

# NORTHLAND INC QUARTERLY HIGHLIGHTS

AUGUST 2024

## THE PICK: PITCH EVENING

In May 2024, The Pick pitch evening brought the Northland business community together for an engaging showcase of innovation and entrepreneurship. The Pitch Night is the culmination of 8 weeks of learning and action taking for the entrants in our Taitokerau Northland business ideas competition.

From 95 entrants, five finalists presented their ideas to a panel of local business and organisational representatives, highlighting their passion, creativity and business models.

The Pick is a Northland Inc programme delivered in 2024 in partnership with Whāriki Te Tai Tokerau, McKay and MSD (Ministry for Social Development). Sponsorship support towards The Pick was contributed by Northpower, Henderson Reeves & Flying Kiwi Angels, without whom we couldn't have delivered the programme.

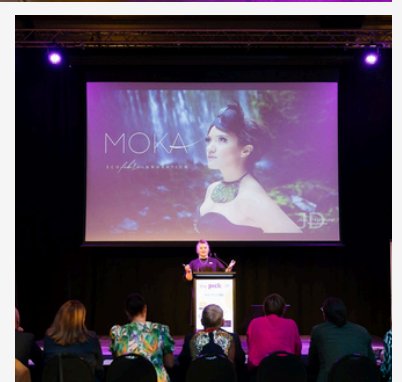
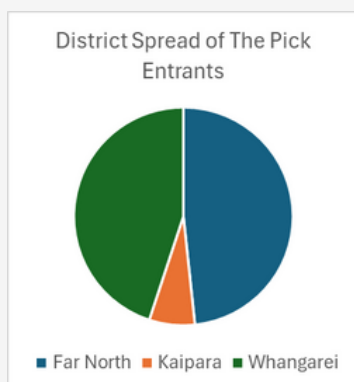
In a first for The Pick, we were also very grateful to MBIE (Ministry Business, Innovation & Employment) for their support in awarding finalists a Resilience Grant to help them further their business development.

This year we ran a StartUp Expo alongside the pitches, providing an opportunity to see some of the other diverse

business ideas from participants of the 8-week business development program for entrepreneurs, and enabling valuable connections to be made.

Supreme Winner, Sharee Wilkinson, took out the overall title with her non-toxic Moka Eyelash Glue. Media interest around The Pick remains high, with Sharee interviewed by the Northern Advocate and other media organisations in the days following the event. Read the full article [here](#).

The Pick is held annually, with further information available at: <https://www.northlandnz.com/thepick/>



## TUPUTUPU GROW NORTHLAND FUNDING

The Ministry for Primary Industries has confirmed funding towards the Tuputupu Grow Northland initiative, funding the programme over the next year. The Northland Inc Tuputupu team are reviewing priority tasks and milestones to update the action plan, with further announcements to be made on focus areas and workstreams, once the contract with MPI is signed.

## TAITOKERAU BUSINESS RESILIENCE PROJECT UPDATE

Northland Inc secured an additional \$1,000,000 in funding from central government in October 2023, to continue to support the region's recovery following the cyclone-related weather events earlier that year. The funding has been directed into tourism promotion to support the recovery of the region's visitor, as well as the development and execution of the Taitokerau Business Resilience Project. The Project looks to support capability building and resilience uplift for our regional businesses.

Northland Inc has partnered with NorthChamber, Whariki Tai Tokerau, the Kaitaia Business Boosters alongside the Te Hiku Iwi Development Trust, and various Business Associations to support delivery. Utilising the traditionally quieter winter months, trainings and workshops have been held across the topics of business essentials, business planning, and wellbeing, to help ensure businesses are operating at their optimal level, and prepared for any unexpected events.

To date there have been over 900 Northland businesses engage with the project, which has been delivered through workshops, one-to-one support, mentoring, networking events, tools, and connections, available through the Business Resilience Project hub.

Running until August 2024, there is still time for businesses across Northland to make the most of these opportunities - with resources and events regularly uploaded to the Northland Inc website: <https://www.northlandnz.com/businessresilience/>.

### SPOTLIGHT: PATHWAYS FOR PROGRESSION & SUCCESSION WORKSHOPS

In June, Dairy NZ, Beef + Lamb, AgFirst, Northland Inc and COS Chartered Accountants delivered a series of workshops across the region as part of the Resilience Project. The workshops explored the critical role that planning for progression/succession plays in ensuring that pastoral sector businesses remain resilient over time. The workshops were well received by the sector, with over 80 people attending the 3 workshops that were held in Kaikohe, Whangarei and Wellsford.



There will be further Progression/Succession workshops delivered in July/August.

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### MAHINGA INNOVATION CENTRE FIRST ANNIVERSARY

Mahinga Innovation Centre celebrated its first anniversary in June, with Innovation Centre tenants along with iwi representatives gathering to commemorate the milestone with a special celebration event, marked by a mihi and blessing from Albert Tana, kaumatua of Ngati Rangi.

Northland Inc recognises the support and partnership of all those who have contributed to Mahinga's journey to date, particularly partners Far North Holdings Limited, and the support from the Ministry of Social Development. Through such strategic partnerships and collaboration, Mahinga has emerged as a vital hub for driving progress, innovation, economic growth and community development in the mid-North.

With the launch of Flo's Café, and regular hui for Te Wananga o Aotearoa cohorts, the Centre has become a hub of connection and cultural revitalisation in Kaikohe. Hui (meetings) between central government and agencies invested in improving the North, from Te Whatu Ora and Department of Conservation, to the likes of Ngapuhi Iwi Social Services, Te Kahu o Taonui, Te Wananga O Aotearoa, and Work Ready, are regularly held on site.

**Fun Fact: Within the first year, across Mahinga's four meeting rooms, over 800 bookings were received leading to over 3100 hours of use!**



## CREATING NATIONAL ECONOMIC DEVELOPMENT CONNECTIONS

A thriving food and fibre sector is essential to our Northland economy. We face a number of the same challenges as other regions in New Zealand, where a mature primary sector also underpins their economies.

This year, Northland Inc is part of an initiative that is bringing together four economic development agencies (Northland Inc, Venture Taranaki, Venture Timaru and Great South) from across New Zealand, to share insights and learnings to help each other address increasingly complex issues within the primary sector. We are all actively exploring value add opportunities for the food & fibre sector, to create greater resiliency, higher value output, diversified opportunities and an enduring, low emissions future for our regions and there is much we can learn from each other.

Earlier in the year, we hosted the first of the exchanges showcasing projects in Northland that included our Tuputupu Grow Northland strategy, growing trials for peanuts and other sub-tropical crops, Plant & Food Research Kerikeri, Ngawha Innovation and Enterprise Park, water storage and other projects. The initiative is being funded by Agricultural and Marketing Research and Development Trust (AGMARDT), who strategically invest in initiatives to encourage innovative thinking, research capability and collaboration and to develop emerging leaders in New Zealand's primary sector – all with the goal of accelerating positive change and igniting a better future for food and fibres in Aotearoa New Zealand.



## BRYNDERWYN HILLS - REGIONAL SUPPORT AND PROMOTION

Northland Inc led a regional response to the Brynderwyn closure through facilitating the development and ongoing meetings of an industry and Council wide advisory group which provided advice to NZTA Waka Kotahi on how best to manage the impact that the closure had on the region. As part of the response, Northland Inc was also able to secure support from NZTA Waka Kotahi to deliver tourism promotion activities.

Following the announcement of a slip during the Brynderwyn Hills repair works in May 2024, Northland Inc extended the 'It's Northland Time' domestic campaign work with further funding from NZTA Waka Kotahi. The campaign worked to promote the Northland region during the extended closure period, through to the new reopening date 1159pm Wednesday 26 June.

Initial campaign results have exceeded expectations showing a **cumulative audience of over 5.6mil reached nationwide** through a variety of channels and activity including TVNZ Breakfast Show, radio station partnerships and ads, out of home (billboards in Auckland, Christchurch, Wellington and Hamilton), NZ Herald travel front page features and content, Google Ad Words and social media campaigns featuring events and reasons to travel North throughout the period of road upgrades.

With a primary focus on out-of-region domestic audiences, opportunities were spread across the region, where TV crews, radio presenters and digital content ensured highlights of our varied regional offering were supported.

To support in-region positive PR during the period, the 'Northland Inc Touristy Tour' was delivered in partnership with Mediaworks MoreFM Breakfast Show to just under 99,000 Northlanders, encouraging locals to take a holiday in their own backyard. The presenters travelled over 1,200km to more than 40 towns across the region, and organisations have reported direct business as a result.



# INTERNATIONAL MARKETING - TAKING THE REGION TO THE WORLD

## TRENZ 2024 - International Tourism Trade Show

Northland was represented at NZ's largest tourism trade show, TRENZ 2024, held in Wellington in May this year and attended by over 1,500 delegates from 25 countries, Ministers and opened by the Prime Minister.

The Northland regional stand, organised by Northland Inc, was one of the largest in recent years with 8 seller booths, holding 52 appointments each and over 13 operators directly represented, including the launch of a new Māori tourism itinerary Te Tihi Ao. With some of the larger operators such as Explore Great Sights and hotel brands, Distinction, Quest, Scenic and Millennium Copthorne Kingsgate (MCK) in national stands, the region was well represented throughout this important opportunity.

Northland Inc brought together operators to build positive working regional relationships and together the team (RTO and operators) held just under 500x 15 minute appointments, selling the region, its experiences, accommodations, itineraries and regional point of difference to the world. Follow up with buyers has seen strong interest in iconic Northland itineraries such as the Bay of Islands and Poor Knights, new experiences, and the desire to see more investment in accommodation in our region.

Northland Inc then supported, organised and hosted an in-region visit with luxury travel trade agents from the US following on from the TRENZ 2024 event, as nothing beats first-hand experience of what the region has to offer to support the selling process.

## BEIA MEETINGS 2024 - Domestic and International Business Events Trade Show

Northland was also represented at the largest annual business events trade show, BEIA (Business Events Industry Aotearoa) Meetings 2024 event in June in Rotorua. Northland Inc once again coordinated the regional stand and contingent including Waitangi Treaty Grounds and the Northland Events Centre Trust (Semenoff Stadium). National accommodation representatives included hotels MCK, Scenic, Distinction, and luxury accommodation Rosewood Kauri Cliffs.

Two days of pre-scheduled appointments and additional meetings were held with buyers from Australia and New Zealand, putting the region, its venues and experiences on the map, growing its visibility as a potential destination for the lucrative business events market.



## NORTHLAND EVENTS FUND UPDATE

Northland Inc continues to help bring new and exciting events to the Northland region through the administration of the Northland Events Fund on behalf of the Ministry of Business, Innovation and Employment. With a focus on distributing event funding which drives visitation to Taitokerau Northland, the fund has supported the delivery of a range of fantastic events for the Northland events calendar since 2021.

Recent events delivered with support from the fund include the Mangonui Water Front Festival, and the popular Brew of Islands Festival which took place in late July.

We are pleased to share that after much collaboration with the regional hospitality and producer industries, the Savour Northland event will launch for the first time this Spring, with seed funding delivered by Northland Inc through the Northland Events Fund. This region-wide celebration of the best of Northland's food, beverage, and produce will run 4 - 28 October 2024, creating a packed calendar of events that weave culture and heritage with the culinary skill and the abundance of produce that is grown in the region.

The full press release is available here: <https://www.northlandnz.com/region-wide-food-and-drink-event-savour-northland-announced/>