

4. TEAM COVID-19 Economic Recovery Group Update

(Clr Peters) (Report prepared by Neil Henry)

C500-005-010-03

Purpose of report

1. To update the committee on the activities of the TEAM COVID-19 Economic Recovery Group.

Executive Summary

2. The structure and makeup of the TEAM groups is being reviewed as part of the set up for the next phase of work. Clr Peters has taken over chairing the main group from Clr Taylor. Clrs Hope and Croad are also members of the main group.
3. Positive progress has been made on a number of projects from the initial list of 60 Phase 1 projects in the first TEAM report.
4. The Covid-19 projects funded by Council are underway. Jacqui Lloyd of Destination Marlborough will attend the meeting to discuss the Make it Marlborough campaign.

RECOMMENDATION

That the information be received.

Background/Context

5. An Economic Recovery Group called 'TEAM' (The Economic Action Marlborough group) was established in April 2020 as part of the overall Marlborough COVID-19 Recovery Plan. A report was presented to the Planning, Finance and Community committee on 30 April 2020 detailing the structure of TEAM and its approach.
6. A report was presented to Council on 14 May 2020 that identified some initial projects to address the economic impact of COVID-19, including:
 - 6.1 Business support:
 - i) Buy local campaign;
 - ii) Professional services support vouchers;
 - iii) Webinar series with follow up.
 - 6.2 Events support;
 - 6.3 Domestic visitor marketing;
 - 6.4 Blenheim and Picton CBD projects;
 - 6.5 TEAM related;
 - 6.6 Other projects – tbc.
7. These were agreed by Council and a number have since got underway. This report details progress to date with the above projects

TEAM Economic Recovery Group

8. The first phase report of the TEAM Economic Recovery Group was launched on 22 May with a public presentation via Zoom. Marlborough's COVID-19 economic recovery report was considered to be the first such report published in New Zealand. The report, summary report and associated Infometrics early estimates report are available on the Council website:

<https://www.marlborough.govt.nz/civil-defence-emergency-management/covid-19-novel-coronavirus/the-economic-action-marlborough-team-group/reports-team-group>

9. Following the completion of the first phase, the make-up and structure of the TEAM groups has been reviewed. In recent weeks, the leadership of the wider recovery has passed to the Ministry of Social Development, with Council retaining leadership of the economic recovery as part of its economic development responsibilities. A number of key changes will be implemented:
- 9.1 Cllr Nadine Taylor has stepped down as Chair of the TEAM group, with Cllr Peters assuming the Chair of TEAM. This reflects the transfer from Civil Defence Emergency Management (under the Assets and Services committee that Cllr Taylor chairs) to economic development (under the Planning, Finance and Community committee that Cllr Peters chairs);
 - 9.2 Councillors Hope (Chair of IAG) and Croad (Economic Development portfolio holder) will also be represented on the main TEAM group. The remainder of the main group will be made up of representatives from iwi and industry;
 - 9.3 The Industry Advisory Group and Professional Advisers Group from Phase 1 will be disbanded, to be replaced by an Expert Advisory Panel comprising of the members of those groups, and others, who will be engaged on key parts of the document as required;
 - 9.4 A number of implementation groups will be established to lead delivery of key projects that require collaborative effort. These groups include Hospitality, Retail and Tourism, data and the Second TEAM report and Labour redeployment;
 - 9.5 Connections with other economic recovery organisations and groups will be maintained, eg. Project Kokiri (Nelson Tasman economic recovery), DOC, MBIE etc.

Progress on TEAM Phase One projects

10. The report included sixty initial projects to address the impact of COVID-19, which includes projects that have been considered by Council (as above), submissions to government's 'shovel ready' scheme, labour redeployment and others. To date, progress has been announced for the following projects (refer to the TEAM Phase 1 report for more detail on the project numbering and details):

#	Project title	Progress	TEAM action Ongoing/completed
4	Train domestic workforce for grapevine pruning	Government support announced for 200 training places in partnership between Wine Marlborough, Primary ITO and Ministry of Social Development	Completed
5	Regional participation in interim Marlborough Regional Skills Leadership Group	Marlborough iRSLG announced in June	Completed
8	Council identified Environmental business ready projects	"Catchment Care" government funding approved	Completed
18	Time restricted free parking	Council has extended first two hours of free parking in Blenheim until September 2020	Completed
19	Remove hospitality footpath licence charges	Charges funded by Council for twelve months	Completed
23	Chamber business support webinars and follow up	See below	Ongoing
24	Provision of professional advice to small businesses	See below	Ongoing
25	Promotion of business support available to businesses	Promotion by Council and various other partners including government and Chamber	Ongoing

#	Project title	Progress	TEAM action Ongoing/completed
28	Support local campaign 'Make it Marlborough'	See below	Ongoing
29	Support local infrastructure companies to bid for Council work	Procurement Policy amended	Completed
30	Support key community venues	MDC funding process agreed, and funding decisions being made	Completed
31	Provide information to café and restaurants on rules of opening during level 2/1	Information provided via media release and website	Completed
37	Tourism promotion to available visitor markets	Council and government funding provided	Ongoing
49	Marlborough District Library and Art Gallery	\$11m government funding announced to support development	Completed
60	Community grants increase to community organisations	Application assessment process completed by Council	Completed

11. Council funded TEAM projects:

11.1 Business support webinars and follow up:

- i) Contract placed with Chamber of Commerce for project to deliver six webinars;
- ii) First webinar took place on 9 July, with 17 attendees registered

11.2 Provision of professional advice to small businesses:

- i) Contract placed with Business Trust Marlborough to deliver service;
- ii) Six vouchers have been issued for advice (by 9 July) with interest from a further five businesses.

11.3 Support local campaign 'Make it Marlborough':

- i) Social media uptake metrics: Follows – 930, Engagement - 3,644, Impressions - 98,489, Post reach - 41,731 (individuals), Website – 20% unique page views, 0.16% bounce rate (benchmark less than 30%);
- ii) Advertising – print, radio, OOH and digital: Weekly presence in local publications - Sun, MEX and Marlborough Weekly, Homepage takeovers on Marlborough Express digital edition, Radio launched early June with NZME, Media Works in July, Lions Clock in Blenheim town centre, Display screens at Marlborough Airport;
- iii) Jacqui Lloyd of Destination Marlborough will present this update at the meeting.

11.4 Tourism promotion to available visitor markets:

- i) The first stage of an enhanced domestic marketing campaign was supported by additional Council funding. DMs domestic marketing plan is to:
 - a) Undertake targeted Marlborough campaigns to drive zone of Nelson/Canterbury and in Wellington
 - b) Undertake a collaborative campaign in Auckland with NRDA promoting the Top of the South. (DM and NRDA's relationship has been forged for many years through collective work as an International Marketing Alliance with Tourism New Zealand's offshore marketing and trade events, and both organisations are eager to work collaboratively in the New Zealand market)

Destination Marlborough will utilise the additional funding of \$75,000 from TEAM to partner and leverage TNZ domestic work will enable an 'always on' approach in key drive markets of Nelson/ Canterbury and a second, and if possible, third waves of activity in Wellington and Auckland. The aim is to align to TNZ's campaign

timings to encourage conversion and enable longevity of the Marlborough message.

Destination Marlborough will not be requesting an additional \$75,000.

Activity	Milestones	Timeframe	Performance Indicators	Budget
Targeted Marlborough campaigns to drive zone Nelson/Canterbury and in Wellington	Creative development Calendar Campaign execution	July2020 – June 2021	Web traffic Referrals off marlboroughnz.com campaign pages Digital advertising engagement Domestic visitor spend maintained or increased	Total \$170,000
Top of the South Campaign in Auckland with NRDA	Upweighted campaign and possible second execution in 2021	October/ March	Web traffic Referrals off marlboroughnz.com campaign pages Digital advertising engagement Domestic visitor spend maintained or increased	Split investment \$95,000 DM \$75,000 TEAM

11.5 Event support:

- i) Organisers of the Saint Clair Vineyard Half Marathon have received approval of a one-off grant of \$15,000 for their 2021 event through the TEAM Group Economic Recovery Budget;
- ii) Clr Peters as Chair of the TEAM Group has confirmed support funding will be considered for all of Marlborough's major events that bring significant economic benefits to the region to ensure they can continue to operate over the next 12 months. Staff will liaise with the organisers of these events and invite them to submit underwriting/funding requests if it is required.

Next steps

12. The second phase of TEAM is underway, and the revised group structure will be implemented
13. Further reports on progress with implementation will be provided at future meetings

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