



**IMPACT
HUB**

Waikato

Annual Report

2022

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Directors Report

Kia ora koutou,

The year of 2022 kept delivering challenges to many ventures and individuals in our eco-system and community, as well as for us.

It was a year of transitioning, and we focused our energy on building the new reality for Impact Hub in the Waikato. Saying good-bye to our first home base on Anglesea Street in Hamilton was a tough, but necessary and sound, business decision that we made early in 2022. We spent the rest of this year exploring ways in which we can support our members and scale ventures remotely, for instance through our Accelerate Regional Membership.

Later in the year, as the effects of Covid, and peoples' ways of working, began to settle into a new normal, we were able to start initiating conversations with future partners and collaborators for a physical space in Hamilton, which we are excited to pursue in 2023.

A lot of positive energy was also directed toward the South Waikato Community, which has been thriving in 2022. Though the support of Ministry for Culture and Heritage, we were able to deliver a trailblazing and impactful first cohort of our Co-Creatives – an incubator style programme for early stage creatives and artists with a strong focus on cultural heritage and community connection. This programme has injected an incredible amount of energy and enthusiasm to the South Waikato community, and we are looking forward to the second iteration in 2023.



Emma Sinclair

Director of Community



Nanise Ginnen

Co-Founder & Director,
South Waikato Development Lead



Tijmen Doesborgh

Strategic Advisor,
Senior Project Manager

Impact Hub

Impact Hub is one of the world's largest networks focused on building entrepreneurial communities for impact at scale. Home to the innovators, the dreamers, and the entrepreneurs who are creating tangible solutions to the world's most pressing issues. At Impact Hub, we believe that the world's greatest challenges will never be solved by one person or organisation alone. We need to work together. That's why we set out to create a thriving innovation ecosystem where people collaborate across organizations, cultures, and generations to solve the grand challenges of our time.

There are over 100 Impact Hubs around the world in more than 50 countries. It is a community of more than 17,000 changemakers whom all align on the mission of using business and profit as a force for good. The organization is set up as a cooperative model.

Although each Impact Hub is privately owned by its founders and operators, globally, all Impact Hubs share the same vision:

We see business and profit as a force for good. We believe that business can and should serve multiple outcomes, both financial, social, and/or environmental.

Impact Hub Waikato was founded in April 2019. As a country, we face massive social and environmental challenges. We need all forces to work on these challenges, including business. The impact business sector, also known as for-purpose businesses or social enterprises, is still in its infancy. Although the concept is not new to New Zealand, it has not yet developed the ecosystem infrastructure to succeed. We see a strong need, both regionally

and nationally, for building such a connected ecosystem for impact; a supportive sector that enables and advocates for impact businesses and helps them achieve their goals. This is our mission:

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We connect, enable, and inspire. We are the ecosystem builder enabling entrepreneurs and professionals to create positive impact at scale. We close the gap between profit and impact.

We achieve this through three strategic pillars:

- **Community Building:** Through a membership model and our South Waikato co-working space, we create a community of changemakers. Our accessible professional working environment offers a place for like-minded entrepreneurs and professionals to meet and work. Our workshops and events foster these connections.
- **Impact Support:** We offer capacity-building support through individual workshops, 1-2-1 consulting sessions, and programmes that support impact entrepreneurs through different stages of developing and growing an impact business.
- **Impact Innovation:** To reach the broader community, we offer inspirational events and activities. We also initiate and execute projects where we help organisations find purpose or measure the impact they intend to create.

We are convinced that our work has the power to create a long-lasting ripple effect that will positively influence consumers, businesses, and not-for-profits – inspiring them to behave and operate in a way that ensures a sustainable future for all.



January

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- We hosted a virtual climate action-themed networking event, and an Impact Drinks event at our Inspiring Space in Hamilton. Plus, our Branding and Marketing workbench allowed our members to step up their marketing game through 1-2-1 sessions with our very own marketing expert, Nanise Ginnen

- We hosted our third workbench – Legal Fundamentals. Plus, to celebrate International Women's Day, we hosted a virtual event bringing wāhine toa together to connect
- We made the decision to close the doors to our Inspiring Space in Hamilton – the toughest business decision our team has had to make. From our opening in 2020, we experienced rolling lockdowns, and although our space gained traction in between those times, a co-working space needs to build significant occupancy to remain buoyant. The Covid effect on startups saw many cutting unnecessary costs, and by the end of 2021, we had lost many of our tenant and desk contracts. We made the decision to close on the basis that early 2022 would bring further closures due to Omicron. We felt a strong

- We hosted the inaugural Climathon Waikato Ideathon – bringing together 60+ changemakers to imagine, explore and develop innovative solutions to our shared climate challenges
- We launched Accelerate Regional – a six-month programme designed to help impact entrepreneurs navigate the confusing journey through entrepreneurship

- We partnered with Cartier to support female entrepreneurs to apply for their Women's Initiative – life-changing personal and business development programme

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August

- We welcomed computer science students from the University of Waikato to our Tokoroa Hub. They worked with us to bring to create a prototype AR wall – offering digital artists the opportunity to showcase their work in an innovative way



September

- Paul Kerssens stepped back from his role as a Director of Impact Hub Waikato. While his departure came with some sadness, we're thrilled that Paul has since remained connected with us by serving as an Advisor to the Board
- We kicked off our Co-Creatives programme for aspiring creatives in the South Waikato with a team-building weekend at Te Whānau a Noa marae. Our cohort explored design thinking through a Maori lens, historic stories of Raukawa, and the arts from the perspective of entrepreneurship



- Emma Sinclair and Nanise Ginnen travelled to Wellington for the South Waikato Roadshow, where a group of 20+ South Waikato-based businesses worked together to showcase the value of our region and make valuable connections

October

- Our inaugural Climate Connect Festival saw over 80 people come together to enjoy a day of climate action at the University of Waikato's Gallagher Centre. Featuring inspirational speakers such as Nic Turner (Mainstream Green) and Tesh Randall (Raglan Food Co), a panel



discussion about eco-anxiety, and interactive workshops, this event marked the first step in the next iteration of Climathon Waikato

- We were so proud to see Nanise selected as a Finalist in the Kanumea Afine Loto Toa Award for Pacific Woman in Business at the 2022 Pacific Business Awards

November

- We presented the results of a 6-month feasibility study to Waipā District Council, exploring the possibility of establishing a new business centre and incubator in Te Awamutu's Central Business District. This proposed Impact Hub seeks to provide a physical space where rangatahi can foster entrepreneurial and digital capabilities, and is something we aim to bring to life in 2023

December

- A Community Showcase, followed by a Celebration Dinner, marked the end of our Co-Creatives programme. Mayor Gary Petley said "hearing the back stories from the people on Co-Creatives was inspiring and emotional. The programme has delivered real outcomes for people who want to build their creative talent into a business"
- Emma Sinclair travelled to Dhaka to participate in Impact Hub's APAC Regional Gathering. As well as presenting a case study on impact measurement and community building, her highlights included participating in a world cafe about environmental strategy and diversity, equity, and inclusion, and enjoyed dinner at Embassy of the Kingdom of Netherlands
- For our final event of the year, we invited our community to join us for an afternoon of goal-setting for the new year, followed by a Christmas party

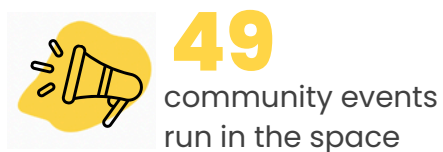


Outputs/Outcomes

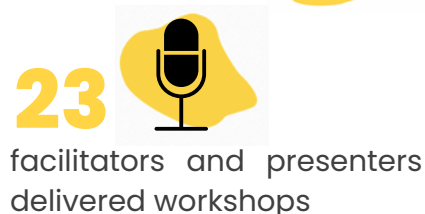
In assessing ourselves, we identify outcomes on three different levels – an individual level, a company level and a system level. We acknowledge our partners and funders for making all of these outcomes possible.

— Outcome 1 Individual Level

- **South Waikato Inspiring Space:** In central Tokoroa, we have set up an inspiring community space for entrepreneurs. Over the past 12 months, the following impact has been created:



150+ community bookings for the Hub



- **Co-working options:** We're proud to have a growing community of entrepreneurs who frequent our space. The options we provide are versatile and suit a number of different needs and budgets, such as hot desking, flexi and fixed desking, permanent office spaces, workshop and meeting rooms, and event spaces.
- Over time, we have seen many exciting developments emerge from this space. The businesses that make use of our space are increasingly impact-focused. Interactions are becoming more meaningful. Friendships are forming, and people are organising gatherings and get-togethers in our space, to help each other grow their businesses and amplify their impact.
- **Networking & Capacity-building Events & Workshops:** In 2022, we developed and delivered 9 virtual and/or in-person events, designed to bring impact-trending, or capacity-building for impact to our members and growing community:
 - E-commerce Websites with Rocketspark
 - All about Woo Commerce
 - All about Shopify with Kiwisprout
 - Legal Fundamentals – An Interactive Workbench
 - EmpowerHER – An International Women's Day Event
 - Climate Connect
 - Impact Drinks
 - Branding & Marketing – An Interactive Workbench
 - Get Sh*t Done – An Interactive Workbench
- **Programmes:** This year, we delivered two entrepreneurial programmes, for a total of 17 participants.
 - Co-Creatives (helping South Waikato creatives start a business, develop a side hustle, or build an income stream through their craft by delivering a series of entrepreneurial learning and artistic uplift modules over 12 weeks)
 - Accelerate Regional (providing tailored support to help impact-driven entrepreneurs step-change their business through 1-2-1 business coaching and global cohort sessions over 6 months)

— Case Study

Co-Creatives

Last year, we ran a 6-month pop-up space in South Waikato, which revealed that creatives in the region feel held back by several factors. In response, we developed Co-Creatives, in the hopes of helping local creatives stoke their creative fire and grow their business accumen.

Throughout the programme, aspiring creatives met some of Aotearoa New Zealand's most renowned artists and professionals, exploring topics such as:

- Digital art and NFT's
- Curating and sustaining artistic practice
- Personal branding
- Marketing strategy
- Storytelling
- Personal time management



The 2022 cohort included:

- Vee Hodgson (Performing Artist)
- Cruz Whitehead (Artist)
- Chiffon Newton (Jewellery Artist)
- Opeta Utanga (Tatau/Tattoo Artist)
- Nicole Bartie (Nicole Bartie Photography)
- Elliott Hook (3D Designer)
- Jocelyn Paiti (Digital Artist)

12
virtual
events



12
facilitators



156 hours of entrepreneurial learning
and creative inspiration sessions



100
Community
Showcase
attendees



8

participants

70

Celebration
Dinner
attendees



24% increase in participant wellbeing
before vs. after the programme

149% increase in knowledge of
financial planning



140% increase in knowledge of
market strategy



79% increase in participant sense of
community connectedness



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The tools and juicy nuggets I have taken away will not only help my business excel, but I have been able to roll these learnings in to other areas of my life. Observing and working with other professional artists, it really inspires and motivates you to set goals higher.

Nicole Bartie, Co-Creatives participant

— A Closer Look

Accelerate Regional

The journey of an impact entrepreneur is a challenging one. We believe curated support at the right time and in the right area can be a game-changer. Accelerate Regional is our 6-month programme offering that provides impact entrepreneurs with tailored support to help them amplify their impact.

The 2022 cohort included:

- Hannah O'Brien (Hunt and Gather Bee Co)
- David Waine (Matley Accounting)
- Sam Tucker (Vegan Creative Compass)
- Harry Collins (Sustainable Rewards)
- Louella Carr (Sol Markets)
- Sija Soman (Climate Commons)
- Rowena Bahl (The Love Post)
- Catlyn Calder (Fill Good)
- Veronika Vermeulen (Aroha Tours)



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It has been beneficial to see the same problems affecting us are also the same for others. It truly does remind you that we are in a global economy and can't live in isolation.

David Waine, Accelerate Regional participant

This membership emerges from the fourth collaboration year between Bank of America and Impact Hub Asia Pacific. The intention is to re-skill and re-tool impact-driven enterprises so they can thrive in this new reality.

The membership was also delivered by nine regional delivery partners across the Asia Pacific: Kathmandu, Kuala Lumpur, Shanghai, Phnom Penh, Dhaka, Kyoto, Manila, Jakarta, Yangon.

Throughout the year, 7 Masterclasses and Thematic Workshops were delivered:

- Entrepreneurial Leadership and Resilience in Times of Shock & Uncertainty
- Value Proposition Refresh & Business Models Pivoting
- Impact Measurement
- Business Development (with a focus on scaling/growing in new markets)
- Managing your People
- Making funding work for you!
- Storytelling

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We have just begun Accelerate Regional, but so far we have been over our marketing and export strategies and looked for areas that need refining and how we can plan ahead for growth. We are hoping to build some strategies that will help our business become more profitable so that we can reinvest that profit back into our biodiversity projects

Hannah O'Brien, Accelerate Regional participant

— Outcome 2

Company Level

Through our services, we aim to increase the number of successful impact enterprises, investable impact enterprises, and the engagement and transition to impact models by organisations. We achieve this by:

- **Programmes:** A number of participants in the 2 programmes we delivered this year have achieved significant milestones – thus, their increased skill and confidence levels also apply to the company level.

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Before Accelerate, we had hit a little bit of a block; however, now that we've joined Accelerate, knowing that we have a great organisation in our corner has helped push us forward. Starting a business can be a very lonely experience and having Accelerate there to bounce ideas off and to talk things through has given us more clarity and direction.

Rowena Bahl, Accelerate Regional participant

- **1-2-1 service model:** In the past year, we have further developed and refined a 1-2-1 service offering to help impact entrepreneurs/professionals become more successful. In collaboration with multiple associates, we offer a wide range of in-depth consultancy and capability development services that cover the essential (potential) needs for enterprises.
- **Business Health Check:** We developed and piloted our new health check service, designed to help impact entrepreneurs identify their strengths and weaknesses through a 360 degree business diagnostic.
- **Connected Ecosystem:** We have continued to focus on developing relationships with relevant organisations to create a connected ecosystem, and initiate collaboration toward strengthening this ecosystem. Given the synergies between the outcomes we aim to achieve, our collaborations have included the Waikato Wellbeing project, Te Waka, Connect Waikato, and the Waikato Plan. We are also increasingly connecting and exchanging experiences with a collective of intermediaries and investors around impact investing.
- **Impact Hub Wāipā:** We conducted a 6-month feasibility study (including community outreach sessions, desktop research, and a comprehensive academic review) which revealed that the Waipā region is filled with potential, and is positioned well for the establishment of an Impact Hub, which can aid growth and success. We have identified a space that is fit-for-purpose in central Te Awamutu, and are currently seeking support from local Council to enable the establishment of this business centre and incubator, which will offer workshops, events, specialisation courses, accelerator programmes, and other professional development opportunities for rangatahi and aspiring entrepreneurs.

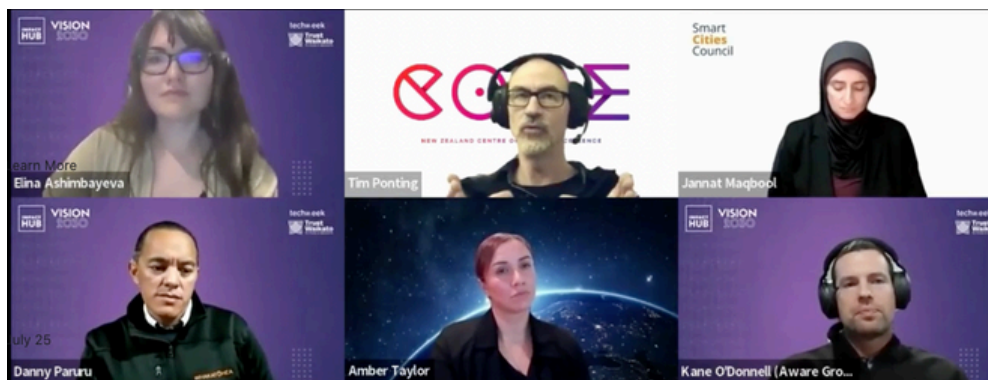


— Outcome 3

System Level

We aim to heighten awareness and the level of connection within the impact ecosystem, facilitate collaborations/new impact projects and initiatives, and increase awareness and uptake of impact models within the general public. We achieve this by:

- **Vision 2030:** Our Vision 2030 event series hopes to bring together communities of experts and the broader public to focus on sustainable and societal solutions. We intend to inspire by inviting international and national thought-leaders, practitioners and experts to discuss and showcase solutions. This year, in the third edition of this event, we explored Tech for Good solutions, and deep-dove into how Tech for Good is being progressed in Aotearoa. During this interactive online session, which was attended by 30+ people, some of New Zealand's Tech for Good founders and teams demonstrated their tech solutions, and facilitated discussions on the issues Tech for Good companies face.



- **Climathon:** Based on a global concept, Climathon is a region-based programme that offers a clear pathway to climate action. This year, we facilitated the Waikato's first-ever Climathon – representing an opportunity for citizens from across the region to come together to co-create locally-relevant ideas and solutions to our shared climate challenges. Ultimately, our goal was to raise climate awareness, disrupt the status quo, rethink the way we live, and reimagine the future we want as citizens. Following a regular series of online events (including climate-themed networking events, an interactive exploration of global warming and potential solutions, and a panel discussion about the Vision 2040 documentary), Climathon Waikato culminated in an Ideathon. This 1-week incubator-style programme enabled participants to ideate, validate, and pitch transformative climate solutions addressing our greatest climate challenges.

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The idea of translating climate solutions into tangible projects was the inspiration for me to sign up. Climathon offered a great opportunity to learn from mentors and changemakers and co-create solutions that would make a positive difference to our planet.

Climathon Waikato participant

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I was inspired to sign up because this platform offers opportunities for youth to step up to lead change for a better future. Climathon is a strong enabler. It's inspiring to see youth boldly and actively leading their peers and other generations.

Climathon Waikato mentor

— Case Study

Climathon

Since 2015, Climathon has been uniting people across countries and cultures to co-create solutions to local climate challenges. This year, for the first time ever, this global hackathon was brought to the Waikato region by Impact Hub Waikato and our key collaborators.

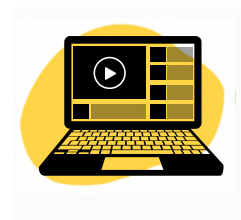
We set out to raise climate awareness, and provide a platform for local changemakers, students, professionals and entrepreneurs to imagine, explore and develop innovative solutions to our shared climate challenges. The culminating Ideathon event built the foundation for long-lasting climate projects, impact-driven start-ups, and genuine conversations with decision-makers.



The Climathon challenges:

- **Transport:** How to bring our mobility and transport to 0 emissions?
- **Energy and healthy homes:** What can enable our energy usage to become more efficient and sustainable?
- **Food systems and agriculture:** How can we transform our food systems to be healthier, fairer and more sustainable?
- **Biodiversity:** In what ways can the biodiversity in the Waikato be increased?
- **Empowerment:** How can all people be empowered to take action on climate change in the Waikato?

14
virtual
events



20+
speakers

2,000
collective hours of
climate action



200+
attendees



63
Ideathon
participants

10
teams
pitched



Climathon Waikato overall	8.1/10
Quality of the speakers	8.3/10
Quality of the mentors	8.5/10



91.7%

"Climathon increased
my sense of
empowerment relating
to climate action"



92.4%

"Climathon gave me
new ideas for
personal climate
actions"



83.3%

"I made valuable
connections with
others"

The winning ideas:

- **Small Wins, Big Planet:** a platform for celebrating climate victories
- **Mode Choice May:** a month-long challenge for sampling alternative transport options
- **Climate Commons:** a forum for enabling collaboration amongst climate action initiatives
- **E-Easy:** an e-bike subscription service
- **Enviro Story:** a website featuring inspirational stories and videos to empower and enable action

Final Words

Once again, it's been a memorable year for Impact Hub Waikato, filled with activities, projects, new relationships and lots of positive outcomes.

We have lots of plans and ideas for the years to come and our ambition is sky high. Why, you ask? Because we're impact entrepreneurs! We get excited by the prospect of new projects, growth and innovation. We are driven by the necessity of the work we do because there is so much to solve and achieve within the 8 remaining years in this decade of action!

Finally, we would like to express our deep gratitude for everybody who has been part of our journey so far. There are too many to mention but we want to mention our loyal supporters that enable us to do the work that we do. Thanks to Trust Waikato, Ministry of Business, Employment and Innovation, Bay Trust, TECT, Waikato Farmers Trust, the Bank of America, SWIFT and South Waikato District Council. Keep an eye out for us. Be a part of our community. Collaborate with us. Join the movement!

The Impact Hub Waikato team



Emma Sinclair
Director of Community



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**IMPACT
HUB**

Waikato

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