



rodney  
economic  
development  
trust

*April – June 2010  
Quarterly Service Report*

## 1. Business Support

Actions	Outcomes																																
<b>1.1 General</b>																																	
<ul style="list-style-type: none"> <li>❖ Removal of government funded Enterprise Training Programme.</li> <li>❖ We have made increased efforts to market our business support programmes to more Rodney businesses.</li> </ul>	<ul style="list-style-type: none"> <li>❖ This has had a major impact on our numbers, especially as WHK Growth wound down the schedule considerably before the end date. We have also found this quarter that like us many providers (EMA, other EDAs etc) are noting lack of interest in training and other events</li> <li>❖ The improved CRM system allows us to streamline our e-communications.</li> <li>❖ Our Business Development Manager has established excellent working relationship with local media – especially Rodney Times and TimesFM Radio, but also the Local Matters publications.</li> </ul>																																
<b>1.2 Training &amp; Development Programmes</b>																																	
<ul style="list-style-type: none"> <li>❖ Final promotion of ETP. We continued development and promotion of other programmes.</li> <li>❖ REDT participated in the Auckland Region's response to NZTE's RFP for the Regional Partner Network to deliver the new voucher system.</li> </ul>	<table border="1" data-bbox="875 775 2024 1015"> <thead> <tr> <th>Activity</th> <th>Participants</th> <th>Year to Date</th> <th>Increase on 2008</th> </tr> </thead> <tbody> <tr> <td>NZTE Enterprise Training</td> <td>276</td> <td>265</td> <td>+181</td> </tr> <tr> <td>Business clinics</td> <td>0</td> <td>61</td> <td>n/a</td> </tr> <tr> <td>REDT Courses</td> <td>36</td> <td>139</td> <td>n/a</td> </tr> <tr> <td>New Business Mentor Clients</td> <td>22</td> <td>175</td> <td>+130</td> </tr> <tr> <td>Total Business Mentor Clients (active)</td> <td>219</td> <td>250</td> <td>not known</td> </tr> <tr> <td>Total Mentors</td> <td>71</td> <td>78</td> <td>+40</td> </tr> <tr> <td>TechNZ new clients</td> <td>6</td> <td>42</td> <td>+tbc</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>❖ BusinessBox This pilot concluded in May. 25 of the original 35 participants completed the course and feedback has been very positive. With what has been learnt from the pilot, we have reviewed and refined the programme. It will now run as a subsidised programme from 5th August, with participants paying \$250. See attached brochure. A concluding BusinessBox celebration event was held in June with certificates being presented by the Mayor. This was a great evening, with a wonderful spirit of camaraderie and achievement from participants. The next stage for this group is to continue with their networking and support groups plus further training as they choose.</li> <li>❖ We have received very little detail of the voucher system. We understand businesses will go through an assessment and be awarded a voucher to pay for business assistance. We assume business advisers within the new CCO will conduct assessments and a range of providers will provide the assistance eg EMA, Chamber of Commerce, IceHouse, etc.</li> </ul>	Activity	Participants	Year to Date	Increase on 2008	NZTE Enterprise Training	276	265	+181	Business clinics	0	61	n/a	REDT Courses	36	139	n/a	New Business Mentor Clients	22	175	+130	Total Business Mentor Clients (active)	219	250	not known	Total Mentors	71	78	+40	TechNZ new clients	6	42	+tbc
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<b>1.3 Support through regulatory processes</b>																																	

❖ Council previously requested REDT's assistance in managing key Council-business relationships.	<ul style="list-style-type: none"> <li>❖ We assisted the company developing a farmers market near Kumeu. The issue was around transport and NZTA concerns.</li> <li>❖ We assisted three potential investors with advice on industrial land and consent issues in Wellsford.</li> </ul>
<b>1.4 Business Associations/BIDs</b>	
❖ RDC and REDT have a strategic approach to support and strengthen business associations to drive future BIDs developments.	<ul style="list-style-type: none"> <li>❖ Following the Business Associations Forum in December, we have initiated a development project to establish the current 'mission' and future 'vision' for Business Associations and some Business Groups. It will assist associations to develop their own strategic direction which may or may not result in working towards a BID. A proposal will be put to the next forum after a focus group has been consulted and possible duplication with sector specific programmes eradicated. Procedures for establishing best practice strategic policies will be disseminated to association member companies to enable their businesses to benefit from the exercise. A Masters student from Auckland University will research the viability of a Rodney business hub, which may include a virtual office service for associations in the form of a Rodney Business Association.</li> <li>❖ REDT has agreed with Enterprise North Shore that Rodney businesses may enter the NorthShore Business Excellence Awards. This forms part of a lead up to the super city EDA structure whereby many of our businesses will be serviced by the Northern "footprint". It also allows us to incorporate those awards into our own local business awards design.</li> </ul>

## 2 Sector / Industry Development

<b>Actions</b>	<b>Outcomes</b>
<b>2.1. Aquaculture</b>	
❖ REDT has continued to work with the AquA cluster although on a limited time basis...	<ul style="list-style-type: none"> <li>❖ AquA became an incorporated society in May, and once GST registered (July) AquA can apply for TechNZ. funding</li> <li>❖ In association with cluster members, Uniservices and Cranleigh Strategic, AquA made a funding application to the Primary Growth Partnership. Funding was sought for an R &amp; D project to provide a cost-effective, sustainable fish food supply to the industry - particularly land-based sectors. Unfortunately this was declined, but AquA has been encouraged to resubmit in October, and the funding agency (MAF) has offered to help with the redraft.</li> </ul>
<b>2.2 Food &amp; Beverage</b>	
❖ This sector became a priority following strong community interest in developing this sector.	<ul style="list-style-type: none"> <li>❖ Planning for a West Auckland Farmers Market continues.</li> <li>❖ Limited resource has prevented us promoting the Grower's register in order to drive traffic to the website.</li> </ul>
<b>2.3 Equestrian</b>	

<ul style="list-style-type: none"> <li>❖ Following discussions with individual businesses we saw potential for a cluster or similar collaborative exercise.</li> <li>❖ We have approached Enterprise Franklin to explore potential for a regional cluster.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Further work has been done on a database and GIS map of the equestrian sector in Rodney District.</li> <li>❖ We met with Enterprise Franklin in June but at this time there is no potential for collaboration.</li> <li>❖ We plan to call a meeting of interested parties in July...</li> </ul>
<b>2.4 Rugby World Cup</b>	
<ul style="list-style-type: none"> <li>❖</li> </ul>	<ul style="list-style-type: none"> <li>❖ REDT continued to support Council's RWC Programme Manager through the Programme Coordinator role, which came to an end 30<sup>th</sup> June. The quarter saw completion of the 2010/11 and 2011/12 Project Plans, detailed summary of all outcomes and drafted legacies. One to one meetings were organised with all project managers to help with the drafting their project plans. Work carried out also included meeting minutes, completion of organisational charts, linking regional outcomes to local outcomes and finalising project budgets.</li> <li>❖ REDT involvement with RDC projects is now limited to the business engagement workstream. This comprises BusinessBox, Business Engagement and an expo of Rodney high value product – food, wine, arts, and manufactured / high value goods. The latter is being discussed with SnowPlanet and Silverdale Rugby Club as potential partners / venues.</li> <li>❖ We hope to encourage host venues to provide and promote as much local produce as possible.</li> </ul>

### 3 Inward Investment / Business Attraction

<b>Actions</b>	<b>Outcomes</b>
<b>3.1. Investment Strategy</b>	
<ul style="list-style-type: none"> <li>❖ Work on investment attraction has been slow for a number of reasons including other priorities and a negative investment climate.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Work has continued on confidential potential investment in Wellsford. The larger project has been postponed indefinitely in favour of off-shore investment. The latter is still in train.</li> <li>❖ A further possible investor has been identified for Wellsford but is very dependent on several factors.</li> <li>❖ There has been one significant overseas enquiry which we are pursuing. This is for immigrant investment, not for business start-up or business relocation.</li> </ul>

## 4. Advocacy / Lobbying / Networking

Actions	Outcomes
<b>4.1 Government Departments and Agencies</b>	
❖ Regular contacts maintained with various central government departments.	❖ Central government contacts included MFish, MfE (Aquaculture), MSD (Work and Income), NZTE.
<b>4.2. Auckland Region</b>	
❖ REDT maintains working relationships with Auckland Plus and other regional groups.	❖ REDT is partnered with Enterprise NorthShore in a productivity pilot managed by Auckland Plus. We were disappointed at the lack of communication on this project but hope to be able to get our allocated two Rodney companies engaged. ❖ Meetings continue with the Auckland Transition Authority. ATA representatives met with REDT's Board in May and June. REDT's CE attends planning meetings for the CCO (Tourism Events and Economic Development = TEED). ❖ REDT is represented on <ul style="list-style-type: none"> <li>▪ Rugby World Cup economic development work stream</li> <li>▪ Auckland Plus Investment Working Party</li> <li>▪ Auckland Regional Research Network</li> <li>▪ Pathways to Employment</li> <li>▪ AREDA</li> </ul>
<b>4.3 Iwi</b>	
❖ REDT board recognises the importance of working with local Iwi on economic development particularly in the primary sector, employment and training projects for young people.	❖ Following discussions, with Iwi, in January, the board resolved to work towards and MoU with Ngati Whatua Nga Rima o Kaipara. This was conveyed to NWNRoK but progress has been delayed due to Iwi's treaty settlement work. ❖ Mook Honeck of Ngati Manuhire has resigned from the Steering Group temporarily due to other Iwi commitments...
<b>4.4 AREDA / EDANZ</b>	
❖ REDC CEO is a director of AREDA	❖ AREDA has been engaged in discussions with Ministry of Economic Development. NZTE, Auckland Transition Agency, EMA and others. Discussions have included future central government funding programmes, business assistance and TEED.
<b>4.5 Submissions</b>	

❖ REDT is taking a collaborative but selective approach to identifying on what issues it should make submissions.	Submissions made this quarter : <ul style="list-style-type: none"> <li>❖ Foreshore &amp; Seabed Review</li> <li>❖ RDC Variation</li> <li>❖ RDC Rural Strategy</li> </ul>
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## 5 REDT / RDC

Actions	Outcomes
<b>5.1 Administration – Database</b>	
❖ As required by funding and service agreement with RDC, the Trust has renewed efforts to establish a comprehensive business database.	❖ The Microsoft CRM has been substantially improved and we have several things in place to increase the database size...

## 6 Employment Programmes

Actions	Outcomes
<b>6.1 Rodney Youth Transitions to Trades</b>	
❖ After four years, this programme was discontinued as the relevant funding had been withdrawn. Work and Income worked extremely hard to find alternative funding.	<ul style="list-style-type: none"> <li>❖ The restructured programme has presented many challenges, particularly in regard to setting up an entirely new system and working with less motivated clients.</li> <li>❖ REDT screened 60 clients and recruited the required 30. With fewer employment opportunities in the current climate REDT brokers went onto place 14 by the end of this quarter: 10 are in sustainable employment, 2 secured apprenticeships, and 2 undertook courses in carpentry and early childcare. The team worked very hard to help these clients and the daily 5-6 week training programme showed the importance of structure and supervision for them. Anecdotal evidence suggests that those youth that were not placed into employment or went onto training may have increased their motivation if we had had more resource to address issues such as numeracy &amp; literacy skills and support with dyslexia and drivers licensing. We are extremely grateful for the support from Chris Denly at Work and Income and</li> </ul>

	<p>from the local Work and Income brokers.</p> <ul style="list-style-type: none"> <li>❖ We are preparing a proposal for a different kind of project, one that partners with key sector employers and caters to a wider range of unemployed beneficiaries.</li> </ul>
<b>6.2 Apprenticeship Graduation</b>	
<ul style="list-style-type: none"> <li>❖ This event arose from the Employment and Employability Strategy 2005-08, and is associated with the Mayors Taskforce for Jobs which has recommended that achievers in trades and technical training should receive the same recognition as that accorded to tertiary graduates.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Because of an even more limited resource this year as well as the pressure of local government elections and the supercity transition we have decided in conjunction with the Mayor and Assistant CEO not to hold this event this year.</li> </ul>

