

Amplify is the economic development agency for the Taupō District and we exist to grow the local economy. We leverage Taupō's natural advantages and work with business 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.

As an independent charitable trust, Amplify is led by Chairman Murray McCaw and an experienced Board, who collectively hold insight into the key industries in our district. The Amplify team is led by CEO, Kylie Hawker-Green, with team members each having a clear area of expertise and focus including innovation and entrepreneurship, business growth and support, sector development and capability building.

Amplify's three-year strategic plan frames up our six key pillars of work, and this annual report summarises some outcomes and insights from the work undertaken.

[www.taupo.biz](http://www.taupo.biz)

Amplify is the new name for Enterprise Great Lake Taupō.

Amplify is your dedicated development agency working with all businesses and all sectors across the Taupō District.

### Amplify's Key Strategic Pillars

1. Home of competitive, innovative and sustainable business
2. A place where talent thrives
3. Investment ready environment to accelerate growth
4. Great ideas grow from shed to stock exchange
5. Leverage our natural advantage
6. Smart, nimble and connected

Our full strategic plan is available under the About Us section at [www.taupo.biz](http://www.taupo.biz)

### How is Amplify funded and what do we spend money on?

#### Income:

- 54%**  
Local Government Contract for Service
- 8%**  
Project Grants Funding
- 25%**  
Central Government Project Funding
- 13%**  
Other Revenue

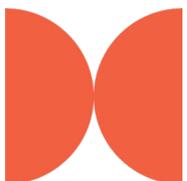
#### Expenditure:

- 31%**  
Business Support
- 25%**  
Business Growth
- 27%**  
Strategic Projects
- 17%**  
Operational Costs

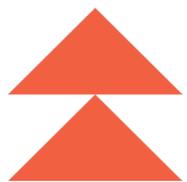
### There are four themes that underpin Amplify's work - Grow, Support, Collaborate and Connect.



Amplify exists to **grow** the local economy. We facilitate sustainable growth of local businesses and the wider economy by consistently providing business and industry across the entire Taupō District with the tools they need to grow.



At Amplify, we work to facilitate productive collaboration between businesses and the many other organisations we work with. We **collaborate** on various projects and workstreams with groups like government agencies, Taupō District Council, mana whenua and development groups.



Providing targeted and practical **support** to businesses and industry in the Taupō District is a core function for Amplify. Every business is different - so we offer a toolkit of different programmes, services, training and support to suit. We help all levels of business, from startups and small firms right through to major companies.



Creating meaningful **connections** is a major focus for Amplify. Connections between businesses, iwi, government agencies, and industry groups are all important for sustained economic growth and we amplify these connections on a regional and national level.

**Amplify: increase, turn up, boost, step up, raise, enlarge, magnify, intensify, escalate, augment, supplement**

# Annual Activity Report 2020

The first quarter of 2020 was a strong start for Taupō - we had record levels of tourism visitation and spend, our primary and manufacturing sectors were tracking nicely, and we delivered some great events including the (sold out) International Women's Day luncheon.

A slightly different narrative for the second quarter as Covid19 gripped the world and turned our economy on its head. Our team stepped up quickly to support our local business community with advice and specialist guidance. Website tools, information and resources, webinars and virtual events, surveying and intensive one-on-one support were rolled out for free to support our wider business community navigate the many and varied challenges they faced.

During this time, our CEO was part of a team that prepared and produced the Covid recovery strategy for the District (entitled 'Taupō, He Tupu Ururua') and we have been working with a wide range of community stakeholders to deliver 22 separate additional workstreams from this plan. We also represented the district on a number of regional and national economic recovery workstreams, ensuring that Taupō's challenges were recognised and understood by relevant agencies and stakeholders.

The third quarter saw our district rebound with a solid retail trading period - New Zealanders came flooding back the District to enjoy all on offer here. Our housing market continued to grow and we saw general trading in all areas resume some stability. Our business support service model adapted to suit the needs of our local businesses and we continued to develop our longer term strategic projects including geothermal developments, education provision, tourism product development and addressing our housing challenges.

The final quarter for 2020 was a bit of hit and miss in terms of our local economy - some sectors and industries did incredibly well whilst others lagged. Sadly we started seeing more people needing state support than ever, with about double the number of jobseekers (compared to 2019) needing help. Conversely, our primary industries, construction and trades sectors are trading strongly and offsetting much of the hit our economy has taken in terms of Covid impact.

In partnership with MSD and other providers, we launched the Taupō Workforce Support Network (TWSN) in December 2020. This new service has been formed to broker and leverage positive employment outcomes for the local people in the Taupō District. The service supports those seeking employment, re-training and redeployment as a result of Covid19 impacts. We also work with our business owners to map future labour market pipelines and worker needs, so that we can ensure we have the right people, learning the right skills/trades/qualifications, to ensure business can rebound and grow.

We know from all the feedback received that we've made a difference in helping our business owners to successfully navigate these tricky times. In comparative terms, we've provided 8 times (ie 800%) more one on one support to local businesses than we did last year. As well as being on the tools helping our local businesses, we've not lost sight of our longer term economic development projects, successfully securing central government funding (including PGF) to develop with a number of major projects. We also supported local start-ups and high growth companies to secure Callaghan Innovation funding.

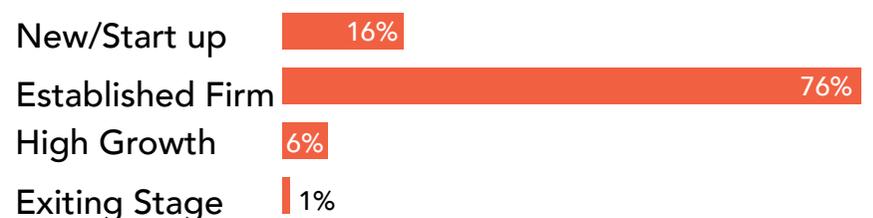
## Business Support 2020

We provided free, targeted and specialised support to **635** businesses across the Taupō District during 2020.

### What kind of businesses did we support?



### What stage of business were they?



### Who received support from the Regional Business Partners Voucher Scheme?\*

**\$800,000**

of vouchers issued to **300** local businesses\*\*



Tourism businesses (including accommodation, activity operators, retail and hospitality) received **51%** of the total funding issued.

\* The Regional Business Partners Voucher Scheme provides vouchers for local businesses to receive free or 50% subsidised specialist support services (e.g. digital marketing, cashflow planning etc). The bulk of these vouchers were issued to local suppliers.

\*\* Some businesses received both Covid and Capability funding.