

QUARTERLY REPORT

Fourth Quarter (April, May & June) 2017/18

This report contains a complete breakdown of Venture Southland's key objectives for the fourth quarter of the 2017/18 year. Venture Southland's work programme for 2017/18 was formulated through consultation with its major stakeholders. The consultation resulted in a letter of expectation which identified objectives and strategic projects for Venture Southland to carry out to contribute to making Southland one of the most attractive and prosperous regions in New Zealand.

Venture Southland's performance against the set objectives is outlined in the following tables, along with commentary regarding the results and a status determined for each measure; green for achieved, orange for not achieved, but progress made, and red for not achieved.



Achieved



Not achieved but progress made



Not achieved

Quarter Four Highlights

Provincial Growth Fund (PGF)

Venture Southland has assisted a number of groups in preparing their Expression of Interest for the Provincial Growth Fund (PGF) during the quarter. The government has committed to investing \$3 billion to regional economic development over the next three years through the fund, and Southland has the potential to benefit significantly. There are a number of regional projects that meet the fund criteria of lifting productivity, enhancing economic development, creating sustainable jobs, building welcoming communities and helping to meet climate change targets. Due to the confidential nature of the applications, the project details cannot be disclosed. Venture Southland is also providing administrative support to the Transitional Advisory Group (TAG) which was established to assess if applications to fit with agreed regional priorities.

TRENZ

Venture Southland partnered with Dunedin and Tourism Waitaki to bring TRENZ to Otago for the first time in the event's history. TRENZ is an annual business-to-business travel and trade event that showcases New Zealand's tourism industry. The event saw up to 1500 international travel and tourism buyers, media and NZ tourism operators converge on Dunedin to meet New Zealand's top tourism operators and learn about their products and services. Southland was strongly represented at the event with eight appointment streams for Destination Fiordland and five appointment streams for Venture Southland. Due to the close proximity of the event, a number of tourism famils (familiarisation of tourism related activities, locations, personalities and accommodation) were able to be held across the Southland region by both Venture Southland and Destination Fiordland staff.

Pop Up Job shop

The Southland Pop Up Job Shop returned for its second year and expanded across the region with shops held in Invercargill, Gore and Te Anau during the month of April. The initiative is part of Venture Southland's co-ordinated response to Southland's projected labour shortage and aligns well with the Southland Regional Development Strategy goal of attracting 10,000 more people to the region. Supported by the Southland Chamber of Commerce and Southern Directionz the pop-up shops were a success with over 700 employment opportunities advertised across the three shops, and high engagement and interaction with the advice, seminars and programmes on offer.

Lumsden Heritage Trust Funding

Venture Southland assisted the Lumsden Heritage Trust to secure \$62,252 in funding from the Lottery Grants Board. The funding application was prepared by Venture Southland alongside John Titter and Rob Scott of the Lumsden Heritage Trust. The funding will allow the development of a purpose-built canopy to protect the town's class A 1896 railway carriage. The railway precinct project will contribute to the preservation of the Lumsden town centre, which is a hub for local communities and visiting tourists in Northern Southland. Two stages of the restoration project are already complete – relocating the carriage from Wairio to Lumsden and restoration of the passenger carriage. The construction of the purpose-built canopy is the third stage of the project with the installation of fire prevention equipment and the creation of information boards to follow.

'Seeing Stars' – the Southland Dark Skies Story

Venture Southland coordinated 'Seeing Stars' – the Southland Dark Skies Story event which was held in June. The event included presentations from the Southland Astronomical Society, Dean Whaanga of Awarua Runanga and Te Ao Marama, and Aurora and night-sky photographer, Dr Stephen Voss, and highlighted the special nature of the region's night skies and the importance of protecting them. The event was accompanied by a 'Dark Shot' photography competition which was won by Elizabeth King. The event and photography competition further promoted the potential for Southland's night sky to be internationally recognised. Venture Southland continues to work alongside the Stewart Island Promotion Association to establish a Dark Sky Sanctuary on Stewart Island/Rakiura, with a draft application to the International Dark Sky Association submitted in July.

Business survey

The results of the 2018 Business survey found that for the first time since the business survey began in 2014, Southland businesses were reporting employing more people than in the previous year. The data collected also found more businesses to be adapting their employment practices to recruit younger people and women, and working to retain older people in the workforce. These findings support the on-going work of Southland Youth Futures and the labour market team in the attraction and retention sector.

Awarua Satellite Station virtual field trip

Venture Southland's Awarua Ground Station featured in a virtual field trip for schools across New Zealand. The *Land, Sky and Space* virtual field trip, sponsored by Land Information New Zealand (LINZ), webcast to schools from the Awarua satellite ground station in May. The tour focused on Venture Southland's involvement in an SBAS technology research project and provided students from around New Zealand with a real-life example of how precision satellite positioning works. The tour fell under the wider satellite-based Earth observation work carried out by Venture Southland as part of the NZ Functional Space research and development programme.

Regional Statistics

Priority Area: Southland Increase in Population

SOURCE: 2013 CENSUS

Population	93,339	↑	+2,463	Up on 2006 Census
Projected population	99,200 as at June 30 2018			Source: MBIE Regional statistics
Population Over 65	16.8%* At 30 June 2017	↑	+0.4% between 30 June 2016 and 2017	NZ 15.1% At 30 June 2017

**This is the estimated resident population at 30 June in each year, summaries age group. Subnational population estimates at 30 June were obtained by updating census night base population of each area for births, deaths and net migration

Priority Area: Increase in Regional GDP

GDP Per Capita	\$57,785	↑	7.4%	Share of national GDP	GDP PER CAPITA IN NZ
SOURCE: MBIE Regional Economic Activity Tool ¹	Year to Mar 2017		% change between 2016 and 2017, year to March	2.1% Year ended March 2017	\$56,441 For the year to March 2017
Regional GDP ²	\$5.686 million	↑	\$5.272 million		
SOURCE: Stats NZ	YE Mar 2017		YE March 2016		

Priority Area: Increase in Number of New Businesses

SOURCE: Stats NZ (2017) Geographic units by region and industry 2000-17³

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

Priority Area: Increase in Job Opportunities

SOURCE: MBIE Regional Economic Activity Tool⁴

	Southland annualised rate (Year to March 2018)*		Percentage change between 2017 and 2018	NZ Annualised rate (Year to March 2018)*		Percentage change between 2017 and 2018
Participation Rate	72.8%	↓	2.9% (year to March)	70.7%	↑	0.5%

¹ 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>

² Stats NZ Tauranga Aotearoa (2017). *Regional gross domestic product: Year ended March 2017*. Retrieved from <https://www.stats.govt.nz/information-releases/regional-gross-domestic-product-year-ended-march-2017>

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

⁴ 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>

Unemployment Rate	4.1%	↓	0.9% year to March	4.6%	↓	0.4% (Year to March)
NEET Rate (15 to 24-year-olds not in employment, education and training)	10.1%	↓	3.7% (year to March)	11.7%	↓	0.4% (year to March)

* These are annual average figures. Results are subject to large sample errors, especially in smaller regions.

Job Seeker Benefit Recipients by Territorial Local Authority (TLA)

Source: Ministry of Social Development: June Quarter 2018⁵

	June Quarter Total		March Quarter Total		June Quarter 18-24 total		March Quarter 18-24 age total		Dec Quarter 18-24 age total
Gore District	322	↓	302		108	↓	110	↓	130
Invercargill City	1592	↓	1372		626	↑	551	↓	691
Southland District	428	↓	371		143	↑	127	↓	154

Priority Area: Increase in Household Income

Source: MBIE Regional Economic Activity Tool⁶

	Southland		Percentage change	New Zealand
Mean Household Income	\$74,100 For 2017	↓	-14.5% between 2016 and 2017	\$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 January 2018	↑	4.2% Between Jan 2017 and 2018	\$433 Year to January 2018
Mean House Value	\$273,870 year to December 2017	↑	+8.6% Between December 2016 & 2017	\$671,145 Year to December 2017
Deprivation Index*	5.0 For 2013		0.2 The change between 2006 and 2013	NZ: 5.4 2013 Census
Household Internet Access	71.6% 2013		18.5% between 2006 and 2013	76.8% 2013

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

⁶ 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>

*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.

Priority Area: Increase in Number Visitor Nights and Occupancy Rate

SOURCE: STATISTICS NZ COMMERCIAL ACCOMMODATION MONITOR YEAR END (YE) May 2018

*Statistics are from commercial sources only

Total Expenditure Southland Region	9.5%	↑	\$657 million YE May 2018
• Southland RTO Expenditure*	11.0%	↑	\$426 million YE May 2018
• Fiordland RTO Expenditure*	6.8 %	↑	\$231 million YE May 2018

**Revised figures not yet available*

Number of Guest Nights

Total Southland RTO Guest Nights	7.6%	↑	465,080 YE May 2018
• Southland RTO International Guest Nights	17.2%	↑	180,453 YE May 2018
• Southland RTO Domestic Guest Nights	2.3%	↑	284,627 YE May 2018

Number of Guest Nights

Total Fiordland RTO Guest Nights	9.5%	↑	715,354 YE May 2018
• Fiordland RTO International Guest Nights	8.3%	↑	528,987 YE May 2018
• Fiordland RTO Domestic Guest Nights	13.2%	↑	186,368 YE May 2018

Occupancy Rate

Total Southland Region Occupancy Rate by territorial local authority	43.3%	↑	Up 2.0% YE May 2017
• Overall Invercargill Occupancy Rate	40.0%	↑	0.85% YE May 2017
• Overall Southland District Occupancy Rate	41.1%	↑	0.17% YE May 2017
• Overall Gore District Occupancy rate	48.8%	↑	4.86% YE May 2017

1. Regional Strategies, Assessments and Advocacy

Venture Southland, not confined by traditional council boundaries 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 wider industry initiatives.

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 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		<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 VS.</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 continue to meet every four weeks to oversee this transition.</p>
1.2	Southland Destination Plan		<p>VS is facilitating the development of the Southland Destination 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		<p>The strategy is complete and available for review.</p> <p>VS continues to seek improvement of mobile cellular coverage, and rural and urban broadband deployment.</p>
1.4	Southland Regional Heritage		<p>Strategic regional planning of heritage continues with VS playing a key coordination and support role. Projects include Project Arc (Regional Museum Digitisation and Storage Project), museum redevelopment at the Southland Museum and Art Gallery (SMAG), Andersons House and the Living Dinosaur experience.</p> <p>Development of the overarching Arts, Culture and Heritage framework is currently being undertaken by VS and the Southland Regional Heritage Advisory Subcommittee.</p>
1.5	Advocate on behalf of the region for services/revenue		<p>VS has advocated on behalf of the region to New Zealand Transport Agency (NZTA) and the Ministry of Business, Innovation and Employment (MBIE) regarding telecommunications, roading and cycling.</p> <p>Staff have also been 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		A number of opportunities have been identified in the last quarter with responses to Central Government on the Productivity Commission, Zero Carbon Bill, Regional Land Transport Plan and International Visitor Conservation and Tourism Levy.
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2. Destination Development

The destination development section overlaps with almost all other sections in this document and reflects the integrated approach of Venture Southland. There are a number of projects and initiatives that focus on developing Southland as a preferred place to live, work, study, visit, and invest in. This includes international education, attraction and retention strategies and supporting the development of commissionable trade tourism products.

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

		Status	Notes
2.1	<p>Market Analysis and Statistics</p> <p>Information provided as required to allow informed decision making</p> <p>Monthly tourism key market indicators report.</p>		<p>Three monthly tourism key indicator documents published in the last quarter.</p> <p>VS participated in the MBIE Tourism Domain Plan review into how tourism data is gathered and analysed. Also contributed to the review of the International Visitor Survey (IVS).</p> <p>Qrious reviewed methodology and recommenced work on travel patterns analysis.</p>
2.2	<p>Market Insights Data Project</p> <p>Work alongside Air New Zealand, MBIE to identify and test key regional themes for Southland Identity.</p>		<p>This project has merged into the Southland Story project which VS is facilitating the implementation of.</p> <p>The Terms of Reference have been confirmed and formation of a Strategic Advisory Group is underway to ensure stakeholder involvement with the project.</p> <p>Further funding has been secured through MBIE to assist with this project's implementation.</p> <p>A partnership approach with Air NZ and other stakeholders also helps VS to gain further market insights.</p>
2.3	<p>Regional Event Strategy and Development</p>		<p>A two-stage process has been initiated to review and develop a framework to guide regional events. Stage one is a desk top review of best practise options including current situation analysis which is due to be finished by September. Stage two will require stakeholder input to develop the framework moving forward.</p>
2.4	<p>Assist Invercargill City Council (ICC) with the Inner City Rejuvenation Project</p>		<p>VS is providing support as requested including supporting individual project developments that contribute to the city's rejuvenation such as the relocation of the Invercargill i-SITE to Wachner Place.</p>
2.5	<p>Southland Cycling Strategy (Referred to as "Ride Southland")</p>		<p>A complete draft of the strategy has been adopted by Gore District Council and is moving through the Invercargill City Council (ICC), Southland District Council (SDC) and Environment Southland (ES) processes.</p>

			A submission to ES was prepared as part of Regional Land Transport Plan and support is being provided to ICC regarding the development of alternative cycle trail routes between Invercargill and Bluff.
2.6	<p>Southern NZ Cruise Strategy</p> <p>Support the implementation of the cruise strategy alongside key stakeholders</p> <p>Establish regional cruise forum</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
2.7	Catlins Tourism Strategy 2016-2026		<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, associated infrastructure projects and freedom camping.</p> <p>VS partnered with Clutha District Council to look at the provision of tourism infrastructure in the area and the desire of the community to view the Catlins as a 'whole'.</p>
2.8	Tumu Toka Curio Bay Natural Heritage Centre (Referred to as "Tumu Toka Curioscape")		<p>Tumu Toka Curioscape was officially declared open by Southland District Council Mayor Gary Tong on July 19 2018. The centre, which cost \$2.5million, includes a café, public toilets and the Gateway Experience, where visitors learn about the history, Maori connection, geology and wildlife of Curio Bay through interactive technology.</p> <p>VS is continuing to support the South Catlins Charitable Trust with ongoing reporting which is required for the next three years. Additional support is also being provided to the operators including engaging an external consultant to review marketing and customer service.</p>
2.9	<p>Southland Museum and Art Gallery (SMAG)</p> <p>Feasibility assessment(s) undertaken for projects including potential funding sources</p>		<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 the direction of associated priority projects and VS will provide support and resource where required.</p> <p>A Feasibility assessment has been undertaken for the Living Dinosaur Project.</p>
2.10	Anderson Park		Option 4 (shared revenue, multi-use model) of Anderson House proposal was investigated with a final report presented to ICC for consideration and inclusion in the Long Term Planning process.

			While this work is complete ICC have indicated they may require further support with the next steps of the project.
2.11	Tourism Industry Capability Building Hold workshops building capability of current and future tourism operators.		One trade development workshop held with Tourism New Zealand. Digital, trade marketing and health & safety workshops have been scheduled for later in the 2018 year to build the capability of tourism operators.
2.12	MBIE Regional Tourism Infrastructure Fund (TIF) Assist Council staff to prepare and support two applications to this fund.		VS coordinated the submission of an application to the TIF for funding to upgrade the Lumsden Railway Precinct on behalf of SDC in October 2017. This resulted in a successful allocation of \$220,000. MBIE has recently announced the second round of this fund and VS 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		This fund is no longer in existence.
2.14	Around the Mountains Cycle Trail operational requirements		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. OPP members updated 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 Implementation of interpretation plan		Implementation of this project is underway alongside SDC, including site selection and signage design
2.16	Living Dinosaur Project (formerly known as “Kakaporium”)		A feasibility study has been carried out, with the associated report presented to ICC. Negotiations are commencing with DOC and potential commercial partners. VS is providing a range of support including project coordination and preparation of funding agreements.

			This project has been determined as a priority in ICC's Long Term Plan.
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Projects supporting Destination Development – not specified in the 2017/18 work programme

Bluff Strategic Planning		VS is supporting the Bluff Community Board, local community and Invercargill City Council with undertaking a strategic planning process for the town. VS's involvement will ensure coordination and prioritisation.
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3. Diversification of Southland's Economy

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

Investigation of diversification opportunities can lead to employment opportunities through the formation of new industries and their associated support services. Some of the projects listed are ongoing and will continue to be updated each quarter.

		Status	Notes
3.1	Aeromagnetic Geological Survey		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.		Negotiations for ground station services have commenced with three additional agencies during the last quarter. The potential for a ground operations centre is being scoped and contract for services with CSST being discussed. Expert input into strategic and financial planning has commenced with the support from New Zealand Trade and Enterprise (NZTE). Additional negotiations for two potential contracts were undertaken at the What on Earth Colloquium in Wellington in March
3.3	Support the Film Otago-Southland Trust to identify film opportunities for the region Aim for 52 production days for the year.		Provisional figures for the 2017/18 year have identified 60 filming and production days in the Southland region. Please note that this figure may change as a result of numbers that were still waiting to be received from DOC and other sources at the time of publication.
3.4	Promote opportunities for investment Facilitate six significant investment opportunities.		Investment profiles have been completed for five opportunities; silica, high health functional foods, a data processing centre, a satellite ground operations centre and data centre, and a large industry technology investment.
3.5	Tourism product development Assist in bringing eight new tourism		Fifteen small tourism operators have been assisted in the quarter, four of whom have brought their product to market in the last quarter.

	products to the market		
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Projects supporting Diversification of Southland’s economy – not specified in the 2017/18 work programme

Provincial Growth Fund		<p>VS is assisting a number of community groups in formulating their expression of interest application forms for the Provincial Growth Fund. Southland has the potential to benefit from this fund with a number of regional opportunities meeting the set criteria of enhancing economic growth, creating sustainable jobs, building welcoming communities and helping to meet climate change targets. Due to the confidential nature of the applications, the nature of the projects cannot be disclosed.</p>
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4. Business Service Efficiency and Competitiveness

As the Southland Regional Business Partner (in partnership with New Zealand Trade and Enterprise and Callaghan Innovation), Venture Southland provides a wide range of services to meet the needs of the many businesses operating in Southland. These include business advice referral services, funding information and facilitating a mentor programme.

The services offered ensure that Southland businesses are operating as efficiently as possible, and encourage innovation, and research and development within the sector. 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.

		Status	Notes
4.1	Facilitate the Regional Business Partner Programme		The 2017/2018 Regional Business Partner programme has successfully been delivered. Review sessions held with NZTE and Callaghan Innovation have determined that they are happy with the Southland's continued high-performance programme.
	\$200,000 in funding allocated to Southland businesses		Successful delivery of the NZTE Capability Funding programme in which \$240,000 of vouchers were allocated throughout the 2017/18 funding year.
	50 mentor client matches		30 mentor-client matches have been made in this year. Growth in the numbers of mentors will allow increased matches to be made for next year. 12 of the 14 regions across New Zealand saw a decline in the uptake of the mentor programme. This is primarily due to an increase in the uptake of one-to-one training opportunities through the NZTE voucher programme.
	Train 50 mentors		There are now 55 mentors trained.
	Allocate \$250,000 from the Callaghan Innovation and Development Fund		Over five million dollars of funding was approved for the 2017/18 year from the Callaghan Innovation and Development Fund. A number of high-value projects are currently in the pipeline, with potential for funding of over \$750,000.
	Complete 140 client business assessments		218 client assessments/discovery sessions were completed. This is 145% of NZTE target. The net promoter score of the programme is 70, exceeding the annual KPI of 50 for the year.
4.2	Innovation support and		Creative HQ Innovation and the Accelerator programme continue to support Southland businesses.

	Programmes Deliver workshops as a need is identified		<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>Workshops and events held during the quarter included a visit to the Awarua Ground station as part of the national Tech Week initiative, and a start-up weekend.</p>
4.3	Business training and support Deliver training as a need is identified.		<p>New programmes identified and delivered on various topics including the 'future jobs' with a series of support presentations held over the first 6 months of 2018</p> <p>Digital enablement support is being delivered through NetHui Southland which will be held in October 2018.</p> <p>Design Thinking workshops are currently being planned for delivery in late 2018.</p>
4.4	Business survey analysis Complete Business survey by May 2018		<p>The fourth annual Southland business survey concluded in May with 350 Southland businesses participating.</p> <p>For the first time since 2014, Southland businesses were reporting employing more people than in the previous year. More businesses are also adapting their employment practices to recruit younger people and women, and working to retain older people in the workforce. These findings support the on-going work of Southland Youth Futures and the labour market team in the attraction and retention sector.</p> <p>Attraction and retention of workforce continues to be the number one strategic challenge for Southland businesses.</p>
4.5	Deliver LEAN Management training to seven businesses		<p>Three businesses participated in the six-month Lean cluster, and completed the programme in September 2017.</p> <p>The six-month Lean cluster was not delivered in 2018 due to insufficient numbers.</p> <p>A smaller two-day workshop was held in May/June enabling smaller businesses to participate in a Lean programme that better suits their capacity. 12 businesses participated in this.</p> <p>A review of the Lean programme and delivery will be undertaken in the second half of 2018 to ensure it continues to meet local need.</p>
	Deliver Dairy Lean to 12 farm		DairyNZ now deliver the Farm Tune programme. This year 15 Farms participated in the programme with VS providing support where required.
	Continued support for 30 businesses to attend other Lean support initiatives		The 5s, small business improvement programmes and LEAN forums are currently planned for late 2018 with the promotion of these events currently underway.

4.6	Methane recovery Continue to investigate the opportunity for capturing methane from effluent ponds and converting it to energy		<p>Vs continues to investigate the opportunities presented through methane recovery. Monitoring of methane at Glenearla farm has begun under a contract funded by EECA.</p> <p>Additional scoping to support an application for further assessment through the waste minimisation fund has also commenced.</p>
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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 people to the region and ensuring skilled workers remain in Southland. 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 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.		<p>Work is ongoing with MBIE and Immigration NZ regarding the 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>The labour market team continues to support the implementation of the strategy with the following roles;</p> <ul style="list-style-type: none"> • Southland Labour Market Coordinator • Skills Placement Coordinator • Welcoming Communities Coordinator • Southland Youth Futures Coordinator
5.2	Southland Youth Futures – Invest in Youth		<p>Delivery for the 2017/2018 Southland Youth Futures programme reached 1190 students across 13 schools. This broad effort is focused on Year 10 students, although Year 11's and 12's have also accessed the broad programmes.</p>
	Deliver in-school programmes to over 1200 secondary students across Southland.		
	Deliver 12 workplace site visit days		<p>Nine workplace site visits were delivered, with 104 students and 15 staff participating across 10 schools and 2 foundation studies providers (YMCA and Community College Southland). This programme focuses on Year 12 and 13 students and foundation students studying NZEA Level 1-3 courses.</p> <p>More site visits are scheduled for the remainder of the 2018 year.</p>

	Have over 30 'youth friendly' employers in the region		45 youth friendly employers have registered as 'youth friendly' employers in the region as part of the programme.
5.3	Build partnerships to drive migrant attraction and retention		<p>The Southland labour market coordinator continues to develop strong partnerships that drive the attraction and retention of skilled workers in Southland.</p> <p>Programmes such as the skills placement role further enhance this activity with networks established with employers and recruitment agencies. Workshops focusing 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")		<p>The project will no longer be based in Te Anau as community feedback has determined that there are already welcoming mechanisms in place in this area.</p> <p>Research will be carried out to determine a new location to develop this pilot project.</p>
5.5	Promote migration to visitors MBIE i-SITE Attraction Pilot (see 7.10)		<p>See 7.10 for full update.</p> <p>Progress for the MBIE i-SITE Attraction Pilot has been halted due to the closure of the Southland Museum and Art Gallery. MBIE has granted an extension to the project as a result of this and the pilot will resume, and be completed, by the end of the year.</p>
5.6	Welcoming Communities Pilot (see 9.6 Community Development)		<p>VS is the programme coordinator for the pilot in Southland and will oversee the implementation of set objectives alongside the local advisory group.</p> <p>The draft Southland/Murihiku Welcoming Plan has been developed which provides the framework for the pilot moving forward. Implementation of the plan will begin once feedback from Councils and the wider community is received.</p>
5.7	Pathways to employment Work with Education New Zealand, local education providers and industries to provide pathways for graduating		<p>VS provided a number of pathways to employment throughout the year including Pop Up Job Shops and workshops alongside the ongoing work carried out by Southland Youth Futures.</p> <p>The 2018 Pop-Up Job Shops were delivered in Invercargill, Te Anau and Gore. Over 700 vacancies were advertised across the shops; 539 jobs advertised in Invercargill, 130 in Gore and 55 in Te Anau. People who visited the shops were also able to directly connect with, recruiters, CV advice and other job placement programmes such as the Skills Placement role.</p>

	international students into employment		<p>71% of survey respondents said the Pop Up Job Shop increased their knowledge of jobs available in Southland, and supported the initiative being repeated.</p> <p>110 people have accessed information through the MBIE funded skills placement programme, with 17 people finding pathways to employment.</p> <p>CV enhancement and interview technique training workshops continue to be held on a regular basis. Including those in partnership with key stakeholders such as the Multi-Cultural Council.</p>
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6. International Education

Venture Southland works in partnership with Education New Zealand to deliver its Regional Partnership Programme which is designed to support the development and growth of international education in Southland.

The Southern Education Alliance (SEA) and subsequent “Study Southland” brand, which is supported by Venture Southland, is part of this initiative. Study Southland represents the education providers of the Southland region, including primary and secondary schools as well as the Southern Institute of Technology and focuses on the promotion of Southland as a quality educational destination.

		Status	Notes
6.1	Partner with Education New Zealand (ENZ) to develop the implementation phase of the Southern Education Strategy.		<p>VS works in partnership with Education New Zealand (ENZ) and regional education providers as part of its Regional Partnership Programme (RPP).</p> <p>Following the implementation phase of the strategy Education New Zealand has confirmed the funding contract for the 2018/19 period.</p> <p>Further funding has been secured under the International Student Wellbeing Strategy. This funding has been used to deliver seminars, workshops and a Rugby experience for international students.</p> <p>A survey is currently being carried out with both current and former international students. The results of the survey, which will close in August, will help to improve the student experience and guide the activities in the region.</p>
	Establish the Southern Education Alliance (SEA) Governance group		<p>A SEA Governance Group has been formed and continues to discuss programme roll out across the region including the development of the International Education Prospectus, regional school contacts, marketing material and confirmation of the Study Southland brand.</p> 
	Set targets for the region based on current market trends		<p>The plan submitted 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 the lead agency and identifies the total budget per annum.</p>
	Promote Southland as a destination for students		<p>The Second Study Southland Workshop was held on the 21 June 2018 in partnership with ISANA. The theme of this workshop was the pastoral care of international students.</p> <p>Southland was promoted as a preferred destination for international students at the 2018 ICEF Agent Workshop in Auckland in April. The SEA Coordinator met with 35 agents</p>

			<p>from 8 different countries: Vietnam, Colombia, India, Philippines, China, Korea, Japan and Mexico.</p> <p>Venture Southland hosted 3 educational Agents during the quarter, one from Brazil, one from Mexico and another local agent that recruits from Colombia and Russia.</p> <p>Attendance of the International Education Manager at the 2018 New Zealand & China Youth Leadership Summit, held in China in July.</p> <p>Study Southland Facebook page currently has 1,103 followers with 18,684 people reached in the quarter.</p> <p>International Students' enrolments in the Southland region increased by 3% in the calendar year of 2017 compared to 2016, while New Zealand recorded a 5% national decrease in enrolments across New Zealand for 2017. 80% are enrolled at SIT and 20% at the schools.</p>
	<p>Develop generic marketing collateral, aligned to the Southland Destination Strategy and Southland Labour Market Strategy</p>		<p>A Welcome to Southland flyer was created in 4 languages: Portuguese, Spanish, English and Mandarin.</p>
	<p>Facilitate the development of the Southern Education Alliance website.</p> <p>Develop branding for Southern Education Alliance</p>		<p>Southland as a preferred international education destination is currently promoted via the Southlandnz.com website under the Study section.</p> <p>The website will continue to be improved, using information being gathered from the International Student Survey.</p>

7. Destination Promotion

Promotion of the region through consistent marketing and communication is essential to strengthen the Southland brand, drive demand and give visitors more reasons to spend more and stay longer.

Partnerships that have been developed over the years are essential to promoting Southland and allow Southland to leverage greater promotional opportunities. Involvement in marketing alliances and relationships developed at a national level within entities like Tourism New Zealand, Tourism in Aotearoa (TIA), Air New Zealand, Cruise New Zealand, Region Tourism New Zealand (RTNZ), CINZ, and DOC, are all beneficial to the promotion of Southland as a preferred destination.

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.

		Status	Notes
7.1	Conduct 18 marketing and promotional campaigns		<p>Seven marketing and promotional campaigns were undertaken for the quarter including:</p> <ol style="list-style-type: none"> 1. Bluff Oyster Invercargill Activation 2. AA Traveller campaign (hiking, holiday parks, China) 3. Southern Rumble – SPW with the Rock/MediaWorks 4. New Zealand Geographic – Southern Icons 5. Young Farmer of the Year 50th 6. Meet In – conference and meetings promotion 7. TRENZ delegate promotions <p>Projects in preparation include: TravelWireAsia Southland NZ V2.0 (delayed to site development) People of Southland Southland Party Wellington The Life Magazine Southland Visitor Guide Around the Mountains Cycle Trail Southern Scenic Route Web and Guide</p> <p>20 promotional campaigns have been undertaken in total for the 2017/18 year.</p>
7.2	Tourism publicity and media engagement		For a detailed listed of media engagement and tourism publicity please see additional notes at the conclusion of the report.
	Generate 96 media pieces		<p>60 media results have been achieved for this quarter.</p> <p>Highlights for the quarter include Wanderlust Travel Magazine, CNN Travel feature, Walk My World Social Media Coverage of Rakiura Track and article in North and South magazine.</p> <p>218 media results have been recorded to date for the 2017/18 year.</p>
	Coordinate 18 media famils		<p>Four media famils have been conducted during the quarter.</p> <p>Highlights for the quarter include the media famils that were coordinated for international media attending TRENZ,</p>

			<p>North and South media famil to Northern Southland and coverage of the Silver Ploughs in Thornbury.</p> <p>23 media famils carried out in total for the 2017/18 year.</p>
7.3	Tourism supply and trade development Engage with 200 agents		<p>236 agents have been engaged with during the quarter and 416 engaged with to date for the 2017/18 year.</p> <p>For further information on this engagement please see additional notes at the conclusion of the report.</p>
	Attend a minimum of four trade shows		<p>Attendance at Australian Mega Famil and TRENZ during the 4th quarter.</p> <p>To date, five trade shows have been attended for the year.</p>
	Present regional profile and product offerings of 70 Southland operators		<p>The trade manual, profiling regional product offerings and showcasing Southland as a preferred conference and trade destination is now complete.</p>
	Coordinate 10 trade famils		<p>This quarter has seen trade famils carried out for Loyo Travel, XperieNZ and ATS Pacific along with Pre and Post TRENZ famils. The number of participants across these famils was 64 agents.</p> <p>Fourteen trade famils have been completed for the year to date.</p>
	Participate in eight international marketing alliance (IMA) activities		<p>Participation in seven IMA activities to date. Notably the fourth included TRENZ which co-hosted by the Pure Southern Lands IMA. Other activities include Kiwilink USA, Japan/Korea, UK, South East Asia, and China (x2).</p> <p>Review of IMA relationships being undertaken.</p>
	Develop three trade itineraries		<p>Four trade itineraries have been developed throughout the year.</p>
7.4	Digital Marketing Obtain top three ranking for regional search engine searches		<p>Maintained the number one and two ranking for regional search engine searches, achieving the target of a top three ranking.</p>
	Growth of website traffic (+10%)		<p>168% of the website traffic target has been achieved throughout the year. For more information on this please see additional notes.</p>
	Growth of operator listing on Southlandnz to 420 (+19%)		<p>The new SouthlandNZ website has launched with currently 1253 (+293%) live listings of a total 1337 (+318%) (Places and Businesses), 2193 photos, 126 Pages.</p>
	Growth of consumer/trade/industry databases (+8%)		<p>There has been a 1% growth in consumer/trade/industry databases for the quarter (annual growth of 15% of databases).</p>

	Growth of social media engagement (+12%)		<p>98% of the social media community growth target has been achieved.</p> <p>73% of the social media reach growth target has been achieved. While strong growth in Instagram performance the economic model implemented by Facebook challenges traditional organic reach achievements.</p> <p>For more information on this please see additional notes.</p>
7.5	Southland promotional merchandise		<p>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.</p>

Destination Fiordland

7.6	Marketing via Destination Fiordland		<p>Continued engagement with local operators, and marketing of Destination Fiordland through a weekly newsletter. The newsletter continues to have an open rate higher than the industry average (April 47.8% open rate, May was 49.3% open rate and June was 42.7% open rate)</p> <p>Website stats continue to grow:</p> <table border="1"> <thead> <tr> <th>Channel: Fiordland.org.nz</th> <th>Sessions</th> <th>Users</th> <th>Page views</th> <th>Pages/Session</th> <th>Bounce Rate</th> </tr> </thead> <tbody> <tr> <td>Data sourced from Google Analytics</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td>1253</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Apr-18</td> <td>15564</td> <td>7</td> <td>33186</td> <td>2.13</td> <td>63.46</td> </tr> <tr> <td></td> <td></td> <td>1034</td> <td></td> <td></td> <td></td> </tr> <tr> <td>May-18</td> <td>12667</td> <td>6</td> <td>27518</td> <td>2.17</td> <td>63.13</td> </tr> <tr> <td>Jun-18</td> <td>11592</td> <td>9582</td> <td>25936</td> <td>2.24</td> <td>60.75</td> </tr> </tbody> </table> <p>% changes on same period last year were</p> <table border="1"> <thead> <tr> <th>Channel: Fiordland.org.nz</th> <th>Sessions</th> <th>Users</th> <th>Page views</th> </tr> </thead> <tbody> <tr> <td>Data sourced from Google Analytics</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Apr-18</td> <td>23.23%</td> <td>19.68%</td> <td>16.71%</td> </tr> <tr> <td>May-18</td> <td>9.15%</td> <td>6.13%</td> <td>-0.23%</td> </tr> <tr> <td>Jun-18</td> <td>29.61%</td> <td>28.38%</td> <td>19.86%</td> </tr> </tbody> </table>	Channel: Fiordland.org.nz	Sessions	Users	Page views	Pages/Session	Bounce Rate	Data sourced from Google Analytics								1253				Apr-18	15564	7	33186	2.13	63.46			1034				May-18	12667	6	27518	2.17	63.13	Jun-18	11592	9582	25936	2.24	60.75	Channel: Fiordland.org.nz	Sessions	Users	Page views	Data sourced from Google Analytics				Apr-18	23.23%	19.68%	16.71%	May-18	9.15%	6.13%	-0.23%	Jun-18	29.61%	28.38%	19.86%
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			<p>Attendance of Destination Fiordland at key meetings throughout the quarter:</p> <ul style="list-style-type: none"> • Tourism New Zealand updates and IBO training in Auckland (April) 160 operators in attendance • South East Asia training for agents in Wellington (April) • Hosted Pre and Post TRENZ famils 7 and 25 agents respectively • TRENZ Trade show (May) • Two Southern Lakes Meetings (joint IMA marketing alliance) (May) • TIA Discussing Tourism workshop (June) <p>Hosted networking functions for Destination Fiordland Members with a guest speaker from Qualmark.</p> <p>Commissioned an audit on the Fiordland.org.nz website, results due to be available next quarter.</p>
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Conference Attraction

7.7	Promote Southland as a conference destination and support potential conferences		<p>7 conferences held during the quarter (74 conferences have been held to date). Attended national MEETINGS sales conference alongside local operators of ILT, Transport World and Scenic Hotels.</p> <p>Preparing content for CINZ conference event planning guide and Invercargill Meet In mega famil.</p>
	Develop relationships with national conference sector (including Professional Conference Organisers) and local conference sector providers		
	Provision of bid support information		The bid template and Conference Manual has been finalised. The investigation is currently underway into interactive digitisation of this via Southlandnz.com
	Coordinate the Conference Incentive Fund		Coordination of the conference incentive fund continues alongside the ILT.
	Prospect 50 conference opportunities, undertaking 12 bids to attract six additional conferences		<p>21 conferences prospected during the April to June period.</p> <p>Bid development this quarter included Rugby Southland on U19 Jock Hobbs tournament, NZ Aviation, Quarry, Road Engineers, 2walk2cycle, Masters Joiners.</p> <p>58 conferences prospected for the 2017/18 year.</p>
Represent the region through		Representation at 5 events (10 to date)	Conference Promotion/Representation

	four events, activities and industry channels		<ol style="list-style-type: none"> 1. MBIE CAS - Report 2. Master Joiners - Famil 3. Young Farmers Committee Member 4. MEETINGS 5. Harding Consultants
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Invercargill i-SITE

7.8	Manage the Invercargill i-SITE including implementing the review undertaken in 2016/17		<p>Recommendations of the review undertaken in 2016/17 continue to be implemented.</p> <p>The i-SITE temporarily moved to the Northend Bowls Club in April following the decision to close SMAG due to safety concerns.</p> <p>The Invercargill i-SITE will move to a purpose-built portable building in Wachner place in early September 2018.</p> <p>The move will allow the i-SITE to have a presence in the city centre while construction of other inner city developments took place.</p>																														
7.9	Grow revenue 8%		<table border="1" data-bbox="683 1016 1396 1238"> <thead> <tr> <th>Revenue</th> <th>2016/17</th> <th>2017/18</th> <th>Variation</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Commission</td> <td>\$11,696</td> <td>\$10,800</td> <td>(\$896)</td> <td>(7.70%)</td> </tr> <tr> <td>Other</td> <td>\$11,330</td> <td>\$11,190</td> <td>\$140</td> <td>(1.0%)</td> </tr> <tr> <td>Expenditure</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Salaries</td> <td>\$47,472</td> <td>\$48,438</td> <td>(\$966)</td> <td>(2%)</td> </tr> <tr> <td>Other*</td> <td>\$9,000</td> <td>\$14,804</td> <td>(\$5,804)</td> <td>(64.5%)</td> </tr> </tbody> </table> <p>*Retail sales, advertising revenue and ticket sales commissions.</p> <p>The commission is showing as being \$896 below the prior year and other revenue is broadly the same as the prior year.</p> <p>The drop off in commission was expected with the shift to the North End Bowling Club after the museum closure.</p> <p>Staff costs are above the prior year as additional staff were used for various events and while looking at alternative locations for the i-SITE. Other expenditure is up from the prior year due to costs associated with moving and fitting out the North End Bowling Club.</p>	Revenue	2016/17	2017/18	Variation	%	Commission	\$11,696	\$10,800	(\$896)	(7.70%)	Other	\$11,330	\$11,190	\$140	(1.0%)	Expenditure					Salaries	\$47,472	\$48,438	(\$966)	(2%)	Other*	\$9,000	\$14,804	(\$5,804)	(64.5%)
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7.10	MBIE i-SITE Attraction Pilot (see 5.5)		<p>VS is facilitating a national pilot project, in partnership with MBIE, to investigate the potential to transition visitors into migrants using the Invercargill i-SITE is ongoing.</p> <p>With the recent relocation of the i-SITE due to the closure of SMAG, this pilot has been put on hold. MBIE have extended the contract and data recording period to account for the closure and relocation of the i-SITE.</p>																														

7.11	Department of Conservation i-SITE partnership		<p>i-SITE staff have had training on the Great Walks and other DOC products with the i-SITE developed to hold information on the products. Sales have commenced. The partnership has also included the Responsible camping initiative. Due to the relocation of the i-SITE implementation of the promotional plan scheduled alongside DOC has been delayed.</p>
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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 element in the approach to promote Southland as an attractive place to live, study, work and visit.

Venture Southland has long recognised the economic and social value events bring to the region. Along with promoting events, Venture Southland also assists in determining the feasibility of events and calculating their economic and social impact.

		Status	Notes
8.1	<p>Delivery and support of events</p> <p>Generate spectatorship in excess of 40,000 per annum</p>		<p>The delivery and support of events across the Southland region has resulted in spectatorship of 59,000 to date. During the quarter delivery and support of the following events was carried out:</p> <ul style="list-style-type: none"> - Southland Festival of the Arts - ILT Kidzone - Southland Heritage Month - HopNVine - Bluff Oyster and Food Festival <p>Planning for the following events was also carried out during the quarter:</p> <ul style="list-style-type: none"> - Take a Kid to Footy with Rugby Southland - SPW Southern Rumble - Hokonui Fashion Awards
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>		<p>12 event newsletters have been distributed with 146 events promoted in the Southland events calendar during the quarter. The newsletter has also been rejuvenated with the new design.</p>
8.3	<p>Develop an approach and platform for aligning, planning, coordinating and funding events in the region</p>		<p>The Southland Regional Event Strategy will align with this target (see 2.3).</p> <p>The Event Capability Forum was reconvened in April with 25 events specialists in attendance.</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	Facilitate event capability development Provide support to 12 regional events		As above 8.3. Support has been provided at 13 regional events including the SPW Rumble, Hokonui Fashion Awards, Take A Kidd to Footy and Events Managers Network.
8.5	Economic and social impact assessment 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		Economic and/or social impact assessments to be completed where a need is identified.

9. Community Development

Venture Southland, by way of its funding agreement with Southland District Council, plays a key role in supporting local communities to maintain a proud Southland community spirit, particularly in rural areas.

Venture Southland works alongside local groups to partner with Councils, community funders and other stakeholders to achieve success in a range of community-led projects and initiatives. The work carried out by Venture Southland can be split into three main areas; building community capacity and capability, local community initiatives and community funding.

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 Capacity and Capability Building

	Status	Notes
<p>9.1 Community Organisation and Volunteer Sector Project</p> <p>The project aims to prioritise and implement the key findings determined from the research undertaken in 2016-2017</p>		<p>Shared Service Pilots</p> <p>Following a strong appetite for the pilot in Edendale/Wyndham, opportunities are being explored around the recruitment of an individual to undertake the shared services role in this area.</p> <p>The role will encompass general secretarial services as well as other specific skills such as advertising and social media management.</p> <p>After consultation with the Winton pilot groups, a collective decision (alongside SDC) was made to place this pilot area on hold at this stage.</p>
<p>9.2 Community Facilities Project</p> <p>The project aims to prioritise and implement the key findings determined from the research undertaken in 2016-2017</p>		<p>The final report for the community facilities project was submitted to SDC on 31 August 2017.</p> <p>It is anticipated that further projects will eventuate as a result of this project. Venture Southland staff are currently working alongside SDC with community engagement requirements for facility planning in Ohai</p>

Community Planning

		Status	Notes
9.3	Southland District local community sustainability strategic approach Approach successfully developed and delivered		This project is aimed at developing a District-wide approach to community development which will be ratified by SDC. 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.
9.4	Community futures and community leadership plans		Assisted SDC with the delivery of a series of workshops, held in November, which allowed the wider community to have input into the development of Community Leadership Plans in Invercargill, Gore, Te Anau, Otautau and Wallacetown. Awaiting further information from SDC regarding the next phase of this project.
9.5	Community Education Deliver a series of workshops to be held throughout Southland to educate the local community about a relevant issue or topic.		A successful pool water treatment course was held earlier in the year. Process underway to update Community Organisation Needs Assessment Fact Sheets. These are popular sources of information that are regularly distributed to the community as required.

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>The Community Development team has worked with 38 community groups within the Southland District in the past quarter. These are:</p> <ul style="list-style-type: none"> Catlins Coast Inc. Catlins Heritage Trail Central Southland Vintage Machinery Trust Drummond Pool Committee Fiordland Players Trust Hollyford Trust Lumsden Bike Park Committee Lumsden Heritage Trust Lumsden Museum Lumsden Squash Club Menzies College Rugby Menzies Rugby Club Mokoreta/Redan Hall Moores Reserve Combined Sports Complex Trust Mossburn Senior Citizens Ohai Hall Ohai Railway Fund Trust Otahu Flat Restoration Committee Otautau Lions Otautau Museum Trust Otautau Pool Committee Otautau Promotions Otautau Skate Park Committee Rakiura Heritage Trust Rimu Memorial Restoration South Catlins Charitable Trust South Catlins Promotions Southland Heritage Building Preservation Trust Spirit of Mossburn Festival Te Anau Rotary Te Anau Trails Trust Thornbury Vintage Tractor Club Tuatapere Guide Book Upper Mataura Education Trust Waiau Area School Winton RSA Wyndham A&P Committee Wyndham Skate Park Committee <p>Total of 110 local community groups assisted to year end</p>

Additional Notes:

Media Results

1. Media Result - Arrival Magazine, Transport World - Autumn 2018
2. Media Result - Arrival Magazine, Dig This - Autumn 2018
3. Media Result - Arrival Magazine, Insiders Tip, Warrick Low - Autumn 2018
4. Media Result - South Korea, Property Journal, NZ Luxury Escapes - April 2018
5. Media Result - Germany, Westfalenpost.de, Stewart Island - April 2018
6. Media Result - Germany, abendblatt.de, Stewart Island - April 2018
7. Media Result - Germany, nrz.de, Stewart Island - April 2018
8. Media Result - Germany, Berliner Morgenpost.de - April 2018
9. Media Result - UK IMP File, Wanderlust Travel Magazine, Stewart Island - April 2018
10. Media Result - Arrival Magazine, Must Do, South Island Dig This - Autumn 2018
11. Media Result - Arrival Magazine, Southland Feature - Autumn 2018
12. Media Result - Arrival Magazine, Chinese Section, Bluff Oyster - Autumn 2018
13. Media Result - South Korea, Naver News NZ's must-eat succulent sea foods, Bluff Oysters - April 2018
14. Media Result - South Korea, Media Daum, NZ's must-eat succulent sea foods - April 2018
15. Media Result - South Korea, Tour Korea, NZ's must-eat succulent seafood - April 2018
16. Media Result - South Korea, Donga Ilbo, NZ's must-eat succulent seafood - April 2018
17. Media Result - South Korea, News 1, NZ's mus-eat succulent seafood - April 2018
18. Media Results - Kia Ora Magazine, June Agenda, Fibre Octave - May 2018
19. Media Result - Stuff, Pam Wade, World Famous in NZ: Ulva Island - May 2018
20. Media Result - South Korea, Travel Info, NZ luxury escapes - May 2018
21. Media Result - Australia, MSN, Best places to view the stars in NZ, Stewart Island - May 2018
22. Media Result - Brazil, Monique Renne, Information Piece getting around NZ - April 2018
23. Media Result - South Korea, Naver News (The Trip), NZ Luxury Escape, BRTW & Dig This - May 2018
24. Media Result - South Korea, Mobile-C, NZ Luxury escapes, Dig This & BRTW - May 2018
25. Media Result - South Korea, E-Travel, NZ Luxury Escape - May 2018
26. Media Result - South Korea, Travel Bike News, NZ Luxury Escapes - May 2018
27. Media Result - South Korea, News Zum (News1), NZ Luxury escapes - May 2018
28. Media Result - Canada, CAA Saskatchewan, NZ Natural Paradise, Stewart island - May 2018
29. Media Result - Canada, Journal de Quebec.com, Hiking in NZ, Great Walks - May 2018
30. Media Result - Brazil, Brasil Fashion News, NZ's incredible wild life, Stewart Island Kiwi - May 2018
31. Media Result - Brazil, Syndicated Story - Borracha TV, NZ's incredible wild life, Stewart Island Kiwi - May 2018
32. Media Result - Brazil, Massa News, NZ's incredible wild life, Stewart Island Kiwi - May 2018
33. Media Result - Brazil, Porto Noticias, NZ's incredible wild life, Stewart Island Kiwi - May 2018
34. Media Result - Brazil, Rota 55, NZ's incredible wild life, Stewart Island Kiwi - May 2018
35. Media Result - Brazil, Trip 4U, NZ's incredible wild life, Stewart Island Kiwi - May 2018
36. Media Result - Brazil, Turismo Em Pauta, NZ's incredible wild life, Stewart Island Kiwi - May 2018
37. Media Result - Brazil, Turismo SA, NZ's incredible wild life, Stewart Island Kiwi - May 2018
38. Media Result - Brazil, Turista Profissional, NZ's incredible wild life, Stewart Island Kiwi - May 2018
39. Media Result - Brazil, Viajar Pelo Mundo, NZ's incredible wild life, Stewart Island Kiwi - May 2018
40. Media Result - Argentina, Travel with me, NZ's hidden gems, The Catlins - May 2018
41. Media Result - Australia, Jolyonbird Facebook post, Rakiura Track - May 2018
42. Media Result - Australia, Jolyonbird Facebook post 2, Rakiura Track - May 2018
43. Media Result - Australia, Jolyonbird Facebook post , Rakiura Track Sunset - May 2018
44. Media Result - Japanese TV show Sekai Fushigi Hakken, Zealandia Travel Programme, Curio Bay - June 2018
45. Media Result - Gateway South CHCH Airport Magazine, Dark Skies - Winter Edition
46. Media Result - Women On Wheels (WOW) best travel destinations for motorheads, SSR - June 2018
47. Media Result - Stuff, Southern Stays: Bluff - June 2018
48. Media Result - North and South, SilverPlough 2018, Thornbury - June 2018
49. Media Result - IMP UK Phoebe Smith, The Times, In search of the southern lights, Rakiura track - June 2018
50. Media Result - US, Twitter CNN International, Where to see the Aurora Australis in NZ, Stewart Island & The Catlins - June 2018
51. Media Result - US Twitter CNN, Where to see the Aurora Australis in NZ, Stewart Island and The Catlins - June 2018
52. Media Result - USA, Facebook - CNN Travel, Where to see the Aurora Australis in NZ, Stewart Island and The Catlins - June 2018
53. Media Result - Singapore, Golf Asia, Perfect Reflections mirror images photograph in NZ, Mavora Lake - June 2018
54. Media Result - South Korea, Syndicated Travel Info, Travel Bike News, Media1, Tour Korea, Naver News, NZ Cycle Trails ATM - June 2018
55. Media Result - USA, Travel Wire News, Starry night, Where to see the Aurora Australis in NZ, Stewart Island and The Catlins - June 2018

56. Media Result - USA, CNN.com, Starry nights where to see the Aurora Australis in New Zealand, The Catlins and Stewart Island - June 2018
57. Media Result - China, National Tourism, Different NZ Eight Southland Experiences that you may not know, Dig This and Kiwi Spotting - June 2018
58. Media Result - China, Syndicated - www.guojialvye.com, Eight South Island Experience that you may not know, Dig This and Wild Kiwi Encounter - June 2018
59. Media Result - China, Sottoc We Chat, Eight South Island Experiences that you may not know, Dig This and Wild Kiwi Encounter - June 2018

Media Famils (including social)

1. IMP Germany, Great Outdoors Magazine – April 2018
2. Turen går til New Zealand, Denmark Travel Writer – April 2018
3. North and South Magazine , Mike White – April 2018
4. IMP TRENZ Media Famil – May 2018

7.4 Digital

Channel	Current Total Community - As at Jun 30 2018	Total Community as at June 30 2017 (Last year)	Total New Community Apr 1 2018 - Jun 30 2018 (This Quarter)	Total Reach July 1 2016 - June 30 2017 (Last year)	Total Reach Apr 1 2018 - Jun 30 2018 (This Quarter)	Total Reach July 1 2017 - June 30 2018 (This year)
Total	86,671	79,407	1,314	N/A	N/A	N/A
Databases (Target +8% 15,528)	16,662 (+15%)	14,378	452	N/A	N/A	N/A
Facebook Southland NZ	35,878 (+4%)	34,535	206	1,616,925	210,548	988,328
Instagram Southland NZ	26,054 (+11%)	23,438	441	N/A	203,961	450,283
Twitter Southland NZ	3,834 (+9%)	3,529	32	97,142	26,576	88,873
Facebook INV i-Site	4,243 (+20%)	3,527	183	685,887	103,144	409,341
Total Social Media (Target +10%, Reach 2.67m, Comm 71.5k)	70,009 (+8%)	65,029	862	2,429,954	544,229	1,936,825

Channel: southlandnz.com Data sourced from Google Analytics	Sessions	Users	Page views	Pages/Session	Bounce Rate	Operator Listings
Year: July 1 2016 - June 30 2017	79,702	62,897	214,812	N/A	N/A	352
Quarter 1: July 1 2017 - Sep 30 2017	22,973 (26%)	17,446 (25%)	60,933 (26%)	2.65	54.85%	441 (+25%)
Quarter 2: Oct 1 2017 - Dec 31 2017	29,839 (34%)	22,606 (32%)	83,188 (35%)	2.79	56.87%	442
Quarter 3: Jan 1 2018 - Mar 31 2018	57,739	43,060	152,566	2.64	63.94%	1309
Quarter 4: April 1 2018 - June 30 2018	36,865	28,142	92,866	2.52	59.83%	1337
Year: July 1 2017 - June 30 2018	147,416	111,254	389,553	3	59%	1337
Annual Target (+10%)	87,672 (Sum)	69,187 (Sum)	236,293 (Sum)	2.70 (Average)	35% (Average)	420

8.1 Event Delivery:

		Facilitated (VS Lead Role)	Supported (VS Support Role)
<i>Event</i>	<i>Date</i>	<i>Number of attendees (approx.)</i>	
ILT Kidzone	Jul 2017	11,000	
Hokonui Fashion Awards	Jul 2017		1,200
Interschool Speech Competition	Sep 2017	200	
New Zealand Men's Netball Nationals	Sep 2017		400
Spring Festival	Sep – Oct 2017	7800	
Conference Estimate for quarter	Jul – Sep 2017		1400 (*17)
DownRiver Dash/Cycle to Celebrate	Dec 2017	200	200
Conference Estimate for quarter	Oct – Dec 2017		1600 (*22)
SDC Holiday Programme	Jan 2018	300	
Summer Sounds	Jan 2018		150
Rev Up	Jan 2018		120
Southland Buskers Festival	Jan 2018		6,000
Shakespeare in the Park	Feb 2018	1000	
Burt Munro Challenge	Feb 2018	8,000	
Southern Field Days	Feb 2018		n/a
Heritage Month	Mar 2018		600
Conference Estimate for quarter	Jan – Mar 2018		2400 (*29)
HopNVine	Apr 2018		900
Southland Festival of the Arts	Apr – May 2018	3,000	
Southern Steel	Apr – Jun 2018		8,500
Bluff Oyster and Food Festival*	May 2018	500	4,500
Southern Professional Wrestling	Year 2017/18		1,500
Conference Estimate for quarter	Apr – Jun 2018		1000 (*12)
Other Events Supported	Year 2017/18	200	3,000
TOTAL		32,000	27,000

Events held since the end of quarter 4:

SPW Southern Rumble	Jul	1500
ILT Kidzone	Jul	11000
Young Farmers	Jul	1500