ChristchurchNZ Holdings Ltd
Quarterly Report
31 March 2022

ChristchurchNZ

CONTENTS

APPENDICES

1. EXECUTIVE SUMMARY

The Canterbury Economic Activity Index (CEAI) shows that activity in Canterbury has been stronger than New Zealand since the first quarter of 2021, however in March 2022 both Canterbury and national economic activity was down -0.8 compared with the previous year. This reflects reduced activity during the COVID Omicron outbreak and a levelling of restrictions around the country.

There have been several significant deliverables for the organisation during the quarter. These include:

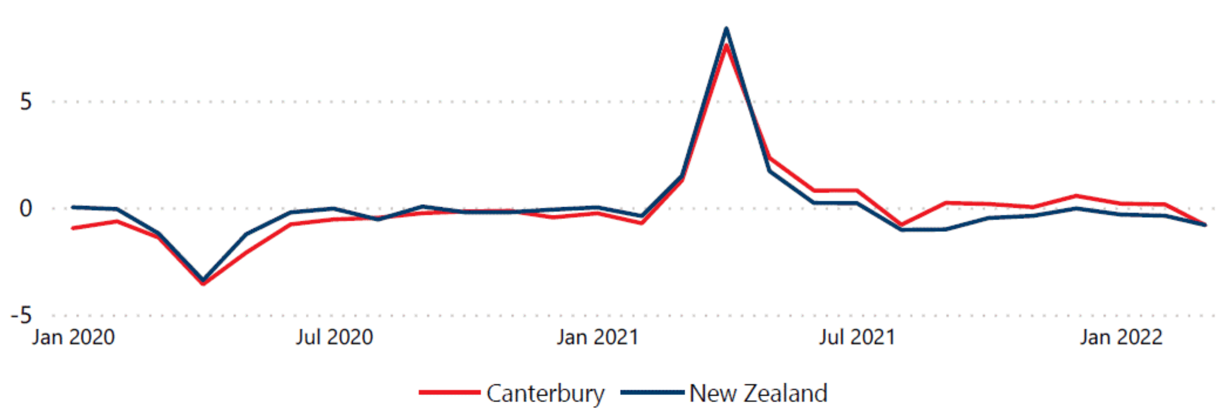
- Progress towards the official formation of CNZ as an Expanded Economic Development Agency (EEDA) through the integration of the Urban Development function. This has been a significant collaborative effort between ChristchurchNZ and Council staff.
- The successful delivery of the Women's Cricket World Cup, including a sold out Hagley Oval on a perfect late summer day showcasing Christchurch to the world. Independent experts FreshInfo determined the event delivered a net benefit to the city of $2,313,449.
- Supported by a virtual famil and introductions from Screen CanterburyNZ, the founders of game development and virtual production business The Granary have relocated to Christchurch.

2. NOTABLE ACTIVITY IN THE QUARTER

Economy Overview

The CEAI for March 2022 reflected the impact of Omicron on economic activity in Canterbury. The region experienced a drop in performance across three out of five key indicators (the performance of Manufacturing Index, heavy traffic flows, and the value of exports from Canterbury ports) compared to March last year.

Economic Activity Index – New Zealand and Canterbury
January 2020 – March 2022 (in %)
Source: ChristchurchNZ



In the week ending 22 April 2022, the number of Jobseeker support recipients in Canterbury was 24.9 percent higher than the number of recipients registered in the first week of January 2020 (16,554 recipients vs. 13,256 recipients), indicating that despite very low unemployment there is still a cohort of covid disrupted individuals that are yet to re-enter the workforce.

March 2022 was another record-setting month for building consent issuance, with consents for new buildings hitting new highs in Christchurch, Canterbury and New Zealand. Compared to March 2021, consent issuance for new homes increased by 84.2 percent in Christchurch, 34.8 percent in Canterbury and 25.7 percent across New Zealand. This shows that there is still a national and local shortage in supply of building stock even though immigration movements have reduced to exceptionally low levels over the last couple of years.

Retail spending in Canterbury reached $725.2 million during March 2022, an increase of 0.8 percent compared to March 2021. However, the number of retail transactions in Canterbury fell by -10.8 percent over the same period. This indicates that the recorded increase in retail spending in March 2022 was driven by price inflation, rather than an uplift in the volume of spending.

Innovation and Business Growth

Business Sustainability & Growth

- The Regional Business Partners (RBP) and Tourism Communities Support (TCSSR) contracts currently being delivered on behalf of MBIE are on track. Since the end of the quarter, ChristchurchNZ has been advised that Canterbury Regional Business Partner Ltd (Joint venture CNZ and Chamber of Commerce) has been successful in winning the tender for the continued delivery of RBP beyond June 30.
- MBIE has been signalling, but are yet to confirm, an extension to the TCSSR contract beyond the current end date of August. These delays and uncertainty continue to adversely impact our ability to forward plan and manage staff on fixed-term contracts.
- The Te Ōhaka and ThincLab incubators have 30 businesses currently under incubation and have graduated another 30 businesses this financial year. The incubators have raised over $9m in venture capital funding for those businesses involved. Te Ōhaka has been accepted as a Callaghan Innovation vendor for the national Founder Incubator and Accelerator Programme.

Clusters & Sector Growth

Judging and acceleration continues in the HealthTech, Aerospace and Food Fibre and Agritech (FFA) challenges. The Start Me Up unemployment to self-employment accelerator is working with 27 applicants, and Electrify Aotearoa is supporting an intensive 10-person accelerator for women. There is strong technology coming through to the start-up ecosystem from ChristchurchNZ programmes – and we look forward to the FFA Challenge Finale at E Tipu (Agri Summit) again.

Business and Investment attraction

The "Christchurch – gateway to growth" publication has instigated / supported several genuine business attraction leads, and we are in the process of partnering with KEA to further distribute the White Paper.

Skills & Employment

In response to the well-documented skills shortage, ChristchurchNZ is preparing a report which uses data and case-studies to highlight real and opportunity costs to individual businesses and to the regional economy. The report includes a range of recommended policy changes to alleviate the skills shortage through targeted migration in the short-term, while maintaining strategic focus on local skills development. The report will be sent to relevant ministers, politicans, and officials on behalf of ChristchurchNZ, Canterbury Employers Chamber of Commerce and industry. A media outreach programme is planned to support the findings using impacted industry leaders as spokespeople.

Screen CanterburyNZ

Supported by a virtual famil and introductions from Screen CanterburyNZ, the founders of game development and virtual production business The Granary have relocated from Wellington to Christchurch. In addition, ScreenCanterburyNZ's regional production incentive has awarded grants to six productions and three of these will go ahead this financial year.

Antarctic Office

The Christchurch Antarctic Network continued to grow, with 75 members registered. The Head of the Antarctic Office is being recruited as a priority, given David Kennedy's resignation during the quarter.

Urban Development

Significant progress has been made on the establishment of an Expanded Economic Development Agency including work on the capitalisation, prioritisation framework for urban development opportunities and how value might be shared. Due diligence on the pipeline of urban development projects is progressing with Council ahead of next financial year.

This quarter has seen construction commence at Peterborough Street (the former convention centre site) in the Central City and all three developments (hotel, residential and commercial) have now obtained consent.

New Brighton Regeneration Project

- This period saw stages one and two of the Seaview Development sell out in early 2022 and we expect phase three to be released ahead of schedule.
- The Beresford Street development sites went unconditional in March (settling April 2022). There has been significant interest in this project and a buzz generated in the area as a result. The Beresford Street development sites will provide affordable homes, and alongside the Seaview Development bring more people into the community and local businesses.
- A number of placemaking activations are underway in New Brighton including:
    - a marketing campaign with Neat Places telling the stories of "local legends";
    - development of a Brighton Business Boost package alongside NZ Business Mentors;
    - following on from the recent success of the street art tours, local cultural tours to be led by Ngāi Tahu are in development.

Destination and Attraction

Business Events

- ChristchurchNZ and key stakeholders including Te Pae and Venues Ōtautahi attended the Asia Pacific Incentives and Meetings Event in Melbourne in March (financially supported by Tourism New Zealand). Interest in NZ and especially Christchurch was extremely high. ChristchurchNZ completed the show with qualified bid opportunities worth a total estimated visitor spend of just under $11 million dollars to the region.
- YTD we have delivered / are delivering 43 bids for business events (FY target 30 bids). To support these bids is the re-introduction of significant famil activity, starting in May which will bring trade operators to Christchurch and give a chance for our local operators to promote their offerings.
- Notable recent wins
    - NZSO / RCPA 2022 – NZ Society of Oncologists & Royal College of Pathologists Australia joint conference – September 2022 – 300 pax – Estimated Visitor Spend $450,000
    - Confidential Event - May 2024 – 1500 pax – Estimated Visitor Spend $2,812,000
- There is a growing expectation from international organisations that bids are accompanied by financial support or an incentive (subvention). As part of our annual business planning process we are planning for a subvention fund or "war chest" to attract the lucrative international conventions to remain competitive in the marketplace.

Major Events

In this quarter events continued to be impacted with cancellations, postponements and restrictions due to Covid traffic light requirements. The achievement of KPIs from events remains unlikely to be achieved at year end. We were delighted though that the ICC Women's World Cup had some crowds and then a full-house for the final. A summary of the exceptional results for the 2022 ICC Women's World Cup are provided this quarter, as the event started in March and the sell-in period was during this time.

FreshInfo (industry experts) independently reviewed the ICC event economics and reported the following:

- 6,962 people attended the event
- 8,457 visitor nights in the host region were generated by the event
- $740,460 of tourism expenditure in the host region was generated
- Cost benefit return* for the host region was 1.35
- The Net benefit to our city was $2,313,449

*For every $1 invested, the benefit to the host region was $1.35. Monetary and non-monetary costs and benefits are treated equally. Social outcomes are given the same status as economic outcomes.

The overall results for this event were above average (see benchmark below) and the only measures that the event did not hit were due to Covid with the border closures/visitation impacts. The series ran with restricted numbers and only opened to full sales shortly before the last two matches, making it difficult for visitors to plan to attend. Total Quality Index Media Value
generated by Christchurch branding at the ICC Women's World Cup was $2.0 million and we had over 11M viewers, including over 7.5 million viewers from India. The community benefits such as satisfaction, net promoters and resident pride were well above average reflecting a timely positive boost to Christchurch. Our city was on show and we can all be very proud of the manaakitanga conveyed and the way our assets delivered a world-class, fantastic experience.

FreshInfo Report

Benchmark

Measure	Selected event
Visitation caused by the event	1,596
Visitor nights caused by the event	8,457
Spend by visitors (incl. sales tax)	$740,460
Net benefit	$2,313,449
Benefit to cost ratio	1.35
Satisfaction	97%
Net promoter score	68
Resident pride	95%
Resident liveability	94%
Visitor perception: live	53%
Visitor perception: visit	71%
Visitor perception: business	34%
Domestic spend per visitor night (incl. sales tax)	$133
Domestic length of stay (nights)	1.92
International spend per visitor night (incl. sales tax)	$70
International length of stay (nights)	17.21

Well below average   Below average   Average   Above average   Well above average

Tourism

- The announcement of borders opening has resulted in international trade re-engagement opportunities being announced by Tourism New Zealand. CNZ will leverage these opportunities, and attend events in May (Australia), July (USA), August (UK and Singapore). Additionally, CNZ is partnering with NZSki to participate in the Australia Snow Shows in Sydney / Melbourne in May.
- Work progressed during the quarter to develop the central South Island ExploreCHC campaign ahead of the launch in May.
- We continue to work with the city COVID Recovery Group to maximise the current events programme, exploring options with Hospitality NZ and CCC to have a festival during August that venues can get involved with to increase foot traffic and spend in the city during late winter.

International Education

The border exception cohort 4 has been confirmed and Canterbury can expect to welcome back between 350 and 500 students for Semester 2 / Term 3. This is across all public tertiaries, some private tertiaries and approx. 25 high schools. Conversations to collaborate within the CCC International relations policy framework for a civic welcome have started.

A decision on the proposed restriction of enrolment by Ministry of Education for students under Year 9 is still pending and expected in April. ChristchurchNZ supported the Regional International Education Network Aotearoa's submission to drop the proposal. Decisions on the proposed changes of immigration settings for international students are also pending. EductionNZ's regional funding round for FY22/23 has opened and we intend to submit a high-level initial proposal, with final submissions due later in the year.

Marketing Brand and Communications

One of our indicator measures is perceptions of Christchurch. These are trending down. Given the current climate of covid fatigue and high inflation, this is not a surprise, but worth noting and monitoring.

	KPI Summary	July 2019*	October 2019*	Q4 2019/2020 (April-Jun 2020)	Q1 2020/2021 (Jul-Sep 2020)	Q2 2020/2021 (Oct-Dec 2020)	Q3 2020/2021 (Jan-Mar 2021)	Q4 2020/2021 (Apr-Jun 2021)	Q1 2021/2022 (June-Sep 2021)	Q2 2021/2022 (Oct-Dec 2021)
KPI 1A	**Proportion** of the non-Canterbury New Zealand population who **intend to visit Christchurch** in the next 12 months	*	*	20%	19%	18%	22%	18%	23%	22%
	Moving/rolling yearly average	*	*	20%	19%	19%	20%	19%	20%	21%
KPI 2	**Proportion** of the New Zealand **target population** (under 40, >$60,000 annual income) open to **consider relocating to Christchurch** (8-10)	21%	20%	13%	29%	25%	25%	24%	19%	20%
	Moving/rolling yearly average			13%	21%	22%	23%	26%	24%	22%
KPI 3	**Net Promoter Score** by Christchurch residents aged below 40 years of Christchurch as a **place to visit**	-18	4	3	7	13	21	2	-13	3
	Moving/rolling yearly average			3	5	8	12	11	6	3
KP1 4	**Net Promoter Score** by Christchurch residents aged below 40 years of Christchurch as a **place to live**			22	24	17	20	9	6	17
	Moving/rolling yearly average			22	23	21	20	17	13	13

Campaign highlights

Do More Summer

Christchurch's summer visitation campaign, Do More Summer ran from 6 December to 6 February. Key target markets were South Island, Wellington, Christchurch residents, families and professionals. The campaign included a partnership with influencer Ellie Haines who showcased Christchurch as an exciting summer destination with lots to do. This directly addressed a key perception challenge for Christchurch. Final media results:

- 13m impressions
- 109 k link clicks
- 62,500 Unique Summer Pageviews

Gateway to Growth Business Attraction Campaign

This campaign promoted Christchurch as a business destination, supported by a new economic report detailing the benefits of doing business in Christchurch. The target market was large or high growth enterprises predominantly based in Auckland/Wellington. The objective of the campaign was to develop high quality leads for the business attraction team to follow up on.

- 5.5m impressions
- 17,775 clicks (including post engagement)
- 10,876 website campaign visits
- 37 Form submissions
- 1,005 whitepaper views (via publication tool) + 43 whitepaper downloads

Digital

- The team has met and exceeded the LOS target of 5.2 million engagements, currently sitting on 5,357,569 engagements across all digital channels

- Our social channels met all necessary KPI's to keep us on track for LOS. We have seen an increase in reach and engagement in Feb/Mar with several campaigns and content pieces currently in market.
- Website traffic has increased (2.2%) on the same period last year, with a decrease in bounce rates (page exits) and an additional increase on time spent on site per user.

Communications and Media

- In the past quarter, we established a PR function to increase the amount of earned media and to be able to track the value and impact of both proactive and reactive media engagement.
- More than 40 stories and numerous PR pitches are in development for the ExploreCHC regional tourism campaign and continuing with a series of video business case studies to support innovation and business growth in the city.
- The impact of labour shortages on businesses (TV1 story), the date announcement for SailGP 2023, and the partnership between our Urban Development team and drone logistics company Swoop Aero to explore a drone delivery network had strong media impact during the quarter.

3. COMING UP

Key deliverables in the next quarter:

Innovation Business and Growth

- New Regional Business Partners Contract – development.
- Continue delivery of RBP, business mentors and tourism communities support programs.
- Deliver final events for Aerospace, Agritech, and HealthTech innovation challenges.
- Final event for Start Me Up unemployment to self-employment accelerator.
- Economic insights and labour market event.
- Distribute skills and immigration advocacy report.
- Screen CanterburyNZ business development activity at Cannes Film Festival.
- Final round of screen incentive grant applications for FY21/22.
- Finalise recruitment for the Head of Antarctic Office.

Urban Development

- Development of a pipeline of urban development projects in collaboration with Council including detailed investigation, master planning and due diligence on the feasibility of development sites and priority areas.
- New Brighton regeneration – marketing and consenting for both residential developments, Neat Places marketing campaign, Gallery streetside upgrade and Matariki activations.
- Milton Street mixed use development - supporting Citycare in their exit from the property and working with all parties on the issuing of titles to support the new development plans.

Destination and Attraction

A strong focus on work to reignite international markets

- April - Australia Association Forum National Conference 2022
- May – TourismNZ Business Events Roadshow Australia (Melbourne, Sydney, Brisbane) and Germany, IMEX (Worldwide Exhibition for Incentive Travel, Meetings & Events)

- June - Christchurch, MEETINGS (NZ trade event for conferences, meetings, events, exhibition and travel incentive industry) sold out with 210 exhibitors confirmed and > 300 hosted buyer applications received, with almost half from Australian Buyers

Place Brand Strategy and Destination Management Plans

Key recommendations out of GC2050 are the delivery of a Place Brand Strategy and Destination Management Plan for Greater Christchurch. MBIE has funded the Regional Tourism Operators (RTOs) – including ChristchurchNZ – to deliver Destination Management Plans. An RFP will be released to market seeking an agency (or combination of agencies) to work with ChristchurchNZ to undertake this key work for the Greater Christchurch area. ChristchurchNZ will work in close partnership with Christchurch City Council, the relevant District Councils, mana whenua, community and industry to facilitate delivery of this exciting work for our City.

4. HEALTH AND SAFETY PRACTICES

ChristchurchNZ worked in split teams during the quarter to reduce COVID-19 risks. The Board is considering the organisation's COVID-19 vaccine mandate based on the new risk assessment criteria provided by WorkSafe. We continue to encourage and support staff to be vaccinated and use other measures to stay safe (stay home when sick, cleaning, handwashing, mask wearing etc).

5. ORGANISATIONAL RISK FOCUS

	Risk	**Impact**	**Mitigation**
1.	Global Pandemic and economic impact.	Work programme significantly disrupted by global pandemic. Resulting in economic volatility, financial losses, possible event partner liquidation, health and wellbeing impacts, reputational damage.	Christchurch Economic Recovery Plan to reshape activity required and target outcomes. Govt contracts in place to support recovery and repositioning activity. Continual monitoring of Programme and Project progress.
2.	Cyber Security/ICT Failure	Reduced use of ICT systems and/or website, reputational impact, financial impact, loss of data. Cyber Security/Ransomware exposure resulting in system penetration.	Technology prevention measures in place, ICT security reviews regularly undertaken. Security policies and processes in place, regularly communicated and compliance monitored.
3.	Governance Clarity Urban Development functions	Lack of clear mandate for the Urban Development function and/or a lack of sufficient funding or other resource.	Funding and service level agreements in place. Council approval of capitalisation confirmed in April 2022. Expanded Economic Development Agency Implementation plan underway.
4.	Confidential information breach	Inappropriate access of confidential information, breach of the privacy act	Secure ICT systems and policies in place and regularly reviewed/audited. IEA's and Code of Conduct clear on responsibilities for accessing and use of company information. Ongoing training
5.	Event Fee Increases	Funding, reputational, resourcing	Discuss with city partners and shareholder value of targeted events and funding options. Partnerships and revenue strategy in place.

6. FINANCIAL REPORT

For the nine months to March 2022 CNZH reported a surplus of $2.5m, $3.8m ahead of the budgeted loss for the period (-$1.35m). The budget target was ambitious; reflecting the utilisation of prior period retained earnings to enable support for COVID recovery. In the event, lockdowns and COVID have continued to impact the delivery of events and activity in the current year with several significant events 'moving' to later periods (eg. SAIL GP, Moon Festival, Cirque de Soliel).

CNZH has also received central government funding (via MBIE) in this period. External funding is tagged to specific activity. Delays or deferment of this activity does not result in surplus funding, but rather a liability to repay funds and/or deferment of activity to future periods. Unexpended contract revenue and prior period reserves, backed by cash received in preceding periods, (combined forecast total of $8m) will be retained in the balancesheet at year end pending delivery in subsequent periods.

We note that the last quarter of the year is traditionally a period of high activity, combined with borders opening, and the YTD surplus is forecast to reduce to breakeven or a smaller surplus by year end. The combined impact is that the current year budgeted deficit is likely to move out a year, in line with the delayed activity.

CNZH Financial Summary **$000's**	**Actual Nine Months to March 2022**	**Budget Nine Months to March 2022**	**Actual Nine Months to March 2021**	**Budget Twelve Months to June 2022**
	Unaudited, per Management Accounts		*Unaudited, per Management Accounts*	*Board approved budget*
CCC Core Funding	11,926	11,926	8,675	15,901
Other Operating Revenue (including interest and other gains/losses)	4,533	5,780	3,949	7,282
Operating Expenditure	(13,999)	(19,061)	(12,924)	(25,290)
Gain/(Loss) on Investments	54	-		-
Total Surplus/(Deficit) before tax	**2,514**	**(1,355)**	**(300)**	**(2,107)**
Total Assets	18,342	7,200	14,195	6,311
Shareholder Equity	**7,617**	**4,477**	**7,027**	**3,075**

March 2022 YTD		**$'000's**		**% Spend**	
Project & Service Delivery YTD *	**Project & Service Delivery YTD**	**YTD Actual**	**YTD Budget**	Actual	Budget
Project + Personnel	Urban Development	915	1,535	7.6%	9.2%
	Destination & Attraction	4,121	7,790	34.4%	46.7%
	Marketing & Promotion	1,674	2,022	14.0%	12.1%
	Business Innovation & Growth	3,023	2,952	25.2%	17.7%
	Strategic Planning & Policy Research	371	559	3.1%	3.4%
	Shared Services	1,882	1,827	15.7%	10.9%
	Total Project & Service Delivery	**11,986**	**16,685**	**100.0%**	**100.0%**

Against Target: The positive YTD budget variance reflects underspend across the organisation, but most notably in areas impacted by Covid. The underspend in activity costs is most notable in Destination and Attraction, due to the postponement or cancellation of Major and Business Events eg. SailGP, which have moved to future periods.

Business support activity (as a proportion of total spend) has increased, in line with MBIE funding to get grants and support out to local businesses (Kickstarter contract).

The significant increase in assets reflects the receipt of central government funding, which is largely offset by a revenue in advance liability.

Against Prior Year: Core CCC funding in the current year reflects the agreed LTP funding, including funding for the for delivery of the urban development function.

APPENDIX 1: CHRISTCHURCHNZ PERFORMANCE MEASURES TO 31 MARCH 2022

LEVELS OF SERVICE

	Level of Service	Level of Service Measure	Target 2021 – 2022	Status	YTD Actuals	Commentary
1.0	Build innovation & entrepreneurial strength	Number of Initiatives to support industry cluster development, including Supernodes, to support job creation and work opportunities	6 initiatives	On Track	6	
1.1		Number of start-up/scale-up companies supported to grow innovation and entrepreneurship capability aligned with priority areas	40 companies	On Track		
1.2		Number of employers that have been actively worked with to attract them to the city to support economic recovery and repositioning	50 employers	On Track		
1.3		Value of central government investment secured into innovation and entrepreneurship; labour market transition and job creation	$550,000	On Track		
2.0	Build a productive knowledge city to grow decent work	Number of initiatives that deliver better education outcomes and skills development to meet industry need and lead to high-value decent work	4 Initiatives	On Track		
3.0	Partner with mana whenua to support growth in Māori prosperity and self determination	Number of initiatives delivered in partnership with mana whenua and Te Runanga o Ngāi Tahu entities to grow the value of the Maori economy and deliver intergenerational prosperity and create decent work	1 initiative	On Track	1	
4.0	Ensure Christchurch businesses have access to comprehensive advice & support to grow competitiveness, resilience & sustainability	Number of initiatives delivered with local and central government agencies to drive and advocate for competitiveness, resilience, and sustainability (including carbon footprint reduction) of Christchurch and Canterbury organisations	4 initiatives	On Track		

	Level of Service	Level of Service Measure	Target 2021 – 2022	Status	YTD Actuals	Commentary
4.1		Number of Christchurch and Canterbury businesses accessing support, mentors and advice provided in partnership with central Government and industry and peak bodies, including the Chamber	500 businesses access business support or advice	On Track		CNZ business assessments and business mentor matches.
4.2		Satisfaction of businesses accessing support or advice services	Net promotor score for business support services is +50 or greater	On Track		
4.3		Value of Central government investment secured into regional business support	$450,000	On Track		
5.0	Realise greater value from Christchurch's Antarctic Gateway	Antarctic Gateway Strategy progress report is produced annually and is available on the CCC website	Deliver actions as set out in the AGS implementation plan	On Track	Antarctic report presented to CCC in March as part of CNZ quarterly reporting	
5.1		Number of businesses in a business network which secures higher revenues from the National Antarctic Programmes	75 businesses in the network	On Track	75	
6.0	Develop Christchurch as an attractive destination	Number of initiatives delivered that focus on developing Christchurch and Canterbury as a more attractive and sustainable visitor destination in partnership with third parties where joint outcomes can be amplified	4 initiatives	Not on Track		Not on track - impacted by Covid and closed borders
6.1		City bids prepared to attract business events to Christchurch in line with the business event strategy and economic recovery plan	30 bids	Achieved	38 Bids	
6.2		Success rate of bids for business events	At least 35% success rate	On Track		
6.3		Assess portfolio of events supported against the Major Events Strategy	Annual report on performance of the major event portfolio against the Major Events Strategy	On Track		

	Level of Service	Level of Service Measure	Target 2021 – 2022	Status	YTD Actuals	Commentary
6.4		Major events seeding round delivered using criteria that support strategic goals of the Major Events Strategy	One Major Events Seed Funding round	Not on Track		Due to ongoing Covid impacts Major Events have not yet hosted a funding round. Focus has been on proactively securing and investing in Major Events outside of the funding round.
6.5		Number of destination product offerings, experiences or itineraries developed and supported which embed the city narrative	5 destination products	Not on Track		
6.6		Number of screen enquiries attracted and supported, with a view to growing Canterbury's market share of screen GDP.	100 screen enquiries	Achieved	141	
6.7		Number of screen productions attracted to CHC through a grant fund	At least 1 production	On Track		
6.8		Value of investment secured into destination promotion and product development	$500,000	Not on Track		Covid continues to challenge tourism with international border closures and domestic lockdowns. This has negatively impacted business confidence for partners to invest in destination promotion and product development.
7.0	Ensure Christchurch is well positioned as a Confident City that is attractive to businesses, residents, visitors, students and potential migrants	Number of people using city narrative assets and content to tell the Christchurch story integrated with their own organisation or business story	Monitor month on month narrative assets and content to ensure consistently increasing engagement and usage	Not on Track		Website https://toolkit.christchurchnz.com/pages/the-christchurch-story
7.1		Number of engagements on ChristchurchNZ owned digital channels and platforms	5.2 million	On Track		
7.2		Number of engagements with trade agents and investors in priority markets and sectors. Sectors - business, leisure visitor, convention, screen, education, Antarctic & media	50 engagements with trade agents or investors	On Track		
8.0	Provide leadership in inclusive and sustainable economic development for Christchurch	City economic strategies are reviewed and approved in context of Greater Christchurch 2050 Strategic Framework and Goals.	Major Events Strategy Due 2023/24			No LoS measure this financial year
	Level of Service	**Level of Service Measure**	**Target**	**Status**	**YTD**	**Commentary**

			2021 – 2022		Actuals	
8.1		City economic strategies are reviewed and approved in context of Greater Christchurch 2050 Strategic Framework and Goals.	Antarctic Gateway Strategy Due 2023/24			No LoS measure this financial year
8.2		City economic strategies are reviewed and approved in context of Greater Christchurch 2050 Strategic Framework and Goals.	Visitor Strategy Due 2022/23			No LoS measure this financial year
8.3		Report on implementation of initiatives within mandate set out in the (Covid-19) Christchurch Economic Recovery Plan and when appropriate, Greater Christchurch 2050	Delivery of actions set out in GC2050 & economic recovery plan	On Track	ChristchurchNZ continues to deliver to ChristchurchNZ workstreams identified in the recovery plan.	
8.4		Number of economic research and insights reports delivered to provide city partners with robust evidence base on which to base strategies and investment decisions	12 economic reports are produced	Achieved	23 Reports produced	
8.5		Number of people actively engaging with ChristchurchNZ economic and strategic insights	Deliver economic information to at least 1,000 people through presentations and online information	Achieved		
8.6		Number of reports on the feasibility of urban development proposals and projects	At least three opportunities for urban development are identified and assessed for feasibility	On Track		
8.7		Deliver existing urban development programme (New Brighton) and develop pipeline of urban development projects utilising Council family-owned property or other acquired property	Prepare a property development strategy and framework	On Track		Decision-making framework approved by the Urban Development Committee. Land Development Strategy on track to be approved by the Urban Development Committee in May.

Last Saved on:	30/05/2022
Author:	Laura Dawson, GM Shared Services
Approved by:	Ali Adams, CE
Status	FINAL