



# **Mackenzie**

**DISTRICT COUNCIL**

**Notice is given of a Commercial and Economic Development Committee Meeting  
to be held on:**

**Date: Tuesday, 17 August 2021**

**Time: 1.00pm**

**Location: Community Centre Lounge  
Fairlie**

## **AGENDA**

### **Commercial and Economic Development Committee Meeting**

**17 August 2021**

**Note: This meeting may be digitally recorded by the minute-taker.**

**Commercial and Economic Development Committee Membership:**

Murray Cox (Chair)  
Stuart Barwood  
Emily Bradbury  
James Leslie  
Anne Munro  
Matt Murphy  
Graham Smith  
Rick Ramsay

\*\*\*\*\*

**The purpose of local government:**

(1) The purpose of local government is—

- (a) to enable democratic local decision-making and action by, and on behalf of, communities; and
- (b) to meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses.

(2) In this Act, good-quality, in relation to local infrastructure, local public services, and performance of regulatory functions, means infrastructure, services, and performance that are—

- (a) efficient; and
- (b) effective; and
- (c) appropriate to present and anticipated future circumstances.

(Local Government Act 2002)

**Order Of Business**

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- 1 OPENING**
- 2 APOLOGIES**
- 3 DECLARATIONS OF INTEREST**
- 4 VISITORS**

**5        REPORTS****5.1       MINUTES OF COMMERCIAL AND ECONOMIC DEVELOPMENT COMMITTEE MEETING - 20 APRIL 2021**

**Author:**                    **Arlene Goss, Governance Advisor**

**Authoriser:**

**Attachments:**        **1.       Minutes of Commercial and Economic Development Committee Meeting - 20 April 2021**

**RECOMMENDATION**

1.       That the Minutes of the Commercial and Economic Development Committee Meeting held on Tuesday 20 April 2021 be received and confirmed as an accurate record of the meeting.



# **Unconfirmed MINUTES**

## **Commercial and Economic Development Committee Meeting**

**20 April 2021**

**MINUTES OF MACKENZIE DISTRICT COUNCIL  
COMMERCIAL AND ECONOMIC DEVELOPMENT COMMITTEE MEETING  
HELD AT THE COUNCIL CHAMBERS, FAIRLIE  
ON TUESDAY, 20 APRIL 2021 AT 9.30AM**

**PRESENT:** Cr Murray Cox (Chairperson) Cr Stuart Barwood, Cr Emily Bradbury, Cr James Leslie, Cr Anne Munro, Cr Matt Murphy, Mayor Graham Smith, Mr Rick Ramsay (by Zoom)

**IN ATTENDANCE:** Suzette van Aswegen (Chief Executive), Paul Numan (GM Corporate Services), Tim Harty (GM Operations), Mark Samways by Zoom (Commercial Manager), Chris Clarke (Communications Advisor), Brian Milne (Community Services Officer), Arlene Goss (Governance Advisor)

**1 OPENING**

The chairperson opened the meeting and welcomed everyone.

**2 APOLOGIES**

There were no apologies

**3 DECLARATIONS OF INTEREST**

There were no declarations of interest.

**4 VISITORS**

There were no visitors.

**5 REPORTS**

**5.1 MINUTES OF COMMERCIAL AND ECONOMIC DEVELOPMENT COMMITTEE MEETING -  
15 DECEMBER 2020**

**COMMITTEE RESOLUTION COM/2021/14**

Moved: Cr Stuart Barwood

Seconded: Cr Matt Murphy

That the Minutes of the Commercial and Economic Development Committee Meeting held on Tuesday 15 December 2020 be received and confirmed as an accurate record of the meeting.

**CARRIED**



**6 PUBLIC EXCLUDED****RESOLUTION TO EXCLUDE THE PUBLIC****COMMITTEE RESOLUTION COM/2021/15**

Moved: Cr Anne Munro

Seconded: Cr Emily Bradbury

That the public be excluded from the following parts of the proceedings of this meeting.

The general subject matter of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48 of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

<b>General subject of each matter to be considered</b>	<b>Reason for passing this resolution in relation to each matter</b>	<b>Ground(s) under section 48 for the passing of this resolution</b>
<b>6.1 - Commercial and Economic Development Update</b>	s7(2)(h) - the withholding of the information is necessary to enable Council to carry out, without prejudice or disadvantage, commercial activities	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7
<b>6.2 - Minutes of Public Excluded Commercial and Economic Development Committee Meeting - 15 December 2020</b>	s7(2)(h) - the withholding of the information is necessary to enable Council to carry out, without prejudice or disadvantage, commercial activities	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7

**CARRIED**

**COMMITTEE RESOLUTION COM/2021/16**

Moved: Cr Anne Munro

Seconded: Cr Matt Murphy

That the committee moves out of closed meeting into public meeting.

**CARRIED**

Commercial Manager Mark Samways was thanked for his work on behalf of the committee. He leaves the council on April 30.

**The Meeting closed at 10.59am.**

**The minutes of this meeting were confirmed at the Commercial and Economic Development Committee Meeting held on .**

.....

**CHAIRPERSON**

## 5.2 UPDATE ON BUSINESS SUPPORT

**Author:** Leaine Rush, Business Liaison Officer

**Authoriser:** Paul Numan, General Manager Corporate Services

**Attachments:**

1. MBSP - Overview [↓](#) 
2. MBSP - Marketing Flyer [↓](#) 

### STAFF RECOMMENDATIONS

That the information be noted.

### BACKGROUND

Update about the Mackenzie Business Support Package which has been funded from the Community Recovery Advisory Group (CRAG).

Update from the Mayors Taskforce for Jobs co-ordinator

### CONCLUSION

South Canterbury Chamber of Commerce were successful in tendering to deliver the Mackenzie Business Support Package on behalf of the Community Recovery Advisory Group (CRAG).

It was identified at a CRAG meeting that local businesses might benefit from the opportunity to have funding available to receive professional services. This was modelled from the Regional Business Programme Capability Funding which is a 50/50 payment between parties. A maximum of \$2,500 is available to employ professional services to offer business support, and this is available to all businesses in Mackenzie.

Three free webinars covering sales and marketing, business planning and finance and cashflow management are also being offered. The first webinar was held on 3<sup>rd</sup> August with 20+ attendees registered. Businesses can attend a Strategic Sales & Marketing workshops at a special rate.

Mackenzie District Council was successful in securing the second round of funding (\$250,000 excl GST) from the Mayors Taskforce for Jobs (MTFJ). The criteria remains the same, to assist 25 people who are NEET's or who have been displaced by COVID into long-term sustainable employment. With the same funding received in 20/21, 38 people were assisted into employment, mainly full-time and most still employed.

As part of the application process, there was a proposal to employ a youth engagement worker in both Twizel and Fairlie. The MTFJ funding would be used as seed funding if external agencies were willing to undertake the employment of the youth worker. This is being discussed at present.

Unemployment in the Mackenzie currently sits at 33 Jobseekers who have work obligations. The MTFJ co-ordinator works closely with MSD identifying Jobseekers who ready for placement into work. There is also support being offered to Jobseekers who need assistance with becoming work ready. Currently the co-ordinator is taking a Jobseeker to Waimate twice a week for four weeks to attend a work ready programme.

Businesses are reporting that there is a labour shortage, which is not surprising as it is happening nationwide. There are 35 jobs advertised on Trade Me (some have been advertised multiple times)

and 13 on Seek. Reports of a lack of New Zealand citizens/residents applying for positions or being hard to contact for an interview. Visa holders are wanting to secure a 3 year visa being paid the median wage of \$27.00 p/hour, despite the job not warranting the payrate or the applicant lacking the skill set required. Businesses are having to reduce opening hours and days to accommodate current staffing levels. This is impacting on the visitor experience through peak times, but businesses are simply unable to employ or retain additional staff merely to service the peak times.

A promotional video promoting the Mackenzie District, funded by MTFJ, was filmed on Tuesday 3 August. This campaign is called 'Think Rural', and it is to entice people living in urban areas to move to the rural areas. This campaign will be promoted nationwide and will be available to local businesses to use for recruitment purposes, if they wish.



## Mackenzie Business Support Package

Many Mackenzie businesses have experienced significant change in recent times. Every business needs a solid plan, financial management and effective marketing to identify strengths and rectify deficiencies to reassess their future with confidence. It is also a time of opportunity.

Recognising this, The Mackenzie District Council has allocated funding to help enable Mackenzie businesses in these essential areas, having created the **Mackenzie Business Support Package (MBSP)** and engaged the South Canterbury Chamber of Commerce to deliver. The key objective being to empower and create more resilient businesses in the Mackenzie District.

The Mackenzie Business Support Package (MBSP) is available to Mackenzie businesses across all industry sectors. Split into two sections - Free Business Webinars, and co-funded One-on-One Business Support provided by professionals with proven experience and capability.

### Free Business Webinars

#### Sales & Marketing Webinar (Tues 3<sup>rd</sup> August)



- Learn processes, strategies, and tools to facilitate your business's future sales success.
- Understand and reach your market.
- Refine product, place and promotion to meet existing and new markets.
- Holistic marketing, branding and reputation – why this is important.
- Case Study – hear from a Mackenzie business.

**Presenter:** [A.P.E Consulting](#) – Ian Cartwright and Stephen Spencer

**When:** Tues 3<sup>rd</sup> August **Time:** 5.30pm-7pm including Q&A

More information & Zoom invitation, [please register here](#)

#### Business Planning Webinar



- Understand the 10 steps to reach your business's full potential.
- Gain clarity on where you can add value to your business.
- Learn best practice and practical ways to take each step.
- Succession planning and exit strategies.
- Re set and pivoting and what this actually means for a business
- Leadership and workplace culture
- Case Study – hear from a Mackenzie business

**Presenter:** [Sidekick Timaru & Sidekick Rural](#): James Swaney, Richard Wheeler, Ric Thorpe

**When:** Wed 11<sup>th</sup> August **Time:** 5.30-7pm including Q&A **Cost:** Complimentary

More information & Zoom invitation, [please register here](#)

25 Canon Street | PO Box 919 | Timaru 7940 | New Zealand  
p: 64 3 687 2733 | e: [enquiries@scchamber.org.nz](mailto:enquiries@scchamber.org.nz) | [www.scchamber.org.nz](http://www.scchamber.org.nz) | [www.southcanterbury.org.nz](http://www.southcanterbury.org.nz)

### **Finance and Cashflow Management Webinar**



- Cash is King - Budgeting and Cashflow Management
- Planning and Forecasting
- Relationships with Banks, Boards and Agencies
- Key Steps in a Changing Environment
- Case Study – hear from a Mackenzie business

**Presenter:** Sidekick Timaru & Sidekick Cloud: James Swaney, Richard Wheeler, Josh Wilson

**When:** Wed 18<sup>th</sup> August **Time:** 5.30-7pm including Q&A **Cost:** Complimentary

More information & Zoom invitation, **please register** [here](#)

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### **Strategic Sales & Marketing workshops**

Facilitated across two half day sessions these workshops will accelerate your skills following the Marketing webinar and equip you with the insight and capability to develop an effective strategic sales & marketing plan for growing your business.

**When:** Tues 10<sup>th</sup> August and 17<sup>th</sup> August **Time:** 1pm-4pm **Where:** SC Chamber of Commerce, 25 Canon St, Timaru.

**Cost reduced for Mackenzie businesses:** \$350 + GST pp to attend both. 50% co-funded by Mackenzie District Council. Business pays only \$175 + GST pp.

[More information here](#). NB. As this is a special rate for Mackenzie businesses only, please email Raewyn Bell to register [raewyn@scchamber.org.nz](mailto:raewyn@scchamber.org.nz)

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### **One-on-One Business Support**

Business facilitation and support will flow on from the webinar topics, however, are not limited to these areas of development. In addition to the webinar topics, examples include Business Systems or Sustainability; Export Assistance; HR, Workplace & Employee Relations; Health & Wellness; Governance; Lean Manufacturing etc.

**Thanks to the generosity of Mackenzie District Council, co-funding is available to Mackenzie businesses to undertake one-on-one business support with an approved professional service provider.**

**Funding details:** MDC will fund 50% of professional's proposal or a maximum of \$2,500 + GST (whichever is lesser) per eligible business. Assessment of business undertaken by SC Chamber of Commerce.

#### **Business Eligibility Criteria:**

- Have a New Zealand Business Number (NZBN)
- Be currently trading in a commercial environment
- Be a privately-owned business, or community organisation
- The operations of the business must be based in the Mackenzie District

**MBSP funding may be applied for through the SC Chamber of Commerce between July and November 2021** (unless the fund is exhausted sooner). The SC Chamber of Commerce will undertake the assessment with individual businesses, assisting businesses across all sectors to identify and prioritise where funding may be best used, and who with. Value of work agreed by SC Chamber, the service provider and the business prior to commencement.

Contact person: Raewyn Bell, SC Chamber of Commerce [raewyn@scchamber.org.nz](mailto:raewyn@scchamber.org.nz) ddi 03 555 5092 M: 027 500 4222





## NOW OPEN - Exclusive to Mackenzie District businesses

Recognising that many businesses have experienced significant change in recent times, the Mackenzie District Council has allocated funding to establish the [Mackenzie Business Support Package \(MBSP\)](#) and has engaged the South Canterbury Chamber of Commerce to deliver this project. MBSP is available to Mackenzie businesses across all industry sectors.

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Split into two sections - **Free Business Webinars**, and **co-funded One-on-One Business Support** (up to \$2,500 per business) provided by professionals with proven experience and capability.

### Free Business Webinars:

Tues 3<sup>rd</sup> Aug: [Sales & Marketing webinar](#) \*

Wed 11<sup>th</sup> Aug: [Business Planning webinar](#)

Wed 18<sup>th</sup> Aug: [Finance & Cashflow Management webinar](#)

### One-on-One Business Support:

Business facilitation and support will flow on from the webinar topics, however, are not limited to these areas of development. Mackenzie District Council will fund 50% of an approved professional's proposal or a maximum of \$2,500 + GST (whichever is lesser) per eligible business. Applications for funding and assessment of businesses undertaken by SC Chamber of Commerce.

### [Strategic Sales & Marketing workshops](#): \*

Tues 10<sup>th</sup> & 17<sup>th</sup> August. Facilitated across two half day sessions these workshops will accelerate your skills following the Sales & Marketing webinar. Special rate and co-funded by Mackenzie District Council. (Please contact Raewyn Bell directly to register)

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### Contact:

Raewyn Bell: [raewyn@scchamber.org.nz](mailto:raewyn@scchamber.org.nz)

ddi: +64 3 555 5092 | p: +64 3 687 2733 | m: +64 27 500 4222

[www.scchamber.org.nz/business-support/mackenzie-district](http://www.scchamber.org.nz/business-support/mackenzie-district)

NB: Package expires 10 December 2021, or earlier if the fund is exhausted.

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**6 PUBLIC EXCLUDED****RESOLUTION TO EXCLUDE THE PUBLIC****RECOMMENDATION**

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<b>6.2 - Commercial and Economic Development Update</b>	s7(2)(h) - the withholding of the information is necessary to enable Council to carry out, without prejudice or disadvantage, commercial activities	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7