



enterprise
north
canterbury

ENC Six Month Report to Councils

31 December 2023

1.0 Introduction

This report has been prepared to meet the reporting requirements of the Statement of Intent for the 2023/24 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”

2.0 Key Highlights this period

ENC receives an economic development grant of \$225k from Waimakariri District Council (WDC) and \$56k from Hurunui District Council (a total of \$281k). ENC continues to leverage other funding from government and the private sector to support their strategic projects. During this period we secured:

Government (this period \$50,000):

- \$5,000 from Hurunui Tourism via MBIE (The North Course Event)
- \$10,000 from MBIE – Regional Event fund – to support the North Course Event
- \$31,000 from MBIE as a subcontractor for the Regional Business Partner for North Canterbury
- \$3,600 from MBIE for ENC workshops
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Private Sector (this period \$118,612):

- \$33,750 from MainPower and other ENC sponsors
- \$63,000 from attendees at the 2023 North Canterbury Business Awards
- \$7,600 from businesses funding the Move On Up videos
- \$2,500 from MoMac to run an ENC networking event
- \$10,512 for business training
- \$1,250 from Ray White Morris & Co for reprinting cycling maps

ENC also has a separate contract with WDC and receives a further \$473k to promote the District for new businesses to set up and to attract visitors, promote and fund events and run the Kaiapoi Information Centre. A separate six month report is provided to WDC.

- Business Support programmes delivered this period include:
 - Delivered 26 capability assessments (54% of the RBP target of 48)
 - Distributed \$33,948 which is 68% of the allocated \$50,000 capability vouchers to 32 businesses
 - Met with 22 people looking to start up their own business
 - Ran Supervising and Managing Others course
- North Canterbury Business Awards:
 - Successful Gala & Awards Ceremony Held at MainPower Stadium on 6 October 2023 with 371 attendees
 - Participants surveyed with 96% satisfaction received and 4% neutral
 - Inclusion of Kaikoura businesses for the first time
- North Canterbury Talent Attraction Project
 - Set up a recruitment toolkit to assist businesses on the website
 - Six videos completed covering six industries/sectors
 - Developed a marketing tagline “Move On Up” for future campaigns
- MADE NORTH CANTERBURY
 - In November the second North Course event was held to help promote local hospitality venues and connect them with local suppliers/producers.
 - 21 hospitality businesses were involved and 41 producers

- 547 ratings from those who ate one of the meals compared to a total of 206 ratings last year. (62% increase in ratings).
- Hurunui Tourism helped support this – with funding from the Regional Event Fund.
- Developed and adopted a new 10 year Strategic Plan for ENC
- Interviewed 22 large businesses in North Canterbury to check back in with them two years on and to gauge their staffing situation as to a running a campaign in Auckland to promote jobs in North Canterbury

3.0 Strategic Objectives

OBJECTIVE ONE: SUPPORTING EXISTING BUSINESSES TO GROW AND PROSPER

Objective 1.1 Support existing businesses

a. Deliver the Regional Business Partner Programme for MBIE

	Full Year Initial Budget	Actual Allocated YTD	Percentage YTD
NZTE Fund (50%)	\$50,000	\$33,948	68%
Number of Capability Assessments completed	48	26	54%
Number of Mentor Referrals	24	10	42%

b. Support new, expanding and declining business

	This period	Full year target	YTD	% of target
Total Businesses Supported	14		64	-
Pre-Startup	5	50	14	44%
Newly Started	2		8	
Expanding	3	50	20	84%
Mature	0	-	15	-
Declining	4	-	7	-
Online startup course attendees	11		40	

c. Provide upskilling opportunities for local businesses

	Initial Budget	Actual YTD	% YTD	Budgeted Attendees	Actual Attendees	% YTD
Supervising & Managing Others	8 workshops	4	50%	16	10	63%

- One networking function held at The Better Half, Leithfield in July 2023, sponsored by MoMac, with over 100 people attending.

d. Attract Talent to the region

- We have developed and launched a new North Canterbury brand, comprehensive website and business/employer resources.
- We now have six completed videos covering the following industries/sectors: agriculture (Patoa Farm), energy (MainPower), council (Waimakariri), tourism (Hanmer Thermal Pools & Spa), food and beverage (Make it Raw) and health (Hurunui Rural Health).
- We have developed a brand toolkit for businesses who participate in the campaign so they know how to use their new digital assets (videos and/or photo) in conjunction with our brand.
- We have three recruitment resources in our online “Toolkit”: Top Tips for Recruiting (supplied by Brannigans Recruitment), UK Recruitment (North Canterbury Vets) and Recruiting Migrants.
- We have launched social media platforms under the handle @northcanterburynz. This will focus on showcasing lifestyle, thriving industries and personal stories of North Cantabrians living and working here.
- We have developed a marketing campaign with the tagline “Move On Up”, which we have parked until we have enough businesses needing help recruiting talent.
- After interviewing 22 large businesses in North Canterbury to gauge their staffing situation we have put a pause on running a campaign in Auckland to promote jobs in North Canterbury

Objective 1.2 Celebrate and recognise business leaders in the region

- We had 4 in one category and many more in the other categories
- ENC held a successful Gala Dinner & Awards on the 6th of October at the MainPower Stadium with 371 attendees (similar to two years ago)
- A survey of all participants showed 96% had a positive or excellent experience and 4% were neutral. There were no negative responses.
- Kaikoura businesses were included for the first time

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

ENC was part of a delegation presenting the Hurunui Industrial Hub to Council for consideration.

Objective 1.4 Develop a 10 year Strategy for ENC

ENC board and management ran a series of workshops to develop a new 10 year Strategy for ENC. The Strategic Plan 2023-2033 was approved by the Board in November and received by the two Councils in December 2023.

Objective 1.5 Support the Implementation of the Waimakariri Economic Development Strategy (WEDS)

Put on hold until the 21 ENC projects that were identified in the WDC Economic Development Strategy are fully scoped with WDC staff.

Objective 1.6 Manage the ENC Business Centre

ENC remains grateful for the generous support of MainPower, our Corporate Sponsor (\$35,000) and Silver Sponsor - BDO (\$5,500) and nine Bronze Sponsors at \$3,000 each include Blackwell’s, Misco Joinery, Hazeldine Construction, Brannigans, Hellers, PLC Group, Ravenswood Central, Ray White Morris & Co and Spark Business Hub Christchurch.

Bookings for room hire of ENC Business Centre:

Full Year Budget	Actual YTD	% Budget Delivered YTD
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Room Hire (external bookings)	\$10,000	\$5,743	57.5%
Room Hire (ENC training)	\$1,000	\$3,730*	373%
Total	\$11,000	\$9,473	86%

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

Objective 2.1 Develop a North Canterbury Cycle Trail

ECan and TKOTT has overseen the upgrading of the stop banks from Waimakariri Bridge to Kaiapoi, Kaiapoi to Pines Beach, Pegasus Trail to Woodend and Tūtaepatu Trail to Waikuku. These trails now have a surface of compacted gravel making for a smoother more accessible ride for all. The trails have been completed by Gemmell, all except for a part on the Pegasus Trail where forestry felling is currently in progress. This part of the trail will be completed late January 2024. The funding for these upgrades was secured by ENC from the DIA Community Fund.

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

- We hosted the first MADE NC networking function – Flavours of Business - on June 29 with a good turnout,
- We have completed 250 surveys to date in three stores – Rangiora PAK n SAVE and Rangiora New World and Ravenswood New World. Yet to do more and analyse the results.
- We launched our second year of The North Course on November 1st. We had 21 participating venues (down from last year 33 last year) and 41 local producers. General feedback from those who declined to be involved said they were too under-resourced to participate. We had a great response from the 21 participating establishments who are participated and accumulated 547 ratings at the end of the campaign on 30th November compared to a total of 206 ratings last year. (62% increase in ratings). Hurunui Tourism helped support this – with funding from the Regional Event Fund.
- We worked with 3 supermarkets to help sell North Canterbury products through the month-long campaign – Pak n Save Rangiora, Ravenswood New World and Durham Street New World. Each supermarket gifted us a month long display area in their stores. Alongside local chef, Jen Pomeroy, we created four unique recipes using North Canterbury products. We promoted these recipes at the supermarkets and at Amberley Farmers Market.
- MADE NORTH CANTERBURY has 4,279 Facebook followers (up from 4,210 last period) and 1,546 Instagram followers (up from 1,496 from last period)

Objective 2.3 Collaborate with Te Ngāi Tūāhuriri Rūnanga and Ngāti Kuri

As new projects come on stream at ENC we often speak with the appropriate party eg The Talent Attraction project – we reached out to 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.

4. Governance

- The annual Board Register of Interest was updated in July 2023

- New policies were approved this period:
 - ENC Cyber Risk Policy
- Clare Giffard was re-elected Chair of ENC in September 2023
- Members of the Board and Management presented the 2022/23 Annual report to both Councils
- ENC's new 10 year Strategic Plan was approved by the Board and endorsed by both Councils

5. Financial Performance

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

6. Summary

In the next 6 months we will:

- Successfully achieve RBP, training and networking targets
- Expand our reach of businesses new to ENC and its services
- Open up the MADE NORTH CANTERBURY Directory to all qualifying local food and drink producers (makers and growers)
- Profile North Course winners and key producers in a four page feature in Cuisine Magazine
- Progress the Talent attraction project – produce more case studies for website
- Develop a project plan to include 'investing in North Canterbury' on the website, to build the strong regional brand to attract more businesses to set up here
- Continue to support the establishment of new catalyst projects (Large Geriatric Care Facility, Hotel and Resort, Agricultural Training Facility, Solar Energy Park, WHoW Aquasports Park).
- Cycle trail - work with ECan and TKoT to signpost their cycle trails to a better standard so visitors have a great experience. Complete upgrade of Waimakariri sections and focus on the multiday cycle trail to Waipara.

Heather Warwick,
ENC Chief Executive

Profit & Loss [Budget Analysis] By Income and Expenditure

ACTUALS JULY 2023 THROUGH TO DECEMBER 2023

	Period Actual	Period Budget	\$ Difference	Favourable/ Unfavourable
INCOME				
Enterprise North Canterbury				
Regional Event Fund	\$34,799	\$43,442	(\$8,643)	U
North Canterbury Business Awards	\$129,340	\$150,055	(\$20,715)	U
Cycle Trail Development	\$253,004	\$290,240	(\$37,236)	U
Worker Attraction	\$17,661	\$37,500	(\$19,839)	U
Business Training	\$16,857	\$15,000	\$1,657	F
Regional Business Partner	\$31,854	\$27,899	\$3,955	F
Food and Beverage	\$18,309	\$20,000	(\$1,691)	U
Other Town Support	\$0	\$0	\$0	-
Business Centre	\$45,240	\$38,250	\$6,990	F
Management Administration	\$150,053	\$140,635	\$9,418	F
Total Income Enterprise North Canterbury	\$696,898	\$763,022	(\$66,124)	U
WDC Promotion Contract				
Business Attraction	\$79,000	\$79,000	\$0	-
Visit Waimakariri	\$104,701	\$126,678	(\$21,978)	U
Events	\$56,346	\$56,378	(\$32)	U
Kalapoi site Grants and Other Income	\$47,000	\$47,000	(\$0)	U
Kalapoi site Commissions Received	\$5,957	\$6,250	(\$293)	U
Total Income WDC Promotion Contract	\$293,003	\$315,307	(\$22,303)	U
TOTAL INCOME	\$989,901	\$1,078,328	(\$88,427)	U
EXPENSES				
Enterprise North Canterbury				
Regional Event Fund	\$34,799	\$43,442	(\$8,643)	F
North Canterbury Business Awards	\$123,385	\$139,675	(\$16,290)	F
Cycle Trail Development	\$267,579	\$290,240	(\$22,661)	F
Worker Attraction	\$30,262	\$72,900	(\$42,638)	F
Business Training	\$17,300	\$16,457	\$1,843	U
Regional Business Partner	\$47,298	\$40,193	\$7,105	U
Food and Beverage	\$44,790	\$50,516	(\$5,726)	F
Other Town Support	\$3,407	\$3,271	\$136	U
Business Centre	\$40,301	\$37,953	\$2,348	U
Management Administration	\$116,226	\$123,453	(\$7,227)	F
Total Expenses Enterprise North Canterbury	\$715,334	\$817,098	(\$101,764)	F
WDC Promotion Contract				
Business Attraction	\$74,090	\$76,396	(\$2,306)	F
Visit Waimakariri	\$84,343	\$124,700	(\$40,357)	F
Events	\$38,293	\$53,693	(\$15,400)	F
Kalapoi site	\$55,761	\$57,309	(\$1,548)	F
Total Expenses WDC Promotion Contract	\$252,467	\$314,098	(\$61,631)	F
TOTAL EXPENSES	\$967,801	\$1,131,196	(\$163,395)	F
Operating Profit	\$22,101	(\$52,868)	\$74,969	F
Other Income				
Interest income	\$26,642	\$20,000	\$6,642	F
Total Other Income	\$26,642	\$20,000	\$6,642	F
Other Expenses				
Total Other Expenses	\$0	\$0	\$0	-
Net Profit / (Loss)	\$48,742	(\$52,868)	\$61,610	F

