

Hamilton Economic Development Strategy Flagship Project Updates (August to November 2009)

Contents

Projects at a glance	2
Projects completed in 2008/9	
Business Hamilton Communication	5
Digital Hamilton (Part 1)	6
Hamilton International Airport Study	8
Ongoing projects	
Hamilton Business Gateway — Part 1	11
Hamilton Business Gateway — Part 2	13
CityHeart Revitalisation	15
Visitor Attraction	17
Hamilton Skills Action Plan	19
Creative Industries Incubator (SODA)	21
Ruakura Innovation Precinct	24
Hamilton Leadership Programme	25
Greenfields Network	27
Projects under development	
Hamilton Business Gateway — Part 3	30
Food Innovation	32
Hamilton Economic Endowment Fund	34
Hamilton Network	35
Hamilton Enterprise Launch Pad	36

Projects at a glance

Projects completed in 2008/9

Business Hamilton Communication

Opportunity Hamilton branding launched in June 2009. Future communications to be delivered through the business attraction work.

Digital Hamilton Part 1

Study completed in June. An implementation plan is currently being considered by Council to form Part 2 of this project, and a Digital Industry Forum is taking place in December.

Hamilton International Airport Study

Economic impact study of runway extension completed in November 2008.

Ongoing projects

Hamilton Business Gateway (Part 1 — website)

Website hits on the new Opportunity Hamilton website are growing towards the target figure of 1,000 per month. Hamilton City Council's online business directory has been updated and transferred to the Opportunity Hamilton website in October.

Hamilton Business Gateway (Part 2 — Business Attraction Service)

Work is progressing to attract new businesses to the city, including work directly with three clients (two from overseas) regarding potential relocation. The Hamilton Central Business Improvement District Association will be located at Opportunity Hamilton from mid-December.

CityHeart Revitalisation

Physical works to Victoria Street are complete, Summer in Garden Place is up and running to revitalise the way that we use Garden Place, and the Hamilton Central Business Improvement District Association is being formed.

Visitor Attraction

Tourism promotional activities have commenced, including work with Pacific Blue and international trade and media visits. A regional website strategy has been completed and development of the website is due for completion in February. Support is being provided for a River Tourism study and the national cycleway project.

Hamilton Skills Action Plan

An A — Z of labour market activities in Hamilton and the surrounding area has been completed, gaps in training have been identified, and an action plan will be completed. An ITO training expo was held in September.

Creative Industries Incubator (SODA)

Cheryl Reynolds has been appointed Chief Executive of SODA. Green Fire Islands has been signed as SODA's first incubator client in the past month, and SODA is hosting a Digital Industry Forum on the 2nd of December.

Ruakura Innovation Precinct

Work on boundary changes to include Ruakura as part of Hamilton City is underway.

Hamilton Leadership Programme

YKTO (Young Business Person's Network) formed and a sequence of monthly events is underway, and informal networks are underway for mentoring young businesses.

Projects under development

Hamilton Business Gateway — Part 3

Development of the Business Hub at Wintec is well on track, ancillary developments planning is almost completed, including car parking, boulevard, and adjacent sand pit. Demolition and strengthening of the building is underway, and Wintec, Opportunity Hamilton, and the Chamber have committed to participation in the Business Hub.

Food Innovation Network

If a favourable funding decision is received then the Waikato Food Innovation Centre will be up and running in mid-2010. This will involve setting up an incorporated society, and partners will soon be sought as inaugural members.

Hamilton Economic Endowment Fund

Initial research has identified that similar initiatives in other regions are either from established trusts or are being formed from new funding from Councils.

Hamilton Network

Hamilton City Council and Opportunity Hamilton will work together to explore options to develop this on Facebook (or similar). An example of this is the current "Summer in Garden Place" fan page on Facebook.

Greenfields Network

The Network is working closely with Angel Link, and a greater awareness of investment opportunities and investment finance has been achieved through press and TV items. The number of deals being seen is low due to the poor economic climate at present.

Hamilton Enterprise Launch Pad

Meetings are currently being organised with other business excellence award organisations to establish an opportunity or fit, and research is ongoing.

Projects completed in 2008/9

Name of project	Business Hamilton Communication
EDS Strategic Theme Area	Leadership for Hamilton
Lead organisation	Hamilton City Council / Opportunity Hamilton
Partner organisations	
Project manager/s	Michelle Smith, Hamilton City Council Sandra Perry, Opportunity Hamilton
Project start date	Dec 2008
Project end date	Completed
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)	Discussions with EDA around business branding
(Jan-Mar)	
(Apr-Jun)	Brand developed

Project update

Date of report	7 August 2009
Report from	Hamilton City Council
Outline of progress	The original thinking behind this project was to develop a business brand and a set of key message about the city and then to use these to promote the city as a business location. A new city business brand "Opportunity Hamilton" was launched in June. This brand also serves as the brand for the new economic development agency that goes by the same name. The second and third parts of this project — key messages and city promotion — will be taken forward as part of Opportunity Hamilton's business attraction project (see Business Gateway Part 2).

Name of project	Digital Hamilton study
EDS Strategic Theme Area	A thriving environment for business
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	June 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)	Implementation Plan developed

Project update

Date of report	7 August 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. Initial desktop study phase was followed by a lengthy consultation phase, including a number of one-on-one interviews, a questionnaire that was sent to a range of stakeholders and four workshops attended by around 50 organisations. Report submitted to Council at end of June. Key findings presented to the Leadership Forum today. Next steps for HCC are to pull together an implementation plan for the study. Focus will be on areas where Council can take a lead but we'll also be looking to identify other agencies that will be delivering in this area.
Opportunities for partners	Ongoing opportunities exist for partners to contribute to the project. Different strands of the project will need champions. HCC likely to play an overall coordinating role and lead on areas where Council has a lead role.
Plan for next period	To launch the study on the HCC website
Communication opportunities	Communication opportunities around the launch of the study

Name of project

Hamilton International Airport Study

EDS Strategic Theme Area	A thriving environment for business
Lead organisation	Hamilton International Airport
Partner organisations	Hamilton International Airport, New Zealand Trade and Enterprise
Project manager	Chris Doak, Hamilton International Airport
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

Project update

Date of report	10.08.09
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 • \$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	

Ongoing projects

Name of project	Hamilton Business Gateway (Part 1) (Business website)
EDS Strategic Theme Area	A thriving environment for business
Lead organisation	Opportunity Hamilton
Partner organisations	-
Project manager	Sandra Perry, Opportunity Hamilton
Project start date	1 October 2008
Project end date	Ongoing
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)	To be confirmed in 2009/10 EDA contract with HCC
(Oct-Dec)	
(Jan-Mar)	

Project update

Date of report	16 November 2009
Report from	Sandra Perry
Outline of progress	<p>Business Development Centre has re-branded to Opportunity Hamilton to reflect the new EDA status and our positioning with Hamilton. Opportunity Hamilton has a new website promoting Hamilton as a business gateway.</p> <p>Website visits for this period were: July: 675 August: 770 September: 838 October: 858</p> <p>Hamilton City Council's business directory was updated and transferred to Opportunity Hamilton on 16 October 2009. Opportunity Hamilton is now processing all new business applications for inclusion in the directory.</p>
Opportunities for partners	The re-branding project and web site development was a shared project with Hamilton City Council to ensure it aligned with the City brand guidelines.
Plan for next period	Currently investigating cost / benefits of search engine optimisation and other solutions to maximise our website visibility.
Communication opportunities	Media opportunities were maximised at the time of the launch.

Name of project	Hamilton Business Gateway (Part 2) (Business Attraction Service)
Lead organisation	Opportunity Hamilton
EDS Strategic Theme Area	A thriving environment for business
Partner organisations	-
Project manager	Sandra Perry
Project start date	1 October 2008
Project end date	Ongoing
Objectives (High level)	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	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. Gateway Magazine and other information sent to IKEA.
2009/10 (July-Sept)	Working with three clients regarding relocation to Hamilton. Working closely with City Heart team.
(Oct-Dec)	In negotiations with Hamilton Central Business District Improvement Assn regarding co-location at Opportunity Hamilton
(Jan-Mar)	
(Apr-Jun)	Attracted two businesses to Hamilton

Project update

Date of report	16 November 2009
Report from	Sandra Perry
Outline of progress	<ol style="list-style-type: none">1. Information on Hamilton statistics and land information sent to IKEA, Perth.2. Working with 3 clients (2 from overseas) regarding potential relocation.3. Working closely with Tegan McIntrye and team to ensure streamline assistance and information.4. Hamilton Central Business Improvement District Association will sublease office space at Opportunity Hamilton premises from mid December. Opportunity Hamilton will provide operational assistance.5. Discussions under way with Pathways NZ and University of Waikato Business and Development Manager
Opportunities for partners	
Plan for next period	
Communication opportunities	

Name of project	CityHeart Revitalisation
EDS Strategic Theme Area	A thriving environment for business
Lead organisation	Hamilton City Council
Project manager	Jason Harrison, Project Manager City Heart Revitalisation, HCC Ree Varcoe, CityHeart Place Manager, HCC
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 Claudelands 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 (July-Sept)	Business Association Steering Group formed.
	Incorporation of Business Association.
(Oct-Dec)	Midweek farmers market held in Civic Plaza. Draft proposal on a BID put up to Council.
	Consultation on Garden Place.
(Jan-Mar)	Victoria Street physical works underway.
(Apr-Jun)	
2009/10 (July-Sept)	Inaugural AGM of CityHeart Business Association to elect Board. General Manager hired by Business Association. Completion of Victoria Street physical works.
(Oct-Dec)	Activation Plan for Garden Place implemented.
	Activation Plan for Garden Place implemented.
(Jan-Mar)	Garden Place designs produced.
(Apr-Jun)	Garden Place physical works commence.
20010/11 (July-Sept)	Design of O'Neil Street.
(Oct-Dec)	O'Neil Street physical works commence.
(Jan-Mar)	
(Apr-Jun)	

Project Update

Date of report	24 November 2009
Report from	Hamilton City Council
Outline of progress	<ul style="list-style-type: none">- Physical works in Victoria Street completed- Business Improvement District Association established and due to co-locate at Opportunity Hamilton from December onwards.- Summer in Garden Place established to revitalise the way that Hamiltonians use Garden Place.- i-Site moved from the Transport Centre to Garden Place
Opportunities for partners	
Plan for next period	
Communication opportunities	

Name of project	Visitor Attraction
EDS Strategic Theme Area	Building on Economic Strengths
Lead organisation	Hamilton International Airport (was Hamilton City Council)
Partner organisations	
Project manager	Chris Doak, Hamilton International Airport
Project start date	
Project end date	
Objectives (High level)	<ol style="list-style-type: none"> 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	Regional Tourism Business plan (2yrs) has been completed and Service Level Agreement finalised with Shareholding councils.
Milestones	<ul style="list-style-type: none"> • Business Plan and Service Level Agreements finalised and approved • Regional tourism marketing and development activities underway • Australian research project to understand current awareness / perception of Hamilton / Waikato as a visitor destination • Web site strategy completed • Product development opportunities identified • Regional tourism website design / build - phase one completed • Regional Tourism Strategy underway
2008/09 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
2009/10 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	
20010/11 (July-Sept)	

Project update

Date of report	20 November 2009
Report from	Chris Doak, Hamilton International Airport.
Outline of progress	<p>Hamilton Waikato tourism promotional activities have commenced including working with Pacific Blue and coordinating and hosting International trade and media visits to the region.</p> <p>The Australian visitor research has been completed.</p> <p>The regional website strategy has been completed, content development, design and build is underway and due for completion Feb 2010</p> <p>HIA tourism function is supporting a River Tourism study looking at potential tourism product development opportunities with the Waikato River.</p> <p>Assistance is being provided to the development of a cycleway from Ngaruawahia to Karapiro as part of the Prime Ministers National Cycleway Project.</p>
Opportunities for partners	
Plan for next period	
Communication opportunities	

Name of project	Hamilton Skills Action Plan
EDS Strategic Theme Area	A thriving business environment
Lead organisation	Opportunity Hamilton
Partner organisations	Work and Income, Waikato Chamber of Commerce, Career Services, Hamilton City Council, Wintec
Project manger	Sandra Perry, Opportunity Hamilton.
Project start date	1 October 2008
Project end date	Ongoing
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	
2008/9	1) Draft overview of labour market activities completed.
(July-Sept)	2) Steering group formed.
(Oct-Dec)	1) Planning workshops held at Wintec, Hamilton Gardens to develop themes of Hamilton Skills Action Plan.
(Jan-Mar)	1) A book is developed to attract skilled migrants to Hamilton and the region to help address critical skill shortages
(Apr-Jun)	
2009/10	1) Action Plan complete
(July-Sept)	2) City attendance at an Expo in the UK to attract skilled migrants for Hamilton businesses.
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	

Project update

Date of report	16 November 2009
Report from	Sandra Perry, Opportunity Hamilton.
Outline of progress	<ol style="list-style-type: none">1. An A-Z directory of labour market activities in the Central Waikato has been compiled and will be continuously updated as and when required.2. Gaps in training are being identified.3. The self analysis diagnostic tool has been posted on the Opportunity Hamilton website.4. Successful Expo held on 9 September attended by businesses. Supported by over 20 ITOs. It has been agreed that due to success it will be an annual event next held in May 2010.5. Get a Life May 2010. A steering group will be re-established before Christmas.
Opportunities for partners	
Plan for next period	
Communication opportunities	

Name of project	Creative Industries Incubator (SODA)
EDS Strategic Theme Area	Developing an Enterprise Culture
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)	1) Complete establishment activity: Done 2) Launch and commence operations: Done 3) Selection of anchor business clients: In Progress 4) Selection of start-up incubator clients: In Progress
Key performance indicators	1) Completion of facilities: Done 2) Completion of legal entities structure and appointment of Board: Done 3) Appointment of General Manager: Done 4) 12 month financial performance as per projections: In Progress
Milestones	
2008/09 (July-Sept)	
(Oct-Dec)	
(Jan-Mar)	
(Apr-Jun)	Operationalisation and Productising
2009/10 (July-Sept)	Client Acquisition
(Oct-Dec)	Client Acquisition
(Jan-Mar)	
(Apr-Jun)	Official Launch

Project update

Date of report	20 November 2009
Report from	Cheryl Reynolds, SODA Inc
Outline of progress	<p>Cheryl Reynolds has been appointed by the Board of Directors as Chief Executive of Soda Inc. Cheryl was previously Wintec Creative Industries Director and led the development of SODA Inc since its inception. Recent progress includes securing Green Fire Islands as SODA Inc's first full incubator client; and entering into a partnership with NZTE, Opportunity Hamilton and Hamilton City Council to host a Digital Industry Forum at The Meteor on 2 December 2009.</p> <p>The digital industry in and around Hamilton is becoming increasingly important as a specialist sector. As an industry it is both creative in its own right, and also supports other key regional businesses like Manufacturing, Agri-technologies, Food processing, Health, Education and Infrastructure. Following on from the Digital Hamilton workshops earlier this year, the Digital Industry Forum is designed to accelerate growth in the sector and enable industry people to meet each other, hear what everyone is doing, and discuss business opportunities.</p> <p>http://digitalforum.sodainc.com/</p> <p>Green Fire Islands has been signed as SODA Inc's first incubator client in the past month. Green Fire Islands is a world-class live performance by traditional Irish and Maori musicians and performers led by musical director Donal Lunny, plus a documentary film about the making of GFI by leading NZ cinematographer Alun Bollinger.</p> <p>http://www.greenfireislands.com/</p> <p>SODA Inc is currently assessing a large number of prospective start-up clients that have the potential for exponential growth. SODA Inc is also engaged in discussions with a select number of existing iconic New Zealand companies about locating part of their business at SODA Inc, in order to act as mentors alongside incubator clients.</p>
Opportunities for partners	<p>Promotion:</p> <ul style="list-style-type: none"> ▪ Digital Industry Forum on 2 December 2009 (includes

Plan for next period

Key milestones approaching include:

- Inaugural AGM (April 2010)
- Official Grand Launch (Mid 2010)

Communication opportunities

Communication Opportunities:

- SODA Inc Clients - selection of incubator clients
- SODA Inc Events — fast growing programme for 2010

Name of project	Ruakura Innovation Precinct
EDS Strategic Theme Area	Building on Economic Strengths
Lead organisations	Innovation Waikato Limited, AgResearch, University of Waikato, Tainui, Hamilton City Council, Wintec
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.

Project update

Date of report	23 November 2009
Report from	Ruakura Innovation Precinct
Outline of progress	<p>Boundary changes that would see the Ruakura area coming into the Hamilton City boundaries are being progressed, including the establishment of a joint HCC/WDC Committee being established to oversee transfer.</p> <p>A Structure Plan would be developed by HCC following land being transferred into HCC.</p> <p>The latest stage of Innovation Park opened to tenants in August 2009.</p>

Name of project	Hamilton Leadership Programme
EDS Strategic Theme Area	Leadership for Hamilton
Lead organisation	Waikato Chamber of Commerce
Partner organisations	Price Waterhouse Coopers, University of Waikato, Wintec
Project manager	Wayne Walford, Waikato Chamber of Commerce.
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)	Identify delegations from partners organisations.
(Jan-Mar)	Meet to develop project plan — confirm with stakeholders.
(Apr-Jun)	Develop structure document, identify key speaking resources.
2009/10 (July-Sept)	Develop collaborations with leadership opportunities
(Oct-Dec)	Develop the size scope and candidate criteria for a leadership program.
(Jan-Mar)	Identify suitable candidates. Offer candidates the opportunity to participate
(Apr-Jun)	Enlist the support of Hamilton leaders to speak to the young leaders Develop a Big Buddy initiative to place young leaders with city leaders

Project update

Four month report	July to October 2009
Report from	Wayne Walford, Waikato Chamber of Commerce
Outline of progress	<p>Initiated YKTO — young business person's network from research with a focus group of young business leaders.</p> <p>The first event was held at Iguana with Jason Macklow as the key note speaker — a cap of 100 attendees was quickly met. Monthly events to follow with an alternating pattern. Keynote speaker over breakfast one month and evening networking session in a local bar the other month. Second key note speaker Dallas Fisher at Skycity. The next scheduled speaker is Tony Faulkenstein. Both Jason and Dallas have been approached by some of the group to give advice or to speak at other forums.</p> <p>Chamber networks are developing including informal networks for mentoring young businesses.</p> <p>Outward Bound now includes in it schedule an 8 day leadership program that has been attended by some of Fonterra staff — an interview to be arranged. Discussions with Rotary groups to consider scholarships for this type of development course have been loosely discussed.</p>
Opportunities for partners	
Plan for next period	Continue the development of networks and key speaking resources. Explore greater scholarship and organisational training opportunities and continue to develop a schedule of events.
Communication opportunities	City fathers, key business people who want to stay below the radar who are happy to liaise with and support young business people.

Name of project	Greenfields Network
EDS Strategic Theme Area	Developing an Enterprise Culture
Lead organisation	Waikato Innovation Park
Partner organisations	
Project manager	Peter Maxwell, Innovation Waikato
Project start date	May 08
Project end date	Ongoing
Objectives (High level)	<ol style="list-style-type: none"> 1) Launch Event. 2) Promotion. 3) Website. 4) Incorporation and membership.
Key performance indicators	<ol style="list-style-type: none"> 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. Four 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)	

Project update

Date of report	1 November 2009
Report from	Peter Maxwell, Innovation Waikato
Outline of progress	<p>Peter Maxwell</p> <ol style="list-style-type: none"> 1. Closer working with Angel Link (the University of Waikato's Business Angel Network). 2. Greater awareness of both Investment Opportunities and Investment Finance has been achieved through both Press and TV articles 3. Mainly due to the current poor Economic Climate, the number of deals being seen is low — and the views on investment proposals in dominated by risk aversion.
Opportunities for partners	We will continue to work with third party organisations to develop and support the Area's High Growth company sector.
Plan for next period	<p>Continue to attract quality deals and members</p> <p>Attract more investors onto Board</p> <p>Jointly with Angel Link and the Angel Association, hold a Power of Angel Investing Seminar to encourage and train potential investors from the region (deferred from October 2009)</p>
Communication opportunities	Communication/promotion to investment service providers

Projects under development

Hamilton Business Gateway (Part 3) (Business Hub)

Name of project	
EDS Strategic Theme Area	A Thriving Environment for Business
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)	<ol style="list-style-type: none"> 1) Completion of business case. 2) Design and development of facilities. 3) Occupancy and Launch. 4) Operation.
Key performance indicators	<ol style="list-style-type: none"> 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)	

Project update

Date of report	23 November 2009
Report from	David Christiansen, Wintec
Outline of progress	<p>Project on Track.</p> <p>Initial scoping meetings with potential partner organisations held.</p> <p>High and mid-level level design and planning completed including historic and new components.</p> <p>Ancillary developments planning almost completed - including car parking, boulevard, and adjacent sand pit.</p> <p>Demolition and strengthening of building underway.</p> <p>Wintec, Opportunity Hamilton and Chamber have committed to participation in business Hub.</p> <p>Re-build and construction project on track.</p>
Opportunities for partners	Opportunity to promote concept of business hub as future 'one-stop' business hub for Hamilton.
Plan for next period	Strengthening of F block building underway, then move into re-fit/renovation of interior and exterior, and construction of atrium space.
Communication opportunities	<p>Opportunities for communication occur as follows:</p> <ul style="list-style-type: none"> • Publicity upon formal sign up to the concept by partner organisations • As building completed and occupancy begins • At time of official launch

Name of project	Food Innovation Network
EDS Strategic Theme Area	Building on Economic Strengths
Lead organisation	AgResearch Ltd
Partner organisations	Wintec, Innovation Waikato, others outside the Waikato region.
Project manager	Simon Lovatt, AgResearch Ltd.
Project start date	August 2006
Project end date	March 2011
Objectives (High level)	1) Secure funds to construct food processing pilot plant at Ruakura (and other pilot plants in Manukau and Lincoln). 2) Create and staff a company to operate that pilot plant. 3) Construct the pilot plant. 4) Secure usage by food processing companies.
Key performance indicators	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) 2) Completion of construction (realistic target now Q3 of the 2010/11 year)
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)	
(Apr-Jun)	c) Propose FINNZ Waikato to the NZ Fast Forward successor fund (whatever that ends up being).
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.

Project update

Date of report	17 November 2009
Report from	Dr Andrew West, AgResearch Ltd.
Outline of progress	<p>Milestone (b) was completed as reported in April. Milestone (C) was completed in July, though for a smaller concept than was originally proposed (value ~\$3 million) and although Milestone (D) has not yet been achieved, we are hearing consistently positive noises from Wellington.</p> <p>While the smaller scale concept has its drawbacks, one advantage of this revision is that we will not be constructing new buildings and therefore will not require major design work or resource consents. As a result, we expect to have at least part of the Waikato Food Innovation Centre (which will be its official name) up and running around mid-2010 if the “positive noises” we are hearing are converted into positive decisions.</p>
Opportunities for partners	Milestone (E) will involve setting up an incorporated society to operate the Waikato Food Innovation Centre, so we will shortly seek partners to be inaugural members of that society.
Plan for next period	As a result of the positive noises that we are hearing about this proposal, we are proceeding with Milestone (E) and expect to have that complete as scheduled within the last quarter of 2009.
Communication opportunities	It is possible that there may be an announcement from the Minister of Economic Development on this project in late November. If so, we will have a few days’ notice to set up the Waikato end of the communication.

Name of project	Hamilton Economic Development Endowment Fund
EDS Strategic Theme Area	Leadership for Hamilton
Lead organisation	Hamilton City Council
Partner organisations	Opportunity Hamilton
Project manager	Strategy and Research Unit, Hamilton City Council
Project start date	Nov 2008
Project end date	June 2010
Objectives (High level)	<ol style="list-style-type: none"> 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	
2009/10 (July-Sept)	Undertake research into different models operating across the country.
(Oct-Dec)	Report back to November EDS Leadership Forum

Project update

Date of report	23 November 2009
Report from	Strategy and Research Unit
Outline of progress	<p>Initial research into models in other regions has identified that many are funded from existing trusts or resources. Major funding from Councils is often needed to get new projects up and running.</p> <p>An example of this is the \$7 million fund currently being established in Rotorua as an outcome of their LTCCP process (\$3.5 million over two years), entitled the 'Grow Rotorua Development Fund'.</p> <p>The Leadership Forum needs to consider where this project develops from here, noting that the next LTCCP process for any consideration by Council takes place in 2012.</p>

Name of project	Hamilton Network
EDS Strategic Theme Area	Attracting and Growing Talent
Lead organisation	Hamilton City Council
Partner organisations	Opportunity Hamilton
Project start date	October 2009
Project end date	Ongoing
Objectives (High level)	To develop a web-based network of Hamiltonians

Project update

Date of report	16 November 2009
Report from	Hamilton City Council and Opportunity Hamilton
Outline of progress	<p>This was an unfunded project in the 2009-19 LTCCP.</p> <p>Over the next year HCC and Opportunity Hamilton will look at ways in which project can be delivered, possibly through using existing social networking websites such as Facebook.</p> <p>An example of how this might work is the “Summer in Garden Place” fan page currently operating on Facebook, which is owned and operated by Communications and Marketing.</p> <p>The project is likely to have an initial focus on youth.</p>

Name of project	Hamilton Enterprise Launch Pad
EDS Strategic Theme Area	Developing an Enterprise Culture
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 (EDA to be contracted by HCC to deliver this project)
Project end date	30 June 2011
Objectives (High level)	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1) Annual business plan competition established. 2) Sponsorship covers the cost of the award. 3) High quality entrants are attracted.
Milestones	

Project Update

Date of report	16 November 2009
Report from	Sandra Perry
Outline of progress	<ol style="list-style-type: none">1. Meetings are currently being organised with other business excellence award organisations to establish an opportunity or fit.2. Research is ongoing.
Opportunities for partners	
Plan for next period	
Communication opportunities	