



A guide to economic development in North Canterbury



What is Economic Development?

Economic development is a vital component in ensuring the ongoing wellbeing of our North Canterbury community.

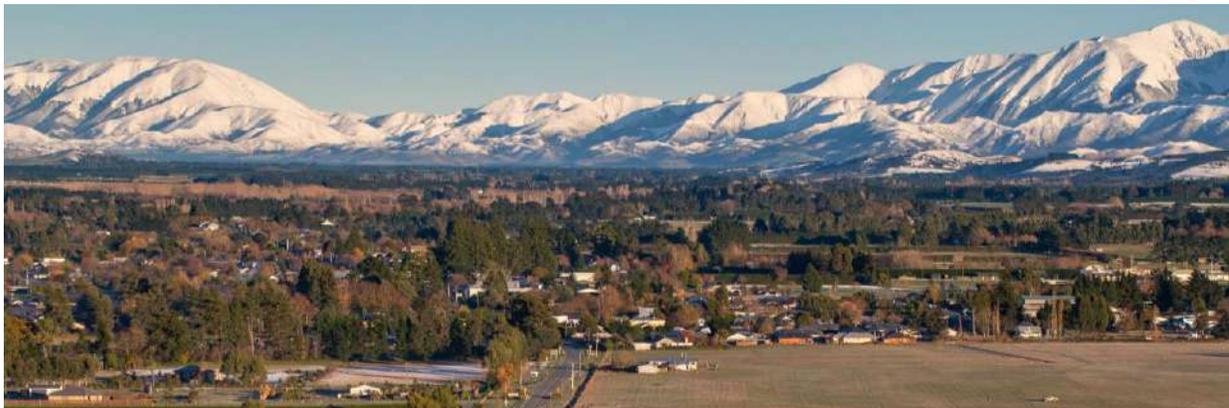
Done well, economic development will support existing business and social enterprise, assist the growth of new local businesses and economic projects and attract new opportunities from outside of the district, all with an eye to helping our communities grow and meet their potential.

Enterprise North Canterbury (ENC), in conjunction with the Waimakariri and Hurunui District Councils, strives to inspire, attract and retain individuals, businesses and social enterprises.

The value of an independent and apolitical local economic development agency is that it can freely focus beyond the next few months or years ahead and support and facilitate resilient and progressive businesses, in turn growing thriving communities.

Transforming, strengthening and diversifying a regional economy is a long-term game which includes building innovation and business support ecosystems, attracting investment and working on large projects that involve the community, local and central government.

We don't work alone. ENC is part of a national network of regional and district development agencies employing 750 full time equivalent staff. We have a community of expertise within ENC and around New Zealand that we can call on to grow North Canterbury.



Promoting

Promoting the Waimakariri as a destination of choice to domestic and international tourists through our promotion agency, Visit Waimakariri.



Supporting

Connecting our clever people and companies with opportunities, training, coaching, resources and investment, helping them to grow.

Initiating

Initiating and facilitating projects that open opportunities for growth while enhancing the unique attributes of each town or area.

What you can expect from ENC

- Support and celebration of local business
- Attraction of inward investment
- Instigation of catalytic projects
- Destination promotion through Visit Waimakariri
- Business events

- Business training
- Management of the Kaiapoi i-SITE
- Sector development
- Information and analysis
- Market intelligence



Business Support

Our Business Growth Advisor directly helps up to 250 businesses per year with 100 businesses receiving a full business capability assessment followed by a roadmap of options.

- One-on-one business capability assessments
- Online resources for businesses
- Connections with expertise
- Access to data and tools for decision making

In the last fiscal year, we referred local businesses to over 1000 options to help meet their unique needs.

We administer business development grants through New Zealand Trade and Enterprise and distribute \$80,000 per year to North Canterbury businesses for capability growth.

We also administer Callaghan Innovation funding to help businesses with research and development projects.

Business Training

Our Business Centre Coordinator arranges a variety of business training from specialist presenters. Last year we ran courses on many aspects of leadership, marketing, social media, financial planning, processes & systems and business strategy.

- 20 courses held – a total of 43 sessions
- 94 attendees
- 100% satisfaction rating

We also provide a free online business startup course that last year attracted an additional 52 attendees

We ran a series of free 'Talk with the Experts' sessions where we matched business owners with local experts for free advice.

ENC publishes a monthly newsletter and an ongoing social media feed that provides timely information for businesses.



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Business Networking

ENC arranges at least three business networking events per year. These events are very popular with 80-110 people attending each one.

At these events we provide wine, nibbles and inspirational speakers. This is followed by a very collegial and effective networking session.

These events are free due to sponsorship provided by local businesses.

Recent events were held at:

- Waipara Hills Winery – sponsored by Corcoran French
- Rangiora RSA – sponsored by the Rangiora RSA
- Misco Joinery – sponsored by Misco Joinery

Networking events are promoted approximately a month before the event occurs on our Training and Events page.



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Business Resources

ENC compiles and maintains a directory of free business resources. This is particularly useful for small businesses in the region.

Over the last year over 1000 people made use of this assistance, some using our resource pages several times. We provide information on:

- Starting a Business,
- Marketing & Sales,
- Risk Management,
- HR,
- Finances,
- Processes & Systems,
- Growing Your Business,
- Exporting,
- Funding & Investment,
- Exiting Your Business

Our most popular resource page is the Starting a Business page with 542 visits in the last year.

Business Centre

The ENC Business Centre is a 'go to' place for North Canterbury businesses. Located in Kaiapoi, we provide a free drop in area as well as for-hire meeting and conference rooms. These rooms are ideal for board meetings, strategic planning days, recruitment and training

All the rooms include video conferencing equipment and the whole facility provides free ultra-fast broadband. This is particularly useful for businesses in remote areas who visit ENC to make use of our fast upload and download speeds.

As well as being a useful resource for business, having this facility makes it possible for ENC to provide a consistently excellent training facility.



Business Awards

Held once every two years, the North Canterbury Business Awards are the highlight of the business calendar.

These events are always sold out and give us an excuse to celebrate and promote North Canterbury businesses. These events have a great reach, with 16% of the North Canterbury population voting in the 'People's Choice Award', and we have had entrants report businesses doubling their customer numbers as a result of taking part.

The results of the 2018 awards were:

- 67 entries
- 373 attendees
- \$114,000 event (including in-kind) – fully self funded
- 11,428 votes in People's Choice (16% of North Canterbury voted)
- 100% overall satisfaction rate from businesses

Research and Analysis

As well as performing a bi-annual business opinion survey, ENC accesses and analyses a wide variety of data to identify issues and opportunities in the region. We then act on that information to find solutions that are either district-wide, for specific towns and most often for specific businesses. This survey also informs stakeholders how North Canterbury is tracking compared to the rest of New Zealand.

We use the information we have gathered to grow local businesses or bring businesses that will act as a catalyst to meet community needs into the district.

We also maintain compiled data on our website to help any business that is looking at growing or establishing in the Waimakariri.

Business Attraction

Assessing the needs of our varied communities and with an eye out for opportunities, we look at either growing or establishing local businesses/organisations or bringing in outside businesses/organisations that will help our communities meet their objectives. We are always pursuing investment opportunities for the region.

Successful business attraction requires an honest and independent approach from a well informed and connected agency. It requires a long-term approach as opportunities can take several years to progress from concept to reality.

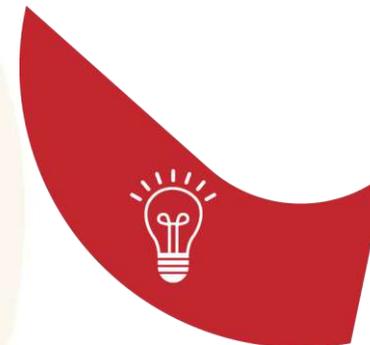
Examples of projects initiated or in the works as a result of our efforts include the Port and Eagle Brewpub, WHoW Aquasports Park, enhancement of the Oxford Observatory, the retention of the Farmers Store after the earthquakes, assisting the Old School Collective in their establishment, and a huge number of small businesses or expanding businesses.

Sector Development

Sector development involves bringing business, industries or groups with related interests together. We help them to create collaborations to meet their objectives, usually by being able to combine resources to the benefit of all.

The needs of these groups change over time based on the economy, whether they are meeting their objectives, and people politics. We provide a point of consistency for these groups and are on hand to help.

Some current sectors we are working with are The North Canterbury Wine Growers, a proto-collective of North Canterbury food producers and a potential dark skies tourism network from Tekapo through Oxford and up to the St James.



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Project Initiation

ENC is active in identifying projects that will either act as catalysts for the business community or will meet a defined business community need. We then enact the projects, ensure they have a good level of sustainability and pass them over to new governance. We initiate, facilitate, then liberate. Such projects include the Amuri Community Connector (winning us the Economic Development NZ award for best practice in primary research), facilitating the establishment of the Amberley NZ Incorporated Trust, the Waimakariri to Waipara cycle trail and many more.

We also play a vital support role for businesses in time of stress. After the Waiiau/Kaikoura earthquake we established a business support programme that interviewed and created a range of interventions for hundreds of Hurunui businesses that had been affected. It was thanks to our direct lobbying of government that support was provided to Hanmer and Cheviot businesses which prevented the closure of 30 businesses and the loss of 300 jobs.

District Promotion

ENC actively promotes business opportunities in North Canterbury. This includes connecting opportunities to local businesses, but also involves maintaining knowledge, connections and honest feedback to those considering relocating to the Waimakariri.

The investment section of our website contains a wealth of business-relevant information for prospective businesses, along with a series of case studies of businesses that have chosen the Waimakariri as their base of operations.

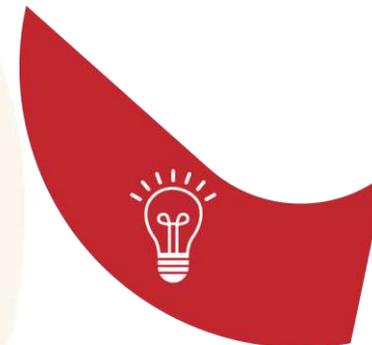
We also contribute to a number of government initiatives and multi-agency collaborations, making sure that the voice of North Canterbury businesses are heard loud and clear when legislation is being proposed or initiatives are being developed.

Development Support

ENC has a close relationship with developers in the region. We work closely with them in keeping them up to date on opportunities, the wider business context and what other projects are coming up in their areas. We also refer prospective tenants to them as appropriate.

ENC works hand in hand with councils, and in the Waimakariri our relationship with the Business and Centres Manager means that businesses are well supported through every step in their journey. ENC takes active part in town planning, having been involved in the Kaiapoi 2028 enquiry by design process, and are now involved in the equivalent process for Rangiora.

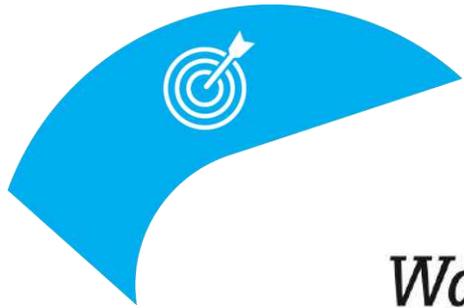
We also assist developers when appropriate with sourcing government grants, information and investment, and have assisted developers with applications for the Community Facility Fund and with the Provincial Growth Fund.



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Visit Waimakariri

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District Promotion

Visit Waimakariri promotes the district to locals, the domestic market and internationally.

We promote the Waimakariri events to locals and visitors by coordinating an events calendar which is displayed in local establishments, an electronic calendar to 1300 people, an online calendar and we publish in local newspapers. We also administer the Waimakariri Events Fund that supports organisers to promote their events. We work to cluster businesses and activities to create experiences/products and promote to Christchurch and beyond to gain repeat visitation with the overall theme of "Once is never enough".

We produce the Official Visitor Guide incorporating the Walking and Cycling Guide. The guide is distributed within and outside the district and serves a dual purpose of bringing awareness to cycling tracks and businesses. To spread the Waimakariri stories and activities outside of the district and internationally we work with ChristchurchNZ and Tourism New Zealand. We attend the TRENZ international trade show. We manage the Kaiapoi i-SITE, which provides local expertise to visitors and is an accredited member of i-SITE New Zealand's official visitor information network

We are currently working with council and other organisations to link, signpost and promote the existing cycle trails throughout the district. We are also involved in developing a new cycle trail from Waimakariri to Waipara.

Visit Waimakariri is currently in the process of creating a Brand Story to showcase the themes of the district. As part of this we will create a video and image library that will be available for free use for anyone promoting the Waimakariri to live, invest in, or visit.

Guest arrivals in the Waimakariri are growing, with a 19% increase between June 2018 and 2019. With tourism bringing an estimated \$148m into Waimakariri including an estimated \$62m from Christchurch, it is important for business in the district that we continue promoting Waimakariri effectively.





Structure and Operation

ENC is a Council Controlled Organisation (CCO) run under a Not-For-Profit Trust structure serving the Waimakariri and Hurunui Districts.

Our governance board is made up of the two Mayors and two CEOs of the councils as well as six local business owners. All trustees are appointed by the councils.

Our Vision is *“To inspire, attract and retain individuals, businesses and social enterprises to invest in our region”*.

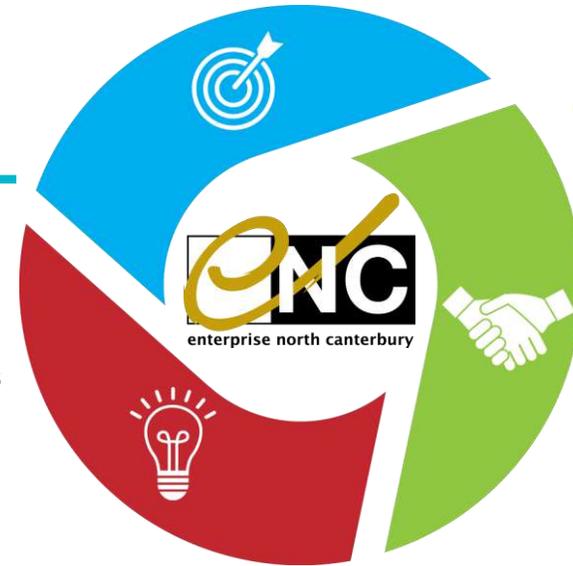
We submit a statement of intent to the councils annually who direct the activities we undertake. This is followed by an annual business plan and budget that is signed off by the board. We provide a six-monthly report to the council and undergo annual audits by AuditNZ.

We have six permanent staff made up of a CEO, Business Support Manager, Business Growth Advisor, Business Centre Coordinator/Training Coordinator, Events and Promotions Administrator and i-SITE Manager.

As a not-for-profit trust we operate in a fiscally responsible manner, holding a suitable level of reserves to manage unexpected situations and aiming to achieve slightly better than break-even each year. We operate in a business-like manner while respecting that we are a community focussed organisation with the goal of benefiting the Waimakariri and Hurunui communities.

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