

Hamilton Economic Development Strategy Flagship Project Updates (January to March 2009)

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Leadership for Hamilton

Name of project	Business Hamilton Communication
Lead organisation	Hamilton City Council / Business Development Centre
Partner organisations	
Project manager	Ree Varcoe / Sandra Perry
Project start date	Dec 2008
Project end date	Ongoing
Objectives (High level)	1) To develop a business brand for the city 2) To develop a set of key messages about the city 3) To promote the city as a business location
Key performance indicators	1) Brand developed 2) Marketing campaigns undertaken 3) Investment and people attracted to city
Milestones	
2008/09 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	Discussions with EDA around business branding Brand developed
2009/10 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	City marketing campaigns undertaken by EDA
2010/11 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	

Date of report	March 24 th 2009
Report from	Ree Varcoe, Hamilton City Council Sandra Perry, Business Development Centre
Outline of progress	Project linked to branding for new EDA and to EDA's Business Gateway Projects (Parts 1 and 2). Brand proposition for new EDA developed around Opportunity Hamilton, which was presented to the BDC board on March 24 th . Communication campaigns to be delivered through HCC's funding for EDA.
Opportunities for partners	Partners can be involved in discussions around city marketing campaigns. A working will be formed by the EDA to look at opportunities going forward.
Plan for next period	To draw up ideas for campaigns.
Communication opportunities	Communication opportunity around branding for new EDA.

Name of project	Hamilton Leadership Programme
Lead organisation	Waikato chamber of Commerce
Partner organisations	Price Waterhouse Coopers, University of Waikato, Wintec
Project manager	Wayne Walford
Project start date	-
Project end date	-
Objectives (High level)	<ol style="list-style-type: none"> 1) Brainstorm the parameters of a Leadership programme 2) Circulate proposed structure and purpose document for agreement 3) Develop forum 4) Introduce Alumni concept for development
Key performance indicators	<ol style="list-style-type: none"> 1) Project plan designed and agreed with stakeholder groups 2) Structure document developed and key speakers identified and confirmed for participation 3) Nominations called for participants in the leadership programme 4) First meeting of the programme
Milestones	
2008/09 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	Identify delegations from partners organisations Meet to develop project plan — confirm with stakeholders. Develop structure document, identify key speaking resources
2009/10 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	Call for nominations
20010/11 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	

Date of report	10 March 2009
Report from	Wayne Walford
Outline of progress	Initial circulation of structure document circulated for comment and update. Once confirmed a more detailed plan to be developed including the identification of key speaking resources, acknowledgement process and schedule of events.
Opportunities for partners	
Plan for next period	
Communication opportunities	

Name of project	Hamilton Economic Development Endowment Fund
Lead organisation	Hamilton City Council
Partner organisations	Business Development Centre
Project manager	Strategy and Research Unit, Hamilton City Council
Project start date	Nov 2008
Project end date	June 2010
Objectives (High level)	1) To explore options for the establishment of a endowment fund 2) Identify potential funders 3) Scope out what could be funded 4) Explore governance arrangements
Key performance indicators	1) Options investigated
Milestones	
2008/09 (July-Sept)	
(Oct-Dec)	Investigations commence
(Jan-Mar)	
(Apr-Jun)	
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Date of report	24 March 2009
Report from	Strategy and Research Unit
Outline of progress	Early investigations underway into possible options
Opportunities for partners	Ideas on possible funders/funding options welcomed
Plan for next period	To continue investigations
Communication opportunities	

A thriving Business Environment

Name of project	Digital Hamilton
Lead organisation	Hamilton City Council
Partner organisations	NZTE, DOL involved in steering group (wide range of other consultees)
Project manager	Alex Irvine, Hamilton City Council
Project start date	September 2008
Project end date	May 2009
Objectives (High level)	<ol style="list-style-type: none"> 1) Provide strategic direction on how the city should develop its digital capability and become New Zealand's leading digital city. 2) Outline the city's current strengths, weaknesses, threats and opportunities in relation to digital technology, including how the city currently ranks in a New Zealand and international context. 3) Outline the city's points of difference with competitor cities 4) Identify how digital technology can drive the city's objectives around its strategic framework.
Key performance indicators	<ol style="list-style-type: none"> 1) To develop a key strategic document for the Hamilton EDS 2) To present the findings to the EDS Leadership Forum
Milestones	
2008/09 (July-Sept)	Stakeholder workshop held
(Oct-Dec)	Brief developed and put to market
(Jan-Mar)	Tenders received. Consultant appointed.
(Apr-Jun)	Study completed
2009/10 (July-Sept)	Results presented to EDS Leadership Forum
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Date of report	26 March 2009
Report from	Alex Irvine, HCC
Outline of progress	A facilitated workshop was held in September 2008 to brainstorm what the study should cover. This was attended by over thirty people including representatives from the telcos, from local ICT businesses, from other non-ICT businesses from central and local government, from tertiary education and the community sector. Brief was developed and put to the market just after the new year. Auckland based consultants Voco engaged to undertake assignment. Contract signed in March and work is now underway. Consultation phase to be undertaken in April. Work dovetailing with investigations being undertaken by NZTE into ICT clustering in Hamilton.
Opportunities for partners	Ongoing opportunities exist for partners to contribute to the project. Consultees identified from Wintec, University, Work and Income and from the business and community sectors.
Plan for next period	To complete study
Communication opportunities	None at present.

Name of project	Hamilton Business Gateway (Part 1) (Business website)
Lead organisation	Business Development Centre (BDC)
Partner organisations	-
Project manager	Sandra Perry
Project start date	1 October 2008
Project end date	30 June 2011
Objectives (High level)	1) An effective website is developed to promote Hamilton as a business gateway. 2) All business enquiries are responded to promptly. 3) Hamilton's brand is enhanced. 4) Web content is maintained and up-to-date.
Key performance indicators	1) To establish online information on the city's economy and business support provision. 2) All enquiries are responded to within two working days. 3) Website complies with Hamilton City brand guidelines.
Milestones	
2008/09 (July-Sept)	Initial discussions
(Oct-Dec)	-
(Jan-Mar)	Website live and content developed by 31 st March
(Apr-Jun)	1000 visits
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Date of report	24 March 2009
Report from	Sandra Perry
Outline of progress	<p>BDC is working with SEAL (creative agency) and HCC on the new Hamilton EDA brand. As BDC has become the city's new Economic Development Agency it requires an operating name and brand to reflect this new direction.</p> <p>HCC has agreed that their events brand 'hamilton' can form part of our new name. This is a real advantage, and due to the success of the 'hamilton' brand is a good head start for the new EDA.</p> <p>Many possible names have been brainstormed, researched and compared with other EDA names, both in New Zealand and internationally. It is important the new name sounds right when spoken, is not clichéd and does not over promise.</p> <p>The final process is underway, with a recommendation to be presented to the BDC board on 24 March.</p> <p>Meanwhile we have held discussions with HCC on the general web site concept, including whether the site will be completely 'stand alone,' or indeed 'part of' the current HCC site. The latter has been agreed, and our site will be similar to: http://www.whatsonhamilton.co.nz</p> <p>We will basically have a 'site within a site' and fully administer/edit as we require. The advantages of this are that 1) it will be consistent with city branding and 2) it should be lower cost as the structure of the website already exists.</p>
Opportunities for partners	<p>In anticipation of the new EDA name being agreed, and as a proactive step, the proposed EDA name has already been registered as a domain name. Once the name has been agreed, we will proceed to register the brand/logo etc.</p> <p>We have started to gather copy for the new EDA website and are also discussing with Aviation Waikato how the aviation website will dovetail into the new EDA website.</p> <p>We will be investigating the costs and benefits of including some relevant video presentations on the new website.</p> <p>We are planning to meet with HCC w/c 23 March to further develop web development.</p>
Plan for next period	Once the new EDA name and website have been agreed and fully developed, we will undertake a concerted PR publicity campaign.

Communication opportunities

Hamilton Business Gateway (Part 2) (Business Attraction Service)

Name of project	
Lead organisation	Business Development Centre (BDC)
Partner organisations	
Project manager	Sandra Perry
Project start date	1 October 2008
Project end date	30 June 2011
Objectives (High level)	<ol style="list-style-type: none"> 1) Develop a proactive business attraction service that also promotes inbound investment in Hamilton. 2) To develop products and marketing material in conjunction with HCC.
Key performance indicators	<ol style="list-style-type: none"> 1) To develop a proactive business attraction and facilitation service. 2) EDA is seen as the first port of call for business attraction and investment in Hamilton. 3) Effective marketing material is developed. 4) Evidence is provided of business and investment attracted to Hamilton.
Milestones	
2008/09	
(July-Sept)	Initial discussions with HCC team.
(Oct-Dec)	IKEA approached.
(Jan-Mar)	Marketing material developed.
(Apr-Jun)	Staff in place to ensure business attraction
2009/10	
(July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	Attracted two businesses to Hamilton
20010/11	
(July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Date of report	24 March 2009
Report from	Sandra Perry
Outline of progress	<p>Until our operating name is finalised progress has been limited. Meanwhile we continue to work specific partners to promote our city. An example of this is the Campbell Live program aimed at attracting new migrants to Hamilton.</p> <p>Our partnership with New Life New Zealand has resulted in excellent exposure for our city. http://www.3news.co.nz/Hamilton-the-buzz-word-for-recession-avoiding-Brits/tabid/367/articleID/93556/cat/84/Default.aspx.</p> <p>Campbell Live Hamilton: the buzz word for recession avoiding Brits — Britains new destination of choice.</p>
Opportunities for partners	
Plan for next period	Develop a proactive business attraction service once the branding as an EDA has been finalised.
Communication opportunities	<p>Refer to TV Clip above.</p> <p>Four new businesses we are working with two start ups and two businesses moving into Hamilton from Auckland will feature in the next Waikato Business News.</p>

Name of project	Hamilton Business Gateway (Part 3) (Business Hub)
Lead organisation	Wintec and Waikato Chamber of Commerce
Partner organisations	Business Development Centre, Chamber of Commerce
Project manager	David Christiansen, Wintec
Project start date	1/06/08
Project end date	31/7/10
Objectives (High level)	1) Completion of business case 2) Design and development of facilities 3) Occupancy and Launch 4) Operation
Key performance indicators	1) Partners commit in principle to business case vision 2) Facility designed to meet user specifications 3) Building redesign Construction of facility completed and facility fully occupied 4) Hub achieves self sufficiency within 6 months of launch
Milestones	
2008/09 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	Completion of Business Case
2009/10 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	
20010/11 (July-Sept) (Oct-Dec) (Jan-Mar) (Apr-Jun)	

Date of report	1 April 2009
Report from	David Christiansen, Wintec
Outline of progress	<p>Initial scoping meetings with potential partner organisations held.</p> <p>Initial high level design and planning completed for building as whole. Ancillary developments planning almost completed - including car parking, boulevard, and adjacent sand pit.</p> <p>Demolition of sections of building completed as planned.</p> <p>Waikato Chamber of Commerce has completed preliminary business case.</p>
Opportunities for partners	<p>A series of workshops will be held over March-April as part of completion of full business case . This will entail development of financial, design and collaborative operations elements of potential gateway/hub. These workshops will facilitate engagement by potential partners in developing and refining the gateway/hub and its structure and operations as well as the actual space.</p>
Plan for next period	<p>Completion of business case to the point of facilitating commitment to participation in the gateway of key partner organisations.</p> <p>Aim to hold a workshop with major prospective participants in late April to move towards finalisation of business case.</p> <p>Following commitment to the gateway concept, a period of design and development of the Gateway/Hub component of the building will occur as the wider building redevelopment takes place.</p>
Communication opportunities	<p>Opportunities for communication occur as follows:</p> <ul style="list-style-type: none"> • Upon completion of the business case as partner organisations sign up to the concept and their ongoing participation. • As building completed and occupancy begins • At time of official launch

Name of project	CityHeart Revitalisation
Lead organisation	Hamilton City Council
Partner organisations	-
Project manager	Jason Harrison (Physical works) Ree Varcoe (City Heart Place Manager)
Project start date	2008/09
Project end date	Ongoing
Objectives (High level)	Create a safe attractive CityHeart through a place making approach Physical redevelopment of Victoria Street, Garden Place, Ward Street, link to Claudlands Events Centre Establishment of business association and a raft of non financial incentives for new businesses and visitors
Key performance indicators	Establishment of a CityHeart Retail Association Investigation into the establishment of a Business Improvement District (BID) Undertaking of programme of physical works to upgrade public realm in CityHeart
Milestones	
2008/09	Business Association Steering Group formed
(July-Sept)	
(Oct-Dec)	Incorporation of Business Association, midweek farmers market held in Civic Plaza. Draft proposal on a BID put up to Council.
(Jan-Mar)	Victoria Street physical works underway
(Apr-Jun)	
2009/10	
(July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2010/11	
(July-Sept)	Redesign of Garden Place
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Date of report	24 March 2009
Report from	Ree Varcoe and Jason Harrison
Outline of progress	<p>Early works to Garden Place completed</p> <p>Traffic slowing trial in Victoria Street held</p> <p>Physical works underway in Victoria Street</p> <p>BID Policy approved by Council</p> <p>Two farmers markets being held in CityHeart</p>
Opportunities for partners	
Plan for next period	
Communication opportunities	

Name of project	Hamilton International Airport Study
Lead organisation	Hamilton International Airport
Partner organisations	Hamilton International Airport, New Zealand Trade and Enterprise
Project manager	Chris Doak
Project start date	July 2008
Project end date	November 2008
Objectives (High level)	Determine the economic benefit to the region of the following: <ul style="list-style-type: none"> • A runway extension to 2,500m • New international and domestic routes
Key performance indicators	<ul style="list-style-type: none"> • Independently quantify runway construction costs • Underlying demand uptake in terms of passengers, aircraft and freight obtained from independent expert
Milestones	
2008/09 (July-Sept)	Report completed on runway construction costs
(Oct-Dec)	Analysis on airline, cargo and passenger demand completed
(Jan-Mar)	Study on economic impacts completed
(Apr-Jun)	
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Date of report	01.04.09
Report from	Hamilton International Airport
Outline of progress	<ul style="list-style-type: none"> • Report completed by Beca Infrastructure Ltd on the construction design and costs to extend HIA's runway plus have sufficient airside infrastructure (e.g. apron, taxiways) for wide bodied aircraft • Demand uptake scenarios forecast by Airbiz Aviation Strategies Ltd for (1) no runway extension (2) a runway length of 2,500m and (3) a runway length of 2,850m • In November 2009 the study was completed. It is entitled "Report on Proposed Runway Extension for Waikato Regional Airport" and was prepared by the University of Waikato Management School. <p>The economic impacts were estimated to be:</p> <ul style="list-style-type: none"> • For the runway extension an increase in regional activity of \$50m per annum and an NPV of approximately \$50m • For WRAL's international services a total economic value of approximately \$80m per annum <p>The construction costs were estimated to be \$19.6M - of this total:</p> <ul style="list-style-type: none"> • \$6M is expenditure for a runway overlay and 240m safety area that WRAL is committed to undertake i • \$13.6M is new capital expenditure for the runway, runway widening, new taxiway and apron expansion
Opportunities for partners	
Plan for next period	The airport is seeking to have the correct designation within the district plan to enable any future decision on the extension of the runway
Communication opportunities	

Building on economic strengths

Name of project	Ruakura Innovation Precinct
Lead organisations	Innovation Waikato Limited, AgResearch, University of Waikato, Tainui, Hamilton City Council, Wintec
Partner organisations	
Project manager	
Project start date	Ongoing
Project end date	
Objectives (High level)	1) To develop an innovation precinct in the Ruakura area of the city, specialising in research, innovation and high-technology businesses
Key performance indicators	
Milestones	
2008/09 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Date of report	01.04.09
Report from	Ruakura Innovation Precinct
Outline of progress	Boundary change to be proposed by HCC to Waikato District that would see the Ruakura area of the city coming into the Hamilton City boundaries.
Opportunities for partners	
Plan for next period	
Communication opportunities	

Name of project	Food Innovation Network
Lead organisation	AgResearch Ltd
Partner organisations	Wintec, Innovation Waikato, others outside the Waikato region.
Project manager	Geoff Balme
Project start date	August 2006
Project end date	March 2011
Objectives (High level)	<p>1) Secure funds to construct food processing pilot plant at Ruakura (and other pilot plants in Manukau and Lincoln).</p> <p>2) Create and staff a company to operate that pilot plant</p> <p>3) Construct the pilot plant</p> <p>4) Secure usage by food processing companies</p>
Key performance indicators	<p>1) Level of funding secured from Government (currently proposed \$21.5 million capital plus operational funding of several million to support operating costs over the first five years)</p> <p>2) Completion of construction (realistic target now Q3 of the 2010/11 year)</p>
Milestones	(as revised March 2009)
2008/09 (July-Sept)	a) Propose FINNZ Waikato to Government.
(Oct-Dec)	b) Secure funding for (at least) completion of planning.
(Jan-Mar)	c) Propose FINNZ Waikato to the NZ Fast Forward successor fund (whatever that ends up being).
(Apr-Jun)	
2009/10 (July-Sept)	d) Secure funding from the NZ Fast Forward successor fund.
(Oct-Dec)	e) Establish FINNZ Waikato company.
(Jan-Mar)	f) Appoint manager for FINNZ Waikato company.
(Apr-Jun)	g) Complete planning and design.
20010/11 (July-Sept)	h) Secure required resource consents.
(Oct-Dec)	i) Commence construction.
(Jan-Mar)	j) Secure indicative usage by food processors for first year of operation, up to the budget utilisation level of 50% in Year 1.
(Apr-Jun)	

Date of report	1 April 2009
Report from	Dr Andrew West
Outline of progress	<p>Milestone (a) was completed, as reported in October. Milestone (B) was completed in January when Ministry of Economic Development allocated funds for further planning. Work is underway on Milestone (C). With Graham Smith moving to Adelaide, project leadership has been taken by AgResearch CFO Geoff Balme. The elimination of the NZ Fast Forward Fund meant that a different Government investment mechanism will be required. We are hopeful that this will develop over time. To succeed in the next couple of stages, it will be vital to demonstrate a high level of support from the food industry of the Waikato and neighbouring regions, and aligned industries that supply the food industry with equipment and technologies. If partners who are interested to participate could let us know, we would certainly like to have them on board.</p>
Opportunities for partners	<p>Milestones from (C) onwards have been delayed by 3 months, as shown in the revised project plan above, and might be delayed further, depending on how long it takes to develop an appropriate replacement funding mechanism. The general direction of the project is unchanged from the original plan, however.</p>
Plan for next period	<p>Milestone (a) was completed, as reported in October. Milestone (B) was completed in January when Ministry of Economic Development allocated funds for further planning. Work is underway on Milestone (C). With Graham Smith moving to Adelaide, project leadership has been taken by AgResearch CFO Geoff Balme. The elimination of the NZ Fast Forward Fund meant that a different Government investment mechanism will be required. We are hopeful that this will develop over time.</p>
Communication opportunities	

Name of project	Visitor Attraction
Lead organisation	Hamilton City Council
Partner organisations	
Project manager	Philip Burton, Hamilton City Council
Project start date	
Project end date	
Objectives (High level)	1) To develop the city's reputation as an events city 2) To develop the city's tourism offer 3) To promote the city as a hub for the central north island 4) To progress options for a regional/central north island tourism offer
Key performance indicators	
Milestones	
2008/09 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Date of report	1 April 2009
Report from	Philip Burton
Outline of progress	HCC visitor attraction work passed over to Hamilton International Airport following its appointment of a central north island tourism lead.
Opportunities for partners	
Plan for next period	
Communication opportunities	

Attracting and Growing Talent

Name of project	Hamilton Skills Action Plan
Lead organisation	Business Development Centre (BDC)
Partner organisations	Department of Labour, Work and Income, Tertiary Education Commission, Waikato Chamber of Commerce
Project manager	Sandra Perry
Project start date	1 October 2008
Project end date	30 June 2011
Objectives (High level)	<ol style="list-style-type: none"> 1) To produce a Skill Action Plan for Hamilton 2) To ensure co-ordination and collaboration between all agencies — business and education 3) Supporting the skill needs of Hamilton now and into the future 4) To support those in Hamilton affected by the current economic crisis
Key performance indicators	<ol style="list-style-type: none"> 1) To map the existing active labour market policies underway in the city 2) To identify gaps in provision 3) To agree joint responses
Milestones	<ol style="list-style-type: none"> 1) Draft overview of labour market activities completed. 2) Steering group formed.
2008/09 (July-Sept)	<ol style="list-style-type: none"> 1) Planning workshops held at WINTEC, Hamilton Gardens to develop themes of Hamilton Skills Action Plan. 2) TEC + DOL co-located at BDC.
(Oct-Dec)	<ol style="list-style-type: none"> 1) A book is developed to attract skilled migrants to Hamilton and the region. 2) City attendance at an Expo in the UK to attract skilled migrants for Hamilton businesses.
(Jan-Mar)	
(Apr-Jun)	Action Plan complete
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	

Date of report	1 April 2009
Report from	Sandra Perry
Outline of progress	<p>The rapidly changing economic climate and the opportunity presented by national and regional job summits have meant a different approach being taken towards the Hamilton Skills Action plan.</p> <p>Work during this quarter has focussed on:</p> <ul style="list-style-type: none"> • Organising and running a Waikato Job Summit on March 23rd • Responding to local employment shocks and opportunities • Researching and understanding the full extent of local labour market changes. <p>It is proposed that a skills action plan for Hamilton city should now be based upon the outcomes from the Waikato Job Summit.</p>
Opportunities for partners	<p>The actions that will emerge from the Waikato Job Summit will require cooperation from businesses, educational institutes, and agencies across the city.</p> <p>This will be both in the form of “rapid response” activities to employment shocks, and also to work towards longer term initiatives.</p>
Plan for next period	<p>The next quarter will focus on the following actions:</p> <ul style="list-style-type: none"> • Implementation of key actions from the Waikato Job Summit • Work with partners to develop additional ideas from the Waikato Job Summit to the implementation stage <p>The outcomes from the Waikato Job Summit will form the basis of a Skills Action Plan for Hamilton.</p>
Communication opportunities	<p>The Waikato Job Summit has received considerable media coverage including several articles in the Waikato Times, NZ Herald, the Hamilton Press and Hamilton This Week and the Waikato Business News.</p> <p>Unemployment and redundancies are topical news stories at the moment and any positive actions are likely to be picked up on by the media.</p> <p>There will be media opportunities on an ongoing basis over the next quarter as actions from the Waikato Job Summit are refined and implemented.</p>

Name of project	Hamilton Network
Lead organisation	HCC
Partner organisations	
Project manager	
Project start date	2011/12
Project end date	
Objectives (High level)	To develop a web-based network of Hamiltonians
Key performance indicators	
Milestones	
2008/09 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	

Date of report	1 April 2009
Report from	Philip Burton
Outline of progress	Project is an unfunded project in the draft 2009-19 LTCCP. Plan going forward will be to look at ways in which project can be delivered, possibly through using existing social networking websites.
Opportunities for partners	
Plan for next period	
Communication opportunities	

Developing an Enterprise Culture

Name of project	Creative Industries Incubator (SODA)
Lead organisation	Wintec, with Hamilton City Council
Partner organisations	NZTE
Project manager	Cheryl Reynolds, Wintec
Project start date	2007
Project end date	Ongoing
Objectives (High level)	<ol style="list-style-type: none"> 1) Complete establishment activity 2) Launch and commence operations 3) Selection of anchor business clients 4) Selection of start-up incubator clients
Key performance indicators	<ol style="list-style-type: none"> 1) Completion of facilities 2) Completion of legal entities structure and appointment of Board 3) Appointment of General Manager 4) 12 month financial performance as per projections
Milestones	
2008/09 (July-Sept)	Signing of Shareholders agreement
(Oct-Dec)	Completion of SODA hub space
(Jan-Mar)	Establishment of Board
(Apr-Jun)	Recruitment of General Manager
2009/10 (July-Sept)	Selection of early anchor business clients
(Oct-Dec)	Recruitment of early business/technology partners
(Jan-Mar)	Commencement of General Manager
(Apr-Jun)	Selection of early incubator clients
2010/11 (July-Sept)	Selection of major business/technology partner
(Oct-Dec)	Official Launch
(Jan-Mar)	SODA Inc 1 st Birthday

Date of report	01.04.09
Report from	Cheryl Reynolds, Wintec
Outline of progress	<p>Progress with SODA Inc over the last 4 months has continued to be very positive.</p> <p>The SODA Inc Board has recruited a new General Manager — Grant Collier, who is currently the GM of a successful commercial Business Incubator in Johannesburg South Africa. Grant commences work at SODA Inc in April 2009.</p> <p>SODA has also secured its first principal business partner with a significant sponsorship deal. And during the first quarter of 2009 SODA has been in hands-on start-up phase with the space activated and new systems and processes established.</p> <p>The lease between SODA and HCC has also had significant attention over the past period.</p>
Opportunities for partners	<p>Promotion Possible support through suggesting or encouraging potential business clients or technology partners</p>
Plan for next period	<p>Key milestones approaching include:</p> <ul style="list-style-type: none"> • Commencement of Manager (April 09) • Recruitment of major technology partner • Selection of initial incubator clients • Official Grand Launch (July/Aug 09) • First birthday party (Oct 09)
Communication opportunities	<p>Selection of initial incubator client(s) Recruitment of major technology partner Grand Launch (July/Aug 09) First birthday party (Oct 09)</p>

Name of project	Greenfields Network
Lead organisation	Waikato Innovation Park
Partner organisations	
Project manager	Peter Maxwell
Project start date	May 08
Project end date	N/A
Objectives (High level)	1) Launch Event 2) Promotion 3) Website 4) Incorporation and membership
Key performance indicators	1) Prepare Deals 2) Creation of advertising materials 3) Creation of new web site 4) Recruit members
Milestones	
2008/09 (July-Sept)	Minimum number of members recruited, 4 deals in the course of preparation, Advertising material in draft form Website in beta form.
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	

Date of report	01.04.09
Report from	Peter Maxwell
Outline of progress	<ol style="list-style-type: none"> 1. First Investment Evening held 11 February 09 — 3 investment presentations. 2. Website live and advertising material printed on demand 3. Press interest following investment evening 4. Increased investor interest following investment evening — new membership and Board members. 5. Strong likelihood of first investment within month — will provide impetus and credibility. 6. Membership of the Angel Association of New Zealand — has given members the opportunity to have the opportunity to invest in opportunities from around New Zealand and visa versa. Members have already seen a deal emanating from the Ice Angels Network in Auckland and UpStart in Dunedin is considering some of our opportunities. 7. The Network has also become a member of the New Zealand Venture Capital Association.
Opportunities for partners	The Waikato Innovation Park has been appointed the Regional Partner for the Foundation for Research Science and Technology's (FRST's) TechNZ Program. This role involves the Innovation Park becoming the gateway for the vast majority of Companies, located in the Waikato and Bay of Plenty Regions, who are seeking research funding support. This role enables a more integrated support role (alongside the Greenfields Network) to be delivered.
Plan for next period	<p>Secure investment into first deal.</p> <p>Press release to announce 'we're on the scoreboard'</p> <p>Continue to attract quality deals and members</p> <p>Attract investors onto Board</p>
Communication opportunities	<p>Initial investment to be followed up by a press release.</p> <p>Communication/promotion to investment service providers</p> <p>Web site live and brochures distributed with acknowledgement to HCC and NZTE for their support.</p>

Name of project	Hamilton Enterprise Launch Pad
Lead organisation	Business Development Centre (BDC)
Partner organisations	Waikato Innovation Park, Wintec, University of Waikato, Hamilton City Council
Project manager	Sandra Perry
Project start date	1 July 2009
Project end date	30 June 2011
Objectives (High level)	1) To establish an annual business plan competition for new knowledge based businesses with growth potential. 2) To attract sponsors for the competition. 3) To attract high quality entrants.
Key performance indicators	1) Annual business plan competition established. 2) Sponsorship covers the cost of the award. 3) High quality entrants are attracted.
Milestones	
2008/09 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	