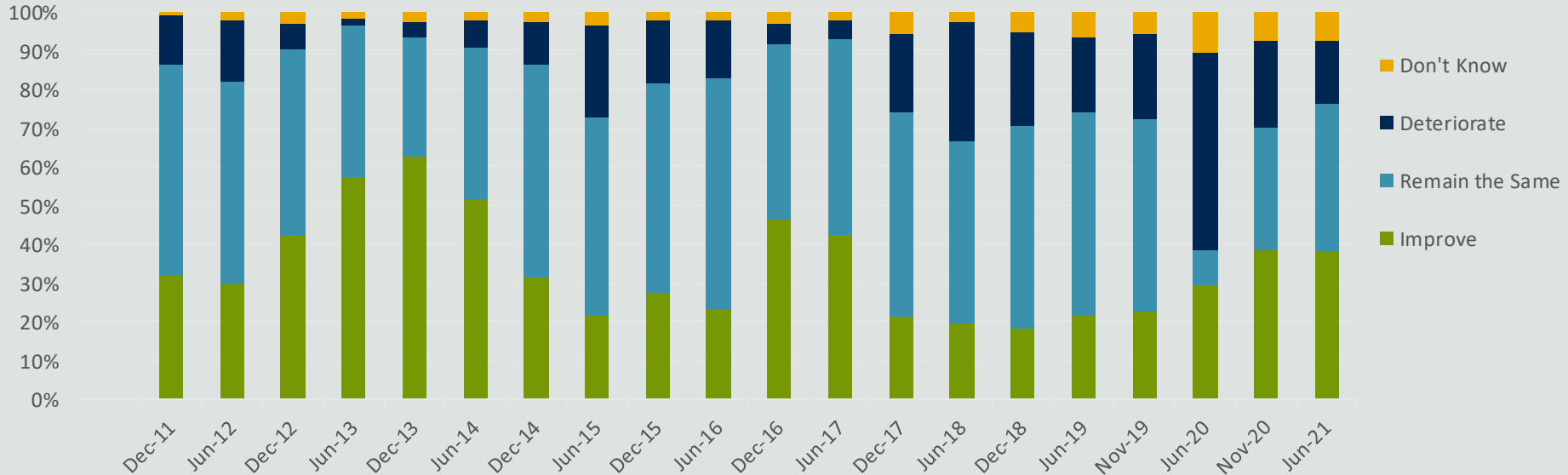


Most respondents expect the national economy to remain stable over the next 12 months.

This is a significant shift from the June 2020 results, which showed only 29.3% of respondents thought NZ's conditions would improve, and 51.2% thought they would deteriorate over the next 12 months.

# NEW ZEALAND

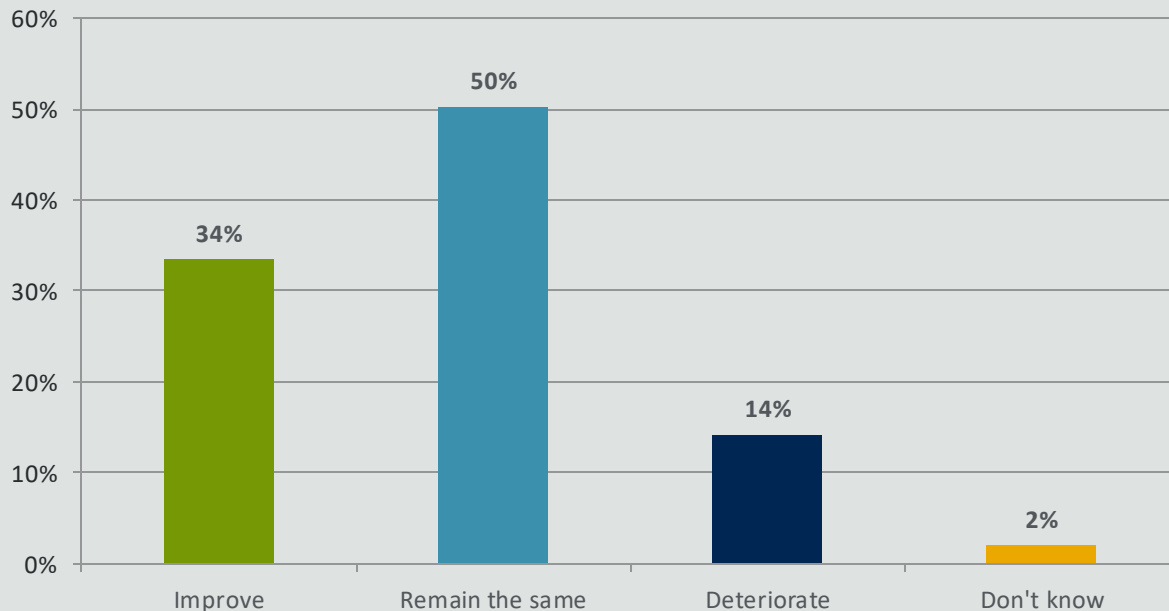
In the next 12 months, do you expect the general business situation in New Zealand to:



There has been a slight shift in sentiment over the past six months, with fewer respondents anticipating a deterioration in conditions.

# INDUSTRY OUTLOOK

In the next 12 months, do you expect business conditions in **your industry sector** in New Zealand to:



Most respondents expect conditions in their own sector to remain stable over the next 12 months.

This is a significant shift from the June results, which showed only 29.3% of respondents thought NZ's conditions would improve and 51.2% thought they would deteriorate over the next 12 months.

# INDUSTRY OUTLOOK

In the next 12 months, do you expect business conditions **in your industry** sector in New Zealand to:

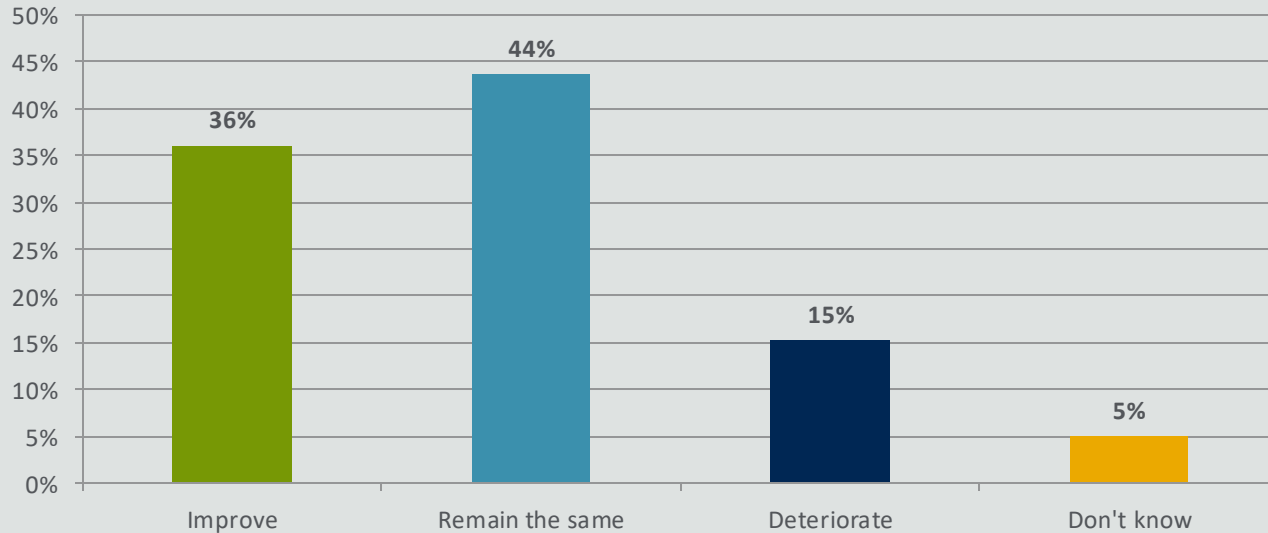


Respondents are feeling mostly optimistic in their views towards their own industry, with most expecting conditions to remain stable compared to earlier in the year.



# TARANAKI OUTLOOK

In the next 12 months, do you expect the general business situation in Taranaki to:



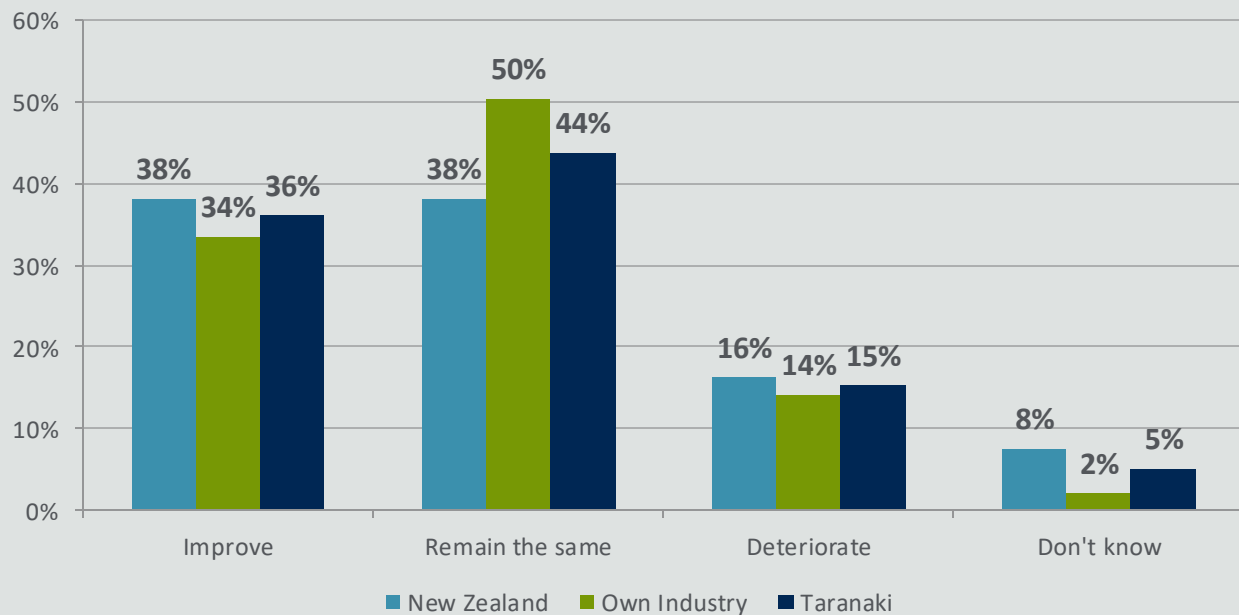
Relatively positive and stable outlook for the Region over the next 12 months.

Last survey showed that only 40% of respondents thought the regional outlook would improve, and 20% thought it would decrease.

Respondents were more certain in June 2021, with 44% thinking things would stay the same, up from 36% six months ago.

# NZ VS. INDUSTRY VS. TARANAKI

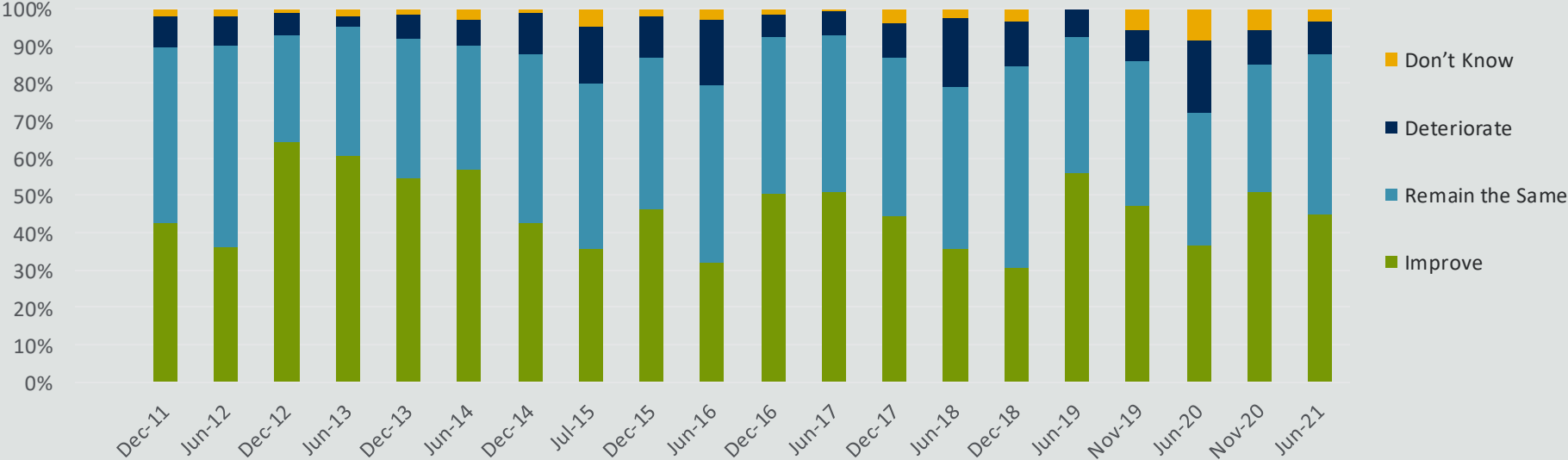
## Conditions over the next 12 months



Respondents were feeling mostly positive towards the national, regional and their own industry's economic outlook, and expecting greater stability than the prior 6 months.

# SALES FORECAST

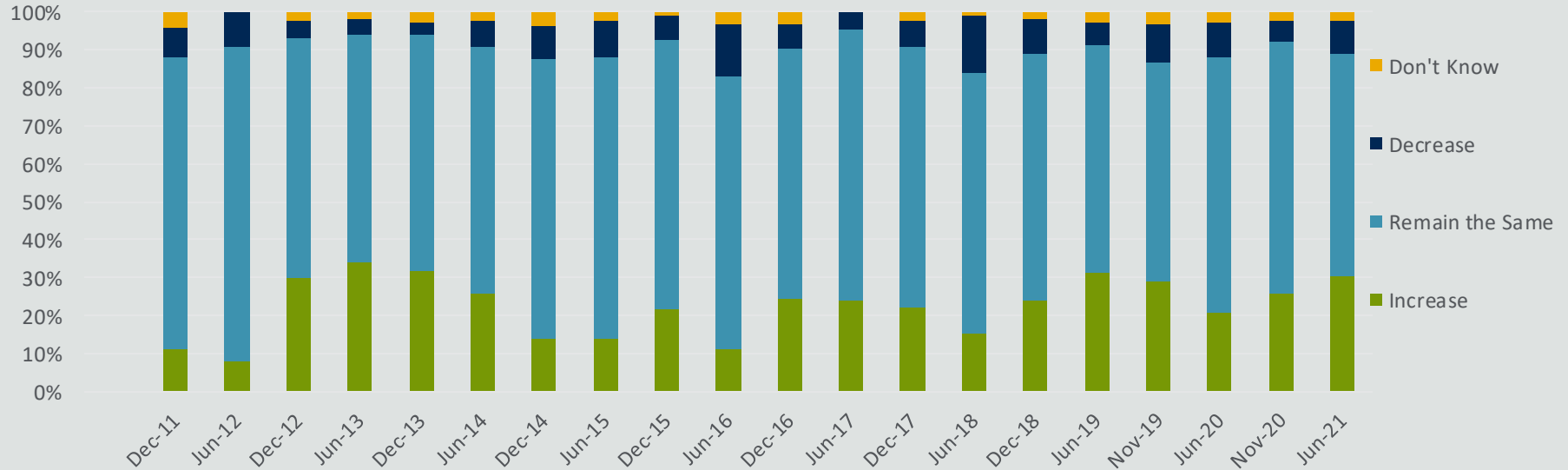
In the next 6 months, do you expect your company sales/customer levels/bookings to:



The sales forecast also shows an expectation of stability for the next six months, with more respondent expecting sales to stay the same (43%), compared to 34% of respondents in November 2020.

# EMPLOYEE NUMBERS IN THE NEXT 6 MONTHS

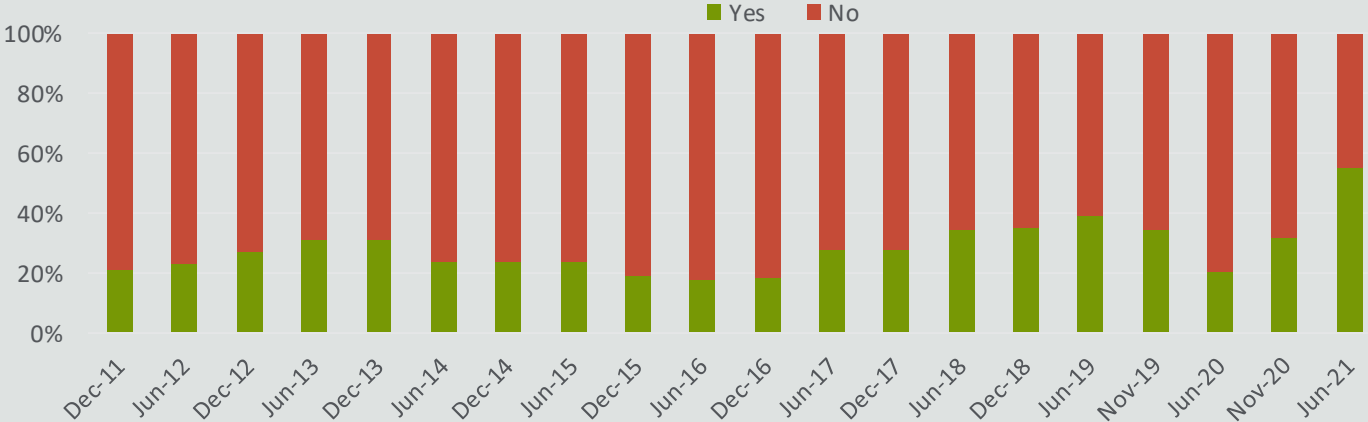
In the next 6 months, do you expect employee numbers in your business to:



58% of enterprises anticipate no changes to staffing levels. From the last survey we are seeing confidence begin to return when it comes to increasing staffing numbers in the next six months. 30% of enterprises now anticipate increases in employee numbers compared to 26%

# SKILLS SHORTAGE OR DIFFICULTY HIRING?

Are you experiencing any significant skill shortages and/or difficulties recruiting appropriate staff?

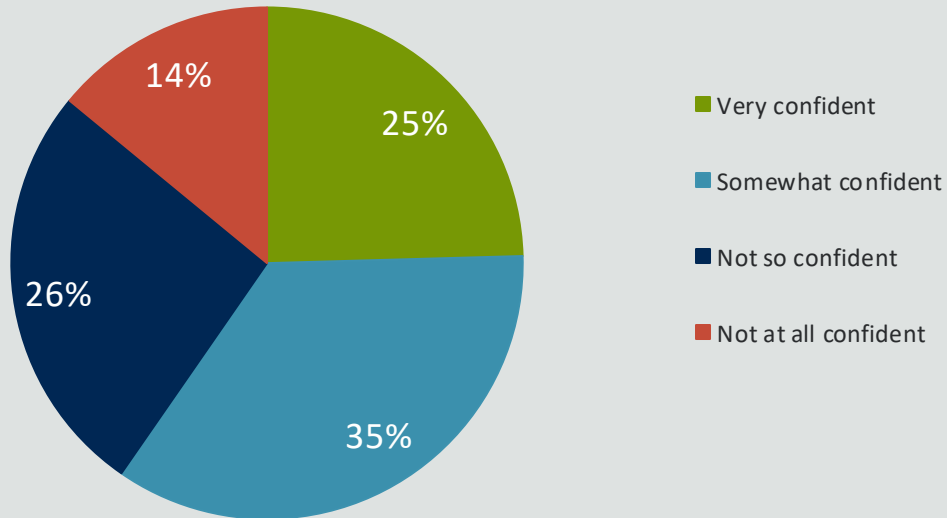


Of those currently recruiting staff, 45% are experiencing difficulty\*.

\*This question was offered to only those respondents who answered “increase” to Question 5 (in the next 6 months, do you expect employee numbers in your business to...). In previous surveys, all respondents have been offered this question. For this reason, the increase shown in the graph may not be a true comparison with previous surveys.

# SKILLS SHORTAGE OR DIFFICULTY HIRING?

Given the recent reductions in migrant numbers, how confident are you that the New Zealand labour force can fill your needs?



60% of Taranaki enterprises that are looking for more staff are confident they can find people in New Zealand to fill their needs.

# SKILLS SHORTAGE COMMENTS

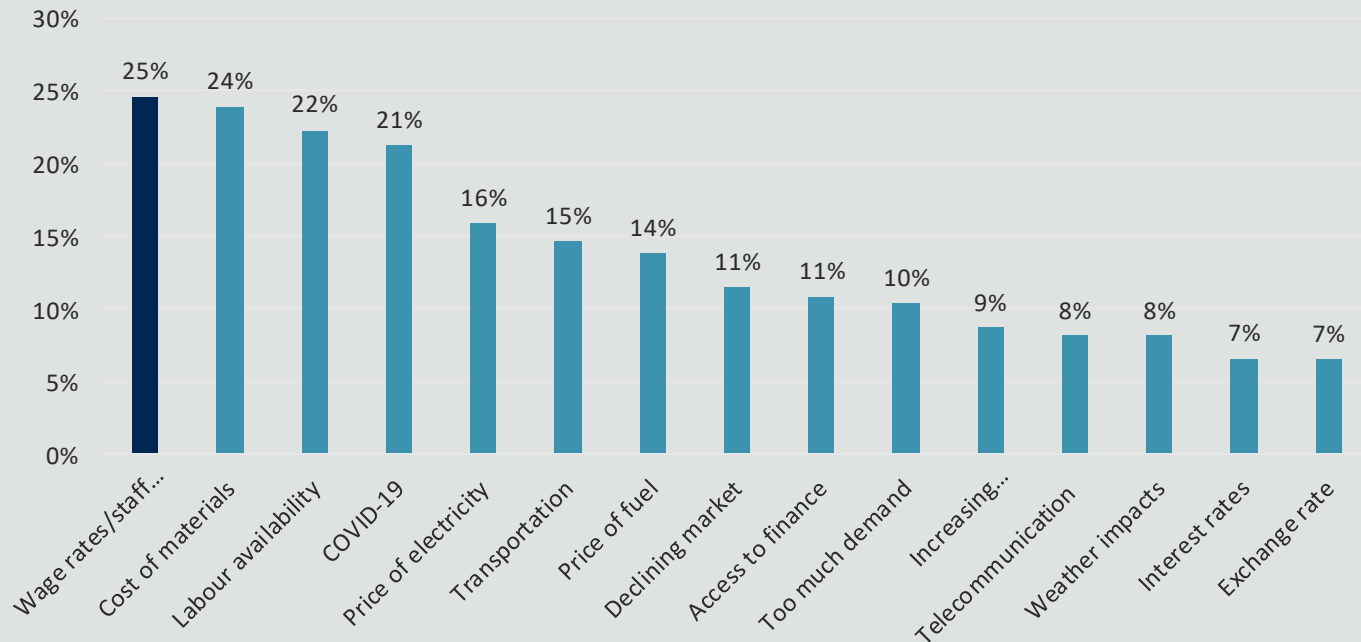
- Some respondents expressed concern about not being able to find highly skilled and/or specialist workers.
- This includes many types of high skilled workers, including marketing specialists, designers, software developers and engineers.
- Finding hospitality workers and trade workers were also common themes.

*“We have staff shortages and are having a hard time finding people who want to work. We have offered contracts to three people - One lasted one day and resigned, another decided not to take the job and we are hoping the third will work out.”*

*“Skills in marketing and web development are a constant struggle as people don’t want to move to the region and those in it that we have interviewed are not skilled enough or don’t want to move.”*

# TARANAKI BUSINESS CONCERNS

Issues that are of most concern to Taranaki enterprises



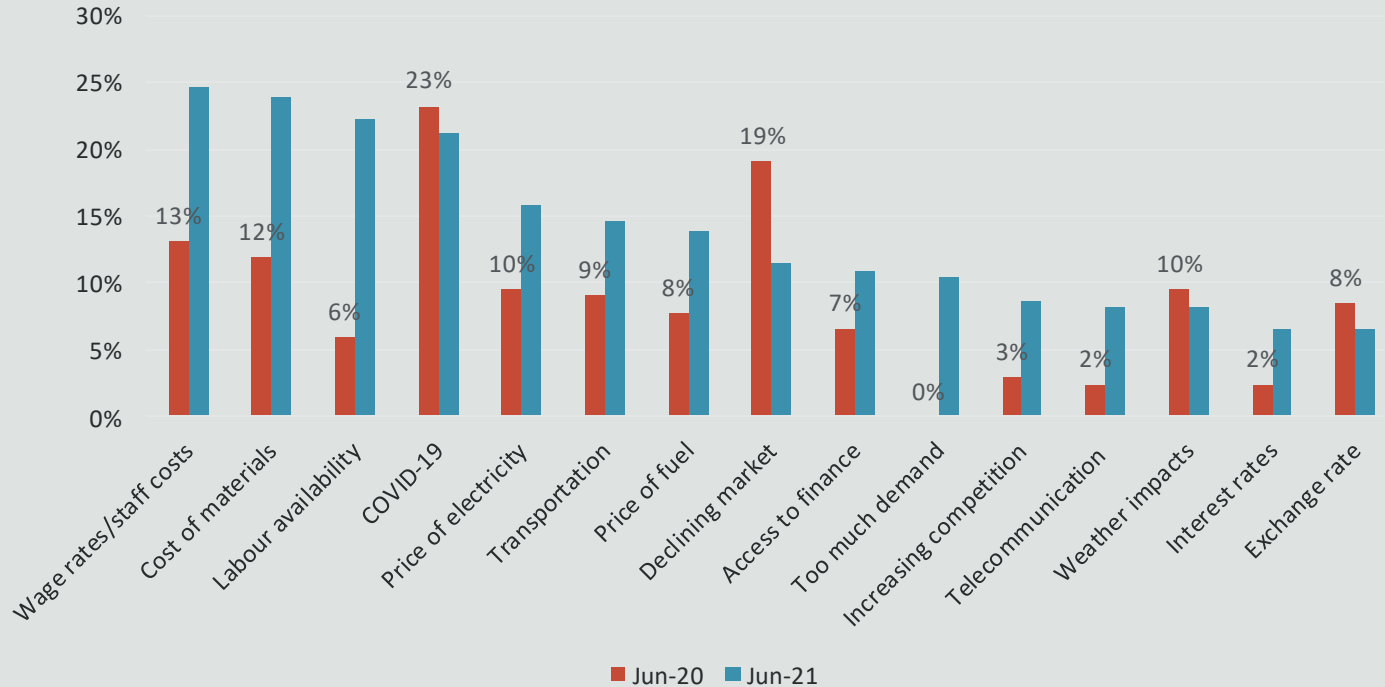
**Wage rates, cost of materials and Labour availability are the three biggest concerns for Taranaki enterprise.**

COVID-19 remains a significant concern.



# TARANAKI BUSINESS CONCERNS

Issues that are of most concern to Taranaki enterprises



Compared to June 2020, few enterprises are concerned about declining markets.

Concerns are now more spread across a number of issues, rather than just COVID-19.

# FACTORS IMPACTING TARANAKI ENTERPRISES

- There are concerns expressed about the rising cost of staff as a result of government changes in sick leave and union/fair pay agreements. Businesses feel they are often unable to increase pay or leave entitlements.
- Worker shortages, including uncertainty for current visas for foreign staff, and skilled workers are a recurring theme.
- Many respondents felt the Government was not taking business needs into account with changes in legislation, and that they are not being consulted.
- This concern also extends to the oil and gas sector. Respondents don't feel that the Government has a good plan for the transition to a low emissions future.
- Lack of visitors from overseas is a concern for some respondents.

Labour shortage  
and labour costs

Lack of consultation

Travel  
restrictions



# FACTORS IMPACTING TARANAKI ENTERPRISES

*“Rising costs of staff will cripple small businesses... 10 days sick leave even for part timers doing 16 hours per week? It’s unbelievable...”*

*“Being an early childhood service, we are always trying to manage at the mercy of government funding without passing too many costs onto our families or having impacts on the quality of our service. This is a constant worry and concern.”*

*“Concerned that wage rates have increased, and income will decrease if Covid presents itself again. Will there be another wages subsidy, to cover 100% of wages? As I don't think we'll get approval from staff to drop hours again.”*

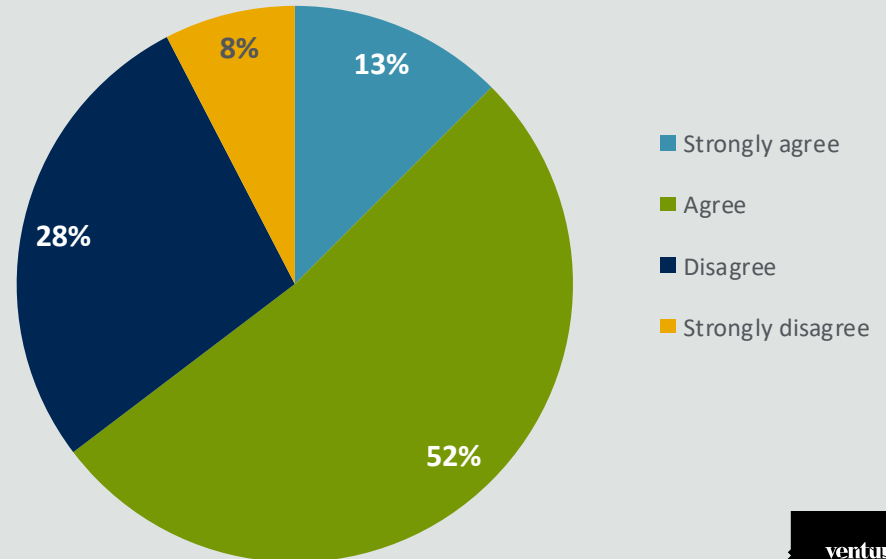
*“Demand outstripping supply in building industry, potential issues with supply and cost of materials”*

# INFRASTRUCTURE

Please rate the following statement:

**Taranaki has all the infrastructure required for our enterprise or organisation to flourish:**

- Most respondents (65%) consider that Taranaki infrastructure meets their needs, however some expressed concerns about the quality of roads, and the fact that roads are always being worked on.
- There were concerns about not having the required infrastructure to respond to housing demands.
- Lack of public transport was seen as a major obstacle for some respondents.
- Access to broadband in rural areas was a constraint to farmers.
- Lack of cellphone coverage along SH3 was a frustration for some.



# INFRASTRUCTURE

*“Broadband is still an issue across the region”*

*“Cell phone related communications are very poor across many areas of the province. Rail needs upgrading to enable much improved utilization”*

*“Telecommunications are sorely lacking in rural areas”*

*Road maintenance seriously needs looking at. Mainly State Highways. They're in a disgraceful condition.*

*“Public Transport is a major obstacle. Everything is dependent on private motor vehicle”*

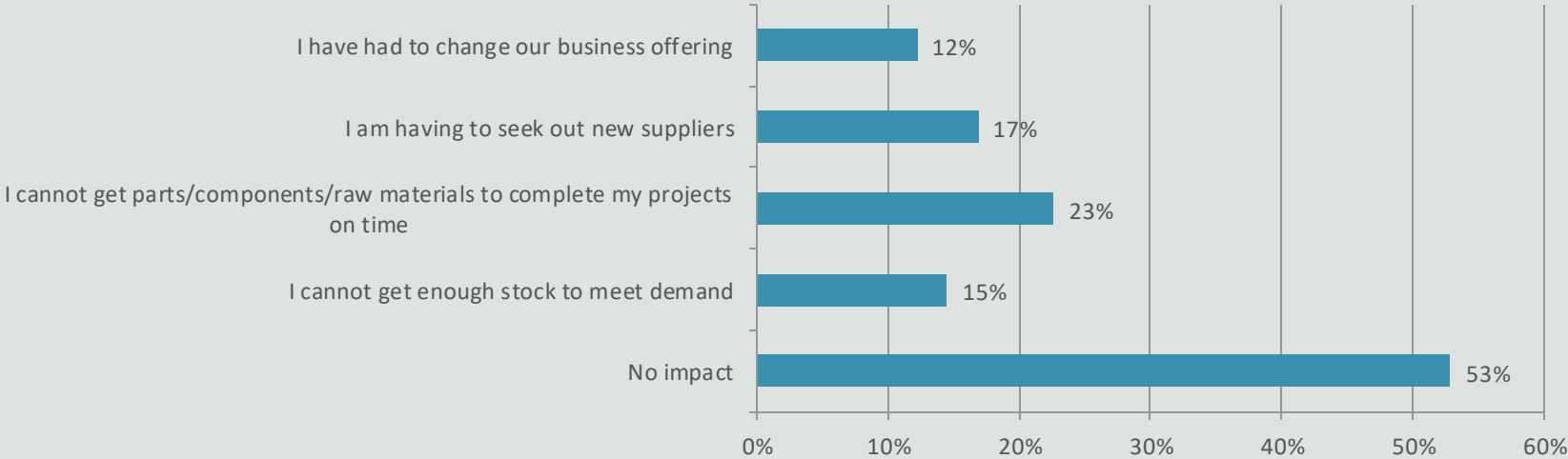
*“Roads are substandard in some areas. Rural sector is getting left behind”*



# COVID-19 ongoing impacts

# SUPPLY CHAIN CONSTRAINTS

To what extent are supply chain issues affecting your ability to complete projects and/or provide goods and services to your customers?



Almost half of all respondents are affected in some way by supply chain issues. Respondents were able to chose more than one option.

# SUPPLY CHAIN CONSTRAINTS

- Global supply chain issues are affecting a wide range of Taranaki businesses.
- The building industry is affected, as demand outweighs supply of materials, goods and labour, and is proving to be a massive problem.
- This is also impacting businesses access to packaging, raw materials and IT components. There is little to no stock of new computers/laptops etc.
- Shipping delays are also affecting our exporters.
- Products are costing more as a result, and businesses are having to get more creative around solutions in this area, e.g., sourcing more expensive local materials.

*“Manufacturing supply chains too heavily dependent on importing both raw material and finished product - this should be a huge government priority to rebalance manufacturing in NZ”*

*“We still get what we need. Was always a battle with shipping etc even before covid so no change there”*

*“I’ve had to source local alternatives and pay far closer attention to our offerings. Replacement parts for equipment or new equipment has been difficult to source on occasion”*

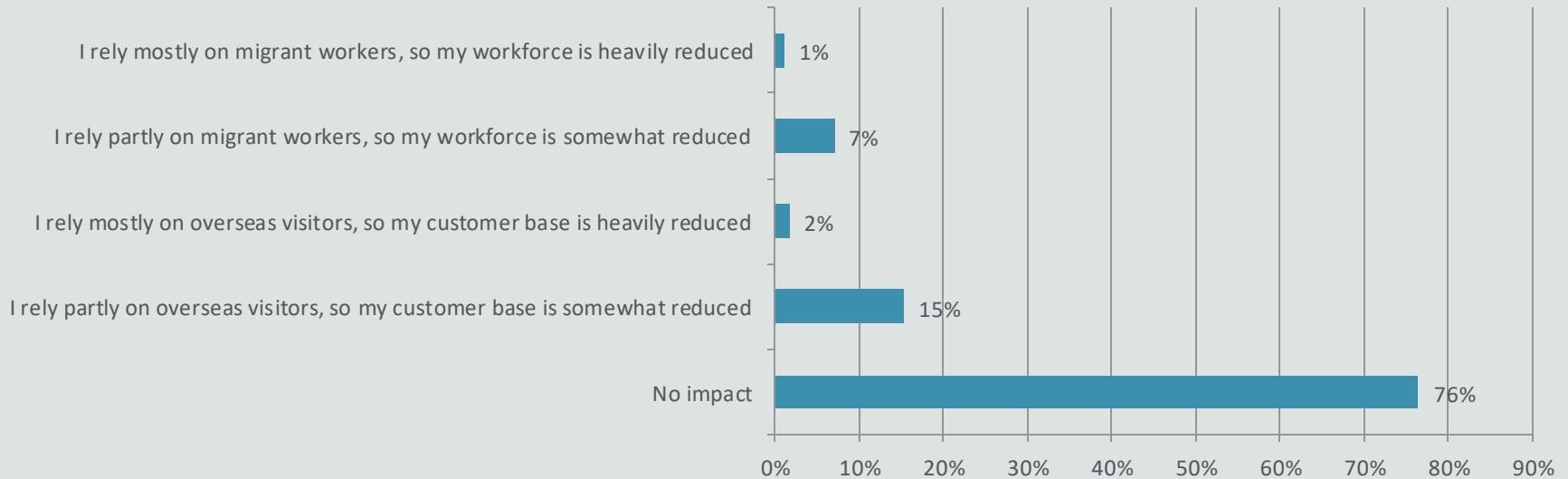
*“Clients are deferring engineering & design work due to significant cost increases in construction (materials and labour).”*

*“In some instances I have had to improvise and use different products or change our approach”*



# BORDER CLOSURE CONSTRAINTS

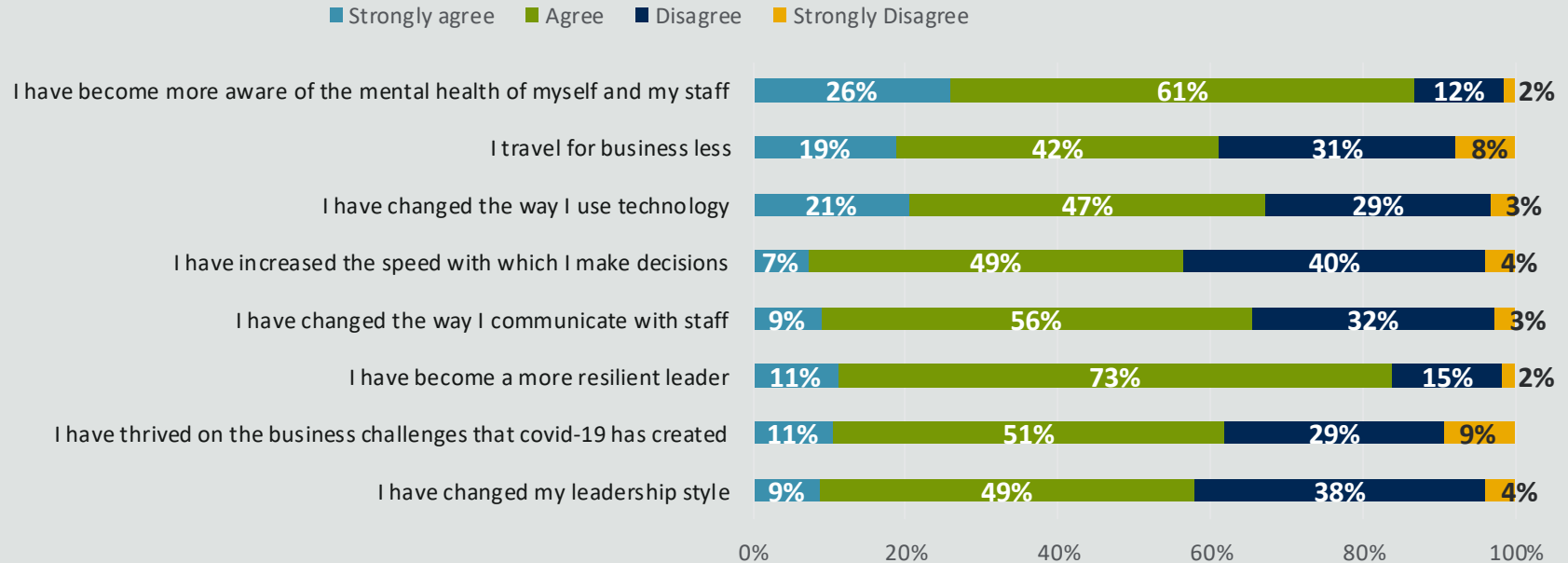
To what extent are border closures affecting your ability to complete projects and/or provide goods and services to your customers?



Border closures are impacting some businesses by making it harder to find migrant workers and making it harder to do international business. However, some businesses have also found that the increase in domestic demand has made up for this.

# COVID-19: IMPACTS ON LEADERSHIP

How has COVID-19 affected you as a business owner, manager or leader?



# COVID-19: IMPACTS ON LEADERSHIP

How has COVID-19 affected you as a business owner, manager or leader?

87% of respondents agreed that they had become more aware of mental health issues for themselves and their staff as a result of COVID-19. 84% agreed that they had become more resilient leaders. Every statement in this question received agreement from more than 50% of respondents.

- The results indicate COVID has changed the way we work.
- Many respondents are focusing on mental health support more than ever before.
- Some businesses feel like their staff have become more of a close-knit team as a result.
- Owners have also suggested there should be more support for business owner mental health, not just staff.

*“Government initiatives for Covid have been all about employees and not about helping small businesses stay in operation”*

*“Mental health awareness as a business owner has been huge in the past 12 months, it's very stressful”*

*“I have to care more about them than myself - more so than ever before ! It's making me want to get out of business!”*

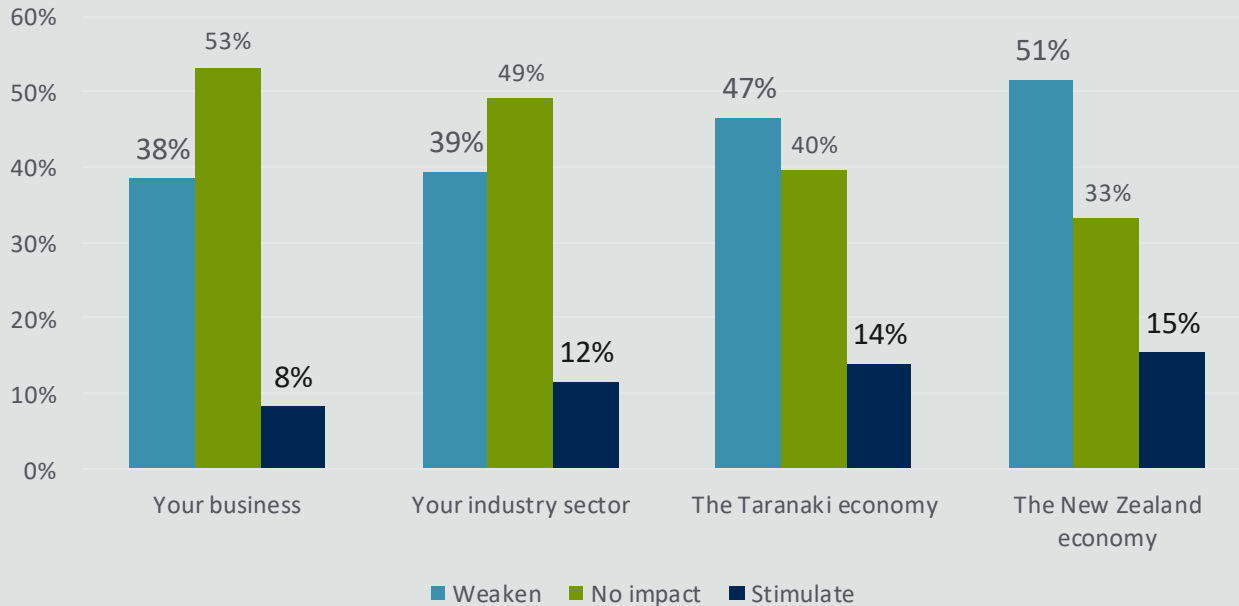
*“The reality is COVID has changed the way we work. The impact of the last 15 months are still hidden and wont surface for many years ahead”*

A man and a woman are walking on a paved path through a lush, sunlit forest. The forest is filled with large, vibrant green ferns and other tropical-looking plants. Sunlight filters through the trees, creating dappled shadows on the path. The man is wearing a white t-shirt and dark shorts, and the woman is wearing a dark top and leggings. The overall atmosphere is bright and natural.

# Budget 2021

# IMPACT OF BUDGET 2021 ON TARANAKI ENTERPRISE

What impact do you think the 2021 budget will have on...



Most Taranaki enterprises anticipate the 2021 Budget will not affect their own business, however there are concerns that the regional and national economies will be weakened.

# COMMENTS

## Positive

- Positive responses include budget announcements on climate change funding, healthcare, benefits, improving living standards for the middle and lower class, and housing.
- Many respondents are happy to see more families being supported.

## Negative

- Around half said that there is nothing good in the budget and it is bad for business. These Taranaki business owners don't feel supported by the Government.
- A common complaint was there is not enough support for small businesses.
- Some business owners also think that there is not enough being put into our healthcare system.

*"Giving more families a chance to be able to provide the basics for their whanau"*

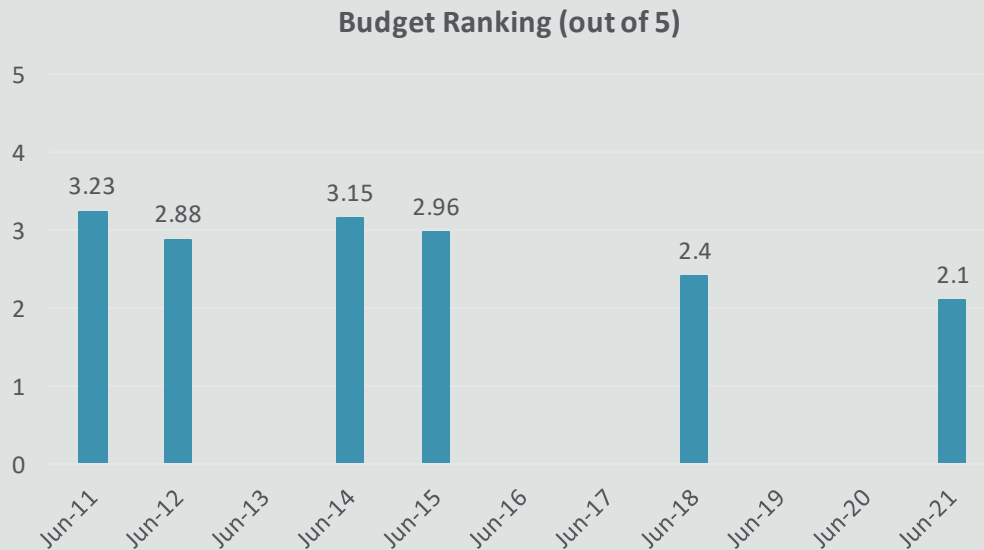
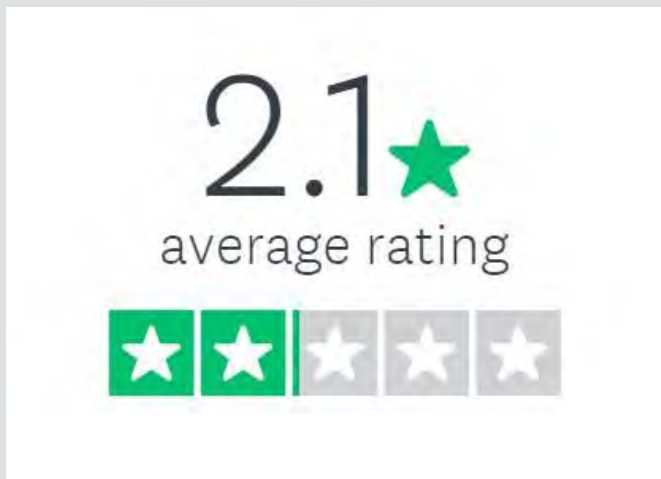
*"No support for massive change bought on by regulation in the Primary sector"*

*"Supporting more people into careers and training to grow our own rather than bring in immigrants"*

*"Restrictions on farmers and things definitely seem to get tougher and tougher on small businesses particularly re staff. We have to put the cost back onto clients now"*

# IMPACT OF BUDGET 2021 ON TARANAKI ENTERPRISE

How would you rate the 2021 Budget overall in terms of "business friendliness"?



A man in an orange jacket and backpack is standing in a dense forest, looking upwards. The forest is filled with tall trees and lush green foliage. The scene is captured in a cinematic style with soft lighting filtering through the canopy.

# Ngā mihi

[venture.org.nz](http://venture.org.nz)



# Report for Venture Taranaki Trust Client Satisfaction Survey 2020-2021

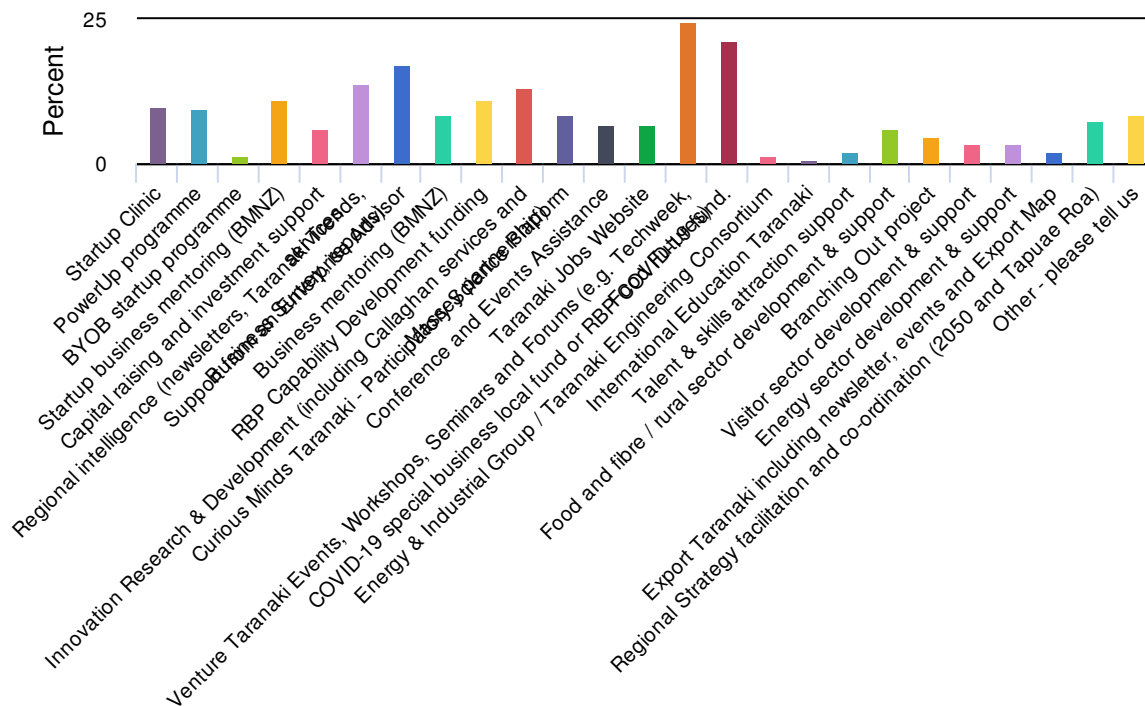
## Response Counts




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Totals: 152

1. In the past 12 months, which Venture Taranaki services did you use or engage with? (Please tick all that apply).

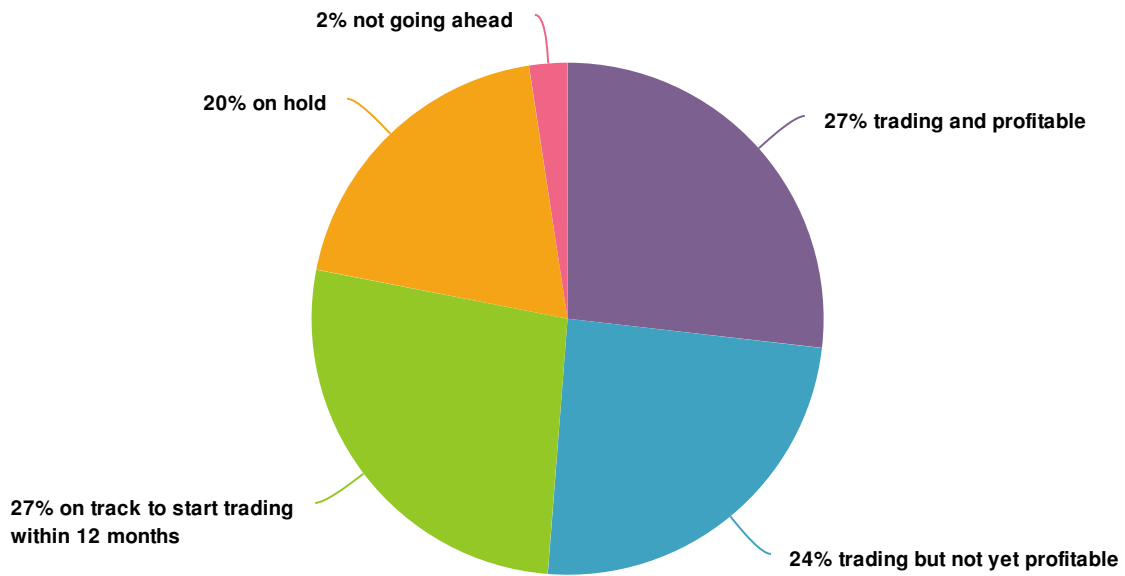







Value	Percent	Responses
Startup Clinic	9.9%	15
PowerUp programme	9.3%	14
Startup business mentoring (BMNZ)	11.3%	17
Capital raising and investment support services	6.0%	9
Regional intelligence (newsletters, Taranaki Trends, Business Survey, reports)	13.9%	21
Support from an Enterprise Advisor	17.2%	26
Business mentoring (BMNZ)	8.6%	13
RBP Capability Development funding	11.3%	17
Innovation Research & Development (including Callaghan services and Massey partnership)	13.2%	20
Curious Minds Taranaki - Participatory Science Platform	8.6%	13
Conference and Events Assistance	6.6%	10

Value		Percent	Responses
Taranaki Jobs Website		6.6%	10
Venture Taranaki Events, Workshops, Seminars and Forums (e.g. Techweek, Food Futures)		24.5%	37
COVID-19 special business local fund or RBP COVID-19 fund.		21.2%	32
Food and fibre / rural sector development & support		6.0%	9
Branching Out project		4.6%	7
Visitor sector development & support		3.3%	5
Energy sector development & support		3.3%	5
Regional Strategy facilitation and co-ordination (2050 and Tapuae Roa)		7.3%	11
Other - please tell us		8.6%	13
BYOB startup programme		1.3%	2
Energy & Industrial Group / Taranaki Engineering Consortium		1.3%	2
International Education Taranaki		0.7%	1
Talent & skills attraction support		2.0%	3
Export Taranaki including newsletter, events and Export Map		2.0%	3

<b>Other - please tell us</b>	<b>Count</b>
Assistance with networking and support of trust vision	1
Booster Voucher	1
Collecting Venture Taranaki Publications for distribution	1
Contacting Peter Boyd re Science Fair Sponsorship	1
Didn't receive a follow up regarding mentoring and other services to help grow my business.	1
Getting the most out of your business and finance	1
Honestly, I don't know which one it is. We got funding for a business mentor.	1
Moberate	1
None	1
Not sure what it was called - was going to be help with social media, online marketing, website	1
We were invited to join Venture Taranaki because we have an apartment which we let out to guests and visitors to New Plymouth and we sometimes get good advice and guidance from yourselves.	1
Where is art?	1
none	1
<b>Totals</b>	<b>13</b>

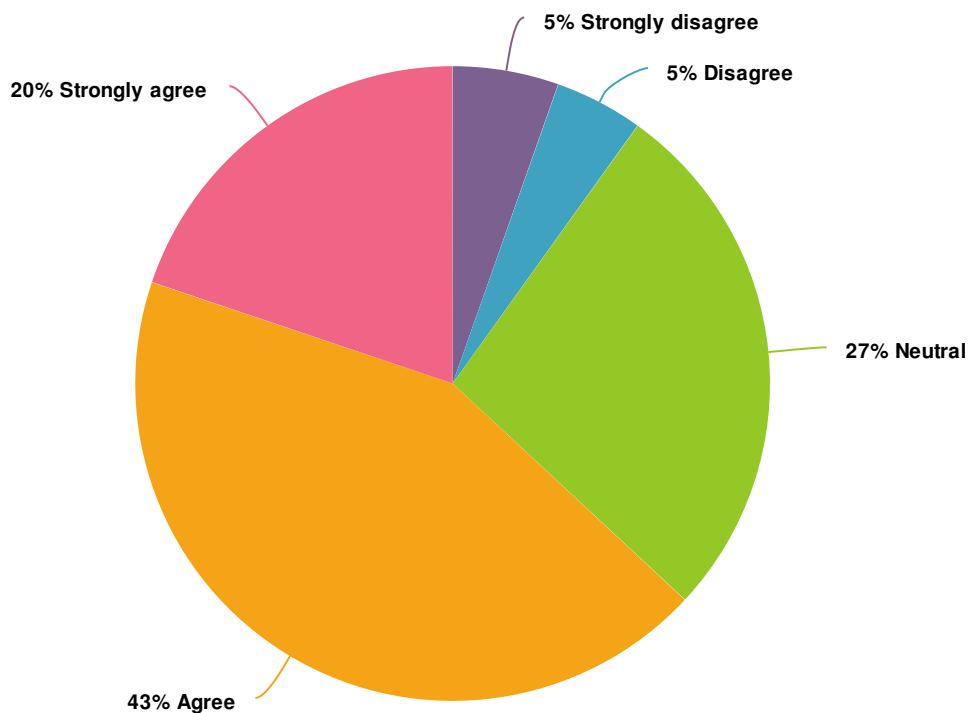
## 2. My startup business is:


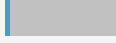





Value		Percent	Responses
trading and profitable		26.8%	11
trading but not yet profitable		24.4%	10
on track to start trading within 12 months		26.8%	11
on hold		19.5%	8
not going ahead		2.4%	1

Totals: 41

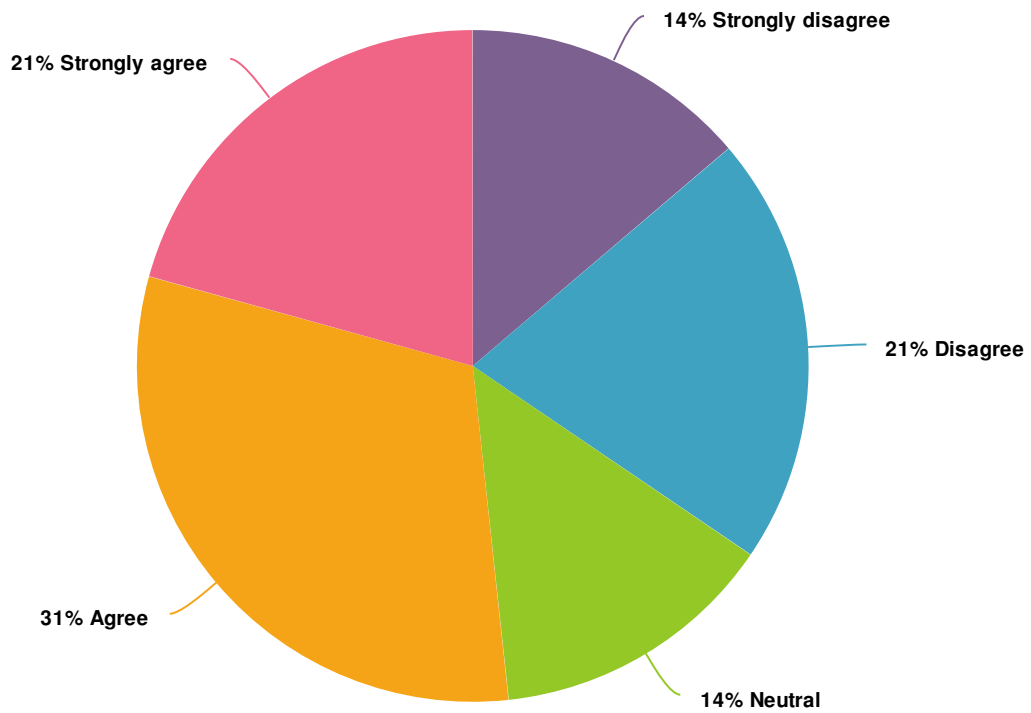
3. Venture Taranaki's enterprise support services have helped us build our skills and improve our capability.


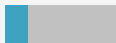





Value		Percent	Responses
Strongly disagree		5.4%	6
Disagree		4.5%	5
Neutral		27.0%	30
Agree		43.2%	48
Strongly agree		19.8%	22

Totals: 111

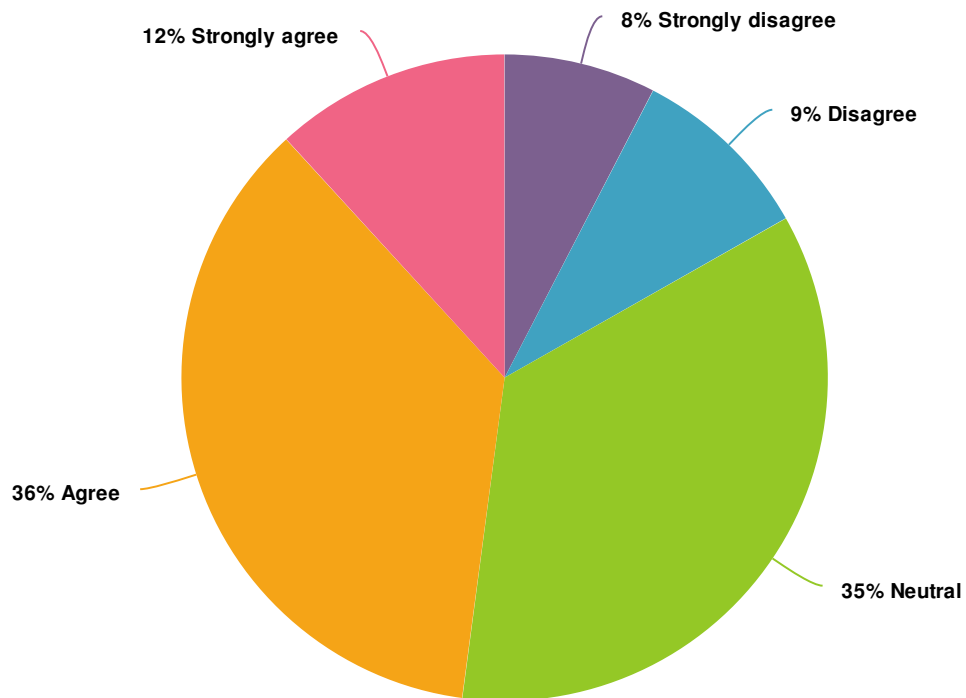
4. Venture Taranaki has helped my enterprise access investment or prepare my business for investment.


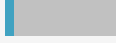





Value		Percent	Responses
Strongly disagree		13.8%	4
Disagree		20.7%	6
Neutral		13.8%	4
Agree		31.0%	9
Strongly agree		20.7%	6

Totals: 29

5. Venture Taranaki has helped my enterprise develop new products/services or try new ways of doing things.

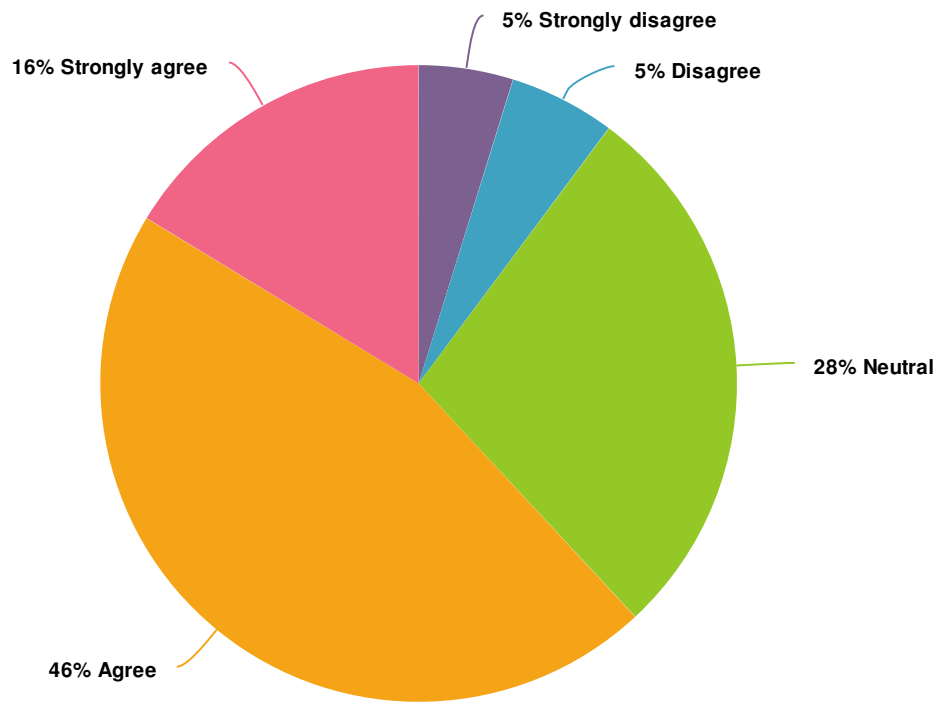







Value		Percent	Responses
Strongly disagree		7.6%	9
Disagree		9.2%	11
Neutral		35.3%	42
Agree		36.1%	43
Strongly agree		11.8%	14

Totals: 119



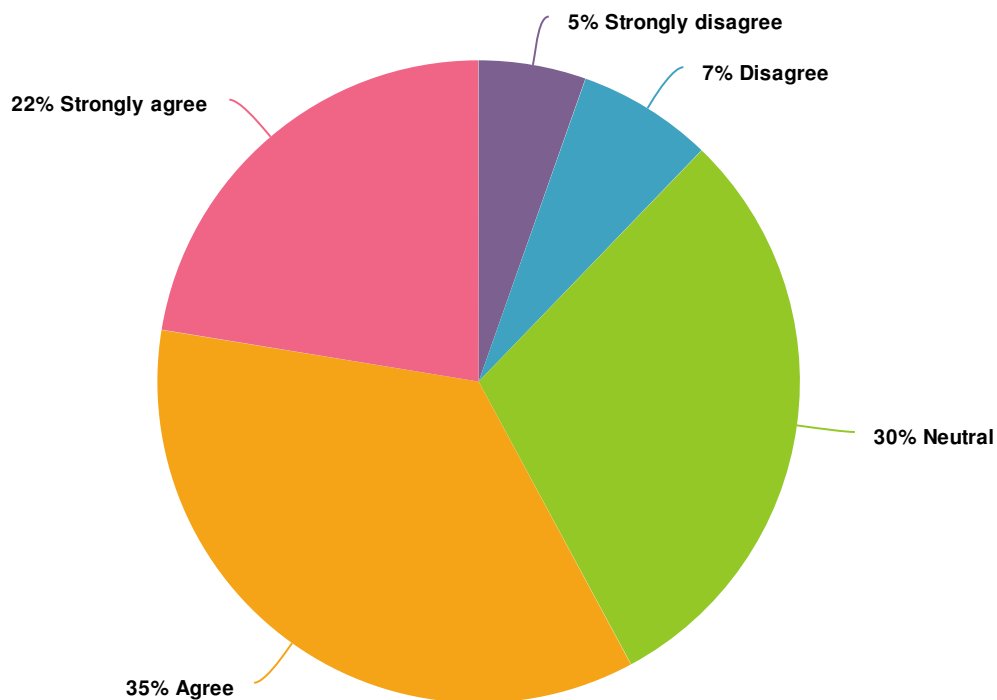
6. I/we feel more confident in my/our enterprise or job following support from Venture Taranaki.


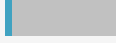





Value		Percent	Responses
Strongly disagree		4.8%	7
Disagree		5.4%	8
Neutral		27.9%	41
Agree		45.6%	67
Strongly agree		16.3%	24

Totals: 147

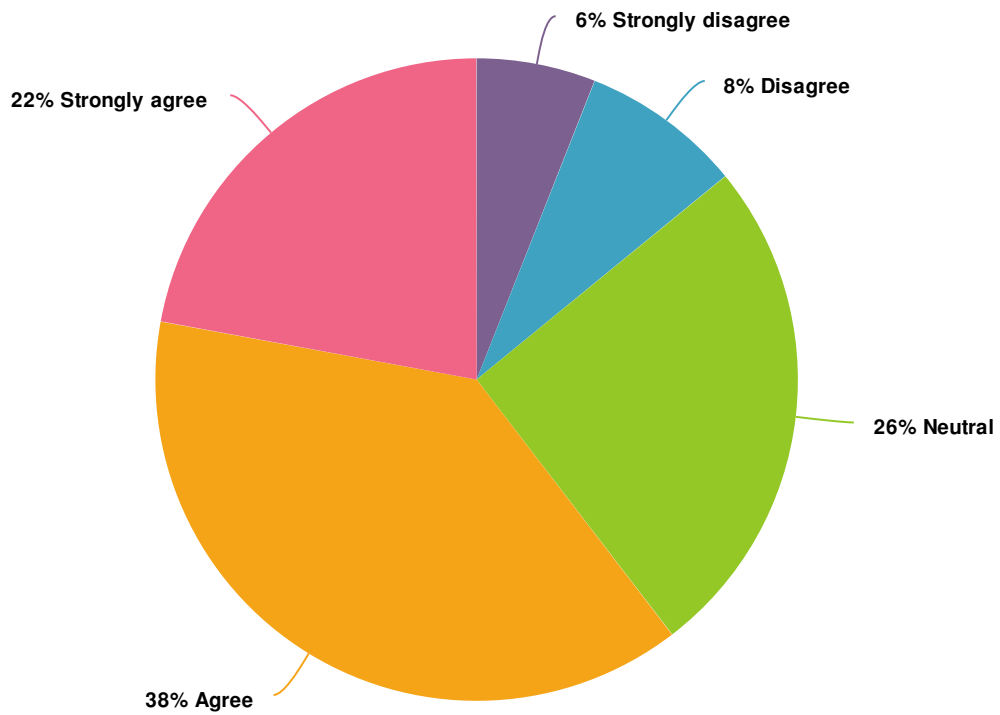
## 7. My enterprise is in a better position overall as a result of support from Venture Taranaki


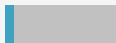





Value		Percent	Responses
Strongly disagree		5.4%	8
Disagree		6.8%	10
Neutral		29.9%	44
Agree		35.4%	52
Strongly agree		22.4%	33

Totals: 147

8. I/we have made useful new connections with other people and organisations as a result of support from Venture Taranaki

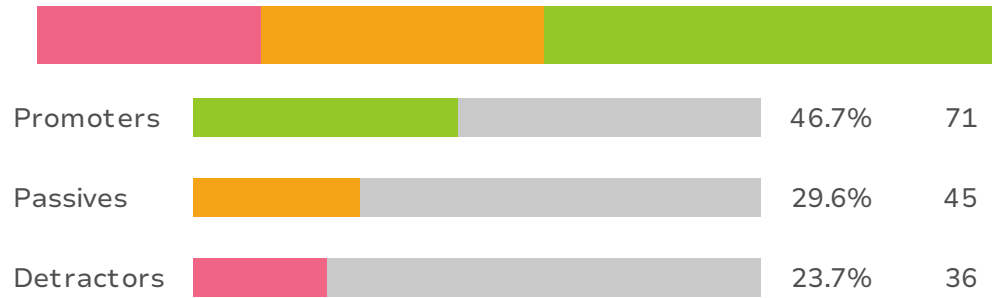


Value		Percent	Responses
Strongly disagree		6.0%	9
Disagree		8.1%	12
Neutral		25.5%	38
Agree		38.3%	57
Strongly agree		22.1%	33

Totals: 149

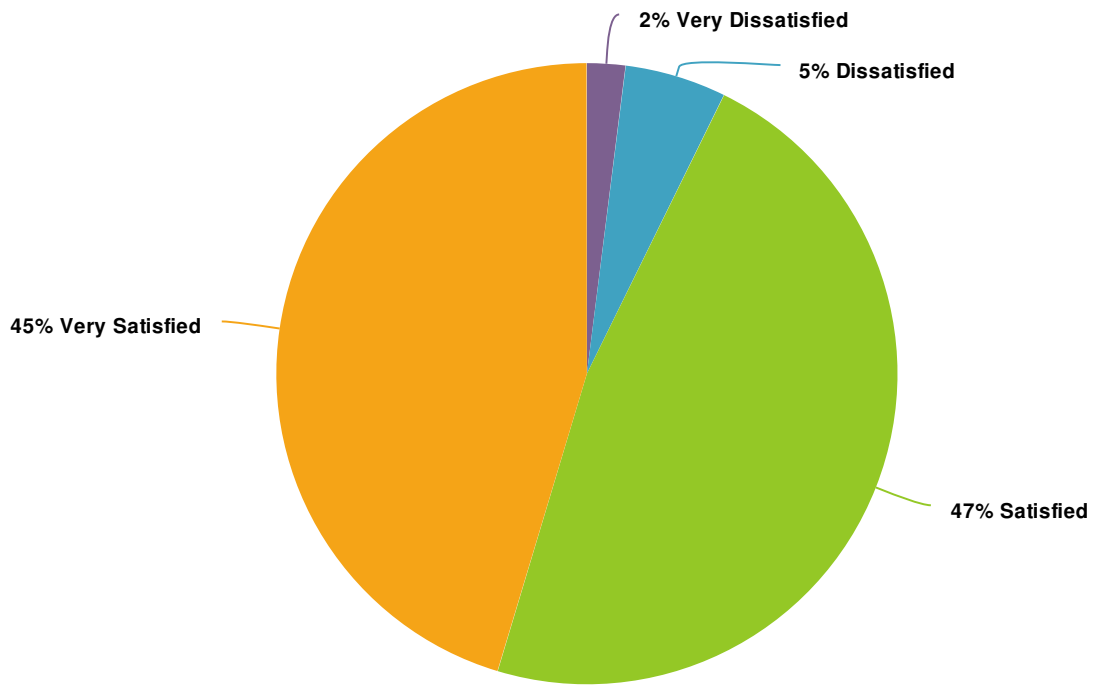
### 9. Based on your experience with Venture Taranaki, how likely are you to recommend Venture Taranaki?


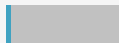


NPS® Score: 23



Totals: 152

10. How satisfied overall were you with Venture Taranaki services and staff?



Value		Percent	Responses
Very Dissatisfied		2.0%	3
Dissatisfied		5.3%	8
Satisfied		47.4%	72
Very Satisfied		45.4%	69

Totals: 152

11. Please provide any feedback, comments or suggestions on Venture Taranaki services, communication or staff.



**ResponseID    Response**

5	The professional services provided by VT have been extraordinary. The services, guidance and mentor ship, in particular through Covid-19 has been a life saver. Cannot thank VT enough for their support
9	Jane has been very supportive and helpful, as a sounding board and to connect me with the right people for my enterprise needs. While very busy, she has made the time we've had count. To extend that, her Manager Michelle has enabled Jane to be effective so thank you Michelle.
11	Always great to know the team are available and will help when we need it
13	good
14	Maybe free training/ support for people in Taranaki starting unusual businesses
15	Nil
16	It did take a while for our funding to come through as the link was broken to accept the funding. Hopefully this is fixed going forward
17	I absolutely loved the mentoring and how they kept in touch afterwards! Beautiful team
18	We've had a couple of meetings with VT people and they've been very supportive.

## ResponseID Response

19	We don't use any of there services, as we run our business our way and feel we are successful without there help, also we feel there is to much maori language involved 95% of NZers cant speak or understand it
20	Your leader, Justine Gilliland, has good content in her addresses, but poor delivery. She should take a course in speach craft e.g. Toastmasters.
23	I really appreciated the time I was able to get with Venture Taranaki. Sharon was really awesome to talk with as she was very informative with every aspect of going into business for the first time. I enjoyed her enthusiasm as I didn't feel as intimidated by the pressure of going into business after our meeting.
24	Your leader, Justine Gilliland, has good content in her addresses, but poor delivery. She should take a course in speach craft e.g. Toastmasters.
26	Us mini micro businesses are not taken seriously enough. Not enough support is given to true local products.
27	We haven't dealt with Venture Taranaki a lot, but when we have, the staff we have dealt with have been professional, knowledgeable and very helpful.
29	I've had positive experiences
30	I was given the directions and know how were I need to go.
31	Great team, very helpful and everyone was very honest and down to earth!
33	Nick field has been great to deal with.
34	Zero interaction since last year. After the covid funding. I haven't heard from anyone
35	I found the covid subsidy for marketing to be incredibly valuable.
36	Staff doing the best they can within a very broken framework. Evidence beginning to show of change for the better, but the starting point is incredibly low. Need to equally support free enterprise and stop trying to centrally plan the economics of our future. No one is smart enough to do this well. Massive oppportunity for large scale international investment being missed due to lack of domain experience in venture investment.

## ResponseID Response

38	The curious minds application process was quite onerous but staff were supportive. Periods of lockdown for COVID -19 have resulted in our project running behind its timeline but again staff have been tolerant and given us some leeway in final reporting times. Our project was conceptualized in Dec 2019 and it has been a full on 20 months but so worthwhile from my perspective. The participatory science platform has helped generate findings were hadnt even thought of a year ago. Communication had always been excellent between first Josh and lately Peter. We are pleased he came to see our project in action. Thanks Venture Taranaki.
39	Maybe smaller groups in the classes so there is more 1 on 1 help available. And maybe make the course a bit longer as it is somewhat a lot of information and work cramed in a small timeframe
40	Was good to talk to someone to get the basics right
41	People are nice, but for what they achieve very expensive and surely the money could be spent smarter on more tangible ways to help businesses and targeted growth industries.
43	Vt are like the cheerleaders for business and organisations in taranaki. But more than that, they genuinely care about people.
45	Kayleen and Natacha have been invaluable with regards to supporting myself as a business owner. Many thanks!!!
46	A lot more work could be done to facilitate struggling schools to get into basic hands on tech and science projects. I.e. help schools identify projects and get teacher relief to dive into some projects within already hectic school programs / overload,
52	Zara Ryan is good to deal with. Smart and effective
53	It took a year before I getting a business mentor as no one seemed to be able to find someone with suitable/comparable business experience. When reaching out to VT I was told the person looking after me was no longer with VT. I felt a bit let down, finding out this way as if in the forgotten basket.
57	Though I have not used the services much in the last 12 months, I have previously and they have always been helpful
58	Jo Whyte has been extremely helpful with connecting us to the right people to plan our conference in New Plymouth next year. This service is invaluable.
64	Very happy with the service we have been provided with thank tou



## ResponseID Response

65	We met with Natacha who was very friendly, professional and informative. A pleasure to deal with.
66	I don't know how Venture Taranaki has found so many delightful people as its staff - everyone who works there is professionally capable but also they're just lovely people.
68	We have had limited involvement withy Venture Taranaki. We have attended the Hawera office on multiple occasions however are yet to have linked in with the Venture Taranaki representative as the office is regularly closed at the times it is promoted to be open.
69	Your brochures (Parks and Gardens, Museums and Galleries, Walkers Guide, Surf Highway 45, Forgotten World Highway and Insiders Guides) are extremely popular with our visitors and much appreciated by us and them. So useful to ensure visitors find out what the region has to offer.
75	Zara particularly has been very helpful to us. We are very thankful for all the help and support provided to us.
78	Jane was super helpful and understood what support we needed.
80	Our interaction with Enterprise Advisor has been to access the voucher capability scheme, therefore our responses only reflect this.
82	The team are amazing, they listen and they care, and they do everything they can to help out.
89	Jo Whyte provided support, ideas and product for a National Conference for the YMCA movement. Her help and advice contributed to the event being a success.
90	Staff are trying their best
95	Staff are very friendly. I find events are often advert too close to the event to allow me to attend.
96	Amazing work guys, we loved our experience!
99	The skills and help I was pointed towards have definitely assisted me getting electronic recognition and a following. I've used media to get my business more widely known and through that process got some unforeseen work.
100	I enjoyed the straight forward honest chat and follow-up with next steps.

ResponseID	Response
102	We took advantage of the Internet, Facebook and anything that had to do with getting visitors in our business. We are very happy with the information given in the seminars that we attended and have seen a lot of progress towards our goals. Thank you so much.
105	No feedback
108	There are some great initiatives around the Taranaki Story and hope it can be supported South Taranaki feels to be under represented. Who to go to and engage with. More representation and acknowledgment of parts of the region outside New Plymouth. There was a workshop about co working space in South Taranaki where many from VT attended. But now don't hear from the team or what their support is.
109	My application got overlooked for several weeks but when they got on to it it was done in a couple of days.
110	The VT staff that we have had interactions with are positive and engaging.
111	I've only been to the startup clinic once and it was nice to speak with someone confidentially but at the same time, I was expecting more recommendations on who to be in touch with (more networking aspect through VT's connection and knowledge). It was very helpful to make todo list as there are a couple of things that I couldn't come up with without this session.
113	they have been amazing in helping us work out what we needed to do when my father the owner was suddenly ill. they worked quickly to work out what support and guidance I needed to ensure we didn't go under.
114	It's really far too early to add anything useful I'm afraid. Very early days. Nga mihi Terry Stowers Co-Manager 2021 WITT Taranaki Science & technology Fair
117	Participation waa a great start.
118	You are helpfull but didn't help with the potential investor options information I needed from our presentation. Unfortunately I'm now winding up my business as I've spent too much on helping Taranaki on lots of things, but not myself.
120	Excellent professional support - friendly helpful and patient staff
121	I was not impressed with venture taranaki at all.

ResponseID	Response
122	I admire the fact that VT continues with gentle persistence in the face of little response. Surveys and such, despite not having much good news to report none the less indicate an interest in one's enterprise and evidence of available support.
125	Venture Taranaki has been helpful and prompt with communication.
128	I found the meetings were very positive but in the end nothing came of discussions.
131	I can honestly say that the modest Booster voucher inspired me to kick off a new biz which looks amazingly good - and it is about 99% focused on selling outside NZ
133	Communication has been excellent. First with Josh and lately with Peter.
134	Great support during Covid around our business and with appreciate the assistance from Jane Moffat with a new branch of our business.
136	Venture Taranaki does so much that is not adequately funded or recognised. Very appreciative of the support given. A difficult region currently to promote anything innovative or step outside the well-trodden path and create diversity, which makes Venture Taranaki's role even more important.
141	I believe its the best place to be, and i wish i was also considered to be one of the people to come up with a business idea on the start up programme, i wanted to bring cheap ways and methods of electricity, and also not just that, it was a big project, that would be of benefit at large creating employment as well. The project would have been great for the future of the upcoming youths to also learn that electricity is derived from our very own resources. I love venture taranaki and i dream big and keep hope that one day i will be able to meet or be called for other meetings or events that may or might need a planner, i am also a motivational speaker, and i love to tell history, and a very good analyser and im also a person who is good at bringing up ideas.
144	Thank you, it's great to know that you are there and "have my back"
145	Zara is amazing and has helped me through a lot since I have joined in January this year.
146	A list of other services and help available would be greatly appreciated. As trying to find what services can help me and its very difficult to know who to contact and what their role is
148	We were invited to join Venture Taranaki because we have an apartment which we let out to guests and visitors to New Plymouth and we sometimes get good advice and guidance from yourselves.

## ResponseID Response

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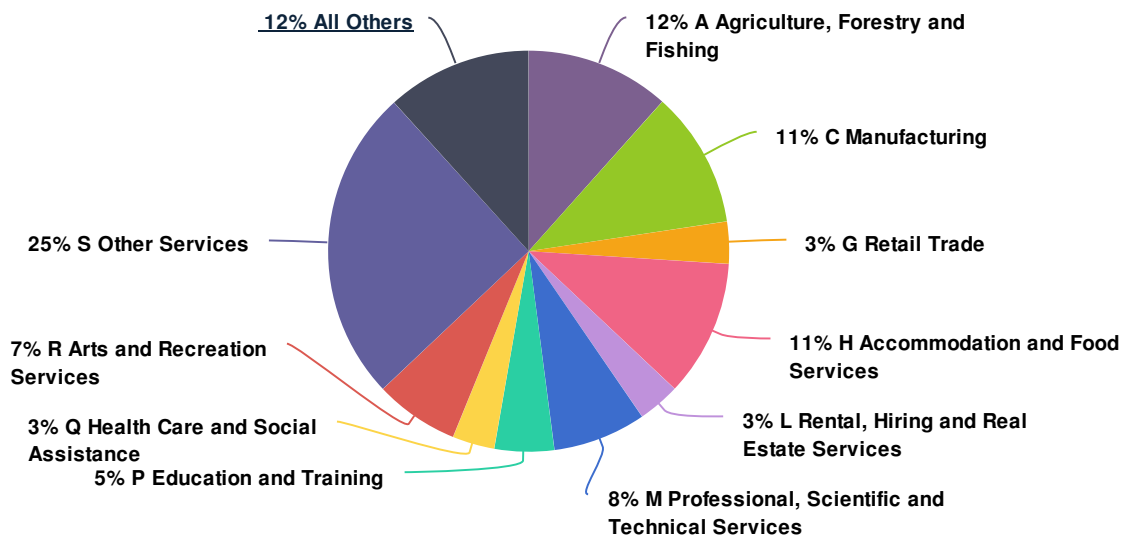
149 Kiaora I met staff at Meetings 2021



















152 I am just in the very early stages of the process with the business mentor hence the reason to state neutral as above. I am feeling enthusiastic about this program and the support so far and am feeling more confident with this support that I would be if I were doing this alone.

153 The support we have received is extraordinary and when discussing with other businesses from out of the region seems well above the norm - many thanks to your team

154 One appointment, vague guidance, rushed with not much support network or advice. Wasted time

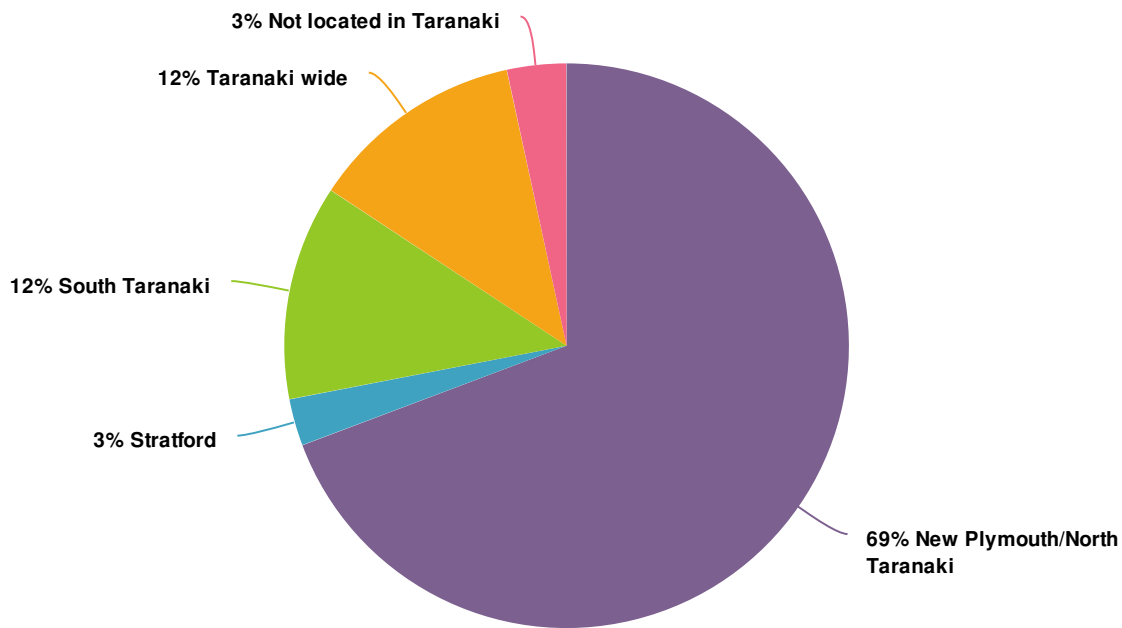
12. Please choose the industry sector that best describes your enterprise or activity:








Value		Percent	Responses
A Agriculture, Forestry and Fishing		11.6%	17
C Manufacturing		11.0%	16
D Electricity, Gas, Water and Waste Services		2.7%	4
E Construction		2.1%	3
F Wholesale Trade		2.7%	4
G Retail Trade		3.4%	5
H Accommodation and Food Services		11.0%	16
I Transport, Postal and Warehousing		0.7%	1
J Information Media and Telecommunications		0.7%	1
K Financial and Insurance Services		1.4%	2
L Rental, Hiring and Real Estate Services		3.4%	5
M Professional, Scientific and Technical Services		7.5%	11
N Administrative and Support Services		0.7%	1
O Public Administration and Safety		0.7%	1
P Education and Training		4.8%	7
Q Health Care and Social Assistance		3.4%	5
R Arts and Recreation Services		6.8%	10
S Other Services		25.3%	37

**Totals: 146**

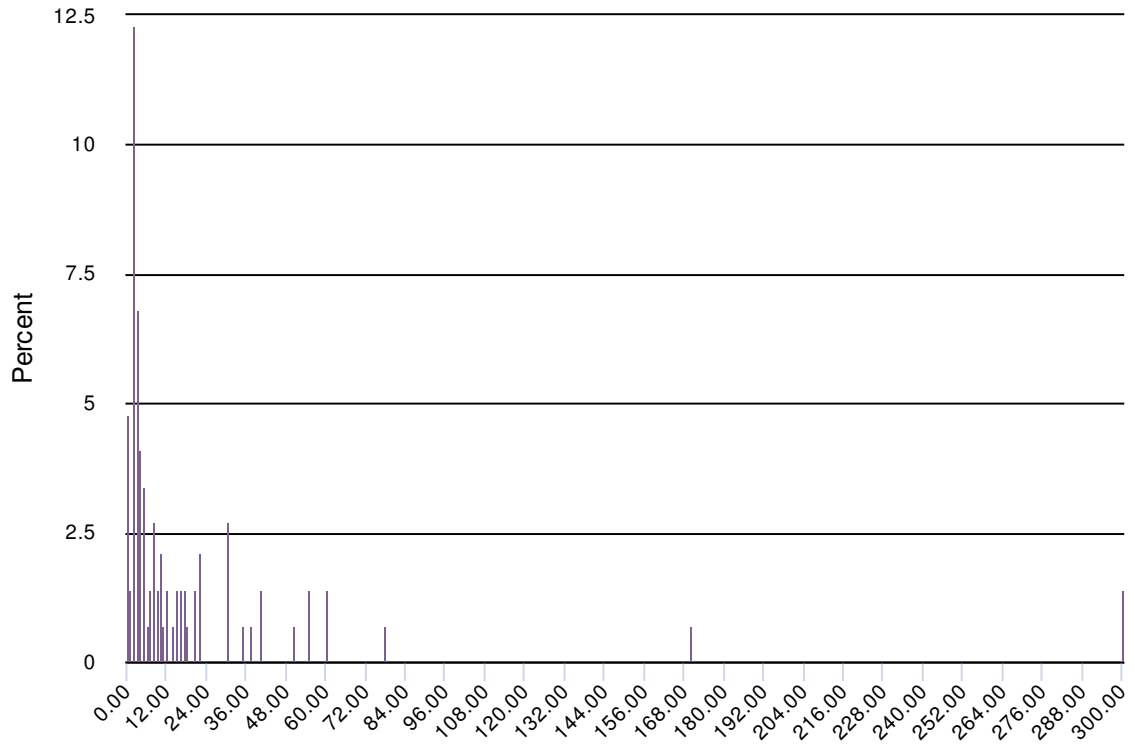
13. In which Taranaki district is your organisation primarily located?



Value		Percent	Responses
New Plymouth/North Taranaki		69.2%	101
Stratford		2.7%	4
South Taranaki		12.3%	18
Taranaki wide		12.3%	18
Not located in Taranaki		3.4%	5

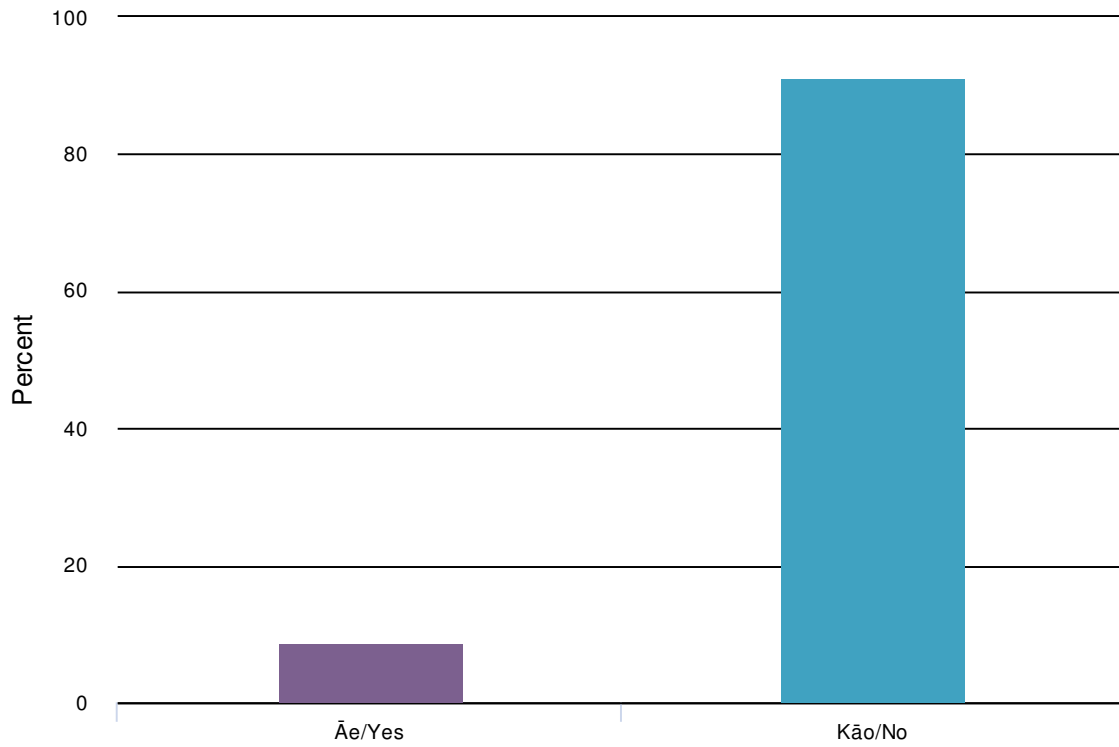
Totals: 146

14. How many people are employed by your organisation, including yourself?





### 15. Is your activity/enterprise Māori-led and/or kaupapa Māori?



Value	Percent	Responses
Āe/Yes	8.9%	13
Kāo/No	91.1%	133