

# **CANTERBURY DEVELOPMENT CORPORATION**

## **ECONOMIC DEVELOPMENT AND EMPLOYMENT REPORT ON ACTIVITIES**

### **SIX MONTH PERIOD 1 JULY – 31 DECEMBER 1999**

---

This report covers the activities of the Canterbury Development Corporation for the six month period 1 July 1999 through 31 December 1999.

The Canterbury Development Corporation acts as the economic development and employment services agent of the Christchurch City Council. It promotes and facilitates high quality initiatives relating to economic development and employment growth in the region. It provides outputs in these areas in accordance with the City Council's Annual Plan.

In addition to its general economic development and employment service activities, the Corporation either directly operates or has an oversight role in the following service programmes, which have a specific business support and employment focus.

- Business in the Community
- Business Grow
- Businesslink
- Company Rebuilders
- Actionworks
- Youthworks
- Career Transition Centre

Priority Areas for 1999/00 as determined in the Corporation's Business Plan were identified as follows:

1. The development and operation of targeted employment schemes that provide opportunities for the transition into the workforce of unemployed people with special emphasis on those with priority status.
2. Support of targeted initiatives, which clearly flow through to new jobs.
3. Continuation of a high profile liaison role with existing agencies and community groups to facilitate the coordination/rationalisation of economic development and employment activities.
4. Use of existing economic development tools and development of new ones to source and disseminate information in ways that create or identify business opportunities for the region.
5. Research and dissemination of information on the local economy. Continue to develop economic measurements and indicators that give an accurate and reliable measurement of regional economic activity.
6. Recognising the job creation potential of the small business sector, continue to provide and facilitate the delivery of a range of targeted advisory services for small and medium size enterprises aimed at enhancing their management capabilities.

7. Facilitation of the delivery of targeted education assistance through specific initiatives where possible using Government funding.
8. Recognition of the impact on total quality of life of such factors as economic vitality, consumer opportunities, education, employment and community self worth, research, develop and facilitation of initiatives that will enhance community quality of life.
9. Emphasising quality issues in local economic development with particular reference to promoting activity which is:
  - i. Economically efficient
  - ii. Environmentally sustainable
  - iii. Technically sound
  - iv. Innovative
  - v. Socially cohesive
  - vi. Culturally sensitive
  - vii. Consultative
  - viii. Technology focused
  - ix. Knowledge and Ideas Based
10. Ensuring that the growth economy prospers within the framework of:
  - a. Sustaining resources for future generations.
  - b. Safeguarding the life supporting capacity of air, water, soil and eco systems.
  - c. Avoiding adverse effects on the environment.

The Corporation endorses the philosophy of the local development and delivery of initiatives to address local problems. It also strongly supports national coordination through high quality liaison and communication at Economic Development Agency and Local Government level to ensure the most efficient delivery of initiatives at the local level.

As at 31 December 1999 there were 49 FTE's and numerous volunteers employed to achieve the Corporation's economic development and employment objectives.

The Corporation is deeply indebted to many organisations for their financial and 'in kind' support of various of its activities and particular mention should be made of Work & Income New Zealand, the Ministry of Commerce, Community Employment Group and the Community Trust, all of whom leverage the City Council's base funding through significant financial contributions to key initiatives.

During the second half of the 1998/99 financial year the CDC initiated a broad ranging internal review of its service delivery and the related KPI's with a view to developing a better merge between its actual service delivery and its reporting framework. This document reports activity against that amended reporting format.

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>ADVICE TO COUNCIL</b>

## **OUTPUT: ECONOMIC AND EMPLOYMENT ADVICE**

### **Economic Advice**

CDC Operations provides economic advice to the Christchurch City Council on a case by case and 'as required' basis. In the six months under review the Corporation has inputted to the Council in the following areas.

1. Recovered Materials Foundation – ongoing input at Board level.
2. Monthly distribution to Councillors and senior Council staff of "The Leading Edge" which provides economic development and employment commentary to a wide range of sector interests.
3. Input into Sister City Committees and Smart Cities Networks.
4. Input into Mayoral Forum in wider regional development issues and preparation of material for proposed South Island Economic Summit.
5. Management & Staff input into the FIFA World Under 17 Football Championships
6. Input into the Central City revitalisation debate
7. Input into the "Washington Post" feature on Christchurch and Canterbury
8. Input into the Community Banking debate
9. Input into the 6 city comparative study re: Economic Development resourcing.
10. Input into Audit office review of CCC relationship management with CDC.
11. Input into Outputs and Standards review
12. Input into report on options for use of repatriated funds ex: possible sale of Orion gas reticulation network.

CDC is also responsible for liaising with and in certain instances coordinating, the activities of various business organisations and agencies to assist in the exchange of information on current and intended activities and promote effective co-ordination.

- In the period under review the CDC has maintained an “as required” involvement with the following key partnership agencies:  
Canterbury Development Corporation (CDC)  
Canterbury Employers’ Chamber of Commerce (CECC)  
Canterbury Manufacturers’ Association (CMA)  
Canterbury Tourism Council (CTC) (now Christchurch & Canterbury Marketing Ltd)  
NZ Institute of Management (NZIM)  
NZ Trade Development Board (Trade NZ)  
Federated Farmers of NZ  
Retail & Wholesale Merchants Association
- The CDC has hosted a national Economic Development Agencies of NZ (EDANZ) meeting in Christchurch in November. CDC is represented on the management committee of EDANZ at Chairperson level and on the national Management Committee of Business Grow.
- CDC continues to represent economic development on the newly formed Film South NZ Management Group to enhance the collaborative film and location productions in the Canterbury Region.
- CDC was a member of the organising committee for the successful ‘SmartNet’ seminar and workshop series in December.
- CDC continues its involvement as a supporter, facilitator and Board Member of the Canterbury Dialogues programme.
- CDC Chief Executive maintained appointments to the Boards of EDANZ, the Canterbury Employers’ Chamber of Commerce, the Recovered Materials Foundation, Career Services, the Canterbury Medical Research Foundation, Sustainable Cities Trust and Education Christchurch.
- CDC has been actively working with WINZ on reviewing Enterprise Allowance Assistance for new business start-ups and developing a proposal for more local management control of WINZ funded employment interventions .

## **Employment Advice**

Key employment advisory activities that CDC has been centrally involved with in the period include:

- Bertelsmann

Attendance at the Bertelsmann conference on Cities of Tomorrow - International Network for Better Local Government in Quebec. Ten countries are represented in the Bertelsmann network with about one hundred people in attendance. CDC's involvement represents an invaluable opportunity to share ideas and visit programmes with synergy or added value for Christchurch. Of particular interest were site visits to businesses which had started as a result of access to venture capital and a display at the Musee de Civilisation featuring Third Age issues.

The Schools Employment Programme featured as the model programme for CDC and it has special value for the length of time of the project and aspects of strategic management involved. The model of integrating employment and economic development is one of interest.

- Local Employment Co-ordination Group(LECG)

The LECG has had to reassess its role as WINZ changes and the focus shifts. Consultation processes with the Maori Employment Commission will hopefully filter through to some influence on policy, especially in the new political climate. LECG is an excellent forum for networking but still is finding its way in the new WINZ environment as a functional organisation.

- Ministry of Social Policy

From 1 October 1999, the Social Policy Agency became a Ministry with responsibility for input into a wide range of services. Staff visited CDC and several community organisations to look at pilot programmes and innovations in Canterbury. They were very positive about what they saw and have indicated that they will continue regular contact to monitor progress with existing programmes and learn about any new initiatives.

**Note: All percentages noted in KPI's should be read on the basis that at 6 months a figure over 50% means performance exceeds the annual KPI target.**

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Formal feedback received from CCC re satisfaction that advice received is timely and relevant	Letters received commenting on advice received	Letters rec'd			Letters to be requested from CCC for annual reporting purposes.
Regular information supplied to CCC via Leading Edge	11 issues	11	6	55%	
Agreed research projects completed and results disseminated	Meeting performance measures agreed				All requests for information met in a timely manner. ICAN feasibility study to be delivered in March 2000
Regular participants by request in Council Management Committees	Attendance at Strategy & Resources Committee meetings as required but at least quarterly	Minimum 4	3	75%	Quarterly reporting completed as required, and extra reporting completed.
Regular reporting to Strategy & Resources Committee	Formal report to Strategy & Resources Committee on quarterly basis	4 reports	2	50%	September Quarter report sent, and ½ year to December 1999 completed on time.
	Letters received re quarterly reports content and relevance	letters rec'd	1		Letter to be requested from Chair of Strategy and Resources for annual reporting purposes.

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>ADMINISTRATION</b>

## OUTPUT: ADMINISTRATION

Administration is a key input, which supports CDC across its range of output classes and activities. All administration indicators were on track for the July-December period.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Canterbury Development Corporation operates for the reporting period within agreed budget timelines	Annual result of break even or better	Break even or better			Measured Annually, however projected outcome = deficit of \$2400.00 vs projected budget surplus of \$650
Canterbury Development Corporation administration complies with all regulatory requirements and payment policies	20 <sup>th</sup> month following payment of accounts	On time for each month	8	50%	
	PAYE and GST payments made on time	On time for each month No IRD Penalties	8 Nil penalties	50% 50%	
	Compliance with OSH and other statutory requirements	Compliance checked No complaints ex OSH	Nil complaints	50%	
					No complaints ex OSH, and compliance with all other statutory requirements have been checked.

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>BUSINESS SUPPORT</b>

CDC is actively involved in the provision of advice and information to the small business sector via a range of initiatives including:

- Business Grow (Business Visitation)
- Business in the Community (Mentor Programme)
- Company Rebuilders
- Warrant of Fitness service.
- Starter Pack provision
- Through the BIZ programme delivered a range of small business and management training seminars, Pre-assessments and ongoing mentoring support to seminar participants
- Network Meetings
- Workshops and Seminars

## **OUTPUT: MENTORING**

This service involves providing experienced mentors for small businesses in need of support, continues to develop proactively and Canterbury is regarded by BITC Head Office as a 'model' delivery region and continues to be a top performing agency in the number of successful mentor matches achieved..

CDC has a close working association with Company Rebuilders and is responsible for 85% of referrals that make up Company Rebuilders case load. However Company Rebuilders is an independent agency delivering support services to both ends of the business spectrum ie New Business Entrants, and businesses experiencing stress.

<b>Performance Indicator</b>	<b>Performance Measure</b>	<b>Annual Target</b>	<b>Achieved</b>		<b>Comments</b>
			Number	Percentage	
Number of BITC mentors available	100	100	130	130%	
Percentage of users satisfied with the mentor service	90% satisfaction with service	90%			Annual survey from Business Grow and National BITC office
Mentor retention	80% remain involved	80%	124 retained	118%	6 Mentors lost, however still running above targets
Franchisor satisfaction	Formally expressed by BITC	Letter	✓		Letter received



Number of referrals to Company Rebuilders	600	600	142	23%	This is a very good result for the first ½ year. As Company Rebuilders referrals are mostly for businesses in trouble, the smaller this figure the better. Some factors in the decrease in demand are a more buoyant economy, more efficient support services to dissuade ill advised business start ups and increased training through BIZ.
Percentage of companies referred satisfied with Company Rebuilders support	80% businesses surveyed satisfied with support	80%			Annual reporting only
Awareness of mentoring service	70% awareness of BITC among service providers	80%			Annual reporting only

## OUTPUT: INFORMATION MANAGEMENT

Business Grow develops and maintains contact with local business in order to provide information on assistance available to increase employment and facilitate business growth. As part of this service it provides referrals to and maintains a close liaison with agencies capable of providing assistance and actively promoting the networks facilitated by the CDC

Business Grow operates under a Memorandum of Understanding with the following agencies:

- Canterbury Employers' Chamber of Commerce
- New Zealand Trade Development Board
- Small Business Enterprise Centre
- Company Rebuilders
- Canterbury Development Corporation
- Business Grow

whereby it was acknowledged that Business Grow is seen by the signatories as the preferred first point of contact for small business seeking a wider range of advice, information and support.

Business Grow is in its 9<sup>th</sup> year of operation and continues to fulfil a valuable role for the dynamic small business community in the region.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Number of businesses contacted and referrals made by Business Grow	2000 contacts	2000	1925	96%	
	1000 referrals	1000	1048	104%	
Quality of service provided	80% rate as professional	80%			Surveys in progress
	70% report positive impact	70%			
	90% of service providers rate referrals as appropriate	90%			

## OUTPUT: DATABASE SERVICES

BUSINESSLINK Canterbury is the information collection and dissemination service of the CDC. It aims to provide timely and relevant information to identify and facilitate business opportunities and transactions.

CDC is currently investigating ways to increase our supplier list from the present levels and examine the focus of the database for the New Year. One idea is to concentrate the focus on specific industries that are under high demand (Technology and Construction). The present figures in all areas are up, while tenders are under target. This is in large due to the lower tender market activity in the November, December period that also contained a high amount of irrelevant tenders for companies in the Canterbury area. We are hoping that with the present levels of business activity that an increase in relevant tenders in the second 6 months that annual targets will be met.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Dissemination of information on business opportunities	250 tenders – details disseminated	250	81	32%	The natural down time over Nov/Dec for Tender advertisements account for the under performance in tender dissemination.
	60 opportunities – details disseminated	60	56	93%	
Development and management of a comprehensive database of local businesses as the basis of targeted information dissemination	Effective database in operation				
	5000 businesses details held	5000	4732	94%	
Quality of service provided	80% rate Businesslink as useful/very useful and can report positive outcomes	80%	94% satisfied	117%	94% satisfaction with the quality of service – of those who use it 54% rate the service useful/very useful to their business. Not all businesses on BUSINESSLINK actively use the service therefore unable to assess value to them
			54% rate as useful/very useful	67.5%	
Effective promotion of purchase enquiry service	30 enquiries per month	360	244	68%	

## OUTPUT: NEW BUSINESS ENTRANTS

The CDC provides a range of services for people thinking of starting their own business, or who are in the fledgling stages of self-employment. The CDC provides a "Starter Pack" which is a information service to assist new business entrants in defining their business plan and evaluating the feasibility of their business idea. This is further backed up by the Warrant of Fitness service CDC provides in conjunction with Company Rebuilders. In the first six months of this financial year 350 starter packs were distributed to interested parties at no cost to the client.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Provision of targeted assistance to potential new business entrants (NBE's)	360 Starter Packs and warrant of fitness appointments undertaken	360	350	97%	
Percentage satisfaction re quality of assistance provided	80% rate starter pack as useful/very useful.	80%			Annual reporting only
Quality of referrals provided	Formal letter from Company Rebuilders received	Letter			Annual letter received
Percentage satisfaction re quality of WOF service	80% rate services as useful/very useful in decision to start a business	80%			Annual reporting only
Percentage satisfaction re Fledging Business Support service	80% rate services as having assisted business success and who report positive outcomes.	80%			Annual reporting only

## OUTPUT: NETWORKING SERVICES

- CDC continues to work with "Te Aka-Umunga" the Maori Business Network and WISE National to provide local network opportunities to Maori and Women in Business. It also maintains an ongoing service for general business networking.
- Courses were run on a number of topics of general and particular interest to these groups. Some of the topics included were; "Business to Business Marketing", "An Iwi Business Perspective", "Blood Sweat and Success II", and "Does Advertising Bring Results".

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Regular provision of network meeting opportunities for SME's	10 SME meetings	10	5	50%	Staff ill health an issue in Maori Network service delivery
	6 Maori Networks	6	2	33%	
	6 WISE Women Networks	6	4	66%	
Degree of demand for meetings	60 attendees (on average)	60 per mtg	50.5 avg.	84%	
Percentage of attendees satisfied with quality and usefulness of meetings	80% - rate meetings useful/very useful	80%			Surveys in progress for annual reporting purposes.
	70%- report positive outcomes	70%			
Effectiveness in catering to particular business needs of Maori and Women	6 Maori Network meetings	6	2	33%	Staff ill health an issue in Maori Network service delivery.
	6 WISE Women Network Meetings	6	4	67%	
	200 referrals to tailored BIZ courses for Maori and Women	200	317	158%	
					Maori Referrals = 93 Women referrals = 224 = BIZ pre-assessment and referral into appropriate BIZ seminars.

## OUTPUT: BUSINESS EDUCATION AND TRAINING

- CDC has developed an excellent relationship with the BIZ unit of the Ministry of Commerce to deliver a comprehensive range of business support and training programmes to Canterbury SME's.
- CDC has been working with key agencies in South Canterbury, Marlborough and the West Coast to co-ordinate the delivery of SME training programmes within these regions.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Training courses provided	250 courses delivered	250	137	55%	
Number of seminar participants	3000 seminar participants	3000	1455	48%	
Percentage of seminar participants satisfied with: - quality of presenters and material  - relevance of material to their business	90% satisfied with presenters and material quality	90%	99%	110%	
	80% satisfied with relevance of material	80%	98%	122%	
Percentage of seminar participants who state the course attended impacted positively on the performance of their business	70% state that course impacted positively on the business	70%	98%	140%	
Percentage of participants who undertake follow up one to one mentoring who state that the mentoring positively impacted the performance of their business	70% of participants undertook follow up mentoring and mentoring impacted positively on their business performance.	70%			Survey results to be included in annual reporting.

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>EDUCATION</b>

## OUTPUT: EDUCATION INITIATIVES

Recognising the importance of the education sector to the region as both a key infrastructural component and a proven FOREX generating sector, CDC has continued to develop and facilitate a range of initiatives aimed at enhancing the performance of this important sector.

In this context in the period under review CDC has:

- Continued development of Education Industry Partnerships with 17 secondary schools & 16 Industry Partners. Both the School and Industry participants have been very committed and achieved successful outcomes. The partnerships are diverse in activities and have particular focus on curriculum subjects.
- Hosted 2 Enterprise in Education Forums with 130 attendees (total) in Partnership with Enterprise NZ Trust.
- Continued teacher development forums and professional development programme for teachers with their business partners. 4 Teachers continued their professional development activities.
- Initiated Enterprise Education forum of 20 key local representatives to discuss the opportunities of a more collaborative strategy for regional enterprise networks.
- CDC continues to oversee the activities of Education Christchurch, a body representing the interests of the regions international education providers and now provides both Chairperson and executive support for this initiative which boasts 50 members at 31 December 1999.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Effective management servicing of Education Christchurch	11 meetings serviced	11	5	45%	Annual reporting only
	Member satisfaction : at least 80% satisfied	80%			
	10% increase in international student enrolments (Actual year on year number to be provided)	10%↑ #			Annual survey undertaken with member organisations

Development of effective linkages between education and business sectors	4 Teacher Forums Held 5 Schools enrol for PDP programme 12 Education Industry Partnerships	4 5 12	2 3 17	50% 60% 141%	Annual reporting only
Percentage of Seminar/workshop attendees who indicate satisfaction with material.	At least 70% of seminar/forum attendees rate as useful	70%			

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>REGIONAL ECONOMIC DEVELOPMENT</b>

## OUTPUT: INVESTMENT ENQUIRY MANAGEMENT

- Focus in this area is moving away from the Directory of Business Opportunities to responding to overseas expressions of interest forwarded to CDC via the TRADE NZ Bulletin Board. This has been caused in part by a paucity of quality local investment projects coming forward and the need to reposition and redevelop the Directory to comply with revision of the Securities Act.
- CDC is currently also investigating a seed and venture capital initiative. The directory service is under review to streamline the process, and is currently being reviewed by the NZ Securities Commission.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Number of investment seeker/ investor introductions facilitated	25	25	41	164%	
Percentage of businesses seeking investment satisfied with CDC service support	80% - express satisfaction with service	80%			Annual reporting only
Percentage of potential investors rate CDC's dissemination of investment opportunities as useful	80% - rate CDC info as useful/very useful to them				Annual reporting only
Number of responses to Trade NZ sourced overseas investment and relocation enquires	20	20	7	35%	Number of referrals from Trade NZ continue to be low as they work through internal restructuring.
Formal expression of satisfaction of service delivery	Letters received from Trade NZ and other stakeholders where appropriate	Letters			Annual reporting only
Scoping paper prepared assessing potential for establishment of regional capital fund	Paper prepared by December 1999	Paper			Completion February 2000.



## OUTPUT: ECONOMIC DEVELOPMENT INITIATIVES

### Sub Output: General

- The CDC continued to promote trade and investment opportunities with the Peoples Republic of China. Since the inception of this initiative:
  - 117 companies have been introduced to China trade opportunities
  - 18 companies have been introduced to joint venture opportunities
- This period also saw strong activity and interest in call centres and back office attraction with detailed proposals to 7 companies. High technology companies like Allied Telesyn and Motorola also received extensive presentations.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Number of new initiatives developed	2 new initiatives	2	1	50%	Project to assist networking and business development opportunities for Olive growers in Canterbury.
<u>China</u> Facilitation of trade and investment opportunities <u>Forestry</u> Regional investment opportunity study completed and distributed to potential investors <u>Call Centres</u> Make relocation presentations to potential call centre/back office corporates	3 visits from China	3	6	200%	Delegations from Anshan, Lunzhou, Nanjing, Jiansu, Lianoning, and Shandong Provinces
	Completed by June 2000	paper complete			Changed priorities suggest that this output will be substituted by other investment opportunity research
	10 presentations made	10	7	70%	

## OUTPUT: ECONOMIC DEVELOPMENT INITIATIVES

### Sub Output: ICAN

A study of international best practice in Innovation Precincts and New Economy growth was completed in the period covered by this report. This has now been incorporated with other relevant data into a background paper on the ICAN Innovation Precinct Feasibility Study which will be presented to Strategy and Resources in March 2000. A full economic development and employment case has been established for the ICAN concept and will be included in the March presentation.

The ICAN website has also been developed and is now live at [www.ICAN.org.nz](http://www.ICAN.org.nz). It is already receiving significant interest and generating enquiries for information on doing business in Canterbury.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
ICAN – full feasibility study completed	December 1999 completion	Study completed	1	100%	Study completed February 2000. Will be presented in March 2000 to Strategy and Resources. Broadened scope of study caused delays.

## OUTPUT: ECONOMIC DEVELOPMENT INITIATIVES

### Sub Output: Technology

During the last six months of 1999, extensive work has been undertaken on developing technology transfer and science and technology led economic development. This includes;

- Biotec South cluster initiative undertaken
- Regional Hi Tech Capability and Impact study has been scoped preparatory to a funding proposal being made to Government.
- Incubator programme has been thoroughly researched and is included in the ICAN proposal.
- Alignment seminars have been undertaken with Ministry of Research, Science and Technology and local high technology leaders.
- CDC coordinated a High Technology Forum as part of the annual awards ceremonies for the Electronics and Software industries.
- CDC also participated in, and provided input into the coordination of the 1999 SmartNet Conference in Christchurch in December.
- Hosted Playford Centre visit and delegations of companies from Adelaide.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Study completed on regional telecommunications infrastructure and capacity	December 1999	Study			Delayed due to reluctance of national providers to supply data. Telecom currently undergoing full capability audit, data will be available late 2000
Establish leadership groups to manage clusters in: <ul style="list-style-type: none"> <li>• Biotechnology</li> <li>• Bio Medical Engineering</li> <li>• High Technology</li> <li>• Agri Technology</li> <li>• Environmental Technology</li> </ul>	Groups in place and collaborating by June 2000	5 groups in place	1	20%	Biotechnology cluster in position and South Island group formed. Leaders identified in electronics and environmental technology.
Coordinate the completion of a study of research and development capability in the Canterbury region	June 2000 completion	Study	1	100%	Partnership formed with Lincoln and Canterbury and project scope developed
Presentation of technology focused relocation opportunities to companies outside the region	10 presentations	10	3	30%	Shortlist of companies for presentations in 2000 has been compiled to achieve targets
Funding sourced ex Technology NZ and FORST identified and targeted	\$50,000 funding	\$50,000 secured	\$15,000	30%	\$15,000 secured to date on target, additional funding applications are in progress.

## OUTPUT: FOREX STIMULATION

Foreign Exchange generation is a critical mechanism for wealth creation and is fundamental to Canterbury's economic growth. The CDC has an on going role to play in identifying business opportunities that promote foreign exchange earnings.

In the period under review CDC has:

- Continued to work closely with Trade NZ, Business Development Board and Canterbury Employers' Chamber of Commerce in disseminating information on export opportunities and import substitution potential.
- Used Businesslink to identify companies who would benefit from attending export related seminars and import substitution opportunities.
- Furthered activity with sister cities Adelaide and Seattle aimed at creating trade and investment opportunities.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Number of cluster development focus groups facilitated	5 groups	5	1	20%	Biotechnology cluster underway, others under investigation
Percentage of focus group attendees who find the initiative useful or very useful	70% rate initiative as useful/very useful	70%			Verbal feedback received has been positive however surveying will occur annually.
Number of clusters exporting or evaluating export opportunities	2 groups	2	0	0	
Number of export opportunity workshops held.	3 workshops	3	1	33%	Chile Trade Seminar held on 25.11.99. Further workshop on exporting to Asia is in planning phase.
Percentage of attendees who find the workshop useful or very useful	70% rate workshops as useful/very useful	70%			Annual reporting only
Contact through Sister City Committees in Adelaide and Seattle as conduit for development of 2 way trade and investment opportunities	Working relationships established and opportunities scoped	Engage with 2 cities	2	100%	Actively working with Adelaide and Seattle Committees. Visit expected from Adelaide next quarter. Mayor to Seattle September 2000
Number of export development seminars	10 seminars	10	Nil	0%	Seminars scheduled for 2 <sup>nd</sup> ½ year reporting period.
Percentage of attendees who indicate the workshops as: - useful or very useful to their business - having positively impacted their business	70% rate workshops as useful or very useful to their business.	70%			Annual reporting only
	70% report positive impact on their business	70%			Annual reporting only

## OUTPUT: PROMOTIONAL MATERIAL

The CDC produces a range of promotional material, which supports its activities across a range of areas. In November the Regional Investment Study (RIS) was completed in association with EDANZ and a CDC staff member will be responsible for attending a "train the trainers" workshop in February to enhance the use of this important resource. RIS is designed to provide up to date information on demographics, business trends and costs and generic lifestyle and investment information to be used for the Investment Attraction and Call Centres strategies, as well as general research enquiries.

The second edition of the Progress Indicators for the Canterbury Region was also published in October 1999 and was extremely well received by the community and government agencies. This edition of the indicators also profiled the Canterbury Dialogues, Indicate project.

The CDC also did a joint marketing campaign with Christchurch and Canterbury Marketing in September 1999 at the APEC Ministers meetings. 3000 "Wake up and Smell the Coffee" posters were developed and sent to Auckland to highlight the top ten advantages of doing business in Canterbury. The CDC website was also updated and relaunched in this reporting period. It has been very well received and has generated interest from stakeholder groups. [www.cdc.org.nz](http://www.cdc.org.nz).

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Current information is available at all time on the region's business structure, costs, infrastructure, skills, quality of life etc, on database, in print electronically	Monthly economic commentary provided in Leading Edge	11 issues	6	55%	Published Nov 99
	Canterbury Facts updated annually	1	1	100%	
	Database of core information available	RIS complete	Complete – Nov 99	100%	
	Progress Indicators report updated annually	1	1	100%	
	CDC web site developed and updated monthly	Website is current	✓	100%	
Percentage of users of material satisfied with the appropriateness comprehensiveness and accessibility of the information	80% rate appropriateness, comprehensiveness and accessibility as satisfactory	80%	82%	102%	Weekly updating takes place.

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>SUSTAINABLE DEVELOPMENT</b>

## OUTPUT: SUSTAINABLE CITIES

CDC increasingly recognises that economic development cannot be considered in isolation from environment and social issues and this has led CDC to form a working partnership with Sustainable Cities Trust to develop, promote and deliver initiatives that bring a clear sustainability focus to regional growth. Joint and other activities involving CDC in sustainability issues during the period under review include:

- Recovered Materials Foundation Board and strategic development input
- Canterbury Dialogues Board and programme development input
- Development of 'Canterbury Quality of Life Indicators' programme
- Cause Related Marketing project involving five mature community organisations
- 'Addressing Change In Community Sector' – case study process booklet
- A "Y2K Community Action Study" was completed to assess the Y2K readiness of SME's and community groups. 300 were distributed to key agencies/groups.
- Sustainable Cities Trust – associate Board involvement

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Finalised and publish Sustainability manual for community groups in conjunction with Sustainable Cities Trust	Manual completed by December 1999	Manual completed	1	100%	Manual completed
Percentage of recipients who express satisfaction with content and usefulness to their organisation	70% rate manual as useful to their organisation	70%			Annual reporting only
Regular contribution by CEO at Board level to RMF, Canterbury Dialogues and Sustainable Cities Trust	Attendance at 80% of Board Meetings	80% (26 mtgs attended)	11	52%	5/6 RMF Board Mtgs attended 3/5 Canterbury Dialogues Board Mtgs attended Ongoing contact with Sustainable Cities as associate board member.

## OUTPUT: RURAL ACTION INITIATIVES

The Rural Action Initiatives grew out of the Rural Summit from the 1998/99 financial year. The CDC has had productive interaction with Selwyn and Hurunui District Councils. As a result the CDC has assisted Hurunui in developing project plans for a topoclimate study using the proven Fairlie 2000 benchmarking model, and will provide targeted business training to rural business people in Feb/March 2000 under the BIZ training programme. In October of 1999 the CDC also assisted the Hurunui District Council at their Show Day in the Amberley Domain and profiled a number of CDC services to the rural community.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Action plans developed for Rural Vitality initiatives in conjunction with other agencies	8 action plans	8	4	50%	Rural action plans for Hurunui – Topoclimate, BIZ business upskilling and Selwyn Districts. Also Olives project in conjunction with NZ Olive Association.
Percentage of rural individuals and groups express satisfaction with CDC support for Rural Vitality initiatives	70% express satisfaction with CDC support	70%			Verbal feedback received has been positive however surveying will occur annually.

**CANTERBURY DEVELOPMENT CORPORATION FINANCIAL SUMMARY (Income and Expenditure)**  
**1 JULY – 31 DECEMBER 1999**

	<b>6 months to Dec 99 Budget</b>	<b>6 months to Dec 99 Actual</b>	<b>12 months to June 00 Budget</b>	<b>12 months to June 00 Actual</b>
<b>INCOME</b>				
CCC Projects	378300	378300	756600	756600
CCC Group Overheads	26000	26000	52000	52000
Community Trust – Business Grow	-	-	60000	60000
Technology NZ	20000	19042	40000	55000
WINZ	-	56693	-	60000
BIZ	400000	380302	800000	993000
Other	52500	44174	105000	95000
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total</b>	<b>876800</b>	<b>904511</b>	<b>1813600</b>	<b>2071600</b>
<b>EXPENDITURE</b>				
Depreciation	25000	25474	50000	50000
Salaries and Wages	322500	323653	645000	635000
Project Direct Expenses	130000	168838	260000	309000
BIZ costs including overheads	280000	280302	560000	707000
WINZ	-	56559	-	60000
Overheads	148975	163354	297950	314350
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total</b>	<b>906475</b>	<b>1018180</b>	<b>1812950</b>	<b>2075350</b>
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total Loss Funded from Reserves</b>	<b>(29675)</b>	<b>(113668)</b>	<b>650</b>	<b>(3750)</b>



## EMPLOYMENT SERVICES

The closer working relationships between CDC's Employment, Business and Community services has been a focus during this period. Instead of working in isolation, they are now more aware of how important the success of our SMEs are for there to be sustainable employment opportunities for unemployed people in Christchurch.

The skills of Business Services have also been a great resource for some of our community groups. An example is the involvement of Jill Taiaroa in the Cause Related Marketing project and in looking at the feasibility of some community enterprise ideas that community groups have had. Not only has the interface between the services been enhanced, but the internal functioning of the services is also much more integrated.

The culmination of this more integrated approach is the obtaining of a contract with WINZ which relies largely on our ability to access job opportunities through our extensive network with businesses. (See job placement model - Appendix 1). The contract is a partnership between central and local government, community groups and the business sector - the essence of collaboration that CDC seeks.

The WINZ contract is also the first time that CDC has entered into a contract on a partnership basis with community organisations. This contract involves PEETO and Relationship Services providing preemployment training and support. CDC contracts these groups with funding provided by WINZ.

Building on the foundation laid through visits by US experts Richard Steckell and Coy Smith, there has been considerable time spent this year exploring ways of promoting business enterprises within community groups. Much of this work was done through the Cause Related Marketing programme and involved working closely with Sustainable Cities and Internal Affairs to provide practical support for groups wanting to explore this form of income generation.

The mind shift and the development of new skills in this area by some groups has been impressive. However, there are still a large number of groups that feel diffident about this approach. CDC's involvement at this stage is to work with groups that indicate an interest.

Our working relationship with WINZ goes from strength to strength with a high level of co-operation and goodwill. The change of government may give CDC an opportunity to have an increased role in local policy and service delivery but this will become clearer in 2000. Actionworks has been mooted as a possible model for youth services nationally and a request has been made for WINZ to be able to conduct a full evaluation on its operation. A final decision on this has not been made at the time of writing this report.

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>EMPLOYMENT &amp; TRAINING SCHEME ADMINISTRATION</b>

## **OUTPUT: MANAGEMENT GOVERNMENT EMPLOYMENT SCHEMES**

A feature in this period has been the effectiveness of the Community Work and Training contract with WINZ, which provided training opportunities for 61 people of whom 12 are now in full time employment. A new WINZ contract was signed in November which will provide employment and training for refugees and migrants, women returning to the workforce and graduates who have been unemployed for more than six months.

Contracts with WINZ are providing new opportunities for job seekers in Christchurch and allow innovation and flexibility in the way we support these clients.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Provision of administration support for unemployed people on Government subsidised employment schemes	100 people placed in Council, community and private sector positions using subsidy programmes	100	61	61%	
Provision of administration support for training and work experience for unemployed people	100 people placed in training and work experience	100	56	56%	

## OUTPUT: YOUTH EMPLOYMENT

### Sub-Output: Actionworks

Actionworks is working with over 1300 youth in Christchurch, approximately 800 of which were referred from WINZ and a focused effort is on to have WINZ refer more youth. The low referrals to Actionworks has impacted on placements into work and training which is slightly under target. Our seminars and workshops are as popular as ever with high schools requesting additional focused sessions.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Case management of young unemployed people	2000 people individually case managed by Actionworks EA's	2000	1352	68%	
Work experience placements	600 young people provided with work experience placements	600	272	45%	Work Experience / placements and training same reason- below target due to not enough referrals to Actionworks and therefore not enough new young people to work with. Two actions currently being taken - One Person dedicated to advising WINZ case managers of their Actionworks eligible job seekers and arranging for them to be referred here - and to have 18 and 19 year olds newly registered to be referred directly to Actionworks to be case managed.
Provision of further education and training	400 people placed into further education and training opportunities	400	181	45%	See above
Provision of information, advice, support	600 people attending seminars and workshops.	600	659	109%	334 LSV workshops 315 Actionworks seminars
Percentage of employment placements who express satisfaction with 'on the job' support provided	75% of participants express satisfaction with the service provided.	75%			Surveying will occur annually and be included in annual reporting.
Percentage job placements achieved	Higher than WINZ national average	Higher average			WINZ unable to supply figures to date

Percentage of young people receiving advice on education, training and employment opportunities who express satisfaction with the service provided	75% of participants express satisfaction with the advice provided.	75%	81%	108%	
Involvement in job creation projects	5 projects	5	5	100%	YCD, Waiora, Schools Employment Programme, Bridge Trust, Literacy Works.
Participation in school outreach programmes to disseminate employment advice and information	8 secondary schools	8	5	62%	Lincoln, Middleton Grange, Hagley, Cashmere, Ellesmere

### Sub-Output – Youth at Risk

Youthworks continues to be in demand with this disadvantaged at risk group of young job seekers requiring intensive assistance and quite often involving family counselling and support services.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Support for subsidised project employment for 'at risk' youth	30 young people assisted into fully subsidised employment opportunities.	30	8	26%	64 people currently case managed through Youthworks. These clients are all extremely difficult to place due to drug and alcohol issues. The case management is necessarily more intensive and longer term than for actionworks clients.
Identification of employment placements for 'at risk' youth	30 placements sourced from Council, community groups and private sector employers.	30	58	193%	Includes part time/full time work held by Youthworks participants.
Provision of personal development and training options	30 tailored programmes developed consistent with the number of scheme participants.	30	54	180%	Includes Youthworks clients who have moved onto other training options at Polytech or TOPs
Positive outcomes achieved	50% achieve positive outcomes (defined as finding employment or going on agreed appropriate training)	50%	86%	172%	

### Sub-Output: Community Youth Initiatives

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Contribute in a meaningful way to development of mainstream job creation projects for youth	5 projects	5	8	160%	
Percentage satisfaction expressed by partner agencies with role of CDC in job creation project facilitation	75%	75%			Annual survey
Monthly meetings held to coordinate youth employment creation initiatives	11 meetings	11	9	82%	
Formal reviews held with groups receiving community employment funds	1 times annually, six monthly reports	1			Six monthly reports from groups are due early Feb, reporting will occur next quarter
Contribute in a meaningful way to the development of job creation projects with disadvantaged youth groups	6 projects	6	5	83%	

### Sub-Output: Training Schemes

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Provision of a range of appropriate training opportunities for unemployed people and related support agencies	200 people attend training opportunities	200	nil	0%	This service is no longer provided as it relates to the provision of training under CTC (Christchurch Training Centre) which is now defunct.
Provision of scheduled computer training for CCC units	Monthly schedule of training options made available to CCC				Facilities for FAMIS training rather than actual training options have been made available in line with the cessation of CTC activity.
Provision of computer training to community groups and other CDC clients	300 hours of computer training made available to community groups.	300	323	107%	

## OUTPUT: EMPLOYMENT SCHEMES

### Sub-Output: Adult Community Employment (ACE)

Continues to be in strong demand from community groups with its availability often being a critical factor in some projects ever being implemented. Continual reviewing of systems has increased efficiency in the delivery of this service and a reduction in the time for reimbursement from WINZ. Discussions are currently in progress with WINZ to further streamline processes in the next financial year.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Provision of work opportunities for persons over 20 years in community organisations	200 adult employment placements made with community groups	200	87	43%	Lower than expected due to a WINZ request to delay approval of community ACE projects.
Percentage satisfaction of community groups participating in the ACE scheme	75% satisfied with scheme and service received (community groups)	75%			Surveying will occur annually and be included in annual reporting.
Sustainable employment obtained	120 people progress into sustainable employment following an ACE placement	120	37	31%	Pulled back by lower than budgeted ACE Placements above
Percentage satisfaction expressed by community organisations who receive information and advice on employment and training opportunities	75% satisfied with information and advice	75%			Surveying will occur annually and be included in annual reporting.

### Sub-Output: Targeted Employment Initiatives

The Targeted employment initiative is currently being accessed by 4 job seekers. It is envisaged that this initiative will be used more in the very near future due to our work with disadvantaged groups and placement into work.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Provision of information and advice on work opportunities for adult job seekers	300 adult job seekers provided with assistance re availability of work opportunities	300	262	87%	Currently actively working with 111 out of 262 clients (128 into FT.PT work and Training)
Percentage of disadvantaged job seekers who express satisfaction with the assistance provided	75% participants express satisfaction with assistance received	75%			Surveying will occur annually and be included in annual reporting.
Provision of subsidised placements for disadvantaged adults returning to the workforce	30 placements made available to disadvantaged adults returning to the workforce.	30	4	13%	It is anticipated with the Placement Project, that these disadvantaged adults will access subsidised employment

### OUTPUT: APPRENTICESHIP PROGRAMME

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Participating employers express satisfaction with the procedures and outcomes delivered by the scheme.	80% positive response	80%			Surveying will occur annually and be included in annual reporting.
Participants agree that the scheme delivers relevant and well structured training opportunities.	80% positive response	80%			Surveying will occur annually and be included in annual reporting.
The ITO makes an ongoing commitment to the apprenticeship scheme.	80% continued participation by ITOs involved	80%	100%	125%	The Engineering ITO, Plastics ITO and Apprenticeship Training NZ are fully supportive of the scheme.

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>EMPLOYMENT PROMOTION</b>

## **OUTPUT: EDUCATION INFORMATION SUPPORT & ADVICE**

### **Sub-Output: Information Advice**

The reorganisation of CDC to have closer contact between the employment, community and business sectors has seen a more responsive service in this area. Business Services have contributed to the increase in vacancies available to job seekers using CDC services. The contract negotiated with WINZ relies heavily on accessing vacancies through CDC's extensive network with businesses. Innovative approaches such as servicing the needs of hospitality and tourist businesses has significantly increased job available. A very successful 6 months with 200 vacancies listed and 158% filled by Employment Promotions.

<b>Performance Indicator</b>	<b>Performance Measure</b>	<b>Annual Target</b>	<b>Achieved</b>		<b>Comments</b>
			Number	Percentage	
Agencies formally express satisfaction with CDC's role in providing advice and information on employment and job creation opportunities	75% of agencies express satisfaction with CDC's role	75%			Surveying will occur annually and be included in annual reporting.
Provision of seminars/workshops outlining employment information	2 seminars provided	2	3	150%	Seminar held on Third Age Employment Issues, a seminar for job seekers on employment opportunities for Community Work and Training and a seminar for preferred providers on support available from CDC.
Percentage of attendees who indicate the seminars provided useful information for them or their organisations	75% of participants say information received in the seminar was useful/very useful	75%			Surveying will occur annually and be included in annual reporting.
Information on CDC's employment initiatives is provided to Council	3 monthly reports to Strategy and Resources Committee	4 reports	2	50%	Report on Community Work and Training Scheme and report on Third Age.



## Sub-Output: Education Support

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Facilitate initiatives to coordinate education delivery in the region	3 initiatives with an education coordination focus are developed and delivered by CDC	3	3	100%	Pitcaithly House, Schools Employment Programme, Smart Start
Percentage of people involved in the initiatives who indicate they find the initiative useful or very useful	75% rate the initiatives as useful/very useful	75%			Surveying will occur annually and be included in annual reporting.
Participate in education outreach programme with secondary schools	10 schools	10	6	60%	
Percentage of participants in outreach programme who indicate that the process was useful or very useful to them	75% rate the outreach programmes as useful/very useful	75%			Surveying will occur annually and be included in annual reporting.

## OUTPUT: COMMUNITY INITIATIVES SUPPORT

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Contribute to the development of mainstream job creation projects for adults	5 projects	5	8	160%	
Percentage satisfaction expressed by partner agencies with role of CDC in job creation project facilitation	75% of agencies responding to the survey who express their satisfaction with CDC's role in the projects	75%			Surveying will occur annually and be included in annual reporting.
Monthly meetings held to coordinate adult employment creation initiatives	11 meetings	11	18	164%	
Contribute to the development of job creation projects with disadvantaged adult groups	6 projects	6	15	250%	
Contribute to the maintenance of infrastructure of community groups working with unemployed people	20 groups	20	30	150%	Ongoing input via CEIG visited individually each 6 months, also peer supervision for community group leaders to ensure sustainable management practices.
Percentage satisfaction expressed by Community groups with support role of CDC	75% of community groups express satisfaction with CDC support	75%			Surveying will occur annually and be included in annual reporting.

## OUTPUT: EMPLOYMENT PROMOTION & EVALUATION

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
The number of vacancies listed by the Employment Promotion team	200 vacancies listed by the Employment Promotions team	200	200	100%	
The percentage of listed vacancies filled by the Employment Promotions team	The employment promotions team fills 60% of vacancies listed.	60%	146 filled	73% success rate	200 listed (including 47 from glaciers field visit in 1 <sup>st</sup> quarter) 146 filled
The number of participating employers expressing satisfaction with the service provided	75% of employers express satisfaction with service provided	75%			Surveying will occur annually and be included in annual reporting.
The number and efficacy of job related visits to employers	500 visits to employers – demonstrated by call sheets.	500	324	65%	219 Employer visits, 105 other contacts, 315 Phone follow ups.

<b>RESPONSIBLE COMMITTEE:</b>	<b>STRATEGY &amp; RESOURCES COMMITTEE</b>
<b>BUSINESS UNIT:</b>	<b>ECONOMIC DEVELOPMENT AND EMPLOYMENT</b>
<b>OUTPUT CLASS:</b>	<b>WORKFORCE PREPARATION AND RENEWAL</b>

## OUTPUT: THIRD AGE EMPLOYMENT STUDY

The Third Age strategy has made steady progress with a much higher level of awareness of the issues amongst partner organisations since the appointment of John Patterson as Coordinator. The strategy has created interest on both the local and national level and indicates a strong need for the issues to be discussed and practical responses to be implemented. An extensive consultation process has begun and will carry on through 2000.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Compilation & publication of a Canterbury resource based on the "Profiting from Maturity – Social and Economic Costs of Mature Age Unemployment" compiled by JobsEast, an economic development unit in Melbourne, Australia.	Completed and available for distribution by 30/6/2000	Report Complete July 2000			Study underway and due for completion June 2000
Development of Canterbury wide strategy for addressing Third Age issues.	1. Strategy developed and ready for implementation 2000/2001	Strategy Developed 2000			Strategy underway in development and on schedule for completion 2000
	2. 70% of stakeholders express satisfaction with consultation process in forming strategy	70%			Surveying will occur annually and be included in annual reporting.
Establishment of a network to link services already involved in this area.	Monthly meetings held with key stakeholders (as above)	12 mtgs	6	50%	
Increased awareness of the issues faced by jobseekers aged over 40 years.	Articles in local and national publications including: Leading Edge Chch Chat Social Policy Agency Journal	Articles published regularly on 3 <sup>rd</sup> Age issues	1 Leading Edge article, 1 article in SPA	100%	CDC represented at Adelaide Conference, Publications in Social Policy Agency Journal and leading Edge as required.
Promotion of employment and lifelong learning as key issues in the year of the older person.	Information available and promoted in conjunction with council's policy for the older person.	Information published	1 presentation to Council	100%	Input into Older Person's Policy achieved via presentation to Community Services Committee.

## OUTPUT: CAREER TRANSITION SERVICE

The Career Transition Centre has been implemented over this period and is making steady progress. The Centre has been used by external agencies as well as Council Units. Careers Service has provided considerable advice and practical support in establishing this service.

Performance Indicator	Performance Measure	Annual Target	Achieved		Comments
			Number	Percentage	
Service provided for 100 people through Careers Transition Service.	100 people use Careers Transition Service	100	75	75%	
Success rate of movement into employment for those using Careers Transition Service.	50% of users are staircased into employment	50%	12	32%	Service did not begin until October 1999 therefore placements are below the target for the full period
Successful referrals to trainers and CDC services to assist in career transition.	50 of referrals generate positive feedback on appropriateness and effectiveness of the referral.	50	Nil	0%	Service did not begin until October 1999 therefore data has yet to be collated
Satisfaction with service provided from both clients and other agencies.	90% of clients and other agencies satisfied with the service received.	90%	2 Agencies	100%	Surveying of clients will occur for annual reporting only.

**EMPLOYMENT SERVICES FINANCIAL SUMMARY**  
**1 JULY – 31 DECEMBER 1999**

<b>Activity Sector</b>	<b>Actual Year to Date</b>	<b>Budget Year to Date</b>	<b>Variance Year to Date</b>
<b>Employment &amp; Training Scheme Administration</b>			
Employment Schemes	-135626	0	-135626
Management Govt Employment Schemes	52960	10	52950
Actionworks	192075	253429	-61354
Youth at Risk	113271	172585	-59314
Community Youth Initiatives	134313	204005	-69692
TOPs Training	3069	0	3069
Computer Training	7028	-3515	10543
ACE	447519	224882	222637
Targeted Employment Initiatives	36570	58658	-22088
Apprenticeship Programme	7106	19284	-12178
<b>Total Net Cost</b>	<b>858286</b>	<b>929343</b>	<b>-71057</b>
<b>Employment Promotion</b>			
Education Information Support & Advice	20654	29911	-9257
Community Initiatives Support	242002	89479	152523
Employment Promotion and Evaluation	92066	85128	6938
<b>Total Net Cost</b>	<b>354722</b>	<b>204518</b>	<b>150204</b>
<b>Workforce Preparation and Renewal</b>			
Third Age Study	30921	30354	567
Career Resource Centre	9428	27852	-18424
<b>Total Net Cost</b>	<b>40349</b>	<b>58206</b>	<b>-17857</b>
<b>Smoke Alarm Project</b>	49426	24886	24540
<b>Sundry Items</b>	7227	38	7189
<b>Total Net Cost (excluding Fixed Assets)</b>	<b>1310010</b>	<b>1216991</b>	<b>93019</b>

The deficit of \$93,019 is due in recoveries from:

- WINZ - \$80,000
- Council units - \$117,500

The budget report for Employment Services up to 31 December 1999 has a surplus of \$104,481 when these outstanding recoveries are factored into performance.