



rodney
economic
development
trust

*July - September 2009
Quarterly Service Report*

1. Business Support

Actions	Outcomes																																				
1.1 General																																					
<p>Work continues on extending business contacts and developing a comprehensive, stair-cased business support and training programme.</p>	<ul style="list-style-type: none"> ◆ Increased uptake in most areas of business support ◆ Weekly training and support updates, regular interaction with business associations and networks, plus increased media coverage are raising awareness of REDT as business support agency. 																																				
1.2 Training & Development Programmes																																					
<p>❖ We continue to work with government funded training and mentoring programmes and to trial our own. We have trialed charging for some of our courses, with little uptake, but will try to market more aggressively.</p>	<table border="1" data-bbox="797 603 1944 871"> <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>45</td> <td>265</td> <td>+170</td> </tr> <tr> <td>Business clinics</td> <td>34</td> <td>54</td> <td>n/a</td> </tr> <tr> <td>REDT Courses</td> <td>31</td> <td>91</td> <td>n/a</td> </tr> <tr> <td>New Business Mentor Clients</td> <td>24</td> <td>113</td> <td>+78</td> </tr> <tr> <td>Total Business Mentor Clients (active)</td> <td>172</td> <td></td> <td>not known</td> </tr> <tr> <td>Total Mentors</td> <td>68</td> <td></td> <td>+39</td> </tr> <tr> <td>TechNZ new clients</td> <td>24</td> <td>32</td> <td>+32</td> </tr> <tr> <td>Networking / individual contacts</td> <td>66</td> <td>286</td> <td>Not known</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ❖ As always, the Enterprise Training Programme works well and WHK Gosling Chapman are very supportive in meeting local needs as in Leigh and Wellsford. Using Rugby world Cup as a catalyst we are working on a stair-cased business essentials training programme which would carry an accreditation. ❖ The NorthShore/Rodney mentoring rate in the KPMG Customer Satisfaction survey remains at A with the highest number of matches in the country. We are approaching BMNZ with a view to becoming a full agency. ❖ The TechNZ programme which helps fund R & D is increasing its impact on Rodney businesses. 	Activity	Participants	Year to Date	Increase on 2008	NZTE Enterprise Training	45	265	+170	Business clinics	34	54	n/a	REDT Courses	31	91	n/a	New Business Mentor Clients	24	113	+78	Total Business Mentor Clients (active)	172		not known	Total Mentors	68		+39	TechNZ new clients	24	32	+32	Networking / individual contacts	66	286	Not known
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1.3 Support through regulatory processes																																					
<p>❖ Council previously requested REDT's assistance in managing key Council-business relationships.</p>	<p>❖ No businesses approached REDT for assistance.</p>																																				
1.4 Business Associations/BIDs																																					
<p>❖ RDC Economic Development Manager and REDT have a strategic approach to support and strengthen business associations to drive future BIDs developments.</p>	<ul style="list-style-type: none"> ❖ Polling for the Warkworth BID was scheduled for 2nd – 16th October with stakeholders reasonably confident the 61% yes vote would be forthcoming. REDT was not involved in the Hibiscus Coast BID. ❖ REDT Business Development Manager is working with all Rodney Business Associations and planning a forum to begin developing a series of local business awards building up to a "Rodney District" (?) Business Awards in 2012. Obviously supercity impacts will govern exact nature and extent of this. 																																				

2 Sector / Industry Development

Actions	Outcomes
3.1. Aquaculture	
<ul style="list-style-type: none"> ❖ REDT sought and eventually obtained funding from Ministry for the Environment's Aquaculture Planning Fund, to develop a regional aquaculture cluster. APF was only available to regional councils and ARC made the application on our behalf. Funding of \$86,500 was approved for April – October to develop a business case and quadruple bottom line assessment. . 	<ul style="list-style-type: none"> ❖ The cluster has adopted the AquA pre-branding concept and is seeking wider support from on-shore aquaculture stakeholders.. ❖ The cluster prepared and presented a submission on required legislative and policy changes and presented it to Minister Heatly and the Aquaculture Technical Advisory Group ❖ The draft business case/QBL was due for circulation to the cluster in early October, delivery to MfE end October. ❖ The cluster is working well and members are keen to continue. We are working to secure further funding with indications from industry cluster members that they would be willing to contribute financially..
3.2 Food & Beverage	
<ul style="list-style-type: none"> ❖ This sector has been on our radar for some time, but became a priority following meetings in Kumeu in relation to the Laminex closure at which strong community interest was expressed for developing this sector. 	<ul style="list-style-type: none"> ❖ Interviews were held with 36 food and beverage producers in western Rodney and publicity obtained in Rodney Times to encourage contact with other producers. There is strong interest in forming a cluster and in establishing a farmers market in Kumeu. A report will be delivered to RDC Economic and Community Development Manager in October.
3.3 Forestry	
<ul style="list-style-type: none"> ❖ As with food and beverage, interest in the future of this sector in Rodney came out of the Laminex closure meetings. 	<ul style="list-style-type: none"> ❖ Work will begin on this in October and take in the whole district. A report will be delivered to RDC Economic and Community Development Manager in November.
3.4 Equestrian	
<ul style="list-style-type: none"> ❖ We have been in contact with Woodhill Sands over the past three years, and were approached in September to assist with development plans. 	<ul style="list-style-type: none"> ❖ We believe there is potential for Woodhill Sands to develop into a worldclass facility with the ability to attract international events. In addition there are at least three other developments in the district that have potential to make Rodney a regional and possibly national centre for sport horse/dressage/eventing. We are progressing this through October / November.

3 Inward Investment / Business Attraction

Actions	Outcomes
3.1. Investment Strategy	
❖ Work on an investment strategy was put on hold as several projects were introduced that took precedence	<ul style="list-style-type: none"> ❖ We have been working on potential investment projects in Wellsford. ❖ If successful, the equestrian cluster noted above would involve significant investment.
3.2 Wellsford Industrial Land / Corry Block	
❖ REDT worked with Council to establish the demand for industrial land in Wellsford and to gauge the need to rezone the Corry Block	<ul style="list-style-type: none"> ❖ A survey was carried out in August comprising face-to-face interviews, phone and email interactions. A total of 32 businesses / investors participated. The report was delivered in early September. We found that there was not sufficient demand for industrial land to warrant development of the Corry Block, but there was an evident need for more land for several businesses in a growth phase. We encountered a significant degree of frustration with the perceived lack of action from Council, and a consequent potential loss of business and employment from Wellsford. We believed there was potential to assist some of these businesses with some simple cost-effective solutions. We hope to progress this work in November and have identified actions to pursue: <ul style="list-style-type: none"> ▪ Town beautification- we are currently pursuing funding for a town beautification scheme ▪ Progressing discussions with potentially interested developers – looking at short term and long term opportunities ▪ Working with those businesses looking to move and/or expand within Wellsford ▪ Identifying ways to unlock the potential of the existing vacant land zoned industrial

4. Advocacy / Lobbying / Networking

Actions	Outcomes
4.1 Government Departments and Agencies	
❖ Regular contacts maintained with various central government departments.	❖ Economic Development Agencies met with Minister of Economic Development and senior government advisors in September. This was followed by individual meetings with Stephen Knuckey, Senior Adviser MED. Generally EDAs were agreed on the need for a regional EDA responsible for strategy, central government relations and foreign investment, but with horizontal alignment with local EDAs being responsible for local delivery and implementation and having real input into the regional EDA's work.

4.2. Auckland Region	
❖ REDT maintains working relationships with Auckland Plus and other regional groups.	❖ REDT is represented on <ul style="list-style-type: none"> ▪ Rugby World Cup economic development work stream ▪ Auckland Plus Investment Working Party ▪ Auckland Regional Research Network ▪ Pathways to Employment
4.3 Iwi	
❖ REDT board has formally recognised the importance of working with local Iwi on economic development particularly in the primary sector, and in regard to employment and training particularly for young people.	Discussions were held with Ngati Whatua Nga Rima o Kaipara with regard to youth employment and training. ❖ NWNRoK and Ngati Manuhire are invited to participate in the aquaculture cluster. Unfortunately so far they have not been able to actively engage, but are kept fully informed.
4.4 AREDA / EDANZ	
❖ REDC CEO is a director of AREDA	❖ AREDA focus has been on supercity developments and the Chair – CEO of Waitakere Enterprise – has been seconded to ATA economic development work stream. ❖ Regrettably, no board meetings have taken place for some months.
4.5 Submissions	
❖ REDT is taking a collaborative but selective approach to identifying on what issues it should make submissions and the nature of those submissions.	❖ Submissions made this quarter <ul style="list-style-type: none"> ▪ REDT Chair and CEO appeared before the Auckland Regional Governance Select Committee in July. ▪ REDT was heavily involved in compiling a letter on behalf of the aquaculture cluster to the Aquaculture Technical Advisory Group regarding legislative and policy barriers to industry growth and some recommended solutions.

5 REDT / RDC

Actions	Outcomes
5.1. Governance	
❖ As requested by RDC during contract negotiations, REDT has completed a governance review	❖ Over the past 18 months there have been five resignations from the REDT board for personal or business reasons: Des Adams, Hamish Alexander, Leigh Hopper, Sir Ross Jansen, Jonathan Rigg ❖ Five new trustees have been appointed and take up their roles from 12 th October. They are Alan Purdy, David Kingston, Leon Portnow, Peter Smith, Richard Thumath and join Neil Barr, Michael Brajkovich, Jim Dollimore, John Pearce, Wendell Phillips and Kate Shevland. We are extremely fortunate to have such talented and experienced trustees who give freely of

	their time, often in a hands-on capacity.
5.2 Administration – Database	
❖ As required under the terms of our funding and service agreement with RDC, the Trust has put renewed effort into establishing a comprehensive business support database.	<ul style="list-style-type: none"> ❖ At the beginning of the year the Microsoft Customer Relations Management System was installed and our existing Excel database of some 3,700 contacts was transferred. ❖ Contacts now number 4000 and a range of data is being captured.

6 Employment Programmes

Actions	Outcomes
6.1 Rodney Youth Transitions to Trades	
<ul style="list-style-type: none"> ❖ 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"> ❖ After much discussion a restructured youth transitions programme was agreed, effective from 7th September. Unfortunately it has been made clear that this funding cannot be extended beyond this financial year. ❖ The programme is for 30 clients referred by Work and Income, CYFs or similar – i.e. not direct referrals from college. The new contract is strongly outcomes based with payment dependant on a series of a milestones including literacy and numeracy assessment, several weeks training and at least 91 days employment. Additional payments are made for other services. While this is totally understandable from government’s perspective it presents challenges for the Trust as an employer. ❖ We have partnered with YMCA to deliver a core training component, and we believe this will be an extremely productive partnership with flow on effects for other areas of youth work in Rodney.
6.2 Gateway	
<ul style="list-style-type: none"> ❖ The Gateway Broker model for Rodney concludes its third year in November. Rodney colleges applied to the Tertiary Education Commission to continue the funding. ❖ On their own initiative, several Industry Training Organizations also approached TEC for the cluster model as delivered in Rodney to be extended. 	<ul style="list-style-type: none"> ❖ TEC declined to fund the broker role any further. However, we believe the broker model has served its purpose and has allowed Rodney colleges to implement Gateway effectively and successfully. It was ultimately unsustainable and without an increase in funding REDT was not able to continue.