

5. 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 has been reviewed, and the first meeting of the new governance Group took place on 10 August. The first meetings of the Hospitality, Retail and Tourism working group and the Data working group have also taken place.
3. 54 of the 60 projects identified in the Phase 1 report have been completed in terms of TEAM related input, with other six ongoing.
4. The Covid-19 economic recovery 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

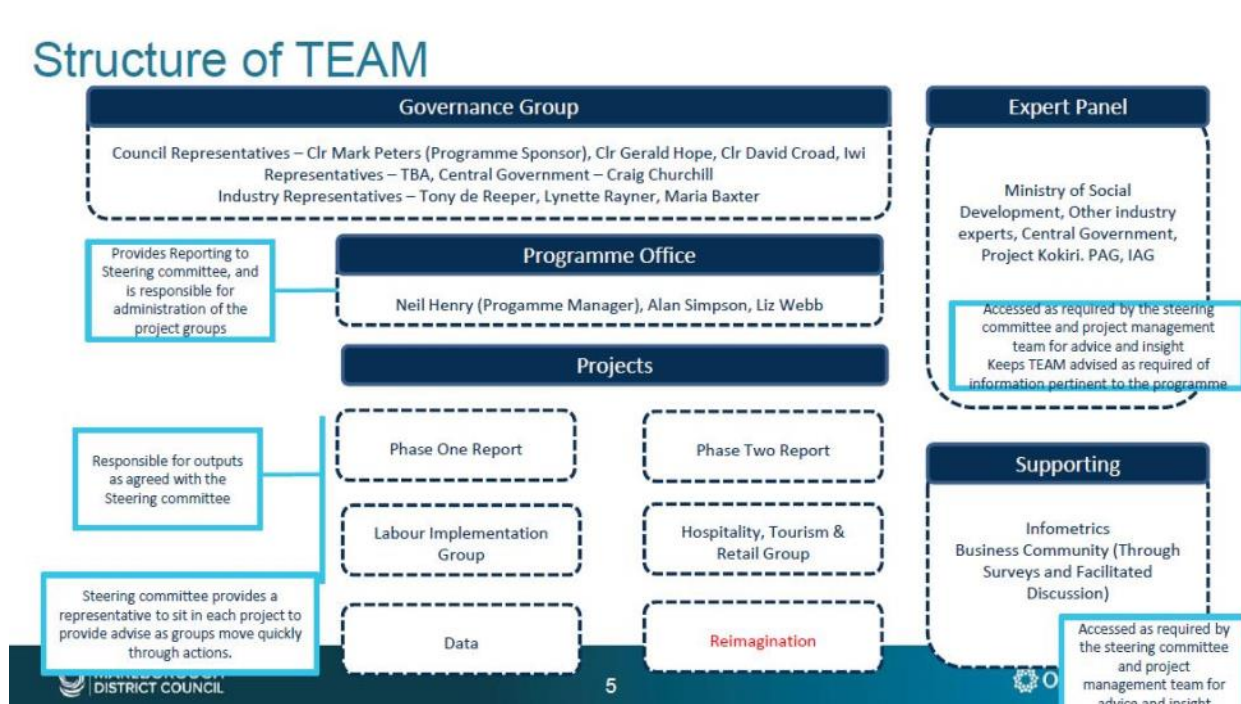
5. An Economic Recovery Group called 'TEAM' (The Economic Action Marlborough group) was established in April 2020 as part of the overall Marlborough COVID-19 Recovery Plan. A report was presented to the Planning, Finance and Community committee on 30 April 2020 detailing the structure of TEAM and its 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 with the first update report to this committee provided on 23 July. 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>

8.1 As advised in the previous update, the makeup of the TEAM has been revised for Phase 2 – see diagram below. The new Governance Group held its first meeting on 10 August, and will be meeting monthly. Iwi representation on TEAM is still to be confirmed, with replies awaited from a number of iwi on how they wish to participate.



8.2 The first meeting of the Hospitality, Retail and Tourism working group took place on 12 August, with representatives from the sectors across Marlborough. This group will be focused on identifying impacts and projects to mitigate the impacts. The second meeting took place on 26 August.

8.3 The first meeting of the data working group took place on 13 August. A discussion took place on the strategy for identifying the data required to understand the current and projected impact of the pandemic on the Marlborough economy.

Expenditure to date

9. 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 5 August from this funding:

Expenditure

Project support	\$28,255.63
Data Phase 1	\$7,500.00
Make it Marlborough	\$40,000.00
Business support vouchers/admin	\$50,000.00
Business webinars series	\$32,000.00
Event support – half marathon	\$10,000.00
Total	\$167,755.63

Commitments

Make it Marlborough	\$58,000.00
Event support – Garden Marlborough	\$30,000.00
Event support – Half marathon	\$5,000.00
Event support – Wine & Food market day	\$20,000.00
Event support – Havelock Mussel Festival	\$30,000.00
Domestic marketing funding	\$75,000.00
Career navigator 18-24 year olds	\$30,000.00
Town banners	\$13,512.52
Total	\$261,512.52

Progress on TEAM Phase One projects

10. The Phase One 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
1	Iwi/tourism labour training and employment partnership	Application submitted, outcome awaited	Completed
2	Primary industries and environmental labour redeployment	Ministry of Social Development (MSD) have developed a range of programmes and a local employment hub to assist transition between industries	Completed
3	Farm development and repair business initiative	No update	Ongoing
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
6-16	Council identified Environmental business ready projects	"Catchment Care" government funding approved. Other projects submitted or under discussion.	Completed
17	Government co-investment in Maori job opportunities	Various opportunities available via MSD and Provincial Growth Fund	Completed

#	Project title	Progress	TEAM action Ongoing/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
20	Rates relief	Rates increase for 2020/21 below Local Government Cost Index. Rates remissions policy amended.	Completed
21	Activation projects to attract people to CBD's	Funding agreed for some projects, with further projects under discussion with the Hospitality, Retail and Tourism working group	Ongoing
22	Mental Health Messaging promotion	Connection made between lead government agency (Health) and business support providers	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	Completed
26	Animal feed transport subsidies for drought affected farms	Government scheme provided	Completed
27	Visa flexibility for 2020 workforce	Immigration New Zealand leading the visa extension programme	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
32-35	Various economic projects submitted for government funding	Marlborough Research Centre funding approved, other projects declined	Completed
36	Review MDC support for commercial events	Support provided by Regional events Adviser	Completed
37	Tourism promotion to available visitor markets	Council and government funding provided	Ongoing
38-54	Various infrastructure projects submitted to government shovel ready projects call	Bids submitted. Marlborough District Library and Art Gallery approved.	Completed

#	Project title	Progress	TEAM action Ongoing/completed
55	Government assisted air freight	Government led approach to freight issues	Completed
56	Frontline business process review	Processes enacted during level 3 and 4 to assist relevant cases	Completed
57	Small Townships Programme review	Projects prioritised and implementation underway	Completed
58	Government safe footpaths fund applications	Innovating Streets applications submitted, Renwick scheme approved	Completed
59	Smart+Connected groups review	S+C groups considered response and actions taken where relevant – eg. community support	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 and vouchers for follow ups
- ii) Webinar 1 took place on 9 July with a focus on cashflow, budgeting and tax relief with 13 attendees, five of whom requested vouchers
- iii) Webinar 2 took place on 31 July with a focus on building sustainable sales growth in a changing market with fifteen attendees, three of whom requested follow up vouchers
- iv) Webinar 3 took place on 11 August, focused on business continuity planning with 9 attendees, one of whom requested a voucher
- v) Webinar 4 on 24 August about bouncing forward in crisis. Attendee details tbc.
- vi) Webinars 5 and 6 are due to take place on 9 Sept and week commencing 28 September

11.2 Provision of professional advice to small businesses:

- i) Contract placed with Business Trust Marlborough to deliver service;
- ii) 17 x \$500 vouchers have been issued for business advice (by 31 July) across a range of sectors with another four determining preferred service provider. Marketing and business advisory are the main services requested for advice.

11.3 Support local campaign 'Make it Marlborough':

- i) Social media uptake metrics: Follows – 1,378 (930 last update), Engagement – 14,942 (3,644), Impressions – 316,980 (98,489), Post reach – 138,766 (individuals) (41,731), Website – 19% unique page views (20%), 0.07% bounce rate (benchmark less than 30%) (0.16%)
- 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 onwards, Lions Clock in Blenheim town centre, Display screens at Marlborough Airport;
- iii) Profile of local businesses – 189 new business listings created, 22 local businesses profiled, 12 community identities profiled
- iv) Townships flags installed August-October, townships meetings underway
- v) Jacqui Lloyd of Destination Marlborough will present this update at the meeting.

11.4 Career Navigator community pilot (18-24 year olds)

- 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) Funding of \$30,000 has been provided to cover a cohort of 16 participants for a course from August to October. Ministry of Social Development has agreed to fund a second course from October-December and is considering further courses in 2021.

11.5 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)
 - 2. Grants – Saint Clair Half Marathon (\$10,000) and Wine and Food Festival market day (\$20,000)
- 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 has been implemented.
- 13. Further reports on progress with implementation will be provided at future meetings.

Author	Neil Henry (Manager, Strategic Planning and Economic Development)
Authoriser	Dean Heiford (Manager, Economic, Community and Support Services)