

Business Incubator

Objective	Actions	Performance Measures	Performance 1 January – 31 March 2003
<p>Establish a business incubator specialising in environmental technologies</p>	<ul style="list-style-type: none"> • Secure required funding • Establish premises • Recruit staff • Establish administrative, training and mentoring support systems • Establish performance monitoring systems • Attract, select and establish tenants 	<ul style="list-style-type: none"> • \$135,000 external funding secured • Premises secured and fully fitted • Support systems established • Performance monitoring system established to measure impact of incubator on: <ul style="list-style-type: none"> - local jobs - export earnings - turnover - profitability • created by incubator tenants and graduates • Baseline data established • 6 tenants by 30 June 2003 • 75% survival rate of incubated businesses • 80% of graduate businesses local in Waitakere 	<p>9 tenants with Film Auckland joining shortly.</p> <p>Sponsorship from Portage Licensing Trust. Youth initiative underway along with 1st Step-the "idea tester".</p> <p>INZ Hi-Tech Launchpad Programme to be delivered from Incubator during May.</p> <p>To be coordinated by Enterprise Waitakere's Project Manager.</p> <p>Database of CRI's, Universities and eco organisations built website developed and on-line newsletter created.</p> <p>Incubator Manager elected as NZ member of the ANZABI.</p> <p>Funding application to Industry NZ for 2003/04 lodged.</p>

SME Support

Objectives	Actions	Performance Measures	Performance 1 January --31 March 2003
<p>Maximise central government funding to Waitakere businesses</p> <p>Increase the number of active business mentors in Waitakere to meet demand</p>	<p>Assist eligible businesses with applications for funding from central government funding programmes.</p> <p>Monitor the outcome of successful applications</p> <p>Assess business needs on a case by case basis and facilitate linkages according to need</p> <p>Increase number of businesses mentored by 150</p>	<p>\$400,000 of funding secured for Waitakere businesses.</p> <p>90% success rate for applications made through EW.</p> <p>Outcome statistics from funding received kept and reported</p> <p>500 businesses actively mentored during year</p>	<p>A total of 181 businesses were mentored during the period. 112 mentor visits via the BIZ programme and 69 via BITC were made.</p> <p>Trends include: Manufacturing sme's and trade people having difficulty in finding experienced staff management.</p> <p>A higher than usual demand for marketing services: generating sales, attracting new clients especially from the IT industry.</p> <p>Web enablement of the BITC programme in January has enhanced the business screening process and contributed positively to reducing delays in despatching mentors.</p>

SME Support

Objectives	Actions	Performance Measures	Performance 1 January - 31 March 2003
<p>Facilitate linkages to training, funding, exporting and mentoring programmes for SME's in Waitakere</p>			<p>A programme with specific focus on Pacific People resulted in successful funding applications for 4 SME's totalling \$128K.</p> <p>The process involved attendance at a Banking & Loans workshop and 5 hours of mentoring to develop the skills required for making presentations to banks. The applications were for bank loans. These were secured with the inclusion of overdraft facilities. This programme for Pacific People was developed exclusively for Enterprise Waitakere and is unique to the agency.</p> <p>Demand for start up assistance is higher than for the same period last year. Recent reduction in funding from Dept Work & Income for start ups is inopportune as demand for services increases</p>

Strategy, Advocacy and Networking (Page 1 of 2)

Objectives	Actions	Performance Measures	Performance 1 January - 31 March 2003
<p>Influence national, regional and local funding, policy and strategy development to secure positive outcomes for economic development in Waitakere</p> <p>Establish, maintain and leverage networks to positively impact on economic development in Waitakere</p>	<ul style="list-style-type: none"> • Actively contribute to the development of: <ul style="list-style-type: none"> - A Waitakere Economic Development Strategy - Waitakere employment and skills action plan - Waitakere on-line strategy - Council's Strategic Projects • Maintain direct contact with central government agencies to remain up to date on all new economic development related programmes and funding • Identify opportunities to secure central government delivery contracts and funding for economic development • Maintain a database of local businesses 	<ul style="list-style-type: none"> • Proactive participation and advice • \$1,500,000 of central government programmes delivered by Enterprise Waitakere in Waitakere • Database of 1000 businesses maintained • Membership of EDANZ • Attendance at 2 EDANZ and one other national economic development conference • 100% attendance at LEC meetings 	<p>Enterprise Waitakere coordinated drafting, publication and launch of the Employment and Skills Action Plan. Hon Steve Maharey attended and spoke at the launch and endorsed the plan. Enterprise Waitakere will host and supervise a Project Manager on behalf of the stakeholders. The Project Manager has been recruited and will start on 12th May.</p> <p>\$65 000 Gateway brokering contract from the Tertiary Education Commission to link secondary school students with work experience/opportunities is being successfully implemented with over 250 places established with 200 employers. 103 placements of a targeted 140 have been made at the time of writing.</p>

Strategy, Advocacy and Networking (Page 2 of 2)

Objectives	Actions	Performance Measures	Performance 1 January -31 March 2003
	<ul style="list-style-type: none"> • Maintain membership and participation in the EDANZ network • Provide ongoing feedback and advice to Council in relation to its economic development activities and interaction with the business, employment and education sectors. • Actively contribute to local employment and skills initiatives through membership of and participation in the Waitakere Local Employment Coordination Group (LEC) 		<p>Membership of EDANZ maintained, conferences attended.</p> <p>Ongoing</p> <p>\$190,000 YouthWorks Pilot Project secured from the Ministry of Economic Development.</p>

Website

Objective	Actions	Performance Measures	Performance 1 January – 31 March 2003
<p>Develop and maintain the Enterprise Waitakere website</p>	<ul style="list-style-type: none"> • Further develop and maintain an Enterprise Waitakere website that: <ul style="list-style-type: none"> - Provides information on Enterprise Waitakere services - Promotes Waitakere as a business location - Promotes Waitakere as an international film location - Specifically focuses on strategic clusters - Links with and complements the Council website - Provides a 'hub' for key economic development links locally, regionally and nationally 	<ul style="list-style-type: none"> • Website updated every quarter 20,000 hits 500 requests for further information/downloads via the website 	<p>Reached targets of 1,000 hits for each month and over 250 requests for further info/downloads were recorded for each month in the quarter.</p>

Tourism Promotion

Objective	Actions	Performance Measures	Performance 1 January - 31 March 2003
<p>Maintain promotional profile for local tourism operators</p>	<ul style="list-style-type: none"> • Print and distribute following brochures: <ul style="list-style-type: none"> - Welcome Out West - Stay Out West - Art Out West • Produce a display at TRENZ as a joint venture with suitable local operators • Maintain advertising in the following brochures: <ul style="list-style-type: none"> - AA Guides 'What to See and Do' - Jason's Twin Coast Discovery brochure - Auckland A-Z Guide • Maintain and link local operators to AA Guide Website • Conduct 2 industry network forums 	<ul style="list-style-type: none"> • - 30,000 Welcome Out West • - 15,000 Stay Out West • - 15,000 Art Out West brochures printed and distributed • Display at TRENZ held • 1 page ad in AA Guides 'What to See and Do' • Small ad in Jason's Twin Coast Discovery • 1 page ad in Auckland A-Z Guide • 3 web pages maintained and linked to local operators • 2 network forums held 	<p>30 000 Welcome Out West, 20 000 Stay Out West and 20 000 Art Out West brochures printed with continuing distributions made (approx 7500 of each brochure</p> <p>Double booth display for TRENZ established in Tourism Auckland isle, 30 Waitakere operators will be featured.</p> <p>All advertising placed www.waitakerenz.co.nz web pages updated and linked</p> <p>Support to West of Auckland Tourism Group provided.</p>

Cluster Development (Page 1 of 6)

Objective	Actions	Performance Measures	Performance 1 January -31 March 2003
<p>Enhanced international competitiveness of the local screen production industry</p> <p>Increased international awareness of Waitakere City as an international film production base</p> <p>Increased screen production activity in Waitakere</p>	<ul style="list-style-type: none"> • Maintain an up-to-date database of cluster members • Maintain an up-to-date knowledge of international best practice • Establish a regional memorandum for co-operation • Complete, distribute and promote the Film Auckland Waitakere DVD • Establish a linked Film Auckland website • In partnership with Film NZ, promote Waitakere and Film Auckland at selected international trade shows, expos and festivals • Facilitate development of new and existing production facilities 	<ul style="list-style-type: none"> • Regional memorandum for co-operation signed by Auckland and Waitakere City Councils • Location marketing DVD produced distributed and promoted • Film Auckland website established • Presence at London Festival Week, AFICI Locations Expo and London film locations trade show achieved • Feasibility report for purchase of Henderson land produced • Locations and production stills database library expanded • Strong industry network and partnerships 	<p>Commitment from all Council's achieved through AREDS</p> <p>Four initiatives for the screen production industry on timeline:</p> <ul style="list-style-type: none"> • Film Auckland • Skill Demand research • Regional Regulatory Best Practice • Film Summit (scheduled for June at Unitec Waitakere) <p>Draft Business Plan for Film Auckland complete.</p> <p>\$88 000 attracted from the Auckland Regional Economic Development Strategy and \$25 000 from Industry New Zealand for film initiatives</p> <p>Film Auckland website progressing as part of the JV with Auckland City</p>

Cluster Development (Page 2 of 6)

Objective	Actions	Performance Measures	Performance 1 January -31 March 2003
	<ul style="list-style-type: none"> • Add to Waitakere locations and production stills library • Facilitate the publication of Waitakere Film articles in overseas film publications • Act as Councils agent to provide a 'one-stop-shop' filming applications approval • Develop working relationships with industry members • Develop working relationships with location scouts, location managers and producers • Promote the use of Waitakere locations and building • Support Film NZ co-operative advertising programme • Participate in relevant Film and Television Industry Conferences 	<ul style="list-style-type: none"> • Participation in at least one industry conference • Filming approval applications processed in full and on time • 3 pitches for productions in Waitakere facilitated 	<p>55 shoot days approved during this period</p> <p>Henderson Valley Studios Business Plan completed (scheduled to be presented to Council in June).</p> <p>Contract to lease for 25 weeks (April to Sept) for a feature film complete.</p> <p>5 industry suppliers permanently established on site.</p>

Cluster Development (Page 3 of 6)

Objective	Actions	Performance Measures	Performance 1 January -31 March 2003
	<ul style="list-style-type: none"> • Contribute to EW monthly newsletters, on Film magazine and FilmNZ industry magazine 		<p>Articles appeared in all targeted publications</p>
Improved screen production industry economic data	<ul style="list-style-type: none"> • Co-operate with Film NZ and SPADA in the collection of information to quantify the economic impact of the NZ film industry 	<ul style="list-style-type: none"> • Annual SPADA survey purchased and available for decision-making 	<p>Survey purchased and available</p>
Increased business for local suppliers from the film industry	<ul style="list-style-type: none"> • Facilitate introduction of relevant local businesses to Waitakere film projects 	<ul style="list-style-type: none"> • Referrals made • Up-to-date information on relevant local business maintained 	<p>Joint marketing initiative being anchored around the Henderson Valley Studios being designed</p>

Cluster Development (Page 4 of 6)

Objective	Actions	Performance Measures	Performance 1 January - 31 March 2003
<p>Increased marine production activity in Waitakere</p>	<ul style="list-style-type: none"> • Maintain an up to date database of cluster members • Maintain an up to date knowledge of international best practice 	<ul style="list-style-type: none"> • Marine centre of excellence facilitated • Relationship development programme continuing to facilitate responses to industry needs 	<p>Enterprise Waitakere is directly contributing to the establishment of the Hobsonville Marine Precinct in partnership with Council, Industry New Zealand, Housing NZ and the Boating Industry Association, including a marine centre of excellence</p>
	<ul style="list-style-type: none"> • Facilitate a marine centre of excellence facility development as part of the Hobsonville Marine precinct • Monitor and progress the marine skill development programme and facilitate required responses as needed • Contribute to BW monthly newsletter, BIA newsletter and other industry publications as appropriate • Develop strong working relationships with industry members and organisations • Participate in relevant marine industry conferences 	<ul style="list-style-type: none"> • Annual survey conducted • Two industry network meetings held • Participation in one industry conference achieved 	<p>Survey brief developed in conjunction with BIA. Industry research has been commissioned by BIA and funded by INZ which will provide a robust context for proposed developments at Hobsonville.</p> <p>Regular industry meetings held to further industry opportunities.</p> <p>Participated in a BIA industry conference in early April.</p>

Cluster Development (Page 5 of 6)

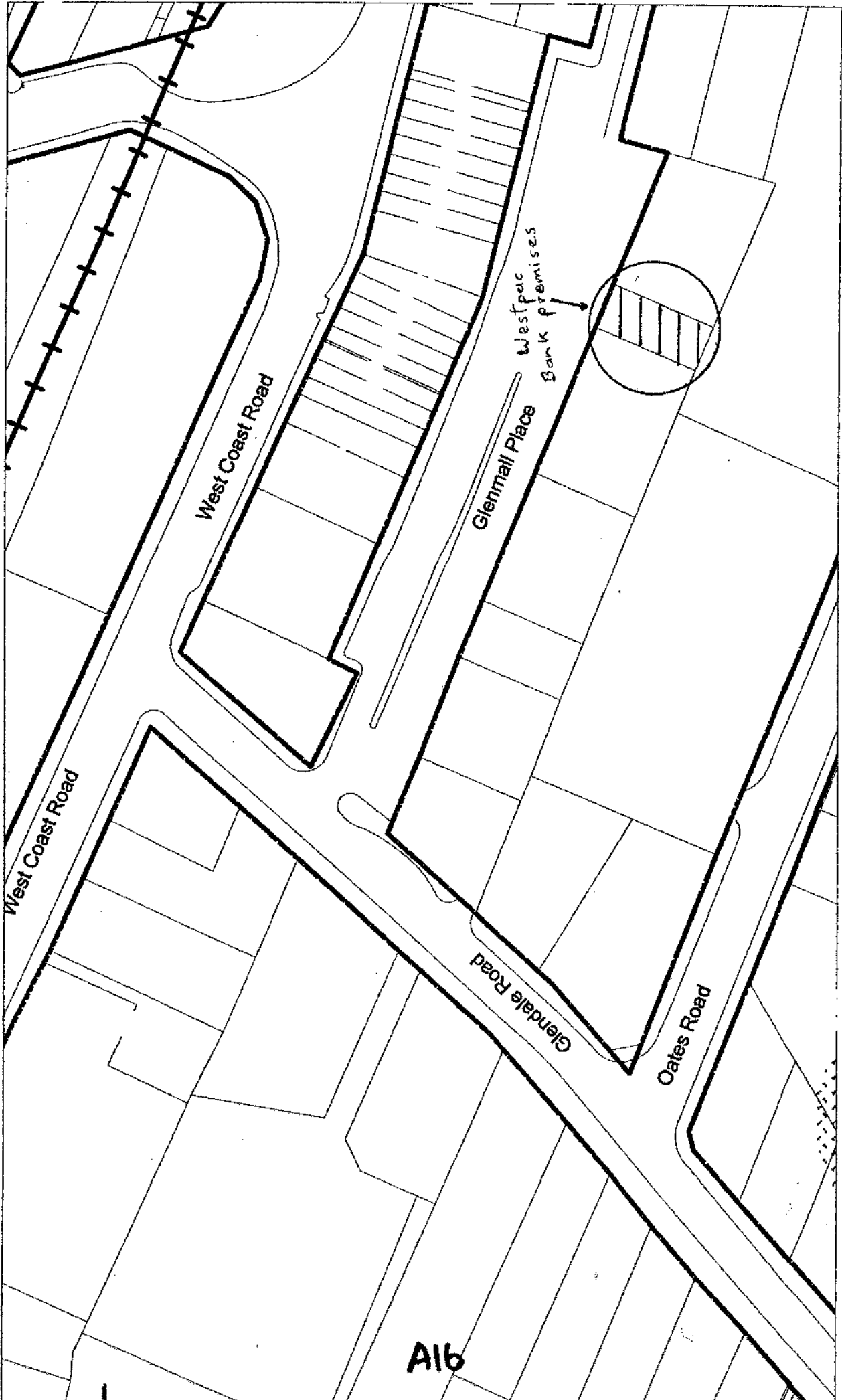
Objective	Actions	Performance Measures	Performance 1 January -31 March 2003
<p>Increased organics production activity in Waitakere</p>	<ul style="list-style-type: none"> • Maintain an up to date database of cluster members • Identify barriers to growth for cluster members 	<ul style="list-style-type: none"> • Barriers to growth identified • Programme of actions developed and implemented 	<p>Database of over 300 cluster members. Barriers to growth seminar to members identified.</p> <p>\$25,000 attracted from Industry New Zealand to continue role of facilitator</p> <p>Website and promotional brochures nearing completion</p> <p>Core group of lead business identified</p> <p>A \$500 000 export order achieved through the collaboration of cluster members</p>

Cluster Development (Page 6 of 6)

Objective	Actions	Performance Measures	Performance 1 January -31 March 2003
	<ul style="list-style-type: none"> • Establish programme of action to address barriers • Establish a quarterly newsletter and regular network meetings • Encourage and support the establishment of new organics businesses in the City • Establish an organics cluster website 	<ul style="list-style-type: none"> • Quarterly newsletter produced • 2 network meetings held • 5 new organics businesses established in the City • Website established 	<p>Quarterly newsletter produced.</p> <p>Launch of cluster and marketing materials planned for 1 May 2003.</p>

Investment Attraction

Objective	Actions	Performance Measures	Performance 1 January -31 March 2003
<p>Increased number of businesses locating in Waitakere</p>	<ul style="list-style-type: none"> • In partnership with Council and the private sector, produce a base set of marketing material promoting Waitakere as a business location • Facilitate business location and investment enquiries to ensure specific needs are met • With Waitakere Property Limited and Council staff, proactively market 3 specific business location opportunities projects as appropriate being: <ul style="list-style-type: none"> - Lincoln Rd - Hobsonville - Film 	<ul style="list-style-type: none"> • Base business location marketing kit produced • 30 business location marketing opportunities facilitated • 5 new business relocations successfully facilitated • Lincoln Rd, Film and Hobsonville opportunities specifically marketed as agreed in partnership with Council staff 	<p>Investment package for Lincoln Road completed. Report to City Development Committee.</p> <p>Significant work around North Western sector projects, galvanising on recent public announcements on Whenuapai.</p>



A16