



## December 2019 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 2019/20 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.

#### **Key Highlights this period:**

ENC board and management are pleased with the progress during this six month period and look forward to successfully building on this solid foundation.

- We are well ahead (105%) of the contracted targets for the NZTE Regional Partner Programme with undertaking 55 capability assessments to date
- ENC met with an additional 55 existing businesses and 41 people looking to start up or buy a business
- We received 100% satisfaction for the 11 business training courses we ran this period
- Our networking functions increase in popularity each time, with over 120 people registering to attend the November function
- ENC completed a business case for a new multi-day cycle trail ‘Wheels to Waipara’. This will assist our pitch for funding to the Lotteries Significant Project Fund
- ENC provided huge support to the WWhoW trustees to successfully raise \$125k to carry out a pre-feasibility study for an Aquasports park in Kaiapoi. Results due in February
- We worked with key stakeholders in food and beverage to develop a strategy to stimulate the North Canterbury food and beverage sector to achieve greater collaboration. We were successful in our application to MBIE to employ a dedicated business development manager to lead the North Canterbury food and beverage project for two years.
- All sponsors have been secured for the 2020 North Canterbury Business Awards
- The North Canterbury Wine Growers survey was completed and is now the benchmark for future annual surveys

### 3. Activity Report

#### **GOAL ONE Supporting existing businesses to grow and prosper**

Objective 1.1 Support existing businesses by the provision of training, coaching, and mentoring services and networking opportunities

a. Deliver the Regional Business Partner Capability Voucher Programme

***Target: 48 Capability Assessments and issue \$80,000 NZTE Vouchers while achieving a minimum of 60% Net Promoter Score through NZTE Annual and refer a minimum of 24 businesses to Business Mentors NZ, refer at least 2 businesses to Callaghan Innovation***

In the first six months of this year ENC have:

- Undertaken 55 full capability assessments (105% of target)
- Issued 56 vouchers worth a total of \$48,337 to 49 businesses to assist with training or coaching (60% of target)
- Received a net promoter score for North Canterbury of +75 (target +60)
- Travelled to Kaikōura as part of our RBP obligation to visit annually to meet with local businesses.
- Referred 22 businesses to Business Mentors NZ (95% of target)
- Assisted 2 businesses with access to Callaghan Innovation funding (target 1)

b. Provide Training to Local Business Owners and Managers

***Target: Run at least 20 half day workshop/seminars with 80 business people attending, with a minimum of 80% of participants finding the overall standard to be very good or excellent***

We ran 11 courses which comprised of 24 half day workshops with 56 businesses attending and a 100% satisfaction rating from participants.

c. Provide Networking Functions at least three times a year

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

ENC hosted two networking functions July and November, fully sponsored by Corcoran French and Meridian/Port & Eagle BrewPub respectively, with 196 business people attending (an average of 98).

d. Support local businesses by referring them to the appropriate agency

***Target: A minimum of 60 businesses referred to external agencies for funding***

- 55 businesses were referred to 145 external agencies after a formal interview.
- The ENC Business Support Manager (BSM) provided business start advice to 41 people (32 last year) in the 6 month period to 31 Dec 2019. These included people scoping an idea, and new businesses just getting started. They approached ENC through word of mouth and our website. Of these businesses, 19 were working towards setting up a new business and the rest had already started and needed some help.
- For the six month period 43 people made use of the ENC online business startup course. This online course commenced early 2019. For the first six months (Jan-June 2019 we had 45 sign ups).
- 251 people have accessed the Business Startup resources page on the ENC website 328 times in this six month period.

e. Retain ENC's Business Partner Programme to provide increased services to local businesses

**Target: Retain financial commitments from business service partners with a minimum of 10 partners at any given time with income of \$10k**

We currently have 9 Business Service Partners paying \$9k, however we have also upgraded two ex-partners to a bronze sponsorship level where they are now paying us \$3k rather than \$1k.

As part of our service we have created a video library of business partners which we use wherever appropriate, and we have redesigned the 'Talk with the Experts' series. This new format will begin in early 2020.

f. Communicate with businesses so they are well informed about services and support available to them

**Target: Produce at least 10 electronic newsletters and increase website visitors and Facebook connections increase by 10% (currently 1,300 Facebook followers)**

i. ENC Website and social media

The website of [www.northcanterbury.co.nz](http://www.northcanterbury.co.nz) is constantly updated with new and informative content

- Sessions: 20,761 Users: 15,685 Page views: 39,227. This is down compared with same period last year due to the Business Awards attracting significantly more traffic in 2018.
- Facebook: Our page likes are 1,716 (up 16% from 1,575 same time last year)
- Pageviews of the Invest Section of our website were up 38.82% on last year (4,295 vs 3,094).

ii. Newsletter

- ENC produced six electronic newsletters this period to an average of 2,490 recipients with an open rate of 18.85% (15%-25% considered average percentage across all industries).
- Business relevant stories published online this period: 28
- Three most popular stories (based on clicks):
  - River Queen Arrives in Kaiapoi
  - The Fete Moves to Fernside
  - North Canterbury's Newest Boutique Destination to Open

**Objective 1.2 Celebrate and recognise business leaders in the region**

**Targets: Full sponsorship of seven categories achieved, successful launch held and at least 60 businesses apply to enter**

Planning for the 2020 business awards is well on track. The event will be held on August 28<sup>th</sup> 2020 at the Ohoka School Hall, with a launch event on April 30<sup>th</sup>. MainPower have agreed to be our main sponsor again and we have sourced 6 other paying sponsors. Our MC will be Jackie Clark, catering will be by the Percival Street Bakery, wine is being provided by Greystone, the band will be Acoustic Solution, and Spectrum Lighting and Sound will do our tech work. Our judges are Steve Wilkinson, Sandra James and Pete Vink.

### **Objective 1.3 Undertake analysis of regional business opportunities and trends**

***Targets: Complete 2 business confidence surveys and achieve a minimum of 50 participating businesses in the survey and ensure that the results are picked up by the newspapers; Infometric reports are included in board reports and widely distributed.***

We have now taken on the administration and analysis of the Business Confidence Survey in-house. This has enabled us to add a level of context to the analysis that was lacking due to our in-depth knowledge of the local economy. 149 respondents were invited to participate in October 2019 and 63 completed the survey – a completion rate of 42%.

Press releases were sent out and articles were included in the local newspapers. Infometrics reports were summarised and redistributed widely.

### **Objective 1.4 Assist Hurunui Town Development**

***Targets: Survey completed and shared with businesses and Councils; Business initiatives are created following engagement; ENC assists in implementing activities as a result***

- ENC completed a survey in conjunction with the North Canterbury Wine Growers and Lincoln University. This now forms the benchmark for an annual survey of the wine industry and its contribution to the local economy and labour market.
- ENC and Lincoln University jointly presented the results of North Canterbury Wine Survey at the NCWG's AGM on their AGM in August. It was well received and ENC was thanked for their support.
- 27% of ENC's business support services have been delivered in the Hurunui District. This is made up of capability assessments, NZTE voucher distribution, business start-up support and various other resources depending on individual business requirements.
- Our staff work closely with the new Hurunui District Council Business Connector, Vanessa Nelmes.

### **Objective 1.5 Manage the ENC Business Centre**

***Targets: Achieve sponsorship to the value of \$67,500; achieve at least \$25,000 business centre hire and catering; bookings increase through greater awareness of centre; quarterly free "Talk with the Experts" sessions held with good uptake.***

#### **a. Sponsorship**

- We maintained MainPower as our corporate sponsor and Spark and BDO as our two Silver sponsors. We increased the bronze sponsors to ten, bringing our sponsorship to \$70,500
- Run free events:
  - We held one free course, presented by Stephen Caunter, ANZ, over this 6 month period. This was 'Growth Strategy' which attracted 27 participants and one "Talk with the experts" session in July
- We hosted two sponsor functions following board meetings on the 31<sup>st</sup> of July and 27<sup>th</sup> November 2019.
- We are tracking well at the ENC business centre and on target with room hire (49%) and catering (40%)

## **GOAL TWO: Attract and inspire businesses, Te Rūnanga o Ngāi Tahu and Government to Invest in our region**

### **2.1. Develop a North Canterbury Cycle Trail**

***Involve strategic partners who will provide leadership and advocacy; produce a feasibility study for the development of a North Canterbury Cycle Trail***

The Steering Group, comprising ENC, WDC, HDC, Hurunui Tourism, ECan and TKTT met several times over this period to support the CE of ENC to progress the concept of a NC Cycle Trail, working title 'Wheels to Waipara'.

ENC contracted Rob Kerr to complete a full feasibility study/business case of the Wheels to Waipara off-road cycle trail concept. The draft business case was provided to the Canterbury representative for the Provincial Growth Fund (PGF). He did not recommend we submit an application to the PGF panel giving the following reasons:

- The PGF has already invested heavily in tourism and so there is a sense that they have done enough in that sector
- The package for Hurunui and Kaikoura (incl Queen Mary etc) has moved through the first few hurdles and so there is already likely investment in North Canterbury
- The focus is more on the 'surge regions', and so North Canterbury may not be a priority.
- They are only looking at match funding rather than 100% grants.
- There are already many cycle trails

It was identified that a minimum of \$3.6m was required (excluding bridges) to upgrade existing and build new off-road cycleways. We will apply to the Lotteries Significant Project Fund in the coming six months.

ENC also worked with KPA to advocate to Council to fund an upgrade of a 'recreational cycle route' from the Waimakariri bridge into Kaiapoi. They will be considering this in their 2020/21 annual planning process.

## **2.2 Develop a strategic partner group to influence and attract a significant business to the region**

***Targets: Food Sector Focus group set up to strategically develop relationships with key innovative investors and organisations who would move to the region. Group set up, objectives agreed, several significant business opportunities identified and Council actively involved and working in partnership with the group***

ENC carried out two surveys and held two collective workshops with a range of local producers and manufacturers with an aim to develop a strategy to support our local producers by sharing knowledge, creating networks and looking at ways to mitigate barriers to growth.

A Key Action Plan was presented to the ENC Board at their November board meeting and we provided a presentation on the project to the Ngai Tuhuriri Runanga at their joint meeting with MKT and WDC on the 21 November. In conjunction with Mid and South Canterbury a joint application was made to MBIE to progress this project. We were notified on the 18<sup>th</sup> of December that we were successful in our application.

## **GOAL THREE: Promote Waimakariri District**

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

- ENC is assisting with the commercialisation of the Oxford Observatory.
- Working closely with Woodland Downs and Girouard Nutrition to commercialise their new products.
- Finalising the Waimakariri Story which includes new branding, images and video that will be available on our website (open source) for any local resident, Council or business to use.
- Successfully securing two out of eight itineraries for pre and post famils for TRENZ 2020

- Sales up 21% on last year (same period) at the Kaiapoi i-SITE
- Extending our reach of the Events promotion – now have 18 local community Facebook groups posting the Monthly Event Calendar (with a total reach of 44,740)
- ENC worked with KPA to advocate to Council to fund an upgrade of a 'recreational cycle route' from the Waimakariri bridge into Kaiapoi. They will be considering this in their 2020/21 annual planning process.

#### **4. Financial Performance**

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

#### **5. Sponsorship**

ENC is grateful to existing sponsors (MainPower, BDO, Spark, PLC Group, Hellers, Hire Access, Ray White, Misco Joinery, Hazeldine Construction, Ravenswood, and welcome three new sponsors this period:

- Meridian
- Joyn
- Learning Staircase

We secured sponsorship for the two networking functions this period from Corcoran French for the July networking function and Port & Eagle and Meridian for the November networking function.

#### **6. Staff**

We employed Lucy Harvey this period, to replace Mel Cox in the Visit Waimakariri administrator role.

#### **7. Governance**

- Holly Sterne, was elected Chair of ENC in September 2019. The board thanked Craig Rust for acting as the Interim Chair until Holly was elected.
- Craig Patterson commenced his third term as Trustee in November 2019
- Ron van Til will complete his three consecutive terms in March 2020
- ENC Trustees update their ENC Risk Register twice a year. This was done in September this period.
- A cyber security review was undertaken and training provided to staff this period
- After completing our four year initial term of ENC Lease, ENC signed a deed of renewal for a further two years with the landlord.

No change in private trustee board members this period, however we now have two new mayors on the ENC board. Welcome to Marie and Dan.

Heather Warwick  
Chief Executive