





# AMPLIFY IS THE ECONOMIC DEVELOPMENT AGENCY FOR THE TAUPŌ DISTRICT

## WHO ARE WE?

The Taupō economy is growing steadily, with record numbers of jobs, business units and population. Our economy has recorded strong GDP figures for the past five years and we envisage this trend will continue for the foreseeable future.

We are seeing our population steadily increase as the Taupō district is proving a popular choice for those wishing to exit the city to seek a work/life balance. We have new businesses opening, existing businesses expanding and our major industries developing.

The district is poised to maintain long-term sustainable growth and this strategy is intended to shape and define our role in escalating these opportunities to better the lives of all who live here.







## WHAT'S OUR WHY?

We exist to grow the economy of the Taupō district.

We leverage Taupō's natural advantages and work with businesses and stakeholders to champion sustainable growth throughout the district.

Our vision is that Taupō is a vibrant and prosperous district where both talent and business thrive.

We will achieve this by being the champion for development and sustainable growth, collaborating with others to accelerate outcomes, facilitating and enabling programmes and services that support local business & industry, focusing our energy and resources on projects that have a demonstrable impact, supporting and connecting across the private & public sectors; and delivering high-value outcomes in all that we do.



SUPPORT



COLLABORATE



CONNECT



GROW





## WHO DO WE WORK WITH?

We have a number of key stakeholders and partners that we work with to achieve our strategic outcomes.

Taupō District Council is our major funder, and as such, we work on behalf of all ratepayers and residents of the Taupō District. We work closely with businesses and industry across the district and collaborate with key development agencies, including Destination Great Lake Taupō, Towncentre Taupō, Taupō District Events and the Taupō Business Chamber.

We partner with a range of organisations and groups to undertake various projects and work streams, including Iwi, regional economic development groups, tertiary and research institutes, government departments and agencies, and corporates and industry groups.





## COLLABORATION AND CONNECTIVITY

Taupō is the centre of everywhere – we are clearly focused on improving the lives of all those who reside here through building our local economy.

Our district is diverse, and each community faces different challenges and has unique opportunities. We have business growth advisors in each of the main centres and offer practical advice and support to all businesses regardless of where they are in the Taupō district.

It is important that we stay connected and engaged regionally and nationally. We are active participants in regional economic development clusters, representing Taupō on numerous regional growth projects.





# 1

## STRATEGIC AREA ONE

### HOME OF COMPETITIVE, INNOVATIVE AND SUSTAINABLE BUSINESS

#### OUTCOMES

Taupō District's economy is underpinned by a diverse mix of businesses from a wide range of sectors. Our businesses are robust, dynamic, productive, sustainable, competitive, constantly evolving, and striving for excellence.

#### INTERVENTIONS

- ▲ Increase SME one-to-one business support services
- ▲ Increase training and education opportunities for businesses and individuals
- ▲ Enable businesses to access co-funding from Central Government agencies
- ▲ Increase awareness of Amplify's services available to businesses across the district

#### INDICATORS

- ▲ Increased regional GDP
- ▲ Increased number of businesses engaging Amplify's services
- ▲ Increased participation in training and education programmes Amplify offer
- ▲ Increase in applications to government funding schemes
- ▲ High occupancy rate across retail and commercial units

#### INITIATIVES

- ▲ Deliver targeted one-on-one business support services & growth programmes
- ▲ Ensure relevant capability growth and training programmes are available
- ▲ Connect businesses with funding opportunities to upskill and grow
- ▲ Support new businesses to establish and thrive
- ▲ Manage a database of available leasing and development space for new businesses.



## STRATEGIC AREA TWO

### SMART, NIMBLE AND CONNECTED

#### OUTCOMES

Our business community benefits from being informed, connected, and inspired to grow sustainably. We leverage the skills and connections of that community, our board, and our team to fulfil our mission. Our strong governance and dynamic operating model ensure we are agile in thinking and action.

#### INTERVENTIONS

- ▲ Provide opportunities for businesses to engage and connect
- ▲ Utilise our skills and networks to support businesses to grow
- ▲ Strengthen connections among key stakeholders
- ▲ Highlight and promote the success of high-achieving businesses

#### INDICATORS

- ▲ High participation in networking and training events
- ▲ Diverse staff and board skills
- ▲ Media monitoring
- ▲ Email newsletter engagement
- ▲ Social media engagement
- ▲ Business sentiment survey participation

#### INITIATIVES

- ▲ Deliver inspiring events that foster collegiality
- ▲ Deliver consistent communications to stakeholders via multiple channels
- ▲ Develop strategic relationships with key stakeholders and industry leaders
- ▲ Partner with agencies to undertake economic insight research
- ▲ Highlight and promote the success of high-achieving businesses
- ▲ Leverage the skills, connections and networks of our team and Board

# 2





## STRATEGIC AREA THREE

### A PLACE WHERE TALENT THRIVES

#### OUTCOMES

Taupō District is a place where career pathways are both defined and enabled. Our recognised position as a leader in sustainable energy ensures we are at the cutting edge of innovation. We celebrate and showcase our local people and attract new talent to our district.

#### INTERVENTIONS

- ▲ Attract skilled talent to the district
- ▲ Increase scope, scale, quality and type of education offerings
- ▲ Increase profile of high-achievers

#### INDICATORS

- ▲ Response to talent attraction campaigns
- ▲ Increased profile of local success stories
- ▲ Increased number of jobs
- ▲ Lower unemployment rate
- ▲ Increased average mean annual earnings
- ▲ Increased number of employed people

#### INITIATIVES

- ▲ Deliver innovative talent attraction marketing and development pathways
- ▲ Showcase local success-stories
- ▲ Advocate for enhanced and relevant education provisions
- ▲ Identify education and training gaps and potential providers
- ▲ Support 'Taupo Pathways' to achieve their strategic objectives
- ▲ Expand the Energy Sector job profile, highlighting opportunities

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# 4

## STRATEGIC AREA FOUR

### GREAT IDEAS GROW FROM SHED TO STOCK EXCHANGE

#### OUTCOMES

Taupō District is a fertile and supportive innovation environment where entrepreneurs can take an idea and successfully turn it into a business reality.

Our innovation culture and access to incubation and rapid-growth resources result in start-up success. We roll out the red carpet for potential investors, not the red tape, and have a proactive approach to seeking new opportunities for the district.

#### INTERVENTIONS

- ▲ Provide access to incubation programmes for early-stage businesses
- ▲ Actively foster and promote innovation culture
- ▲ Provide opportunities for start-up validation
- ▲ Provide pathways for investment and capital raising
- ▲ Promote the Taupō District as a great place to do business

#### INDICATORS

- ▲ Number of successful capital raises
- ▲ Participation in business validation training
- ▲ Number of start-ups / early stage businesses engaging with Amplify
- ▲ Number of business attraction inquiries
- ▲ Increased number of business units

#### INITIATIVES

- ▲ Deliver startup specific training and support programmes
- ▲ Deliver a business attraction campaign
- ▲ Increase awareness of investment & capital-raising streams
- ▲ Monitor external funding / co-funding opportunities available for businesses





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## STRATEGIC AREA FIVE

### LEVERAGE OUR NATURAL ADVANTAGE

#### OUTCOMES

Taupō District is recognised as New Zealand's Centre for Sustainable Energy, including geothermal, solar, hydro, hydrogen, academia & industry maximising our abundant natural resources. Our central location and commitment to carbon-free NZ targets attract synergistic opportunities with energy use across a wide range of sectors.

#### INTERVENTIONS

- ▲ Connect industry partners with investment, research, business development and each other collaboratively
- ▲ Proactively promote and market the advantages of the Taupō District for establishing businesses using sustainable energy and resources
- ▲ Develop relevant business cases / feasibility studies including tourism opportunities

#### INDICATORS

- ▲ Increase in partnerships and investment into energy projects
- ▲ Non-energy sector development utilising energy
- ▲ Business cases are produced
- ▲ Increased number and value of non-residential consents
- ▲ Levels of inbound enquiry through Amplify

#### INITIATIVES

- ▲ Develop industry connections around sustainable energy with all key industries
- ▲ Work as a connector between all industry players
- ▲ Further develop and support geothermal activities
- ▲ Identify investment opportunities and develop business cases using energy
- ▲ Produce relevant marketing material to support investment opportunities
- ▲ Promote sustainable energy horizontally to other industries



## STRATEGIC AREA SIX

### INVESTMENT READY ENVIRONMENT TO ACCELERATE GROWTH

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#### OUTCOMES

Our physical environment is ready for large-scale investment with essential infrastructure in place. We are well-connected to the right influencers to advocate for our district. We are well connected to central and local government to streamline potential development opportunities.

#### INTERVENTIONS

- ▲ Ensure relevant local and regional plans and policies align to growth objectives
- ▲ Mitigate barriers to new activity and investment
- ▲ Increase political awareness of Taupō District's advantages for inward investment
- ▲ White glove service for potential new investors

#### INDICATORS

- ▲ Reduce barriers to growth over time
- ▲ Participation in LTP processes locally and regionally
- ▲ Participation in strategic investment decisions
- ▲ Suitable land is available for inbound inquiries

#### INITIATIVES

- ▲ Identify investment barriers and develop mitigation strategies
- ▲ Engage with TDC to seek alignment with policy, plans and objectives
- ▲ Advocate on suitable policy changes with local, regional and central government
- ▲ Engagement and participation with NZTE, MBIE et al





## THE TEAM AT AMPLIFY

- ▲ The team at Amplify are connectors.
- ▲ We know who is who and who can support business establishment, growth and development.
- ▲ We have a number of programs that support SME growth including start up, accelerators, networking, capability building and more.
- ▲ We work with a range of industries that are established in the Taupō District.
- ▲ We leverage our natural advantage as an energy hub, using heat, biomass and power in all industries.
- ▲ We support businesses one-on-one with a wide array of advice and information, and have dedicated team members in Taupō, Turangi and Mangakino.
- ▲ We promote the advantages and opportunities of the Taupō District for business and talent attraction and support businesses when they relocate here.
- ▲ We are an advocate for business and industry to local and central government.

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