

COVER SHEET

3.6 Turbocharging Tapuae Roa Project PGF Application – <small>Commercial Information</small>		For: Approval of certain projects – Grant \$530,000.00	
Tier:	2 - Sectors	Sector:	Regional Projects
Background & context:		Recommendation:	
Applicant Organisation: <ul style="list-style-type: none"> Venture Taranaki Trust Location: <ul style="list-style-type: none"> Taranaki Proposal: <ul style="list-style-type: none"> Turbocharging Tapuae Roa Funding Sought: <ul style="list-style-type: none"> Total project value: \$ <small>Commercial Information</small> PGF Funding: \$ <small>Commercial Inform</small> 		We recommend that SROs: <ol style="list-style-type: none"> Note the alignment of this application with the implementation plan for Tapuae Roa Action Plan which aligns with the Taranaki District Councils' 2018 – 2028 Long Term Plans. The Action Plan is built on its four foundations namely: <ul style="list-style-type: none"> Talent, enterprise and innovation Accessibility and Connectivity Vibrancy and liveability Investment Note that the applicant has had four previous projects approved by the PGF (total value of \$ <small>Commercial Inform</small>). Note that the applicant states total project cost of \$ <small>Commercial Information</small> however the cost breakdown provided suggests \$ <small>Commercial Inform</small> which is the funding sought by the applicant. Note MSD has provided Technical Advice (refer to Background). Note: DoC has deferred on providing feedback until a clearer picture is formed. (refer to Background) Note the project was first discussed with the Prime Minister in May 2018 by the Mayors of New Plymouth, Stratford and South Taranaki District Councils and the Chairs of Taranaki Regional Council and Venture Taranaki. Approve \$530,000 of the \$ <small>Commercial Inform</small> (3 of the 6 series of actions) requested from the PGF fund towards the Turbocharging Tapuae Roa project. 	
Commercial Information			
Background: Venture Taranaki Trust, Taranaki region's development agency, is seeking funding to implement a series of actions/initiatives specified in the Tapuae Roa Action Plan, namely: <ul style="list-style-type: none"> Development of The Taranaki Story (develop a new Taranaki Story that identifies and delivers key messages on the region's strength, resilience and 			

innovation; the aim of this is to ensure it maintains its current economic standing).

- **Commercial Information**
[Redacted]

- **Commercial Information**
[Redacted]

- **Tapuae Roa Action: Visitor Sector**
(Developing a regional event strategy that expands from the current focus on the New Plymouth District to a wider perspective that is inclusive of the whole region)

- **Tapuae Roa Action: Investment** (involves the preparation of a profile of the emerging investment opportunities in the region over the next two to five years).

- **Commercial Information**
[Redacted]

Tapuae Roa Action Plan is Taranaki’s regional development strategy which was launched in April 2018. Its aim is to propose a transition of the Taranaki economy to support a low carbon economy (noting that Taranaki’s current oil and gas industry accounts

The 3 series of actions we recommend the approval of are:

- Development of the Taranaki Story (recommend \$^{Commercial Inform} rather than \$^{Commercial Inform})
- Tapuae Roa Action: Visitor Sector (\$^{Commercial Inform})
- Tapuae Roa Action: Investment (\$^{Commercial Inform})

We believe the combination of these actions will contribute to sustainable economic development opportunities and will seek to drive a new wave of economic activity.

Development of the Taranaki Story aligns with the PGF’s objective of contributing to sustainable economic development opportunities. This is through its aim of reassuring the region’s strengths to the general public.

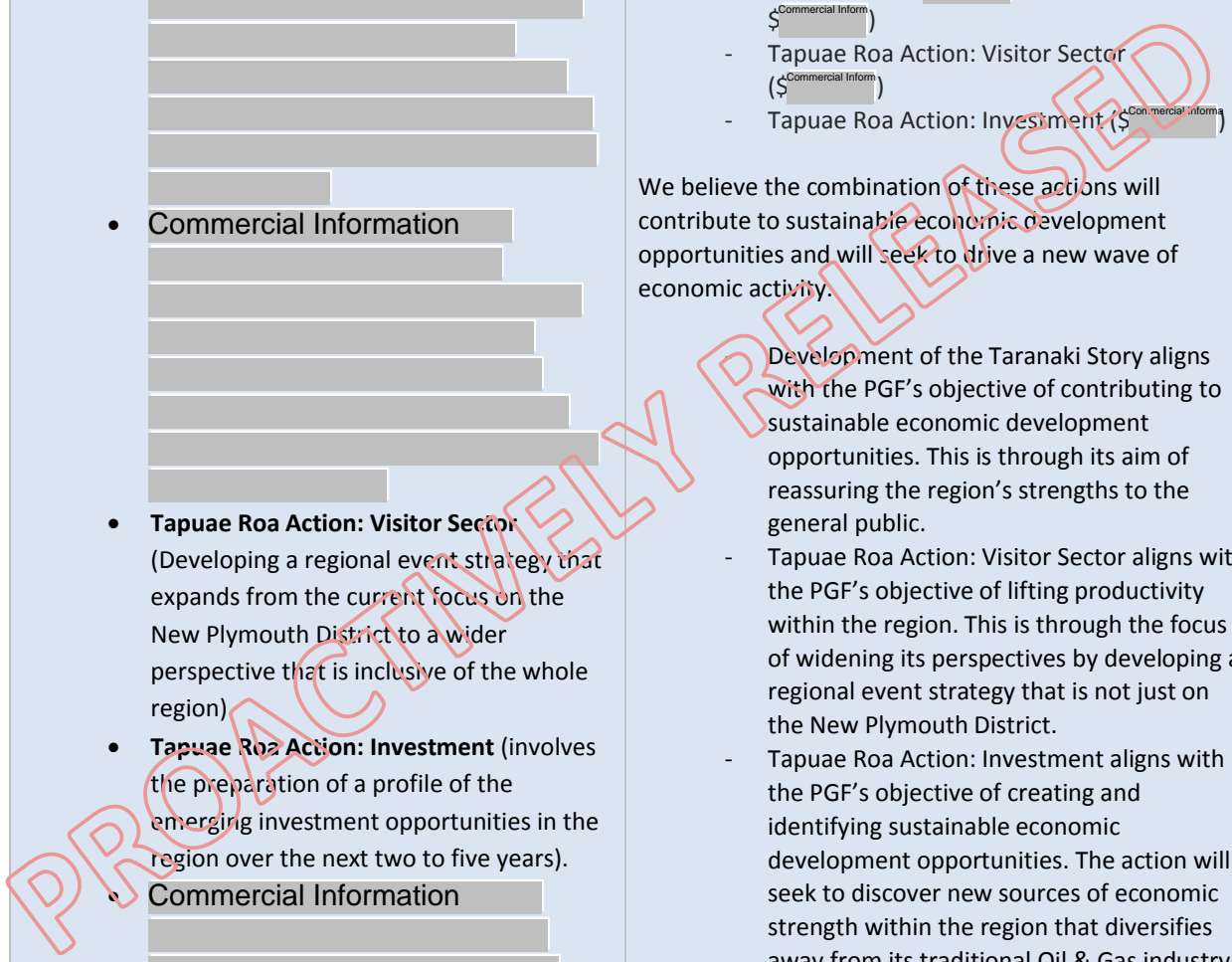
- Tapuae Roa Action: Visitor Sector aligns with the PGF’s objective of lifting productivity within the region. This is through the focus of widening its perspectives by developing a regional event strategy that is not just on the New Plymouth District.
- Tapuae Roa Action: Investment aligns with the PGF’s objective of creating and identifying sustainable economic development opportunities. The action will seek to discover new sources of economic strength within the region that diversifies away from its traditional Oil & Gas industry.

The funding of \$^{Commercial Inform} rather than \$^{Commercial Inform} for the Development of the Taranaki Story action is based on cost comparison for a similar project within the Waikato region.

h) Decline the remaining 3 of the 6 series of actions:

- **Commercial Information** [Redacted]
- **Commercial Information** [Redacted]
- **Commercial Information** [Redacted]

This is due to the minimal alignment these series of actions have to the PGF’s objective of creating



<p>for around 25% of regional GDP, which the Government recently decided to stop offshore oil and gas exploration in New Zealand).</p> <p>Government funding is sought as the Councils of the Taranaki region have already made a multi-million commitment to implementing Tapuae Roa and wish to partner with central government to assist with the transition process.</p> <p>MSD has provided Technical Advice comment that: “Application provides limited connection to direct employment and training outcomes.”</p> <p>DoC has stated: “... we would like to defer providing feedback until we have a clearer picture on the activities in the described projects and if there would be impact on public conservation land.”</p>	<p>sustainable economic development activities.</p> <p>Particularly with regards to the Tapuae Roa Future: Maori Economy action, we note that there has previously been an unsigned funding agreement for Taranaki Maori Trust Board regarding the Taranaki Maori Enterprise and Education Stocktake project. The objectives outlined by the two proposals closely align with each other. Therefore we recommend arrangement be made between the two to allow maximisation of the funding allocated and avoid duplicating efforts.</p>	
PGF criteria that this proposal supports:		
PGF Criteria	Assessment Commentary	Rating (1✓ to 5✓)
Link with fund and government outcomes		
Creates permanent jobs	<ul style="list-style-type: none"> No clear indication. 	✓
Delivers benefit to the community	<ul style="list-style-type: none"> The combination of the recommended approval actions contribute to sustainable economic development opportunities and will seek to drive a new wave of economic activity. 	✓✓✓✓
Increased utilisation and returns of Maori asset base	<ul style="list-style-type: none"> N/A 	N/A

Enhanced sustainability of natural assets	• N/A	N/A
Mitigation of climate change effects	• N/A	N/A
Additionality		
Adding value by building on what is already there	• The project aims to make a transition away from what is currently there rather than directly adding value	✓✓✓
Acts as a catalyst for productivity potential in the region	• The series of actions will allow the region to rebrand itself away from the concerns of its economic stability after the Government announced its decision to stop offshore oil and gas exploration in New Zealand, which currently accounts for around 25% of the region's GDP.	✓✓✓✓
Connected to regional stakeholders and frameworks		
Alignment with regional priorities	• Tapuae Roa firmly aligns with the Taranaki District Councils' 2018 – 2028 Long Term Plans	✓✓✓✓
Support from local governance groups (inc. Councils, Iwi/Hapu)	• The Action Plan was developed by the region's Councils in partnership with the eight iwi of Taranaki, Venture Taranaki and central government. Applicant states that funding has been provided by New Plymouth, Stratford and South Taranaki District Councils which were confirmed through their 2018 – 2028 Long Term Plans.	✓✓✓✓
Governance, risk management and project execution		
Robust project management and governance systems	• Venture Taranaki is the region's development agency (council-controlled organisation)	✓✓✓✓
Risk management approach	• Limited information provided, no mention on the risks of producing outcomes below expectation	✓✓
Future ownership / operational management	• Applicant will own the reports and intellectual property (including branding and associated marketing material) produced from the Actions funded under this project with MBIE being licensed to utilise the reports and intellectual property.	✓✓✓
The purpose of this briefing is to consider approving (with conditions) PGF funds to the: Turbocharging Tapuae		

Roa project**Risks Issues:**

More milestone and deliverable updates required from the previous approved projects to determine the strengths of the outcomes against the PGF's objectives. This will provide a better understanding for the subsequent funding proposals.

The overall aim of the Tapuae Roa Action Plan, to propose a transition of the Taranaki economy to support a low carbon economy, strongly aligns with the primary objective of Lifting Productivity Potential in the Regions. However, certain series of actions packaged within this proposal does not maximise this potential.

Eligibility points of note:

- *Due diligence*:- Full due diligence has been completed.
- *Conflict(s) of interest*:- Based on the information provided **no conflict of interest is evident** noting that full due diligence will inform this item further.
- *Illegal Activity*:- Based on the application information provided and feedback from other agencies there is no indication that the applicant or project has been involved in, or associated with illegal activity.
- *Alignment with Regional development plans*: The Tapuae Roa Action Plan firmly aligns with the Taranaki District Councils' 2018 – 2028 Long Term Plans
- *Commercial funding availability*: - Given the nature of the project which is to fund a series of initiatives that directly implements the Tapuae Roa Action Plan, access to commercial funding is not considered a feasible option.

Consultation undertaken or implications:

Legal	N/A	HR	N/A	Finance	N/A	MBIE policy	N/A	Other	MSD
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Supporting proposal:

Approval (with conditions)

Appendices:

Yes - Application

Sponsor(s):

N/A

Manager/Author of paper:

LY/Dvdz - Investment Team