



Executive Summary

Enterprise Great Lake Taupō

Quarterly KPI report

Quarter 2 (October to December 2017)

Prepared: February 2018

This summary is presented to provide you with some highlights and a quick overview from the full Q2 Quarterly Report (attached).

This was a busy period for EGLT as we transitioned between two General Managers and operated on a relatively lean scale during the quarter as we recruited new team members.

We continue to work with a number of domestic and offshore investors on large scale projects and have six active leads that are being supported through the feasibility stage. Andy Blair has recently been appointed to lead Geothermal Investment projects for the region, and we have altered our internal resource accordingly as to not duplicate resource in this area.

Our Board held their AGM in October, and farewelled both Tom Findlay and Bill Murphy as Trustees. Tom has a long history with EGLT, having served as Chair as well as a Trustee since EGLT was formed. We have altered our Trust Deed in line with the Section 17a review recommendations provided by TDC, and now have 10 Trustees.

The Board also spent the latter part of this period working through a refresh of their strategic plan and will present this to Councillors for your consideration in late March. The Board also developed and adopted a series of policy documents to ensure best-practice throughout the organisation.

I have been working closely with Go Tongariro during Q2, guiding them through a transition into a member-based organisation. We now have better clarity around their role in supporting Turangi based businesses as a promotional and advocacy group; with EGLT taking the ED responsibilities back in house. As such, we have created a new role for a dedicated Turangi Business Advisor and this role was advertised in December.

Our team have been working on developing and launching the Attraction marketing campaign for this year. We have tweaked the campaign from previous iterations, and now have a balanced approach to both talent and business attraction. Marketing has included radio, print, digital and outdoor mediums, and we've had a good level of response to date.

I have been working with my Hub and TDC colleagues on a number of collaborative projects including the T2T and Airport Precinct opportunities and have formed strong relationships with regional ED groups such as Waikato Means Business and Bay of Connections. We are now participating in some new work streams with these groups around Labour Market initiatives, as this is a priority area that needs to be addressed with some urgency.

We have also confirmed our participation in the regional 'Film BOP' project, which means Taupo will now be included in any international film pitches/famils conducted by the Film Commission. We are confident that a small investment in this space has the potential to generate a significant economic benefit for our region if we can secure one major film project for the area.

We hosted three events for the period, concluding with a very successful Great Lake Leaders event at the National Equestrian Centre. This new facility is a wonderful asset for Taupo, and it was great to bring a number of Taupo business owners and managers to the venue to hear from Eddie Kohlhasse, former Black Sox captain/coach and now High-Performance Coach for Sport NZ.

Our Accelerate cohort for 2017/18 has commenced in Q2, with 9 businesses involved in an intensive business growth project that runs from October to May. EGLT heavily subsidises participation in this programme to selected businesses, who demonstrate high growth potential.

Lastly, the research reports (both Infometrics and Marketview) demonstrate that our economy is continuing to thrive with positive indicators for Q2 in all key areas.

We thank Taupō District Council for your ongoing support and as always, welcome any queries or suggestions.

Kylie Hawker-Green
General Manager, Enterprise Great Lake Taupō

ENTERPRISE GREAT LAKE TAUPŌ QUARTERLY REPORT TO TDC ON 2017/18 Service Outputs and Performance Measures – Quarter Two, October to December 2017

	Service Output	Delivery will include	Performance Measures	Q1 Outcomes	Q2 Outcomes
Overarching KPI Enabling wealth creation and job growth in the Taupo District	Grow existing and attract new large businesses to the Taupō District	Continue to support large scale investment projects.	Report quarterly on progress. May include partners worked with, meetings held, forums attended, investors/developer outcomes, new opportunities identified number, size, scale, scope & nature of any new developments etc...	<ul style="list-style-type: none"> 4 active investment leads, attended Changing Perceptions Conference, participated in Forestry Economic Advisors work with MBIE. 	<ul style="list-style-type: none"> 6 active investment leads in various stages of feasibility (3 wood related, 1 health/wellbeing, 1 primary production, 1 manufacturing) Met with a number of private landholders seeking support Regular meetings with Contact Energy and others Participation in FEA and DUG industry groups
		Development of sector based investment cases.	Minimum of 1 investment case per year are developed with relevant opportunities identified.	<ul style="list-style-type: none"> One investment case produced and with investor for consideration. \$350m investment, 25ha land, 140 jobs. 	<ul style="list-style-type: none"> No new cases developed by EGLT for this period.
	Grow existing and attract new small and medium businesses to the Taupō District; that are synergistic with existing business mix and add value to the economic activity in the District	SMEs are empowered, educated, inspired and supported to grow through attendance at seminars/workshops, mentoring and 1-on-1 support.	Against 16/17 performance, report quarterly on: <ul style="list-style-type: none"> Number of Business Mentor NZ mentor matches completed Number of businesses subscribed to the Ignite programme and business growth measures at an aggregate level (matrix of annual turnover, profitability and staff numbers) Number of SME's given 1-1 support Seminars and workshops held in the district to support business (run by EGLT or by partner organisations) Customer satisfaction 	<ul style="list-style-type: none"> New Mentors - 1 New Mentor Clients - 4 Accelerate Program - 9 Businesses SME Support - <ul style="list-style-type: none"> 22 new support clients 25 closed support clients 30 ongoing support clients 5 Events held <ul style="list-style-type: none"> 298 people attended in total 	<ul style="list-style-type: none"> New Mentors - 2 New Mentor Clients - 5 Accelerate Program - 9 Businesses SME Support - <ul style="list-style-type: none"> 26 new support clients 29 closed support clients 19 ongoing support clients 3 Events held <ul style="list-style-type: none"> 183 people attended in total
		Business/Talent Attraction campaign continued to actively promote Taupō District is actively promoted as a viable community to do business.	Against 16/17 performance, report quarterly on: <ul style="list-style-type: none"> Business/talent approaches as a result of campaigns. Relocation made. 	<ul style="list-style-type: none"> 7 Attraction enquiries <ul style="list-style-type: none"> 5 ongoing support 6 won and relocating 6 lost 	<ul style="list-style-type: none"> 7 Attraction enquiries <ul style="list-style-type: none"> 6 ongoing support 4 won and relocating 3 lost
		Taupō District investment & attraction promotional material developed.	Investment & attraction publication is produced annually.	<ul style="list-style-type: none"> N/A for period (will be Q2) 	<ul style="list-style-type: none"> Investment prospectus developed and distributed - both talent & business attraction themes Marketing campaign launched including print, radio, digital
	Support entrepreneurs to start their business in the Taupō District, and encourage their growth 'from shed to	Support the delivery of the Young Enterprise Scheme.	Against 16/17 performance, report quarterly on: <ul style="list-style-type: none"> Number of high school teams from the Taupo District participating in programme & on their progress. 	<ul style="list-style-type: none"> 8 Teams in Taupo (3 last year) 2 Schools participating (1 Last year) Assistance with Pitches and Judged at the rotorua dragons den for all teams 	<ul style="list-style-type: none"> 1 Team in Taupo to the finals Regionally B & W Real Estate Award for Excellence in Innovation and Entrepreneurship Nationally 1 of 13 Excellence National Awards
		Mechanism to foster collegiality, motivate and connect entrepreneurs. (Engine Room)	Against 16/17 performance, report quarterly on: <ul style="list-style-type: none"> Participant numbers engaged 	<ul style="list-style-type: none"> 2 Events <ul style="list-style-type: none"> Marcomms - 99 pax 	<ul style="list-style-type: none"> 2 Events <ul style="list-style-type: none"> Developing a growth Mindset - 46 pax Celebrating Success - 42pax

stock exchange'		<ul style="list-style-type: none"> Participants feedback from post-event survey 	<ul style="list-style-type: none"> Marketing on a shoestring - 42pax 	
	Create funding pathways through participation in the Angel Investor network.	<p>Against 16/17 performance, report quarterly on:</p> <ul style="list-style-type: none"> Number of Taupō District based businesses present or showcase to Enterprise Angel Investor network annually. Number of Taupo based angels in network. 	<ul style="list-style-type: none"> Attended one event No one suitable for funding currently 	<ul style="list-style-type: none"> No one suitable for funding currently Attended regional pitch night
	Provide 1-on-1 support to entrepreneurs and start-ups.	<p>Against 16/17 performance, report quarterly on the number of start-ups receiving 1-on-1 support per year.</p>	<ul style="list-style-type: none"> Startup Support - (subset of Business Support) <ul style="list-style-type: none"> 13 new support clients 12 closed support clients 15 ongoing support clients 	<ul style="list-style-type: none"> Startup Support - (subset of Business Support) <ul style="list-style-type: none"> 18 new support clients 12 closed support clients 13 ongoing support clients
Connect and communicate with stakeholders, businesses, influencers and the local community	Connecting industry to local, regional and central government through existing and new relationships.	Report on meetings had and outcomes.	<ul style="list-style-type: none"> Development & production of Project Palace collateral with NZTE 	<ul style="list-style-type: none"> Project Palace issued Partnering with Priority One and Min Immigration on Labour Market Study
	Taupō is represented regionally through participation in Bay of Connections, Waikato Means Business and other ED forums and networks.	Report on meetings had and outcomes.	<ul style="list-style-type: none"> Participation on BOC Regional Visitor Strategy (due for release Q2) Participation on Geothermal User Group and creation of project lead role (to be appointed Q2) Participation in development of Waikato Means Business regional EDA model 	<ul style="list-style-type: none"> Lead agency on BOC Regional Visitor Strategy (release date pushed to Q3) Participation on Geothermal User Group and appointment of Andy Blair as Project Lead Participation in development of Waikato Means Business regional EDA model
	Economic research is shared with the business community and informs strategy	Shared directly to stakeholders and to the community via local media and EGLT website and used to inform strategy	<ul style="list-style-type: none"> Quarterly research report shared via website. 	<ul style="list-style-type: none"> Quarterly research reports shared via website, newsletter, media releases and 33Thirty magazine.
	EGLT website is key portal for information pertaining to business in the Taupō district.	Against 16/17 performance report quarterly on website analytics.	<ul style="list-style-type: none"> Q1 2018 vs Q1 2017: Sessions up 10.5%, Users up 9.2%, Pageviews up 32.5%, Bounce rate down 8.6% 	<ul style="list-style-type: none"> Q2 2018 vs Q2 2017: Sessions down 5.14%, Users up 5.15%, pageviews up 12.48%, bounce rate down 32.19%, Session duration 2.24m.
	Actively participate in the Taupō Pathways for Young People to connect business with young people and engage in workforce development in the District.	Report on level of business engagement with Pathways programme & programmes delivered	<ul style="list-style-type: none"> Attended Pathways Launch Supported recruitment of new Pathways Co-ordinator Attended Pathways Board Meeting 	<ul style="list-style-type: none"> Meetings with Pathways Chair to establish common actions for 2018 Offered Pathways Co-ordinator space at The Hub as required
	Support the Taupō Young Professionals network, Chamber of Commerce and other agencies fostering business growth.	Report quarterly on activities undertaken to support these groups	<ul style="list-style-type: none"> Supporting young tourism professional group Sponsorship of Business Awards and participation in workshops and events. 	<ul style="list-style-type: none"> Confirmed sponsorship of 2018 Stella Awards Attended Chamber events Supported Chamber & TCT in changes to Tuwharetoa St outdoor dining
	Business success stories and EGLT activity is shared with wider audience through communications activity.	<p>Against 16/17 performance, report quarterly on:</p> <ul style="list-style-type: none"> Media stories published per quarter. Newsletters published per month. 	<ul style="list-style-type: none"> 3 newsletters issued Media coverage through Business Awards 	<ul style="list-style-type: none"> 3 newspaper articles 1 article in MeetingNewz
	Foster mutually beneficial connections and best practice through delivery of business events.	<p>Against 16/17 performance, report quarterly on:</p> <ul style="list-style-type: none"> Number of events delivered per annum 	<ul style="list-style-type: none"> 5 Events this Quarter <ul style="list-style-type: none"> Vend Marcomms Marketing on a Shoestring 	<ul style="list-style-type: none"> 3 Events this Quarter <ul style="list-style-type: none"> Great Lake Leaders at National Equestrian Centre - 75pax Growth Mindset - 46 pax

		<ul style="list-style-type: none"> Attendee feedback through post-event survey 	<ul style="list-style-type: none"> Mindlab Future of Education 	<ul style="list-style-type: none"> Celebrating Success - 42 pax
Adopt an ongoing ethos of fiscal prudence and strong governance	Consistently operate under a best-practice culture, with fiscally responsible spending and an ongoing focus on maximising return on investment.	Against 16/17 performance, report quarterly on: <ul style="list-style-type: none"> External funding received 	<ul style="list-style-type: none"> \$1000 - GLL Forum sponsorship \$15,000 - Large Project support 	<ul style="list-style-type: none"> \$4600 - Business Mentors NZ
Adopt a District wide approach	Support economic development in Turangi, working in collaboration with Go Tongariro	Report quarterly on activities undertaken and the outcomes of these activities	<ul style="list-style-type: none"> 'Picture Board' to be placed in front of i-SITE. Turangi Economic Development Strategy (TEDS) is essentially completed. To be presented to TTCB. Go Tongariro community website (www.gotonagriro.co.nz) completed. ALL Southern Lake businesses, clubs and community service groups will be listed. Newsletter communications – regular updates provided to stakeholders via the website database. Turangi After 5 held in July, August & September. New Facebook page for Go Tongariro activated to promote local events, happenings & businesses. Promoting local businesses with monthly media spots & TA5 page (Taupo Turangi Weekender paper). Continued Support for local businesses Working with Turangi Tongariro Sports Foundation (TTSF) to assist promoting local events. 	<ul style="list-style-type: none"> Supported Go Tongariro through restructure and realignment of activities and development of new membership structure. Guided Go Tongariro through transition phase and actively supported with advice, training and mentoring. Arranged for Turangi Christmas decorations to be installed. Attended AGM and After 5 events. Attending joint ED meeting in Turangi with TTCB and others. Created new dedicated Turangi Business Advisor position within EGLT, and commenced recruitment for this new role.
	Support economic development in Mangakino/Whakamaru	Report quarterly on activities undertaken and the outcomes of these activities.	<ul style="list-style-type: none"> Two new building companies based in Mangakino are employing more staff due to demand on workloads. That Dam Caravan was used at the Tuwharetoa Deed of Settlement Signing. the caravan has had a minor rebrand with the banner on each side now reading "Arapuni to Atiamuri" and TDC, SWDC, Mercury and Waikato River Trails logos added to the back window, in preparation for the handover to WRT. Working with Destination Pureora (DPI) on a micro cloth Timber trail map, Mangakino is included on the map. A working relationship has been developed with Moving Mountains based out of Tokoroa who are supporting Mangakino/Whakamaru 	<ul style="list-style-type: none"> The Mangakino Hotel/Accommodation & Venue Hire is up a running effectively again Mangakino hosted for a night a NZ Herald travel reporter who wrote a feature article on the Waikato River Trails The Community Resource Storage Facility is completed and has been handed over to Mangakino Central Charitable Trust for ongoing management. All available space has been hired by a mixture of community groups and commercial. The Dam Info Caravan was handed over to the Waikato River Trails Trust (WRT) for ongoing management. Listings on www.greatlaketaupo.com are being updated (ongoing)

				<p>with Driver Licence Training. (Currently 11 students.)</p> <ul style="list-style-type: none"> • APR has presented at two BA5/Community evenings to consulate on lake front development options. Final Report tabled at the MPRG meeting to be included in the LTP. • The Mangakino Cosy Homes Project is now managed by the Mangakino Health Services. 43 homes have been assessed, second visits are under way for the homes that require it. • A snapshot display of what has happened through Mangakino Community Led Development in Mangakino & Whakamaru over the past 6 years is in the Mangakino TDC boardroom. 	<ul style="list-style-type: none"> • A new business “Art & Soul” selling local arts and crafts has opened in the last vacant shop in the town centre. • The Mangakino Community Led Development Pilot project (six years) closed on 30th September 2017. • The collaboration between Mangakino and Moving Mountains Tokoroa and Mangakino with driver licence training helping locals to become more work ready has been successful in the first trial run. • Other local businesses supported with advertising and hands on mentoring. • Ongoing updates of information on www.mangakino.net & Mangakino Facebook Page. • WRT have installed a new counter in Mangakino 100m past the golf course. In the last two weeks of 2017 the counter registered at 2409, 56% cyclists and 44% walkers. • Mangakino lakefront has been extremely busy the extra boat parking is being well utilized. • A local give a little page has raised \$7400 to fund a potential floating boardwalk to the pontoon to support keeping the jetty area safer. • Cosy Homes - a firewood bank account has been set up with the support of the local health service. Community members are supporting this and dry wood is being sourced for this coming winter. • Destination Pureora (DPI) has produced a timber trail map that includes Mangakino, these are available for sale. • Cycling related businesses including WRT, DPI, Timber Trail Lodge had a combined stall at the Iron Man Expo in December. • Events - Mangakino BA5, Big Green Egg & Wakesurf Tease, The Taniwha, Pouakani Marae 5th birthday celebration, Whakamaru School Quiz Night, Mangakino Christmas Event & Float Parade.
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