

**WHANGANUI
& PARTNERS**

PŪRONGO-Ā-TAU 2021/22
Performance Report 2021/22

FROM OUR CE AND BOARD CHAIR



Hannah Middleton
Chief Executive



Pahia Turia
Board Chair

Whanganui is a UNESCO City of Design. It is an extraordinary recognition we are immensely proud of. Although we have quickly become accustomed to thinking about Whanganui this way as an agency, our City of Design status is still a new and exciting acquisition for our community. Leading the application to be recognised by UNESCO was a defining piece of work for Whanganui & Partners. It demonstrates our confidence as a region, our ambition for the future, our belief in Whanganui's potential, and our commitment to collaboration and innovation. The designation is an opportunity with limitless potential; it elevates Whanganui's profile and deservedly puts us in the company of the world's design leaders. This title, which Whanganui will hold forever, is a hugely significant achievement for Whanganui & Partners and a highlight in a year full of both high-profile and behind-the-scenes progress.

We are proud to reflect on a year in which the pandemic has created multiple challenges and yet our economy has continued to grow. We have previously talked about the importance of our ability to pivot when challenges arise. This year, Whanganui has faced the flow-on effects and persistent uncertainty of Covid and, contrary to national trends, we have seen growth across all of our important economic metrics. Whanganui has exceeded expectations to pivot and be agile and is now forging ahead with confidence and intent. Whanganui & Partners has prioritised sharing information, resources, advice and support throughout these challenges.

Local businesses have faced vastly different impacts from the pandemic and we have reacted accordingly. We have held advice sessions to help businesses make decisions in response to the Protection Framework. We have shared advice and perspectives from business leaders, we have invested in programmes and resources to improve Whanganui's capability, and we have helped businesses realise plans to grow to meet demand.

As a team, Whanganui & Partners has taken particular pride in our efforts towards personal development. We have immersed ourselves in cultural collaboration learning, we have challenged ourselves to define what is important to us as an agency, we have reflected on the importance of the relationships we have developed and those we have yet to form. Whanganui & Partners has engaged with stakeholders, our community, and those who can challenge us and help us get better. We have sought input from our community and committed ourselves to the collaborations that both challenge and complement our work. All of this effort reaffirms Whanganui & Partners' underlying intent – to prioritise people and to champion the groups and organisations invested in our shared prosperity.

Through all of the efforts - rewarding or challenging - we remind ourselves; He aha te mea nui o te ao? He tangata, he tangata, he tangata.

Ngā mihi,

**Hannah Middleton, Chief Executive
& Pahia Turia, Board Chair**

Additional Notes:

Audited Financial Statements for the Financial Year 1 July 2021 - 30 June 2022 are available with:

- 1 Jul 2021 - 28 Feb 2022:
Whanganui District Council:
whanganui.govt.nz
- 1 Mar 2022 - 30 June 2022:
Whanganui and Partners Ltd
discoverwhanganui.nz/statements

Our Board

PAHIA TURIA

Board Chair

GAELE DEIGHTON ANNE-MARIE BROUGHTON PHILLIP BEDFORD STEPHEN LEE

Board Directors

Our Team

HANNAH MIDDLETON

Chief Executive

JONATHAN SYKES

Acting Chief Executive
(September-March)

Strategic Lead – Marketing

NILESH PRASAD

Administration Manager

TIM EASTON

Strategic Lead – Business

COLLEEN SHELDON

Strategic Lead – Agribusiness

SIMON PUTAN

Business Growth Advisor

LOU TYSON WALKER

Strategic Lead – Capability

PAUL CHAPLOW

Strategic Lead
– Visitor Industries

EMMA BUGDEN

Strategic Lead
– Creative Industries

REBECCA BLACK

Senior Communications Advisor

MADISON POWERS

Marketing Executive
(September – March)
Project Manager – Tourism

CHARLOTTE WHITE

Business Support Administrator

BILLIE LAWSON

Visitor Centre Supervisor

DEBBIE BILL

KERI-ANNE HAWIRA

KEVIN TRAIL

SASKIA BLOOT

SUNISA ZI-ER

LIAM BROWN

LAURA BUCHANAN

Visitor Centre Consultants

Acknowledgments

We would also like to show our appreciation for Susanne Clay, who was a Board member until February 2022, Donna Lindsay, Aimee Ashworth, Rieke Heikens, and Chaise Taylor, who worked at our i-SITE Visitor Centre (Aimee Ashworth also performed the role of Digital Ambassador), and Chris Bristol, who was a Project Coordinator at The Backhouse.

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Statement of Service Performance
(as per our audited Annual Report)

2021/22 IN WHANGANUI



Our population continued to grow in 2021 and we added jobs and businesses to our economy. Whanganui had another excellent year of average earnings growth and while house prices continued their upward trend, the rise in earnings helped the region record a favourable housing affordability measure. As national unemployment figures rose, Whanganui's unemployment rate dropped. Finding skilled workers is a challenge as local businesses grow and work to meet demand so it was pleasing to see favourable earnings growth and housing affordability, both measures that make the region attractive to workers.

We saw sector growth in our top contributors to GDP, and GDP growth in a period where national growth dropped to -1.2%. Taking into account its relative size, retail trade made the largest contribution to overall growth in Whanganui in 2021. The industry grew by 6.8% and contributed 0.47 percentage points to Whanganui's total growth. This was particularly pleasing given the effects of the COVID pandemic and the pressures our retail sector has faced.

48,400 

residents in 2021 (+1.0% from 2020)

20,973 

jobs in 2021 (+1.5% from 2020)

\$54,386 

average earnings in 2021 (+3.6% from 2020)

4,341 

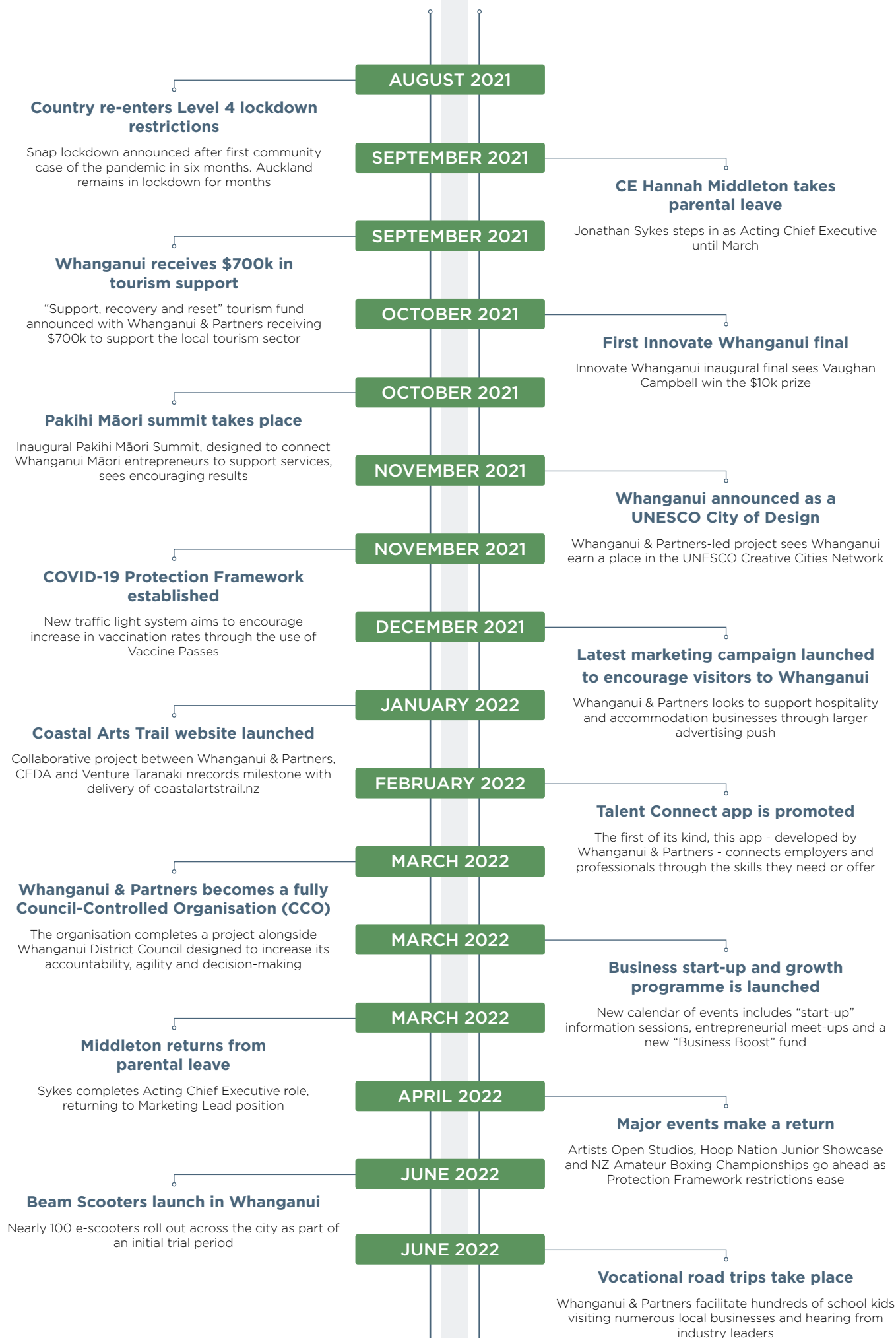
businesses in 2021 (+2.0% from 2020)

\$2,113m 

GDP in 2021 (+1.7% from 2020)

Biggest sectors contributing to our GDP:

% of GDP	growth %
11.8%	
Manufacturing	(+2.9%)
10.4%	
Healthcare & Social Assistance	(+1.6%)
8.1%	
Agriculture, Forestry & Fishing	(+5.2%)
7.4%	
Public Administration & Safety	(+3.1%)
7.2%	
Retail Trade	(+6.8%)





WHAT IS OUR KAUPAPA?

We are the Economic Development Agency and Regional Tourism Organisation of Whanganui. We manage the operation of the Whanganui i-SITE and are the founder of Film Whanganui, the Regional Film Office. We maintain relationships within the UNESCO Creative Cities Network in our capacity supporting Whanganui's UNESCO City of Design status.

What is our mahi?

Our mission is to lead and drive richness and opportunity through business, education, and lifestyle. We work to promote Whanganui as a destination to live, visit, work, study and invest in. Our activities include supporting new and existing businesses, bringing events to Whanganui and providing the latest economic data, analysis and commentary on the Whanganui district.

Who do we work with?

We consider collaboration and inclusiveness to be essential in the work we do. We achieve our goals by developing relationships with other groups, organisations, agencies and people who share our vision for Whanganui.

We value our key iwi partnerships with Tūpoho, Tamaūpoko, Hinengākau, Ngaa Rauru Kiiitahi, Ngā Wairiki Ngāti Apa and Ngā Tāngata Tiaki. We are a Council Controlled Organisation and Whanganui District Council is our 100% shareholder.

We work closely with a large number of agencies and organisations including Whanganui Māori Regional Tourism Organisation, Whanganui Chamber of Commerce, Te Manu Atatū, 100% SWEET, Mainstreet Whanganui, UCOL (Te Pūkenga), central government agencies, local businesses and motivated leaders. We have productive working relationships with other economic development agencies and we are always receptive to forming connections with those whose goals align with ours. All of these relationships help us connect people with the resources and assistance they need to thrive in our economy and our community.



How do we achieve our goals?

- We are committed to attracting, retaining and growing local business
- We promote the region to bring new residents, visitors, businesses, investment and students here
- We leverage the existing investment we have to access central government funding
- We work to attract capital investment opportunities and raise Whanganui's profile among investors
- We co-operate with neighbouring regions to achieve mutually beneficial economic development outcomes
- We identify and facilitate training and development opportunities for our workforce
- We manage Whanganui's events fund and ensure we are attracting visitors through our events offerings
- We operate the Whanganui i-SITE Visitor Information Centre
- We engage with stakeholders, businesses and our community to make sure they are being represented in the work we do and the opportunities we create

WHAT DID WE DO LAST YEAR?

We put Whanganui on the world stage

We gained international attention for Whanganui's design strengths, while working towards supporting those who work in the creative industries to make sure they have the essential support that enables them to flourish.

We carried out a creative industries survey to better understand who we have working in the sector, and to further establish how we can best support them.

We sent film industry workers to the Big Film Symposium in Auckland, we delivered courses to help our creatives build their capability, and we assisted creative productions through Film Whanganui.

FOCUS POINT:

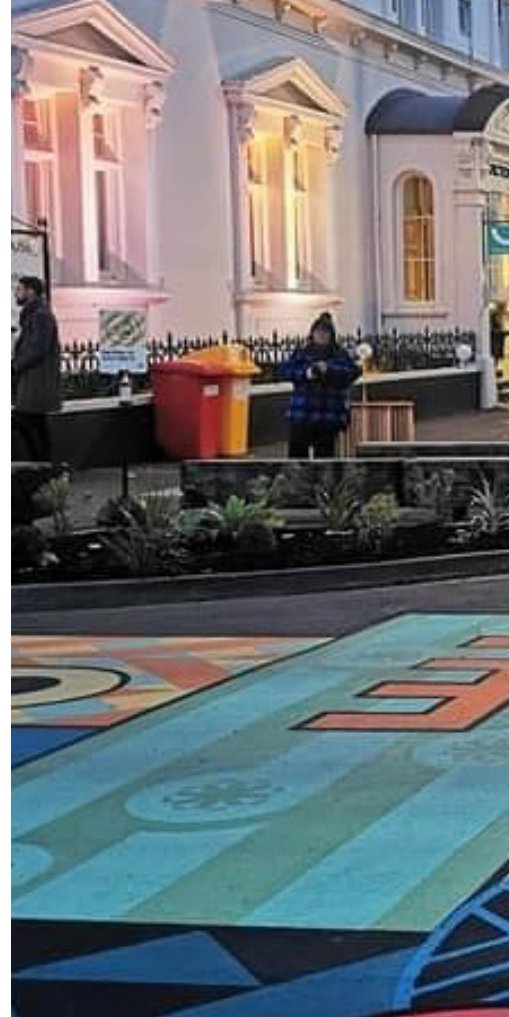
Becoming a UNESCO City of Design

Our successful application resulted in Whanganui becoming New Zealand's first and only UNESCO City of Design – a designation which will belong to Whanganui forever. Our City of Design work highlights Whanganui's design strengths spanning architecture, urban design, manufacturing, and craft. To achieve this recognition, we comprehensively demonstrated that creativity is at the heart of Whanganui's identity and has been for more than 800 years.

Achieving this designation for Whanganui allows us to celebrate and elevate the region's design strengths and build on our reputation as a place full of opportunity and excellence. It enables us to champion indigenous design on a world stage and to share our pride in Te Awa Tupua, and to the aspects of our design heritage which are unique and exceptional. Since the status was awarded in November, we have leveraged the designation to draw attention to local producers, projects and relationships.

- We worked with Sport Whanganui to develop the Great Whanganui Playtrail, demonstrating design applied to play and the value of tamariki in our community
- We have embarked on a process to develop a 'badge' to be used by the region's designers so that their products will carry a distinct point of difference
- We nominated George Jackson's Rēwena Bread to be included in UNESCO's Breads of the Creative Cities project. That led to local, national and international exposure for George's product

"The designation will be at the forefront of Whanganui's profile in the city's promotion and in our sense of identity. It is our intention that our city's narrative, the way we speak and think about ourselves, will include our status as a UNESCO City of Design as a matter of custom." Dr Emma Bugden, Strategic Lead – Creative Industries





“You held a great workshop today, very informative without being intimidating. What a fabulous turn out! So many new faces, and wonderful to see many familiar faces too. I’m so proud of our city.” Lee Williams, Making It attendee.

FOCUS POINT:

Amplifying our creatives’ potential

We awarded five Amplify Grants last year, to boost and grow businesses in our creative sector. These grants strengthen the infrastructure that enables creativity to flourish. Last year, Amplify was awarded to; a te reo Māori resource publisher, a bathroom fittings designer, a gallery café business owner, a studio pottery business, and a fashion designer.

We also dedicated a one-off Legacy Grant to the estate of Gail Imhoff for the conservation and storage of the Gail Imhoff photography archive. This grant acknowledged Gail’s importance as an exceptional photographer and the significance of her archive to Whanganui iwi and the wider Whanganui community.

FACTS & FIGURES

59 

people working in the creative sector participated in our ‘Making it’ programme sessions

421 

respondents to our Creative Industries Survey told us about their work and the support they need to prosper

7 

productions were supported by Film Whanganui, including documentaries, a music video and a feature film

WHAT DID WE DO LAST YEAR?

We championed business ideas and ambitions

We helped businesses boost our economy with strategic encouragement and support. We refined and expanded our schedule of regular business support resources to help local people begin, grow and rethink their businesses.

We created and delivered Business Boost funding to help existing businesses make the next step to realising their full potential, we held regular start-up information sessions for people beginning in business, and we delivered a Strategy for Lunch course to help businesspeople map their future success and improve progressive thinking.

We were active in the Lean Group, helping local businesses apply strategic thinking to their practices. We developed stronger connections with Accelerate25 and Kānoa (Regional Economic Development & Investment Unit). We undertook a collaborative approach for the mutual benefit of industry, businesses and organisations in neighbouring Manawatū. We studied the potential for industry clusters in Whanganui and committed to doing more work to uncover local possibilities for cluster formation.

We put entrepreneurs in “Dragons’ Den” with our Innovate competition, and rewarded them with advice, mentoring, encouragement and funding to get their dreams off the ground.

FOCUS POINT:

Our inaugural Innovate competition

Putting their hearts, heads and hopes into their final pitches, Innovate Whanganui’s Top 7 finalists stood before a panel of judges and competed to take home the event’s \$10k prize. The Innovate competition was about more than just a big prize though - much more value was gained along the way for the competitors.

Each Innovate contestant learnt something from the process and the contest allowed entrepreneurs to test and refine the viability of their business ideas. Innovate provided an opportunity to get new people involved in the entrepreneurial community and demonstrated the wealth of ambition and potential Whanganui has.

“It’s going to be a massive help in getting things out there... I can’t thank Whanganui & Partners, The Factory, and my mentors enough. They’ve turned my tiny little idea into a full-fledged business model.” Vaughan Campbell, winner Innovate Whanganui 2022 (Good Bones distillery)



FACTS & FIGURES

64 

entrants submitted their ideas to Innovate Whanganui 2021

7 

Top finalists were chosen to pitch on finals night

20 

finalists pitched to judges on the first pitch night

6 

of our Top 7 have now launched their businesses and 1 still has planning underway

we worked with **83** 

businesses through the Regional Businesses Partners network

FOCUS POINT:

We concentrated on the foundations essential to businesses' success

We ran a succession planning course for agri-businesses, start-up workshops for business beginners, a strategy course to support businesses looking ahead, and entrepreneurial meet-ups to facilitate networking for innovative business people. We distributed funding and connected businesses with resources and mentors through the Regional Business Partners network.

Our Business Boost provided growth funding to businesses and we supported rural leaders through scholarships, bringing them to Whanganui and enabling them to engage with our primary sector. We connected businesses with the advice, resources and funding they needed through our facilitation of the Regional Business Partnership network.

"I had just got back from the farm and hopped straight into the zoom meeting. Such a good idea that it was recorded. I can see this being very valuable to people who could not attend. I dragged along both my father and brother to listen in tonight. I found it very insightful and a great starting point to get the ball rolling for our family. A discussion that is severely needed"

"I finally got a chance to view the webinar! There is sooo much valuable information in there!! Absolutely loved it!!!! I would definitely see this as being really useful for starting the conversation around farm succession ...and any other business succession too I guess really."

- feedback from Succession planning webinar

"I found the sessions to be very thought provoking and many of the things covered gave a new and fresh insight into how we (hubby & me) think about and operate our business. The sessions have inspired us to re-explore how we are delivering the best possible experience."

"We have a lot of things to take away from the sessions and a lot that we will need to action, but I am looking forward to exploring these avenues and coming out stronger on the other side."

- feedback from Strategy for Lunch





Our projects

“Whanganui has joined the likes of Berlin, Hanoi, and Mexico City as the latest UNESCO City of Design.” *Julie Hill, The Project, TV Three*

“This (Pakihi Māori Summit) showcases that Whanganui has that potential to be able to develop our people in a transformational leadership style.” *Business owner Kelly Harrison, of KH Dream, speaks to Jess Tyson of Te Ao Māori TV*

“Whanganui city’s economic development agency wants to see locals swiping right on a new matchmaking app set up to pair Whanganui businesses with skilled workers.” *Moana Ellis, Stuff*

“Economic development agency Whanganui & Partners... said initiatives in areas including work, innovation, equality and inclusion were key components of the Whanganui application [for Smart21 City recognition] but the council’s approach to sustainability and its digital strategy tipped the balance.” *Moana Ellis, RNZ*

“[Paul Berridge] said it was always the plan to launch this style of tournament for young players, contested under Amateur Athletic Union (AAU) rules from the United States, but a three-year sponsorship deal with Whanganui & Partners enabled the founders to launch the new youth tournament in their hometown.” *Moana Ellis, Stuff*

“Whanganui District Council-controlled economic development agency Whanganui & Partners put Jackson’s rēwena forward for the project and said his inclusion is “an incredible recognition” of the story behind the parāoa, elevating and celebrating the contribution indigenous cultures make to their city’s design heritage.” *One News, TVNZ*



WHAT DID WE DO LAST YEAR?

We became itinerary favourites

We welcomed visitors and kept our region's narratives alive. Nation-wide, we saw events cancelled and movement restricted but we kept our focus on what was achievable and continued our promotion of Whanganui with confidence and the surety we could earn our spot at the top of visitors' wish lists.

We developed the Coastal Arts Trail alongside neighbouring tourism organisations, we worked with visitor industry operators to make sure they were visible online with our Digital Ambassador Programme, and we helped operators examine ways to strengthen their businesses.

We supported HoopNation Junior Showcase and the New Zealand Amateur Boxing Championships, bringing more than 1000 sportspeople to Whanganui. We backed events and supported them when they needed to react to Protection Framework restrictions.

Our podcast series, The Back Story, celebrated local business people and offered insight to their success. We brought journalists to Whanganui and watched, read and listened to their stories promoting our place. We worked with local media to celebrate the businesses and projects helping our economy grow.

We undertook an ambitious stakeholder engagement project to consider the opinions, perspectives, perceptions and ambitions of a diverse range of people motivated to see Whanganui grow and prosper. This project is informing our promotional work and reaffirms Whanganui & Partners' commitment to collaboration and engagement with our community.

FOCUS POINT:

We launched the Coastal Arts Trail

Our galleries and community of artists bring colour and life to our city and communicate what is at the heart of Whanganui. The Coastal Arts Trail now presents the opportunity to share Whanganui's creativity and evolving art practice with locals, visitors and the world.

We developed the Coastal Arts Trail after seeking collaboration with Venture Taranaki and Central Economic Development Agency (Manawatū). Our awa and heritage have inspired generations of artists and visitors and the Coastal Arts Trail is an example of our effort to embrace every chance to share our creatives' work.

"Art is as ubiquitous to Whanganui as the river that slices the city in two. Everywhere you look – from the sides of buildings to the small but interesting galleries and museums in the Arts Precinct – you'll find something clever that someone has painted, sculpted, even created out of old milk bottles." Sharon Stephenson, 'Hot on the trail', Kia Ora magazine

FOCUS POINT:

Our narratives raised Whanganui's national profile

We made it possible for Whanganui's stories to feature across multiple media platforms and helped shape Whanganui's reputation as a region of innovative, creative, talented and motivated people. We engaged with journalists, producers, PR agencies and media organisations. We pitched to reporters, contributed content for stories and guides, and promoted our region's beauty and diversity on mainstream and social media platforms.

We grew Discover Whanganui and Whanganui & Partners' social media followings, we provided expert economic commentary to news stories, maintained transparent and information-driven engagement with media and we took up opportunities to host journalists and advertise Whanganui to national audiences.

While we worked on attracting visitors through our media presence, we also drew attention to Whanganui's lifestyle, openness to innovation and opportunities for business, investment, employment and study.

FACTS & FIGURES



34

We contributed to national or international stories relating to Whanganui & Partners' projects, commentary or work



12

We saw significant feature articles in magazines, print or television as a result Whanganui & Partners engagement and contribution



38,657

social media followers across W&P platforms - +8.7%



WHAT DID WE DO LAST YEAR?

We developed Whanganui's capability

Whanganui & Partners used a collaborative approach to help connect workers, businesses and agencies with the skills and people they need.

We identified ways we could support existing businesses to build their capability and access resources to help them grow and improve efficiency. We worked with rangatahi, their whānau and education providers on Vocational Road Trips to explore the career pathways that will help young workers thrive in Whanganui.

We supported the New Zealand International Commercial Pilot Academy as they welcomed foreign students back to their campus. We worked with education providers to plan ahead for the return of internationals, we funded 100% SWEET to help them get young people work-ready and we connected with skills and training providers to identify and secure career pathways.

FOCUS POINT:

We facilitated the Pakihi Māori Summit

Our Pakihi Māori Summit collaboration helped develop Māori entrepreneurship by celebrating our Māori businesses' incredible progress and connecting pakihi to support services and agencies to develop further.

The summit presented Māori businesses with support services and agencies in the business development space, locally and nationally. While connecting pakihi with the networks they need to thrive, the summit was an opportunity to celebrate and highlight the success of start-up Māori businesses.

Pakihi Māori Summit established a framework for Māori business development as an eco-system in Whanganui to ensure future prosperity. The summit catered to businesses of varying size and ambition and helped convert early ideas and concepts into successful businesses.

This summit adopted a truly collaborative approach and was an opportunity for Whanganui & Partners to work on our important relationships with agencies and people invested in local businesses' success.



“Local Whanganui Māori business owners were given the opportunity to network with Māori business mentors, government agencies and local iwi organisations at the inaugural Māori Business summit in Whanganui.”

Regan Paranihi, Te Karere



FACTS & FIGURES

94 

Pakihi participated including businesses, iwi enterprises, agencies, networks and individuals

13 

speakers took the stage to 'Kōrero on the couch'

FOCUS POINT:

We developed our Talent Connect app

As we saw businesses struggling to find labour and workers motivated to uncover new employment opportunities; Whanganui & Partners developed a first of its kind app to help address the inevitable shortfalls within the labour market.

The skills-based app is unique in its function connecting people based on the skills they have to offer – or the skills they are looking for. We launched Talent Connect with a commitment to keep developing and improving the resource to meet the needs of our labour market and have continued to do so.

We created Talent Connect to start the conversation. We had in mind businesses that needed someone to help on a small project, or needed to hire extra staff, or knew they had opportunities coming up but weren't ready to go to market yet. We created the app for locals with skills to offer the business community, for people thinking about a career shift, for workers rejoining the labour market and for people considering their employment options if they moved to Whanganui.

"It's that initial connection with businesses to say, hey look, these are my skills, can I connect with you, can I have a conversation or a kōrero about how I could possibly match your business and what I need to be able to do to get my foot in the door and explore options with your business." Lou Walker, Strategic Lead – Capability speaking to Moana Ellis for RNZ



2021 - 2022 STATEMENT OF SERVICE PERFORMANCE

PRIORITY ONE: BUSINESS

OUTCOME: A thriving business community – Our businesses and sectors are adapting, innovating, growing and operating sustainably.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Status
Local enterprises are supported to adapt, recover and grow as the impact of COVID-19 continues. Linkages to Council Strategy: EDS (1.1) (1.2) (3.4)	Projects and initiatives to support the economic recovery of Whanganui businesses.	2 significant projects established or supported.	Achieved. 1. Support has been provided to Air Chatham's to maintain our key air link to Auckland. 2. Te Pūwaha Stage 1 Land Development Study completed.
	Engage regularly with key sector to optimise retention and growth of existing businesses.	1 key sector group established that has added insight to W&P work by having attracted new business.	Achieved. LEAN group ongoing advocacy. A LEAN "train the trainer" workshop was held on 20 April 2022.
	Utilise Business Friendly Process to attract, engage and retain new and growing businesses.	10 businesses supported through Business Friendly Group.	Achieved. 11 businesses have been supported through business- friendly group.
Better use of smart approaches to drive innovation, collaboration and productivity. Linkages to Council Strategy: EDS (2.7) (3.1)	Support businesses to innovate through a collaboration space.	1 significant project leading to new business innovation established.	Achieved. The implementation of the Backhouse Trust & associated projects. Highlights include; The Backhouse Venue hosting Tech Week 2022, Innovate 2022, Business Start up & Entrepreneurial Meet Ups. Organisations establishing in The Backhouse including IHI Creative, Nga Rauru, WDETT & Beam Scooters.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Status
Small businesses have the support to start and grow sustainably. Linkages to Council Strategy: EDS (1.1) (1.2) (2.7) (2.8) (2.9)	Support growth and development of the business community.	2 workshops or seminars completed.	Achieved. Capability Workshop Series delivered in partnership with the Whanganui Chamber of Commerce. (6 workshops completed, 2 outstanding).
	Deliver the Regional Business Partners Network within Whanganui, Ruapehu and Marton.	Programme delivered in line with contract KPIs.	Partially Achieved. 1. Programme delivered. Final performance: <ul style="list-style-type: none"> • 83/100 businesses surveyed • 5/10 businesses referred to Callaghan Innovation • 10/20 businesses referred to BMNZ • 0/5 new business mentors
	Develop business skills and capability in start-up founders.	Start-up pathway established. 8 business start-up workshops completed. 8 start-ups directly supported and completed.	Partially Achieved. Majority of the KPI was met, delays in workshops due to Covid pandemic. What was achieved: <ul style="list-style-type: none"> • Start-up workshops were delivered for 7 start-ups as part of Innovate Whanganui 2021. • 6 start-ups directly supported. • The start-up and growth events calendar launched. • Start-up information sessions have been held 28 April 2022 and 9 June 2022. Business Boost rounds were conducted 29 March (supporting 4 start-ups) & 28 June (supporting 3 start-ups).
	Foster a culture of entrepreneurship and capital investment within Whanganui.	1 business accelerator/incubator programme completed.	Achieved. Innovate 2021 delivered & Innovate 2022 launched.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Status
Businesses capitalise on opportunities and knowledge available through Whanganui & Partners. Linkages to Council Strategy: EDS (3.2) (1.3)	Develop a targeted Whanganui business attraction plan.	Targeted Whanganui business attraction plan implemented: <ul style="list-style-type: none"> • 1 new hotel business set up in Whanganui. • 1 new manufacturing business confirmed to set up in Whanganui. • 1 new IT sector business confirmed to set up in Whanganui. Development potential from port project maximised.	Partially Achieved. <ol style="list-style-type: none"> 1. Business attraction plan is in development (initial consultation process complete). 2. Hotel feasibility study distributed to key iwi partners & developers. 3. Te Pūwaha Stage 1 Land Development Study completed.
	Improve our understanding of business community.	1 biannual survey of all businesses completed.	Not Achieved. This will now occur FY 22/23.
New opportunities in agribusiness sector to increase productivity. Linkages to Council Strategy: EDS (1.1) (1.2) (2.1) (2.2) (2.3) (2.4) (2.7) (2.9) (2.12) (2.13) (3.1) (3.2) (3.3)(3.4)	Support sector to optimise retention and build leadership capability.	Leadership group established. 10 agri-talks held. 1 leader in training via Kellogg's/ Nuffield.	Partially Achieved. <ol style="list-style-type: none"> 1. 3 x Kellogg/Nuffield scholarships worth \$3.25k each awarded to successful recipients. 2. 1 x Kellogg Leadership Programme started May 2022. 3. 1 Agri-talk held: Julia Jones – What will tank your business? July 2021.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Status
			<p>4. Strategy for Lunch sessions held in March & April in partnership with Lincoln University and NZ Rural Leaders Trust:</p> <p>a. Orientation (11 Mar)</p> <p>b. Strategic Framing (18 Mar)</p> <p>c. Strategic Definition (25 Mar)</p> <p>d. Strategic Options (1 Apr)</p> <p>e. Strategic Action (8 Apr)</p> <p>5. Strategy for Lunch after 5pm event completed at The Backhouse in May 2022.</p> <p>6. Agribusiness webinar completed in May 2022: How to manage the Challenges of a Family Farming Business. Recording available on W&P website.</p> <p>7. Agribusiness presentation at “Sessions” in May 2022.</p>
	Support improvement of rural digital connectivity in district.	Facilitate collaboration with other parties (including Whanganui District Health Board, Whanganui District Council, Te Puni Kōkiri, Rural Connectivity Group). Report on progress to Whanganui Rural Community Board 2 times a year.	<p>Achieved.</p> <p>1. Agenda item promoting rural internet & mobile connectivity presented to WRCB on 11 November 2021.</p> <p>2. Participated in RWNZ Tech Working Group to access Govt's \$47m wobbly rural broadband fund for connectivity not captured in RBI programmes.</p>

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Status
	Increase technology knowledge on farm by holding agri-tech event.	1 agri-tech event to demonstrate farm use efficiency, including digital backend development insights, to attract students to primary industries delivered.	Achieved. Agri-tech event held during Tech week – Friday, 20 May 2022 at War Memorial Hall, delivered by YetiTech.
	Work collaboratively to draw young people into the primary sector through creating tech solutions.	1 food and fibre sector innovation challenge, in partnership with Growing NZ, completed.	Not Achieved. Youth Agritech academy was to be started in June. Held up due to requirements related to Growing NZ side.
	Work collaboratively with industry to create new value-add opportunities.	1 new agri-food manufacturing business established.	Achieved. 1. Whanganui-sourced ingredients sourced for locally produced beauty products exported to Europe.
	Support the delivery of engagement growth in Maori agribusiness.	1 Māori agribusiness conference delivered every two years. Enhanced engagement through partnership with Te Manu Atātū.	Achieved. 1. Online Whenua Māori Summit webinars held in Oct 21. In person Whenua Māori Summit – not delivered due to Covid- 19. 2. Working relationship with TMA has grown stronger through collaborative project.
	Work with primary sector employers to identify pathways for future workforce needs.	1 programme established to connect education with jobs, in collaboration with Capability Lead.	Achieved. Vocational Road trips were carried out in May/ June with Bremworth Carpets included in the itinerary. This linked primary industries & manufacturing with employment opportunities for rangatahi.

PRIORITY TWO: EDUCATION AND CAPABILITY

OUTCOME: Our capability unlocked – Our workforce is skilled, engaged in lifelong learning and connected to opportunities.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
Education and training in Whanganui is a recognised pathway to employment. Linkages to Council Strategy: EDS (1.6) (1.7) (1.8) (3.1) (3.15) (3.16), TCR (8), DS (3)	Support the connection between people (including young people) & Whanganui businesses to create opportunities for fulfilling employment within our focus sectors.	Lead the Local Skills & Talent Working Group and partner with the Regional Skills Leadership Group for 2 projects targeted at linking people (including young people) into vocational career pathways in Whanganui.	Achieved. 1. Whanganui-Rangitikei Skills & Talent Advisory Group (STAG) hui held every 6 weeks. Ongoing. (W&P Chair's this group). 2. 2022 Vocational Road Trips delivered in May & June 2022. 3. 2022 Accelerator Program planning continues, extension to deliver in next financial year. 4. Youth Employment Success ongoing delivery & development.
	Partner with 100% SWEET and Whanganui District Employment Training Trust (WDETT) to deliver a programme of work targeted at reducing Whanganui's youth unemployment rate.	The Work Ready Programme is delivered to Whanganui and Rangitikei Secondary Schools and tertiary providers by 100% SWEET.	Achieved. Work Ready Programme delivered to Whanganui Secondary Schools (some modified delivery & KPI's to suit Covid restrictions). NEET Whanganui/ Manawātū Q4 2021 is 10.1% (latest data available).
	Deliver the Whanganui International Education plan in partnership with the Central Regions and Education NZ.	2 projects or programmes of work designed to support (stabilise, transform or grow) international education in Whanganui completed.	Achieved. 1. W&P delivered a youth ambassador programme and social licencing project. 5 National Student Ambassadors have been developed. 1 of 2 social license media stories were developed in partnership with Education New Zealand (contract ends in December 2022).

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
			<p>2. Regional Partnership Funding application for 2022/2023 successful (\$30k secured for International Education projects).</p> <p>3. Collaboration with Regional International Education Network Aotearoa (RIENA) and Education NZ network, focused on the reset of International Education.</p>
	Deliver on the Business Innovation, Training and Talent Strategy for Whanganui which creates new employment, new business innovation and/or talent development.	<p>1 project from the Whanganui Business Innovation, Training and Talent plan delivered.</p> <p>Smart 21 membership maintained.</p>	<p>Achieved.</p> <p>1. The Backhouse Project & Business Capability Series (in partnership with Business Pillar) delivered.</p> <p>2. Whanganui awarded Smart21 membership 2022.</p> <p>3. Techweek 2022 Whanganui events delivered in May.</p>
<p>Strength and diversity of education/training provisions attracts local, regional, national and international students to study in Whanganui.</p> <p>Linkages to Council Strategy: DS(2), EDS(1.9) (1.6) (2.1) (2.22) (2.23) (1.8) (1.6) (1.2) (3.17) DS(2) (3)</p>	Work collaboratively with education providers to grow their offerings and diversify the way these offerings are delivered.	<p>In partnership with WDETT, outcomes through the “port employment precinct” that target building people capability (skills & training) and link people to employment delivered.</p> <p>1 targeted project relating to the sustainability of student numbers and reputation of the New Zealand International Commercial Pilot Academy (NZICPA) delivered.</p>	<p>Partially Achieved.</p> <p>International Student Border Class Exception announcement (early 2022). W&P collaborating with NZICPA re support to target markets.</p>

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
	Increase higher-level education, research and innovation opportunities oriented around our “ports”, both aero and sea, and our manufacturing and agribusiness sectors.	<p>1 ongoing project that focuses on bringing new higher-level, modern education opportunities supported.</p> <p>Central government and other investment to develop pilots, programmes and opportunities with research, education, training and innovation leveraged.</p> <p>The reform of vocational education & other government developments in tertiary education led and contributed to.</p>	<ol style="list-style-type: none"> 1. Whanganui will host Massey University EMBA. Part delivered in 21/22 year with face-to-face programme being delivered in August 2022 (was cancelled in 2021 due to Covid). 2. SL Capability engaged with Te Pūkenga SL Capability engaged with Te Pūkenga updates, MBIE & MSD employment-based schemes & Funding opportunities. 3. W&P sponsorship of a UCOL Scholarship targeted at supporting someone who wishes to “re skill”.
<p>Capability: employment & redeployment strategies that work to rebuild a resilient Whanganui workforce.</p> <p>Linkages to Council Strategy: EDS, DS(2), TCR(8)</p>	Work collaboratively with Regional Skills Leadership Groups, sectors, education providers and government agencies to develop programmes that assist with employment & redeployment of the Whanganui workforce post Covid-19.	In collaboration with partners, at least 1 programme of work that targets pathways for new employment & talent development - specifically for Whanganui people - created.	<p>Achieved.</p> <ol style="list-style-type: none"> 1. Pakihi Māori Summit delivered. 2. Talent Connect launched February 2022. 3. Wheelhouse; collaboration with Sport Whanganui. Workshops delivered & a focus on Whanganui having own facilitator/s of governance capability training. Training commenced May 2022. 4. Tupoho; Whanganui iwi Trades and Training Scheme via W&P providing support via connecting Tupoho team to local training providers & partners.

PRIORITY THREE: BRAND & MARKETING

OUTCOME: An aspirational brand – A distinguished, differentiated brand contributes to a strong reputation and experience, particularly for first-time visitors.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
Whanganui & Partners is perceived as a leader in economic development locally and regionally.	Promote Whanganui & Partners' economic development activities and expert commentary via local and regional media.	Whanganui & Partners mentioned prominently in local and regional media 100 times; 90% of mentions are favourable.	Achieved. 147 mentions, 99.3% favourable.
	Further develop channels to directly engage with the community.	100 people attend each Public Forum; newsletter subscriber base increases by 5% while maintaining an open rate over 33%; W&P Facebook and LinkedIn following increased by 7.5%.	Achieved. 1. September Public Forum was delivered online, viewed by 828 people. May 12th Public Forum attended by 76 people. 2. W&P subscriber base change of +0.4% Open Rate of 44.5% Click-through rate of 5.5% - these represent very strong numbers around our engagement. 3. Social media followers of W&P have increased by 22.9% since July 1.
	Delivery of corporate documents (Annual Report and Statement of Intent).	Documents are created to required timeframes and distributed to stakeholders.	Achieved. 1. The annual report has been published in print and on the W&P website. 2. The Statement of Intent 22/23 is complete & published on our website.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
<p>Our competitive advantages attract new businesses, residents, visitors and students.</p> <p>Linkages to Council Strategy: EDS(2.16),DS(1.8)</p>	<p>Run effective advertising campaigns through a strong proposition and delivered through a multi-channel approach.</p>	<p>Two visitor campaigns Minimum of 1 project targeted at new residents and businesses;</p> <p>Unique users visiting website increases by 5%;</p> <p>Unique users from out of Whanganui increased by 5%.</p>	<p>Partially Achieved.</p> <ol style="list-style-type: none"> 1. Engaged a new marketing agency. 2. Visitor marketing campaign began 1 Dec. Renewed push from May 30 (increased investment, refreshed presentation). 3. Business targeted campaigns: <ol style="list-style-type: none"> a. 2 x Innovate Whanganui (Final campaign and entries for 2022) b. 1 x Business Boost funding c. 1 x Business Start-Up Sessions d. 1 x Strategy for Lunch e. 1 x Talent Connect app f. 1 x Amplify Grants 4. Web traffic is currently down -54% compared to same time last year. Covid-19 impacted visitor traffic.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
	Deliver effective communication on ongoing basis to promote Whanganui.	<p>Social media following across all 'Discover' channels increased by 1%;</p> <p>Unique website users from social media increases by 10%;</p> <p>Deliver 5x national stories (newspaper, online, magazine and/or television), driven by Whanganui & Partners.</p>	<p>Partially Achieved.</p> <ol style="list-style-type: none"> 1. +0.3% following increase from social media. 2. 30% increase in web traffic from social media. 3. Significant media coverage with 33 national driven from W&P. Includes City of Design coverage: Kim Hill RNZ piece organised by W&P. 'The Project' feature. Coast FM morning team feature. Kia Ora magazine – May '22. Shepherdess magazine. Jackson's Rewena Bread coverage. 4. Strong online coverage for Talent Connect.
	<p>Promote the health and performance of our economy.</p> <p>Work with data partners to ensure accurate picture of economy is presented.</p>	Economic dashboard is developed, maintained and distributed.	<p>Achieved.</p> <p>Quarterly dashboard is available on the W&P website.</p>
	Inclusive of initiatives created by other Strategic Leads, develop clear propositions to demonstrate our competitive advantages to new business, residents, visitors and students.	<p>Propositions are developed, agreed and included within campaigns.</p> <p>City of design initiatives incorporated into marketing work.</p>	<p>Achieved.</p> <ol style="list-style-type: none"> 1. Regional Brand Story finalised two years ago. However, it needs a fresh look as the 'brand' has changed and developed. Project in place to address this. 2. City of Design marketing plan in development. A first project is to develop a badge for Whanganui produce/designed products.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
	Promotional signage including entrances into Whanganui city and district are reviewed and updated where necessary to reflect current messages.	Whanganui's brand position reflected in signage.	Achieved. New entrance billboards are installed and have been updated with 'UNESCO City of Design'.
	i-SITE acts as a key point to first-time visitors to Whanganui.	i-SITE customer satisfaction of 4.5/5; Annual visitors of 23,077, split by the following per quarter: Q1 (Jul-Sep) : 4,177 Q2 (Oct-Dec) :5,542 Q3 (Jan-Mar) : 8,533 Q4 (Apr-Jun) : 4,825	Partially Achieved. i-SITE customer satisfaction: 4.39/5. Trip Advisor - no reviews in period. Google - two 5 star reviews. i-SITE Visitor numbers Q1 2523 Q2 3992 Q3 4,106 Q4 2,408 (Apr-May). Visitor numbers will not be at the level of pre-pandemic until the borders open.
Whanganui hosts nationally significant events that create longterm economic benefits and enhance our brand recognition. Linkages to Council Strategy: EDS (2.17) (2.18)	Roll out of an events strategy designed to inform a future direction for the scale and type of events Whanganui needs to grow its brand. This includes analysing current event performance and infrastructure.	Roll out of events Strategy & Action Plan is developed on time and to budget.	Achieved. Action plan has been created and now into implementation phase.
	Increase the impact of iconic events, particularly in regards to attracting visitors from outside of our district.	All events funded by Whanganui & Partners have completed a Communications and Marketing Plan and met reporting requirements to evaluate success of event in a timely fashion.	Achieved. 14 events were funded (including the Regional Events Fund component) with a small number of events not being delivered over summer due to Covid restrictions. Events supported through disruption.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
	Ensure Whanganui is part of central government funding for events, accessing funding for local events.	Whanganui is represented through any central government event initiatives through relationship with MBIE and other regional EDAs.	Achieved. \$700k STAPP money received for 21-23.
	Capability of our events is upgraded, including development of an event network.	2 workshops dedicated to event professionals delivered.	Partially Achieved. Sustainable Pricing and Packaging Workshop delivered. Focus was on sharing information relating to adaption to Protection Framework.
Invest in the development of a range of Māori cultural experiences.	Assess current Māori cultural experiences within Whanganui.	A product audit/ experience assessment is completed.	Partially Achieved. Desk top audit complete. Need to get feedback from operators.
	Develop a feasibility and business case for an eco-cultural hub with key partners to provide greater opportunity for visitors to engage with Te Awa Tupua and lead to eco-cultural hub progressing.	Feasibility and business case is completed.	Achieved. A joint proposal from AWA & TOA was accepted for the business case. Work will now proceed.
	Deliver a Whanganui River Road Tourism Route.	Interpretive signage is developed along the Whanganui River Road providing visitors with a rich understanding of the human and natural history of the area.	Partially Achieved. Phase I – Iwi/hapu stories are underway with WMRTTO leading the project with W&P support. Phase II (2022-2023) will provide further interpretive signage around non-Māori history and heritage.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
Lift the quality of the tourism experience and incorporate sustainable tourism principles.	Assist current operators and new experiences to undertake the Qualmark accreditation process.	Key operators have become Qualmark accredited and 5 accommodation providers have signed up to Qualmark accredited experiences and accommodation within the region.	<p>Achieved.</p> <p>Qualmark</p> <ul style="list-style-type: none"> • Waimarie • Unique Whanganui River Experiences • The Grand Hotel • Kings Court Motel <p>Qualmark Underway</p> <ul style="list-style-type: none"> • MV Wairua • Whanganui Tours & Mail Run • Whanganui History and Heritage • Whanganui Scenic River Jet • Rutland Arms Hotel • Iona Tiny House • NZ Glassworks – resit required
	Educate and inform sector about the Tourism Industry Aotearoa Sustainable Tourism Commitment.	5 operators have adopted and identified the frameworks around New Zealand's Sustainable Tourism Commitment and have work toward achieving the aspirations within it.	<p>Achieved.</p> <p>Registered to Sustainability Commitment:</p> <ul style="list-style-type: none"> • Air Chathams • Bridge To Nowhere • Kai Iwi Beach Holiday Park • Mid-West Helicopters • That Place Ltd • Whanganui River Adventures • Whanganui River Top 10
	Co-ordination of trail links and information gathered (including Whanganui, Taumarunui, Forgotten World Highway, Stratford, New Plymouth, Hawera).	Drive journey developed Whanganui, Taumarunui, Forgotten World Highway, Stratford, New Plymouth, Hawera.	<p>Not Achieved.</p> <p>Reassessing this joint project as Taranaki and Ruapehu have had differing priorities and focus.</p>

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
	Develop the Coastal Arts Trail alongside regional partners to strengthen our recognition of the arts.	Coastal Arts Trail website is completed. Coastal Arts Trail brochure is developed. Coastal Arts Trail is in operation.	Achieved. 1. 100% of Whanganui galleries that meet criteria have signed up. 2. Marketing campaign developed. Marketing campaign underway. 3. Brochure is printed.
	Collateral is developed to enhance understanding of visitor experiences in Whanganui District.	Visitor Guide. Whanganui River Road Guide. Walking and Cycling Guide. Visitor Map. Heritage Guide.	Partially Achieved. 1. Visitor Guide – complete. 2. Whanganui River Road Guide – rethink occurring to align with the interpretive signage. 3. Walking and Cycling Guide – complete. 4. Visitor Map – complete. 5. City Centre Map – complete. 6. Heritage Guide – not yet underway. Reviving Whanganui heritage trail and option to include information in an app.

PRIORITY FOUR: CREATIVE INDUSTRIES & ARTS

OUTCOME: A creative identity – A strong and vibrant creative sector generates employment, grows innovation and enhances Whanganui's attractiveness

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
Creative infrastructure and business are strong and resilient. Linkages to Council Strategy: ACSP(4), EDS (2.14), WDD (2)	Establish Whanganui Regional Film Office.	1 significant external production attracted to Whanganui. Film Whanganui Directory regularly updated with new locations, crew and assets. 1 industry development workshop for local sector delivered. Participated in regional film office network (RFONZ).	Achieved. 1. Fala Media supported to host 5 Māori interns in art department and costume. 2. Lamp Studios supported to establish a bookable studio for emerging locals. 3. 1 local supported to attend STK Location Managers course. 4. 2 locals supported to attend the Big Screen Symposium 5. Support towards part time RFONZ administrator. 6. Included in the NZFC NZ Lookbook.
	Encourage and facilitate new creative enterprise.	1 new creative enterprise confirmed to set up in Whanganui. Galleries and museums connected to external professional and commercial opportunities, including central government funding.	Achieved. 2 x new creative enterprises assisted to establish in Whanganui.
	Gallery sector supported in preparation for Sarjeant Gallery opening in 2023.	1 targeted seed fund supported.	Achieved. 1. Local artists studio visits held by curator Robert Leonard and artist Brett Graham. 2. Seed funding to Murray Lazelle towards artist research for a new kind of arts event.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
	Assist creative business to expand.	5 existing businesses funded for growth through contestable Amplify funding.	Achieved.
Whanganui is seen as an attractive creative destination by visitors, residents and new arrivals. Linkages to Council Strategy: ACSP (2), EDS (3.13), TCR(6)	Develop City of Design project.	Event launched, Contestable funding for related events.	Partially Achieved. 1. Launch in November 2022. 2. UCOL supported to join Design Assembly.
	Celebrate creative icons of Whanganui.	3 Creative Champions awarded at appropriate sector events.	Partially Achieved. Anthonie Tonnon supported to attend the Aotearoa Music Awards as a finalist. Other national award ceremonies transferred online due to Covid.
	Increase Whanganui's national and international reputation as a niche opera hub.	Opera Week 2022 supported with funding.	Achieved.
	Support Whanganui's burgeoning literature sector.	Literary Festival 2021 supported with funding.	Not Achieved. Cancelled due to Covid restrictions.
	Grow sector knowledge to ensure a connected and resilient sector.	6 networking and professional development sessions delivered, each attended by 40 people. Targeted professional development programme for 10 participants completed. Central government investment into Whanganui arts leveraged.	Achieved. 1. 3 x Creative Coffee & Cake events delivered. 2. 50x Participants through Making It.

Outcome	What we will do to achieve it – key activities	How we will demonstrate success in achieving it	Progress 2021-2022 (July-June)
A connected sector that supports the professional development of creative individuals. Linkages to Council Strategy: ACSP(4)	Improve our understanding of creative sector.	Inaugural sector survey to provide baseline completed, followed by one every 3 years Glass strategy developed and delivered in partnership with NZ Glassworks Sector Focus Group continued.	Achieved.
			Achieved. Whanganui Art Glass Action Plan to be presented at Property and Community Services Committee.
	Be responsive to mana whenua aspirations and expectations to participate in the physical, cultural and creative landscapes of Whanganui.	Comprehensive Māori arts database built Monthly Arts Hui with hapū arts representatives delivered, resulting in active partnerships and collaboration with iwi.	Achieved. Ongoing.
Mana whenua creative community is acknowledged and celebrated as globally unique. Council Strategy: ACSP(1), TCR (6.4) (6.5)	Allow Māori to determine best developments for the sector.	Delivery of 1 Māori-led initiative to enable professional pathways for rangatahi supported.	Achieved. IHI Digital supported to operate a digital art incubator at The Backhouse – 10 Māori and Pasifika artist interns.
	Develop and support pathways for digital sectors.	Delivery of 1 digital incubator programme supported. Central government investment into Whanganui digital sector leveraged.	Achieved. IHI Digital supported to operate a digital art incubator at The Backhouse – 10 Māori and Pasifika artist interns (see above).

Expenses compared to Budget

For the year ended 30 June 2022

Shareholder Funding & External Grants

Operating Expenses: 179 St Hill Street and 31 Taupo Quay	2022 Actual	2022 Budget Allocation	Budget Used
Operations	1,864,346	1,704,916	109%
Total Operating Expenses: 179 St Hill Street and 31 Taupo Quay	1,864,346	1,704,916	
Strategic Priority Areas			
Priority Business (Including RBP Funding)	280,908	313,600	90%
Priority Education and Youth	207,229	195,000	106%
Priority Marketing	482,725	435,500	111%
Priority Creative Industries & Arts	69,362	66,000	105%
Total Strategic Priority Areas	1,040,224	1,010,100	
Contestable Event Funding (Including Regional Events Funding - MBIE)			
Events	351,335	347,496	101%
Total Contestable Event Funding (Including Regional Events Funding - MBIE)	351,335	347,496	
Total Operations Business Segments Expenses Events	3,255,905	3,062,512	

External Funding (2020-2023)

Strategic Tourism Asset Protection Programme - MBIE			
MBIE STAPP RTO fund Expenses	353,684	699,992	51%

Additional Notes:

Audited Financial Statements for the Financial Year 1 July 2021 - 30 June 2022 are available with:

- 1 Jul 2021 - 28 Feb 2022:
Whanganui District Council:
whanganui.govt.nz
- 1 Mar 2022 - 30 June 2022:
Whanganui and Partners Ltd
discoverwhanganui.nz/statements

Our place

"Inventive eateries, a hipster bar, an art precinct... When did Whanganui get so cool?" *Sharon Stephenson, Stuff*

"Art is everywhere in this city. In fact, Whanganui is New Zealand's only Unesco City of Design, recognising its historic and contemporary contributions to art and creativity. Street art abounds in dramatic pops on the side of buildings, tiny - and larger - galleries are everywhere and there's an incredible glass-blowing studio where you can look down at the artists at work." *Alexia Santamaria, NZ Herald Travel*

"Here's why visitors to this thriving cultural riverside hub sing the praises of its many laid-back eateries and bars." *Sharon Stevenson, On the Menu, Kia Ora magazine*

"Artists in the city and surrounds have etched, grown and upcycled the ordinary into the extraordinary." *Coastal Creatives, Cari Johnson, NZ Life & Leisure magazine*

"Stepping into Drews Ave is a bit like stepping into a fairy tale or a movie set." *Electric Avenue, Air Chats, Autumn 2022*

"The river flows full of stories from the past like these, particularly those of local Māori who for centuries paddled their waka between riverside settlements." *International Traveller 101*

"Tucked away in Whanganui's rolling hills, you'll meet God. No, not the one upstairs - this is the Garden of Death (known as GoD). It's part of an extensive secret garden, which has to be one of the North Island's best hidden gems." *Brook Sabin, Stuff*







WHANGANUI
& PARTNERS

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