

2022/23 Business Plan

‘To inspire, attract and retain individuals, businesses and social enterprises to invest in our region’

ENC Six Month Report to 31 December 2022 to Waimakariri & Hurunui District Councils

1.0 Introduction

This report has been prepared to meet the reporting requirements of the Statement of Intent for the 2022/23 year and follows the format of the Annual Business Plan.

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.

2.0 Key Highlights this period

ENC receives an economic development grant of \$220k from Waimakariri District Council (WDC) and \$51k from Hurunui District Council (a total of \$270k). ENC continues to leverage other funding from government and the private sector to support their strategic projects. During this period we secured:

Government:

- \$20,000 from Hurunui Tourism (for two projects Talent Attraction and North Course Event)
- \$10,000 from MBIE – Regional Event fund – to support the North Course Event
- \$60,000 from MBIE – to run three FREE digital courses to 58 businesses
- \$55k from MBIE as a subcontractor for the Regional Business Partner for North Canterbury
- \$296k from DIA to upgrade Waimakariri cycle tracks

Private Sector:

- \$5,000 from North Canterbury Wine Growers to support the North Course
- \$58,000 secured from sponsors to run the 2023 North Canterbury Business Awards
- \$10,000 membership of MADE NORTH CANTERBURY
- \$64,000 from local business sponsors in support of ENC’s work

ENC also has a separate contract with WDC and receives a further \$461k to promote the District for new businesses to set up and to attract visitors, promote and fund events and run the Kaiapoi Information Centre.

- Business Support programmes delivered this period include:
 - Delivered 46 capability assessments (95% of the RBP target of 48)
 - Distributed \$56,316 which is 70% of the allocated \$80,000 capability vouchers to 32 businesses
 - Met with 34 people looking to start up their own business
 - Ran a series of three free digital marketing courses for 58 businesses.
- North Canterbury Business Awards:
 - Full sponsorship achieved
 - Rebranding and website completed
 - Nine judges confirmed and application form revamped
 - Gala Awards Ceremony to be held at MainPower Stadium on 6 October 2023
 - Inclusion of Kaikoura businesses for the first time
- North Canterbury Talent Attraction Project
 - Initial funding for this project secured

- Commenced creating a brand, campaign and online tools (website and shareable PDF) to assist employers and recruitment agencies in luring top talent to North Canterbury
- MADE NORTH CANTERBURY
 - In October 2022 the inaugural North Course event was held to help promote local hospitality venues and connect them with local suppliers/producers. 33 hospitality businesses were involved.

Other key achievements this period:

- Won a national award for ‘Best Practice in Inclusive Development and Wellbeing’ for the work we have done helping small startups to succeed at the Economic Development New Zealand Conference
- Held a celebratory evening to recognise 20 years since inception.
- Worked with WDC in the development of a new Waimakariri Economic Development Strategy
- Held the first biannual networking event to welcome new businesses to the region. We had 18 come to the first event.

3.0 Strategic Objectives

OBJECTIVE ONE: SUPPORTING EXISTING BUSINESSES TO GROW AND PROSPER

Objective 1.1 Support existing businesses to survive and thrive

In the first six months of this year ENC have:

- Undertaken 46 full capability assessments (95% of target)
- Issued NZTE voucher funding totalling \$56,316 to 32 businesses to assist with professional training or coaching (70% of target)
- Referred 18 businesses to Business Mentors NZ (81% of target)
- Business Supported:
 - 14 newly started businesses assisted
 - 22 growing businesses assisted
 - 16 mature businesses assisted
 - 6 declining businesses assisted
 - 20 people assisted in developing or scoping a potential business
 - 34 signups to our free online business start-up course
- Businesses Trained
 - ENC accessed new funding through MBIE to promote and deliver Digital Boost Foundation workshops. ENC scoped interest amongst our businesses and 110 applied to be part of the newly developed programme for ENC. This allowed us to apply to MBIE to run 6 courses at \$20k per course, a total 24 hours of training for each business per course and fully funded. We approached Attraction Studios to create the programme and deliver this for us. We negotiated a 50/50 deal.
 - We ran a Supervising and Managing Others Course with 13 businesses attending in September
- ENC ran one networking function at Lacebark Function Centre on the 21 July 2022 with a total of 102 attendees. This event was fully sponsored by Waimakariri District Council.
- ENC hosted our first ‘new business networking function’ on 17 August at the ENC Business Centre with 18 attendees from 16 businesses that have recently launched.
- Facebook Page likes have increased by 191 during this period (to 3,131 from 2,176) and up by 43% compared to last year.
- 6 Newsletters sent this period

New – Attract Talent to the Region

ENC has been tasked with creating a brand, marketing campaign and online tools (website and shareable pdf) to assist employers and recruitment agencies in luring top talent to North Canterbury with the objectives to

- Stimulate demand for jobs (skilled and semi-skilled) and attract people to work in our region's key industries.
- Elevate the brand North Canterbury and position it as an appealing place to live
- Leverage the job opportunities and industries in North Canterbury to promote the broader North Canterbury appeal
 - This includes businesses relocating to the region and business start-ups and leveraging MADE NORTH CANTERBURY (a value-add for food and beverage businesses)
- Strengthen collaboration between Enterprise North Canterbury and our business community

This period we:

- Received funding from Hurunui Council \$5k, Hanmer Springs Thermal Pools and Spa (\$5k), ENC and the District Promotion Contract (\$10k each).
- Engaged a creative company to develop a brand for future campaigns to attract workers to the region
- Commenced a new website that will showcase the region and its jobs and industries and lifestyle.
- Compiled a list of talent we would like to showcase in our case studies. They are a diverse representation of aspirational people working, living and recreating in our region.

Objective 1.2 Celebrate and recognise business leaders in the region

We secured two new sponsors for the 2023 Business Award - Totalspan North Canterbury and CoolSpaces, replacing Spark and Lime Real Estate. A total of 10 categories and their sponsors confirmed is listed here:

- BDO - Professional Services Award
- MADE North Canterbury - Food and Beverage Award
- PAK'nSAVE - Community Enterprise Award
- Coolspaces - Sustainability Award
- Misco Joinery - Technology Award
- Percival Street Bakery - Customer Services Award
- Hanmer Springs Thermal Pools and Spa - Tourism Award
- Totalspan North Canterbury - Trades and Services Award
- Hellers - Emerging Business Award
- North Canterbury News - People's Choice Award

The date for the Gala Dinner & Awards Ceremony is set for Friday 6th October 2023 at the MainPower Stadium.

Kaikoura businesses will be eligible for the first time ever to enter the NC Business Awards. Kaikoura District Council has agreed to support these awards and encourage businesses to enter.

Objective 1.3 To Assist Hurunui Council to establish economic projects in the district improving the wellbeing and viability of Hurunui communities

No substantive project this period however assisting HDC with the development of the Hurunui Hub as required.

Objective 1.4 Manage the ENC Business Centre

- ENC remains grateful for the generous support of MainPower, our Corporate Sponsor (\$30,000); BDO, Spark Business Canterbury (\$10,500) and The Mark (inkind) our three Silver Sponsors; and 8 Bronze Sponsors being, Hellers, PLC Group, Hazeldine Construction; Brannigans, Ray White Morris & Co, Misco Joinery, Ravenswood, The Learning Staircase and (\$24,000) a total sponsorship of \$64,500.
- We have a new Bronze Sponsor – Blackwells Department Store who signed up in November.

- We held two business centre sponsor networking functions with board and staff (July and November 2022) at the business centre.

	Full Year Budget	Actual YTD	% Budget Delivered YTD
Room Hire (external bookings)	\$7,500	\$5,843	78%
Room Hire (ENC training)	\$8,000	\$4,290	53%

OBJECTIVE TWO: ATTRACT AND INSPIRE BUSINESSES, MANA WHENUA (TE RŪNANGA O NGĀI TAHU AND NGĀTI KURI) AND GOVERNMENT TO INVEST IN OUR REGION

ENC continues to play a role in attracting businesses and government investment in North Canterbury.

Objective 2.1 Develop a North Canterbury Cycle Trail

Julia Hunt (who was contracted by ChristchurchNZ with STAPP funding) presented her report and findings to Mel Wong, Kath Low of CHCNZ. There was no discussion or commitment from CHCNZ as to whether they wish to continue to work with North Canterbury tourism organisations toward a multiday cycle trail that starts in CHC and finishes in Waipara.

However, Hurunui Tourism will contract Julia to continue the momentum of progressing the Pegasus Bay Cycle Trail and to investigate a new off-road route from Rangiora to Amberley as using the SHW1 bridge at Waikuku is too dangerous for cyclists to cross. Hurunui could potentially apply to the new Innovation Tourism Recovery Fund to build the Hurunui section of the PBCT as it may be part of their Destination Management Plan just completed and funded by MBIE.

ENC staff have met with ECan and Greg from TKoT to ascertain the best spend on their tracks, taking their direction and using their contractors (within the funds received). We will hold the funds (\$296k) and work in with their timetables for any future structural upgrades that add value to their current tracks.

Objective 2.2 Deliver the MADE NORTH CANTERBURY food and beverage project to achieve greater collaboration

- Sidekick Rangiora is no longer a sponsor of MADE NC. We still have 3 contra sponsors.
- We have 48 paying members (\$9,600)
- In October 2022 we hosted our The North Course event to help promote our hospitality venues and connect them with local suppliers/producers. 33 hospitality businesses submitted a dish and took part in the inaugural North Course. 206 members of the public rated a dish. 1300 unique visitors to the website and over 4k visits through the month of October.
- We organised four grocery promotions in conjunction with The North Course. These promotions were hosted at Pak n Save Rangiora, New World Rangiora, Culverden Four Square (new) and Oxford FreshChoice (new).
- To promote the local members products, we again assisted Canterbury Nuts (one of our members) to prepare and sell MADE NORTH CANTERBURY Goodies Box.
- In the past six months the website directory and businesses listed therein have had 5,715 pageviews. This is a 14.51% increase on last year.
- Our Facebook followers have increased 12.16% in the 12 months, now sitting at 4,039. Our Instagram followers have increased 52% in the past 6 months, now sitting at 1,461.
- MADE NORTH CANTERBURY appeared in the news media twice in the past six months – both articles about The North Course.

- We helped to market several member events including the Pegasus Bay Vine Run, Amberley Farmers' Market, Fire & Feast, The North Canterbury Wine Collective. We also presented members with the exclusive opportunity to engage in a local Country Calendar filming, which included the chance to use Garry River Farm's locally grown cherries in their recipes/products.

Objective 2.3 Collaborate with Te Ngāi Tūāhuriri Rūnanga and Ngāti Kuri

As new projects at ENC come on stream we often speak with the appropriate party eg The Talent Attraction project – we reached out to Will at Ngai Tahu Farming we also connected a fast-growing export manufacturer who has just established in Waimakariri to Ngai Tahu farming.

OBJECTIVE THREE: PROMOTE THE WAIMAKARIRI DISTRICT

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

5.0 Management Reporting over this period:

5.1 Undertake analysis of regional employment opportunities and trends

The October 2022 ENC Business Opinion Survey was sent out to 205 businesses, of which 67 responded, a 33% return rate.

The survey showed that North Canterbury is now being solidly impacted by the issues that are affecting New Zealand and the world. Confidence in the national business situation is net -12%, which compares well for net -42% for New Zealand but is still not a great position to be in. This is also a survey where we have seen increased costs, lower profits and more difficulty finding staff as well as slowing investment in plant and property

5.2 ENC Staffing

- Zoe Williams commenced as District Digital Marketing Manager in July 2022. Zoe replaced Khloe.
- Becs Reid commenced on November 2022 as part time i-SITE assistant and will work 4 hours every Saturday during the visitor months (Oct to April).

5.3 ENC wins a National Award

Our work in the small startup space was recognised at a national level and we were awarded the Inclusive Development and Wellbeing Outcomes Award at the Economic Development New Zealand Awards in October. A video created for the presentation of the award [is here](#).

6. 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: Business Centre and Economic Development sponsors MainPower, BDO, Spark, The Mark, PLC Group, Hellers, Ray White Rangiora, Misco Joinery, Hazeldine Construction, Ravenswood, Learning Staircase and Brannigans. We welcomed a new Bronze Sponsor this period - Blackwells Department Store; MADE NORTH CANTERBURY- Sidekick Accounting Rangiora and Street Maps – Kaiapoi – Harcourts Twiss Kerr and Rangiora – Devlin Real Estate

8. Governance

- The annual Board Register of Interest was updated in July 2022
- New policies were approved this period:
 - ENC Pandemic/Epidemic and Vaccination Policy
 - ENC Reserves and Investment Policy
 - ENC Sponsor and Partnership Guidelines
 - Flexible Working Policy
 - Fraud, Bribery and Corruption Policy
- Clare Giffard was re-elected Chair of ENC in September 2022
- ENC Trustees review the ENC Risk Register at each board meeting now
- AuditNZ advised they would not be in a position to audit ENC's annual accounts until first quarter 2023 due to shortage of staff.
- ENC's lease at 143 Williams Street, Kaiapoi was renewed for a further three years commencing 15 December 2021 to 2024.

9. Summary

In the next 6 months we will:

- Run the final three free Digital courses for 62 people from 59 local businesses (fully subscribed) with Attraction Studio – fully funded by MBIE (a further \$60k).
- Launch the 2023 North Canterbury Business Awards and assist businesses to enter (including Kaikoura)
- Progress the Talent attraction project – produce videos, case studies for website and businesses and scope out a campaign to Auckland
- Work with ECan and TKoT to upgrade their cycle trails to a better standard with funding from DIA
- Assist with the development of a Waimakariri Economic Development Plan
- Assist with the development of a Destination Management Plan with ChristchurchNZ
- Continue to explore and pursue potential catalyst projects
- Work with businesses to create better relationships and trade marketable trade products
- Deliver the Summer and Autumn Campaigns – *'Why not make a day of it'*
- Invite applications to the WDC event fund and MBIE's Major Event fund in March 2023
- Coordinate an audit of business/conference venues to assess if we could promote Waimakariri as a business meetings and conference district.
- Continue to work with Council to address the changing nature of the information services offered at Kaiapoi i-SITE

Heather Warwick,
ENC Chief Executive

Appendix 1

Profit & Loss [Budget Analysis] By Income and Expenditure							
ACTUALS JULY 2022 THROUGH TO DECEMBER 2022							
	Period Actual	Period Budget	\$ Difference	Favourable/ Unfavourable	Annual Budget	Revised Annual Forecast	
INCOME							
Enterprise North Canterbury							
Regional Event Fund	\$22,664	\$49,364	(\$26,700)	U	\$98,728	\$98,728	
North Canterbury Business Awards	\$0	\$0	\$0	-	\$0	\$0	
Cycle Trail Development	\$0	\$0	\$0	-	\$296,240	\$296,240	
Worker Attraction	\$20,000	\$20,000	\$0	-	\$20,000	\$20,000	
Business Training	\$81,526	\$75,660	\$5,866	F	\$158,160	\$143,160	
Regional Business Partner	\$27,900	\$27,899	\$0	F	\$55,799	\$55,799	
Food and Beverage	\$50,637	\$25,327	\$25,311	F	\$50,653	\$75,653	
Other Town Support	\$0	\$0	\$0	-	\$0	\$0	
Business Centre	\$46,412	\$42,250	\$4,162	F	\$84,500	\$87,000	
Management Administration	\$140,857	\$140,390	\$467	F	\$280,780	\$277,780	
Total Income Enterprise North Canterbury	\$389,996	\$380,890	\$9,106	F	\$1,024,860	\$1,054,360	
WDC Promotion Contract							
Business Attraction	\$77,800	\$77,800	(\$0)	U	\$155,600	\$155,600	
Visit Waimakariri	\$141,695	\$143,039	(\$1,344)	U	\$275,079	\$275,079	
Events	\$33,737	\$44,092	(\$10,354)	U	\$118,183	\$118,183	
Kaipoi I-site Grants and Other Income	\$47,500	\$47,500	(\$0)	U	\$95,000	\$95,000	
Kaipoi I-site Commissions Received	\$7,240	\$3,904	\$3,336	F	\$7,500	\$11,100	
Total Income WDC Promotion Contract	\$307,972	\$316,335	(\$8,363)	U	\$651,362	\$654,962	
TOTAL INCOME	\$697,968	\$697,225	\$743	F	\$1,676,222	\$1,709,322	
EXPENSES							
Enterprise North Canterbury							
Regional Event Fund	\$22,664	\$51,864	(\$29,200)	F	\$98,728	\$98,728	
North Canterbury Business Awards	\$7,521	\$1,280	\$6,241	U	\$12,799	\$12,799	
Cycle Trail Development	\$1,616	\$3,915	(\$2,297)	F	\$296,240	\$296,240	
Worker Attraction	\$38,422	\$20,000	\$18,422	U	\$30,000	\$75,000	
Business Training	\$58,735	\$56,646	\$2,090	U	\$107,088	\$107,088	
Regional Business Partner	\$51,926	\$48,341	\$3,585	U	\$96,681	\$96,681	
Food and Beverage	\$48,638	\$37,537	\$11,101	U	\$75,074	\$100,074	
Other Town Support	\$4,623	\$5,282	(\$659)	F	\$10,564	\$10,564	
Business Centre	\$40,251	\$35,883	\$4,368	U	\$71,766	\$71,766	
Management Administration	\$90,228	\$87,955	\$2,273	U	\$151,913	\$151,913	
Total Expenses Enterprise North Canterbury	\$364,625	\$348,700	\$15,924	U	\$950,853	\$1,020,853	
WDC Promotion Contract							
Business Attraction	\$71,015	\$72,911	(\$1,897)	F	\$174,823	\$174,823	
Visit Waimakariri	\$113,378	\$125,528	(\$12,150)	F	\$256,656	\$256,656	
Events	\$31,176	\$41,978	(\$10,803)	F	\$118,640	\$118,640	
Kaipoi I-site	\$46,255	\$51,199	(\$4,944)	F	\$101,598	\$105,198	
Total Expenses WDC Promotion Contract	\$261,823	\$291,617	(\$29,794)	F	\$651,717	\$655,317	
TOTAL EXPENSES	\$626,447	\$640,317	(\$13,870)	F	\$1,602,570	\$1,676,170	
Operating Profit	\$71,521	\$56,908	\$14,613	F	\$73,652	\$33,152	
Other Income							
Interest Income	\$10,064	\$5,000	\$5,064	F	\$22,000	\$27,600	
Total Other Income	\$10,064	\$5,000	\$5,064	F	\$22,000	\$27,600	
Other Expenses							
Total Other Expenses	\$0	\$0	\$0	-	\$0	\$0	
Net Profit / (Loss)	\$81,584	\$61,908	\$19,677	F	\$95,652	\$60,752	

