

Venture Taranaki Trust Quarterly Report

New Plymouth District Council

Quarter One

2020-2021

venture
TARANAKI
Te Puna Umanga



Tracking Koko the Kiwi on Taranaki Maunga, one of the Curious Minds Projects co-ordinated by Venture Taranaki

Message from the Chief Executive

Taranaki appears to be settling into a “new normal”, as COVID-19 continues to shift the landscape of human health and economies worldwide. New Zealand is fairing better than most, certainly on the human health front. Our outbreaks have been largely contained, and our citizens are enjoying a lot more freedom and peace of mind than those elsewhere in the world. However, we are not immune. Jobseeker numbers in Taranaki topped 5000 in August, a 33.5% increase on August 2019. Our unemployment rate rose from 3.7% in March to 4.3% by June. Economists are suggesting that the worst is likely still to come.

Our Taranaki economy remains resilient, and this is partly due to our strong food and fibre sector, which is our biggest GDP earner and to date largely unaffected by COVID-19. Our citizens have answered the call to “Go Local”, and we are holding on to our share of domestic tourism. Meanwhile, our housing market is booming, with Taranaki recording the lowest “days to sell” in August since records began, and our inventory levels in the region also at their lowest since records began. Enterprises are investing in R&D as they look for new opportunities; student internship applications and R&D grant applications are as strong as ever. Taranaki is, more than ever, a great place to live, work, play, create, invest and do business. There is plenty to be grateful for.

The Venture Taranaki team is delivering strongly across many fronts, with some temporary resourcing available through central government funding. Our client demand remains steadily at double pre-COVID-19 levels and we do not expect this to potentially ever drop back, as clients are highly valuing the support VT can provide for their enterprise’s future (and therefore providing jobs for our region). Significantly, quarter one also saw the completion of the final Transition Pathway Action Plans for Taranaki 2050, and the work to build a fully functioning entrepreneurship ecosystem for our region is now well underway.

Looking forward, our key challenge will be our resource capacity to deliver across and to the impacts and expectations Te Puna Umanga is held to, with high client demand and more than ever a need to invest and support our entrepreneurs and small and medium enterprises with potential for growth, a strong need for regional promotion to continue to build our brand in people’s minds, and for momentum and implementation to continue to build across our sectors and towards the vision of Taranaki 2050. – **Justine Gilliland**



COVID-19 | Response



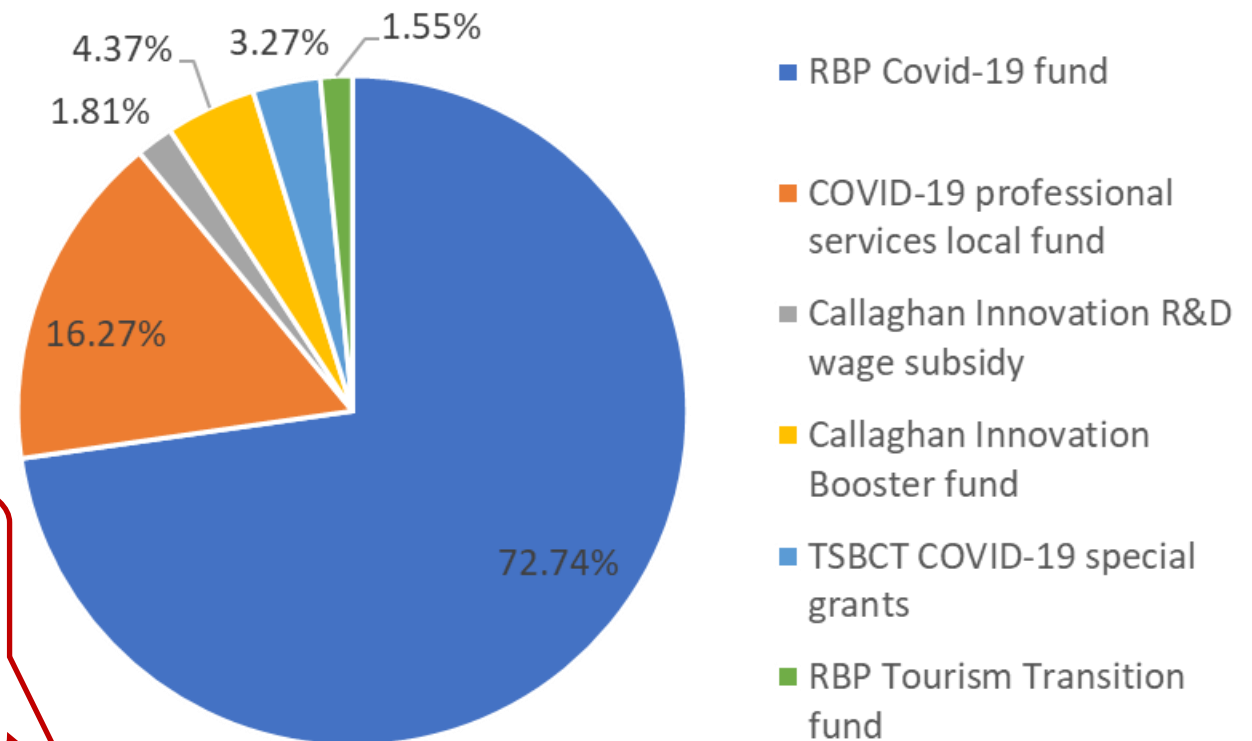
As of 30 September 2020, Venture Taranaki had recorded 5,480 COVID-19 related interactions, and distributed \$1,246,232 in COVID-19 funding.

This support dates back to March 2020.

Funding for COVID-19 business recovery through the Regional Business Partner programme has been extended, and the Enterprise Advisory team continues to engage the business community to connect enterprises with the support and advice they need, and distribute the funds available.

Demand for these services is high, and the team has expanded to include five additional team members, in both advisory and support roles.

Surviving these tough times is going to be extremely difficult for a lot of small businesses like ours. It's why we are so very grateful and appreciative for your assistance. On behalf of our entire team, who rely heavily on the survival of this business for job security, we thank you sincerely. – New Plymouth café owner





Ahead of the Curve

Delivery of this popular series continued through the first quarter, with attendance ranging from 21-101 people for the online webinars, and 129 people attending the live event in September at TSB Showplace in New Plymouth.

Energy, not time, is your greatest Asset	7 July
Re-Employment	21 July
Techweek - Digital marketing	27 July
Techweek - Jobhop	30 July
Social Procurement	6 August
Project ready - Tui Oil Fields Decommissioning	25 August
How to Increase your Personal Energy, Performance and Productivity in Demanding Times	11 September
LIVE - The Power of Stories (mental health week focus)	23 September



The panel lineup for live event "The Power of Stories"

Promoting investment in Taranaki



Identifying Opportunities

- Initial Due Diligence:** Through an NZTE referral, Venture Taranaki has assisted with supplying preliminary information to a company looking to set up an operation in Taranaki.
- Launch of the Investment prospectus:** The feedback has been positive with the launch of the investment prospectus in September. This is a great resource to continue to widen our networks and showcase the region (see next page).
- Investment Pipeline**
 - Facilitate:** Initial planning of investment education topics (to be delivered following innovation education – planned for early to mid 2021).
 - Attract:** Initial conversations and planning for Offshore wind event (November 2020).

In addition, Venture Taranaki continues to support enterprises with connections, and maintain relationships with key investment partnerships such as TSB Community Trust and Launch Taranaki.

Facilitating Opportunities

- Information sessions:** Liaising with the TDHB, Venture Taranaki helped promote their Project Maunga in-person presentation which was attended by approximately 100 people.
- Infrastructure webinar:** Venture Taranaki facilitated the Tui decommissioning webinar, presented by MBIE, that attracted 101 live registrations and 49 subsequent views online to date. The relationship with MBIE is ongoing focussed on positive procurement outcomes for the community.
- Social procurement webinar:** Venture Taranaki hosted a Social procurement webinar with 25 online registrations. With social procurement being a hot topic, it has had 38 more follow-up views. This webinar is linked to a set of guidelines we published and will be a great starting point for the community to refer back to as they look into get a better understanding of this topic.

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>Total</i>
Identifying opportunities to attract investment into Taranaki	Number of engagements related to attracting investment to Taranaki	5	3
Facilitating opportunities for investment into Taranaki	Number of engagements related to facilitating opportunities for investment in Taranaki	5	3

Promoting investment in Taranaki

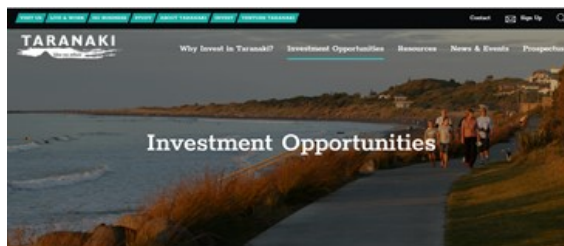
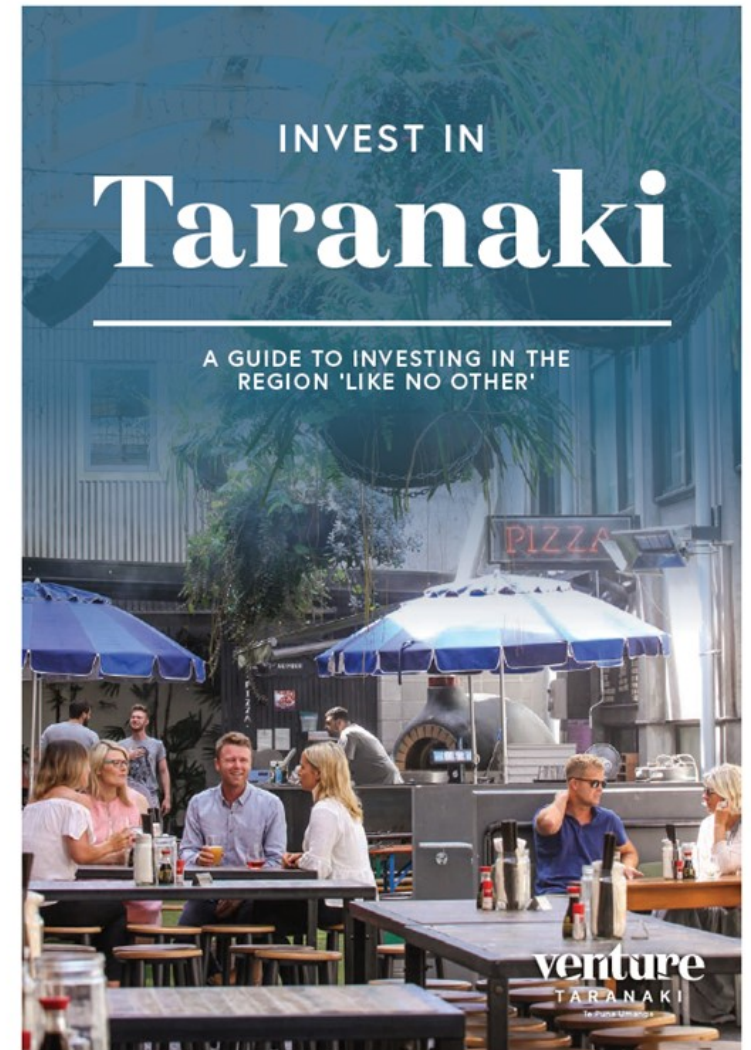


Taranaki Investment Prospectus

On 17 September, Venture Taranaki launched Taranaki's investment prospectus. The prospectus will support the continued growth and development of our region, connecting opportunity with investment and articulating our unique regional offering.

This comes at a critical time of recovery during COVID-19, and will act as a promotional support to those interested in discovering where our regional opportunities lie, as well as providing case studies and examples of local enterprises that have benefited from our unique opportunities, resources and connected communities.

Visit the Taranaki investment website here: <http://investment.taranaki.info/> or click the image on the right to view the prospectus.



Fostering sustainability and resilience



Sector diversification and growth

1. Food & Fibre Sector

Venture Taranaki is in the initial stages of developing a Food Network Group to enhance cohesion within the food sector, opportunities for collaboration, information sharing and capability development.

The Trust is also progressing preparations for The Auckland Food Show (19-22 November 2020). The Taste of Taranaki stand is anticipated to showcase eight vendors with details currently being finalised. Given the challenges of COVID-19, Venture Taranaki is working closely with the event organisers.

Branching Out is hosting a kiwifruit event next quarter (see project update).



A project to strengthen food tourism in Taranaki (with a focus on Eltham) is in early stages of development.

Work continues with an identified lead group of farmers from throughout the region. Areas of focus for the group include sustainability and best practice initiatives, renewable energy, and leveraging resources, such as NZ Landcare Trust.

2. Engineering industry plan

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

During Q1 the group met formally in July and September 2020, and also progressed a series of projects.

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>Total</i>
Fostering sector diversification and growth	Number of initiatives targeting sector diversification and growth	4	2

Fostering sustainability and resilience



Championing sustainability

1. Sustainability initiatives

Venture Taranaki has been providing support and guidance to enterprises seeking central government funding for sustainability initiatives, with a particular focus on provision of support for Māori-owned enterprises. One applicant is currently negotiating a significant funding contract with central government.

2. Regenerative Agriculture workshops

Work has continued this quarter in terms of championing and growing regional collaboration around **Regenerative Agriculture**, which has seen seven workshops held across the region (during July-September) and a very well attended full day event at TET Event Centre Inglewood on 7th August. Media coverage can be found [here](#).



A group of Taranaki farmers enjoying a Regenerative Agriculture workshop held in July



Activity	Measure	Annual Target	Total
Championing innovation and sustainability	Number of initiatives targeting or supporting innovation and sustainability.	4	2
Undertaking environmental scans and regional economic monitoring	Number of regional monitoring updates released	4	0

Fostering sustainability and resilience



Massey University Partnership

During Q1 the Massey-VT partnership has been working across a range of initiatives, albeit still with a strong focus on our **Food & Fibre sector**.

Hamish and Kate Dunlop of New Zealand Quinoa Company have been working closely with the Massey-VT partnership throughout the product development journey for their Quinoa Puffs (pictured right), which began with a Food Technology student, Nick Walker, working on product prototypes for as his final year project during 2018.

Early September saw the 2020 launch of the [Pivot: Enabling Innovation in Agriculture Research Award](#) round. Won by a [Freeman Farms/Massey collaboration last year](#), the Award which is co-funded by Massey University and Taranaki-based Bashford-Nicholls Trust, offers up to \$100,000 for projects that focus on innovation for Taranaki's agri/agrifood sector. Massey's Taranaki Business Development Manager is working with a number of potential applicants

On the **Student Talent** front, Taranaki internships and projects have received significant interest, resulting in active promotion of 39 students and graduates to Taranaki organisations. In total, Massey University has been interfacing with 47 Taranaki organisations during Q1.



Prime Minister Jacinda Ardern gets up close with New Zealand Quinoa Company's Quinoa Puffs at Massey's Food Pilot Plant during a ministerial visit 17 September 2020, with Food Innovation Team Leader, Nikki Middleditch looking on.

Photo courtesy of Food HQ

Fostering sustainability and resilience



Curious Minds Participatory Science Platform

Venture Taranaki opened the Curious Minds Participatory Science Platform 2021 funding round during Q1.

Our PSP Coordinator is working with 15 different community groups on funding applications which are due by 22 October. Potential projects range from health and wellbeing education through to renewable energy solutions for rural areas as well as utilising remote sensing technologies to investigate historic settlements.

Our 2020 projects are in full swing. The Haurapa Kiwi project are testing the use of drones (pictured above right) to monitor kiwi on the maunga. In late September Oakura School students ventured in to the National Park with the Taranaki Kiwi Trust and Drone Technologies NZ. The team successfully tracked Koko the kiwi, providing proof of concept for their drone monitoring system. The hope is this technology will enable more effective and affordable monitoring of kiwi on the maunga and in other challenging environments.

Auroa School Students are currently trialling devices on South Taranaki farms that play sounds to attract pests to traps. The project is starting by focussing their efforts on possums. If successful the project hopes that these devices will help in the regions predator free ambitions. (pictured below right) .



Oakura School students using Drone technology to track Koko the Kiwi on Taranaki Maunga.



Auroa school is trialling a device that uses sound to attract possums to traps.

Facilitating and connecting regional strategies

Taranaki 2050

In the first quarter the final Transition Pathway Action Plans have been completed with the publication of:

- the plans for Health and Wellbeing, Environmental Sciences and People and Talent published at the end of July; and
- the plans for Tourism, Regulatory and Metrics and Evaluation published at the end of August.

There has also been a range of communications, including regular email newsletters, two media releases on the TPAPs and a range of presentations on Taranaki 2050.



Tapuae Roa

The Tapuae Roa Steering Committee met on 23 July and received updates on projects.

Tapuae Roa actions continue to progress, with a range of announcements of Government funding for projects linked to COVID-19 recovery in the quarter.

There are 223 actions, of which:

- 22 merged
- 75 completed, underway or funding committed
- 69 with projects able to be considered for bid
- 57 not ready or applicable for bid as action not progressed enough, not scope of central government or fits under recovery workstreams

Representatives of the Tapuae Roa Steering Committee and the Taranaki 2050 Lead Group had a joint workshop on future leadership arrangements going forward, with agreement to consolidate to a single group.

The integration of the actions of Taranaki 2050 and Tapuae Roa is also underway.

Kiwifruit: The Taranaki Opportunity

Investigation into the viability of kiwifruit as an opportunity in Taranaki is well underway, with an event in Q2. The event aims to demonstrate the viability of production in the region, and 120 people registered to attend.

The focus is for the kiwifruit supply chain to demonstrate its ability to serve the region, and to bust myths that surround the future of growing kiwifruit in Taranaki.

Other Branching Out initiatives

- Taranaki Value Chains report nearing completion – this is an in-depth study of what sectors are profitable, and where opportunities exist
- A Land Diversification register has been created to centralise and quantify available land across the region
- Taranaki Land and Climate report completed by Plant and Food (to be released on 22 October)



You're invited to

Kiwifruit:
THE TARANAKI OPPORTUNITY

Kiwifruit has long been a New Zealand icon, a proven success story in many parts of the country and is worth considering here in Taranaki.

Venture Taranaki invites all interested landowners, potential growers, financial decision support services (bankers, accountants and brokers), along with agricultural support services and retailers to attend.

**12 October 2020,
12.30 pm
Plymouth Hotel**
220 Courtenay Street,
New Plymouth

RSVP: bit.ly/KiwiTaranaki
For more info: kevin@venture.org.nz

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Enterprise support and enablement



Enterprise updates

The enterprise team is seeing growth in demand for COVID-19 impact support from various industries across Taranaki – retail, hospitality, trades— all facing different challenges in preparing for the future. Their needs range from strategy and planning, HR, health and wellbeing, to financial planning, cash-flow and marketing. The Trust is also seeing an increase in uptake of start-up appointments.

Other businesses remain focussed on growth, and they are utilising the 50/50 capability development funding. Some tourism-focused businesses are using the dedicated tourism funding to support their needs as they develop new strategies around domestic tourism and diversify their service offering .

Outreach Road Trip

Planning and promotion was underway in Q1 for a regional road trip planned for October 2020. The goal is to engage with local enterprises and spread the word about the Regional Business Partners’ Covid-19 Business Advisory Funding.

Additionally, tourism enterprises can also apply for up to \$5,000 of funding through the Tourism Transitions Fund, allowing them to access advice for recovery support, along with hibernation and exit strategy support.

From 7–22 October, Venture Taranaki is visiting 17 towns throughout Taranaki, from Mōkau to Ōkato, Whangamomona and Waverley.

3437 Client support engagements with New Plymouth District people and enterprises, including those operating outside Taranaki*, for the three months ending 30 September 2020.

72 Referrals and connections made between clients and others by the Venture Taranaki team throughout Taranaki for the three months ending 30 September 2020.

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

Activity	Measure	Annual Target	Q1	Total
Enterprise Connection and Sign-posting	Number of referrals and connections made by Venture Taranaki staff	200	72	72
New Plymouth plus Outside Taranaki			64	64
Enterprise Support	Number of support engagements	4000	4317	4317
New Plymouth plus Outside Taranaki			3437	3437

Enterprise support and enablement



R&D grants and funding

Enterprise Advisors worked with businesses to access the R&D Loan and Innovation Booster funding opportunities throughout the quarter. These are both COVID-19 related support offerings from Callaghan Innovation.

The team also received more than 30 applications for the R&D Experience Grant, which provides funding for university students to work in Taranaki over their summer break. Advisors are now working through the approval process with the applicants.

He Toronga Pakihi ki Taranaki Trust

The Māori Business Network of Taranaki made significant progress in Q1, creating a trust deed to become an independent legal entity, a step that was finalised in September 2020. The subscriber list grew from 196 to 250, and a database of 179 Māori businesses has been established.

\$88,194.50

Capability Development Vouchers distributed throughout Taranaki in the three months ending 30 September 2020.

\$53,599.50

Capability Development Vouchers distributed to New Plymouth district enterprises in the three months ending 30 September 2020.

\$2,697,998.00

*Callaghan grants and funding distributed throughout Taranaki in the three months ending 30 September 2020.**

\$2,692,998.00

*Callaghan grants and funding distributed to New Plymouth district enterprises in the three months ending 30 September 2020.**

Activity	Measure	Annual Target	Total
Enterprise Support	The level of annual investment in regional businesses (subject to central government policy).	\$1m	\$2.7M
Enterprise Support	The level of annual investment in the management capability of Taranaki's small and medium sized businesses.	\$240K	\$88K

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

Enterprise support and enablement



65 startup clients met in New Plymouth in the three months ending 30 September 2020. A total of **76** startup clients met throughout Taranaki in the quarter.



419 new jobs listed in Taranaki in Q1, of which **349** in New Plymouth, and an average of **75** live jobs, of which **64** in New Plymouth district.



12 mentor matches made in Q1 in Taranaki, of which **11** were clients in New Plymouth district.

Enterprise support activities include, but are not restricted to;

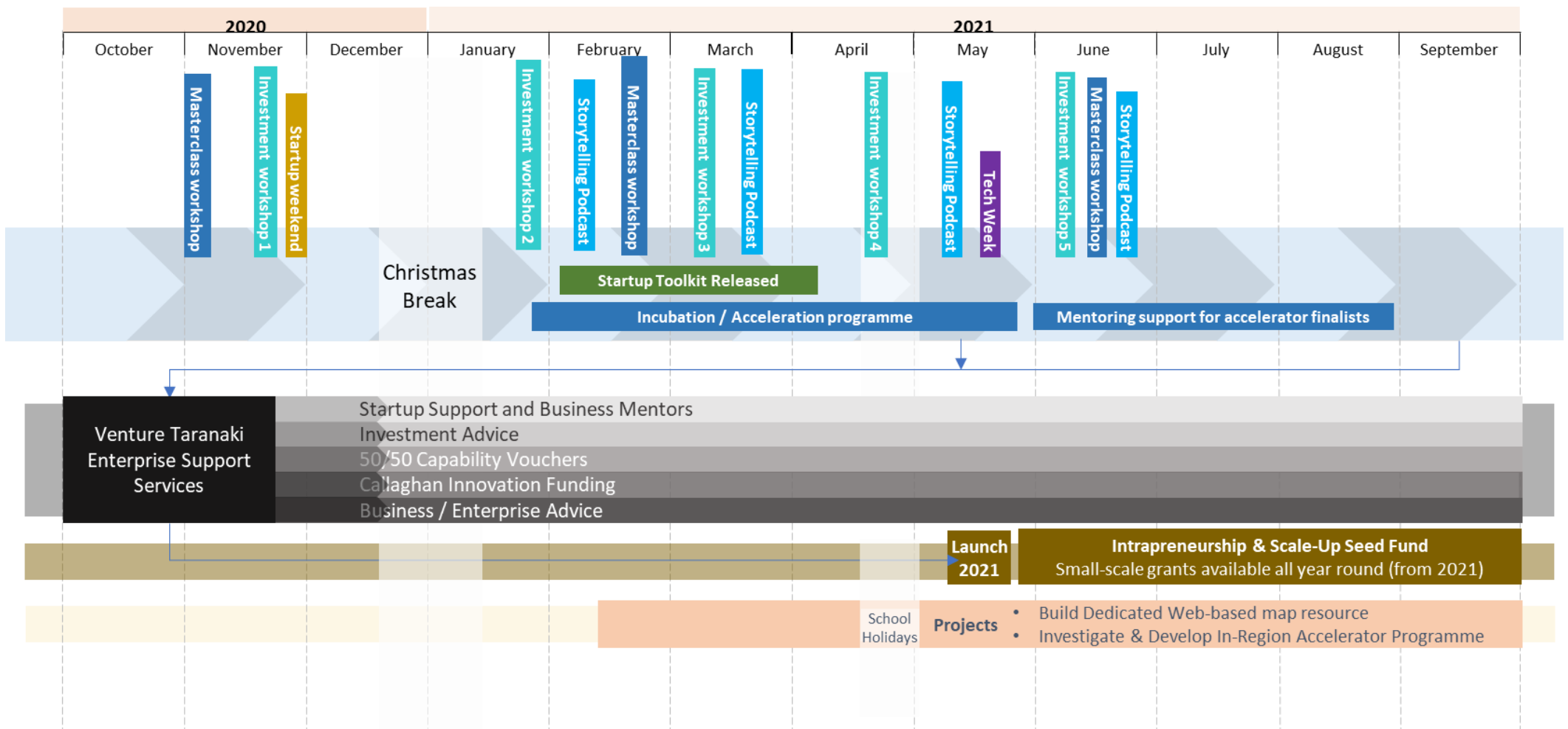
1. Enterprise advisory
2. Start-up guidance
3. Mentoring programme
4. Investment ready support
5. Innovation support
6. Connections and signposting
7. Capability Development Voucher Scheme facilitation
8. Research and development support and funding facilitation.
9. COVID-19 Enterprise Support Fund advisory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

Activity	Measure	Annual Target	Total
Enterprise support	Breadth of enterprise support activity undertaken (number of different support initiatives)	5	9

Entrepreneurship and innovation work programme 2020-2021



Led by Enterprise Team (Project Sponsor—GM Enterprise Michelle Jordan)



Enterprise support and enablement



Techweek 2020

Due to the COVID-19 pandemic, Techweek 2020 Festival Of Innovation was postponed from May to 27th July – 2nd August and moved to a hybrid format, incorporating virtual and live events.

In keeping with the overall theme of *Connecting Our Future*, Venture Taranaki helped curate events ranging from students in tech careers connecting with employers, the role of AI in protecting Taranaki's environment, discussions on digital marketing and inspiring stories of tech for the good of the community.

The region's libraries also joined in to stream national Techweek TV sessions throughout the week, bringing the full experience to Taranaki.

Read the media coverage [here](#).



Enterprise Advisor Natacha Dunn launches Taranaki Techweek 2020. Photo courtesy Andy Jackson, Taranaki Daily News.

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



Major events funded

Tastes and Tales were provided with seed funding to further develop this event, which was trialled last year. This was held on September 26 and was very well-received, creating a solid platform for further development.

The Regional Event strategy has been launched and implementation is now underway.

The Government, via Minister of Economic Development Hon Phil Twyford, released a 10 million dollar domestic event fund across New Zealand of which WOMAD and the NZ Tatoo and Art Festival were recipients.

A \$50 million Regional Event Fund has also been released by Minister for Tourism Hon Kelvin Davis. Funding allocation has been based on international visitation and the combined Taranaki, Wanganui and Manawatu regions have been awarded \$1million for use over the next 2-4 years, the lowest amount in New Zealand.

1	Jennian Homes Charles Tour Taranaki Open	Oct 15-18 2020
2	Steelformers Around the Mountain Relay	Nov 6-7 2020
3	Synthony	Jan 23 2021
4	NZ Tattoo and Art Festival – date moved	Feb 13-14 2021
5	Tri NZ North Island Sprint Distance Championships	March 28 2021

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

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



Taranaki Story update

The Taranaki Story is progressing, with the Taranaki Umbrella Story and six sub-set stories completed and delivered.

An RFP for Taranaki Story creative development was sent via closed tender to local creatives and agencies and they were invited to submit a proposal to deliver the next phase of the story, including the development and capture of regional content, and the development of support resources and information for local enterprises and businesses.

A local successful vendor has now been appointed to deliver this creative work, and planning and production is underway.

Production planning is expected to be completed by the end of October, and content capture is expected to take place from October 2020-April 2021.

Development of the video case studies that support the storytelling of the substories is underway, along with the written case studies.

Such a great job you guys are doing at Venture Taranaki to bring visitors to our beautiful region. I highly appreciate it. – Metrotel General Manager
Rajeev Dahiya

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>Total</i>
Lead regional events strategy	Number of engagements related to the regional events strategy	25	98
Destination promotion	Number of engagements with visitor industry operators (including local operators, other RTOs, national and international tourism agencies)	100	1220

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



Regional promotion

1. The Café – a month long promotion created around a prize offering including a live segment ran during Q1, with continual advertising promotion.
2. Wellington Regional News - Spring event line-up editorial and full page advert within September’s 10-page Taranaki feature.
3. “Always on” - Google ads/adwords campaign.
4. Stuff ‘Back Your Backyard’ support through a Brook Sabin Taranaki media familiarisation.
5. Visiting Friends and Relatives (VFR) campaign – see next page



Strategic alliances

Air NZ Strategic partnership including a presence across digital and native advertising, Air NZ social channels, Grabaseat and Kia Ora magazine.

AA partnership – various publications, refreshed Taranaki Visitor Guide distributed across NZ, as well as content and stories that are featured on aa.co.nz, the AA Traveller October eDM.

TNZ partnerships – ‘We Love you NZ’ digital magazine and editorial; NZME GO NZ! Monthly content series with content and stories featured on Herald Travel section and weekly Herald Travel press Insert

Stuff partnership – Experience Taranaki booklet

Activity	Measure	Annual Target	Total
Destination promotion	Number of destination promotion and attraction initiatives	2	5

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



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Visiting friends and relatives (VFR) campaign

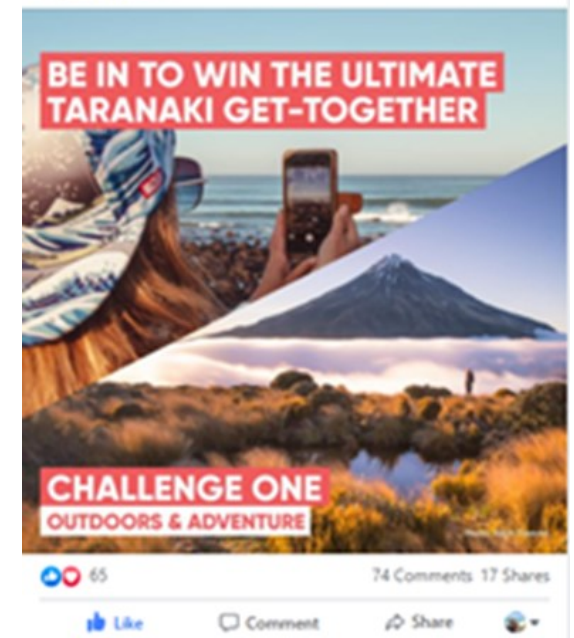
A campaign encouraging locals to invite their friends and family to visit and experience all the region has to offer.

This has taken the format of primarily – ‘Win the Ultimate Taranaki Get-Together’ and has been delivered via Facebook, Instagram, Radio, Press (Live Magazine) and [visit.taranaki.info](https://www.visit.taranaki.info)

Out of region campaign

Creative is currently being finalised for delivery of a continuing domestic campaign throughout the remainder of the year. This is centred on the over 55 demographic primarily in Auckland, Wellington, Bay of Plenty, Manawatu and Waikato .

The creative involves imagery and video of: a girls weekend, a campervan couple, a couple in a classic car and will feature each group experiencing and doing a range of activities throughout the region.



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



Skills and Talent

The talent area continues to evolve as the year progresses. The government's COVID-19 response within the skills and talent landscape has been changing rapidly, with new programmes and sources of support continually being delivered.

Key areas Venture Taranaki has been providing support include:

- Work around the new hospital build
- The Interim Regional Skills Leadership Group (Co-chaired by Venture Taranaki CE Justine Gilliland)
- Data analysis on the future projected sector workforce requirements and skill
- Recovery programme for the international education sector.

Talent initiatives:

1. Internship webinar to encourage enterprises to take on interns, supporting learning, development and ultimately employment opportunities
2. International education: Regional presentation series (three seminars) to 200 international education agents globally through Education NZ (2 seminars) and 1 with local partners. Venture Taranaki also hosted a webinar for international students regarding employability and how to obtain work – this was the culmination of an initiative that started last year but implementation was delayed due to COVID-19.
3. An in-depth sector workshop with the construction sector is planned for November to determine barriers, opportunities and future forecasting given the Government's shovel ready initiatives and major construction projects already in the pipeline.

<i>Activity</i>	<i>Measure</i>	<i>Annual Target</i>	<i>Total</i>
Facilitate talent attraction and retention	Number of talent initiatives	2	3

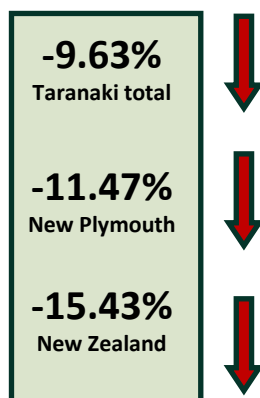
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Visitor spend

Visitor spend in Taranaki **decreased 9.63%** to **\$380m** in the 12 months to end August 2020*.

Visitor spend in New Plymouth district **decreased 11.47%** to **\$304m** in the 12 months to end August 2020*.



Guest nights

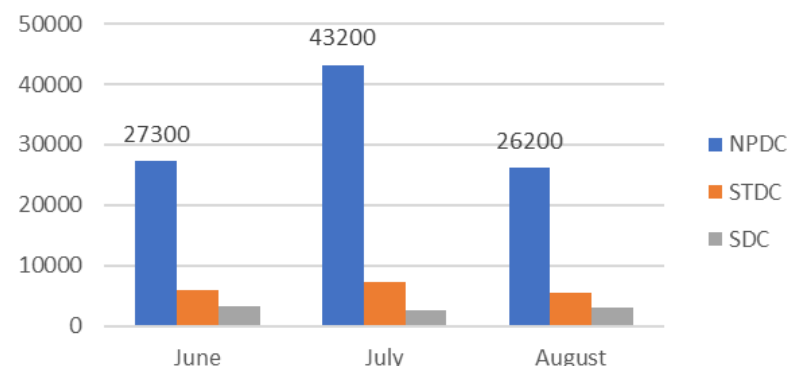
Total guest nights increased across New Plymouth and South Taranaki during July, but decreased slightly in Stratford. However, the length of stay per guest is significantly longer in Stratford than for the rest of Taranaki, and for New Zealand**.

This is indicative of a higher proportion of business travellers to South Taranaki and Stratford who tend to stay longer than holidaymakers. The July increase overall correlates with the school holiday period.

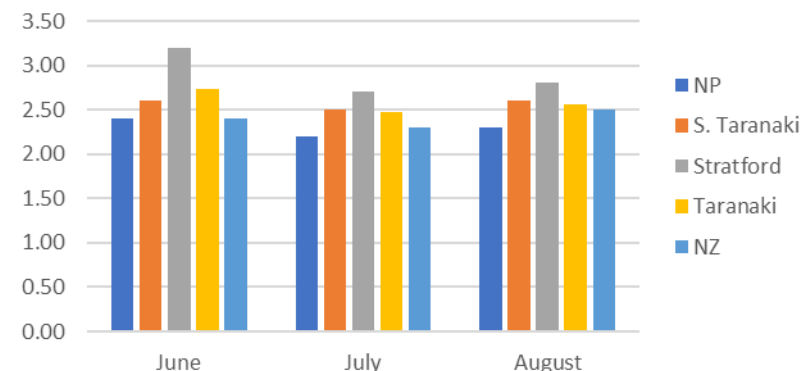
Av. Total guest nights	
32.2k	New Plymouth
41.3k	All Taranaki

Av. Length of stay (days)	
2.3	New Plymouth
2.4	NZ
2.6	All Taranaki

Total guest nights June-August 2020



Average nights stayed per guest June-August 2020



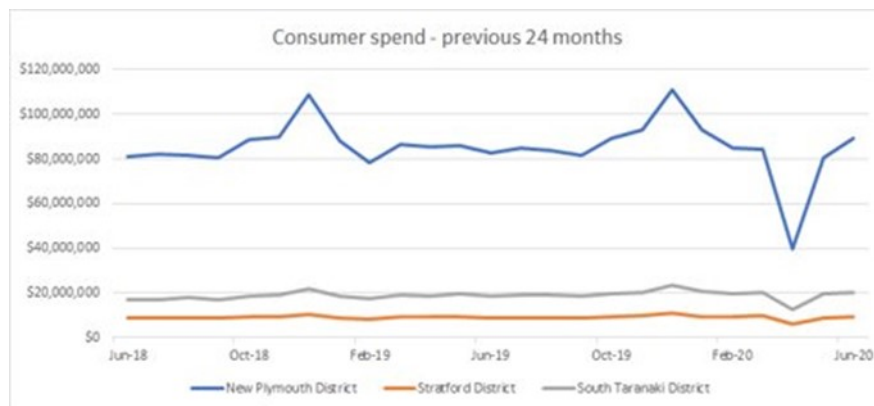
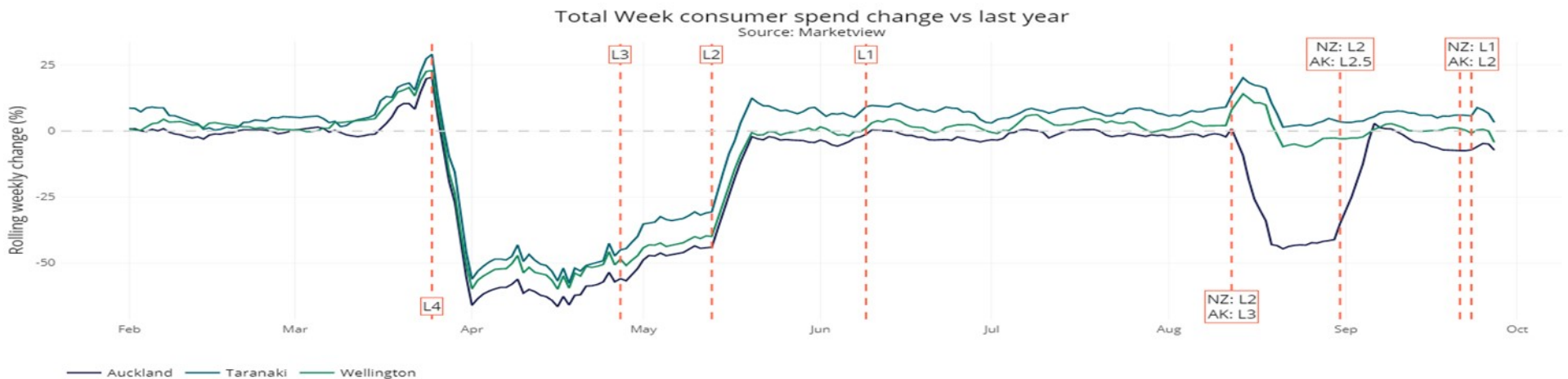
*MBIE Monthly Regional Tourism Estimates (MRTE)

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

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



Retail spend



The downturn in spend during the first L4 lockdown is clear to see across New Zealand. Taranaki had a stronger recovery once restrictions eased in June, and has maintained a higher baseline than the main cities. It is also clear to see the drop in activity in Auckland during the regional L3 lockdown, and the upswing in spend over the rest of the country in early August, likely driven by uncertainty over potential lockdowns. Taranaki continued to maintain strong consumer spending through the recent L2 restrictions. Weekly updates on regional retail spend can be found [here](#).

Client feedback

Sincere thanks for all your support, these opportunities are invaluable and we are learning so much! - *New Plymouth Enterprise Advisory client.*

Thanks so much for this - I found our session very valuable and the effort you've put into this email is really appreciated! I'll start going through the resources that you've listed and will also start connecting a few of the people that you have suggested. Again, I really appreciate the time and support.

—*New Plymouth Enterprise Advisory client*

Thanks for your help with our application, you really went above and beyond.—*New Plymouth R&D client*

I just wanted to say a big thankyou to yourself and Venture Taranaki for the funding to have Ambrose at our business yesterday. Since lockdown I have had a challenge in motivating our staff, declining tractor sales and a very non profitable business. Thanks again, there is no way we would have been able to do this without you.

—*Rural COVID-19 support client.*

The Booster Voucher funding is perfect timing for us. thanks for the support Zara.—
New Plymouth COVID-19 support client

Coming up next quarter

- Taranaki Trends - October
- Enterprise Outreach road trip - October
- Auckland Food Show - November
- Business survey – December
- Visitor campaign – Summer 2020/21
- Offshore Wind forum
- Entrepreneurship Ecosystem launch



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