

Quarterly Report

NEW PLYMOUTH DISTRICT COUNCIL

Quarter One 2021-2022



venture
TARANAKI
Te Puna Umanga

Message from the Chief Executive



"The lockdown impact extends on to supply chains for multiple sectors, with the uncertainty of C-19 settings hampering confidence and investment"

– Justine Gilliland

As Quarter One ended, the threat of another alert level shift for Taranaki loomed closer, with COVID-19 snapping at our heels in the form of border control at our northern boundary in Mōkau.

The impact of the ongoing Auckland lockdown has also been extremely challenging for many, particularly in our events sector, with some Taranaki events already cancelled.

The impact extends on to supply chains for multiple sectors, with the uncertainty of C-19 settings hampering confidence and investment for those reliant on either imported inputs, export relationships or international visitors.

During Q1, Venture Taranaki ramped up the call to Go Local again, to reiterate the importance of keeping our dollar in our backyard. We sponsored free advertising for eight Taranaki enterprises in the spring edition of Live magazine, run as a social media competition. Venture Taranaki also continued to experience steady high demand for enterprise support during this time.

Prior to lockdown, there were a number of food & fibre sector initiatives that went ahead in Q1. In July, Venture Taranaki held a "Trees and their Value Chain" event, as part of the Branching Out initiative, looking at wood and fibre products and their increasing value and worldwide interest. The wood and fibre sector provides tens of thousands of jobs for New Zealanders, and is one of Taranaki's top three GDP industries.

Venture Taranaki also sent seven Taranaki food producers to the Auckland Food Show in July, as part of the Taste of Taranaki Collective, to parade the diverse and delicious food products we have on offer, and to share our region's proud food story.

July also saw the official launch of Taranaki Catchment Communities, established with ongoing support from Venture Taranaki to support the economic, environmental, and social wellbeing of our rural communities in Taranaki.

Mahi underway with Visitor Futures this quarter culminated in four potential product pathways identified for further exploration. Product development, while in its infancy, has commenced, and drive journeys work has continued with the Coastal Arts Trail due to launch next quarter, but delayed to 2022 due to C-19 settings. Venture Taranaki has also tapped into the Christchurch domestic market (alongside other markets), with promotion across print adverts, social media, a television commercial, and billboards.

This quarter also saw Venture Taranaki release an update to the Taranaki H2 Roadmap, detailing progress and changes that have occurred since the Roadmap's original release in 2019. In August, Venture Taranaki was also fortunate to secure time with international sustainable transition expert Professor Jan Rotmans. Professor Rotmans addressed a packed room via Zoom, sharing his expertise on how to navigate, govern and energise sustainable transitions.

The interim Regional Skills Leadership Group transitioned to the fully-fledged Regional Skills Leadership Group (RSLG), with Venture Taranaki remaining a member of the group, but stepping down as co-chair due to the time commitment involved.

Venture Taranaki has also welcomed new staff to the tīma, filling vacant roles from staff departures. Nau mai, haere mai to Luke Millard, Lauren Oehme, Denise Besseling, and Guzel Mansurova.

With the flux of C-19 settings creating much unease, Venture Taranaki will continue to focus on creating smart connected communities, accelerating sectors, and supporting the vibrancy of Taranaki.

- Justine Gilliland



FACILITATING AND CONNECTING REGIONAL STRATEGIES

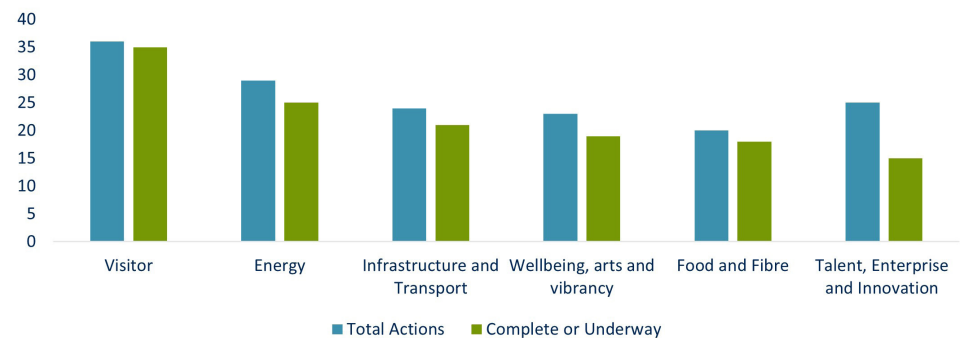
Tapuae Roa and Taranaki 2050

The focus on Tapuae Roa and Taranaki 2050 has shifted from planning to ongoing implementing of projects out of the action plans and building momentum within the region on this range of work. To do this, Venture Taranaki are developing a communications plan to highlight the work that has been done, and is continuing, as a result of the now-integrated strategies. Venture Taranaki see measuring and communicating the impact of the region's mahi as a vital step during this process.

PROGRESS TO DATE

- A range of actions are now underway, leaving only 28 of the 165 actions at "No work done" status.
- These actions underway include progress in Carbon Capture, Utilisation and Storage, Grid-Scale Solar, Energy Storage Options, Bioenergy, Wave Energy, Energy adoption and education, Power to X and food production.
- Ngā Kaiwhakatere o Taranaki have agreed on three priority areas for this programme of work going forward. These are Progressive Communities, Industry Transformation and Skills, Entrepreneurship & Innovation. Venture Taranaki, Kanoa and the Just Transitions Unit from MBIE are now looking to identify projects within the priority areas that may be eligible for government support.
- The majority of work which stemmed from the \$120k of funding from MBIE for business case development has been completed. Many of the entities which received funding, such as WITT and Engineering Taranaki Consortium, are now looking to implement their business plans.

June-September 2021 Progress on Tapuae Roa & T2050 Actions



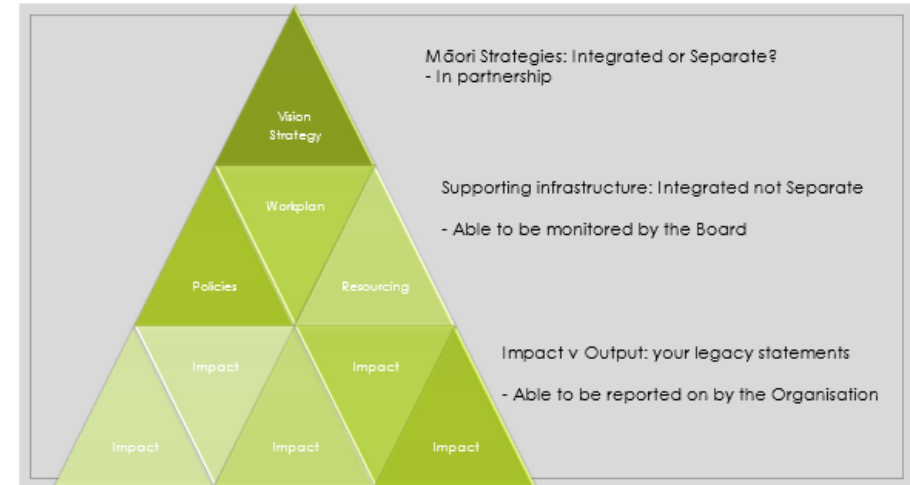
Māori Partnerships update

INTEGRATED TREATY STRATEGY

The VT Board approved the development of an Integrated Treaty Strategy in August, and VT is continuing to engage the services of Tania Te Whenua of Te Whenua Consulting.

This will cover:

- Treaty objectives relevant to respective work programmes
- How Treaty objectives support the respective work programmes
- How the work programmes support the objectives
- What responsibilities, actions, and further resources are needed in order to achieve these objectives.



VT's Māori Partnerships Lead Nadia Phillips (right) has continued to guide the Trust on our Te Āo Māori journey throughout Q1.

The Māori Partnerships Lead role was appointed in October 2020 to:

Provide strategic leadership to actively foster a partnership with tangata whenua o Taranaki, guided by the principles of Te Tiriti o Waitangi.

Ensure the organisation has the appropriate level of cultural awareness and competency that aligns with Te Ao me tōna tikanga Māori values.

Work alongside He Toronga Pakihi ki Taranaki to support Māori owned enterprises.



Internal Cultural Capability

VT is continuing its Te Ao Māori journey, with the support and guidance from a dedicated kaiako (teacher) from Te Wananga o Aotearoa. The organisation's cultural capability is projecting positively, by way of positive feedback which has been received from both Māori and non-Māori organisations, in terms of VT's ability to uphold Māori cultural values and practices.

VT actively participated in Te Wiki o Te Reo Māori, during te wiki o 13 – 19 Mahuru (September), by including the active use of te reo in social media videos and marketing campaigns. VT also took up the wero (challenge) presented to all of Aotearoa by Te Taura Whiri i Te Reo Māori (Māori Language Commission) to take part in a virtual 'Māori Language Moment' to celebrate te reo from wherever and in whatever way. The whole of the organisation recited its own karakia – 'Ko Rangī, Ko Papa'.

VT has 15% of staff identifying as Māori, including two senior managers.

Championing Innovation

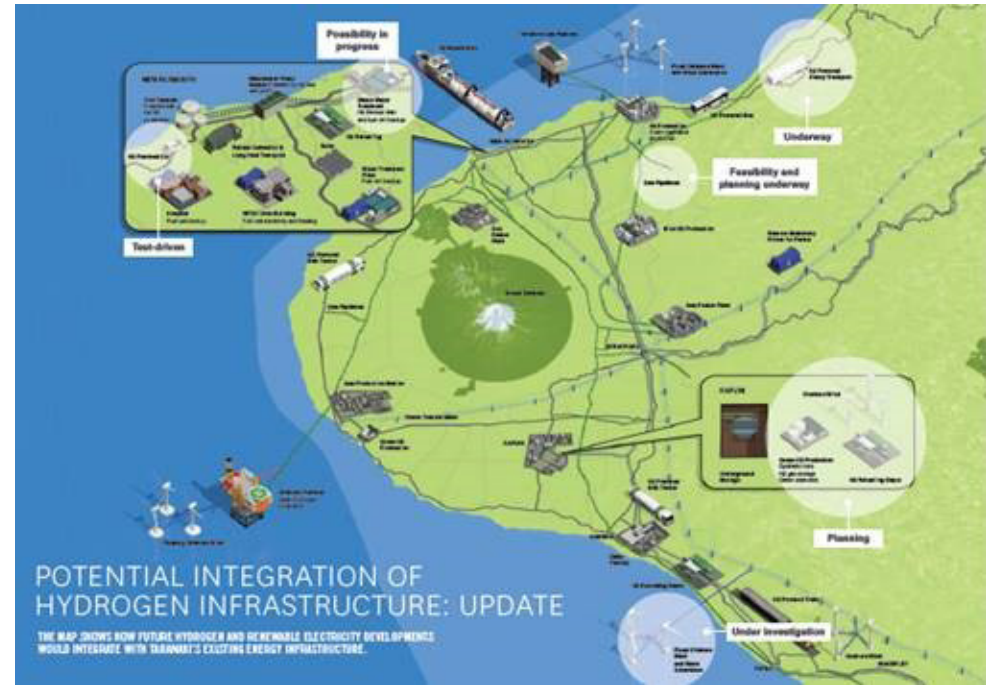
H2 TARANAKI ROADMAP UPDATE

Venture Taranaki has released an update to the Taranaki H2 Roadmap. You can **view and download the updated report by clicking the cover image below.**

The updated report details progress and changes that have occurred since the Roadmap's original release.

The Taranaki H2 Roadmap, launched in March 2019, discussed the role hydrogen could play in New Zealand's transition to a net-zero economy by 2050 and highlighted the proactive and leading role Taranaki could adopt in this space, including a series of Taranaki-based projects that could lay the groundwork for the nationwide development of the hydrogen sector. It was undertaken as an integral part of our regional strategy work.

The graphic to the right showcases the initial possibilities of hydrogen infrastructure as envisaged in the original roadmap – coupled with the progress of what has transpired since.



Achievements include:

- Work on the roll out of a hydrogen refuelling network and the introduction of hydrogen fuel cell electric vehicle (FCEV) trucks and buses to New Zealand
- The green-hydrogen and ammonia project driven by Hiringa and Ballance
- The H2 study by Firstgas which considered the possibility of utilising its gas networks to distribute hydrogen



1. H2 Taranaki Roadmap

Other energy projects underway include:

- Rural energy investigation
- Offshore Energy Forum planning
- Power to X investigation

Activity	Measure	Annual target	Total YTD
Championing innovation and sustainability	Number of initiatives targeting or supporting innovation and sustainability	4	1



Above: Students of Oakura School working alongside Ben Plummer of Drone Technologies NZ to track kiwi in Te Papakura o Taranaki for the Taranaki Kiwi Trust Haurapa Kiwi project.

Below: Farmers of the Regenerative Farming Trials project carrying out a visual soil assessment on a participating Ōpunakē farm earlier in 2021.



FOSTERING SUSTAINABILITY AND RESILIENCE

Curious Minds Participatory Science Platform

PROJECT UPDATES

The Regenerative Farming Trials project has been gaining significant traction to develop wider conversations throughout the region and national links. The project has Taranaki farmers collaborating with scientists, and regenerative agriculture specialists for trials to improve soil, pasture, and animal health. Recent workshops have been focused on building strong collaboration with Massey University to take the project to the next level with 13 Massey researchers and 2 students attending across two workshops in September.

The Auroa School Sound Lures project has recently connected with Taranaki Mounga Project to trial deployment of sound devices on the Kaitake Ranges. Students have been investigating the way sound can be used to increase the efficiency of pest traps, and the devices could significantly help contribute to the Predator Free 2050 goal.

Taranaki Kiwi Trust were successful winners of a TSB Good Stuff grant of \$30,000 to build on their 2020 Haurapa Kiwi Curious Minds project. The Haurapa Kiwi project in 2020 examined changing the way kiwi translocations are monitored in Taranaki using drones.

The August/September C-19 lockdown has disrupted a number of Curious Minds Taranaki projects, especially those with seasonally aligned research and collaborations with researchers from outside of the region. Ongoing challenges are expected.

Several Taranaki based initiatives have applied to the national-level Unlocking Curious Minds contestable fund, with a number of these applying because of involvement with the regional Participatory Science Platform. The fund provides grants of \$50,000 - \$150,000 to an initiative that supports those with fewer opportunities to engage, experience and connect with science and technology.

Venture Taranaki Curious Minds sponsored special prizes for the Taranaki Science Fair. With over 1,000 entries from schools and home schools throughout Taranaki, the Fair was a great success. The range of projects showed the natural curiosity and love of science and technology from students in our region, which we aim to help foster.

FOSTERING SECTOR DIVERSIFICATION AND GROWTH

Sector Diversification

AUCKLAND FOOD SHOW

Venture Taranaki supported seven local food and beverage producers from around the Moutnga to attend the Auckland Food Show over the weekend of 29 July – 1 August 2021.

Venture Taranaki also had a presence on the stand, using the opportunity to engage with potential visitors to promote Taranaki as a food producing region and holiday destination. The show was attended by more than 26,000 people across the four days. There were more than 200 vendors at the show, however, Taranaki had the only collective regional presence.

In addition to significant weekend sales, vendors reported various positive outcomes from the event, including:

- Increased brand awareness year-on-year
- Increased sales through existing retail outlets in Auckland
- New local store and online retail interest
- Connections with media outlets, such as Kia Ora Magazine, to profile business
- Confidence to attend other trade shows independent of Venture Taranaki.

Planning is already underway to attend the Auckland Food Show 2022.



New Plymouth vendors Bout Time Brownies were one of the seven food producers represented on the Taste of Taranaki stand at this year's Auckland Food Show.



1. Vendors representing Taranaki at the Auckland Food Show were:

- Three Sisters Brewery
- Five Fudge
- Mister K Crackers
- Juno Gin
- Egmont Honey
- Bout Time Brownies
- Marcel's (Van Dyck's)

2. Venture Taranaki also hosted the "Trees and their Value Chain" event, as part of the Branching Out initiative during July

Activity	Measure	Annual target	Total YTD
Fostering sector diversification and growth	Number of initiatives targeting sector diversification and growth	4	2

Massey University partnership

UPDATES

During Q1 the Massey-Venture Taranaki partnership worked across a range of initiatives, with a strong focus on:

- Food & Fibre sector, supporting 'Branching Out' project work across a range of project focus areas, including botanicals, medicinal herbs, hemp, plant-based foods, grains/legumes, and growing trials.
- Regenerative Agriculture, supporting five events during the quarter, including meetings (and farm visit) of Taranaki Regen Ag and Whenua Ora collectives and Massey researchers on 23 and 30 September at Te Kiri Hall. Events were attended by 64 people across the two days, including 13 Massey researchers. (A good summary of the Taranaki Regen Ag initiative appeared in Live Magazine Aug/Sep issue - see the Visitor Futures update later in this report)
- Promoting the Massey University-Bashford Nicholls Trust jointly-funded \$100,000 Pivot Award 2021 funding round (including an article in Live Magazine pgs 36-37 - see article and links below right) and working with nine collectives and individuals towards potential applications for the fund. Significant work is

ongoing in relation to applications for funding from three Taranaki collectives.

- Advancing juniper-related project work (funded via Pivot funding round 2020): Advancing micropropagation work has been a focus for Q1, and project reporting in August, with researchers presenting at Plant Science Central Conference, Palmerston North 6-7 July.
- Having secured funding (\$250k) from MBIE's Vision Mātauranga Capability Fund in early April, continuing work with getting a harakeke spinning project underway, in which Massey and AgResearch are working with Te Kuiti-based Rangī Te Kanawa to develop spinning technology, which has potential to offer value in future to Taranaki interests.

Engagement:

- Massey University has worked with 42 Taranaki organisations during the first quarter of 2021-2022, 15 of whom have been, or are, seeking students or graduates for R&D projects.
- Seventeen organisations have received support/services from Massey University in the year to date.

Pivot Award helps ideas become a reality

When it comes to enabling agricultural sector innovations to become a reality, Taranaki is in an enviable position by having an annual \$100,000 research grant called the Pivot Award.

As the word "pivot" suggests, the award creates turning points in Taranaki's new food and fibre producing capability by connecting agricultural innovation with world-class science research teams at Massey University. Now into its third year, the fund is a collaboration between Massey University and the Bashford Nicholls Trust which is managed by the Bishop's Active Foundation. The award offers an opportunity to realise the remarkable potential of the agricultural sector in Taranaki and to help Taranaki communities flourish.

With applications open from the 22nd of August and closing on Thursday, 7th October 2021, the primarily Taranaki-focused fund supports research projects, or the application of new research, in health, communication and industries in Taranaki, says Ivo Kanawa-Brown, Massey University Business Development Manager in Taranaki.

"To be successful, applicants have to describe how their projects will contribute to the greater good of the region – socially, environmentally or economically," explains Ivo.

"Massey's innovation has research science alongside it and backing it. So great science can be taken by winning the award as it gives direct access to a team of highly qualified researchers for a year. It can also help a project to access further funding from New Zealand's research funding ecosystem."

Having access to significant funding focused primarily on Taranaki projects is a unique aspect of the Pivot Award, says Ivo.

"Research funding is highly contested nationally, but with the Pivot Award, applicants are not competing with the rest of New Zealand."

Projects applying for the funding may have the potential to influence the future of agriculture or veterinary science, and to effect change. To be eligible, applicant teams must comprise at least 50 per cent Massey researchers – from either staff and/or students studying at postgraduate level.

The two successful Pivot award applicants from 2019 and 2020 have already demonstrated how their projects are winning points for Taranaki – and for New Zealand as a whole.

The inaugural Pivot Award in 2019 funded a partnership between the New Plymouth-based urban organic market garden network, Farm New Doric, and a Massey University research team.

Farm New Doric co-founder Carl Freeman said the research findings from Taranaki are already encouraging more urban farming around the region, enabling Taranaki to be at the forefront of this rapidly expanding global movement.

"We want to support community agriculture by developing more localised food systems from small scale growers," says Carl who has led by example and has completely turned the town around his home into a thriving vegetable garden.

Carl Freeman of the New Plymouth Farming Market held in Taranaki's Pioneer's Sunday morning when he and others had their produce grown in their food sheds.

As one of the key drivers behind New Plymouth's Farmers Market which started 15 years ago, Carl has seen lots of new vegetable growers form a local group sharing knowledge about growing, sustainability and soil health, as well as sharing resources to buy bulk seeds and fertilizer and to distribute the food collectively.

Massey's participatory research for the Farm Next Door project has been impactful, creating change that is easy to implement, says Heidi McLeod, a Master of Arts student involved in the project.

"The Pivot funding has enabled us to investigate small scale quality food production that enables resilient communication, entrepreneurs and livelihoods," says Heidi.

The funding also enabled Anthropology and Marketing Researchers Sita Venkatesan and Nisha Prabhakarp to spend over a year on the ground working intensively alongside a very productive and specialised community – it's been a very rewarding process," says Sita.

Meanwhile the 2020 Award went to a project that will be appreciated by many whose favourite summer tipple is a gin and tonic.

Funded 'Manufacturing a Juniper Berry Industry for New Zealand', the project is a partnership between Massey, Taranaki-based Regis Distilling (makers of Blue Gin and other gins) and Genetics Propagation, to create their unique flavoured using other botanicals.

The project will also explore the potential for a variety of other uses for juniper berries, including in meat and pickle fermenting, and pharmaceutical uses. David James, of Regis Distilling, says "exploring the potential for commercially growing juniper in New Zealand could achieve a range of benefits for the gin production industry including security of supply and traceability, while at the same time providing a complementary crop with carbon credentials – for New Zealand landowners."

Such funded projects demonstrate what the Pivot Award is all about says Bishop's Active Foundation CEO, Simon Cairns. "It's about creating more diverse and resilient futures for the region – and potentially the whole country," says Simon. "It's a change maker award that has potential to impact how we practice agriculture going into the future, so it's really exciting."

In order to be considered, applications must meet all the application and project eligibility criteria for evaluation by an assessment committee made up of members from Massey University and the Bishop's Active Foundation.

This award is primarily for Taranaki organisations or individuals seeking to work with Massey University researchers, to develop economic, social or environmental benefits for the Taranaki region, says Ivo.

"Preference will be given to applicants with a strong personal or professional attachment to the Taranaki region and a demonstrated ability to deliver positive economic, social or environmental outcomes from their research. The intention is that all members of the team that include international expertise."

Before applying, and to link with Massey researchers, interested parties should contact Ivo, who is based in Taranaki, due to Massey partnership with Vision Taranaki.

To make an application, further information and application forms can be found here:
<https://bit.ly/PivotApplications>
 Decisions on the winning application will be announced around November 2021

BASHFORD NICHOLLS TRUST **PIVOT** **BAF** **BISHOP'S ACTIVE FOUNDATION** **MASSEY UNIVERSITY**

REGIONAL INTELLIGENCE

Undertaking environmental scans and regional economic monitoring

Venture Taranaki partners with data specialists Infometrics to provide up-to-date regional stats and analysis. During Q1, this dashboard was made accessible to the public through the Regional Intelligence section of the VT website. You can view this using the link below.



PUBLISHED REPORTS FOR Q1 2021

COVID-19 retail summary reports: MarketView provided lockdown retail updates for the period 9 August - 3 September 2021. You can view and download these from the Regional Intelligence page, or by using the links below:

[Taranaki retail update week commencing 9 August](#)

[Taranaki retail update week commencing 16 August](#)

[Taranaki retail update week commencing 23 August](#)

[Taranaki retail update week commencing 30 August](#)

Activity	Measure	Annual target	YTD
Undertaking environmental scans and regional economic monitoring	Number of regional monitoring updates released	4	0

REGIONAL INTELLIGENCE

Taranaki Export Map

During the quarter Venture Taranaki undertook their regular award winning Export Map Study, which monitors and tracks a variety of export businesses across the Taranaki region.

Export businesses were invited to update us on how their export strategies are tracking, where they are exporting to, how they are exporting and what future support they required. For this particular survey, additional questions were asked in relation to how COVID-19 has affected their exports.

The survey results will be analysed and published during the summer period. Venture Taranaki will use this information to shape the type of support and networking opportunities that we provide this group of local enterprises. We also continue to work closely with New Zealand Trade and Enterprise to collaborate and provide joint support to exporters.



Referrals and Engagements

ENTERPRISE ADVISORY AND SUPPORT

Businesses are coming to VT recognising their need to invest more into planning, and into understanding their numbers and their people. Team culture and wellbeing is featuring as top priority for some businesses. Others need to understand their numbers better rather than relying on their accountant at the end of the financial year – really understand what they need to do to drive business, cash flow and to plan for the future based on evidence. There have also been planning discussions related to contingency - lockdown, illness or other – along with succession-planning demand.

Recruitment is proving challenging in a number of sectors, particularly in construction and trades, engineering and manufacturing, and farming. There has also been an increased interest in offering apprenticeships with a number of customers seeking information about support available to assist with bringing on apprentices. Finally, supply of materials is also proving challenging with these sectors, as are freight costs.

Enterprises appear to be weathering the effects of the second lockdown better in terms of preparedness and ability to react quickly to protect their business. This is not to say

that businesses are not experiencing challenges – they definitely are and a number are financially fragile. Business were actively seeking out the wage subsidy and resurgence payments to ensure they accessed available financial support for the period. Hospitality and retail enterprises across all three districts of Taranaki are feeling the strain of C-19 impacts.

Demand for training services was high before lockdown number two, but dipped significantly as enterprises were focusing on getting through this period.

Services in high demand remain digital marketing, strategic planning, and financial knowledge. From the rural sector, which was not as affected as other sectors in terms of inability to trade, a strong focus is on succession planning, growing the farm and securing the future.



REFERRALS AND CONNECTIONS:

180

(UP 60% FROM STLY*)



NUMBER OF CLIENT INTERACTIONS:

3,589

(DOWN 17% FROM STLY*)

Activity	Measure	Annual target	Q1	YTD
Enterprise connection and signposting.	Number of referrals and connections made by Venture Taranaki staff.	≥ 200	180	180
New Plymouth District plus Outside Taranaki			128	128
Enterprise support	Number of support engagements	≥ 4000	3589	3589
New Plymouth District plus Outside Taranaki			2793	2793

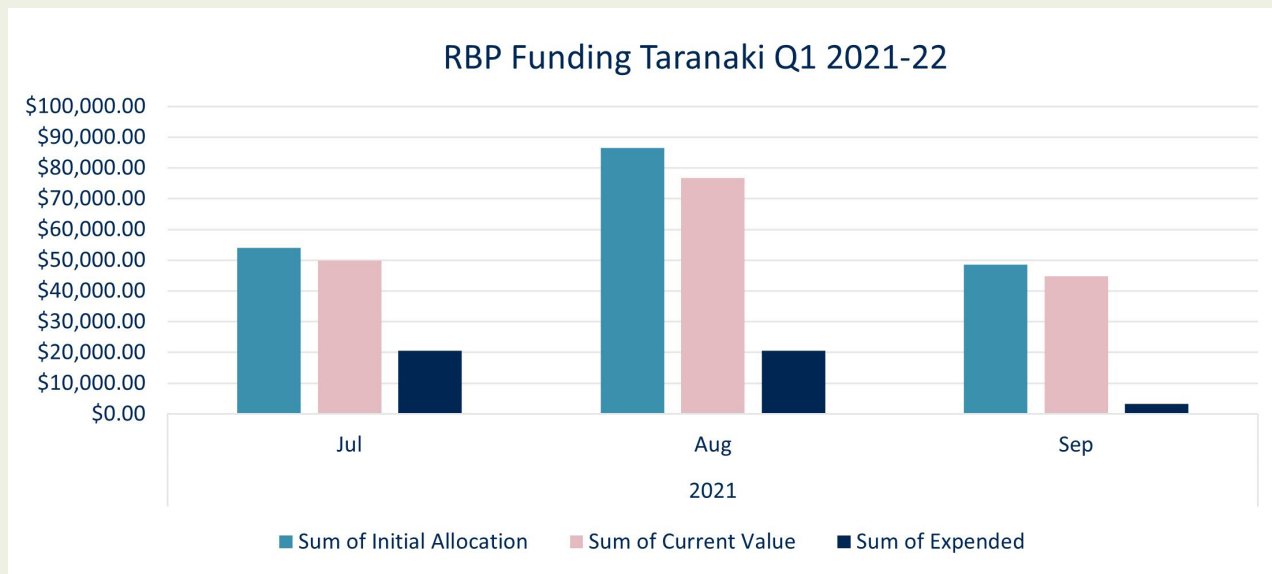
**Same Time Last Year*

Regional Business Partners capability funding



**RBP CAPABILITY
DEVELOPMENT
FUNDING ISSUED:
\$188,868**

Compared to \$88,194.50 issued in Q1 2020, an increase of 53%



Activity	Measure	Annual target	Q1	Q2	Q3	Q4	Total
Enterprise support	The level of annual investment in the management capability of Taranaki's small and medium sized businesses	≥ \$240,000 (all of Taranaki)	\$188,867.87				\$188,867.87
			Taranaki \$139,232.87				Taranaki \$139,232.87
			New Plymouth				New Plymouth

Startups, jobs and mentor matches

Startup clinic attendance remains steady across across the region since last quarter, and up significantly on the same time last year.

Job listings are down since last quarter, but up 68% in New Plymouth District, and 60% across the region, compared to the same time last year.

Be Your Own Boss Programme

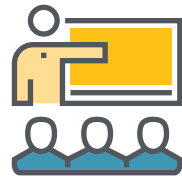
VT has been working with MSD to provide business planning and mentoring support to MSD customers who are looking to start their own business via MSD's Flexiwave self-employment programme.

The programme has seen strong demand in its first few months and will result in a number of new business start-ups in the region over the coming months.

This programme has been one of the key drivers in the increase in startup clinic attendance, with attendees travelling from throughout Taranaki to attend these clinics and mentoring sessions.

New Jobs

New job listings have eased over Q1 compared to last quarter, however the total listings are up 60% on the same time last year.



NUMBER OF STARTUP CLIENTS:

120



NEW JOBS LISTED:

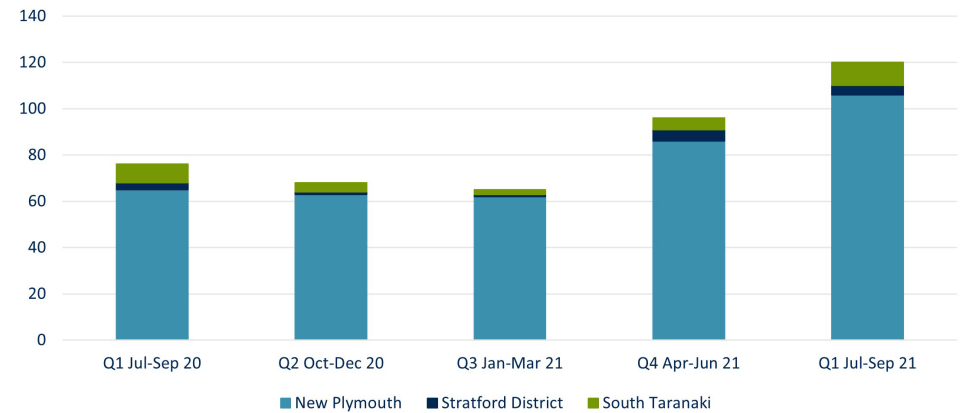
670



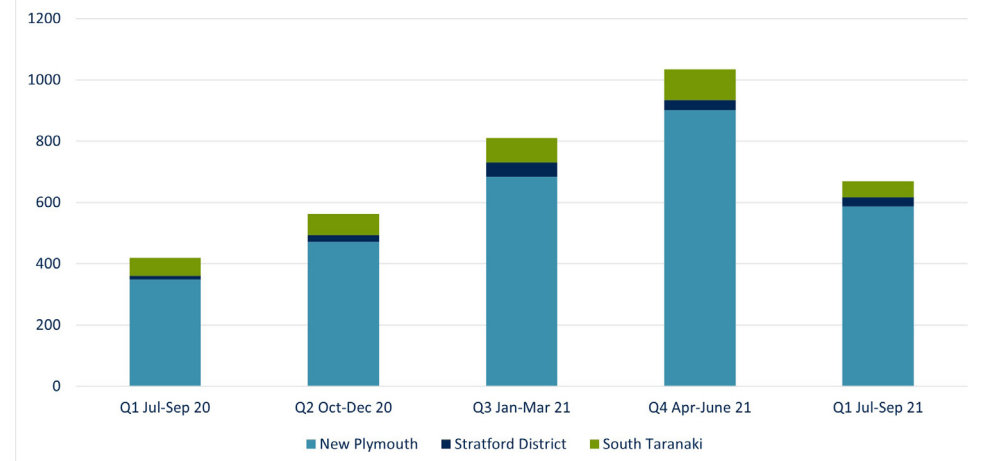
MENTOR MATCHES:

9

Startup clinic attendees in Taranaki July 2020-September 2021



New jobs listed in Taranaki July 2020-September 2021



ENTERPRISE SUPPORT AND ENABLEMENT

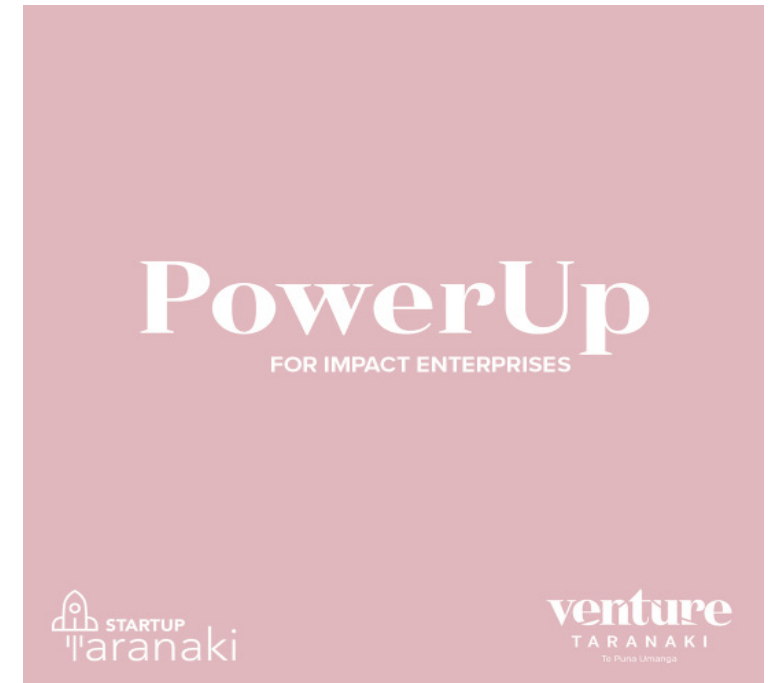
PowerUp for impact enterprises

Planning is well underway to deliver Power Up 2022, which will be along similar lines to the very successful 2021 programme of activity.

PowerUp for Impact Enterprises: Venture Taranaki has been working on this new PowerUp initiative in partnership with StartUp Taranaki and with funding support from TOI Foundation. This new dimension to PowerUp is aimed at supporting people in Taranaki who are interested in "Profit for Purpose" to help them on their journey to start or grow an impact enterprise. The team has been working on programme content and deliverables, timelines, MOU drafting and branding, and will launch on October 20.

VT is taking part in the exciting NZ Entrepreneur 'Innovation Nation' campaign again in 2021, in collaboration with NZ Entrepreneur magazine, to showcase more of our great innovative Taranaki enterprises. Ten diverse Taranaki enterprises will have their story told on #nzentrepreneur throughout the next quarter, as well as being included in their November 2021 Innovation Nation online and social media showcase as part of Global Entrepreneurship Week.

Following on from the inaugural PowerUp ideas competition, 2021 winner Sol + Sea continue their start up journey to launch after being chosen for the SODA Boost programme focusing on capital raising. PowerUp 2021 finalist Nano Bubble are also tracking well after being selected for this year's cohort for the Sprout Agritech Accelerator Programme.



Luke Millard, Enterprise Advisor

The Enterprise team within Venture Taranaki has a new face, with Luke Millard joining as an Enterprise Adviser in September.



With passion and experience in culture and events, Luke comes to Venture Taranaki from NPDC events and community partnerships, weaving event operations and project management skills into the community arts space.

Prior to this a good decade was spent in Sydney Australia, filling his kete with a spectrum of events experience to return home and share.

Luke believes in the vision of a prosperous, vibrant low-emission future for all Taranaki, and that a thriving local arts and cultural sector is a keystone to achieving this.

True to form, after hours you'll find him piecing arts projects together, putting on community events, & connecting and collaborating with others to navigate that path.

Callaghan Innovation grants and funding

Research & Development updates

Interest in R&D activity has continued through quarter one and lockdown with no drop off in enquiries, though there are headwinds in the availability of funding from Callaghan Innovation.

In July it was announced that due to increased support for R&D in light of C-19, there would be a change in settings for Callaghan R&D Project Grant applications. This has made these larger grants only available for companies who are new to R&D. Other grants remained unchanged.

There are still a number of eligible Taranaki businesses in the process of applying for the top level of support.

Even with a reduced outlook for grants, we are continuing to assist innovative business access some of the other Callaghan R&D services that are available such as technical support via the R&D Solutions teams, market intelligence through R&D Library Services, and investment support for connections to outside capital as well as looking for alternative funding sources.

We saw a good level of engagement for 2021/2022 R&D Student Experience grants (for summer interns) with 17 businesses being funded for 21 students, despite a lower available national budget and much shorter application window. Six of the grants were to new applicants after a positive response to Venture Taranaki marketing. The students will work on a range of projects including agritech, renewable energy, food and beverage, software, and manufacturing.

"We had a three-month Research and Development project that our student (Moucheng Mao) led and completed during his internship. We were so happy with his work that we offered him a permanent role, he's a part of our team now.

It's a great opportunity to get an injection of skills and talent from outside the business. We were lucky enough to find someone who was such a great fit for our team and our business." - Job Hop, Stratford

Enterprise Support Activities

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. Export Taranaki support (see regional intelligence)
10. PowerUp (see project update)
11. BYOB startup programme

Activity	Measure	Annual target	Total
Enterprise Support	The level of annual investment in regional businesses (subject to central government policy)	\$1m	\$289,516.00
	New Plymouth District funding allocated		\$279,350.00
	Breadth of enterprise support activity undertaken (number of different support initiatives)	5	11

PROMOTING TARANAKI AS A GREAT PLACE TO LEARN, LIVE, WORK,
INVEST, PLAY, VISIT AND CREATE

Identifying & facilitating investment opportunities

IDENTIFYING OPPORTUNITIES

1. Investor migrant collaboration with Priority One (Tauranga)
2. Working with AWA investment group on potential new fund development
3. Facilitating strategic investment for major engineering project

FACILITATING OPPORTUNITIES

1. Marine client seeking co-funding for R&D product development
2. Agritech investment facilitation for hydroponics project
3. Investment research for sports company pivot to new business stream
4. Hospitality business seeking investment for premises expansion

Activity	Measure	Annual target	YTD
Identifying opportunities to attract investment into Taranaki	Number of engagements related to attracting investment to Taranaki	5	3
Facilitating opportunities for investment into Taranaki	Number of engagements related to facilitating opportunities for investment in Taranaki	10	4



PROMOTING TARANAKI AS A GREAT PLACE TO LEARN, LIVE, WORK, INVEST, PLAY, VISIT AND CREATE

Visitor Futures

Phase two of Visitor Futures has now commenced, which takes us into product development and an opportunity for local businesses to engage and create exciting new visitor experiences. We have re-contracted We Create Futures to help facilitate this work and develop a range of product initiatives. These product development initiatives will be in line with the initial report, which identified four areas of focus for our visitor sector.

Venture Taranaki is working in collaboration with STDC on a pop-up local food & beverage shop based in Eltham, this being the birthplace of NZ cheese exports. This is in line with our visitor futures strategy and our Stafford Food Tourism report that highlights the growing interest in local food, their producers and their story behind their products. We plan to run this from mid-November to end-January, as a pilot/trial concept.

The Coastal Arts Trail launch has been delayed due to C-19 restrictions, and is now planned to take place in early 2022, C-19 dependant. The Taranaki region has over 50 galleries and studios signed up which gives great regional coverage and opportunity to promote the region as a highly creative and strong arts centre, in collaboration with Whanganui and Manawatu.

Initial consultation on the Waikato–Taranaki drive journey has commenced, and we are now moving into stakeholder engagement phase. This will deliver an interesting journey linked by key themes throughout Waikato and Taranaki, with a strong focus on history and culture.



PROMOTING TARANAKI AS A GREAT PLACE TO LEARN, LIVE, WORK, INVEST, PLAY, VISIT AND CREATE

Visitor promotion initiatives

Three visitor promotion campaigns were undertaken in Q1:

1. Christchurch campaign – broad awareness for 35+ audience
2. Drive and flight markets – Auckland, Wellington, Bay of Plenty, Waikato, Manawatu – 55+ audience
3. Partnerships - Neat Places, Air New Zealand, AA, Tourism NZ



Activity	Measure	Annual target	YTD
Lead regional events strategy	Number of engagements with regional events organisers and operators	25	806
Destination promotion	Number of engagements with Visitor Industry Operators	1000	451
	Number of destination promotion and attraction initiatives	2	3



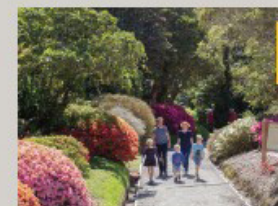
Just a short 90 minute flight away, you'll find Taranaki, a region that is truly humming.

Taranaki is known for its majestic Taranaki Maunga and enviable maunga to mauna lifestyle. Delight in unrivalled adventures, unforgettable scenery, and delectable cuisine. It doesn't matter how you like to fill your cup because you are bound to find what you are looking for in Taranaki; where there's something for everyone all year round.

THE GREAT OUTDOORS

Taranaki's remarkable and photogenic landscape provides countless reasons to ditch the screens and get outdoors. Explore the endless trail options from New Plymouth's coastal walkway to the many options on Maunga Taranaki.

Experience the region's blooming beauty in spring with the Taranaki Garden Festival and the Taranaki Fringe Garden Festival. Be blown away by glorious gardens and inspired by sustainable gardening trailblazers.



FUN FOR THE WHOLE WHĀNAU

There's plenty for families to see and do together in Taranaki. Head out on the water with Chaddy's Charters, visit Hawera's Tawhiti Museum, and their not-to-be-missed Traders and Whalers experience and be captivated by 'the jewel in the crown of New Plymouth' Pukakura Park.

Nau mai haere mai, it's time to experience Taranaki – a place like no other.

WHAT'S ON

- Taranaki Arts Trail – 29 October - 7 November
- Oakura Arts Trail – 29 October - 7 November
- Taranaki Garden Festival – 29 October - 7 November
- Taranaki Fringe Garden Festival – 29 October - 7 November
- RESET – 4 - 14 November
- Coastal – 4 - 20 -21 November
- LAB – 8 January
- Lorde – 4 March
- WOMAD – 18 - 20 March
- Oxfam Trail Walker – 26 - 27 March

ARTS AND CULTURE

Taranaki is swathed in history and culture, and abundant with incredible art. Pause and reflect at the mesmerising Govett Brewster Art Gallery/Lan Lya Centre, then head inside to enjoy its renowned collection of contemporary art and the life work of famed kinetic sculptor and film pioneer Len Lye.

In October The Taranaki Arts Trail and the Oakura Arts Trail is the perfect opportunity for art lovers to journey around the maunga on a creative road-trip visiting artist studios and galleries.

TASTE TARANAKI

Taranaki's dining scene is on fire (in a good way), and food fanatics are spoilt for choice when it comes to places to eat, drink and be merry. You'll find famously hospitable cafes and restaurants that transform delicious local produce into tantalising dishes served right around the maunga.



*Travel is restricted under Alert Level 3 and 4, please refer to covid19.govt.nz for comprehensive information about travel restrictions and Alert Level guidelines

TARANAKI
like no other

Make a weekend of it!

taranaki.co.nz/visit

AN INITIATIVE OF VENTURE TARANAKI

Major Events Fund

Seven events were contracted during Q1, bringing the total contracted during the financial year-to-date to 7.

Events funded in the 2020-2021 financial year		
1.	Feastival	2022 TBC
2.	TSB Festival of Lights	Dec 2021-Jan2022
3.	Jennian Homes Charles Tour Taranaki Open	Sep 30 - 3 Oct 2021
4.	Oxfam Trailwalker	26-27 March 2022
5.	Synthony	5 Feb 2022
6.	Vero International Festival of Historic Motoring	21 Jan 2022
7.	WOMAD	18-20 March 2022



Activity	Measure	Annual target	Total
Administer the Major Events Fund	Number of events funded in accordance with the criteria of the NPDC's Major Events Fund	4	7

COVID- 19 continues to decimate the events sector due to current alert levels and the continuation of the border closure.

The following events have been affected during Q1:

- The NZ Tattoo & Arts Festival has morphed in to a smaller event and moved from November to January
- RESET has been postponed until next June
- Taranaki Steelformers Around the Mountain Relay has been cancelled for this year.

Venture Taranaki continues to provide support to our event organisations to help them continue.

Funding received from central government (via the Regional Event Fund)is being used for this purpose, as well as to lay strong foundations for some of our emerging events to grow in the future.

The New Zealand Event Association has been lobbying for support for the sector in the form of financial assistance, a government-backed insurance facility and improved MIQ systems, but as at Q1 end this has not been forthcoming.

While the event sector is struggling, it is heartening to see that, even in a time of severe adversity, a number of new events are launching or planning to launch. This puts the region in a good position to retain and enhance its vibrancy moving into the future.

Talent attraction

Immigration Review Submission

The Productivity Commission's review of immigration takes a system-wide view of its effects on productivity and well-being. This review includes the impact of immigration on the labour market, housing and associated infrastructure, and the natural environment. The VT submission looked at the data behind immigration and productivity in the region and examined where immigration made the most significant impact.

Summary of Key Points:

Te Ao Māori

- The framework must consider that immigration in Aotearoa/New Zealand directly relates to the history of land confiscation and colonisation.
- Te Tiriti O Waitangi is the country's founding immigration document.
- Concepts from Te Aō Māori can offer a useful framework for policy. Tangata whenua could have a greater role in policy development, and welcome migrants.

Regional perspectives on immigration

- Workforce challenges vary regionally and across industry sectors, and the framework must be flexible enough to acknowledge that.
- Migration does not necessarily go hand in hand with low productivity. Those sectors with high productivity in Taranaki have a significant proportion of highly skilled and highly educated migrants.
- The negative impacts of immigration can be overstated. For example, there is little evidence to support the argument that migrants in Taranaki are driving the shortage of houses or a housing boom.
- Taranaki has significant skill shortages, which will continue for some time without changes to training, population, and workforce innovation. Immigration is part of the solution.

- Migration should be available for industries that are seeking to grow and where there are skill gaps, particularly in an economic climate of very low unemployment.
- Immigration has a range of benefits, not just economic ones.

Initiatives undertaken this quarter

1. Working on submission to Productivity Commission's review of immigration
2. Working with other RDAs/EDAs on submission to Ministry of Education High-Value Education Statement.
3. Participating in Building and Construction Industry Training Organisation's workforce development plan.
4. Work beginning on International Education Student retention project, which looks at the rebuild of this sector.
5. Work began on investor migrants ecosystem project

Activity	Measure	Annual target	Total
Facilitate talent attraction and retention	Number of talent initiatives	2	5

Feedback



"Just wanted to also say a massive thanks to you. You have been so supportive of me and what I am trying to achieve and just wanted you to know that really appreciate having someone like yourself to catch up with. Its so great to deal with someone so positive and vibrant that's is also so passionate about our province and what we have to offer. There is so much more I would like to achieve in the next 12 months to try and include some exclusive Tours around Taranaki for smaller groups coming into the region, for me at the moment it has been a juggling act with running the other side of the business as well as networking and building the relationships with people. - Transport sector client

"Thank you to the whole VT team for all you do for our region and our personal businesses. You make this place a fabulous place to call home, especially during these times. - capability development client, New Plymouth.

"Thank you so much for all your help. It is great to have Venture Taranaki as a sounding board. Thanks for the connections, this will really help us figure out next steps for our business." - Business support client, New Plymouth

"Thank you for connecting me with Shona. Thank you. I am finding the support from Shona really useful, she is great, she adds to my ideas and helps provide an alternative perspective on my ideas. more importantly she helps keep me on track with what i can implement and when, considering my strategy and budget." - Business mentoring client

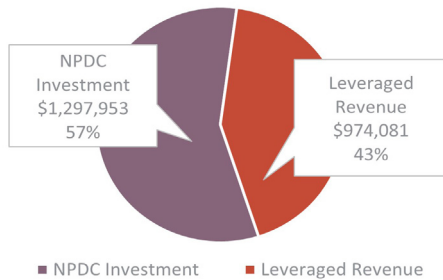
"I just wanted to say thanks for your help through this process. I hadn't been working here very long when I started on the application and my inexperience slowed our application down.

Now I know what to expect, next year's application should go much more smoothly. Thanks again. " – Callaghan Innovation R&D client, New Plymouth

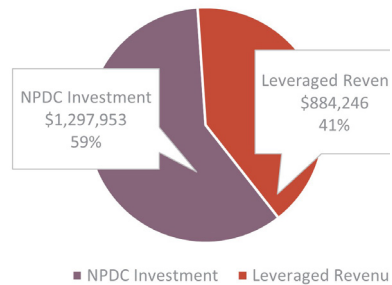
"Thank you so much for all your help. It is great to have Venture Taranaki as a sounding board. Thanks for the connections, this will really help us figure out next steps for our business." - Business support client, New Plymouth

Financial overview

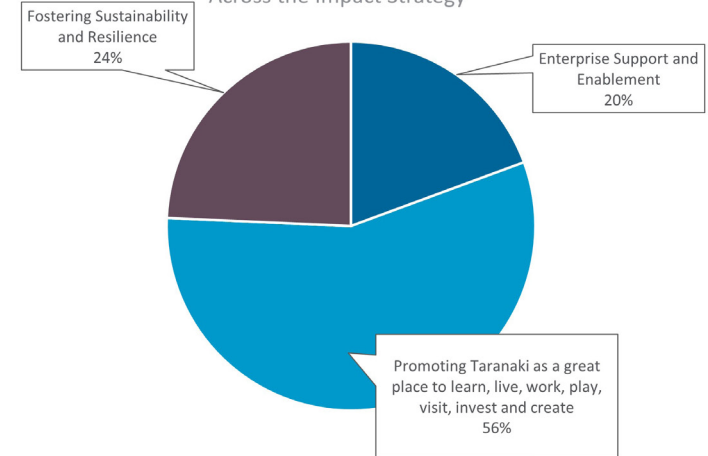
2021-2022 Year Q1 Actual



2021 - 2022 Year Q1 Budgeted



Year Investment of Effort Across the Impact Strategy



BUDGET SUMMARY	2021-2022 Year Actual				2021-2022 Year Budgeted			
End of Q1 2021-2022 year	Total revenue	NPDC investment	Leveraged revenue	Expenditure	Total revenue	NPDC investment	Leveraged revenue	Expenditure
Total	\$2,272,034	\$1,297,953	\$974,081	\$1,629,957	\$2,182,198	\$1,297,953	\$884,246	\$1,887,579

Coming up next quarter

- PowerUp for Impact Enterprises launches on 20 October.
- PowerUp Kickstart opens 1 December (an intensive programme for startup and business ideas, with a \$10k prize).
- VT has been working on an interactive digital guide to the support available in Taranaki for start-ups, entrepreneurs and enterprises wanting to innovate. The need for the guide was identified as part of both Tapuae Roa and Taranaki 2050 research, and will be launched in the coming months.
- Offshore Future Energy Forum (including offshore wind and the concept of "Power to X" on 25-26 November.
- Talent attraction work with IT and health sectors.
- Further spring/summer visitor promotions.
- Niche sectors investigation completion and next steps planning.
- Branching Out next opportunities (hemp, sheep dairy, medicinal plants and more).
- Further PowerUp activities, including supporting Startup Weekend.



venture
T A R A N A K I
Te Puna Umanga