



enterprise
north
canterbury

Six Month Report to Council

1.0 Introduction

31 December 2024

This report has been prepared to meet the reporting requirements of the Statement of Intent for the 2024/25 year and follows the format of the Annual Business Plan and aligns with the 2023-2033 ENC Strategic Plan.

The vision of ENC is: *“To inspire, attract and retain individuals, businesses and social enterprise to invest in our region”*

2.0 Key Highlights this period

Our overriding view is that North Canterbury has a unique, attractive and strong identity. We have numerous competitive advantages, when compared with the rest of Canterbury and other regions. Our programmes prioritise actions that promote this.

Objective One - Develop and Maintain a Strong Regional Brand Identity:

- Attract and Grow Talent in North Canterbury
 - ENC’s Video produced for Hurunui Health Hub was picked up by Te Whatu Ora, NZ MedJobs and NZ Locums
 - Ongoing development of the Employer recruitment toolkit on the website
- MADE NORTH CANTERBURY
 - In November the third North Course event was held to help promote local hospitality venues and connect them with local suppliers/producers.
 - 33 hospitality businesses were involved (up 60% on last year)
 - 48 producers involved (up 18% on last year)
 - 864 ratings (up 58% on last year)
 - Hurunui Tourism helped support this with funding and onboarding.
- Attract and Grow Business Investment in North Canterbury
 - ENC met with 28 people looking to start up their own business
 - ENC assisted 9 businesses who launched this period
 - Two case studies completed on businesses setting up in North Canterbury - Sutton Tools and Misco Kitchens now on new section of NorthCanterburyNZ website

Objective Two - Supporting Existing Businesses to Grow and Prosper:

- Delivered 29 capability assessments (60% of the RBP target of 48)
- Distributed \$30,138 (41% of the allocated \$72,662 *capability* vouchers)
- A further 31 existing businesses provided with business support by the ENC team
- ENC ran three training courses with 25 attendees this period. Total value \$33,120 (already at 100% of budget due to the large registrations for the Supervising and Managing Others course)
- 2 large networking functions held – one sponsored by ENC Business Service Partners in July and the other one by MainPower in November.
- 2 smaller networking functions held (Rangiora and Hanmer Springs) - sponsored by MSD
- Six monthly Business Opinion survey for October completed and widely disseminated
- Pilot programme developed with WDC and Sustainable Business Network (SBN) and ready to launch March 2025
- North Canterbury Business Awards 2025 will proceed with eight out of nine sponsors secured to date

Objective Three - Grow Visitor Numbers and Value to North Canterbury

- Visit Waimakariri (VW) website is kept up to date and showcases all on offer in Waimakariri to visitors
- VW attended the national Motorhome and Caravan Assn expo in Hamilton in September

- We worked with 8 operators to produce a three page spread in Avenues on Destination Waimakariri in their November issue. This was funded by the businesses.
- We employed the services of a content creator/influencer team called ROADY, who spent 3 days in the district capturing video and imagery that bring our district itineraries to life. We now have 3 professional vlog reels, 75 new images. We have shared this with local operators who were involved in the shoots and WDC communications team.
- Produced a further 10,000 cycle trail maps with sponsorship support from Ray White Morris & Co
- Six event calendars were produced. Distribution has grown by 8.8% this period
- One event funding round held approving \$17,256 and a further \$6,000 for late applications
- We worked with ChristchurchNZ to shortlist a consultant to work up a strategy around the Canterbury food and drink tourism story
- Kaiapoi Isite saw increase in visitor numbers up 58% and commissions up 32% on last years figures
- Passed annual Qualmark assessment in July 2024
- 14 out of district business partners paying \$150 each to display brochure

3. Governance

- The annual Board Register of Interest was updated in July 2024
- The ENC Audit and Risk Committee meet every six months
- Clare Giffard was re-elected Chair of ENC in September 2024
- Members of the Board and Management presented the 2023/24 Annual report to Hurunui Council on the 3rd of December and the Waimakariri Council on the 10th of December.

4. Financial Performance

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

5. Summary – Next Six Months

Objective One - Develop and Maintain a Strong Regional Brand Identity:

- Profile MADE NORTH CANTERBURY and producers/eateries in a four page feature in Cuisine Magazine in April/May edition
- Conduct an annual survey of awareness of the MADE NORTH CANTERBURY brand
- Investigate and develop a MADE NORTH CANTERBURY Pie Trail/Competition: Celebrating the pies in our region.
- Progress the Talent and Business Attraction projects – produce more case studies for website and another video
- Launch Proud to Be Here: A campaign that will focus on showcasing the success stories of businesses and locals who are thriving in the region. We are currently underway interviewing business people to be profiled in the digital campaign. An initial campaign plan has been prepared, we are now working on a timeline and actions. We will also be able to use the data from this campaign to act as a benchmark for future campaigns.

Objective Two - Supporting Existing Businesses to Grow and Prosper:

- Successfully deliver RBP, training and networking targets
- Expand our reach of businesses new to ENC and its services by:
 - Launching **ENC Connect**: A roadshow of ENC networking events across North Canterbury
 - Launching **Business Essentials**: A series of free seminars covering basic aspects of running a business well
 - Run a Networking event for new startup businesses
- Launch the 2025 North Canterbury Business Awards and applications open in June
- Recruit 10 local businesses to participate in the Sustainable Business Network (SBN) programme – “Reducing Business Emissions”: Pilot project funded by WDC with Government funding to help businesses improve their sustainability
- Retain nine current ENC sponsors at \$3k include that include Hellers, Hazeldine Construction, Ravenswood Central, Ray White Morris & Co, Misco Joinery, Blackwells Department Store, PLC Group, Harris Farms, Side Kick Accounting Rangiora. New sponsor joining in early 2025 – GSI South.
- Retain eleven Business Service Partners at \$1k include: Spark Business Hub, Corcoran French, Attraction Studios, Muratai Marketing, NC Business Services, SRB Law, Culture Collab, Create Design, Advice Kiwi, Nor West Networkers, and Identify Marketing.
- Continue to support business starts up and work with developers to support them to attract businesses to their developments

Objective Three - Grow Visitor Numbers and Value to North Canterbury

- Launch the Visit Waimakariri visitor attraction campaign – Jan to April 2025 and measure its success
- Once signage complete - develop an offroad Pegasus Bay Cycle Trail within Waimakariri that will include visitor offerings along the trail
- Work with ChristchurchNZ to progress the four priority projects identified in the Canterbury Destination Management Plan (DMP) for Waimakariri . The first one being the Canterbury Food and Drink Story with Sarah Meikle.
- Consider applications for event funding in March
- Distribute event calendar and grow distribution
- Continue to grow sales and visitor numbers to the isite

Other programmes:

- Work with ECan and Canterbury Economic Development agencies (EDA's) to develop an Energy Audit for Canterbury
- Work with Business Canterbury and other Canterbury EDA's to develop a Canterbury Economic Development Strategy to support any future applications to the Regional Infrastructure Fund.

Heather Warwick,
ENC Chief Executive

