

8. 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. A number of meetings have taken place of the Governance and working groups, as well as engagement with the Expert Panel. The meetings have enabled current information on impacts and possible interventions to be discussed. Several projects have been submitted for consideration by TEAM since the last update.
3. A number of Covid-19 economic recovery projects funded by Council are ongoing, with some completed.

RECOMMENDATION

That the information be received.

Background/Context

4. 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.
5. A report was presented to Council on 14 May 2020 that identified some initial projects to address the economic impact of COVID-19, including:
 - 5.1 Business support:
 - i) Buy local campaign;
 - ii) Professional services support vouchers;
 - iii) Webinar series with follow up.
 - 5.2 Events support;
 - 5.3 Domestic visitor marketing;
 - 5.4 Blenheim and Picton CBD projects;
 - 5.5 TEAM related;
 - 5.6 Other projects – tbc.
6. These were agreed by Council and a number have since got underway with the most recent update report to this committee provided on 15 October. This report details progress to date with the above projects.

TEAM Economic Recovery Group

7. The TEAM Governance Group meets monthly, with the most recent meeting at the time of writing held on 27 October. The Group discussed four project proposals – Make it Marlborough extension, Marlborough's Summer Feast, Marketview consumer spend data and Infometrics report. These were recommended for approval. A further draft proposal from the BBA was briefly discussed. The group also received reports from the working groups, expert panel survey and a data update. Two iwi representatives attended the meeting, with apologies from another iwi representative.

8. The second communication with the TEAM Expert Advisory Panel took place in early October which again included a survey seeking responses on key issues. The responses indicated that:
- i) The significant impact remains in the tourism, retail and hospitality sectors
 - ii) People’s mental health is an issue
 - iii) TEAM’s role is to continue to provide support, leadership, promotion of Marlborough and to encourage employment and skills
 - iv) Future problems are expected to be joblessness, the global economy and business failures
9. Meetings with the Labour and Business Support and the Tourism, Retail and Hospitality working groups also took place.
- i) The Labour and Business Support working group has identified the following projects for development:
 - 1. A shared communications calendar
 - 2. An event to remind/inform intermediaries of the various business support interventions available,
 - 3. A display of jobs and support information on vacant retail units
 - ii) The Tourism, Retail and Hospitality group brainstormed and prioritised a list of potential events that TEAM could support which has since been communicated to events organisers seeking proposals. The group also discussed latest data, and the value of more detailed consumer spend information.
10. The publication of the second phase report has been deferred until Q2 2021 with an interim report in December 2020. The deferment will allow surveying of the significantly affected tourism, retail and hospitality sectors nearer the end of their critical summer period. A range of data collection techniques will be used to capture impact and suggested interventions, including a broad survey of businesses, detailed discussions with key industry leaders from the Expert Advisory Panel and purchase of data from Infometrics and Marketview.

Expenditure to date

11. A budget of up to \$865,000 was agreed at the Council meeting on 14 May for a number of specific projects, and a contingency amount for projects not identified at that stage. The following expenditure and commitments have been made as at 11 November from this funding:

Expenditure

Project support	\$44,937.50
Data Phase 1	\$7,500.00
Make it Marlborough.....	\$124,991.00
Domestic marketing funding	\$75,000.00
Business support vouchers/admin	\$50,000.00
Business webinars series	\$32,000.00
Event support – half marathon	\$10,000.00
Career Navigator 18-24 year olds	\$30,000.00
Event support – Wine & Food market day	\$10,000.00
TEAM Governance Fees	\$1,200.00
Total	\$371,722.50

Commitments

Event support – Garden Marlborough underwriting	\$30,000.00
Event support – Half marathon.....	\$5,000.00
Event support – Wine & Food market day	\$10,000.00
Event support – Havelock Mussel Festival underwriting.....	\$30,000.00
South Marlborough Tourism project 'Maunga to Moana'	\$12,000.00
Marlborough Boys College Gateway programme	\$10,000.00
Make it Marlborough phase 2.....	\$60,000.00
Marlborough's summer feast.....	\$49,945.00
Marketview consumer spend data.....	\$25,000.00
Infometrics Covid-19 impact second report.....	\$6,000.00
Total	\$237,945.00

Total Expenditure + Commitments..... \$609,667.50

12. Council funded TEAM projects:

12.1 Business support webinars and follow up:

- i) Contract placed with Chamber of Commerce for project to deliver six webinars and vouchers for follow ups. Webinar series is now complete, and underspent budget from unused vouchers to be refunded.

12.2 Provision of professional advice to small businesses:

- i) Contract placed with Business Trust Marlborough to deliver service;
- ii) 40 vouchers have been issued to date for various types of support including marketing support and business advice.

12.3 Graeme Dingle Foundation Career Navigator 18-24 pilot

- i) Graeme Dingle Foundation is piloting a career navigator community pilot for 18-24 year olds following the model of the successful Career Navigator schools programme. The programme aims to support young people into employment via an eight week intensive programme. The under-30 age group has been identified as a group particularly affected by job losses due to the Covid-19 pandemic.
- ii) Twelve participants started the course, two of these deferred to the next course and one withdrew for personal reasons, leaving nine that completed the course.
- iii) A week eight report has been received that has noted that participants showed noticeable levels of increased confidence, they each have career action plans and have been applying for jobs, some have been interviewed and one has started work. The participants will progress to the 'job club' phase of the programme, as a second cohort (funded by the Ministry of Social Development) has got underway.

12.4 Support local campaign 'Make it Marlborough':

- i) Township activation days are now complete – 5 September - Picton, 26 September – Havelock, 3 October – Renwick, 18 October – Seddon, 24 October – Blenheim
- ii) Hometown heroes activation complete and winners announced
- iii) Social media uptake metrics: Follows – 1,856 (1,378 last update), Engagement – 25,309 (14,942), Impressions – 637,593 (316,980), Post reach – 279,090 individuals (138,766), Website – 19% unique page views (19%), 0.07% bounce rate (benchmark less than 30%) (0.06%)
- iv) 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 onwards, Lions Clock in Blenheim town centre, Display screens at Marlborough Airport; Township flags in place August-October

- v) Profile of local businesses – 199 new business listings created (189 last update), 27 local businesses profiled (22), 19 community identities profiled (12)
- vi) A six month extension of Make it Marlborough has been agreed which will take the programme through to early May 2021.

12.5 Marlborough Boys College Gateway project

- i) MBC's Gateway project is a Ministry of Education funded programme to enable secondary students to access structured workplace learning to support students transition into the workforce. TEAM funding was requested to fund an increase in the number of places from 49 to 60. This programme will get underway in the next school year.
- ii) Discussions are underway with the Gateway programme co-ordinators at Marlborough Girls College and Queen Charlotte College about opportunities for TEAM to consider similar support.

12.6 South Marlborough Tourism Project 'Maunga to Moana'

- i) South Marlborough Networking Group aims to strengthen the South Marlborough business community, encouraging investment to enhance economic recovery. Maunga to Moana is a film project that will help create engagement through storytelling to create business investment and a cohesive offer for visitors. The project, undertaken by local filmmaker Keelan Walker, will showcase local producers and accommodation providers, iconic walkways, wineries in the region, glamping and activities such as rafting and mountain biking. Spread over six episodes Maunga to Moana will promote business to the region.
- ii) Planning for the first episode 'Blooming Glory' is underway which will showcase the gardens that are looking their best following Garden Marlborough.

12.7 Marlborough's summer feast

- i) Feast Marlborough's 'Marlborough's summer feast' project will co-ordinate a series of events being planned for Marlborough's usually busy summer period to help offset the impact of Covid-19 on Marlborough's economy. Feast Marlborough will be working alongside venues, food producers, event organisers and others to assist in developing an exciting series of events during February and March. The key focus is to ensure that all the exciting events planned relating to food and beverages in the region provide an active calendar and the very best experiences for both Marlburians and our visitors.
- ii) The project is just getting underway following confirmation of funding in early November.

12.8 Event support:

- i) Support has been provided to various events as follows:
 1. Underwriting – Havelock Mussel Festival and Garden Marlborough (up to \$30,000 each). Confirmation is awaited on whether Garden Marlborough requires funding for their recent event.
 2. Grants – Saint Clair Half Marathon (\$10,000) and Wine and Food Festival market day (\$20,000)
- ii) TEAM has begun to receive proposals to fund various events in the coming months, which will be assessed and decisions made in the coming weeks. An update will be provided at the next meeting.

12.9 Data support:

- i) Infometrics provided a report describing the immediate and projected impact of Covid-19 on Marlborough's economy in May. An updated report is to be purchased and is expected to be delivered in late November. An event to present the report is being planned for 8 December.

- ii) Marketview provide detailed information on consumer electronic card spend at regional and subregional level. This data will be useful in assessing the impact of Covid-19 on the tourism, hospitality and retail sectors where electronic card spend is a significant portion of revenue.

Next steps

- 13. The second phase of TEAM is underway, and the revised group structure has been implemented. A number of projects are underway or have been approved.
- 14. Further reports on progress with implementation will be provided at future meetings

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