

TEKAU PLUS<sub>10+</sub>

Export Excellence

QUARTERLY REPORT

30 September 2008

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**QUARTERLY REPORT : Progress against outputs and success indicators**

**Period 1 July 2008 – 30 September 2008**

**Progress for 3<sup>rd</sup> six month period, for 5<sup>th</sup> payment**

Schedule A		Schedule G	30 September Report (Progress towards 3 <sup>rd</sup> 6 months outputs)
Outputs	Success Indicators	3 Year Plan 3 <sup>rd</sup> 6 months (1/7/08- 30/12/08)	
Management and Governance: Provide overall co-ordination and project management including reporting and accountability.	There is robust accountability to reporting and project remains on track.	12 month work programme, project governance and management o Work programme completed	<ul style="list-style-type: none"> <li>There has been a change in the contract management confirmed from 8 July 2008. Since then a number of meetings have occurred to provide information and explanation of the programme, including Dave Samuels, Joanne Silberstein and Scott Baldwin attending Board Meeting on 24 September.</li> </ul>
Strategy: Development of strategy and buy-in to the strategic approach by participants.	The documentation is developed and implemented.	Agribusiness workshops with CRI, NZTE and private investors o Strategic workshop	<ul style="list-style-type: none"> <li>Strategy has had three focuses.                             <ol style="list-style-type: none"> <li>Meetings with key Maori stakeholders regarding clarifying and developing alliances/clusters that commission specific export or FDI work. Have now established first few cluster groupings, now aim to get them signed on.</li> <li>Analysing economic reports on the current credit crunch and possible impacts + &amp; - on Maori &amp; Tekau Plus.</li> <li>Meeting with key industry leaders and government agents to cement support.</li> </ol> </li> </ul>

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<p><b>Communications:</b> Providing information to enable open participation and identification of partners.</p>	<p>Distribution of information through various media and when the level of participation is sufficient to enable implementation of the strategy.</p>	<p>Hui to illustrate research data, promote One Channel &amp; Brokerage System</p> <ul style="list-style-type: none"> <li>o Pool of key Maori agribusiness commit to participate.</li> </ul>	<ul style="list-style-type: none"> <li>• Tekau Plus Symposium – The next 10 years 11/12 September (ca 100 participants – from Govt, CRI, NZTE, Maori business, other businesses, investment and branding experts etc). Positive feedback from TPK, other depts, key Maori stakeholders – including e-mails noted in <i>Minutes from 24 Sept meeting</i></li> <li>• Media – NBR, Maori TV, TV One, Radio Watea</li> <li>• Koha magazine from symposium has had positive feed back</li> <li>• Regional hui held in: Rotorua, Auckland</li> <li>• Invitations received from other regions to</li> </ul> <p><i>Mgmt report Minutes 24 September</i></p>
<p><b>Analytics and research:</b> Development of information and analysis to inform decisions and identify strategic pathways.</p>	<p>The prioritizing and identification of strategic pathways and informed development of clustering and strategic implementation.</p>	<p>Further market research key niche studies implemented</p> <ul style="list-style-type: none"> <li>o Market research and key niche studies implemented.</li> </ul>	<ul style="list-style-type: none"> <li>• Market channel study and branding strategy in discussion with entities in the food sector (<i>Mgmt report Minutes 24 September</i>)</li> </ul>
<p><b>Clustering:</b> Facilitation, brokerage and specific analysis is undertaken for cluster projects.</p>	<p>3-4 cluster propositions are developed per annum, 8-10 cluster propositions over the contract period.</p>	<p>Structural systems finalised for first cluster group, 1-2 new clusters formed</p> <ul style="list-style-type: none"> <li>o Cluster systems finalised</li> </ul>	<ul style="list-style-type: none"> <li>• Significant effort on developing cluster groups – with key sector interests (eg aquaculture, honey, dairy, brand designers) – (<i>Mgmt report Minutes 24 September</i>)</li> <li>• Regional hui to form clusters in Rotorua and Auckland, with Te Arawa keen to form a cluster</li> <li>• Sector clusters <ul style="list-style-type: none"> <li>• Sheep and Beef - verbal commitment to a cluster</li> <li>• Dairy likely to come from this as well</li> <li>• Manuka – meetings have occurred, and there is a wider discussion with key players, including a wider range of interests from different regions to be brought into the discussion</li> <li>• Nutraceutical – meetings held</li> </ul> </li> </ul>

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