

CAPABILITY FUNDING AND SUPPORT FOR BUSINESS IN TARANAKI

CAPABILITY DEVELOPMENT VOUCHER SCHEME 2017-2018

A breakdown in funding by Sector, District and Training Type

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CallaghanInnovation

INTRODUCTION

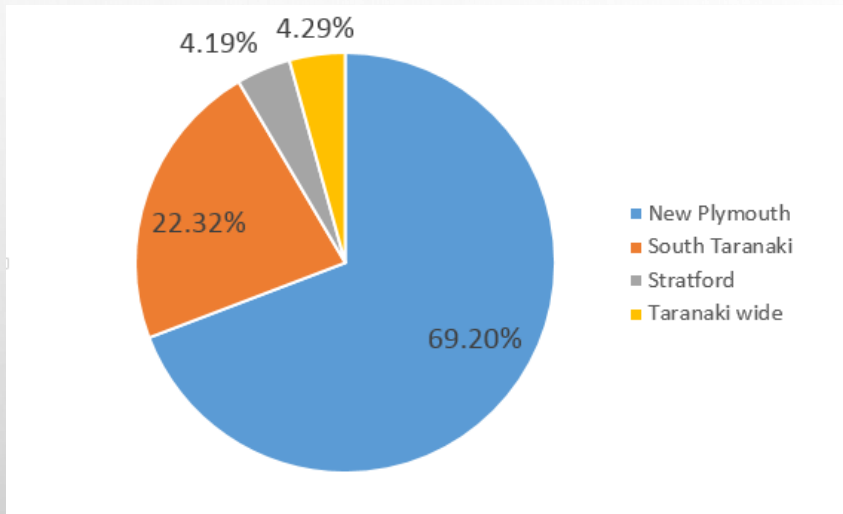
Each year, Venture Taranaki prepares a report to show where NZTE Capability Development Voucher funding is spent in Taranaki, broken down by industry sectors and training type, and expressed as a percentage of total regional budget.

The data is further broken down by district, in order to show the difference in training demands between New Plymouth District, Stratford and South Taranaki. Data from Stratford is broadly consistent with the data collected for South Taranaki, and for this reason, and due to relatively small sample sizes, the two districts are amalgamated.

This report is intended to provide NZTE registered training providers and other service providers working in Taranaki with information they may use to identify market opportunities and refine their service offering.

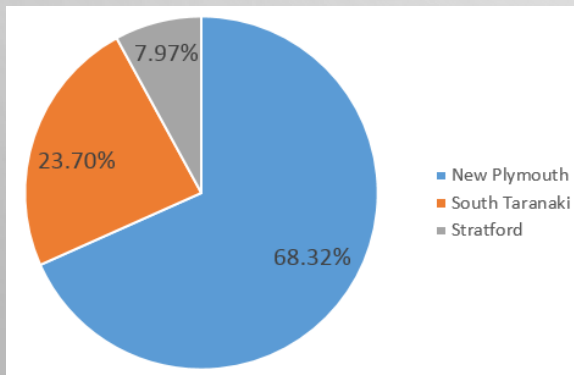
VOUCHER SPEND BY DISTRICT

Voucher allocation

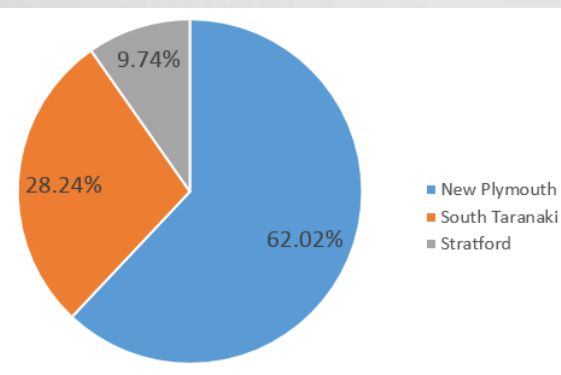


- Voucher spend across the region aligns closely with population distribution and business unit distribution*.
- Businesses that are registered as “Taranaki wide” for voucher purposes are those with offices/outlets in all districts of Taranaki, and which are actively trading region-wide.
- *Stats NZ June 2017

Population distribution

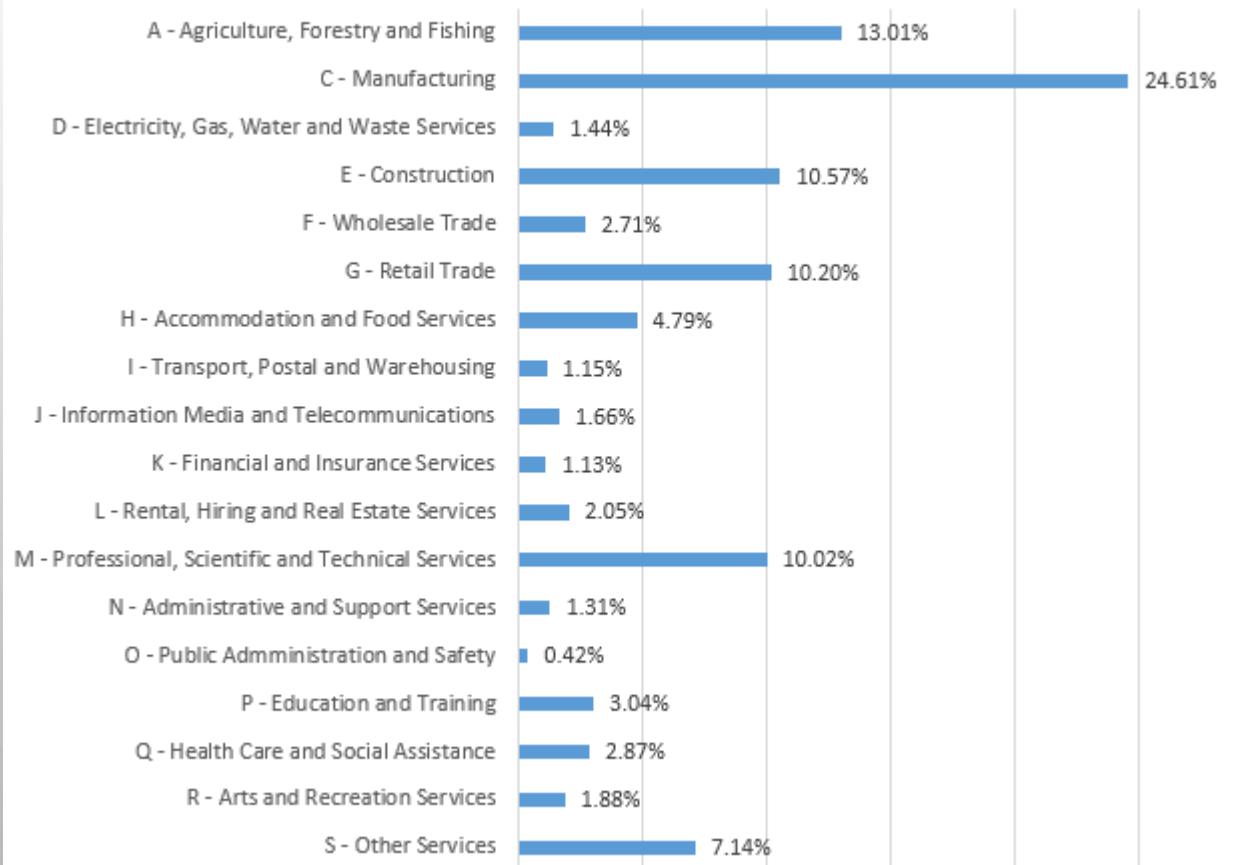


Business unit distribution



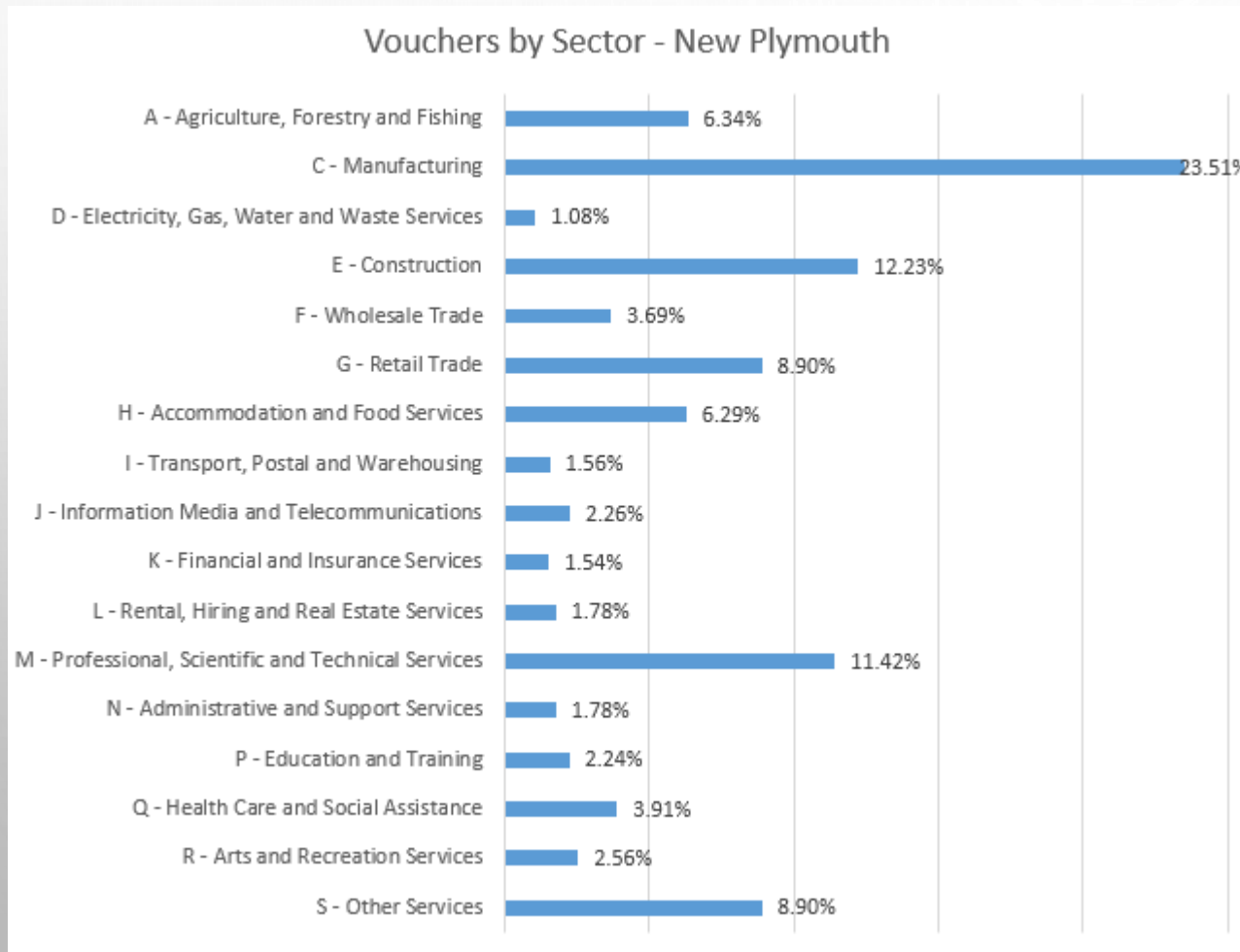
VOUCHER SPEND BY SECTOR - TARANAKI

Vouchers by Sector - Taranaki



- Demand from the agriculture sector has dropped back since last financial year, when it accounted for 24% of voucher funds.
- Manufacturing continues to dominate demand for capability funding.
- The remainder of voucher funds are spread across a widening range of sectors and business types.
- Professional, Scientific & Technical Services includes design and tech businesses involved in R&D projects.

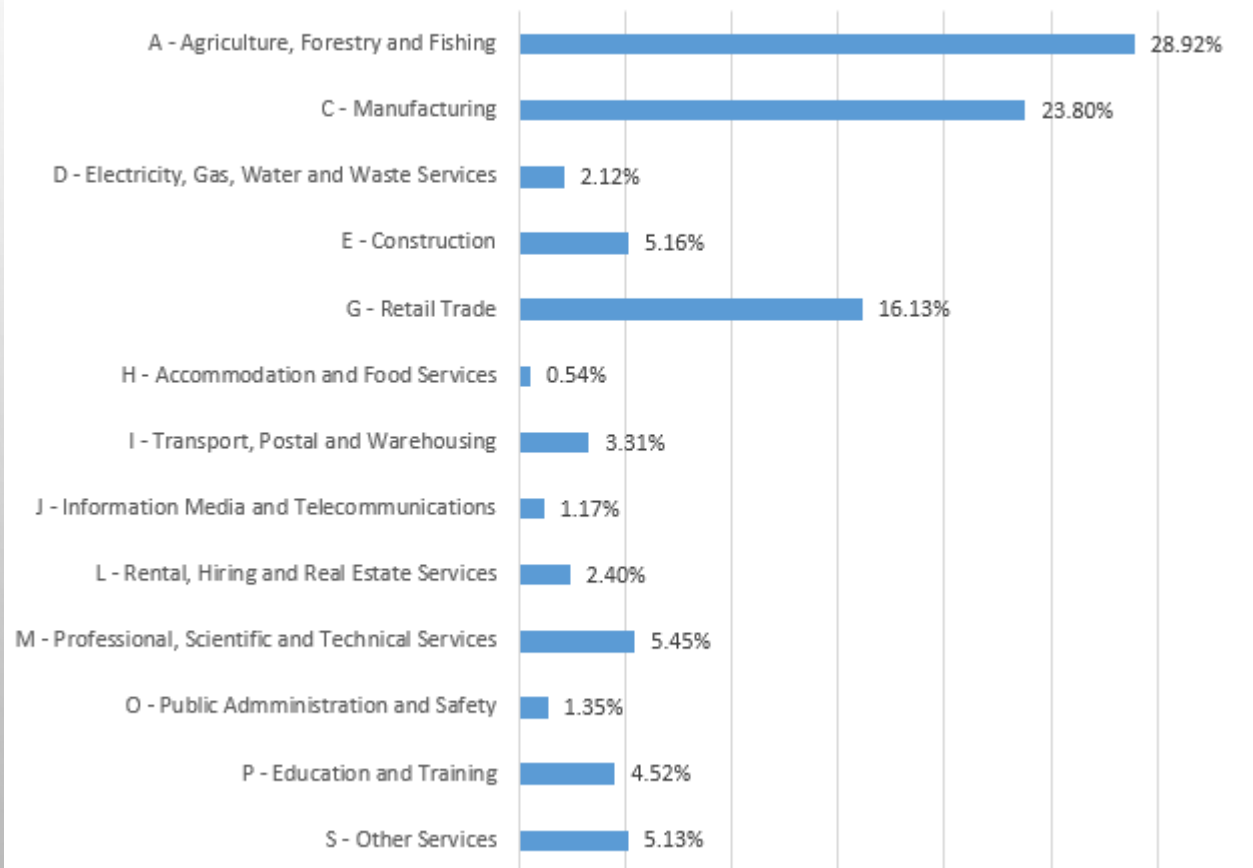
VOUCHER SPEND BY SECTOR – NEW PLYMOUTH



- Manufacturing, construction and Professional, Scientific & Technical Services dominate voucher demand in New Plymouth District.
- These businesses include oil & gas supply businesses, but other sectors as well.
- Professional, Scientific & Technical Services includes design and tech businesses involved in R&D projects.

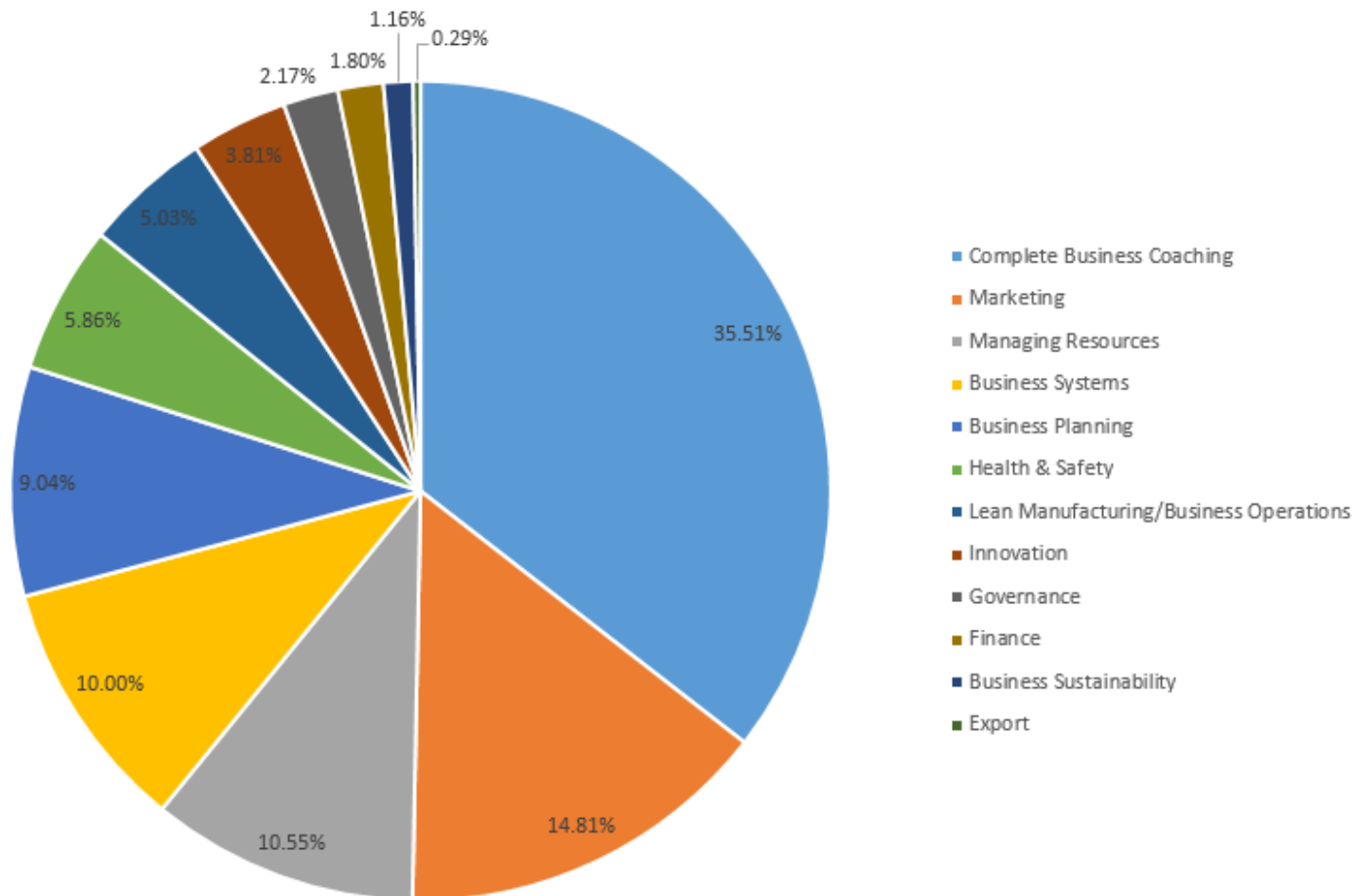
VOUCHER SPEND BY SECTOR – STRATFORD & SOUTH

Vouchers by Sector - Stratford & South



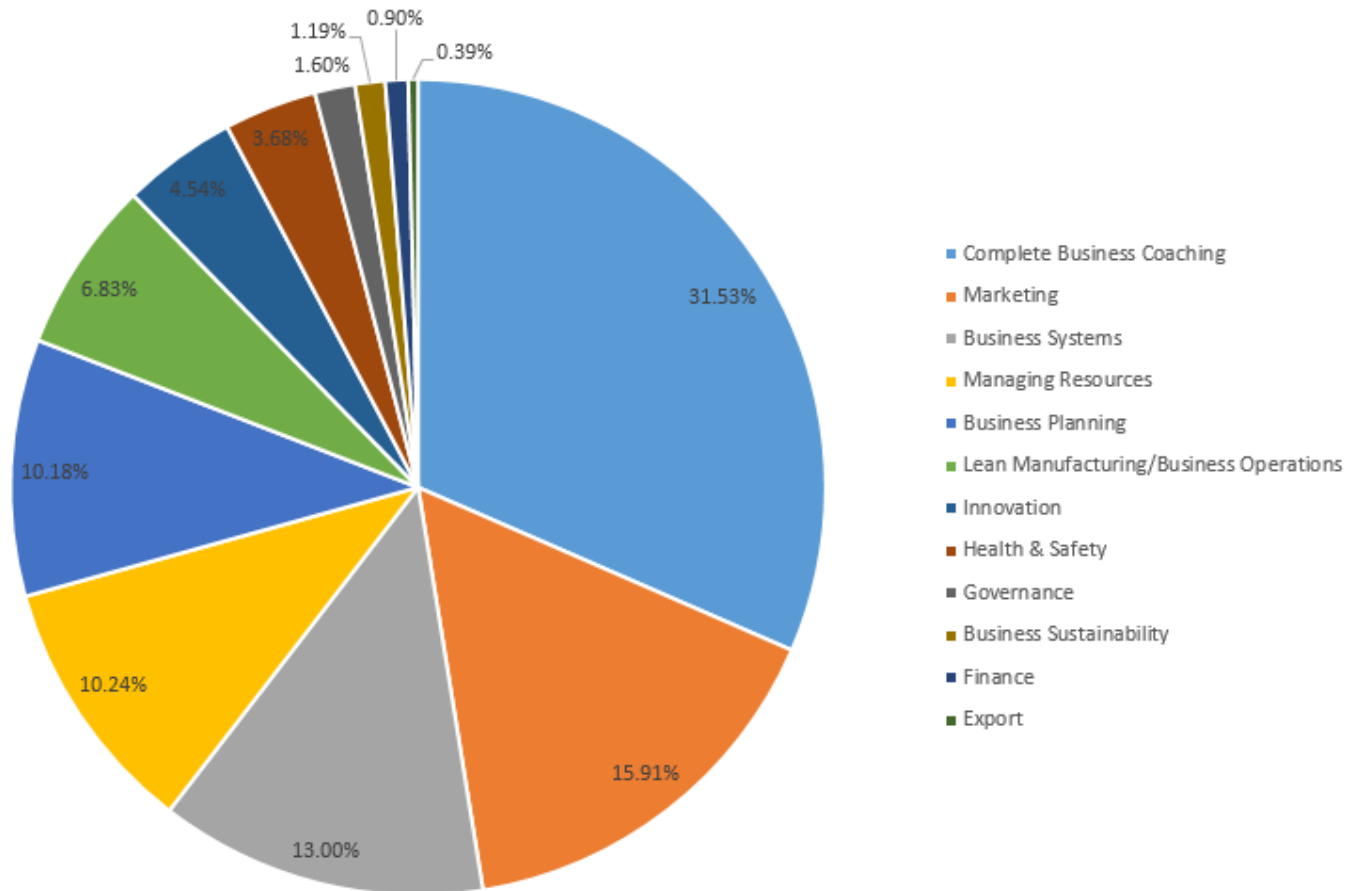
- Agriculture and Manufacturing continue to dominate demand for capability funding, with Agriculture the main sector south of New Plymouth.
- These businesses include many dairy farms and oil & gas supply businesses, but other sectors as well.
- There continues to be a steady demand for capability support across a range of sectors.
- The retail sector is seeking support in business planning and digital marketing, as they update their channels to market.

VOUCHER SPEND BY TRAINING TYPE – TARANAKI



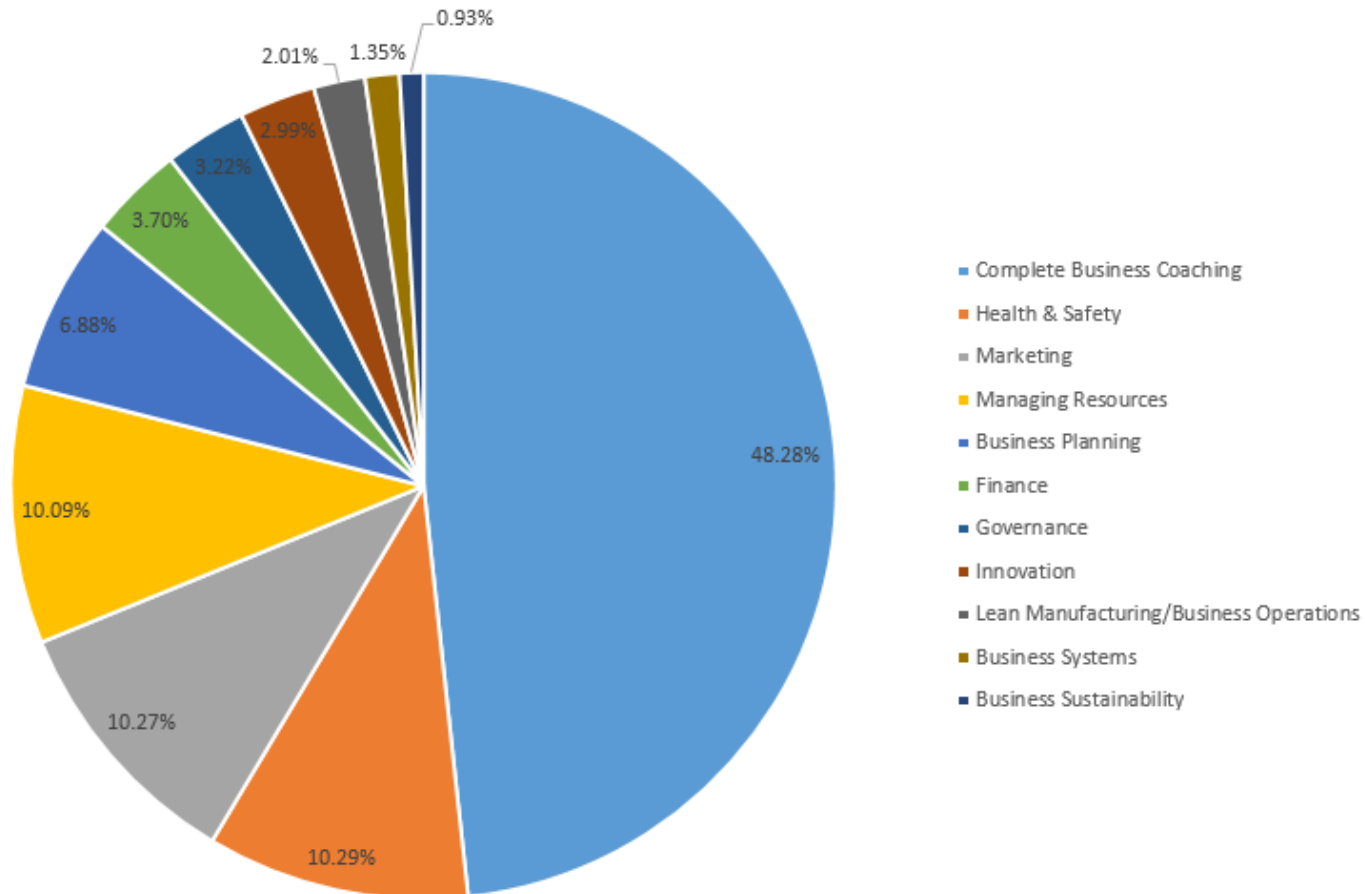
- Demand for capability support is spread fairly evenly across a range of training areas, although a large chunk is bundled into Complete Business Coaching packages.
- These packages include a combination of training types, and are typically delivered in a one-on-one coaching format over several months.
- Marketing training is particularly in demand, as business come to grips with online and social media channels.
- The demand for Managing Resources training is indicative of popularity of leadership workshops and courses.

VOUCHER SPEND BY TRAINING TYPE – NEW PLYMOUTH



- Demand for capability support is spread across a range of training types, but is dominated by coaching packages.
- Complete Business Coaching includes a combination of training types, and is typically delivered in a one-on-one coaching format over several months.

VOUCHER SPEND BY TRAINING TYPE – STRATFORD & SOUTH



- Demand for capability support is spread fairly evenly across a range of training areas, although most training is bundled into Complete Business Coaching packages.
- Health & Safety is still in high demand in Stratford and South Taranaki, reflective of demand from the agriculture sector.
- Demand for marketing training continues to grow, particularly around online and social media marketing.

SUMMARY

- Voucher spend is spread evenly across the region, and reflects both population size and business unit distribution.
- Manufacturing continues to dominate demand for capability funding across the region. This covers a number of sectors, including food and beverage production, steel fabrication, printing, cosmetics and textiles.
- The agricultural sector continues to dominate demand in Stratford and South Taranaki.
- By far the most popular use of voucher funds is through one-on-one coaching packages, which take a holistic approach in building capability across several areas of the business.
- There is a significant increase in demand across all sectors for marketing training, and this is predominantly online and social media marketing.
- There is also growth in demand for leadership training across all sectors.