



Notice is hereby given that a Meeting of the Community and Policy Committee will be held on:

**Date:** Thursday, 26 July 2018  
**Time:** 1pm  
**Meeting Room:** Council Chambers  
**Venue:** 15 Forth Street, Invercargill

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## Community and Policy Committee Agenda OPEN

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### MEMBERSHIP

<b>Chairperson</b>	Julie Keast Mayor Gary Tong
<b>Councillors</b>	Stuart Baird Brian Dillon John Douglas Paul Duffy Bruce Ford Darren Frazer George Harpur Ebel Kremer Gavin Macpherson Neil Paterson Nick Perham

### IN ATTENDANCE

<b>Group Manager - Community and Futures</b>	Rex Capil
<b>Committee Advisor</b>	Alyson Hamilton

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**Full agendas are available on Council's Website**  
**[www.southlanddc.govt.nz](http://www.southlanddc.govt.nz)**

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**Note:** The reports contained within this agenda are for consideration and should not be construed as Council policy unless and until adopted. Should Members require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.



## **Terms of Reference – Community and Policy Committee**

The Community and Policy Committee is responsible for:

- Assessing and providing advice to Council on:
  - Key strategic issues affecting the District and Council;
  - Community development issues affecting the District and Council;
  - The service needs of the District's communities and how these needs might best be met;
  - Resource allocation and prioritisation processes and decisions.
- Developing and recommending strategies, plans and policies to the Council that advance the Council's vision and goals, and comply with the purpose of the Local Government Act.
- Monitoring the implementation and effectiveness of strategies, plans and policies.
- Developing and approving submissions to government, local authorities and other organisations.
- Advocating Council's position on particular policy issues to other organisations, as appropriate.
- Considering recommendations from Council's Subcommittees and make decisions where it has authority from Council to do so, or recommendations to Council where a Council decision is required.

The Community and Policy Committee is also responsible for community partnerships and engagement. This includes:

- Monitoring the progress, implementation and effectiveness work undertaken by Venture Southland in line with the Venture Southland Heads of Agreement and specific Service Level Agreement between Southland District Council and Venture Southland.
- Allocations of grants, loans, scholarships and bursaries in accordance with Southland District Council policy.
- International relations.
- Developing and overseeing the implementation of Council's community engagement and consultation policies and processes.

The Community and Policy Committee shall have the following delegated powers and be accountable to Council for the exercising of these powers:

- (a) Approving all submissions made by Southland District Council to other councils, central government and other bodies.
- (b) To approve scholarships, bursaries, grants and loans within Council policy and annual budgets.
- (c) Monitor the performance of Venture Southland in the delivery against its Business Plan and Council's letter of expectation.

The Community and Policy Committee has authority to consider and make recommendations to Council regarding strategies, policies and plans.

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**1 Apologies**

At the close of the agenda no apologies had been received.

**2 Leave of absence**

At the close of the agenda no requests for leave of absence had been received.

**3 Conflict of Interest**

Committee Members are reminded of the need to be vigilant to stand aside from decision-making when a conflict arises between their role as a member and any private or other external interest they might have.

**4 Public Forum**

Notification to speak is required by 5pm at least two days before the meeting. Further information is available on [www.southlanddc.govt.nz](http://www.southlanddc.govt.nz) or phoning 0800 732 732.

**5 Extraordinary/Urgent Items**

To consider, and if thought fit, to pass a resolution to permit the committee to consider any further items which do not appear on the Agenda of this meeting and/or the meeting to be held with the public excluded.

Such resolution is required to be made pursuant to Section 46A(7) of the Local Government Official Information and Meetings Act 1987, and the Chairperson must advise:

- (i) the reason why the item was not on the Agenda, and
- (ii) the reason why the discussion of this item cannot be delayed until a subsequent meeting.

Section 46A(7A) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

"Where an item is not on the agenda for a meeting,-

- (a) that item may be discussed at that meeting if-
  - (i) that item is a minor matter relating to the general business of the local authority; and
  - (ii) the presiding member explains at the beginning of the meeting, at a time when it is open to the public, that the item will be discussed at the meeting; but
- (b) no resolution, decision or recommendation may be made in respect of that item except to refer that item to a subsequent meeting of the local authority for further discussion."

**6 Confirmation of Minutes**

6.1 Meeting minutes of Community and Policy Committee, 09 May 2018



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## Community and Policy Committee

### OPEN MINUTES

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Minutes of a meeting of Community and Policy Committee held in the Council Chambers, 15 Forth Street, Invercargill on Wednesday, 9 May 2018 at 1pm.

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#### PRESENT

<b>Chairperson</b>	Julie Keast
	Mayor Gary Tong
<b>Councillors</b>	Stuart Baird
	Brian Dillon
	John Douglas
	Bruce Ford
	Darren Frazer
	George Harpur
	Gavin Macpherson

#### IN ATTENDANCE

<b>Chief Executive</b>	Steve Ruru
<b>Group Manager - Community and Futures</b>	Rex Capil
<b>Communications Manager</b>	Louise Pagan
<b>Committee Advisor</b>	Alyson Hamilton

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**1 Apologies**

Apologies were received from Councillors Paterson, Perham, Duffy and Kremer.

**Resolution**

Moved Cr Dillon, seconded Cr Harpur and **resolved:**

**That the Community and Policy Committee accept the apologies.**

**2 Leave of absence**

There were no requests for leave of absence.

**3 Conflict of Interest**

Chairperson Keast declared an interest on Item 7.3 in regards South Catlins Promotions Incorporated funding application and took no part in discussion or voting on this matter.

**4 Public Forum**

There was no public forum.

**5 Extraordinary/Urgent Items**

There were no Extraordinary/Urgent items.

**6 Confirmation of Minutes**

**Resolution**

Moved Cr Frazer, seconded Cr Dillon and **resolved:**

**That the minutes of Community and Policy Committee meeting held on 8 February 2018 be confirmed as a true and correct record of that meeting.**

**Reports for Resolution**

**7.1 Sport NZ Rural Travel Fund Financial Report and Application Summaries - March 2018**  
**Record No: R/18/4/9537**

Administration Manager, Bronwyn Affleck was in attendance for this item.

Mrs Affleck advised the purpose of the Sport NZ Rural Travel fund is to assist with transport costs associated with participating in regular local competitions. Sports clubs and school based clubs with young people aged between 5 – 19 years are eligible to apply.

The Committee noted \$13,000 is available for distribution per annum.

### Resolution

Moved Cr Ford, seconded Cr Douglas **and resolved:**

**That the Community and Policy Committee:**

- a) **Receives the report titled “Sport NZ Rural Travel Fund Financial Report and Application Summaries - March 2018” dated 2 May 2018.**
- b) **Approve the allocation of funds for the Sport NZ Rural Travel Fund as follows:**

Aparima College Clay Target Shooting Team	\$250
Central Hockey Club	\$1,000
Central Southland College – Ice Skating Club	\$250
Fiordland Athletic Club	\$1,200
Fiordland College – Football Team	\$500
Hokonui Aquatics	\$250
Netball Fiordland Club Inc	\$1,200
Northern Southland College	\$1,200
Riversdale Tennis Club	\$250
Southland Girls’ High School	\$250
Winton Football Club Inc	\$1,200
Wyndham Town Football Club	\$500

## 7.2 District Heritage Fund Financial Report and Application Summary - March 2018

**Record No: R/18/4/9540**

Administration Manager, Bronwyn Affleck was in attendance for this item.

Mrs Affleck advised the purpose of the Southland District Council Heritage Fund is to support the conservation of heritage collections and encourage the development and application of professional museum standards to heritage collections. Mrs Affleck added the Fund is available to assist with the day-to-day running of local museums, heritage centres or similar type organisations within the Southland District Council boundaries.

The Committee noted \$60,000 is available for distribution per annum.

### Resolution

Moved Cr Macpherson, seconded Cr Baird **and resolved:**

**That the Community and Policy Committee:**

- a) **Receives the report titled “District Heritage Fund Financial Report and Application Summary - March 2018” dated 2 May 2018.**



b) Approve the allocation of funds for the District Heritage Fund as follows;

Central Southland Vintage Machinery Club	\$5,800
Fiordland Vintage Machinery Museum Inc	\$5,550
Otautau Museum Trust	\$2,500
Rakiura Heritage Trust	\$9,400

### 7.3 Community Initiatives Fund Financial Report and Application Summary - March 2018

Record No: R/18/4/9597

Venture Southland, Administration Manager, Bronwyn Affleck was in attendance for this item.

Mrs Affleck advised the Southland District Council Community Initiatives Fund is available for the development of community facilities and amenities including: community centres / halls, War Memorials, local reserves and picnic areas, walkways and tracks, sports fields, swimming pools and changing room facilities. Sport and recreational opportunities, community programmes, activities or events.

**Chairperson Keast declared an interest on the application relating to South Catlins Promotions Incorporated and took no part in discussions or voting on this matter.**

#### Resolution

Moved Cr Ford, seconded Mayor Tong **and resolved:**

**That the Community and Policy Committee:**

- a) **Receives the report titled "Community Initiatives Fund Financial Report and Application Summary - March 2018" dated 3 May 2018.**
- b) **Approve the allocation of funds for the Community Initiatives Fund as follows with an amendment to item 2 Camp Columba (as indicated with strikethrough and underline);**

1	Aparima College	\$1,300
2	Camp Columba	<del>\$1,000</del> <u>\$2,500</u>
3	Friends of Lumsden School	\$200
4	Holy Trinity Anglican Church - Winton	\$2,000
5	Lumsden and Areas Activities for Miniature Bodies Society	\$500
6	Northern Southland College	\$5,000
7	Stewart Island/Rakiura Community and Environment Trust	\$2,000
8	The Parenting Place - Attitude Youth Division	\$2,300
9	Thornbury Community Development Area Subcommittee	\$1,500
10	The Makarewa Bees	Nil.
11	Venture Southland	a \$2,400 b \$1,800

12	Waimatuku Southern Scenic Highland Pipe Band a b	\$2,000 \$1,000
13	Winton Community Gardens	\$1,500
14	Winton Skate Park Trust	\$4,653
15	Wyndham District Community Pool Inc	\$1,500
16	Lumsden Playcentre	\$2,000
17	Mokoreta Redan Hall	\$1,000
18	Northern Southland Community Resource Centre Charitable Trust	\$950
19	Rakiura Heritage Trust	\$2,000
20	Riverton District Baths Society Inc	\$1,324
21	Riverton Heritage and Tourist Centre Trust a b	\$1,000 \$1,500
22	Spring Flower Show Committee	\$500
23	Stewart Island Pavilion Trust	\$1,800
25	Mossburn Senior Citizens Inc	\$2,000

**Resolution**

Moved Mayor Tong, seconded Cr Baird **and resolved:**

**That the Community and Policy Committee:**

- a) **Approve the allocation of funds for the Community Initiatives Fund as follows;**

24	South Catlins Promotions Inc	\$2,000
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**At the conclusion of discussion on the item relating to the South Catlins Promotions Incorporated Chairperson Keast resumed the chair.**

**Reports for Recommendation****8.1 Corporate Performance Framework Project Update**

**Record No: R/18/2/4367**

Group Manager, Community and Futures, Mr Rex Capil was in attendance for this item.

**Resolution**

Moved Mayor Tong, seconded Cr Dillon **and resolved:**

**That the Community and Policy Committee:**

- a) **Receives the report titled "Corporate Performance Framework Project Update" dated 2 May 2018.**

**8.2 Community Futures - Research and Analysis Work Programme**

**Record No: R/18/2/4484**

Group Manager, Community and Futures, Mr Rex Capil was in attendance for this item.

**Resolution**

Moved Mayor Tong, seconded Cr Dillon **and resolved:**

**That the Community and Policy Committee:**

- a) **Receives the report titled “Community Futures - Research and Analysis Work Programme” dated 28 April 2018.**
- b) **Endorses the Community Futures – Research and Analysis Work Programme approach.**
- c) **Notes the Executive Leadership Team is to complete a more detailed scoping exercise for each of the work streams and is to complete a prioritisation process to ensure the projects are delivered in a logical sequential manner and will report back to this Committee on progress on a regular basis**
- d) **Notes individual topic project plans are to be developed and recognises flexibility is required in the delivery of the outputs for each of the work streams and updates will be presented to the Committee on a regular basis for comment, feedback and endorsement.**
- e) **Notes the completion of the individual projects is important to inform the development of the 2021-2031 Long Term Plan (LTP) and associated strategies and activity management plans and these agreed milestones are to be included in the 2021-2031 LTP Project Plan accordingly.**

**Reports**

**9.1 Creative NZ Communities Funding Scheme Financial Report and Summary of Grants Awarded**

**Record No: R/18/4/9732**

Communications Manager, Louise Pagan was in attendance for this item.

**Resolution**

Moved Cr Douglas, seconded Cr Frazer **and resolved:**

**That the Community and Policy Committee:**

- a) **Receives the report titled “Creative NZ Communities Funding Scheme Financial Report and Summary of Grants Awarded” dated 2 May 2018.**

**9.2 Financial and Reserves Contribution Fund Financial Report to 31 March 2018**

**Record No: R/18/4/9541**

Group Manager, Group Manager Community and Futures, Rex Capil was in attendance for this item.

**Resolution**

Moved Cr Ford, seconded Cr Harpur **and resolved:**

**That the Community and Policy Committee:**

- a) **Receives the report titled "Financial and Reserves Contribution Fund Financial Report to 31 March 2018" dated 27 April 2018.**

**9.3 Venture Southland Second Quarterly Report 2017/18**

**Record No: R/18/2/3925**

Group Manager, Events Tourism and Community, Bobbi Brown was in attendance for this item.

**Resolution**

Moved Cr Frazer, seconded Cr Douglas **and resolved:**

**That the Community and Policy Committee:**

- a) **Receives the report titled "Venture Southland Second Quarterly Report 2017/18" dated 9 March 2018.**

The meeting concluded at 2.29pm.

CONFIRMED AS A TRUE AND CORRECT RECORD AT A  
MEETING OF THE COMMUNITY AND POLICY  
COMMITTEE HELD ON WEDNESDAY, 9 MAY 2018.

**DATE:**.....

**CHAIRPERSON:**.....

## BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?

Record No: R/18/5/10473  
Author: Rex Capil, Group Manager Community and Futures  
Approved by: Steve Ruru, Chief Executive

☒ Decision

☐ Recommendation

☐ Information

### Purpose

- 1 The purpose of this report is to seek the Committee's endorsement to proceed with engaging BERL to complete Project 3 - Where we actually want to be?. This project would be the final piece of work in a three staged project titled "Southland District Council - How BERL can help to shape Positive Community Futures."

### Executive Summary

- 2 Over the past two years the Community and Policy Committee and Council have identified the need and recognised the importance of undertaking research and analysis work to assist planning and decision-making for future community wellbeing and appropriate infrastructure and service provision at local and district level.
- 3 There are various work streams that will be coordinated to assist with this work being progressed.
- 4 A foundation piece of work which will be used to provide some baseline information is the BERL project based on its proposal 'Southland District Council – How BERL can help to shape Positive Community Futures – June 2017.'
- 5 The Community and Policy Committee at its 9 August 2017 meeting resolved to
  - Receive the report titled "Community Futures 2040 - Next Stage Planning and Implementation Requirements" dated 16 July 2017.
  - Endorse completion of Project 1 and Project 2 as set out in the proposal.
  - Consider the results of this work once completed to then determine the next steps for Project 3 and any associated work to be undertaken in 2018-2019.
- 6 Project 1 and Project 2 have now been completed by BERL and presented to the Community and Policy Committee for information and feedback.
- 7 It is recommended to the Community and Policy Committee that BERL be commissioned to proceed with completing 'Project 3 – Where do we actually want to be?' from the original proposal.

## **Recommendation**

**That the Community and Policy Committee:**

- a) Receives the report titled “BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?” dated 5 July 2018.**
- b) Determines that this matter or decision be recognised as not significant in terms of Section 76 of the Local Government Act 2002.**
- c) Determines that it has complied with the decision-making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.**
- d) Endorse engaging BERL to complete “BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?”**
- e) Note that this Project 3 Where do we actually want to be? is the final piece of work in the three staged project titled “How BERL can help to shape Positive Community Futures.”**

## **Background**

- 8 The Community and Policy Committee at its 17 May 2017 meeting resolved to:
- Receive the report titled “Community Futures 2040”
  - Endorse the approach to undertake the ‘big picture research and analytics’ work to inform the associated work programme as part of the 2018-2028 LTP consultation process
  - Endorse the approach to proceed with scoping the next stage planning and implementation requirements post the initial ‘big picture research and analytics’ work and to report back to the Committee once scoped.
- 9 As a result Council officers worked alongside BERL to further develop the overall project scope.
- 10 BERL prepared a proposal “How BERL can help shape positive community futures’ in June 2017.
- 11 The Community and Policy Committee at its 9 August 2017 meeting resolved to:
- Receive the report titled “Community Futures 2040 - Next Stage Planning and Implementation Requirements” dated 16 July 2017
  - Endorse completion of Project 1 and Project 2 as set out in the proposal
  - Consider the results of this work once completed to then determine the next steps for Project 3 and any associated work to be undertaken in 2018-2019.
- 12 BERL was commissioned to complete Project 1 and Project 2 as set out in the proposal.
- 13 “Project 1 – Where are we now?” – involved undertaking a thorough statistical analysis of the local economy and the communities in the District.
- 14 The output for project 1 was for BERL to produce a report to include:
- Current situational analysis of the Southland District Council
  - Trend analysis of the social and economic environment in the District
  - Classification of industries according to their degree of specialisation and growth
  - Identification and analysis of core industries
  - Analysis of the strength of different communities and their relationship to the core industries.
- 15 BERL also has now completed “Project 2 – Where are we heading?” – involving scenario modelling and desk based research to consider:
- Projection of future employment and population under a Business As Usual scenario
  - Future industry growth and decline.
- 16 The output for project 2 had BERL produce a report to include:
- Employment projection, broken down by industry, and population projections, broken down by area unit

- Commentaries on the projections, particularly to highlight what changes are inevitable, and which can be influenced through strategic action
- A preliminary set of possible actions intended to support sustainable economic and population growth in the District.

- 17 The Community and Policy Committee now has the opportunity to consider the results of this work and to determine the next steps for Project 3 and any associated work to be undertaken in 2018-2019.
- 18 With the labour market projections to 2033 in Southland District, Council can passively wait or actively shape the future for the district local communities of interest. “Project 3 – Where do we actually want to be?” supports the premise that Council can and is willing to work strategically to shape the future it wants to achieve.
- 19 Project 3 is concerned with defining SMART (Specific, Measurable, Achievable, Responsible and Time-bound) actions that will enable the vision for Community Futures 2040 work to support the development of the 2021-2031 Long Term Plan to be realised. Projects 1 and 2 have identified various potential action areas for consideration.
- 20 It is also important Council aligns this BERL work with the SoRDS Action Plan and priorities in looking at population growth and diversification of the local economy.
- 21 It is important that any SMART actions defined by this project for Council will inform and complement the regional priorities of SoRDS while fulfilling the specific needs of the district and local communities of interest.
- 22 Any actions for Council’s consideration to be determined through this Project 3 process will be developed on the basis of a research approach to define the market opportunities for district local communities of interest.
- 23 It is intended the actions and associated implications of such will be incorporated into the 2021-2031 Long Term Plan process and be considered by Council, Executive Leadership Team and Activity Managers in developing Council’s strategic framework, strategies and activity management plans.

### **Issues**

- 24 Council has endorsed the overall approach of community futures work and expressed a willingness to undertake the necessary big picture research and analytics work to inform the associated work programme going forward.
- 25 Project 3 is a natural next step and will link and align the previous BERL work to support associated work to be completed in preparing for the 2021 -2031 Long Term Plan development.
- 26 Timing is an important consideration for ensuring this work is completed in a timely manner so it can be used to inform and populate strategy and associated implications for activity management plans to ensure consistency of approach and standardisation of baseline data.



- 27 An important issue is to recognise and acknowledge Council's community leadership function in supporting local community development and to enhance social, economic, environmental and cultural outcomes for communities – 'the four well-beings.'

### **Factors to Consider**

#### **Legal and Statutory Requirements**

- 28 There are no legal or statutory requirements for Council to undertake this research and analysis work.
- 29 However, it is responsible and prudent for Council to commission and complete this work as it has identified as part of the 2018-2028 Long Term Plan that this work is a priority for the upcoming 2021-2031 Long Term Plan processes and will assist in informing decisions that will come out of such processes in the future – which are a legal and statutory requirement for Council.

#### **Community Views**

- 30 Over the past 24 months Council has participated in various discussions, conversations and future thinking work that is needed to be undertaken to prepare for community futures across the district.
- 31 The overall community futures work stream and allocation of funding for such work was identified and consulted on as part of the 2018-2028 Long Term Plan Consultation Document and associated submission process.

#### **Costs and Funding**

- 32 The completion of Project 3 as set out in the original BERL proposal will be completed from existing approved operational budgets for the 2018-2019 financial year.

#### **Policy Implications**

- 33 There are no policy implications in undertaking this work – but it should be noted as a result of the findings, proposed actions and subsequent decisions there may be implications for current policy and future policy considerations.

### **Analysis**

#### **Options Considered**

- 34 There are two options available for consideration
- Option 1 – to endorse engaging BERL to complete "BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?"
  - Option 2 – Not to endorse engaging BERL to complete "BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?"

## Analysis of Options

### Option 1 – Endorse engaging BERL to complete “BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?”

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> <li>• Supports the approach to continue to invest in and undertake the ‘big picture research and analytics’ work to inform the associated work programme as part of the 2021-2031 LTP development process.</li> <li>• Allows officers to proceed in getting the required information together in a timely fashion and to undertake the required baseline research and analysis.</li> <li>• Assists in developing an overall organisation approach to support the long term planning requirements for Council into the future.</li> <li>• It provides a reasonable timeframe to prepare, adapt and adopt future position papers to be considered by Council and communities so any change processes can be developed and managed for best results for Council and communities.</li> <li>• Assists in supporting the delivery of the 2018-2028 Long Term Plan strategic framework, strategic objectives and priorities identified and agreed by Council.</li> </ul>	<ul style="list-style-type: none"> <li>• There are no disadvantages based on the previous support and endorsement provided by Council in support of this work being a priority to assist in future planning and decisionmaking processes.</li> </ul>

### Option 2 – Not to endorse engaging BERL to complete “BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?”

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> <li>• There are no advantages when considering in the context of Council’s recently adopted 2018-2028 Long Term Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Does not support or allow for the required actions to deliver the 2018-2028 Long Term Plan strategic framework, strategic objectives and priorities identified and agreed by Council</li> </ul>

## Assessment of Significance

- 35 This project is not considered significant in relation to Council’s Significance and Engagement Policy.

**Recommended Option**

- 36 It is recommended that the Community and Policy Committee endorse engaging BERL to complete “BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?”

**Next Steps**

- 37 If the Community and Policy Committee resolves to endorse engaging BERL to complete “BERL Helping to Shape Positive Community Futures - Project 3 Where do we actually want to be?” then Council officers will liaise with BERL staff and commission the work to be undertaken and will manage the process accordingly.

**Attachments**

There are no attachments for this report.



## Southland District - Shaping Positive Community Futures - Stage 2 - Where are we heading?

Record No: R/18/5/10470

Author: Rex Capil, Group Manager Community and Futures

Approved by: Steve Ruru, Chief Executive

☐ Decision

☐ Recommendation

☒ Information

### Purpose

- 1 The purpose of this report is to provide the Community and Policy Committee with an update to the Community Futures Research and Analysis work being undertaken and specifically the BERL project 'Shaping Positive Community Futures – Stage 2 Where are we heading?' report attached.

### Background

- 2 The Community and Policy Committee at its 17 May 2017 meeting resolved to:
  - Receive the report titled "Community Futures 2040"
  - Endorse the approach to undertake the 'big picture research and analytics' work to inform the associated work programme as part of the 2018-2028 LTP consultation process
  - Endorse the approach to proceed with scoping the next stage planning and implementation requirements post the initial 'big picture research and analytics' work and to report back to the Committee once scoped.
- 3 As a result Council officers worked alongside BERL to further develop the overall project scope. BERL prepared a proposal "How BERL can help shape positive community futures" in June 2017.
- 4 The Community and Policy Committee at its 9 August meeting resolved to
  - Receive the report titled "Community Futures 2040 - Next Stage Planning and Implementation Requirements" dated 16 July 2017.
  - Endorse completion of Project 1 and Project 2 as set out in the proposal.
  - Consider the results of this work once completed to then determine the next steps for Project 3 and any associated work to be undertaken in 2018-2019.
- 5 BERL was commissioned to complete Project 1 and Project as set out in the proposal.
- 6 The Community and Policy Committee at its 8 February 2018 meeting resolved to
  - Receive the report titled "Southland District - Shaping Positive Community Futures Draft Compendium Report December 2017" dated 26 January 2018.
  - Endorse the report titled "Southland District - Shaping Positive Community Futures Draft Compendium Report December 2017" dated 26 January 2018.

- Consider the results of “Project 1 – Where are we now?” work completed and provides any insights and direction to BERL who will undertake the “Project 2 – Where are we heading?” piece of work commissioned by Council.

- 7 Following the presentation to the Committee and receiving the associated feedback BERL has now completed the “Stage 2 – Where are we heading?” May 2018 report which is attached.
- 8 A BERL representative will be in attendance at this meeting to present and discuss the findings and receive feedback.

## **Southland District - Stage 2 – Where are we heading? May 2018 BERL report**

- 9 This report presents **business as usual** projections for the Labour market of Southland District and the seven communities of interest as defined for this project.
- 10 The report is part two of a three part process related to shaping community futures in Southland District. A summary of the findings and projections are outlined in the attached report.

## **Key highlights and points for consideration**

- 11 There are various key findings that highlight some high level points for consideration when considering implications for industry, local communities of interest, the Southland District and the Southland region.
- 12 Across Southland District there is projected to be a significant tightening of the labour market by 2033 “to a point where labour demand exceeds the entire population aged from 15 to 64 years old.”
- 13 In four of the identified communities of interest (Waihopa Toetoe, Winton-Wallacetown, Fiordland, Stewart Island Rakiura) by 2033 labour demand is projected to exceed labour supply.
- 14 In the other three identified communities of interest (North Eastern, Northern and Waiau Aparima) the labour market will tighten, although local labour supply is projected to remain greater than local demand.
- 15 Across the various communities there are a number of points required to be considered to ensure that the labour demand requirements are met. This includes, but is not limited to, further investigation and targeted strategies and investment in partnership with private sector industry and public sector agencies related to:
- Retention of young people
  - Return of young people
  - Labour attraction – domestic and international
  - Encouraging more labour participation.
- 16 While these factors need to be considered for the specific requirements related to the Southland District and its rural communities it is also important consideration is given to issues related to the wider Southland region and New Zealand as a country.

- 17 The issues raised, while specifically relating to Southland District, are reflected on a global scale and are common and raise consistent issues across a number of rural provincial areas in North America, Europe, United Kingdom and Australia.

### **Where to from here?**

- 18 It is recognised the “How BERL can help shape Positive Community Futures” project is important in laying the foundation for various planning and research and analytics work required to assist Council and Council staff in planning and making decisions for the future wellbeing of Southland District communities.
- 19 The proposed stage three work will build on the information presented in stage one and stage two and explore options available in each community.
- 20 The stage three work will look at how to overcome Southland community’s unique challenges and opportunities and the tightening labour markets to shape a positive future for each identified community of interest and the District as a whole.

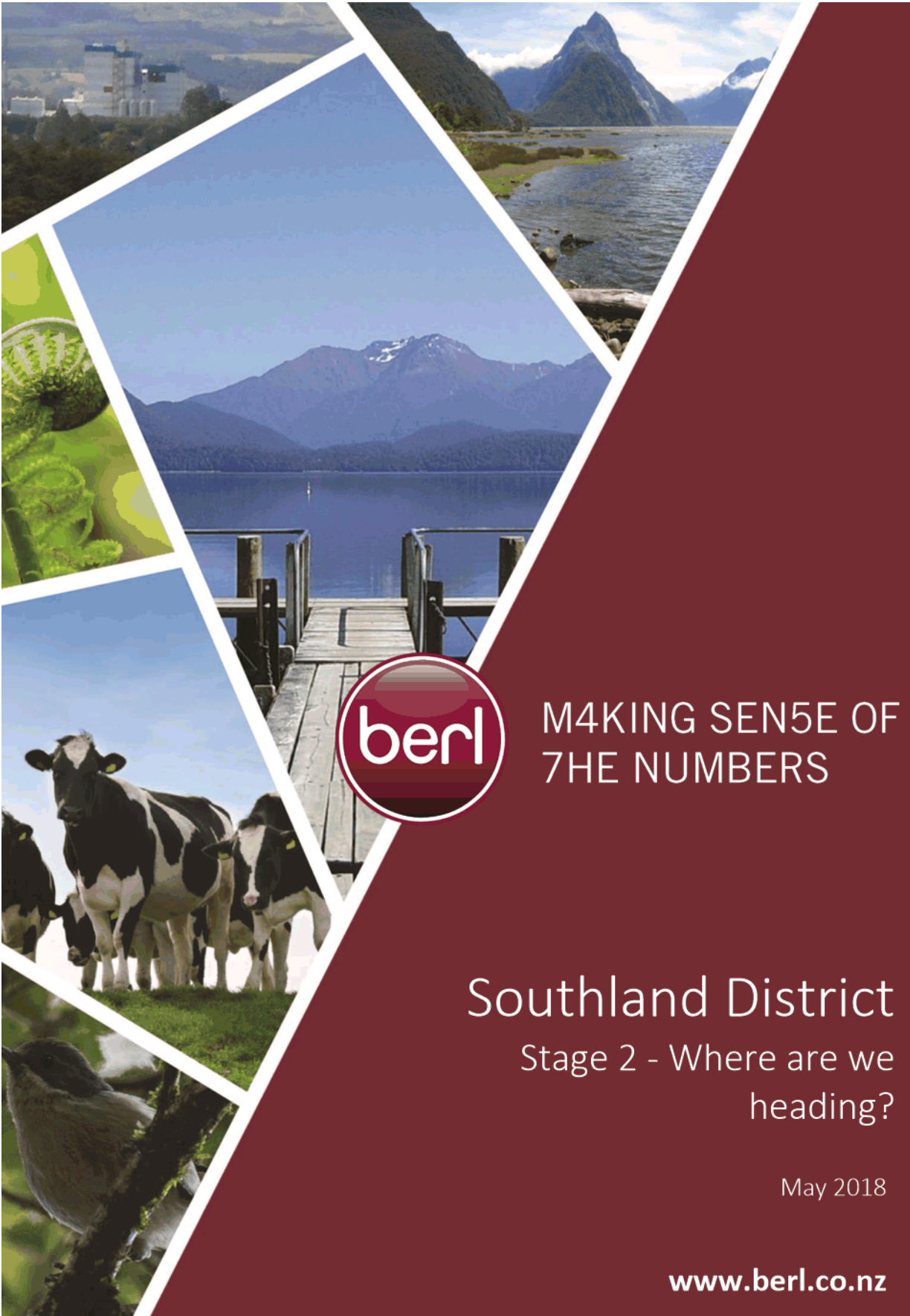
### **Recommendation**

**That the Community and Policy Committee:**

- a) Receives the report titled “Southland District - Shaping Positive Community Futures - Stage 2 - Where are we heading?” dated 4 July 2018.**
- b) Endorses the report titled “Southland District - Shaping Positive Community Futures - Stage 2 - Where are we heading?” dated 4 July 2018.**
- c) Considers the results of the Southland District Stage 2 Where are we heading? BERL Report – May 2018 and provides feedback.**

### **Attachments**

- A BERL Southland District stage 2 where are we heading [📄](#)



**berl**

MAKING SENSE OF  
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Southland District  
Stage 2 - Where are we  
heading?

May 2018

[www.berl.co.nz](http://www.berl.co.nz)



**Author(s): Sam Green, Mark Cox**

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May 2018

Southland District projection  
April 2018

## Making sense of the numbers

This report presents business as usual projections for the Labour market of Southland District and its seven communities.

The report is part two of a series on shaping community futures in Southland District.

Across Southland District, there is projected to be a significant tightening of the labour market, to a point where demand for labour exceeds the entire population aged from 15 to 64 years old.

Across various communities, there are a number of requirements to ensure that the labour demand requirements are met. Some of the required steps include:

- Encouraging young people to stay in Southland or return after completing qualifications
- Attracting labour from outside the district
- Attracting international migration
- Encouraging more labour participation

A summary of projections for each of the communities can be found on the following page; these figures show that the Southland District labour market, and the labour market of the seven communities are projected to tighten significantly.

- In four communities, labour demand is projected to exceed labour supply
- In the remaining three communities, the labour market will tighten, though local labour supply is projected to remain greater than local demand.

The proposed stage three, we will build on the information presented in stage one and two and explore options available in each community, to overcome each community's unique challenges and the tightening labour markets to shape positive future for each community.



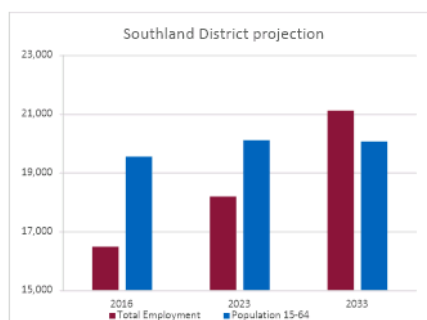
MAKING SENSE OF  
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Making sense of the numbers

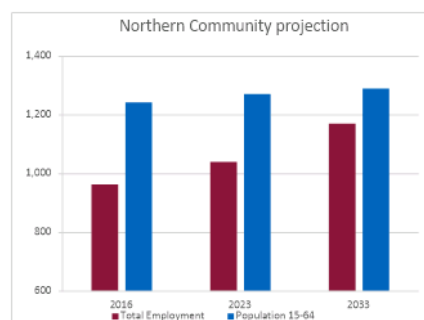


Southland District projection  
April 2018

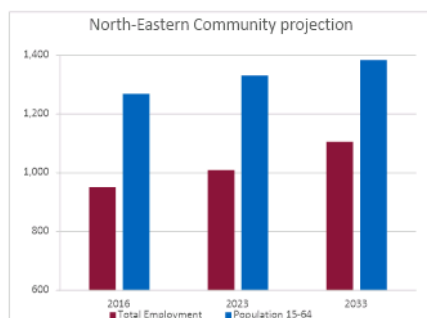
## Community projections



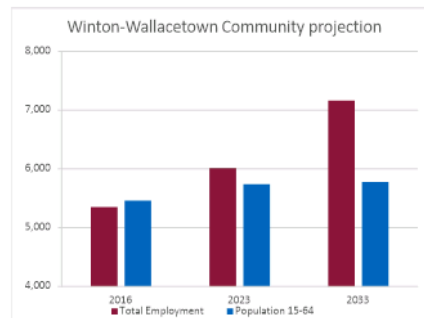
2033  
projection:  
Employment  
105% of  
working age  
population



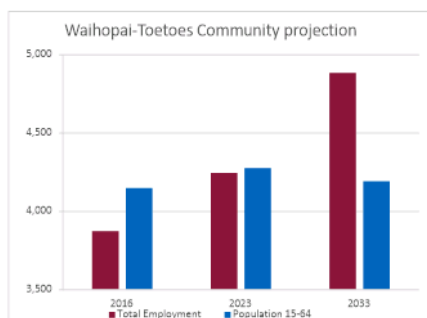
2033  
projection:  
Employment  
91% of  
working age  
population



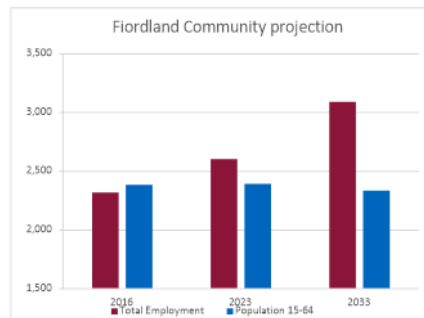
2033  
projection:  
Employment  
80% of  
working age  
population



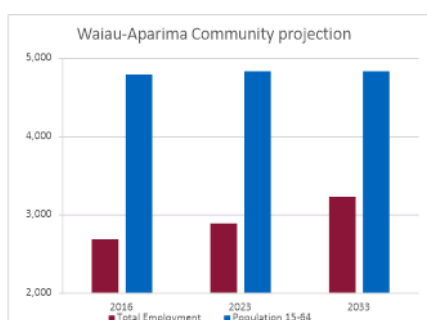
2033  
projection:  
Employment  
124% of  
working age  
population



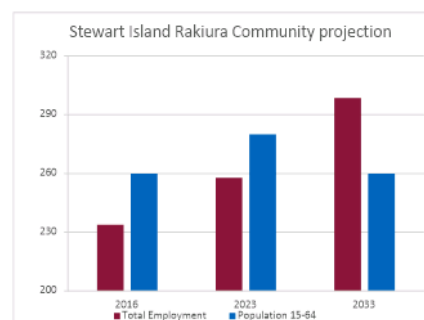
2033  
projection:  
Employment  
117% of  
working age  
population



2033  
projection:  
Employment  
132% of  
working age  
population



2033  
projection:  
Employment  
67% of  
working age  
population



2033  
projection:  
Employment  
115% of  
working age  
population



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Making sense of the numbers

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Southland District  
Stage 2 - Where are we heading?  
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Southland District  
Stage 2 - Where are we heading?  
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## 1 Introduction

This report is the second in a series of reports on Southland District to inform shaping positive community futures for the district.

The series as a whole is concerned with answering separate broad questions the Council needs to ask about social and economic conditions in the District and its communities.

**Where are we now?**

**Where are we heading?**

**Where do we actually want to be?**

The first stage of this series was analysis of the wellbeing of Southland District, and how the community is changing. This analysis was completed for Southland District as a whole and on a more localised level in seven communities. The report on the first stage was presented to the Southland District Council on 8 February 2018.

In this report, we build on the initial snapshots and trends to present 'business as usual' projections for Southland District to the year 2033. Projections are also presented for each community, which will reflect future changes that may occur in each community. This aims to assist the council in answering the question "Where are we heading?"

The third stage is still to be approved but we propose building on the information in this report to provide practical options available to the Southland District Council to allow them to take advantage of the changes to the local economy to shape a positive future for its communities.

### 1.1 Methodology

The projection creates a picture of the Southland District economy based on business as usual, and the current and ongoing trends facing the Southland District and national economies.

As economies are made up of contributions and decision making of individuals, the presented future projections are based on the changes to the labour markets. The labour supply and demand are projected to show what may need to be done to maintain and improve the wellbeing of Southland district.

#### Labour Supply

In this report, we define the total labour supply as the population aged from 15 to 64 years old (working age population). Some individuals in the community over 65 years old will choose to work, while some under 65 will be unable to work.

StatsNZ present three subnational population projections, low medium and high. Since the current projections have been calculated, national population growth has been higher than anticipated. To accurately reflect the current growth, we have used the high projection as our projection for future labour supply.

A more detailed summary of the labour supply projection, and the method for calculating the projections, are in Appendix A.

#### Labour Demand

The demand for labour in a community is based on the available jobs and employment opportunities. In this report, labour demand is measured in Full Time Equivalents (FTEs).



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Introduction

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The forecast labour market outcomes are based around Southland District's position within the New Zealand economy. Using a Computable General Equilibrium (CGE) model, we project labour market outcomes for industries at a national level to 2033. The changes are then applied to Southland District based on continuation of Southland's growth rates compared to the national growth rates.

As the individual communities all have relative specialisations which make up the total Southland District's economy, the industry growth rates of Southland District are applied to the communities for their respective industries.



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## 2 Stage one findings

The first stage report explored the wellbeing of communities in Southland District, and how wellbeing has been changing.

Wellbeing is often measured in terms of one or two narrow indicators, such as GDP, but here we take a broad view, using a range of diverse indicators.

The table on the next page presents the findings in colour-coded “at-a-glance” format. It is based on a selection of wellbeing indicators; and, for each indicator, it shows whether Southland District performs better than, about the same as, or worse than New Zealand and the Southland Region. In the same way, it shows how each of the communities performs relative to the District.

In summary, the table implies that:

- Wellbeing in Southland District, relative to nationally, is high, although it has declined in terms of two of the key indicators.

It also implies that, relative to the high levels of wellbeing in Southland District:

- Wellbeing in Waihopa-Toetoes and Winton-Wallacetown is high;
- Wellbeing in Fiordland, North-Eastern, Northern and Steward Island/ Rakiura is moderate; and
- Wellbeing in Waiau-Aparima is low.



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Stage one findings

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Southland District projection  
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	Southland District relative to NZ	Southland District relative to Region	Communities relative to Southland District:						
			Fiordland	North-Eastern	Northern	Stewart Island	Waiau-Aparima	Waihopal-Toetoes	Winton-Wallacetown
<b>Latest position:</b>									
Median age of population									
Adult population with no qualifications									
Unemployment rate									
Median income									
Home ownership rate									
% of adult population volunteering									
<b>Change over time:</b>									
International migration									
Median age									
Adult population with no qualifications									
Personal income growth									
GDP growth									
Home ownership									
<b>Number better</b>	7	5	4	4	4	5	1	5	5
<b>Number about the same</b>	2	7	3	4	4	1	4	5	6
<b>Number worse</b>	3	0	5	4	4	6	7	2	1

Legend	
Better	
About the same	
Worse	



Southland District projection  
April 2018

### 3 National and Southland District employment projections

Over the next 15 years, the New Zealand economy will be constantly changing. The changes at a national level are projected to be generally positive.

#### 3.1 National projection

The projection for the National economy suggests growth in most industries. All sectors are projected to grow in terms of GDP, but some are projected to decline in terms of employment. The two sectors which are projected to decline are Sheep, beef and livestock farming, and dairy farming; the two largest sectors in Southland District.

#### 3.2 Southland District projection

While the national economy will be growing, on a more localised level, the effects of the changes in the economic structure of the economy can have either positive or negative effects.

On a national level, the economy of Southland District is small, making up less than one percent of the national employment and GDP. Because of its size, the district has little influence on national trends, making it reliant on national and international trends. In the past decade, Southland District has had comparable economic growth to New Zealand and employment growth rates have been within approximately one percentage point of the national growth rates.

The economy of Southland District is not diversified, with two thirds of the employment in the district in the primary or manufacturing industries. Due to their dominance in the economy, changes in these two industries will have significant effects on the local economy. 44 percent of the total employment in Southland District is in primary production, predominantly in dairy, beef and sheep farms. On a national level, the primary sector accounts for seven percent of employment and nine percent of GDP.

The second largest industry in the district is the Manufacturing sector. The manufacturing sector of Southland District process the primary production of the district. This means that the manufacturing sector is also reliant on the ongoing viability of dairy, sheep and beef farming in the district.

If the growth rates of Southland District relative to New Zealand continue, the projected changes in employment will be comparable to changes across New Zealand.

Southland District has a very high labour participation rate relative to New Zealand. More than three quarters of the working-age population are in employment, compared to two thirds for New Zealand.

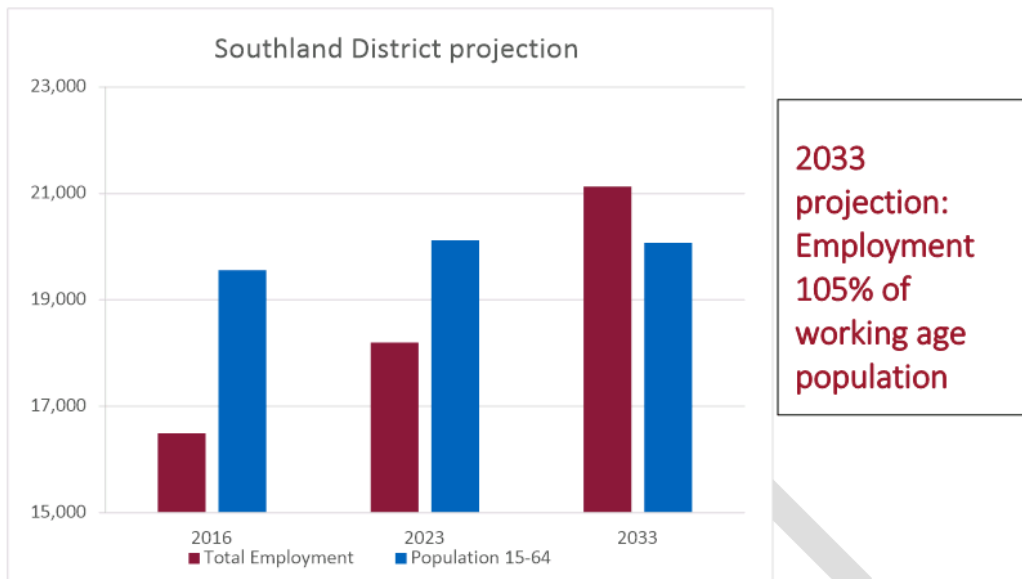


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National and Southland District employment projections

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Southland District projection  
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### 3.2.1 Population

The Southland District population is ageing. This is true for all seven of the Southland District communities. Due to this ongoing trend, the working-age population is projected to hardly grow. The projections suggest the working-age population will grow slightly to 2023 before decreasing slightly to 2033. The overall growth projection over the next 15 years is only five percent.

### 3.2.2 Employment

The projected growth in most sectors in both New Zealand and Southland district will result in an increase in demand for labour in the district. By 2033, the employment in the District is projected to increase by 4,600 FTEs.

With slow population growth, this would create a significant labour shortage. The projection suggests that in 2033 the labour demand will exceed the District's population aged 15 to 64 years old by 1,000 FTEs. As it is unlikely that 100 percent of the working-age population in Southland District would be willing and able to work, this growth would require a substantial amount of labour from the neighbouring areas. Due to the proximity of Southland District, labour may be sourced from the Invercargill City and Gore, though additional labour would need to be obtained from further afield.

Already across New Zealand, an increasing proportion of people aged over 65 are staying in the labour force. In 2000, less than two percent of the total labour force was over 65, by 2017 over six percent of the labour force were over 65 years old. These figures represent more than one fifth of the over 65 year old population in some form of employment. This increasing trend may continue in coming years, but the growth is not sufficient by itself to meet the growing labour demand.



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National and Southland District employment projections

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## 4 Business as usual community projections

In this section, we present labour market projections for working-age population and employment in each of the seven communities within Southland District. The relative growth rates of these two components of the labour market present a projection of whether the labour market will tighten, and whether there is sufficient labour supply to meet projected labour demand.

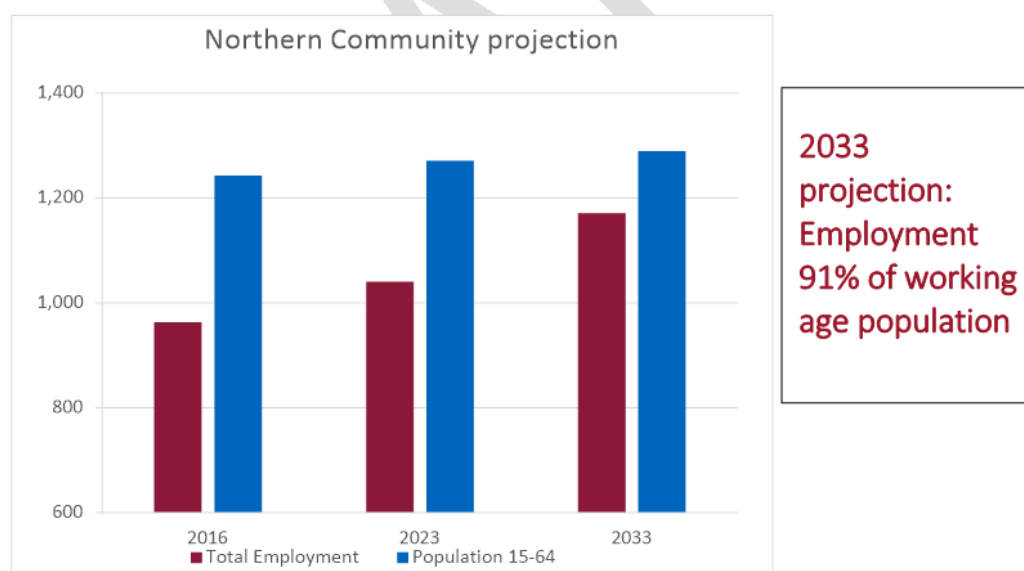
### 4.1 Northern Community

The Northern Community is a small and relatively prosperous community with a strong specialisation in sheep and beef farming.

Despite having a fairly young population, the population projection suggests that the working-age population of the community will remain fairly constant; by 2033, the working-age population is projected to increase by 50 people.

With high labour participation and low unemployment, only a small number of people in the Northern Community are seeking employment. The projected employment in the community suggests an increase of around 200 FTEs by 2033. This growth is an increase of more than 20 percent.

With the growing employment and constant population, the labour market is projected to tighten. By 2033, the working age population will continue to exceed the total employment, though the gap will half.



#### 4.1.1 Industry changes

The largest industry in the Northern Community is the primary industry. The primary industry, mainly sheep and beef farming, makes up 56 percent of the employment in the community. The primary sector is projected to grow, increasing the employment requirements for the Northern Community. While the primary sector will grow, other industries are expected to grow faster, increasing the diversity of the local economy. By 2033, the primary sector is projected to reduce to half of the total employment, down six percentage points from the current level.



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The industries with the fastest projected growth in the community are manufacturing and construction industries, which are projected to grow 50 percent by 2033.

The Northern Community is highly specialised in farming, but due to the community's location, a significant tourist population travel through the community. The Northern Community hosts the main route south from Queenstown, making it a popular tourist route when people "Venture Southland". With growing popularity of Te Anau and Milford Sound, this tourist flow can be expected to continue, providing opportunities for the community to diversify into more tourist related activities. .

#### 4.1.2 Labour market implications

To avoid future labour shortages, the Northern Community will need to make changes to its labour market structure.

- Move non-participants in the labour force into the labour market
- Encourage people over 65 years old to work
- Improve labour productivity
- Promote migration from outside the district.

Due to the location of the Northern Community, attracting labour from neighbouring communities, will be difficult.



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Business as usual community projections

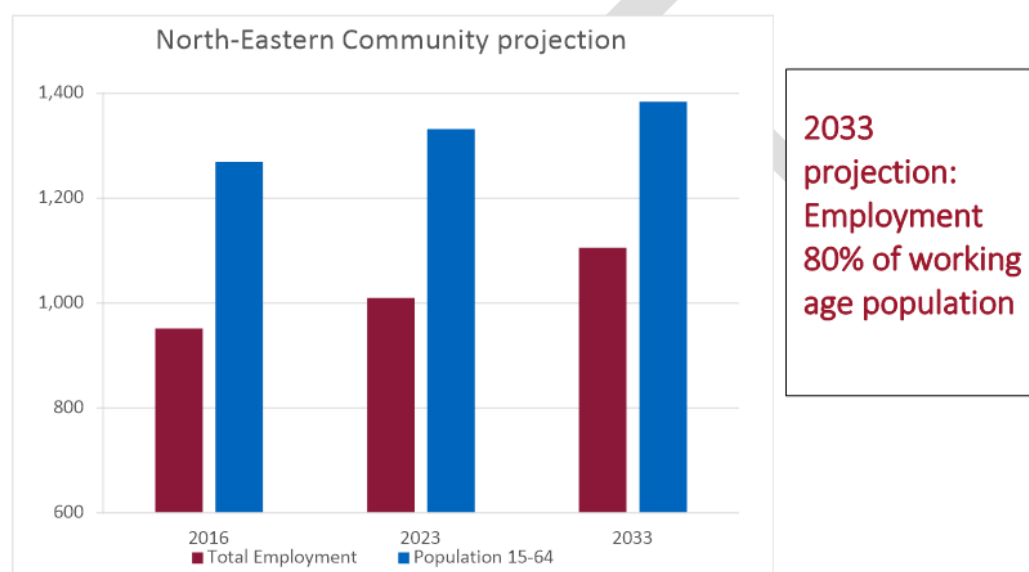
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## 4.2 North-Eastern Community

In the North-Eastern Community, there is a very high labour participation rate and low labour unemployment rate. The working-age population is 300 people larger than the total employment in the community, yet the unemployment in the Community is very low at one percent. This suggests that these 300 people were not employed and not seeking employment. This may be partly due to a lack of available jobs in the community with a relatively small community, making any search for employment unfruitful.

The working-age population of the North-Eastern community is projected to increase slowly in the coming years. By 2033 the population is projected to increase by 100 people. Employment in the district is also projected to increase at a similar rate to the population, increasing by 150 FTE. This implies that 50 FTEs of additional labour will be required.



### 4.2.1 Labour market implications

With the slight tightening of the labour market, the North-Eastern Community will need additional labour. This may further reduce the low unemployment.

To meet the growing employment requirements, only minor changes will need to be made to the labour market in, the community including:

- Increase labour participation
- Encourage the supply of labour from Gore District
- Encourage young people to stay in the community, or return after completing education.

### 4.2.2 Industry changes

The North-Eastern Community is also highly specialised in the primary sector, particularly in sheep and beef farming. In 2016, the primary sector made up almost three quarters of the total employment in the community. The employment projections suggest that this high specialisation will reduce slightly, and the community will



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start to diversify into construction and business services. Even with growth in other sectors, the primary sector is projected to make up 67 percent of employment in 2033.

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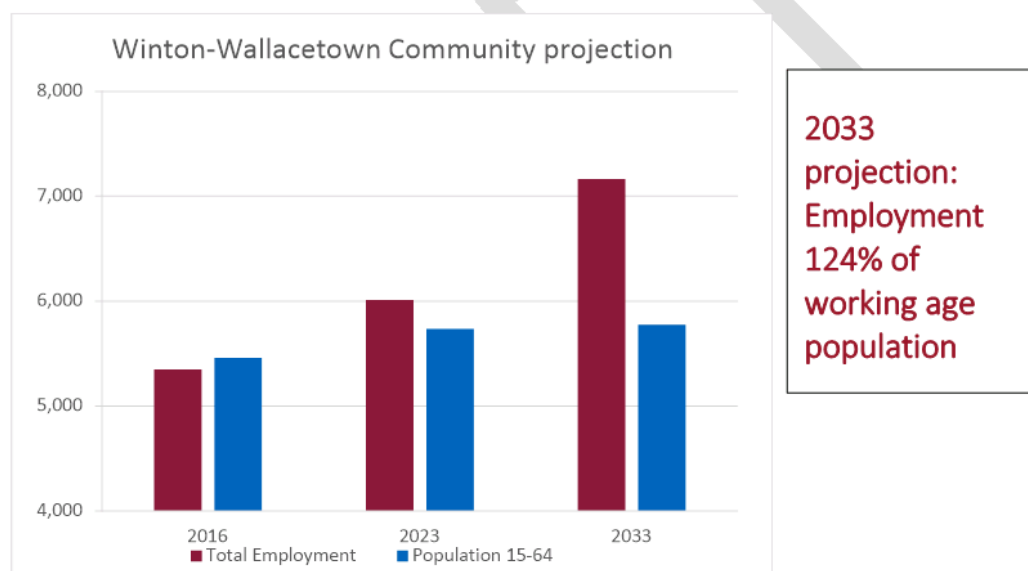
### 4.3 Winton-Wallacetown Community

The Winton-Wallacetown Community is the most populated and one of the most prosperous of the seven communities in Southland District.

Due to the buoyancy of the community, the current level of employment in the Winton-Wallacetown Community is almost equal to the current working-age population.

In the 2013 Census, the labour participation of the Winton Wallacetown community was 75 percent, which is extremely high by national standards. As it is unlikely every working-age person in the community which was not in the labour force will now be willing and able to work, much of the employment in the Winton Wallacetown Community will be currently from people living outside the Community. Due the Community's location, on the northern border of Invercargill City, much of the labour is likely from people commuting from Invercargill or the Waiau-Aparima Community.

With the projected slow population growth and the growth to the already strong economic position of the community, labour demand in the community will be significantly greater than the projected labour force, creating a shortage of around 2,000 FTEs by 2033.



#### 4.3.1 Labour market implications

With the projected slow population change, and the already strong economic position of the community, labour demand is projected to be significantly greater than the projected labour force, creating a shortage of around 1,400 FTEs by 2033. This will require significant changes to the labour in the community. There is already a significant amount of people commuting to the community to work, but more changes are required to meet the additional labour demand. It is likely that the community will need to:

- Encourage further labour from Invercargill City
- Attract migration from elsewhere in New Zealand or internationally
- Increase labour productivity



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- Encouraging people over 65 to continue working
- Encourage young people to stay in the community, or return after completing education.

#### 4.3.2 Industry changes

The Winton-Wallacetown community is one of the most specialised communities in the manufacturing industry, making up more than 40 percent of the employment in the community.

The projections suggest that this industry will become increasingly specialised, with the majority of projected growth being in the manufacturing industry. By 2033, the manufacturing industry is predicted to increase by 1,000 FTEs, making the industry more than 60 percent of the community's projected employment.



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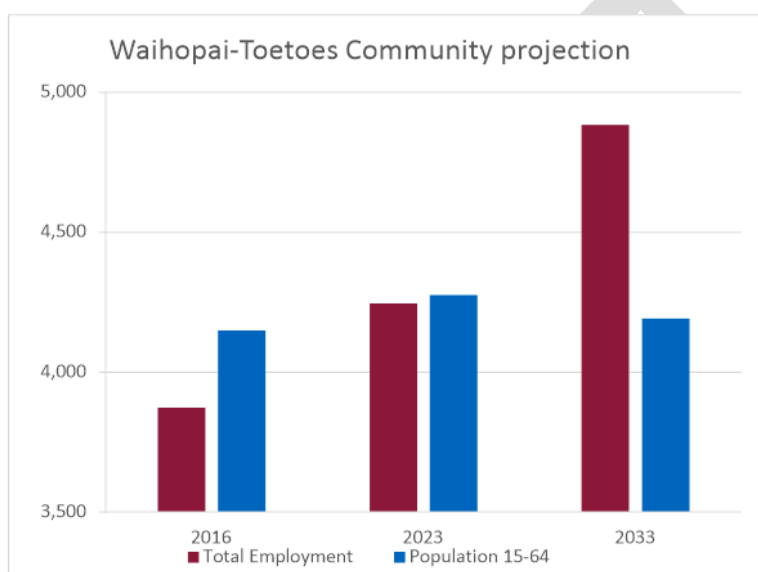


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#### 4.4 Waihopai-Toetoes Community

The Waihopai-Toetoes Community is a relatively prosperous community, and has seen significant economic growth over the past decade. The community is specialised in the primary and manufacturing sectors. The community is predominantly built around production and processing of dairy. The community has benefitted from the development of large processing plants, including the very large processing plant in Edendale, supporting growth and employment opportunities in this area.

In the coming years, the working-age population of the community is projected to increase slightly to 2023 before declining towards 2033. The overall effect is that by 2033, the population will be the same as in 2016. The employment projection for the Waihopai-Toetoes Community suggests total employment in the community will increase 26 percent. With no growth in population, this will create a substantial labour shortage for the community, with employment being 700 FTEs higher than the working age population.



**2033 projection:  
Employment  
117% of working  
age population**

##### 4.4.1 Labour market implications

As there is projected to be a significant labour shortage, the Waihopai-Toetoes Community will need to attract more labour to the Community. The community is in a location where labour can be attracted from both Invercargill City and Gore District areas. Currently, due to its proximity with these areas, there is already a significant portion of individuals commuting to, and from the Waihopai-Toetoes Community.

The projected growth will require significant changes to the labour market in the community. Due to the amount of labour required, it is likely that the community will need to do all of the following:

- Encourage further labour from neighbouring council areas
- Attract migration from elsewhere in New Zealand or internationally
- Increase labour productivity
- Encourage people over 65 to continue working
- Encourage young people to stay in the community, or return after completing education.



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#### 4.4.2 Industry changes

The changes that have occurred in the Waihopai-Toetoes Community over the past decade are projected to continue. One important factor to note is the decreasing employment projection for the dairy industry. The decline is small, suggesting most existing farms and processing plants will remain viable, but future growth will need to occur in other areas. It is important to note that increasing emphasis on environmental standards may limit or growth in the local dairy industry.



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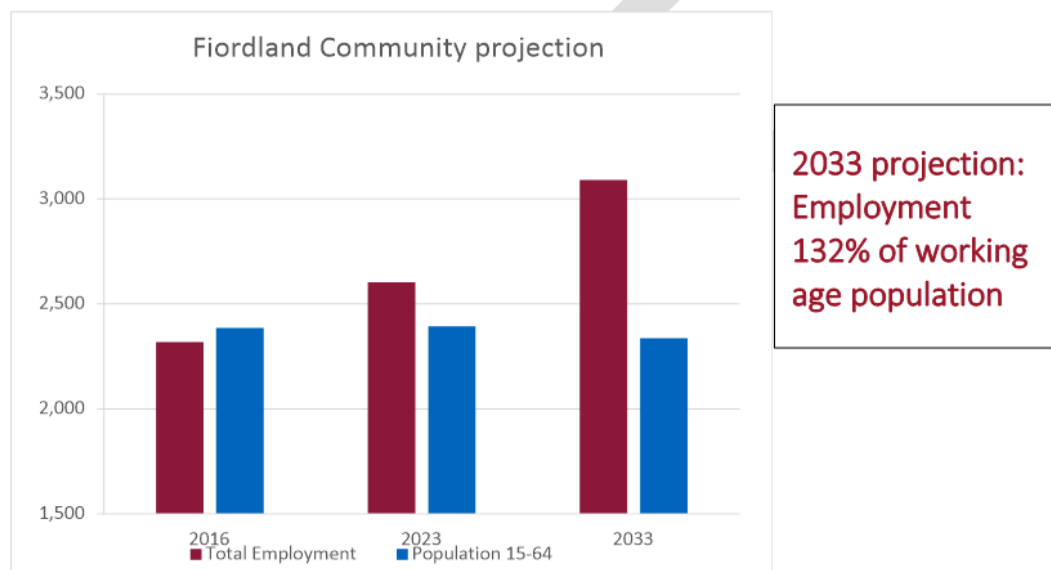
Southland District projection  
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## 4.5 Fiordland Community

The Fiordland community is unique among the Southland communities due to the size of its tourism industry. Being an older population, and having seasonal workers providing some tourism services, the employment in the community is high relative to the population.

With the population ageing quickly, the working-age population projection suggests a constant population to 2023 before declining by 50 people by 2033.

Across New Zealand, the strong growth in tourism is projected to continue, which will result in growth in tourism employment in the community. The employment in the community over the coming years is projected to increase, creating a substantial labour shortage. By 2033, the required employment for the community is projected to exceed the working-age population by 700 FTEs.



### 4.5.1 Labour market implications

With the growth in labour demand and the lack of population growth, the Fiordland Community will need to attract labour to fill the growing employment opportunities.

- Attract more seasonal workers
- Encourage migration to the community
- Increase labour productivity
- Encourage young people to stay in the community, or return after completing education.

### 4.5.2 Industry changes

Despite having a relatively small population, the Fiordland community is one of the most diversified of the Southland communities. This diversity will persist based on the industry projections, with more than 30 percent growth in six of the eight broad sectors.



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Being the main tourism centre of Southland District, the Fiordland Community has a relatively strong tourism industry. Tourism projections suggest that the Tourism industry is set to continue its growth in the future, increasing the related employment in the community. The largest projected growth industries for the Fiordland Community are in the main tourism areas, retail trade and services being the industry with the highest projected growth.

Limiting factors for further growth in tourism for the Fiordland Community include the amount of seasonal labour available, and the local supply of housing.

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April 2018

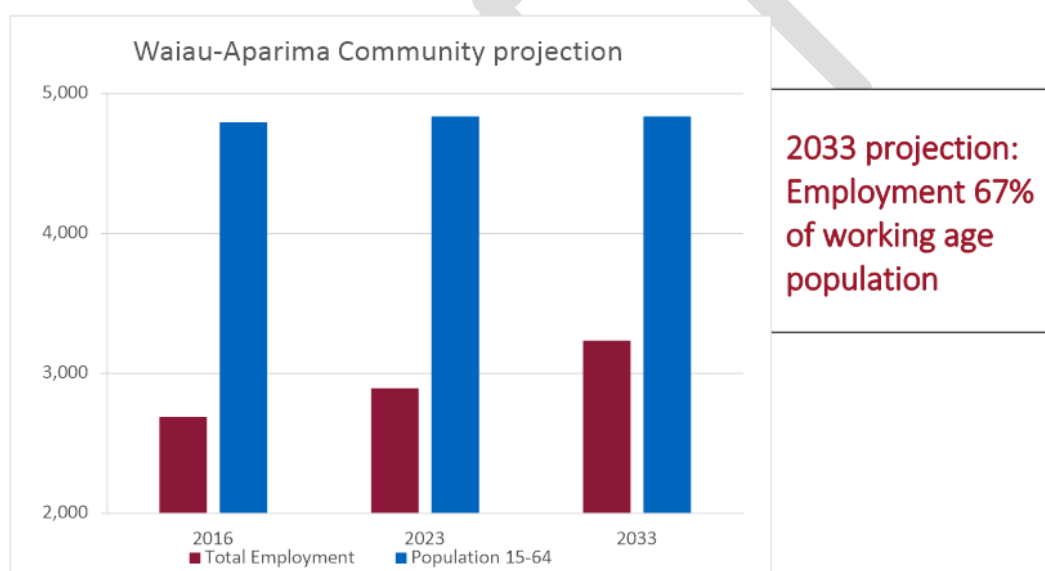
#### 4.6 Waiau-Aparima Community

Waiau-Aparima is one of the communities, which has struggled the most over the past decade. Some industries in the Waiau-Aparima Community have been on a long-term downward trend, the Global Financial Crisis (GFC), accelerated this decline, with many employment opportunities leaving the community and unemployment rising.

With decreases in job opportunities and an ageing population, the community has had a decreasing population. The population projection for the Waiau-Aparima Community suggests the population will now remain constant in the coming years.

The community has an abundant labour supply, with employment in the community being 56 percent of the employment in the community. In the 2013 census, the Waiau-Aparima Community had a 70 percent labour participation the Waiau-Aparima Community has a net commute outside the community, most likely to the Winton-Wallacetown Community and Invercargill City.

The employment projection for the community suggest that employment in the community will start to increase. By 2033, employment is projected to increase by 20 percent, resulting in an increase of 500 FTEs. This will tighten the labour market though the population is projected to remain far in excess of employment.



##### 4.6.1 Labour market implications

The Waiau-Aparima is very able to meet future demand for labour. Labour can be obtained from the following sources:

- Encourage local residents to work in the Community
- Encourage young people to stay in the community, or return after completing education
- Encourage business start-up.



MAKING SENSE OF  
THE NUMBERS

Business as usual community projections

17

Southland District projection  
April 2018

#### 4.6.2 Industry changes

The projected industry changes for the community suggest the specialisation in the primary sector will decrease, making way for construction and business services. This will be beneficial in diversifying the local economy slightly.

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MAKING SENSE OF  
THE NUMBERS

Business as usual community projections

18

Southland District projection  
April 2018

#### 4.7 Stewart Island Rakiura Community

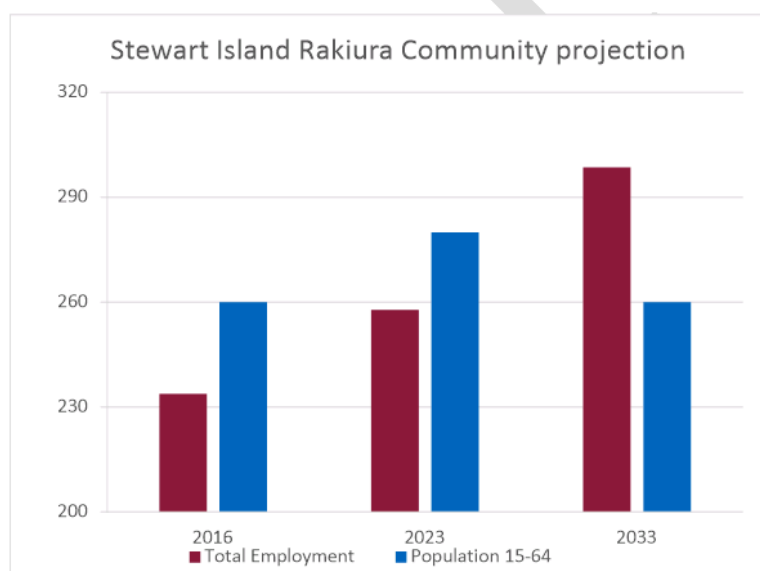
The Stewart Island-Rakiura Community is the smallest and most remote of the communities in Southland District. Due to the community's rapidly ageing population, the working-age population projection suggests slight growth in population to 2023 before returning to its 2016 level in 2033.

With no high school, Stewart Island has a small number of young families, and the youth need to leave the community to obtain education. This results in the rapidly ageing population which is observed for the community. The projection for Stewart Island suggest that with the ageing population, the working-age population will decrease.

The projection of employment for the community shows an increase in labour, this will tighten the labour market. The projections for the community suggest that by 2033, employment will exceed the labour supply by 15 percent.

##### 4.7.1 Industry changes

The Stewart Island-Rakiura Community is built around tourism and aquaculture production and processing. These industries are projected to grow in coming years, increasing the labour requirements for these sectors.



**2033 projection:  
Employment  
115% of working  
age population**

##### 4.7.2 Labour market implications

Because of the remote nature of the community, and commuting from other areas being unfeasible, the community requires the population to be sufficient to meet the labour demand. This leaves only two options to meet any future growth.

- Attract domestic or international migrants
- Encourage young people to stay in the community, or return after completing education.



MAKING SENSE OF  
THE NUMBERS

Business as usual community projections

19

Southland District projection  
April 2018

## 5 Proposed stage three

With the projected labour markets in Southland District, the Southland District Council can passively wait, or actively shape the future they want to achieve for their communities. The proposed final stage is concerned with defining SMART (Specific, Measurable, Achievable, Responsible and Time-bound) actions that will enable the vision for Community Futures 2040 to be realised.

### Defining SMART actions

The first and second parts to this project has identified a list of potential action areas, but we are conscious that there is already a Southland Regional Development Strategy (SoRDS) and Action Plan in place, and that the Strategy and Plan form part of MBIE's Regional Growth Programme.

It will be important for this project to align with SoRDS and its Action Plan in looking at population growth and diversification of the local economy. We know, for example, that SoRDS and its Action Plan aim to increase the Southland Regional population by 10,000 by 2025 and to increase Aquaculture, Tourism and International Education GDP in the Region. From this report, we project that there will be sufficient jobs for this population growth, but the population may only grow by a fraction of this amount.

Clearly, it will be important that any SMART actions defined by this project will harmonise with SoRDS and its Action Plan, so the starting point will be to verify which of the potential actions satisfy the initial criteria of complementing or supplementing SoRDS actions. Those actions that satisfy the initial criteria will then be tested to verify whether they meet the SMART criteria.

We know from experience that the Achievable element of SMART actions is the most challenging, and that outcomes are often merely expressed as aspirations or ambitions. This is because the nature and magnitude of market opportunities are unknown or completely overlooked. Accordingly, any actions we suggest will be on the basis of research to define, as clearly as possible, the market opportunities in terms of their location/origin and their value.

### Test SMART actions

We envisage that this project will be undertaken iteratively. This will entail a series of meetings with the Councillors, Council officers and key businesses on an individual and collective basis. The purpose of this consultative approach will be to thoroughly test potential actions to ensure they are entirely realistic. A further purpose will be to encourage buy-in for whatever actions that emerge from the project.

To test potential actions rigorously and thoroughly, we suggest a phased set of consultations, as follows:

- First meeting with Council - to review or formulate the vision for Community Futures 2040
- Engagement with Councillors individually
- Engagement with Council officers, individually or in groups
- Engagement with key businesses, individually
- Second meeting with Council - to review the list of potential actions and to assess whether they satisfy the criteria outlined above
- Third meeting with Council – to confirm the actions and the programme for their delivery.



MAKING SENSE OF  
THE NUMBERS

Proposed stage three

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Southland District projection  
April 2018

### Outputs

To ensure the success of the engagements, we envisage sending the participants a summary of the findings from Projects 1 and 2, and a set of discussion points. We expect that the process will progressively refine and sharpen the SMART actions, until an agreed set of Actions emerges.

*The Actions could be integrated into the Long Term Plan, or they could be presented as part of a stand-alone strategy.*

The final output will be a full set of detailed reports, supported by a PowerPoint summary, which will provide the basis for the Council to work towards the Community Futures 2040.

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MAKING SENSE OF  
THE NUMBERS

Proposed stage three

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Southland District projection  
April 2018

## Appendix A

### Labour Supply

The labour supply for any given area is made up of individuals over 15 years old which are willing and able to work in that area. The labour force at any given time is the total employed and total unemployed individuals.

Individuals which choose not to work or are not in employment or seeking employment are considered not “in the labour force” and are not considered as employed or unemployed. There are two factors which can make an individual leave the labour force, the first being they no longer want to work, while the other being there are no opportunities for employment, so they settle with non-employment.

The projected labour supply in this project is the maximum supply of labour for an area, which is the total working age population (15-65). Some individuals over 65 years old will choose to work, while some under 65 will also choose to not be employed for various reasons.

Statistics New Zealand present a low, medium and high projection of population. Recently, population projections have increased, suggesting that the high projection will be the most likely. The high projection has been used as the projection for future labour supply in each community.

Statistics New Zealand (SNZ) population projections are derived from an assessment of historical, current, and likely future trends in births, deaths, and migration – the three components of population change.

The number of births amongst women of any given age is assumed to stay the same. So, if the structure of population has been shifting towards women who are past the usual child-bearing age, the number of births will be projected to decline. Conversely, if there are significant number of women approaching the usual child-bearing age, the number of births will be projected to increase.

The number of deaths amongst people of any given age is also projected to stay the same. Thus, if the population is ageing, the number of deaths will be projected to increase.

The assumed net migration level for any age-sex group is based mainly on what has happened in the past. However, changes at national level (e.g. a surge in net migration) and significant local economic developments are also taken into account.



MAKING SENSE OF  
THE NUMBERS

Proposed stage three

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## Venture Southland third quarter report 2017-18

**Record No:** R/18/5/11321  
**Author:** Bridget Napier, Communications Coordinator  
**Approved by:** Rex Capil, Group Manager Community and Futures

☐ Decision ☐ Recommendation ☒ Information

### Purpose

- 1 This report provides an update on the key objectives, projects and performance measures for Venture Southland for the 2017/18 third quarter.

### Recommendation

**That the Community and Policy Committee:**

- a) **Receives the report titled “Venture Southland third quarter report 2017-18” dated 12 June 2018.**

### Attachments

- A Report to Community and Policy Committee - Venture Southland quarter three report 2017-18 [↓](#)



## QUARTERLY REPORT

### Third Quarter (January, February & March) 2017/18

This report contains a complete breakdown of Venture Southland's key objectives/performance measures for 2017/18. The Venture Southland work programme was formulated out of the letter of expectation received from Southland's three territorial local authorities.

Each measure has a commentary and a status provided; green for completed, orange for ongoing and red indicating work is yet to start.

#### Quarter three Highlights:

##### Burt Munro Challenge

Historically held in late November each year, the 2018 Burt Munro challenge moved to February in attempt to guarantee better weather. The move was a successful one with record numbers of participants and spectators converging on Invercargill for the challenge. The event featured a number of racing disciplines, including a Hill Climb, Beach racing, Circuit Racing, Speedway, and new to 2018, Drag racing. The Invercargill Honda street races that were scheduled for the last day of the challenge had to be called off due to a large oil spill on the track. Despite this disappointing end to the challenge, the Burt Munro Organising committee have said that the event is the biggest held to date with a 40% increase in rally attendees from the 2016 challenge.

##### What on Earth Colloquium

Venture Southland was a principal partner for the second What on Earth colloquium held at Te Papa in Wellington on 6 and 7 March. The event was sold out, with 265 people from 118 organisations, across a variety of sectors attending. This included central and local Government, academic institutes, data industry, industry data users and the space industry. 84% of attendees rated the event, which set the strategic agenda for the sector for the next ten years and established a new community organisation, as very or extremely valuable. The event was a useful opportunity to profile Southland's space industry and hold parallel meetings with international partners for new projects at Awarua Ground Station. Significant media coverage of the event was also achieved and follow up opportunities for Venture Southland have been actively pursued both within New Zealand and at an international level.

##### Dark Skies Project

The Dark Skies project was developed to assess astro-tourism opportunities in Southland. As part of this project Venture Southland carried out a survey during the quarter to assess community support of a Dark Sky Sanctuary on Stewart Island. The results of the survey showed strong support for the creation of an internationally accredited Dark Sky Sanctuary on the island. Worldwide interest in the southern night sky and the Aurora Australis means a dark sky accreditation would promote Stewart Island internationally as a top night sky observation destination. The community survey was undertaken in partnership with the Stewart Island Promotion Association following an assessment that determined the island's night skies to be of the quality required for official Dark Sky Sanctuary

status. Venture Southland is exploring funding options to assist in the preparation of an official application to the International Dark Skies Association.

### **Oats**

Venture Southland continues to work with leading parties to establish an oat-based industry in the Southland region. Group manager for business and strategic projects, Steve Canny and Business services manager Alistair Adam represented Venture Southland at a trial in Singapore to verify the formulations of beverages made with Southland Oats. The trial involved manufacturing oat-based health and wellness products, such as skin creams, medications, yoghurt, energy replacement drinks and desserts. The trial determined that Southland oats produce unique formulations that perform extremely well in blind tastings. Following the success of the trial Venture Southland is now looking to secure investment for the production of high-end oat-based food products and nutraceuticals for the Asian-Pacific market.

### **Kia Ora Magazine**

The Southland region was promoted as a feature article in the March edition of the Kia Ora magazine. Kia Ora magazine is a complementary inflight magazine that has a readership of 357,000. The article highlighted the growing attraction for New Zealand's southernmost region, with Venture Southland playing a key role in the article's development. Venture Southland was approached by Laura Williamson, a freelance journalist based in Wanaka, to help develop an itinerary that would showcase the very best of Southland for the article. As the regional tourism organisation for Southland Venture Southland has strong connections with tourism and trade operators that result in extensive and exciting itineraries being developed. This is just one example of where Venture Southland has provided support for media representatives in promoting the region to national and international markets.

### **International Education**

Southland's education providers were showcased at several events around Latin America in March as Joice Dondalski, International education manager, attended the Education New Zealand Latin American Roadshow. At the roadshow associated events Joice met with 57 educational agents and more than 270 potential students from Colombia, Mexico, Chile and Brazil. Venture Southland has produced promotional flyers translated to Portuguese and Spanish to resonate better with Latin American markets. Venture Southland is now working to consolidate the relationships and evaluating new international markets to promote Southland as an international education destination.

## Regional Statistics

## Priority Area: Increase in Population

SOURCE: 2013 CENSUS

Population	93,339	↑	+2,463	Up on 2006 Census
Projected 30 June 2017	98,400			Source: MBIE Regional statistics
Population Over 65	16.8%	↑	+0.4% between 30 June 2016 and 2017	NZ 15.1% At 30 June 2017

## Priority Area: Increase in Regional GDP

SOURCE: MBIE Regional Economic Activity Tool<sup>1</sup>

GDP Per Capita	\$57,902 Year to Mar 2017	↑	7.3% % change between 2016 and 2017, year to March	NZ \$57,002 For the year to March 2017
Regional GDP <sup>2</sup>	\$5.7 billion YE Mar 2017	↑	\$60 million On YE Mar 2017	

## Priority Area: Increase in Number of New Businesses

SOURCE: Stats NZ (2017) Geographic units by region and industry 2000-17<sup>3</sup>

Southland Business Units	14,019		2017
New Businesses	30	↓	Down on 2016

## Priority Area: Increase in Job Opportunities

SOURCE: MBIE Regional Economic Activity Tool (Year to December 2017)<sup>4</sup>

Participation Rate	73.2%	↓	-2.4%	NZ 70.6%
Unemployment Rate	4.5%	↓	-0.5%	4.7%
NEET Rate (15 to 24 year olds not in employment, education and training)	11.5%	↓	-2.3%	11.8%

<sup>1</sup> Ministry of Business Innovation & Employment (2017). *Regional Economic Activity Tool*. Retrieved from <http://webrear.mbie.govt.nz/theme/gdp-per-capita/map/timeseries/2016/southland?accessedvia=southland&right-transform=absolute>

<sup>2</sup> Stats NZ Tatauranga Aotearoa (2017). *New Zealand's regional economies 2017*. Retrieved from <https://www.stats.govt.nz/infographics/new-zealands-regional-economies-2017>

<sup>3</sup> Stats NZ Tatauranga Aotearoa (2017). *Geographic units by region and industry 2000-17*. Retrieved from <http://nzdotstat.stats.govt.nz/wbos/Index.aspx?DataSetCode=TABLECODE7603#>

<sup>4</sup> Ministry of Business Innovation & Employment (2017). *Regional Economic Activity Tool*. Retrieved from <http://webrear.mbie.govt.nz/theme/labour-force-participation-rate/map/timeseries/2017/southland?accessedvia=southland&right-transform=absolute>

**Job Seeker Benefit Recipients by Territorial Local Authority (TLA)**Source: Ministry of Social Development: December Quarter 2017<sup>5</sup>

	March Quarter Total		December Quarter Total		March 18-24 age total		Dec Quarter 18-24 age Total
Gore District	302	↓	333		110	↓	130
Invercargill City	1372	↓	1,627		551	↓	691
Southland District	371	↓	407		127	↓	154

**Commentary on Job Seeker Benefit Recipients statistics**

The decrease in job seeker benefit recipient numbers for the March quarter could be attributed to seasonality with many shearers and freezing work employees returning to work during the quarter, and also the increase in tourism opportunities across the region.

**Priority Area: Increase in Household Income**Source: MBIE 2017<sup>6</sup>

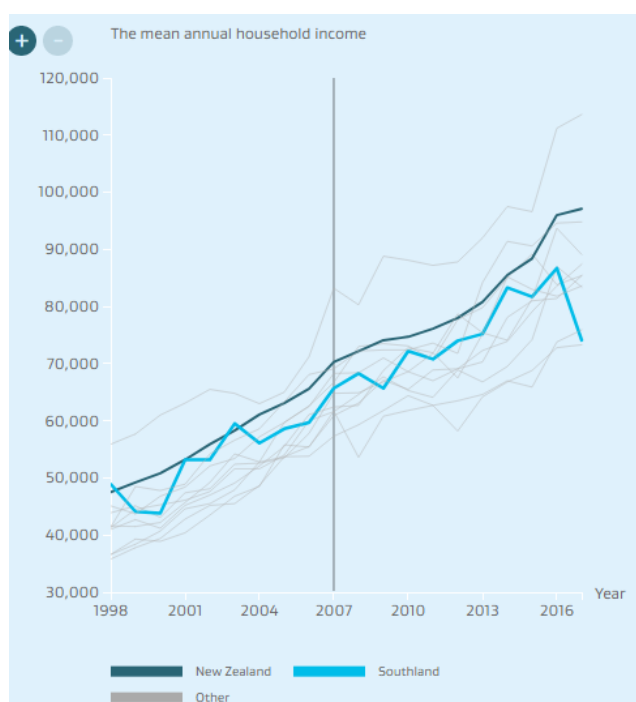
	Southland			New Zealand
Mean Household Income	\$74,100 For 2017	↓	-14.5% down on 2016	\$97,100 For 2017
The 14.5% decrease in mean household income for the Southland region is thought to be an anomaly in the data, as to date year end reports have been steadily increasing. This will be reviewed next quarter to assess if there is a developing trend.				
Mean Weekly Rent	\$242 year to August 2017	↑	4.2% Between the year to Jan 2017 and 2018	\$433 Year to January 2018
Mean House Value	\$273,870 year to December 2017	↑	+8.6% Between year to December 2016 & 2017	\$671,145 Year to December 2017
Deprivation Index*	5.0 2013 Census		0.2 Change between 2006 and 2013	NZ: 5.4 2013 Census
Household Internet Access	71.6% 2013 Census		18.5% between 2006 and 2013	76.8% 2013 Census

\*The New Zealand deprivation is an index of socioeconomic deprivation based on census information. Meshblocks (the smallest geographic area defined by statistics New Zealand) are assigned to deciles, with 1 representing least deprived areas, and 10 representing most deprived areas.

<sup>5</sup> Ministry of Social Development (2017): *Quarterly Benefit fact sheets – Territorial authority's data tables*. Retrieved from <https://www.msd.govt.nz/about-msd-and-our-work/publications-resources/statistics/benefit/archive-2017.html>

<sup>6</sup> Ministry of Business, Innovation and Employment. *Regional Economic Activity Web Tool*. Retrieved from <http://webrear.mbie.govt.nz/theme/household-income-mean/map/timeseries/2017/southland?accessedvia=southland&right-transform=absolute>

### Commentary on Household Income Statistics



### Priority Area: Increase in Number Visitor Nights and Occupancy Rate

SOURCE: STATISTICS NZ COMMERCIAL ACCOMMODATION MONITOR YEAR END (YE) Dec 2017

\*Statistics are from commercial sources only

<b>Total Expenditure Southland Region</b>	<b>7.6%</b>	<b>↑</b>	<b>\$606 million YE Dec 2017</b>
• Southland RTO Expenditure*	7.6%	↑	\$399 million YE Dec 2017
• Fiordland RTO Expenditure*	7.6%	↑	\$222 million YE Dec 2017

\*Revised figures not yet available

Number of Guest Nights			
<b>Total Southland RTO Guest Nights</b>	<b>1.4%</b>	<b>↑</b>	<b>445,611 YE Dec 2017</b>
• Southland RTO International Guest Nights	10.2%	↑	163,910 YE Dec 2017
• Southland RTO Domestic Guest Nights	-3.2%	↓	177,280 YE Dec 2017

Number of Guest Nights			
<b>Total Fiordland RTO Guest Nights</b>	<b>8.2%</b>	<b>↑</b>	<b>686,051 YE Dec 2017</b>
• Fiordland RTO International Guest Nights	10.4%	↑	508,772 YE Dec 2017



• Fiordland RTO Domestic Guest Nights	2.6%	↑	177,280 YE Dec 2017
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<b>Total Southland Region Occupancy Rate by territorial local authority</b>	<b>40.8%</b>	<b>↑</b>	Occupancy Rate 1.7% up on YE Dec 2016
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• Overall Invercargill Occupancy Rate	39.2%	↓	0.4% down on YE Dec 2016
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• Overall Southland District Occupancy Rate	41.2%	↑	2.2% up on YE Dec 2016
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• Overall Gore District Occupancy rate	44.2%	↑	2% up on YE Dec 2016
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### ***Commentary on revisions made to Monthly Regional Tourism Estimates (MRTes)***

In late January 2018, MBIE published revised MRTes data based on benchmarking against the Tourism Satellite Account. There are significant methodology issues related to these figures at a National level, particularly related to the International Visitor Survey. The implications for the Southland region are as follows (All figures are October 2017):

- Overall 2017 spend has been revised down 4% to \$606 million from \$628 million. This reduces the annual increase in spend from 2016 from 9.5% to 6%
- International spend has been revised down 12% to \$234 million from \$266 million. This reduces the increase in spend from 2016 from 18.4% to 11%
- Domestic spend has been revised up 3% from \$362 million to \$373 million. This increases the increase in spend from 2016 from 3.7% to 4%

## 1. Regional Strategies, Assessments and Advocacy

As Venture Southland is not confined by traditional council boundaries, it is uniquely positioned to promote and provide direction for the whole Southland region. This includes the planning and development of strategies that ensure a clear pathway forward for the region that aligns with local and central government and the wider industry and community.

Prioritisation of key projects across the region allows for efficient and appropriate allocation of resource as well as successful implementation.

Venture Southland advocates on behalf of the Southland region at a national level and continues to work closely with central government for the benefit of Southland.

		Status	Notes
1.1	Support the implementation of the Southland Regional Development Strategy Action Plan	UNDERWAY	<p>Venture Southland (VS) continues to support the implementation of the Southland Regional Development Strategy Action Plan with 25 of the projects listed facilitated and/or implemented by Venture Southland.</p> <p>A meeting was held with Sarah Hannan and Sarah Brown in March 2018 to confirm project transition from the Southland Regional Development Strategy office to Venture Southland for the other projects outlined in the Action Plan.</p> <p>VS CEO and MBIE regional advisor will meet every four weeks to oversee this transition.</p>
1.2	Southland Destination Strategy	UNDERWAY	<p>VS is facilitating the development of the Southland Destination Strategy which is a key project identified in the Southland Regional Development Strategy Action Plan.</p> <p>The advisory group, which will guide the development process, is currently being established. Once established the group will outline a proposal for an external consultant to undertake the work.</p>
1.3	Southland Digital Strategy	COMPLETE	Strategy is complete and available for review.
1.4	Southland Regional Heritage	ONGOING	<p>Strategic regional planning of heritage continues with VS playing a key coordination and support role. Some projects include Project Arc (Regional Museum Digitisation and Storage Project) as well as museum redevelopment at the Southland Museum and Art Gallery (SMAG), Andersons House and the Living Dinosaur experience.</p> <p>This involves partnering with the Ministry of Business, Innovation and Employment to review all funding options.</p>

1.5	Advocate on behalf of the region for services/revenue	ONGOING	<p>Work is currently being undertaken with New Zealand Transport Agency (NZTA) and the Ministry of Business, Innovation and Employment (MBIE) regarding telecommunications, roading and cycling.</p> <p>Venture Southland is also involved in discussions of key tourism issues at a national level relating to freedom camping, Airbnb and social license of tourism to operate.</p>
1.6	Regional response to Central Government tenders and submissions	ONGOING	Ongoing – as required

## 2. Destination Development

There are a number of exciting new projects and initiatives which will contribute to Southland's goals of attracting 10,000 new people by 2025 and generating \$1billion tourism revenue. One of the areas of focus is developing Southland as a destination for visitors, students, prospective migrants and investors, while retaining Southland's current residents.

The destination development section of the business plan overlaps with almost all other sections and reflects the integrated approach of Venture Southland. This involves a number of projects which aim to develop Southland as a destination, including international education, attraction and retention of a skilled workforce and commissionable trade tourism products.

Venture Southland has and will continue to be instrumental in laying the foundations for a number of tourism projects. This includes facilitating feasibility studies and investigation (including the provision of market insights and data) through to project planning and working alongside community and central government funders to attract external funding and investment.

International Education and Attraction and Retention of a Skilled Workforce are shown as separate sections due to the scale of these activities.

Please note that the Southland Destination Strategy (see 1.2) is a key plan currently under development which aligns directly with destination development but has a wider brief to look at overall management and sustainability alongside growth.

		Status	Notes
2.1	Market Analysis and Statistics  Work alongside Statistics New Zealand and MBIE to source and interpret statistics and market insights.	ONGOING	Three monthly tourism key indicator documents published in the last quarter.  VS participated in the MBIE Tourism Domain Plan review into how tourism data is gathered and analysed. It is also contributing to the review of the International Visitor Survey (IVS).  Qrious reviewed methodology and recommenced work on travel patterns analysis.
2.2	Market Insights Data Project  Work alongside Air New Zealand, MBIE to identify and test key regional themes for Southland Identity.	ONGOING	This project overlaps with the Southland Story project and VS is providing support as required.
2.3	Regional Event Strategy and Development	YET TO START	A review of the strategy, including consultation, is to be undertaken.
2.4	Assist Invercargill City Council (ICC) with the Inner City Rejuvenation Project	ONGOING	VS will provide assistance to this project as requested by ICC. Key projects could be supported in a variety of ways including preparation of funding applications.

2.5	Southland Cycling Strategy (Referred to as "Ride Southland")	ONGOING	<p>A complete draft of the strategy has been adopted by Gore District Council and is moving through the ICC, Southland District Council (SDC) and Environment Southland (ES) processes.</p> <p>A submission to ES prepared as part of Regional Land Transport Plan.</p> <p>Support is being provided to ICC regarding the development of alternative cycle trail routes between Invercargill and Bluff.</p>
2.6	Southern NZ Cruise Strategy	ONGOING	<p>VS recently contributed to the review of Environment Southland's Cruise Deed of Agreement associated with the Marine Fee. Work has begun on establishing a forum for review of the strategy and partnership with key stakeholders including Cruise NZ continues</p>
2.7	Catlins Tourism Strategy 2016-2026	ONGOING	<p>VS has provided support to both Catlins Coast and South Catlins Charitable Trust on the implementation of the strategy. This has included considering the impact of the Tumu Toka Curioscape project and associated infrastructure projects as well as freedom camping. Recent work involved partnering with Clutha District Council to look at the provision of tourism infrastructure and desire of community to view the Catlins as a 'whole'.</p>
2.8	Tumu Toka Curio Bay Natural Heritage Centre (Referred to as "Tumu Toka Curioscape")	ONGOING	<p>VS is supporting the South Catlins Charitable Trust with final accountability and funding elements of Tumu Toka Curioscape, as well as ongoing reporting which is required for the next three years.</p> <p>Additional support is being provided to the operators to support their business success. This includes engaging an external consultant to review marketing and customer service.</p> <p>The official opening for Tumu Toka Curioscape is planned for Friday, 20 July 2018 and Venture Southland is supporting overall planning for the event.</p>
2.9	Southland Museum and Art Gallery (SMAG)	ONGOING	<p>The Southland Museum and Art Gallery (SMAG) was closed indefinitely to the public in April due to safety concerns of the museum buildings.</p> <p>The outcomes of the ICC's Long Term Plan (LTP) will determine direction of associated priority projects and VS will provide support and resource where required.</p>
2.10	Anderson Park	COMPLETE	<p>Option 4 (shared revenue, multi-use model) of Anderson House proposal was investigated with final report presented to ICC for consideration and inclusion in Long Term Planning process.</p> <p>While this work is complete ICC have indicated they may require further support with the next steps of the project depending on the outcome of their LTP consultation.</p>

2.11	Tourism Industry Capability Building Hold workshops building capability of current and future tourism operators.	ONGOING	One trade development workshop held with Tourism New Zealand.  Digital, trade marketing and health & safety workshops have been scheduled for later in the year.
2.12	MBIE Regional Tourism Infrastructure Fund (TIF)  Assist Council staff to prepare and support applications to this fund.	ONGOING	Coordinated the submission of an application to the TIF for funding to upgrade the Lumsden Railway Precinct on behalf of SDC in October 2017 which resulted in a successful allocation of \$220,000.  MBIE have recently announced the second round of this fund and Venture Southland is currently preparing 2 applications for both the Invercargill City Council and the Southland District Council relating to Bluff, Waikawa, Monkey Island, Clifden Bridge and Te Anau.
2.13	Support applications to the MBIE Tourism Growth Partnership Fund	COMPLETE	This fund is no longer in existence.
2.14	Around the Mountains Cycle Trail operational requirements	ONGOING	Support provided through marketing initiatives including the Official Partner Programme (OPP) (accommodation, tour, and food/beverage operators along the trail) and national marketing – with the SDC and ATMCT Ltd.  Reported back to all OPP members on trail development and marketing.  Supported the development of new contracts, alongside SDC.  Planning currently underway for the reprinting of maps.
2.15	Around the Mountains Cycle Trail interpretation project	ONGOING	Implementation of this project is underway alongside SDC, including site selection and signage design
2.16	Living Dinosaur Project (formerly known as “Kakaporium”)	ONGOING	The feasibility of the project has been assessed and report presented to ICC.  Negotiations are commencing with DOC and potential commercial partners. Venture is providing a range of support including project coordination through to support for inclusion in the Council’s Long Term Plan.  The Long Term Plan consultation process will determine the direction of the project and VS will continue to provide support and resource as required.

### 3. Diversification of Southland's Economy

Venture Southland works to identify opportunities for investment which are complementary with the regional economy and ensure they are promoted to relevant domestic and international markets. Venture Southland's role is to investigate the potential of these opportunities to broaden Southland's economic base.

This area is significant to reduce Southland's dependency on a narrow range of industries. This also creates jobs through the formation of new industries and within the support services. Some of the projects are ongoing. It is important to have relevant and up to date information available so that when the time is right, an investor will take up the opportunity.

		Status	Notes
3.1	Aeromagnetic Geological Survey	ONGOING	Final flying for the Southland region will take place in summer 2018/2019 with interpretation of the data to follow. A brief has been produced for a local science partner to undertake further analysis in 2018. This work rests on the completion of the initial data sourcing work as outlined above.
3.2	Awarua and Lochiel Ground stations  Deliver services to five satellite and space organisations.	ONGOING	An intern from the University of Canterbury has been on site since February to help with installations and site upgrades, under the supervision of the Ground Segment and Engineering Manager.  Negotiations for ground station services have commenced with three additional agencies over the last three months.  Venture Southland was able to provide critical support to Rocket Lab's Electron Launcher 'Still Testing' from its Southland ground stations and will also provide support to the next launch window which opens in April/May 2018.  The potential for a ground operations centre is being scoped and forward contract for services with CSST being discussed. Expert input into strategic and financial planning has commenced with the support from NZTE. Additional negotiations for two potential new contracts were undertaken at the What on Earth Colloquium in Wellington on 6 and 7 March
3.3	Identify film opportunities for the region Aim for 52 production days for the year.	ONGOING	This work is ongoing alongside Film Otago Southland.  The final statistics regarding production and filming days are not released until June so an update on production numbers will be supplied then.

3.4	<p>Promote opportunities for investment</p> <p>Facilitate six significant investment opportunities.</p>	ONGOING	<p>Investment opportunities being worked through include:</p> <ul style="list-style-type: none"> <li>• Oat based health and wellness foods.</li> <li>• Radio science related investments.</li> <li>• Agriculture and food manufacturing.</li> </ul> <p>Applications have been made to the New Zealand Trade and Enterprise (NZTE) Strategic Investment Fund to assist with further scoping of space sector opportunities and Oat based health and wellness foods.</p>
3.5	<p>Tourism product development</p> <p>Assist in bringing eight new tourism products to the market</p>	ONGOING	<p>In depth business cases have been completed for ICC for the Living Dinosaur and Anderson Park projects as well as the Tumu Toka Curioscape project in the Catlins. Fifteen small tourism operators have been assisted in the quarter, four of whom have brought their product to market in the last quarter.</p> <p>Diagrams showing completed and planned tourism products across the region can be seen in the additional information section at the end of this report.</p>



#### 4. Business Service Efficiency and Competitiveness

Venture Southland offers business services to Southland businesses, such as business advice referral services, funding support, and facilitating mentoring services as part of the national Regional Business Partner Programme with New Zealand Trade and Enterprise, Callaghan Innovation and Business Mentors New Zealand.

This support ensures Southland businesses are operating as efficiently as possible, and are therefore competitive in the marketplace. Venture Southland has a range of services including Lean Manufacturing, Lean Dairy (Farm Tune) and workshops to drive efficiency. This is especially important given the labour market challenges highlighted in the Southland Labour Market Strategy.

Innovation and the development of innovative processes are critical to the ongoing competitiveness of Southland businesses. Venture Southland is able to support businesses through the Callaghan Research and Development funding. Processes and programmes will continue to be developed to support Southland businesses with innovation and development.

		Status	Notes
4.1	Facilitate the Regional Business Partner Programme	ONGOING	The delivery of the Regional Business Partnership is ongoing throughout the year.
	\$200,000 in funding allocated to Southland businesses	ONGOING	Over 80% of the funds have been allocated. To ensure fair and even access of the funds careful monitoring of allocation is being applied. This year the allocation of annual funding is \$220,000.  \$178,543.15 of matched funding has been allocated to date to support SMEs with access to business training.  VS is currently working with NZTE to look at accessing additional support funding.
	Facilitate 50 mentor client matches and train 50 mentors	ONGOING	There has been steady growth in the mentors programme over the last quarter.  There are now 55 mentors trained.  Over 30 matches have been made in this year. Growth in the numbers of mentors will allow increased matches to be made throughout the year.
	Allocate \$250,000 from the Callaghan Innovation and Development Fund	ONGOING	Over five million dollars of funding has been approved to date for the 2017/18 year.  A number of high value projects are currently in the pipeline, with potential for funding of over \$750,000.  Connections are being established with the Callaghan Innovation research and technical services team to provide support around new projects.

			A Callaghan Innovation business event “Succeed in a Changing World” was run on the 14 <sup>th</sup> March with over 80 businesses participating. This event has resulted in an increase in enquiries about funding and services available through VS.
	Complete 140 client business assessments	ONGOING	<p>161 client assessments/discovery sessions have been undertaken to date this year. This is 107% of NZTE target with 75% of the contract period completed.</p> <p>The net promoter score of the programme is 63 to date, exceeding the annual KPI of 50 for the year. This score ranks Venture Southland 5<sup>th</sup> out of 14 National Regional Business Partners.</p>
4.2	<p>Innovation support and Programmes</p> <p>Deliver workshops as a need is identified</p>	ONGOING	<p>Creative HQ Innovation and Accelerator programme commenced in early December with Stewart Fleming appointed to the role.</p> <p>18 businesses are currently being supported by this programme in their innovation journey.</p> <p>Work is ongoing with Creative HQ around the business innovation support platform to ensure appropriate functionality is tailored to the needs of local businesses.</p> <p>Callaghan Innovation’s “Succeed in a Changing World” was a successful event, with over 80 local businesses attending.</p> <p>The programme has many events planned for the remainder of the year including a Tech Week, a start-up weekend and Design Thinking workshops.</p>
4.3	<p>Business training and support</p> <p>Deliver training as a need is identified.</p>	ONGOING	<p>New programmes have been identified on various topics including future jobs, design thinking, retail and digital enablement.</p> <p>Planning is underway to identify training that can be delivered in 2018.</p>
4.4	Conduct a survey of Southland businesses	ONGOING	<p>The fourth annual Southland business survey began on the April, 10 and concludes on the May, 10.</p> <p>Early responses have been encouraging with good promotion of the survey through partners and the media.</p> <p>Analysis will be undertaken during May with results to be released at the beginning of June.</p>

4.5	Deliver LEAN Management training to seven businesses	ONGOING	<p>Planning for the 2018 programme is underway with initial responses from businesses being positive.</p> <p>LEAN Training and support will be delivered in 2018 through a series of smaller more focused workshops that cater for a broader audience.</p>
	Deliver Dairy Lean to 12 farm	ONGOING	Work is underway with DairyNZ for the delivery of the 2018 Farm Tune programme with support from the Regional Business Partner Programme.
	30 Businesses attend other Lean support initiatives	ONGOING	The 5s, small business improvement programmes and LEAN forums are currently planned for 2018 with promotion of these events currently underway for attraction of business attendance.
4.6	Methane recovery Continue to investigate the opportunity for capturing methane from effluent ponds and converting it to energy	ONGOING	<p>Monitoring of methane at Glenearla farm under a contract funded by EECA has started.</p> <p>Additional scoping to support an application for further assessment through the waste minimisation fund has also commenced.</p>

## 5. Attracting and Retaining a Skilled Workforce

Southland, like other regions, is facing a workforce shortage due to an aging population. For business to grow, skilled staff are required. Venture Southland is active in attracting migrants to the region, and also ensuring the skilled workers remain in the region. Without people, new businesses and new industries cannot develop, and existing industries cannot be extended.

Venture Southland signed a Memorandum of Understanding in 2016 with the Ministry of Business, Innovation and Employment, and Immigration New Zealand based on prior initiatives and collaboration to build on regional migrant settlement and retention strategies. The agreement assists in the implementation of the Southland Labour Market Strategy.

		Status	Notes
5.1	Work with MBIE and Immigration New Zealand to implement the Southland Labour Market Strategy.	ONGOING	<p>Work is ongoing with MBIE and Immigration NZ regarding implementation of the strategy.</p> <p>VS has partnered with MBIE to deliver a regional migrant skills placement role to assist skilled migrants, and spouses of skilled migrants, in finding meaningful employment.</p> <p>A Welcoming Communities partnership has also been established.</p> <p>All roles within the labour market team are now filled including;</p> <ul style="list-style-type: none"> <li>• Southland Labour Market Coordinator</li> <li>• Skills Placement Coordinator</li> <li>• Welcoming Communities Coordinator</li> <li>• Southland Youth Futures Coordinator</li> </ul>
5.2	Southland Youth Futures – Invest in Youth	ONGOING	<p>Work is ongoing with schools and students to connect with support programmes.</p> <p>Delivery for the 2018 Southland Youth Futures programme delivery is underway. The Southland Youth Futures school delivery typically has a focus period of the first half of the calendar year, as it fits better within school timetables. Already in-schools talks have been delivered to six schools with on-site visits planned.</p> <p>All secondary schools in Southland are part of this programme and see it as a critical link between youth and local career options.</p>
	Deliver 12 workplace site visit days	ONGOING	<p>Work place visits are scheduled for the second half of 2018 with dates to be finalised in early May.</p> <p>These site visits follow-on from the broader career information provided during the school careers talks.</p>


	Have over 30 'youth friendly' employers in the region	COMPLETE	<p>45 youth friendly employers have registered as part of the programme.</p> <p>The increasing number of enquiries from employers will assist ongoing work to increase this number.</p>
5.3	Build partnerships to drive migrant attraction and retention	ONGOING	<p>The Southland labour market coordinator continues to develop strong partnerships that drive the attraction and retention of skilled workers.</p> <p>Programmes such as the skills placement role further enhance this activity with good connections and networks established with employers and recruitment agencies. Workshops focused on migrant retention are also being delivered in partnership with MBIE.</p> <p>Partnership established with MBIE around the development and delivery of the i-SITE attraction programme.</p>
5.4	Rural migrant working and newcomers project (now Known as "Te Anau Ambassador Pilot")	ONGOING	<p>SDC have provided the project brief and implementation will soon begin.</p> <p>The project will no longer be focused on Te Anau as community feedback determined that there were already welcoming mechanisms in place.</p> <p>Research will be carried out to determine a new location to develop this pilot project.</p>
5.5	MBIE i-SITE Attraction Pilot (see 7.10)	ONGOING	<p>See 7.10 for full update.</p> <p>Venture Southland is facilitating a national pilot project in partnership with MBIE to investigate the potential to transition visitors into migrants using the Invercargill i-SITE.</p>
5.6	Welcoming Communities Pilot (see 9.6 Community Development)	ONGOING	<p>Southland was selected as one of five regions across New Zealand to participate in the MBIE Welcoming Communities Pilot. To date progress has included:</p> <ul style="list-style-type: none"> <li>- Feedback provided for the national standard which has now been confirmed</li> <li>- Reports prepared for three Councils and other stakeholders including iwi and Community Trust of Southland.</li> <li>- Confirmation of total funding to deliver the project and funding contracts entered into.</li> <li>- Establishment of advisory group which will assist to drive the pilot programme.</li> <li>- Benchmarking process which all Councils will undertake in preparation for the development of the Welcoming Plan has been completed.</li> <li>- Participation in the national stakeholder pilot group continues.</li> <li>- Welcoming Plan draft has been developed and is currently being consulted on alongside the Advisory Group and MBIE.</li> </ul>

			- This plan will be confirmed by end of June and implementation of key projects will follow.
5.7	<p>Pathways to employment</p> <p>Work with Education New Zealand, local education providers and industries to provide pathways for graduating international students into employment</p>	ONGOING	<p>The first Southland Pop Up Job Shop was held in Invercargill from 4-9 September 2017 and showcased the number, and range of jobs, available in Southland at that time. 520 people visited the Pop Up Job Shop and over 100 people had free interviews with Southern Directionz staff. The initiative exceeded job seeker and publicity expectations.</p> <p>The second Pop Up Job Shop was held in April 2018. Building on the success of the 2017 event, the 2018 shop increased the number of workshops with recruiters, employers and support agencies and was delivered in Invercargill, Te Anau and Gore. The initiative was a success with over 500 jobs on offer across the region.</p> <p>The MBIE funded skills placement role provides a direct connection between skilled migrants and employer needs, with a particular focus on skilled spouses and students.</p> <p>Previous events to promote pathways to employment have included job speed-dating evenings.</p>

## 6. International Education

Venture Southland administers the Education New Zealand Regional Partnership Programme for Southland. This is designed to support the development and growth of international education in selected regions of New Zealand. It is a partnership and collaboration between international education providers, local educational groups, local government, economic development agencies, and the international education industry.

Over the past decade the international education sector in Southland has developed increasingly with significant investment, relationship building, direct marketing and delegations overseas. These initiatives have resulted in a steady growth in international student numbers in the Southland region.

		Status	Notes
6.1	Partner with Education New Zealand (ENZ) to develop the implementation phase of the Southern Education Strategy.	COMPLETE	<p>VS works in partnership with Education New Zealand (ENZ) and the regional education providers as part of its Regional Partnership Programme (RPP).</p> <p>The Southern Regional International Education Implementation Plan 2017-2020 has been developed based on the initial strategy put forward in November 2016. The plan has been approved by Education New Zealand.</p> <p>Education New Zealand have confirmed funding arrangements and contract for the 2017/18 period.</p>
	Establish the Southern Education Alliance (SEA) Governance group	COMPLETE	<p>A SEA Governance Group has been formed to discuss the programme roll out across the region. Discussions have included the business plan for 2018, the development of the International Education Prospectus and regional school contacts, marketing material and confirmation of the Study Southland brand.</p> 
	Set targets for the region based on current market trends	COMPLETE	<p>The recently submitted plan to Education New Zealand for the 2017/18 financial period breaks down the actions required to align the six goals identified in the strategy.</p> <p>This includes timeframes, success measures, who is lead agency, and identifies the total budget per annum.</p>
	Promote Southland as a destination for students	COMPLETE	<p>The first International Study Workshop was held on the 23 November 2017 and hosted by Study Southland, another workshop is planned for mid-2018.</p> <p>The international education manager has prepared a submission for the Ministry of Education for projects related to the International Student Wellbeing Strategy (ISWS).</p> <p>This proposal has been successful in securing additional funding to assist in hosting international students in Southland.</p>

			<p>Southland was promoted as a preferred destination for international students at the Latin America Road show in Colombia, Mexico, Chile and Brazil over February and March.</p> <p>VS hosted the Argentina Ambassador - His Excellency Mr Fausto <b>Lopez Crozet</b>, on behalf of the Southland Councils, during his visit to Southland and Queenstown on the 20th February 2018. The Ambassador is was keen to build relationships in Southland and explore opportunities within the tourism, education, agriculture and fishing sectors.</p>
	Develop generic marketing collateral, aligned to the Southland Destination Strategy and Southland Labour Market Strategy	COMPLETE	<p>International Education prospectus for Study Southland developed and 1000 copies delivered to education providers and councils in the region.</p> <p>1000 USB pens also developed for use at Expos, and to easily provide agents with promotional material.</p>
	Facilitate the development of the Southern Education Alliance website.  Develop branding for Southern Education Alliance	ONGOING	<p>Southland as a preferred international education destination is currently promoted via the Southlandnz.com website.</p> <p>The website will continue to be developed as we progress forward with the strategy and operational planning. The SEA Governance Group is very pleased with the progress to date and outcomes achieved to support the growth of the international sector in Southland.</p> <p>Consultation with Education New Zealand (ENZ) and education providers is underway to identifying marketing opportunities and new agents for education providers.</p>



## 7. Destination Promotion

Venture Southland is focused on maximising the regional benefits of increasing the number of tourists for the region. Promotion of the region nationally and internationally through consistent marketing and communication to strengthen the Southland brand is essential to drive demand, alongside product development which gives reasons to spend more and stay longer. Venture Southland will continue to build Southland as a destination and the evolution of the Southland identity to market to New Zealand and the world, which in turn attracts visitors that support the private and public operations in the region.

Partnerships that have been developed over numerous years are essential to promote Southland. This is through marketing alliances where different organisations or regions pool financial and human resources to leverage greater promotional opportunities, or through relationships developed at a national level within entities that include Tourism New Zealand, Tourism in Aotearoa (TIA), Air New Zealand, Cruise New Zealand, Region Tourism New Zealand (RTNZ), CINZ, and DOC.

Destination promotion within Venture Southland includes Attraction and Retention of a Skilled Workforce and International Education. However, as these are significant areas of focus, these are presented in sections 5 and 6 respectively. Also note the importance of 1.6 the Southland Destination Plan in providing an overall regional blueprint.

		Status	Notes
7.1	Conduct 18 marketing and promotional campaigns	ONGOING	Three marketing and promotional campaigns undertaken for the quarter (13 undertaken to date in total). Four campaigns are in development 1. 1st of the Season (Savour the South) 2. Southern Steel - Social Media Campaign (Preparation) 3. People of Southland - Content Campaign (Preparation) 4. TravelWireAsia 5. Neuselnd News 6. Southland NZ V2.0 (preparation) 7. Southern Rumble - SPW (preparation)
7.2	Tourism publicity and media engagement	ONGOING	For a detailed listed of media engagement and tourism publicity please see additional notes at the conclusion of the report.
	Generate 96 media pieces	COMPLETE	57 media results have been achieved for the quarter and 158 media results have been recorded to date, more than achieving the set target of 96.  Highlights for the quarter include Kia Ora magazine's Southern Stars feature, North and South Catlins Story and @youngadventuress Hump Ridge Track coverage.
	Coordinate 18 media famils	ONGOING	Five media famils have been conducted during the quarter, with 19 carried out in total to date.  A highlight of the quarter includes the media famils that were coordinated for international media such as Zeit Online, Germany and Wanderlust Magazine, UK
7.3	Tourism supply and trade development	ONGOING	Simon von Tunzelman appointed as new Trade and Relations Coordinator at the start of this quarter.

	Engage with 200 agents		33 agents have been engaged with during the quarter with 182 engaged with to date for the year.  For further information on this engagement please see additional notes at conclusion of the report.
	Attend minimum of four trade shows	ONGOING	Preparation is currently underway for attendance in Australian Mega Famil and TRENZ. To date three trade shows have been attended for the year.
	Present regional profile and product offerings of 70 Southland operators	COMPLETE	The trade manual, profiling regional offerings and showcasing Southland as a preferred conference and trade destination is now complete.
	Coordinate 10 trade famils	ONGOING	One trade famil conducted during the quarter with Tourism New Zealand – North China.  Nine trade famils have been completed for the year to date.
	Participate in eight international marketing alliance (IMA) activities	ONGOING	Participation in three IMA activities to date.
	Develop three trade itineraries	COMPLETE	Four trade itineraries have been developed, achieving the set target of three.
7.4	Digital Marketing	COMPLETE	Maintained the number one and two ranking for regional search engine searches, achieving the target of a top three ranking.
	Obtain top three ranking for regional search engine searches		Anke Ruwette appointed as new Digital Marketing Coordinator, as maternity cover for Maree Boyle.
	Growth of website traffic (+10%)	ONGOING	126% of the website traffic target has been achieved through the first 3 quarters. This achievement has been based on TravelWireEast campaign and new content. For more information on this please see additional notes.
	Growth of operator listing on Southlandnz to 420 (+19%)	COMPLETE	There has been significant growth in operator listings on Southlandnz with 441 listings (+25%) live on page, with a total of 1309 listings (+211%) in the database. Currently working on the development of SouthlandNZ 2.0 to launch new listings.
	Growth of consumer/trade/industry databases (+8%)	COMPLETE	There has been a 1% growth in consumer/trade/industry databases for the quarter (annual growth of 13% of databases).
	Growth of social media engagement (+12%)	ONGOING	To date 97% of the social media engagement growth target has been achieved.  For more information on this please see additional notes.

7.5	Southland promotional merchandise	ONGOING	Southland promotional materials created and shared including posters, bags, beanies, pens, duck callers and tea towels. Further materials being developed include chocolates, key rings, blankets, bandanas and table runners.
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## Destination Fiordland

7.6	Marketing via Destination Fiordland	ONGOING	<p>Continued promotion of Fiordland through the weekly newsletter, Fast Facts. This newsletter is engaged with well by those on the distribution list with an average of 42.59% of people reading the information each week.</p> <p>Attendance of Destination Fiordland at key meetings throughout the quarter;</p> <ul style="list-style-type: none"> <li>• Southern Lakes IMA (February)</li> <li>• South Meeting with Tourism New Zealand, MBIE, TIA and RTNZ to discuss Fiordland and the RTO working relationships (March)</li> </ul> <p>Destination Fiordland representation at trade shows over the quarter:</p> <ul style="list-style-type: none"> <li>• RTO Workshop in Sydney (February)</li> <li>• South East Asia training (March)</li> <li>• Tourism New Zealand in bound Operator days. 160 inbound operators engaged with (Auckland)</li> </ul> <p>Destination Fiordland arranged and coordinated the Tourism New Zealand fam for Ingo Feiertag of Germany.</p>
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## Conference Attraction

7.7	<p>Promote Southland as a conference destination and support potential conferences</p> <p>Develop relationships with national conference sector (including Professional Conference Organisers) and local conference sector providers</p>	ONGOING	<p>28 conferences held during the quarter (67 conferences have been held to date). Conferences held during the January to March 2018 quarter:</p> <p>18/01 Rayonier  20/01 Jehovah Witness Conference  23/01 Southland Bowls  29/01 Warrant Officers Training Conference  29/01 NZ Blood  30/01 Probus East  24/2 Highlands Motorsport Park Members Dinner  28/2 Classic Holidays Roadshow  28/02 Southpac Trucks  01/03 Central Friendship Group  07/03 Southland Interagency Forum  07/03 Site Safe  08/03 Christian Women Communicating international  08/03 Industry Systems Management  08/03 Invercargill combined friendship group</p>
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			12/03 60's up movement 12/03 Faculty of Law 12/03 Statistics NZ 13/03 Real Estate Conference 15/03 UBT Conference 16/03 NZPI Southland 20/03 Mitre Ten 20/03 REAP conference 21/03 Otago/Southland Regional Dairy Awards 21/03 NZEI 21/03 DIA 27/03 Probus East 27/03 Farmlands 30/03 Jaguar Car Rally
	Provision of bid support information	COMPLETE	The bid template and Conference Manual has been finalised. Investigation is currently underway into interactive digitisation of this via Southlandnz.com
	Coordinate the Conference Incentive Fund	ONGOING	Coordination of the conference incentive fund continues alongside the ILT.
	Prospect 50 conference opportunities, undertaking 12 bids to attract six additional conferences	ONGOING	15 conferences prospected during the January to March quarter (see 7.7)  37 conferences prospected to date.
	Represent the region through four events, activities and industry channels	COMPLETE	Representation at 3 event (8 to date) <b>Conference Promotion/Representation</b> <ol style="list-style-type: none"> <li>1. MBIE CAS - Report</li> <li>2. Master Joiners - Famil</li> <li>3. Young Farmers Committee Member</li> </ol>

### Invercargill i-SITE

7.8	Manage the Invercargill i-SITE including implementing the review undertaken in 2016/17	ONGOING	Recommendations of review undertaken in 2016/17 continue to be implemented.  The recommendations have resulted in a saving made of \$18,000 for the year. The March quarter was slightly higher than the previous year as additional staff were used to cover the busy peak season.  The i-SITE has temporarily moved to the Northend Bowls Club following the decision to close SMAG due to safety concerns. Venture Southland is investigating permanent new location options for the i-SITE, with support from ICC.  The Northend Bowls club provided a good interim solution at short notice, with the i-SITE only being closed for approximately two hours.
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			Longer term solutions are currently being looked at, with the likelihood of a medium term (2-3 years) option being required before a permanent location is found.				
7.9	Grow revenue 8%	ONGOING	<b>Revenue</b>	<b>2016/17</b>	<b>2017/18</b>	<b>Variation</b>	<b>%</b>
			Commission	\$35,112	\$42,377	\$7,266	20.70%
			Other	\$4,049	\$8,560	\$4,510	111%
			<b>Expenditure</b>				
			Salaries	\$45,205	\$49,270	(\$4,063)	(9%)
			Other*	\$16,495	\$10,654	\$5,841	35.4%
			*Retail sales, advertising revenue and ticket sales commissions.				
			Commission is showing as being \$7,266 above budget. This due to the timing of the Burt Munro Challenge and also changes in how commission is received. Historically some contracts had a wash-up based on total sales for the year and various targets, however this is now paid on sales throughout the year.				
			Retail sales are higher than the prior year by \$8,000 although these appear to be at a lower margin.				
			Staff costs are above the prior year as additional staff are used to cover the peak season. This was expected.				
7.10	MBIE i-SITE Attraction Pilot (see 5.5)	ONGOING	The facilitation of a national pilot project, in partnership with MBIE, to investigate the potential to transition visitors into migrants using the Invercargill i-SITE is ongoing.				
			Portal and interactive material had been placed in the i-SITE to allow people to explore regional employment and lifestyle opportunities, and register interest in future employment opportunities. With the recent relocation of the i-SITE due the closure of SMAG, we have had to put this pilot on hold.				
7.11	Department of Conservation i-SITE partnership	ONGOING	As part of the partnership with the Department of Conservation, i-SITE staff have had training on the Great Walks and other DOC products with the site developed to hold information and sales commenced.				
			The partnership has also included the Responsible camping initiative. Note with the relocation of the i-SITE due to the closure of SMAG, implementation of the promotional plan scheduled alongside DOC has been delayed.				

## 8. Events

Southland is known for high quality events which add diversity, vibrancy and a sense of well-being to the region's residents and ratepayers. Venture Southland believes that events are an important aspect of our approach to develop and promote Southland as an attractive place to live, study, work and visit.

In 2016, Venture Southland undertook an internal evaluation of their role with delivering events with a view to looking at how to prioritise allocation of resources and gain efficiencies. Outcomes from this review are reflected in this year's work programme as below.

The next step and a key project for this year in line with the Southland Regional Development Strategy is the development of a Southland Regional Event Strategy (see 2.3). This framework will involve multiple stakeholder involvement and will assess event development and promotion from a regional perspective.

		Status	Notes
8.1	<p>Delivery and support of events</p> <p>Generate spectatorship in excess of 40,000 per annum</p>	ONGOING	<p>The delivery and support of events across the Southland region has resulted in spectatorship of 32, 500 + CONF to date.</p> <p>During the quarter delivery and support of the following events was carried out:</p> <ul style="list-style-type: none"> <li>- Southland District Council Holiday Programme</li> <li>- Southland Buskers Festival</li> <li>- Shakespeare in the Park</li> <li>- Burt Munro Challenge</li> </ul> <p>The 12th annual Burt Munro Challenge was held from 8-11 February 2018. This was the first time the event was held in February (formerly held in November). The event included six different racing events (including new Twilight Drag Racing event) over four days across Southland, and a rally with camping ground - record crowds of over 2,000 people were recorded at the rally site alone. The event attracted domestic and national visitors as well as international visitors from Australia, the UK and further abroad.</p> <p>Planning for the following events was also carried out during the quarter:</p> <ul style="list-style-type: none"> <li>- Southland Festival of the Arts</li> <li>- Southland Heritage Month</li> <li>- ILT Kidzone</li> </ul> <p>Planning is underway for Southland's favourite family event - the ILT Kidzone Festival. This year the ILT Kidzone Festival enters its 14th year and will be held at James Hargest College Senior Campus in Invercargill from 11-16 July.</p> <p>This year's theme will be 'Around the World' and will look at diversity and multiculturalism. This theme is timely with the resettlement of Colombian refugees in Invercargill and ties in with other current projects including the Welcoming Communities project and the International Education projects that are designed to attract new residents to Southland.</p>

8.2	<p>Grow and promote the Southland events calendar</p> <p>Provide marketing support to 32 events</p> <p>Undertake event promotion for iconic and significant events</p>	ONGOING	<p>12 event newsletters have been distributed with 146 events promoted in the Southland events calendar during the quarter.</p>
8.3	<p>Develop an approach and platform for aligning, planning, coordinating and funding events in the region</p>	ONGOING	<p>The Southland Regional Event Strategy will align with this target (see 2.3).</p> <p>The Event Capability Workshop was delivered in November in partnership with Sport Southland and included 45 people from the events industry.</p> <p>New event capability content has been published online in the last quarter and work is continuing with ICC on council support for event managers in the region.</p>
8.4	<p>Facilitate event capability development</p> <p>Provide support to 12 regional events</p>	ONGOING	<p>As above 8.3.</p> <p>Support has been provided at ten regional events including the HopNVine, Heritage Month, and Lap the Lake.</p>
8.5	<p>Economic and social impact assessment</p> <p>Work with key stakeholders to establish a process to identify and prioritise key events to be evaluated in order to understand the economic and social impact</p>	ONGOING	<p>Economic and/or social impact assessments to be completed where a need is identified.</p> <p>An economic impact assessment was completed post the 2018 Burt Munro Challenge that was held for the first time in February.</p> <p>The event reported a 20% increase in the number of Rally-goers alone due to better weather conditions.</p>

## 9. Community Development

Southland is known for its strong and vibrant communities which contribute to a quality of life not found elsewhere. The Southland Regional Development Strategy aims to attract 10,000 more people by 2025 and quality of life opportunities are essential to not only attracting, but also retaining people.

Venture Southland supports the Southland District Council in supporting local communities to maintain a proud Southland community spirit, particularly in rural areas. The approach is twofold and relies on a relationship approach of working alongside local people and groups and partnering with Councils, community funders and other stakeholders on a range of projects and initiatives.

There is a close relationship between the Southland District Council Community and Futures group and Venture Southland's Community Development team. Venture Southland's Community Development team helps to deliver Southland District Council's priorities and support Council on a range of projects and initiatives.

The 2017-18 work programme builds on key projects completed in the previous year and detailed briefs for new projects listed below are yet to be fully scoped. Scoping of these projects will be undertaken alongside the Southland District Council to establish objectives, timeframes and resource requirements. Note: Depending on the scope of these projects, some priorities may change.

Please note that there are four projects as outlined in the Southland District Council Letter of Expectation which are detailed in other sections of this quarterly report.

Project/Initiative	Section
Rural Migrant Worker and Newcomers Project (now known as Te Anau Ambassador Pilot – see 5.4)	Attraction and Retention of a Skilled Workforce
MBIE Tourism Infrastructure Fund (see 2.12)	Destination Development
Cycle Strategy Implementation (see 2.5)	Destination Development
Around the Mountains Cycle Trail Operational Requirements (see 2.14)	Destination Development and Destination Promotion

Community Development is split into the following sections:

### Community Capacity and Capability Building

	Status	Notes
9.1 Community Organisation and Volunteer Sector Project  The project aims to prioritise and implement the key findings determined from the research undertaken in 2016-2017	ONGOING	Shared Service Pilots Following discussions with SDC and various communities in Southland, it was decided to pursue two pilots for the Shared Service in the Winton township community and the Wyndham/Edendale area. Rather than be geographical or topic based, it was decided that both will focus on a shared officer role (chair, secretary or treasurer), one with an urban focus (Winton) and one with a rural focus (Wyndham/Edendale).  An initial desktop research report has been sent to SDC, outlining the project and identifying similar shared service models both local and nationally. The Community Development team are now focussing on contacting



			potential community groups in each area to discuss the project. A further update report is due to SDC in July.
9.2	<p>Community Facilities Project</p> <p>The project aims to prioritise and implement the key findings determined from the research undertaken in 2016-2017</p>	ONGOING	<p>The final report for the community facilities project was submitted to SDC on 31 August 2017.</p> <p>SDC are yet to advise of further projects flowing on directly from this research, however have sought the community team's assistance in engaging with some communities regarding the use of key facilities.</p>

## Community Planning

		Status	Notes
9.3	Southland District local community sustainability strategic approach	ONGOING	<p>This project is aimed at developing a District-wide approach to community development which will be ratified by SDC.</p> <p>An initial workshop was held in November (facilitated by SDC), and the Community Development team are awaiting information from SDC regarding a follow up workshop.</p>
9.4	Community futures and community leadership plans	ONGOING	<p>Assisted SDC with the delivery of a series of workshops held in November that allowed the wider community to have input into the development of Community Leadership Plans in Invercargill, Gore, Te Anau, Otautau and Wallacetown.</p> <p>Following the workshops held late last year, and the community consultation "fete" on Stewart Island, the team are awaiting further information from SDC regarding the next phase of the project. This is likely to be a series of "fetes" in various communities around the district. Fetes allow more informal and one-on-one engagement with residents. Assistance will be provided as required when these are implemented.</p>
9.5	<p>Community Education</p> <p>Deliver a series of workshops to be held throughout Southland to educate the local community about a relevant issue or topic.</p>	ONGOING	<p>Pool water quality training has been carried out over the quarter.</p> <p>The committees which run Southland's pools were offered the opportunity to attend a one day water quality training with subsidies secured via the SDC Community Initiatives Fund and Community Trust of Southland.</p> <p>Fourteen Southland pools attended and consultation with the pools has commenced around their interest in meeting again in May/June for a networking event.</p> <p>The meeting would include a guest speaker on pool heating (to complement the launch of Venture Southland's pool</p>

			<p>heating guide), information on funding and sustainability strategies, and would be attended by pool suppliers.</p> <p><u>Volunteer group workshops</u> The Volunteer group workshop series is ongoing and research is being undertaken into the topic and method of engagement for the workshops this year.</p> <p>Engaging additional partners, the topic of funding sustainability, and the opportunity to wrap a mentoring program around the workshops is being explored by the team at present.</p> <p><u>Venture Workshop series pilot</u> A pilot of Venture teams collaborating to deliver a series of workshops is being trialled on Stewart Island in 2018 with the support of the Stewart Island Promotion Association.</p> <p>This included Worksafe and the Venture business team providing an information session in February 2018. The tourism team are planning a Digital marketing workshop for September and a third community-related topic is being explored for May.</p>
9.6	Welcoming Communities Pilot	ONGOING	<p>Direct assistance with the delivery of the pilot programme alongside individual councils, the labour market coordinator and welcoming communities coordinator. (See 5.6 for full update)</p>

## Local Initiatives

		Status	Notes
9.7	<p>Local Community Project Support</p> <p>A minimum of 100 community groups assisted to support and lead their own community projects which align with District priorities and regional and national initiatives.</p> <p>Supporting volunteers empowers local communities as per the Southland Regional Development Strategy</p>	ONGOING	<p>65 groups assisted in the second quarter to lead their own community projects. These organisations and/or projects are detailed below and further information is available on request:</p> <p>Aparima College</p> <p>Around the Mountains Cycle Trail</p> <p>Balfour Gun Club</p> <p>Catlins Coast</p> <p>Catlins Coastal Walk</p> <p>Chorus Cabinet Art Programme</p> <p>Community Workers</p> <p>Cycle Trail - Invercargill to Bluff</p> <p>Dark Skies</p> <p>Dave Frew</p> <p>DOC, Predator Free New Zealand</p> <p>Dr Tom (KYND)</p> <p>Edendale Memorial Restoration</p> <p>Fiordland Arts Centre</p> <p>Fiordland Retirement Housing</p> <p>Generosity NZ</p> <p>Gunns Camp (Hollyford Museum Trust Board)</p> <p>Riverton CB</p> <p>Hollyford Museum Trust</p> <p>Holt Park Recreation Centre Inc.</p> <p>Lumsden Heritage Trust</p> <p>Menzies College Rugby Club</p> <p>Menzies Memorial Archway</p> <p>Mossburn Community</p> <p>Mossburn Senior Citizens</p> <p>Nightcaps CDA</p> <p>Nightcaps War Memorial</p> <p>Oranga Tamariki</p> <p>Otatara Bird Park</p> <p>Otautau Flowers Quilts and Crafts Day</p> <p>Otautau Museum Trust</p> <p>Otautau Skate Park</p> <p>Poppycock</p> <p>Quarry Hills Memorial Restoration</p> <p>Rakiura Museum</p> <p>Riverton Baths Committee</p> <p>Riverton Community House</p> <p>Riverton Environment Centre &amp; Akina</p> <p>Rural Women's Network</p> <p>Ryal Bush Community Centre</p> <p>SI Promotions</p> <p>Social enterprise networking - with Southland social enterprises and Akina Foundation</p> <p>Southland AMP</p>

**Additional Notes:****3.5 Tourism product development (assist in bringing eight new tourism products to the market)**

The following diagrams have been developed to demonstrate the growth of availability of tourism product in the region.





Activity for this quarter includes:

#### 7.1 Promotional Campaigns

1. 1st of the Season (Savour the South)
2. Southern Steel - Social Media Campaign (preparation)
3. People of Southland - Content Campaign (preparation)
4. TravelWireAsia
5. Neuselands News
6. Southland NZ V2.0 (preparation)
7. Southern Rumble - SPW (preparation)

#### 7.2 Publicity and Media Engagement

##### Media Results

1. Media Result - Stuff, NZ Seafood festival to bookmark in 2018, BOFF - January 2018
2. Media Result - Singapore, Buro 247, The Catlins - January 2018
3. Media Result - Indonesia, Syndicated story - Bacaberitaupdate.co, Idntimes.com, The Catlins - January 2018
4. Media Result - China, Mag Premier Trip, NZ First ray of sunlight, Stewart Island - January 2018
5. Media Result - CHCH Airport Gateway Magazine, BOFF and Riverton Harvest Festival - Autumn 2018
6. Media Result - IMP File Vogue Online, Stewart Island - February 2018
7. Media Result - Germany, Laviva, Stewart Island - February 2018
8. Media Result - Tourism New Zealand Media Newsletter - Autumn 2018 in NZ Events Highlights BOFF - Feb 2018
9. Media Result - Stuff, Southern Stays; in search of character and adventure....in Invercargill - Feb 2018
10. Media Result - KiaOra Event Listing, Southern Field days - Feb 2018

11. Media Result - Stuff, Liz Carlson, Hump Ridge Track - Feb
12. Media Result - Motorhome, Caravan Destination, Invercargill - Feb 2018
13. Media Result - Germany, Spiegel Online, Aileen Tidermann, Surfing The Catlins - February 2018
14. Media Result - Malaysia, Wanderlux Nomad, 5 Stunning secret places, The Catlins - February 2018
15. Media Result - Germany, Freizeit Express, On the trail of the Maori, Stewart Island - February 2018
16. Media Result - Germany, Neuseeland News 20th Anniversary Special Expo Edition, Southland Feature - February 2018
17. Media Result - AMA Insider, NZ Natural Paradise, Stewart Island - Feb 2018
18. Media Result - World of Cruising NZ by Cruise, Stewart Island - March 2018
19. Media Result - TNZ Media Newsletter, 5 places only kiwis know about, The Catlins - March 2018
20. Media Result - Food Wine Travel Magazine, The Catlins, NZ: An Insider's Guide - March 2018
21. Media Result - KiaOra Magazine, Southern Stars (Southland Feature) - March 2018.
22. Media Result - RV Travel Lifestyle, Catlins Camping - March 2018
23. Media Result - Australian Motorcyclist News, Burt Munro Feature - March 2018
24. Media Result - Liz Carlson, youngadventuress.com, Hump Ridge Track - March 2018
25. Media Result - thisNZlife, Lisa Scott, Shark Experience - March 2018
26. Media Result - Sun Live (Bay News), All roads lead to Gore - March 2018
27. Media Result - Stuff, Falling in love with island life is not for the faint hearted, Stewart Island - March 2017
28. Media Result - Zeit Online, Article about Cribs in NZ, The Catlins and Riverton - March 2018
29. Media Result - USA, 10 Insanely Affordable Spring Destinations, The Catlins & HopnVine- March 2018
30. Media Result - Germany, Landeszeitung, Strange Birds, Stewart Island - March 2018
31. Media Result - Germany, MSN.com, Doesn't get more remote than this, The Catlins and Riverton - March 2018
32. Media Result - USA, Freehub.com and Freehub, Until the Bitter End, Bluff - March 2018
33. Media Result - Germany, Neue Deister-Zeitung, Strange Birds, Stewart Island - March 2018
34. Media Result - Germany, Taglicher Anzeiger, Strange Birds, Stewart Island - March 2018
35. Media Result - Germany, Hildesheimer Allgemeine Zeitung, Strange Birds, Stewart Island - March 2018
36. Media Result - Germany, Leipziger Volkszeitung, Strange Birds, Stewart Island - March 2018
37. Media Result - Germany, Markische Allgemeine, Strange Birds, Stewart Island - March 2018
38. Media Result - Germany, Lubecker Nachrichten, Strange Birds, Stewart Island - March 2018



39. Media Result - Germany, Elbe-Jeetzel-Zeitung, Strange Birds, Stewart Island - March 2018
40. Media Result - Germany, Gottinger Tageblatt, Strange Birds, Stewart Island - March 2018
41. Media Result - Germany, Aller Zeitung, Strange Birds, Stewart Island - March 2018
42. Media Result - Germany, Alfer Zeitung, Strange Birds, Stewart Island - March 2018
43. Media Result - Germany, Neue Presse, Strange Birds, Stewart Island - March 2018
44. Media Result - Germany, Kieler Nachrichten, Strange Birds, Stewart Island - March 2018
45. Media Result - Germany, Die Harke, Strange Birds, Stewart Island - March 2018
46. Media Result - Germany, Segeberger Zeitung, Strange Birds, Stewart Island - March 2018
47. Media Result - Germany, Walsroder Zeitung, Strange Birds, Stewart Island - March 2018
48. Media Result - Walk My World, Why everyone should visit Stewart Island — March 2018
49. Media Result - Walk My World, 38 photos to inspire you to visit Stewart Island - March 2018
50. Media Result - Walk My World, The Rakiura Track - March 2018
51. Media Result - Walk My World, Everything you need to know to hike the Rakiura Track - March 2018
52. Media Result - Walk My World, social media posts - March 2018
53. Media Result - Carpe Diem Our Way, 8 Realities of Road Tripping New Zealand, Invercargill and The Lodges - March 2018
54. Media Result - Canada, Carpe Diem Our Way - Family Travel Blog, Dig This & The Lodges - March 2018
55. Media Result - China, TNZ China, Diary of Your Travel Frog Meeting Friends in New Zealand, Shark Experience, Bluff - January 2018
56. Media Result - China, Tours For Fun, Food Safari Around NZ, Bluff Oysters and Food Festival - January 2018
57. Media Result - China, ETrip, "The World's Most's in New Zealand, Bluff Oysters - February 2018ws.com, Suara.com, Dream.co.id, Viva.co.id, 5 Secret Destinations in NZ you can't miss, The Catlins - December 2017

#### **Media Famils (including social)**

1. Australian Motorcyclist Magazine - February 2018
2. Haberlien & Mauerer Agency, Germany Media - January 2018
3. Zeit Online, German Media - February 2018
4. Walk My World - February and March 2018
5. Tourism New Zealand IMP File - UK, Wanderlust - March 2018

#### **7.3 Supply and Trade**

1. RTO Workshop Sydney (48 agents)
2. Tourism New Zealand South East Asia Specialist Programme - Auckland(76 agents)

#### **Trade Famils**

3. TNZ North China Famil

## 7.4 Digital

Channel	Current Total Community - As at Mar 31 2018	Total Community as at June 30 2017 (Last year)	Total Reach July 1 2016 - June 30 2017 (Last year)	Total New Community Jan 1 2018 - Mar 31 2018 (This Quarter)	Total Reach Jan 1 2018 - Mar 31 2018 (This Quarter)
<b>Total</b>	85,347	79,407	N/A	1,274	N/A
<b>Databases (Target +8% 15,528)</b>	16,210	14,378	N/A	10 (+1.0006%)	N/A
<b>Facebook Southland NZ</b>	35,672	34,535	1,616,925	451	204,549
<b>Instagram Southland NZ</b>	25,613	23,438	N/A	578	77,449
<b>Twitter Southland NZ</b>	3,802	3,529	97,142	186	20,705
<b>Facebook INV i-Site</b>	4,060	3,527	685,887	49	44,641
<b>Total Social Media (Target +10%, Reach 2.67m, Comm 71.5k)</b>	69,147	65,029	2,429,954	1,264	347,344

Channel: southlandnz.com Data sourced from Google Analytics	Sessions	Users	Page views	Pages/Session	Bounce Rate	Operator Listings
<b>Year: July 1 2016 - June 30 2017</b>	<b>79,702</b>	<b>62,897</b>	<b>214,812</b>	<b>N/A</b>	<b>N/A</b>	<b>352</b>
<b>Quarter 1: July 1 2017 - Sep 30 2017</b>	22,973 (26%)	17,446 (25%)	60,933 (26%)	2.65	54.85%	441 (+25%)
<b>Quarter 2: Oct 1 2017 - Dec 31 2017</b>	29,839 (34%)	22,606 (32%)	83,188 (35%)	2.79	56.87%	442
<b>Quarter 3: Jan 1 2018 - Mar 31 2018</b>	57,739	43,060	152,566	2.64	63.94%	1309
<b>Quarter 4: April 1 2018 - June 30 2018</b>						
<b>Year: July 1 2017 - June 30 2018</b>						
<b>Annual Target (+10% )</b>	<b>87,672</b>	<b>69,187</b>	<b>236,293</b>	<b>2.70</b>	<b>35%</b>	<b>420</b>



**Additional Notes:****8.1 Event Delivery:**

	<b>Date</b>	<b>Facilitated (VS Lead Role)</b>	<b>Supported (VS Support Role)</b>
ILT Kidzone	Jul	11,000	
Hokonui Fashion Awards	Jul		1,200
Interschool Speech Competition	Sep	200	
New Zealand Men's Netball Nationals	Sep		400
Spring Festival	Sep - Oct	7800	
Conference Estimate for quarter	Jul - Sep		1000 (*17)
DownRiver Dash/Cycle to Celebrate	Dec	200	200
Conference Estimate for quarter	Oct - Dec		1500 (*22)
SDC Holiday Programme	Jan	300	
Summer Sounds	Jan		150
Rev Up	Jan		120
Shakespeare in the Park	Feb	1000	
Burt Munro Challenge	Feb	8,000	
Southern Field Days	Feb		n/a
Heritage Month	Mar		600
Conference Estimate for quarter	Jan - Mar		2400
HopNVine*	Apr		900
Southland Festival of the Arts	Apr - May	5,000	
Southern Steel	Apr - Jun		8,500
Bluff Oyster and Food Festival*	May	500	4,500
Southland Buskers Festival	Jan		6,000

<b>Southern Professional Wrestling</b>	Year		1,500
<b>Other Events Supported</b>	Year	200	12,000
<b>TOTAL</b>			