

TEKAU PLUS₁₀₊

Export Excellence

QUARTERLY REPORT

30 March 2009

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QUARTERLY REPORT : Progress against outputs and success indicators

Period 1 January 2009 – 30 March 2009

Progress for 7th payment

Schedule A		Schedule G	30 March 2009 Report (Progress towards 4 th 6 months outputs)
Outputs	Success Indicators	3 Year Plan (Revised from 1 January 2009 with greater detail) (1/1/09- 30/3/09)	
<p>Management and Governance: Provide overall co-ordination and project management including reporting and accountability.</p>	<p>There is robust accountability to reporting and project remains on track.</p>	<ul style="list-style-type: none"> • Provide governance and management of the programme • Meetings with sponsors/funders and overview panel • Meetings with key stakeholders (eg new government) • 6 monthly report <ul style="list-style-type: none"> ○ Mtgs with key stakeholders ○ 6 monthly report 	<p>Two Governance Board meetings held in this quarter on 29 January and 26 March 2009 with full attendance by all three Board members. Management provided comprehensive and well-researched meeting papers covering progress against all contract Outputs including in particular:</p> <p>In January:</p> <ul style="list-style-type: none"> ○ Revised Work programme for next 18mths (Jan 2009 – June 2010); ○ Budget Variance report for first 18mths; ○ Budget to achieve forward work programme for next 18mths; ○ Cluster methodology framework and terms of ref for Beverage cluster; ○ Report on engagement with potential businesses across 12 clusters; ○ Report on engagement with key stakeholders (Govt, iwi, Maori, Industry); ○ Proposal with analysis and options for 2009 Tekau Plus Symposium; <p>In March:</p> <ul style="list-style-type: none"> ○ Draft Six monthly report for period 1 July to 30 Dec 2008; ○ Report on engagement with key stakeholders including new Ministers; ○ ASEAN FTA report and Asian marketing opportunities; ○ Food & Beverage research reports; <p>For each meeting, Board members also received specific commercial, due diligence and terms of reference documentation on cluster business applicants to support the Board's Tekau Plus cluster programme approval process. Meeting with Overview Panel planned for April/May 2009.</p>

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<p>Strategy: Development of strategy and buy-in to the strategic approach by participants.</p>	<p>The documentation is developed and implemented.</p>	<ul style="list-style-type: none"> • Meet with key Maori agribusinesses • Meet with key private exporters • Work with NZTE, MFAT and other govt depts • Monitor the strategy through quarterly reviews • Agribusiness wkshop with CRI, NZTE and pvt investors • Planning for 2009 Tekau Plus symposium <ul style="list-style-type: none"> ○ <i>Strategic workshop held</i> ○ <i>2009 Tekau Plus symposium drafted</i> 	<p>In January the Board reviewed the whole work 3 year work programme. It looked at the first 18 months of the project and received a detailed variance report on costs, outputs and milestones. Notwithstanding the later start date (October 2007 rather than July as stated in contract schedules), the Board agreed to retain the original reporting schedule without variation and to prioritise all work towards achieving the 8-10 clusters as per the contract.</p> <p>Accordingly, the Board agreed to a revised Work Programme for the next 18mths (Jan 2009 – June 2010) with a priority on supporting cluster development across all output areas. As a result, the Board has decided not to hold a Symposium in 2009 but may do so in early 2010.</p> <p>Substantial effort was applied in this quarter to promoting the value of Tekau Plus and its export earning potential to the NZ economy. In particular, through NZTE and MFAT networks in China, South East Asia and in Canada. For example, Tekau Plus Project Manager, Wayne Mulligan, attended the ASEAN FTA signing in Thailand, was a speaker at the Assembly of First Nations event in Canada, and is invited to accompany the Prime Minister as part of a small business delegation to China in April 2009 .</p>
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<p>Communications: 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>	<ul style="list-style-type: none"> • Maintain stakeholder relationships • Hui to illustrate research data, promote One Channel and Brokerage system • Review Tekau plus communications plan • Review Tekau plus risk mitigation plan <ul style="list-style-type: none"> ○ Pool of key Maori agribusiness commit to participate ○ Stakeholder hui held ○ Tekau plus communication and risk plans reviewed and updated 	<p>Tekau Plus Board members and Management maintained an intensive communications and stakeholder engagement schedule during this quarter including:</p> <ul style="list-style-type: none"> • Ministerial briefings (Trade, Maori Affairs, Agriculture & Forestry) • NZ Trade & Enterprise Chair, CEO and Senior Management • Presentation to Maori Economic Seminar in Tauranga, 20 Feb 09 • NZ Business delegation to ASEAN FTA, Thailand, 25 – 28 Feb 09 • Meeting Maori businesses in Northland (Kawakawa, Waitangi, Kaikohe) • Meetings with CRAG, CRIs and Universities/Wananga • Potential Maori business cluster participants <p>Tekau Plus actual and potential cluster participants were profiled in the KOHA magazine published by FOMANA Capital and released at a public function on 30 March attended by 110 guests including 4 Ministers, 4 MPs and the Ambassador of Japan.</p>
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<p>Analytics and research: 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>	<ul style="list-style-type: none"> • Maintain up to date sector and market intelligence and economic and financial export market analysis • Engage research on international markets for Tekau plus clusters • Identify niche markets <ul style="list-style-type: none"> ○ <i>Market research and key niche studies implemented</i> 	<p>The Tekau Plus Board receives regular market intelligence reports, economic updates and export reports in Meeting papers and environmental analysis reports prepared by Management.</p> <p>Specific reports analysed and received in this quarter include:</p> <ul style="list-style-type: none"> • NZ Institute discussion paper series on the global economic recession • ASEAN FTA documents and business presentations from Thailand • Reports on emerging markets in China • Food Trends paper • Wine market reports <p>The Indigenous Beverage Cluster Wine study and Ale study commenced during this quarter.</p>
<p>Clustering: 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>	<ul style="list-style-type: none"> • Structural systems finalised for first cluster group • Hui with key players on cluster development • 1-2 new clusters formed <ul style="list-style-type: none"> ○ <i>Cluster systems finalised</i> ○ <i>Hui with potential cluster participants held</i> 	<p>Cluster methodology finalised and 3 businesses approved in Beverage cluster. Summary of progress and expected targets across 8 specific clusters:</p> <ol style="list-style-type: none"> 1. Agricultural Cluster <ul style="list-style-type: none"> • Dairy • Training • Negotiations with two dairy businesses and two/three training businesses. • Start Date Target: June 2009 2. Indigenous Beverage Cluster <ul style="list-style-type: none"> • Wine • Ale • Commenced the Wine study and completed first phase of the Ale study and have second Ale company ready. 3. Seafood Cluster <ul style="list-style-type: none"> • Aquaculture / Oyster • Crayfish • In negotiations with two aquaculture/oyster businesses and two (possibly three crayfish participants. Start Date Target: May/June

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			<ul style="list-style-type: none">4. Sheep & Beef Cluster<ul style="list-style-type: none">• Sheep• Beef• In negotiations with four sheep businesses and three beef businesses.• Start Date Target: April/May5. Horticulture Cluster<ul style="list-style-type: none">• Honey• Kiwifruit• In negotiations with two kiwifruit businesses and two honey businesses.• Start Date Target: March/April6. Value Add RS&T Cluster<ul style="list-style-type: none">• Ingredients (nutraceutical marine)• Ingredients (cosmeceuticals –native flora)• In negotiations with three nutraceutical businesses and two cosmeceutical businesses.• Start Date Target: June/July7. Fibre Cluster<ul style="list-style-type: none">• Forestry / Bio• Wool / Fashion• In negotiations with two forestry businesses and four wool/fashion businesses.• Start Date Target: June/July8. Market Cluster<ul style="list-style-type: none">• Future Retail• Future Distribution• Future Foods• Part of the overall Tekau Plus all participants are keen to receive data on future foods, future retailing and future distributions.
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