

Quarterly Report  
**New Plymouth District Council**

Quarter Three 2020-2021



**venture**  
TARANAKI  
Te Puna Umanga

*Photo courtesy Charlotte Curd*

# Message from the Chief Executive

**The first quarter of the calendar year is often a quiet time, but not so this year.** Despite the ongoing uncertainty created by COVID-19, and the disruption of level changes and lockdowns, Q3 has been busy and eventful. Venture Taranaki's tourism futures seminar had to be postponed and reshaped, but the region hosted Breconomics on 9 March, and the NZ AgriTech Roadshow visited New Plymouth on 15 March, with David Downs and Brendan O'Connell sharing the vision of the emerging AgriTech sector in New Zealand. The Avocado event went ahead on 17 March, with more than 130 landowners, support services and investors exploring the viability of expanding the growth of this fruit in the region. The discussion was open and positive, with orders for trees already placed by the end of the engagement.

Venture Taranaki continues to provide strong leadership with forums for discussion at these high profile events. Breconomics was a resounding success, with more than 130 attendees and a panel discussion featuring Infometrics Senior Economist Brad Olsen giving his insights into the prospects for the Taranaki economy. The economic position for Taranaki is certainly not as dire as some had predicted a year ago, but there are still some challenges to address. The construction sector is busier than ever but unemployment is up, and whilst rising house prices mean asset appreciation for some, they drive another wedge into the ever-increasing gap between the well-off and the most vulnerable in our society.

We've also hosted some high profile visitor events, with LAB, Synthony and Six60 playing at the Bowl of Brooklands in January, and Crowded House in March. Americarna just squeaked in before alert level changes at the end of February, and the Festival of Lights was well attended by locals and visitors alike.

Our Return to Better is well underway, with multiple Taranaki 2050 and Tapuae Roa actions complete or in train, a progress update and roadshow events being held in Q4, and a combined strategic narrative created, as well as investment propositions submitted to central government

Our strategic projects continue to evolve, with the farmer-led Taranaki Catchment Communities initiative now established and a Project Co-ordinator in place. The draft report on Food Tourism has been compiled and presented to stakeholders, as our region steadily increases its profile as a high-value and sustainable food producer. The Taranaki Story project also made significant progress in Q3, and we are looking forward to showcasing some of this exciting work in Q4.

The enterprise area is busier than ever, with levels of client engagement and demand for enterprise support services higher than ever. Startup clinic attendance is consistently high, and our PowerUp initiative is providing critical entrepreneurship focus for both start-ups and existing enterprises. Retail spend across the region is robust, with many local businesses working hard to keep up with demand in the face of global supply chain disruptions.

The remainder of 2021 will no doubt bring fresh challenges, but Te Puna Umanga sits ready to rise to these.  
– *Justine Gilliland*



Facilitating and connecting regional strategies

## Return to Better

**How the region can and is economically 'Returning to Better' after an extremely challenging 2020 was a key theme of Q3 for Venture Taranaki.**

While Breconomics on 9 March presented an economic perspective, it also showcased the initiatives and intervention logic that underpinned the Return to Better tactical plan.

While Venture Taranaki focused on the immediacy of assisting the region and enterprises during 2020, it also had a team working during lockdown with stakeholders on what the region could do to underpin and best support recovery.

The Return To Better plan aligns with the regional strategy goals of T2050 and Tapuae Roa with consideration of a COVID-19 lens.

The key pillars of the plan are:

- Ramp up phase
- Creating Smart Connected Communities
- Food and Fibre Acceleration
- Advancing Energy Transition
- Better Tomorrow

Underpinned by a key foundation of vibrancy.

Further information can be found [here](#):



**Breconomics**  
BREAKFAST AND THE ECONOMY WITH  
BRAD OLSEN AND JUSTINE GILLILAND

9 March | 7.30am – 9.00am

Brought to you by  
**venture**  
TARANAKI  
Te Puna Whāngai

The banner features a blue background with a pattern of white dots of varying sizes. On the right side, there are two circular portraits: one of Brad Olsen, a man in a blue suit and tie, and one of Justine Gilliland, a woman in a dark blazer. The text is in white and blue, with the event title 'Breconomics' in a large, bold font.

After a challenging 2020 and recent alert level changes, Venture Taranaki kick-started 2021 with Breconomics, where industry experts Brad Olsen, Senior Economist from Infometrics, and Justine Gilliland, Chief Executive of Venture Taranaki, provided insights into Taranaki's forecasted economic performance and areas of opportunity for the future.

With more than 130 attendees, Brad and Justine addressed questions provided from the audience during ticket registrations, and were joined by other industry experts for a Q&A panel.

They also discussed the effects of COVID-19, lockdown and the ongoing pandemic on Taranaki's economy.

Key sectors were also in focus during Brad and Justine's discussion. Tourism was a hot topic, with recent data indicating that Taranaki has benefited from a stronger than expected domestic tourism season.

Another key topic was job prospects in Taranaki and the sectors experiencing the most severe skills shortages.

[Click here to read the full story](#)

Facilitating and connecting regional strategies

# Tapuae Roa and Taranaki 2050

## Regional Strategy update

### Leadership

The leadership group that oversees Taranaki 2050 and Tapuae Roa, Ngā Kaiwhakaterere o Taranaki, met on 27 January and 18 March. The group has a combined work programme, and receives updates on significant projects, progress on actions and other aspects, such as communications. They are also contributing to progressing central government support, with a meeting with Ministers on 14 April.

### Communications

A Taranaki 2050/ Tapuae Roa roadshow is running at four locations from 13 April to 27 April. This provides an update on progressing actions and a chance to ask questions about action plans and the Roadmap. More than 200 people have registered to attend to date. Sustainable transport workshops started in Q3, with workshops continuing through Q4.

### Business case support

\$120,000 of funding is supporting business case development to 30 June 2021. This has been allocated to priority proposals, including investment in the WITT campus, establishing an energy centre of vocational excellence, developing the Chamber of Commerce Jobs and Skills Hub, powering-up Start-up Taranaki, food entrepreneurship and supporting the engineering sector.

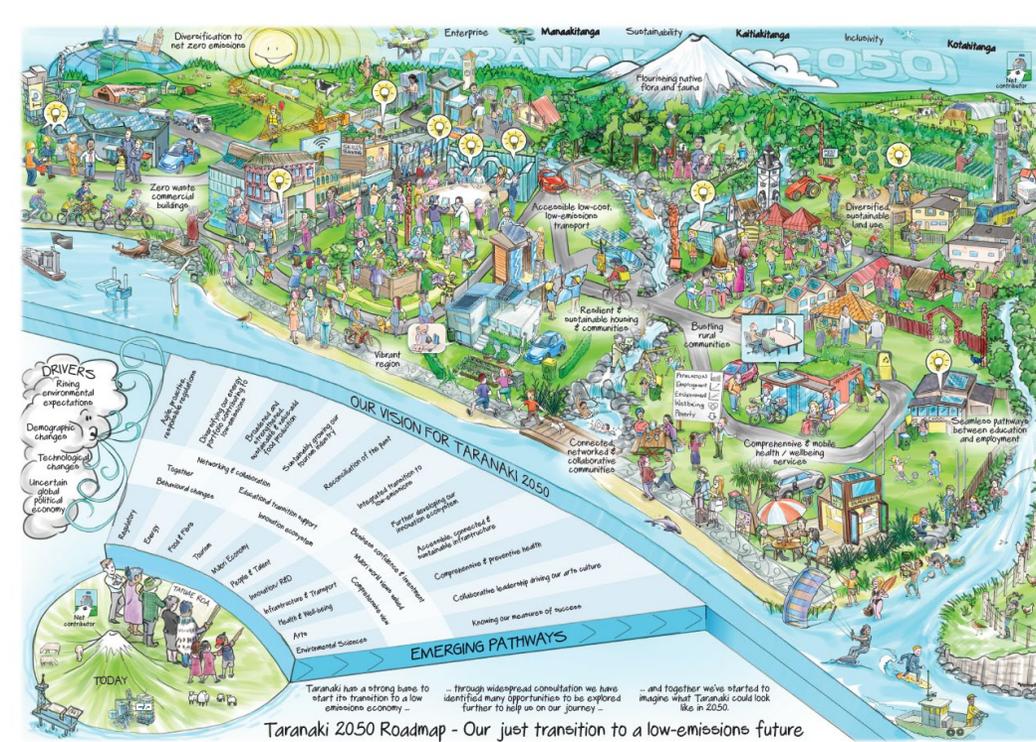
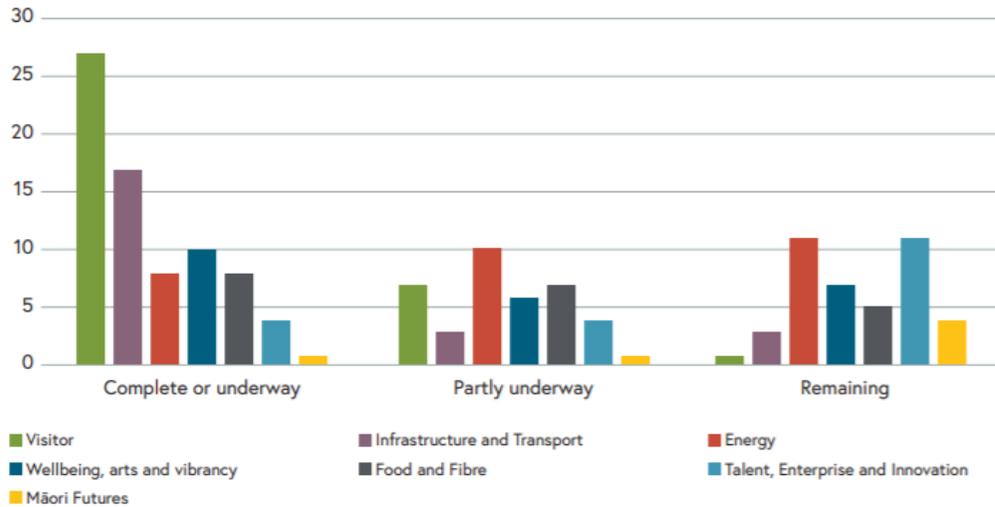


Figure one: Progress update



# Fostering sustainability and resilience

## Sector Diversification

### AgriTech Roadshow

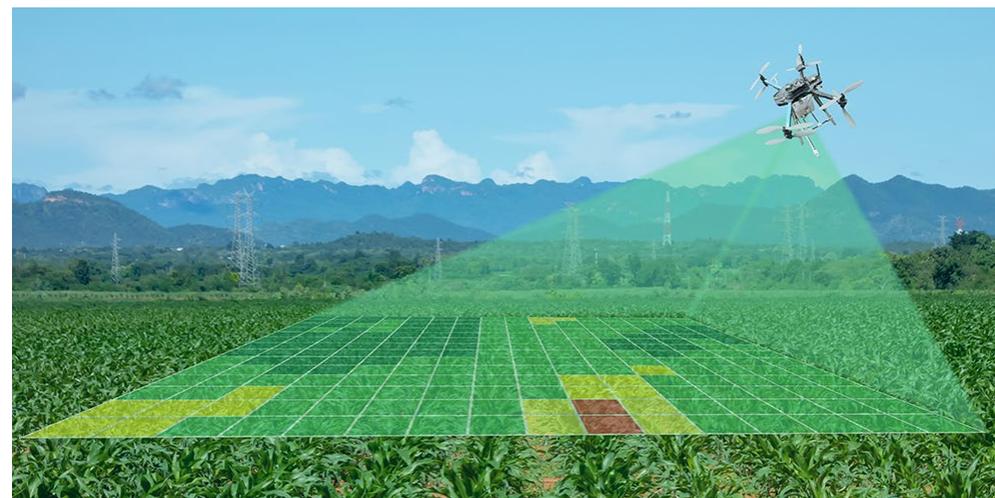
The NZ AgriTech Roadshow visited New Plymouth on 15 March 2021. David Downs and Brendan O’Connell shared the vision of the emerging AgriTech sector in New Zealand as per the Industry Transformation Plan (ITP).

The ITP outlines New Zealand's the capacity and competency to lead the world with a globally competitive and connected AgriTech ecosystem.

Venture Taranaki was instrumental in gathering the region's key players for this roadshow to hear the latest updates on the national strategy. Being involved at the ground level will position our region’s enterprises to start thinking about how they can play a part in creating a globally competitive AgriTech ecosystem, producing ingenious value-adding companies that provide meaningful jobs, and supporting New Zealand and the world’s sustainable production opportunities.

### Initiatives reported YTD

1. **Food & Fibre sector – food tourism report – see project update**
2. Engineering Industry plan
3. Taranaki Land and Climate assessment – reported in Q2
4. **Agritech Roadshow**
5. **STAPP – see project update under regional promotion**



Activity	Measure	Annual target	Total YTD
Fostering sector diversification and growth	Number of initiatives targeting sector diversification and growth	4	5

Fostering sustainability and resilience

# Massey University partnership

**During Q3 the Massey-Venture Taranaki partnership worked across a range of initiatives, with a strong focus on:**

- Food & Fibre, including Regenerative Agriculture-related projects
- Advancing juniper-related project work for 2021-2022, having been awarded Pivot funding 2020 in March (examples of media coverage [here](#))
- working with New Plymouth District Council and Massey researchers towards an application for the Deep South National Science Challenge's '*Living With Uncertainty*' funding for a climate change response-related project
- working within other collaborations with environmental/ecological focus

Sixteen Massey students/graduates completed Summer Internships in Taranaki during Q3, in food production and product development, horticulture and plant science, process engineering, ecology and environmental sciences, agriculture, industrial design, nutritional science and logistics/supply chain.

The success of this Summer's student placements was evident in feedback.

Massey University has worked with 69 Taranaki organisations during the year to date, five of which were added during the quarter.



**Bachelor of Agricultural Science (Horticulture) graduate Andrew Boot completed summer R&D internships with Taranaki companies Corteva Agriscience and Lonza before progressing to his current role with Greenfern Industries in South Taranaki where he is now working on industrial hemp crop trials and designing growing systems.**

# Fostering sustainability and resilience

## Championing Innovation

### Taranaki Catchment Communities

Taranaki Catchment Communities is a group of farmers from around the region who have the aim to establish and work with catchment groups to ensure the social, economic and environmental sustainability of Taranaki’s rural communities.

Having secured an MPI grant through the Sustainable Land Use Programme, Venture Taranaki has continued to support TCC during Q3. We are the fund holder for this project, responsible for ensuring MPI expectations are met.

During Q3, we issued an expression of interest document and hired a project coordinator (Trish Rankin) on behalf of TTC. Trish is responsible for forming individual catchment groups and developing a regional Integrated Action Plan. To date, Trish has met with more than 300 famers, as well as a wide range of community groups, industry bodies and other rural sector organisations.

By the end of this project in Q4, TCC will have formalised as an Incorporated Society and will be entitled to manage grants and government funding. We expect to remain involved in this work going forward and will continue to provide project guidance and advice where necessary.



*The Makuri Catchment group met twice during Q3*

1. **Taranaki Catchment Communities**
2. **Regenerative Agriculture Workshops – see special report**
3. Auckland Food Show – reported in Q2
4. **Sustainable Transport workshops – see Taranaki 2050 updates**

Activity	Measure	Annual target	Total YTD
Championing innovation and sustainability	Number of initiatives targeting or supporting innovation and sustainability.	4	4
Undertaking environmental scans and regional economic monitoring	Number of regional monitoring updates released	4	2

# Fostering sustainability and resilience

## Championing Innovation

### Food Tourism

In Q2, Venture Taranaki contracted Stafford Strategy to look into existing food tourism in the region and to identify areas of potential growth for the sector. This was a key area of interest that arose from the Tapuae Roa Action Plan and Taranaki 2050 Transition Pathway Action Plans (Food, Tourism). Specifically, we asked that Stafford consider the possibility of tourism offerings focused around cheese, and food trails across the region.

The aim of this work is to emphasise the region's unique food strengths, showcase the region as a sustainable and high achieving food producer, and to increase the value of the products originating in the region.

During development of this work, Stafford engaged with various stakeholders throughout the region including a combined meeting with food sector stakeholders from Stratford and Inglewood.

The report identified 25 possible opportunities before assessing and prioritising them against 12 objective criteria. We expect to receive the final report during Q4, at which point we will consider what steps can be taken to action the recommended opportunities.

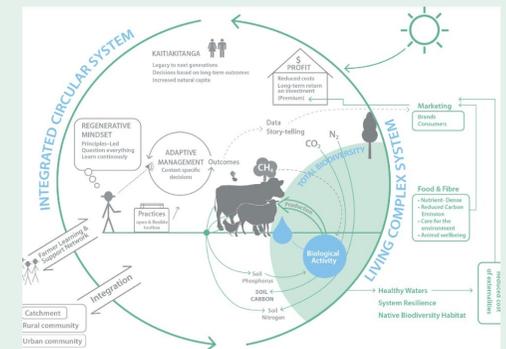


### Regenerative Farming project updates

Regenerative Agriculture-related project work continued within Taranaki during Q3. The Curious Minds-funded project, in which a collective of farmers are trialling regenerative agriculture methodologies, got underway with initial workshops in region and via zoom for the farmer group. A Massey University-funded project, within which social scientists will document these transitions over time, has also been taking shape.

Other regional projects, led by Dairy Trust Taranaki and 5<sup>th</sup> Business Agri, have been working with MPI on applications for funding for planned trials. Eve Kawana-Brown and Regenerative Agriculture regional leader Fiona Young met with Taranaki's Agriculture and Horticulture teachers 15 March. They have shown significant interest and Eve and Fiona are now working to connect schools with the Regenerative Agriculture projects within the region. In a connected, but separate initiative, the MPI-funded and facilitated *Whenua Ora* collective of Māori farming interests have also been progressing their kaupapa-Māori led Regenerative Agriculture initiative.

*In February, the Our Land and Water National Science Challenge released a White Paper regarding Regenerative Agriculture. Click the image on the right to find out more.*



## Fostering sustainability and resilience

# Curious Minds Participatory Science Platform

Venture Taranaki opened a second funding round in February for the remaining \$51,000 of available project funding. Of the seven registered ideas, four Expressions Of Interest were submitted by deadline of 22 March. All proposals look like promising projects and applicants are working to complete their full applications by 26 April.

Peter Boyd started as the new Curious Minds Coordinator in February, and has been engaging with the 17 active projects for 2020 and 2021. All projects are at various stages from refining planning to start in second half of school year, through to working on completion reports.

A highlight project for Q3 has been the Wētā Watcher led by Wildlife.ai which has been very successful is now nearing completion. Wildlife.ai is collaborating with local community, conservation and education organisations to test the effectiveness of a device that autonomously takes photos of ground-dwelling invertebrates and herpetofauna (lizards/geckos).

The trials carried out in Rotokare Scenic Reserve and Te Papakura o Taranaki have been successful, with a stark contrast in species in captured imagery consistent with the levels of pest control in each site. With up to 20,000 motion captured images per device in a three-week monitoring period, focus now shifts to training the AI software to recognise individual species and provide data as comparison to other monitoring techniques.



*Students from The Head Office assisting to install the Wētā Watcher device in Te Papakura o Taranaki.*

Project update

# Branching Out

## Avocados: The Taranaki Opportunity

During Q3, VT's Branching Out project focused on avocados as one of the opportunities that could extend Taranaki's food basket.

More than 130 landowners, support services and investors were invited to explore the viability of this fruit in the region. The entire value chain was showcased with speakers from nurseries, packhouse operation, and exporter organisations – each shared their knowledge of the industry and how Taranaki may be positioned to join the avocado producing sector of New Zealand.

The representatives stepped through the various factors existing and aspiring avocado considerers should be aware of relating to orchard ownership. This included the future global demand for avocado, the potential risks and returns of orchard ownership, insights from a grower who had their own westcoast orchard, as well as busting the myths that had stopped people pursuing this opportunity recently.

Click the link above right to read the article on the Venture Taranaki website.



*Jonathan Cutting from Trevelyan's explains the role of packhouse and coolstore operators in the Avocado value chain.*



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**TARANAKI**  
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AN INITIATIVE OF VENTURE TARANAKI

# Fostering sustainability and resilience Strategic Tourism Asset Protection Programme

**Redesigning Our Visitor Futures** – a key focus for 2020/21 is supporting the strategic future of our visitor industry, capitalising on our domestic market and considering new product development visitor experiences considering future trends and new consumer opportunities.

## Progress to date

- Design Thinking initial phase almost completed - Futures work done / Final workshops taking place in May (delayed due to covid alert level changes).
- Drive Journeys – Coastal Arts Trail - This is a self-drive journey that starts in Manawatu, comes through Whanganui and Taranaki, or vice versa. This has been developed to promote the extensive array of studios and galleries across all three regions. It will also be used to promote art/gallery related events. Looking at official public launch 15 June
- Waikato – Taranaki Drive Journey comprising - Development of a new Drive Journey from Waikato to Taranaki using SH3, including, feasibility, potential themes, unique points of interest and story telling along the way – Consultant selected
- Initial work started on Central Drive Journey (SH43) in collaboration with Ruapehu, which could have links with the Waikato/Taranaki Journey and these links are currently being explored. This will help drive visitation across these regions and deliver improved visitor experience.

# Promoting investment in Taranaki

## Identifying & Facilitating Opportunities

### Coming up in Quarter Four

Growth Capital Workshop co-hosted with NZTE scheduled for 20 May.

### Identifying opportunities

1. Initial Due Diligence with private company seeking investment
2. Launch of the Investment prospectus
3. Investment Pipeline
4. Offshore Wind forum
5. Avocados: The Taranaki Opportunity (see Branching Out update)

### Facilitating Opportunities

1. Information sessions with TDHB and Project Maunga
2. Infrastructure webinar
3. Social procurement webinar
4. Investment education session: What investors want to know.



Activity	Measure	Annual target	Total YTD
Identifying opportunities to attract investment into Taranaki	Number of engagements related to attracting investment to Taranaki	5	5
Facilitating opportunities for investment into Taranaki	Number of engagements related to facilitating opportunities for investment in Taranaki	5	4



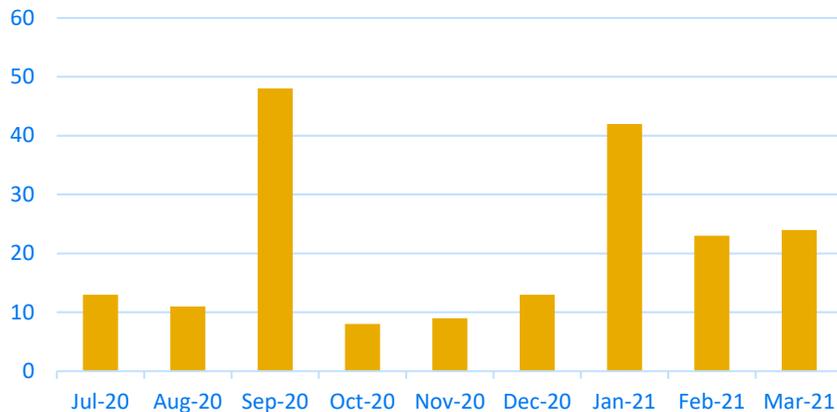
**Enterprise support**

# Enterprise support and enablement

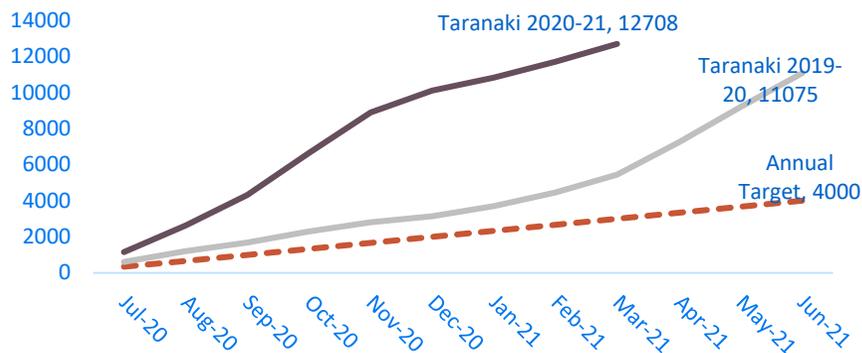
## Referrals and Engagements

**Enterprise support continues to be in high demand. Support delivered has been a blend of growth support and support navigating recovery and repositioning enterprises.**

Referrals and connections in Taranaki



Support engagements in Taranaki



Marketing support, in particular digital capability, is still in high demand as clients look to strengthen their presence online to recover and reach new markets. Business Planning (strategic) is also steady as business owners are realising post-COVID that they want to consolidate their business and have clearer growth strategies and stronger systems in order to be less vulnerable to external events. Similarly, HR support requests have also increased, including systems and processes, legislation, employment contracts and managing staff.

Alongside existing enterprise support, Venture Taranaki has been working with numerous newly-formed enterprises looking to launch “the right way”, each receiving customised support relevant to their individual needs. Many of these enterprises, as well as those looking at growth, access multiple services via Venture Taranaki, for example, a PowerUp client starting up their enterprise may also be accessing R&D support.

Activity	Measure	Annual target	Q1	Q2	Q3	Total YTD
Enterprise connection and signposting.	Number of referrals and connections made by Venture Taranaki staff.	≥ 200	72	30	89	191
<b>New Plymouth plus Outside Taranaki</b>			<b>64</b>	<b>26</b>	<b>63</b>	<b>153</b>
Enterprise support	Number of support engagements	≥ 4000	4317	5804	2587	12,708
<b>New Plymouth plus Outside Taranaki</b>			<b>3437</b>	<b>4461</b>	<b>2060</b>	<b>9958</b>

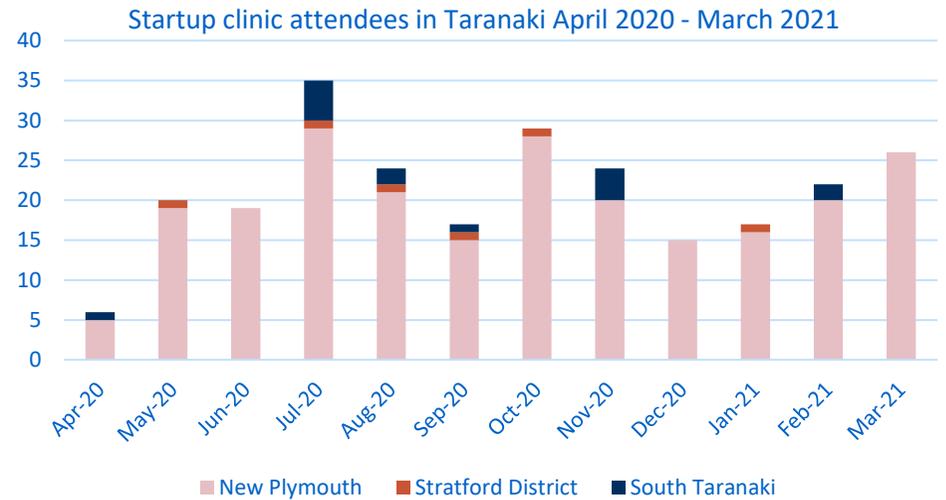
# Enterprise support and enablement

## Startups, Jobs and Mentor Matches



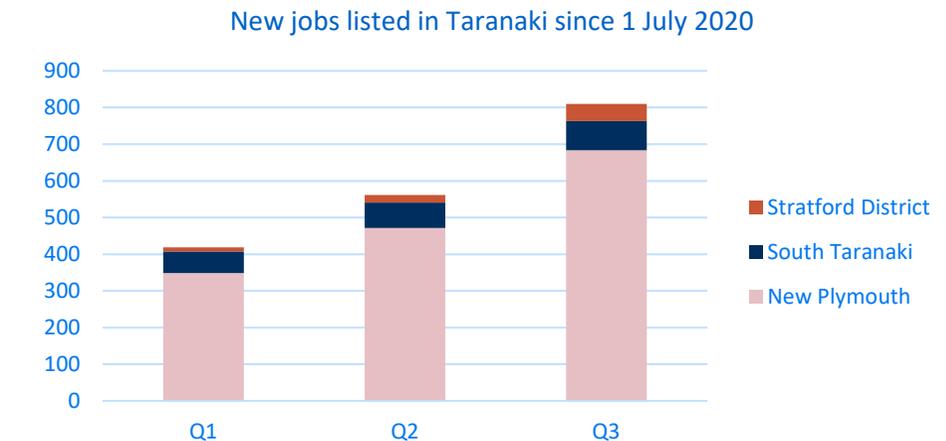
### Startup clinic clients

	NP District	South Taranaki	Stratford District	Total
Q1	65	8	3	76
Q2	63	4	1	68
Q3	62	2	1	65
<b>YTD</b>	<b>190</b>	<b>14</b>	<b>5</b>	<b>209</b>



### New jobs listed

	NP District	South Taranaki	Stratford District	Total
Q1	349	59	11	419
Q2	472	69	21	562
Q3	684	79	47	810
<b>YTD</b>	<b>1,505</b>	<b>207</b>	<b>79</b>	<b>1,791</b>



### Mentor matches

	NP District	South Taranaki	Stratford District	Total
Q1	11	1	0	12
Q2	8	1	0	9
Q3	4	1	1	6
<b>YTD</b>	<b>23</b>	<b>3</b>	<b>1</b>	<b>27</b>

## Enterprise support and enablement

# Regional business partners capability funding

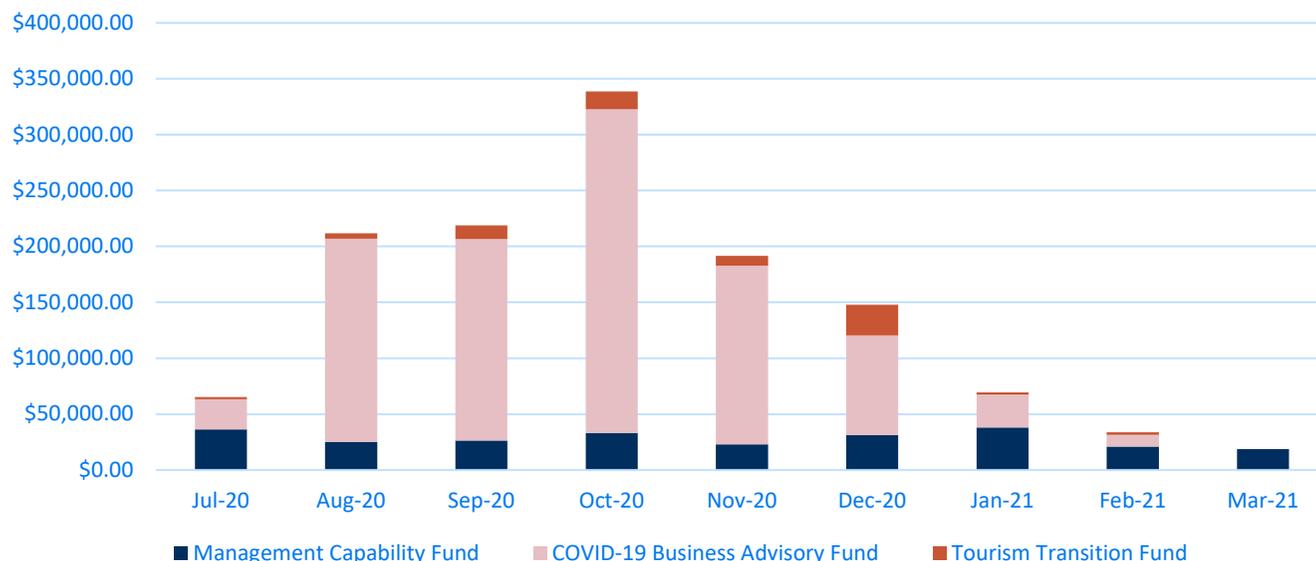
## \$1,295,695.50

Total funding was delivered into Taranaki through the Regional Business Partners programme in the financial year to March 2021, compared to \$290,271.12 for the same period last year, an increase of **346%**.

This is due to the introduction and implementation of the COVID-19 Business Advisory Fund and Tourism Transition fund, both of which were introduced to complement the existing Capability Development fund.

These additional funding programmes are now fully utilised, and there is a waiting list for any funds that are unused and returned.

RBP Funding Taranaki 2020-2021



Activity	Measure	Annual target	Q1	Q2	Q3	Total YTD
Enterprise support	The level of annual investment in the management capability of Taranaki's small and medium sized businesses	≥ \$240,000 (all of Taranaki)	\$88,194.50 Taranaki <b>\$53,599.50</b> New Plymouth	\$87,227.50 Taranaki <b>\$61,551.00</b> New Plymouth	\$77,706.50 Taranaki <b>\$70,145.75</b> New Plymouth	\$252,779.00 Taranaki <b>\$184,946.75</b> New Plymouth
	RBP COVID-19 Business Support and Tourism Transition funding distributed in Stratford District	n/a	\$408,109.00 Taranaki <b>\$354,174.00</b> New Plymouth	\$590,880.50 Taranaki <b>\$501,710.00</b> New Plymouth	\$43,930.00 Taranaki <b>\$37,480.00</b> New Plymouth	\$1,042,919.50 Taranaki <b>\$893,364.50</b> New Plymouth

## Enterprise support and enablement

# Callaghan Innovation grants and funding

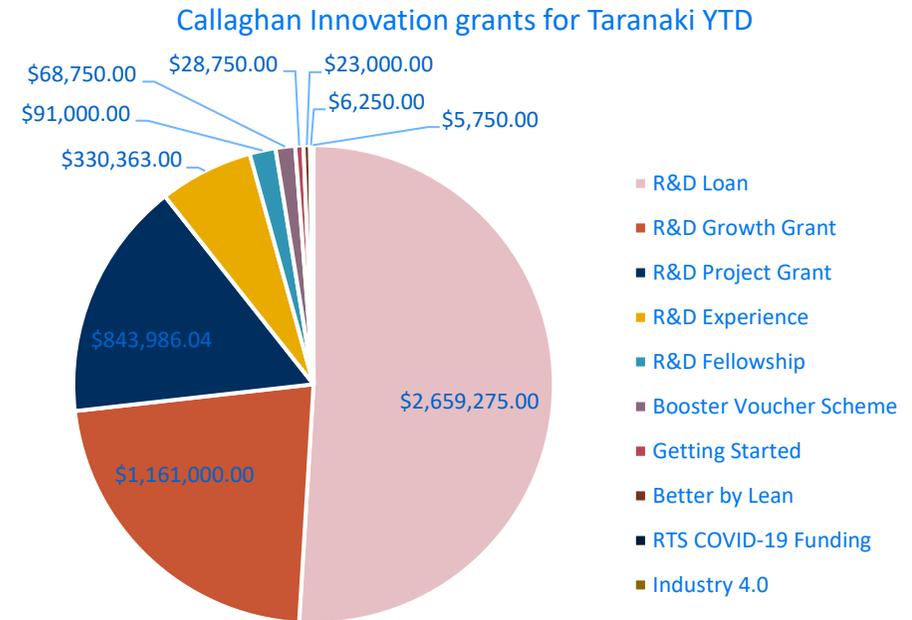
**Following on from the elevated level of R&D enquiries in Q2, we are still seeing a steady stream of interest from enterprises about undertaking R&D and considering the funding options available.**

There are no indications that this is slowing down and is likely to continue at high numbers, particularly as some of the participants of PowerUp seek further support.

Enterprise advisors visited several of the local recipients of R&D Student Experience grants during the quarter. There has been positive feedback from the businesses involved in terms of the high calibre of students and the input that they have had in making some key R&D decisions. Also the students enjoyed their time in region. Venture Taranaki organised a celebration event for the summer students before they returned to university, where the students and businesses were able to network and share their R&D successes. Following on from this, we have seen an increase in businesses enquiring about other student grants available, such as funding for fellowships and graduates.

Callaghan Innovation have launched a new programme called Digital Lean. Venture Taranaki has begun to promote this among clients who are interested in tackling business efficiencies and improvements from an Industry 4.0 perspective, which deals with automation and connecting manufacturing data from creation to production.

The Callaghan Innovation R&D Growth Grant has now come to an end (as of March 31). Some local businesses have found that the eligibility criteria to transition on to the Research and Development Tax Incentive (RDTI) have been prohibitive. Venture Taranaki helped to direct feedback on this and recently the criteria have been changed. We will be working with affected companies to see if the new guidance will enable them to transition to the RDTI. This change in funding channel may show up as a reduction in overall R&D grant funding in the following quarters.



## \$5,218,124.04

Total funding was delivered into Taranaki through Callaghan Innovation grants and support programmes in the financial year to March 2021.

# Enterprise support and enablement

## Updates and activities

### Export Taranaki update

**Due to COVID-19, we are seeing a number of export businesses struggling with logistical issues and transportation costs.**

Consequently, Venture Taranaki is teaming up with NZTE to run a session next quarter for local exporters to help them navigate through these difficult issues. NZTE are sourcing an expert advisor in this field and have offered to follow up with one-on-one sessions for attendees. Planning for the next Export Map Survey has begun.

*View the Export Taranaki page on the new Venture Taranaki website*



**Enterprise support activities include, but are not restricted to;**

1. Enterprise advisory
2. Startup guidance
3. Mentoring programme
4. Investment ready programme
5. Innovation support
6. Connections and signposting
7. RBP Capability Development funding facilitation
8. Research and development support and funding facilitation
9. COVID-19 enterprise support fund advisory and funding facilitation
10. Export Taranaki event
11. PowerUp Entrepreneurship programme (see project update)

Activity	Measure	Annual target	Total YTD
Enterprise support	Breadth of enterprise support activity undertaken (number of different support initiatives).	5	11

# Project update | PowerUp

**Part One of the PowerUp Ideas competition ran in Q3 with 50 of the region's budding entrepreneurs attending a CoStarters programme. The workshop sessions helped participants build their business plan, and learn about starting and growing an enterprise.**

The programme, supported by Soda Inc., consisted of a series of eight hands-on workshops attended by an eager group of entrepreneurs seeking support to kick start their business their journey. The oversubscribed programme, having interest from 70 applicants, was supported with one project lead, four trained facilitators (three in-region and trained specifically for the programme's delivery), three local service providers giving advice, and importantly, six local entrepreneurs giving insights on their learnings. The programme was a huge success, which is evident having produced four out of the five finalists in Part two of the PowerUp Ideas Competition.

Part two of the PowerUp ideas competition is underway, with the top five finalists announced (from 39 entries) and all participants matched with world class mentors from around the country. One finalist was also an entrant in the South Taranaki Startup weekend held in Q2. Participants will now work intensely on their ideas for the next two months before finals night where one will receive \$10,000.00 to progress their idea/enterprise. Venture Taranaki will also continue working with the unsuccessful applicants to develop their propositions and identify next steps.



The PowerUp Podcasts are proving to be successful with 650 downloads by end March 2021 of the four stories released to date with a further four stories to come in the initial series, well on track with intended reach. These podcasts celebrate the diverse stories of the region's entrepreneurs and innovators who are leaving their mark on the world, while living the Taranaki lifestyle.

The start-up and entrepreneurship ecosystem also continues to show increasing collaboration and connection, with a number of events and initiatives being collaborative in nature utilising the range of expertise across the region.

Find out more about the five finalists [here](#)

*"The workshops have been awesome! There is such a diverse range of individuals in our community who have really great ideas and a lot of motivation to enter the start-up sphere. Everyone has contributed a great amount to the group discussions, and everyone seems to be taking away valuable skills and feedback to help them on their journey"*

# Project update

## Regional Business Partners conference

**During Q3, more than 100 delegates from around the country came to Taranaki for the Regional Business Partner (RBP) Network conference.**

The RBP Network is a nationwide programme, of which Venture Taranaki is a partner, that connects and supports New Zealand businesses with advice, resources and funding, including channelling some of the recent COVID-19 funding support.

Hosted by Venture Taranaki, the conference was an opportunity to showcase the beauty of our region as well as the abundance of entrepreneurial and innovative spirit prevalent here in Taranaki.

In addition to hosting the two-day conference at iconic Taranaki venues including TSB Bowl of Brooklands and Okurukuru Winery, the delegates also visited various enterprises around Taranaki to see some of Taranaki's most innovative and fast-growing enterprises first-hand. Feedback from attendees was incredibly positive about Taranaki.

Fittingly, the theme of the conference was 're-ignite, refresh, and refocus', after a difficult 2020 in the landscape of business and enterprise.





# Regional Promotion



Promoting Taranaki as a great place to learn, live, work, play, visit and create

## Major Events Fund

Events funded in Q3			
1	Tastes and Tales	15-16 May 2021	
Events previously funded this FY			
2	Feast Festival Taranaki	Oct 30 – Nov 16 2020	
3	Super Smash T20 Cricket (Central Stags)	30-31 Dec 2020	
4	TSB Festival of Lights	19 Dec 2020 – 31 Jan 2021	
5	Jennian Homes Charles Tour Taranaki Open	Oct 15-18 2020	
6	Steelformers Around the Mountain Relay	Nov 6-7 2020	
7	Synphony	Jan 23 2021	
8	NZ Tattoo and Art Festival	27-28 Nov 2021	
9	Tri NZ North Island Sprint Distance Championships	March 28 2021	
Activity	Measure	Annual target	Total YTD
Administer the Major Events Fund	Number of events funded in accordance with the criteria of NPDC's major events fund	4	9

**One additional event was contracted during Q3, bringing the total contracted events to nine.**

Tastes & Tales is scheduled for May 2021



*Summer fun: The TSB Festival of Lights in New Plymouth is supported with the Major Events Fund. Photo by Charlotte Curd.*



## Project update

# Taranaki Story

**The Taranaki Story remains on track for delivery on time and on budget.**

Launch planning is well underway for the week commencing 24 May. Through the launch activity and beyond, we aim to bring awareness to the stories, and provide the region's enterprises and the public with an understanding of how to use the stories and how they can harness the tools and resources, as well as instilling a sense of pride that ignites a willingness to share the Taranaki Story by word-of-mouth and organic social media.

Filming of the stories themselves is now nearing completion, with all filming due for completion week commencing 5 April.

Other components of the Taranaki Story Project are also on track, with infographics, how-to guides, and a presentation toolkit nearing completion.

Eight stories will be launched using a variety of media including narration, video and imagery, all of which will be available to Taranaki organisations for their free use.

***Picture: Filming for the Taranaki Story, near Whangamomona***

Promoting Taranaki as a great place to learn, live, work, play, visit and create

## Visitor promotion initiatives

### Reported YTD:

1. The Café
2. Wellington Regional News
3. “Always On” Google adwords campaign
4. Stuff “Back Your Backyard”
5. Visiting Friends and Family (VFR) campaign
6. Just Around the Corner digital campaign
7. Out of Region summer events promotion
8. Taranaki Like No Other Consumer newsletter

### Activity in Q3

9. Mike Yardley familiarisation visit
10. Summer events out-of-region promotion

### 1. Mike Yardley March Familiarisation Visit

Two stories to be published week commencing 19 April 2021

- South Taranaki - Surf Highway & Hāwera: The coastal villages of Ōpunake and Manaia, surf spots, Everybody's Theatre, Steve Manning, Tawhiti Museum, KD's Elvis Museum and the Hāwera Water Tower.
- Nature's Glory in Taranaki featuring Pukekura Park, Coastal Pathway, Hollard Gardens, Tūpare, Lake Rotokare, Te Papakura o Taranaki and Stratford.

### 2. Summer events and long weekend out-of-region promotion

- M2 Women in Summer and Autumn editions targeting drive and flight journey markets.
- Capital Magazine running in February and planned for April targeting drive journeys.
- Summer event promotion on FaceBook and Instagram.
- Easter and ANZAC long weekend promotions targeting Auckland and Wellington markets.
- Christchurch social media awareness campaigns.

Activity	Measure	Annual target	Total YTD
Lead regional events strategy	Number of engagements related to the regional events strategy (now complete)	25	98
Destination promotion	Number of engagements with Visitor Industry Operators	100	2848
	Number of destination promotion and attraction initiatives	2	10

# Promoting Taranaki as a great place to learn, live, work, play, visit and create

## Media Coverage

TRAVEL

# New Zealand's tantalising Taranaki

12 Mar, 2016 05:00 AM

🕒 3 minutes to read



The Crown Princess Art Gallery, Masterton

*Left: Feature article published by Stuff as a result of Stuff/TNZ partnership*

*Below: Artisan Sparkle article published as a result of Make Yardley March familiarisation visit*

*Right: coverage of PowerUp through NZEntrepreneur*

*Click images to read*

# #nzentrepreneur

NEW ZEALAND'S ONLINE MAGAZINE FOR ENTREPRENEURS, STARTUPS AND SME BUSINESS BUILDERS

HOME ARTICLES INNOVATION NATION 2020 ECOSYSTEM GUIDE ONLINE COURSE

BIZ WIDE ECOSYSTEM VENTURE TARANAKI

## VENTURE TARANAKI RELEASES POWERUP PODCAST

#NZENTREPRENEUR — APRIL 1, 2021

SHARE ON f t in



With workshops and an ideas competition already in action, Taranaki's entrepreneurship initiative *PowerUp* is well underway. The next instalment of the programme is the release of the first two "PowerUp Podcasts", from a planned series of eight.

for the love of  
Travel

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NEWSLETTER SIGNUP

# Promoting Taranaki as a great place to learn, live, work, play, visit and create

## Regional website

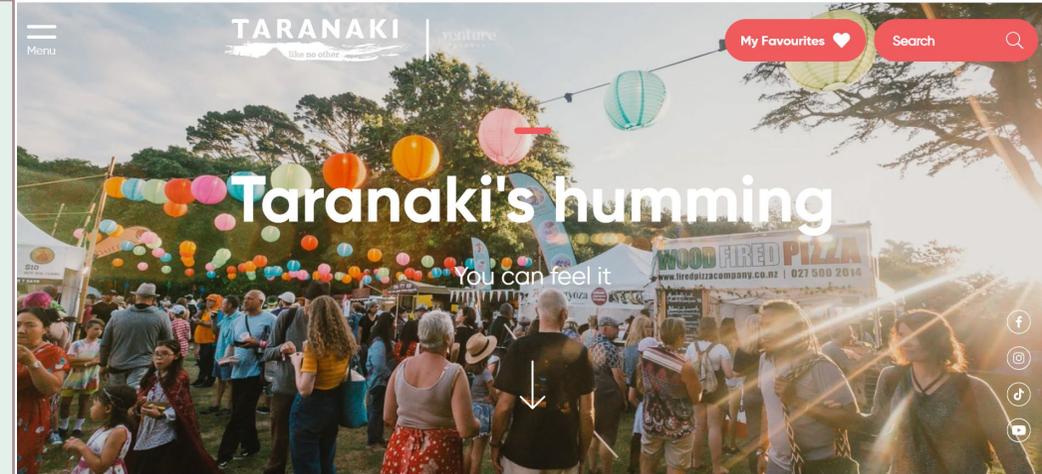
The new website for both the Taranaki region and Venture Taranaki was launched on 31 March.

It is divided into two parts: Taranaki Like No Other provides a resource for visitors to the region, as well as potential investors, entrepreneurs and skilled workers looking to relocate or invest here. It also houses the region's strategy: Taranaki 2050 and Tapuae Roa.

The Venture Taranaki section is resource for our local community, providing information about Venture Taranaki's projects, programmes and services, as well as downloadable resources, key statistics and access to our published reports.

The website will also house the Taranaki Story resources, and an extended image and video library that local businesses will be able to access for their own promotional use. These elements are due to be launched in Q4.

Click the images on the right to visit and explore the new website.



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# Visitor Strategic Partnerships

## Air New Zealand partnership

**Easter Activation:** An Easter egg hunt digital campaign run over Air New Zealand's Facebook page in April. New Plymouth was one of three locations chosen to be filmed and feature as part of this. A fantastic selection of operators gifted prizes to be a part of this. Operators were acknowledged via the Like No Other Facebook page and Linked IN.

*Click the image on the right to view the social media video campaigns.*

### Coming up...

- Kia Ora food and eateries feature and accommodation review June/July
- Proactive pitching for Kia Ora June/July *What's On Section*

Early planning is underway on another Air NZ Partnership for spring/summer and shoulder season to align with our new Christchurch growth market communications and to reflect up and coming events like the Garden Festival.

## Neat Places Partnership

**Coming up in Q4:** five different Taranaki itineraries to be curated by Neat Places to support existing marketing efforts.

2:55

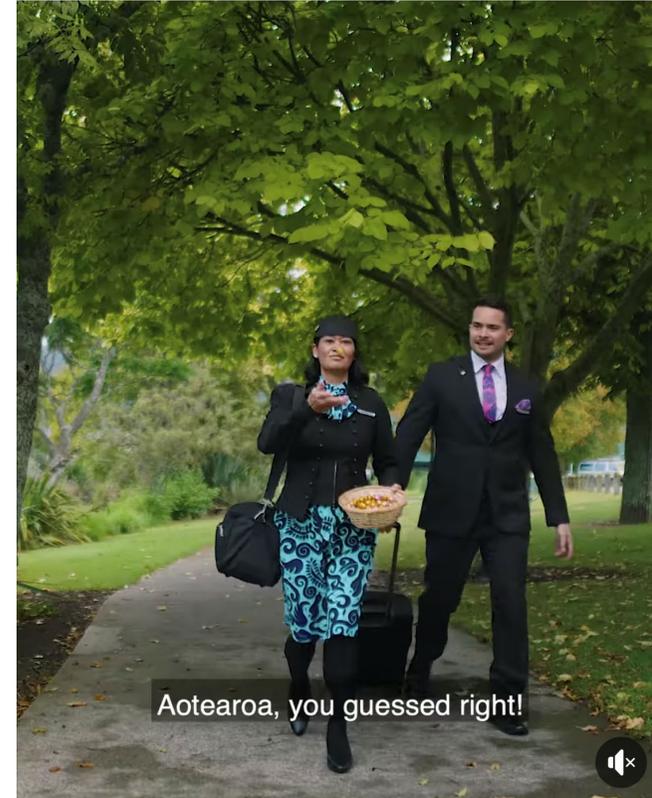


**Air New Zealand** ✓

2 April at 8:00 AM · 🌐



That's a wrap! It's been fun sharing some treats,  
making Easter just oh so sweet 🐰🍪



88.3K views



Write a comment...



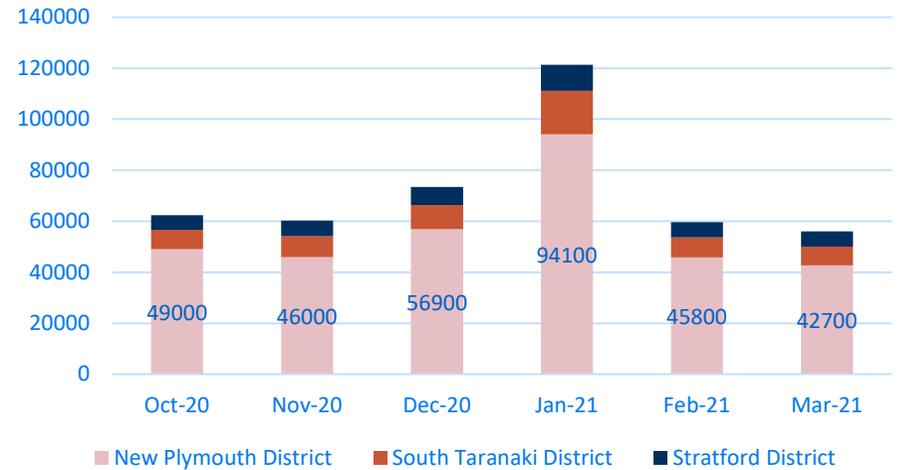
Promoting Taranaki as a great place to learn, live, work, play, visit and create

# Visitor statistics

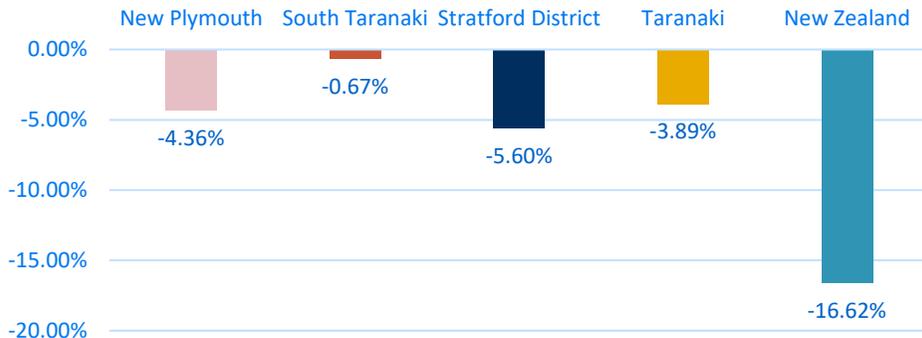
Visitor spend in Taranaki 2019-2021



Total guest nights October 2020 - March 2021



Visitor spend percentage change - year to end March 2021



Average nights stayed per guest July 2020 - March 2021



Sources: MBIE TECT for visitor spend, Accommodation Data Programme for Guest Nights

# Promoting Taranaki as a great place to learn, live, work, play, visit and create

## Talent initiatives

### Reported YTD:

1. Internship webinar to encourage enterprises to take on interns.
2. International education seminar online mini fairs (2) student and Chinese agents.
3. An in-depth sector workshop with the construction sector in November to determine barriers, opportunities and future forecasting given the Government's shovel ready initiatives and major construction projects already in the pipeline.
4. Event with WITT covering workforce employability for international students.
5. Participated in a mini trade fair for Auckland education agents.

### Activities in Q3:

6. Educators and Enterprises – two days of taking teachers to industry in North and South Taranaki. (Collaboration with Ministry of Education and Taranaki Futures). Attended by 31 teachers and visited 9 enterprises.
7. R&D Student Intern event; thank you for working in Taranaki over the summer.



Activity	Measure	Annual target	Total YTD
Facilitate talent attraction and retention	Number of talent initiatives	2	7

# Feedback

*"Thankyou Venture Taranaki for giving me the opportunity to land myself on the Power Up Business Course which has opened a lot of doors to further my art and the strength to move forward"* – PowerUp workshop attendee, New Plymouth

*"I just wanted to thank you all again for one of the most useful and well facilitated courses I've ever done!"* – PowerUp workshop attendee, New Plymouth

*"The templates sent out have been incredible and really have helped so much to be able to very clearly show in numbers what I know to be true in my head. The clarity this provides in driving (and explaining to others) decisions around what next and why has really been a breakthrough!! I'm grateful that the facilitators afforded us the time to have all our questions answered."* – PowerUp workshop attendee, New Plymouth

*"The R&D experience student grant is an excellent scheme which allows students to gain practical hands on experience that they otherwise may not get and also allows companies to receive some additional resource to complete projects that would otherwise not be completed or would be delayed due to lack of resource to complete. This scheme is a definite win/win for both the student and company and has provided significant benefits to both parties.– R&D client, Taranaki wide*

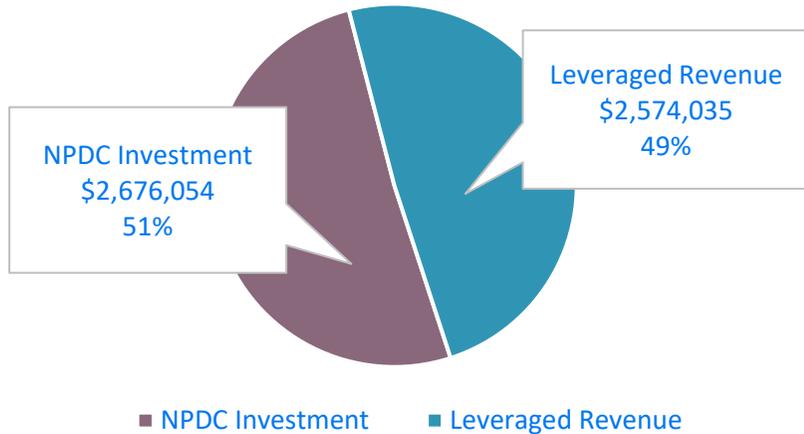
*"Things are going really well. [our mentor] has been a solid technical advisor with very relevant experience. Initially he seemed quite sceptical of the concept we have been developing. He has since become very supportive and has even been helping us out with access to oceanography data which is very useful!"* – BMNZ client, New Plymouth

*"I was just reflecting about what a wonderful, memorable conference that was. After soaking up the buzz at the airport as we all waited for our flights last night, I know that the participants walked away feeling refreshed and reinvigorated; "I'm leaving feeling like my cup has been filled up" is what one person told me (word for word). I think that sort of result is only possible with careful design, good judgement and skilled execution"* – RBP conference attendee

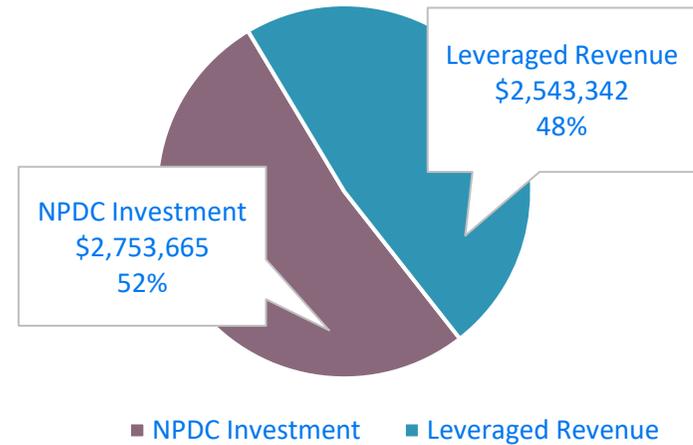
# Financial summary

BUDGET SUMMARY	2020 – 2021 Year Actual				2020 – 2021 Year Budgeted			
END OF Q3 2020-2021 YEAR	Total Revenue	NPDC Investment	Leveraged Revenue	Expenditure	Total Revenue	NPDC Investment	Leveraged Revenue	Expenditure
Total	\$5,250,089	\$2,676,054	\$2,574,035	\$4,391,370	\$5,297,007	\$2,753,665	\$2,543,342	\$4,991,186

2020 - 2021 Year Q3 Actual



2020 - 2021 Year Q3 Budgeted



# Coming up in Quarter Four

- Taranaki Trends publication release 22 April
- Growth Capital Workshop co-hosted with NZTE scheduled for 20 May
- Supporting Te Hono Maori Food and Fibres alumni event 14 May
- Tech Week commencing 22 May
- Taranaki Story launch 25 May at the TSB Showplace
- Food Tourism study finalised and actions identified
- Visitor futures design thinking workshops held and findings finalised and shared
- Completion of first stage of Taranaki Catchment Communities work
- Exploration of emerging/growth sectors for Taranaki
- Food start-up technical facilities exploration study
- Energy sector "Power to X" Roadmap commenced
- Construction sector skills shortage – deepen understanding and identification of initiatives by sector

