



December 2020 Half Year Report to Waimakariri & Hurunui District Councils

1. **Introduction**

This report has been prepared to meet the reporting requirements of the Statement of Intent for the 2020/21 year and follows the format of the Annual Business Plan.

2. **Nature and Scope of Activities**

The vision of ENC is:

“To inspire, attract and retain individuals, businesses and social enterprise to invest in our region”

As an economic development agency, ENC seeks to **improve the region’s investment and business-enabling environment** so enhancing the region’s competitiveness, retaining and increasing jobs, improving incomes, enhancing economic well-being, and thus improving the quality of life of residents.

3. **Key Highlights this period**

ENC board and management are extremely proud of the ongoing response and support provided to businesses by the ENC team as a result of the economic impact of the Covid-19 pandemic. During this period, ENC successfully secured an additional \$142,000 of external funding which was used to support our own staffing to help with the sheer volume of demand and to deliver a new business start up programme along with an additional \$487,277 of government COVID funding which went directly to businesses:

- NZTE provided an additional \$34,000 to fund a reallocation of ENC staffing (Tania) to assist Guy and Miles to cope with the demand
- MSD provided \$108,000 funded a new Business Start Up Boost Programme (from unemployment to self employment). This will be for two courses over the year. The first one held in Nov/Dec proved extremely popular and we had a full intake of 15 participants for the first course run this period
- ENC were successful in allocating an additional \$411,277 to 186 local businesses from the NZTE Covid-19 Voucher Fund. This was for tailored expert business advice plus a further \$76k for 35 tourism businesses through the Government Tourism Transition Fund.
- We are 62% ahead of the annual contracted target for the NZTE Regional Partner Voucher Programme with \$49,823 of the \$80,000 allocated to North Canterbury businesses
- We have delivered 215 capability assessments 448% above the annual contracted target of 48

- We partnered with MSD to have their senior work broker, Michelle Becks, relocate to ENC offices and work with the ENC team to support businesses and their staff. This was very successful.
- We met with 82 people looking to start up their own business.
- We had 40 businesses sign up to be part of MADE NORTH CANTERBURY along with two significant sponsors. 100 MADE Christmas Hampers were sold to grow the brand and retail and café outlets are setting up dedicated sections to sell locally produced food and beverage.
- A new Destination Visitor Marketing Strategy was developed by ENC and WDC with Quality Tourism facilitating workshops and writing the strategy to help reactivate a sustainable visitor economy and increase visitation and spending.
- Approved and allocated \$24,370 event funding to 8 events in the district

4. Activity Report

STRATEGIC OBJECTIVE ONE - SUPPORTING EXISTING BUSINESSES TO GROW AND PROSPER

Objective 1.1 Provide an increased business support programme to existing businesses due to COVID-19 response and recovery

1.1.1 Respond – support businesses survival

a. Deliver the Contracted Regional Business Partner Programme for NZTE to June 2021

48 Capability Assessments and issue \$80,000 NZTE Vouchers (\$:\$); a minimum of 24 businesses referred to Business Mentors NZ;

In the first six months of this year ENC have:

- Undertaken 215 full capability assessments (448% of target)
- Issued 36 vouchers worth a total of \$49,823 to 33 businesses to assist with training or coaching (62% of target)
- Received a net promoter score for North Canterbury of +65 (target +60)
- Referred 7 businesses to Business Mentors NZ (29% of target)
- Assisted 2 businesses with access to Callaghan Innovation funding (target 1)
- Additionally issued \$694,835 Covid-19 Advisory Support funding to 365 businesses **since lockdown in March**

b. Provide additional support to businesses who are negatively affected by COVID-19
Maximise Government funding to help support local business through recovery; provide solutions to businesses that may not include vouchers but timely information and direction to other financial or non financial support

	Full Year Initial Budget	Actual Allocated YTD	# of businesses
NZTE COVID-19 Fund (100%)	0	\$411,277	207 vouchers to 186 businesses
Tourism Transition Fund (100%)	0	\$76,520	39 vouchers to 35 businesses

c. Provide Training to Local Business Owners and Managers

Run a minimum of 10 business training sessions or webinars with 80% satisfaction rate and run three networking functions with a minimum of 60 people attending each networking event and fully sponsored

We ran 2 courses comprising of 14 half day workshops. They were:

- Supervising and Managing Others (four half day workshops) – 9 attendees for 4 half days. 100% satisfaction rating
- Business Startup Boost – 15 attendees for 10 half days. 100% satisfaction rating

We also ran 2 full day FREE Talk with The Experts sessions: These were held by:

- Muritai Group – marketing advice – 6 attendees
- North Canterbury Business Services – general business advice – 9 attendees

c. Provide Networking Functions at least three times a year

Target: A minimum of 60 people attending each networking event and fully sponsored

One event was held in this 6 month period and this event was deliberately smaller than usual so that it could be held on the River Queen. This was an invitation only event to thank ENC sponsors and business partners. There were 50 attendees and the event was well received.

d. Communicate with businesses and maintain and grow ENC's website and social media
Grow social media channels and website visitors by 10%

i. ENC Website and social media

The website of www.northcanterbury.co.nz is constantly updated with new and informative content

- **Facebook:** Page likes have increased by 98 during this period (from 1,863 now at 1,961) and up by 14.27% compared to last year.
- **Website Sessions:**
 - Website Visits were up 7.92% compared to last year (23,487 this year vs 21,764 last year)
 - Website Users were up 7.87% compared to last year (17,801 vs 16,503)
 - Website Pageviews were up 16.82% compared to last year (47,787 vs 40,906)
 - Seventeen business relevant stories were published online and/or sent to local media this period.
- **Newsletters:** 5 sent this period.

1.1.2 Recover – retain and create jobs

a. Deliver contract for services with MSD to retain and create jobs

Businesses looking to make staff redundant will be identified; high growth businesses will be identified; a quick matching system will be developed, minimising applications for the benefit; success stories of note will be recorded and provided to MSD

We were grateful to MSD who partnered with ENC this period and provided Michelle Becks to be located at ENC to work with the business support team. Key highlights included:

- 81 general vacancies listed on both websites
- 49 placements (plus 15 Apprenticeship Boost)
- Connected 22 job seekers to training and employment
- MSD added 60 new businesses to their database through ENC's connections as a result of this partnership
- Ran 7 community redundancy seminars in both districts as well as a specific redundancy seminar to two large businesses in the region. As a result three people who were facing redundancy were found positions elsewhere
- Developed an MSD Toolkit for Employers for ENC's newsletter and website
- Supported ENC to secure the MSD funding for a new business start up programme
- Signed a new Industry Partnership programme with a local business

Objective 1.2 Celebrate and recognise business leaders in the region

Launch the 2021 Business Awards if appropriate given government COVID-19 directive around events

Full sponsorship of seven categories achieved; successful launch held; attract the same number of entries or more as the 2018 business awards

ENC were forced to cancel the 2020 business awards celebration this year due to Covid-19. However, planning for the 2021 business awards is well on track. The event will be held on August 27th 2021 at the Ohoka School Hall, with a launch event on April 29th. MainPower have agreed to be our main sponsor again and we have sourced 8 other paying sponsors. Our MC will be Jackie Clark, catering will be by the Percival Street Bakery, the band will be Acoustic Solution, and Spectrum Lighting and Sound will do our tech work.

Objective 1.3 Assist Hurunui Town Development

Programme of initiatives agreed and implemented

ENC assists and supports town initiatives as agreed

- Assisted The Nest Arts Collective with their initial startup phase and also in their long term goals with a goal of growing them to become a new tourism attraction for the district, supporting local artists
- Working with the new hemp and cannabis industries across all three districts
- Worked with Mayor and Chair of North Canterbury Wine Growers regarding the impact of the frost damage to many vineyards in North Canterbury. Through ENC's introduction and enquires, MPI agreed to classify this as an adverse event and MSD agreed that it would fit their criteria if businesses needed financial support in the future as a result.
- ENC will be part of facilitating and investigating a new Value Add Economic Hub for North Canterbury (with Leftfield Consulting).

STRATEGIC OBJECTIVE TWO - ATTRACT AND INSPIRE BUSINESSES, TE RŪNANGA O NGĀI TAHU AND GOVERNMENT TO INVEST IN OUR REGION

Objective 2.1 Develop a North Canterbury Cycle Trail – Wheels to Waipara

a. Continue to seek and apply for funds for the development of a North Canterbury Cycle trail from Christchurch to Waipara

Staff prepare and submit applications in conjunction with the Councils

In conjunction with Waimakariri District Council, ENC prepared and submitted an application to the Crown Infrastructure Fund for \$10m to build a multi-day cycle trail plus two cycle bridges (Ashley River SHW1 and Salt Water Creek). We were advised in September that we were unsuccessful. We also spoke with DIA who advised us against reapplying to the Lotteries Significant Project Fund as it only had a total of \$16m per annum nationwide and the trail did not provide 'regional benefit' only District benefit. The Board and Management have a solid business case and the only likely funders will be local or central government as there is no return on investment for a private investor. We will continue our discussions with central Government.

Objective 2.2 Stimulate the North Canterbury Food and Beverage Sector to achieve greater collaboration

***Local food producers and manufacturers are provided opportunities to collaborate and connect
ENC builds networks and relationships with producers and manufacturers; NC Food and Beverage brand created; Website, Facebook and Instagram platforms are set up to increase awareness and sales of NCF&B; Promote detail of business and product on website; opportunities identified to attend and profile NCF&B at event and trade shows; Track referrals and connections***

- We have engaged 197 food and beverage businesses over the past 6 months. Marketing support, general enquiries and direct referrals have been the most common reasons for engagement.
- 40 members have signed up, with \$9,150 membership income generated. This revenue goes back into the MADE NORTH CANTERBURY project budget to be spent on creating new opportunities, to pay for advertising and marketing collateral.
- We have secured 2 major sponsors for the project who are each contributing \$5000: Meridian and Sidekick Rangiora. We have also secured 3 contra/in-kind sponsors who are contributing goods and services up to the value of \$1000.
- To promote our local products and the MADE NORTH CANTERBURY brand, we put together a Christmas gift hamper that we sold to our business network within North Canterbury. We worked with 9 producers and made up 100 hampers, generating \$4348.80 revenue for our producers with \$2,379 profit going back into the MADE NORTH CANTERBURY project.
- Website directory developed and launching of the Website commencing 25 January 2020
- We have written the North Canterbury food and beverage story in collaboration with Ngāi Tūāhuriri and Matapopore.
- Facebook page established, 1,416 followers in the first 2 months.
- MADE NORTH CANTERBURY soft launch to public and announcement to producers complete. Achieved a front-page feature in North Canterbury News.
- Percival Street Bakery and Urban Revival now have their own branded MADE NORTH CANTERBURY retail areas. We are piloting this initiative to roll out into other retailers and hospitality establishments throughout North Canterbury. This will see an increase in collaboration and sales opportunities.
- In collaboration with Visit Waimakariri, we are working alongside ChristchurchNZ to develop a tourism incubator workshop. Our collective vision is to create new food and beverage tourism experiences that will ultimately be part of a greater "MADE NORTH CANTERBURY Maker's Trail. ChristchurchNZ are investing \$20k into the project.
- We are working alongside Event Goals and the North Canterbury Winegrowers to establish a MADE NORTH CANTERBURY Maker's Market at the wine festival. The purpose of the involvement is to build the MADE brand and create an experience for the festival that highlights that North Canterbury is one of New Zealand's top food & beverage producing region. We've enlisted 9 producers to showcase their goods at the event.
- We have engaged a local web designer, The Mark, to develop the website. The landing page launch week commencing 14 September 2020. The landing page is an interim measure to help encourage food and beverage businesses to sign on to the project while we build the website. We hope to go live with the website on the 1st of February 2020.
- We have submitted an application to trademark the MADE NORTH CANTERBURY brand. Our application will be submitted within the next few weeks and will be reviewed by the examiner.
- We thank the four members of the Think Tank Advisory Group that support this project namely, Nick Harris, Catherine Keith, Clare Giffard and Mike Weight.

STRATEGIC OBJECTIVE 3 - PROMOTE WAIMAKARIRI DISTRICT

A full report for the six month period, on this contract, is provided separately to the Waimakariri District Council. However key highlights include:

- The ENC business support team met with 12 Waimakariri tourism businesses and issued \$29,508 of 100% funding for expert advice with NZTE Vouchers
- ENC also met with 82 people looking to start up a new business – from unemployment to self employment during this period
- Made a successful application to MSD to develop and deliver a new Business Start Up Programme (five workshops facilitated by Craig Rust) and one on one coaching.
- Maximum numbers of 15 attended the first Business Start Up Boost Programme, which received a 100% satisfaction rating
- ENC in partnership with WDC and key stakeholders developed a new Visitor Marketing Strategy 2020-2027 which will help reactivate a sustainable visitor economy and increase visitation and spending
- The ENC Board approved the development of a new website for Visit Waimakariri. This is underway along with building a new brand and sourcing new images. This will be rolled out in 2021
- Increased the reach of the Events Calendar and Social media to promote events and activities in the district
- Increased visitor information services to all locals and visitors as both Christchurch i-SITES have closed
- Worked with ChristchurchNZ to access some STAPP funding to develop a new food and beverage visitor product
- Worked with ChristchurchNZ to access Regional Event Funding to deliver a programme to stimulate and grow local events over the coming four years

5. Financial Performance

The Profit and Loss Account contained in **Appendix 1** shows performance for the first 6 months of the year.

7. Sponsorship

ENC is grateful to existing sponsors: MainPower (1 Corporate sponsor), BDO, Spark and Meridian (3 Silver sponsors), PLC Group, Hellers, Hire Access, Ray White, Misco Joinery, Hazeldine Construction, Ravenswood, Learning Staircase, and welcome three new sponsors this period being Brannigans, Ara and The Mark (now total of 11 Bronze sponsors).

We secured sponsorship for one networking function this period from PLC Group and Harris Meats for ENC sponsors, business partners, board and supporters of ENC on the Kaiapoi River Queen on the 30th of November.

8. Staff

No changes in ENC staff this period.

9. Governance

- The annual Board Register of Interest was updated in July 2020
- Holly Sterne, was re-elected Chair of ENC in September 2020
- ENC Trustees updated the ENC Risk Register in September
- The Board received the Waimakariri Visitor Strategy at its November 2020 meeting

- They also responded to WDC's request as to what impact a reduction of \$30k in funding would have on the organisation
- Councils' confirmed the renewal of Holly Sterne and Clare Giffard as Trustees for a further three year term
- ENC's lease at 143 Williams Street, Kaiapoi expires on 15 December 2021

No change in private trustee board members this period.

10. *The coming six months*

ENC:

- Continue to support businesses to retain and grow
- Run the second Business Start Up Boost course for up to 15 budding entrepreneurs
- Investigate the feasibility of a Value Add Economic Hub in Hurunui
- Continue to identify and lobby for funding of the Wheels to Waipara multi-day cycle trail
- Have a MADE NORTH CANTERBURY stand at the NC Wine and Food Festival with eight local producers.
- Run a new event like 'Wellington on a Plate' organised by staff and supporters of MADE NORTH CANTERBURY

Waimakariri District Promotion:

- The Government, through ChristchurchNZ, has just confirmed funding of \$172,000 for the coming four years as part of the Regional Event Fund (REF). This will be paid to ENC to grow and seed fund new events in Waimakariri. Consultation with event organisers and an agreed four year delivery plan will be written in the coming six month period.
- ChristchurchNZ have agreed to fund and deliver a series of tourism workshops (\$20,000) with Waimakariri Food and Beverage operators in Feb/March 2021 as part of the STAPP (Strategic Tourism Asset Protection Programme) funding grant they received.
- Commencing the roll out of the new destination visitor marketing strategy via a new website with new images and brand
- Developing the first of the five themed maps for the district
- Once the new Northern Motorway cycleway is completed we look forward to showcasing the District's cycle trails and towns to Christchurch residents

Heather Warwick
Chief Executive