

Welcome to the April edition of Strictly Business

**It's Business Time.**

In just over a year we are likely to have a Trans-Tasman service operating from Rotorua. This is not just a matter of dropping some more tar seal and training a couple of beagles to check bags, this is, **business time!**

Every ratepayer, every business will be an ambassador to the city as will every customer on every flight that arrives here. Rotorua is now not just a hop, skip and a jump across the Tasman, it is 'a hop' and will be considered pretty much as an internal flight.

So, are we ready? I think not! There is much to do to lift our service level (in all area's), dispel myths wrapped around tourist safety and ensure expectations will be met for event organisers, outbound travellers and emerging business potentials wishing to invest and grow niche export markets from our port.

There will be much collusion and sharing of ideas and opportunities in the coming months, in fact the Bright Economy has dedicated its forum 08 to "Gearing ourselves up for Trans-Tasman capability".

I look forward to being part of what will be one of the most exciting times both economically and socially for our city. Let's work together to make this a potential and unmitigated success.

Cheers

Grant



**Grant Kilby,**  
*Destination  
 Rotorua  
 Economic  
 Development*

**BNZ BoP Export Awards**



It's time to think of nominations for the Bank of New Zealand BOP Export Awards 2008.

Nomination and entry packs for the prestigious awards are now available. Contact Elizabeth Jenkins or Linda Burnett on 07 571 0600 or email [bop@exportnewzealand.org.nz](mailto:bop@exportnewzealand.org.nz). Winners will be announced at a Gala Dinner to be held at Baypark on July 18.

The event has a new regional sponsor – Bank of New Zealand - and a new category – World Class Capability Award. Bank of New Zealand Business Area Manager Mike Frew said he jumped at the opportunity to support the awards in terms of sponsorship and working in partnership with Export New Zealand. "I've always been keen on supporting regional based activities, and our team is thrilled to be involved. Potentially 800 exporter members are entering an economic environment where we believe we can be of assistance to them. Banking is about management of risk and we've got the goods to provide a helpful service to exporters," Mr Frew said.

A special event was held early this month, bringing together last year's award winners to offer their insights into the awards process.

The Export New Zealand team introduced the new World-Class Capability Award category at the event. This category opens the door for past winners while issuing a challenge for all Bay of Plenty exporters to compete harder than ever for recognition from their peers and the market.

The new category is just one of the five awards for excellence to be presented at the Gala Dinner this year. They are: Sharpe Tudhope Exporter of the Year Award; Page Macrae Innovation in Export Award; United Travel Corporate Emerging Exporter of the Year Award; Bay of Plenty Services to Export Award.

Speakers at the event earlier this month included Peter Mackay of Triodent, Sharp Tudhope Exporter of the Year and Page Macrae Innovation in Export Awards winner; Greg Knight of Florentines' Patisserie, United Travel Corporate Emerging Exporter of the Year Award winner; and Alan Bougen of Comvita Taura Natural Ingredients Services to Export Award winner.

Those attending were presented with inside information on the Who Dares Wins theme and the gala's mystery guest speaker.

Tickets to the gala cost from \$125. Don't miss out – limited seating is available.

For more information contact Elizabeth Jenkins or Linda Burnett on 07 571 0600 or email [bop@exportnewzealand.org.nz](mailto:bop@exportnewzealand.org.nz)



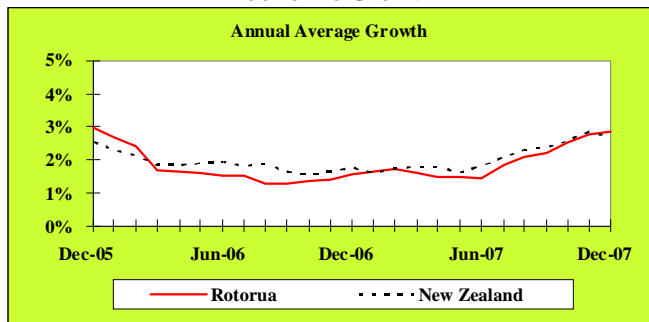
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 of the South Island

**Economic Growth**



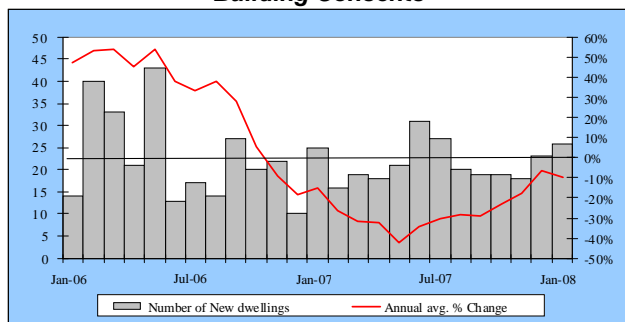
Source: APR Consultants

The APR index of economic growth is constructed from key indicators. The annual average growth rate in Rotorua's index was 2.8% for the year ended December 2007. This was marginally faster than the national average of 2.7% over the same period.

**KEY INDICATOR TRENDS**

This section of "Strictly Business" examines trends in key indicators of Rotorua's economic activity.

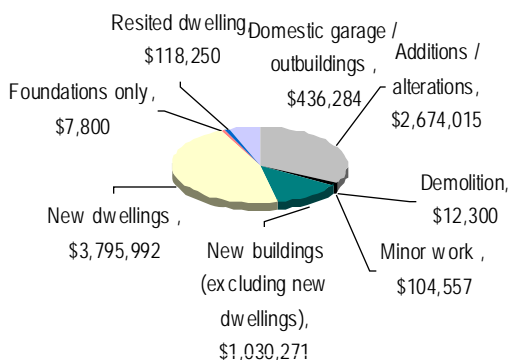
**Building Consents**



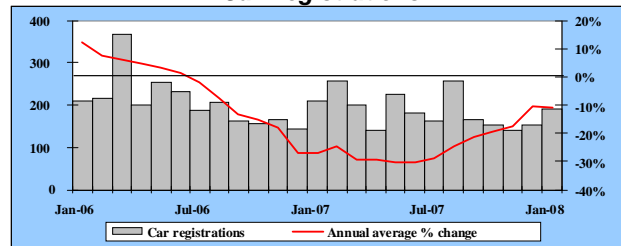
Source: Rotorua District Council

There was a total of 26 new building consents worth \$6.1 million issued for residential dwellings in Rotorua during January 2008. This was greater than the 23 consents issued in December 2007 and the 25 consents issued in January 2007. The annual average growth rate in the number of new building consents issued for residential dwellings in Rotorua was negative 9.8% for the year ended January 2008.

**Value of RDC Consents Passed, Feb-08**



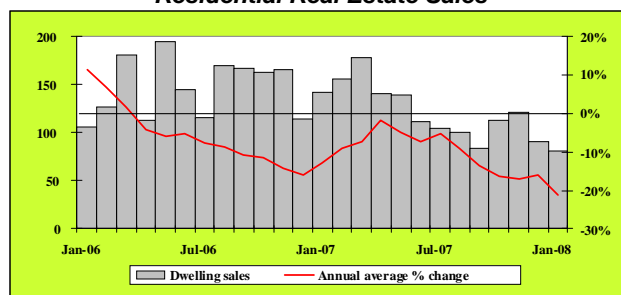
**Car Registrations**



Source: Land Transport Safety Authority

There was a total of 190 cars (including both new and ex-overseas car types) registered in local postal offices during January 2008. This was the highest level recorded over the past five months. However, January 2008's level was less than the 210 cars registered in January 2007. The annual average growth rate in the number of new and ex-overseas cars registered in Rotorua was negative 10.8% for the year ended January 2008.

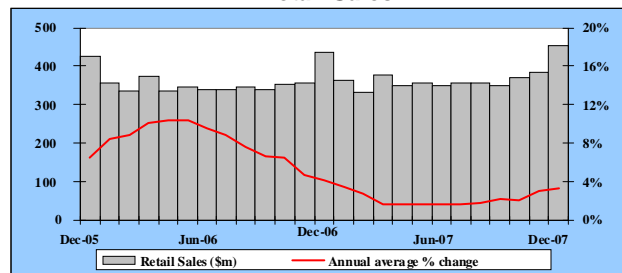
**Residential Real Estate Sales**



Source: Real Estate Institute of New Zealand

A total of 81 dwellings with a median sale price of around \$281,000 were sold in Rotorua during January 2008. January 2008's volume was the lowest recorded since July 2002. This was the third occasion over the past five months that the number of monthly sales was less than 100 houses. The annual average growth rate in the number of houses sold in Rotorua was negative 21.1% for the year ended January 2008.

**Retail Sales**



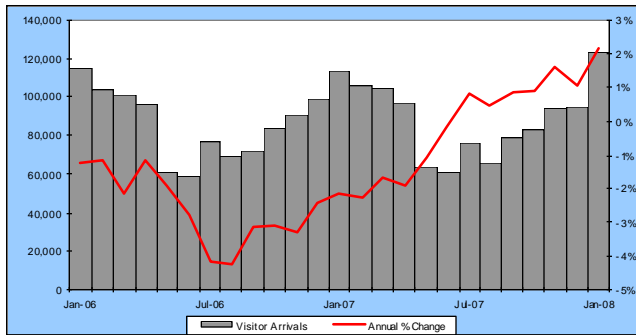
Source: Statistics New Zealand

The nominal total value of Bay of Plenty's retail sales increased from \$384.7 million in November 2007 to \$454.6 million in December 2007. The annual average growth rate in the nominal total value of Bay of Plenty's retail sales was 3.4% for the year ended December 2007.

**Summary**

The annual average growth rate in Rotorua's index was 2.8% for the year ended December 2007. This was marginally faster than the national average of 2.7% over the same period.

## Rotorua Visitor Arrivals

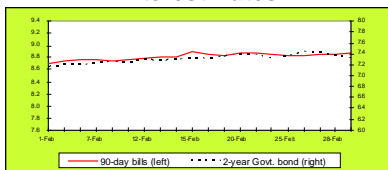


There is a seasonal pattern in guest arrivals to Rotorua's commercial accommodation premises where peaks occur in the summer months and troughs in the winter months. The estimated number of guest arrivals to Rotorua's commercial accommodation premises increased from 94,920 in December 2007 to 123,228 in January 2008. When compared with the same period of the previous year this was an 8.7% increase over the 113,355 guest arrivals recorded for January 2007. For the year ending January 2008 there were 1.0 million guest arrivals to Rotorua commercial accommodation premises - a 2.1% increase over the same period of the previous year.

Full report available at: <http://www.rotoruanz.com/downloads/pdfs/RTIF.pdf>

## National Monitor

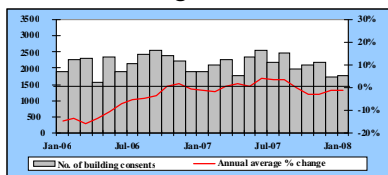
### Interest Rates



Source: Reserve Bank of New Zealand

February 2008 saw New Zealand wholesale interest rates steadily increase. By the end of the month, the 90-day bill rate stood at 8.88%.

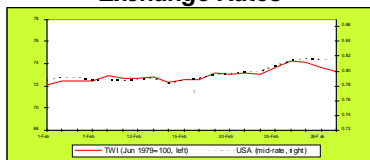
### Building Consents



Source: Business Statistics Section, Statistics New Zealand

There was a total of 1,743 new building consents valued at around \$448.6 million issued for new residential dwellings during January 2008 in New Zealand. This was marginally greater than the 1,738 consents issued in December 2007 but was less than the 1,880 consents issued in January 2007. The annual average growth rate in the number of new building consents issued for residential dwellings in New Zealand was negative 1.5% for the year ended January 2008.

### Exchange Rates

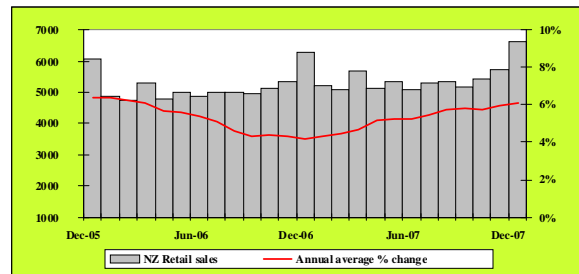


Source: Reserve Bank of New Zealand

Financial turmoil in the US helped New Zealand's exchange rates appreciate over February 2008. By the end of the month, NZ\$1.00 traded against US\$0.82 (2 DP) and the Trade-Weighted Index (TWI) reached 73.3 points.

## National Monitor

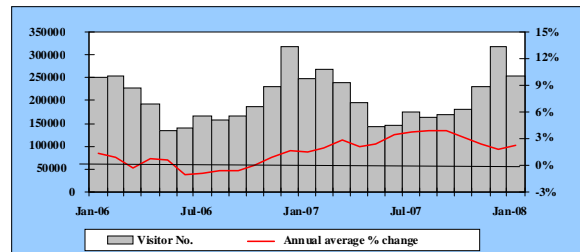
### Retail Sales



Source: Business Statistics Section, Statistics New Zealand

The nominal value of retail sales totalled \$6,600 million in December 2007. This was the highest level recorded in the history of the Retail Trade Survey. The annual average growth rate in the nominal value of New Zealand's retail sales was 6.1% for the year ended December 2007.

### International Arrivals



Source: Statistics New Zealand

There was a total of 253,500 international visitor arrivals to New Zealand during January 2008, an increase of 6,752 (or 2.7%) compared to the number of visitors recorded in January 2007 when 246,748 arrivals were recorded. The annual average growth rate in the number of visitor arrivals to New Zealand was 2.3% for the year ended January 2008.

### Summary

Given strong expansionary fiscal policy and a tight labour market, inflationary pressures remain robust. Therefore, despite the slowdown in the housing market, the Reserve Bank has little headroom available to loosen monetary policy. Some commentators believe that the lagged effects of current monetary policy may be considerably stronger than anticipated by the Reserve Bank. The Bank was not considering lowering the Official Cash Rate (OCR) until the end of 2009.

However, if the economy's deceleration is too severe there is the possibility of OCR decreases before the end of 2008. Certainly, tax cuts are now looking like an essential ingredient that will attenuate the severity of the economic slowdown for those with lower incomes.

According to the National Bank's (NB) Business Outlook Survey for February 2008, a net 44% of firms expected the general economic conditions to deteriorate in 12 months' time.

This is a significant decline from a net 25% who took a pessimistic view in December 2007 (note there was no survey published in January 2008). Notably, February 2008's level of confidence was the lowest recorded over the past ten months.

Farmers were the most pessimistic with a net 54% of the respondents expecting the economy to deteriorate in 12 months' time. Confidence among retailers, service people and manufacturers all declined below a net negative 40%. Builders were a little more positive with a net negative 23% expecting the economic conditions to deteriorate.

The Council has been pulling out the stops on consultation in the last few weeks. Since late February there have been 37 meetings with focus groups or individuals, and more are scheduled. Federated Farmers, the Chamber of Commerce, the forestry industry, the Forest and Bird Society, the real estate industry, developers, local consultants and many others have taken the opportunity to offer comments and suggestions on the District Plan review. Six marae-based meetings with Maori groups will take place through March and April.

The District Plan Review Issues paper (available on [www.fresh-ideas.co.nz](http://www.fresh-ideas.co.nz)) has generated considerable comment. It lays out both the views of the community from the first round of consultation, and ideas and suggestions made from within Council as a result of working with the operative District Plan.

All consultation so far has been informal, in that it provides a forum for making suggestions and comments without the restrictions and structure of a formal process. The primary aim is to respond to as many ideas and suggestions as possible before formal notification, with the aim of streamlining that process as much as possible. A new newsletter appeared on the website in March, and submissions through the website are welcome at any time.

[www.fresh-ideas.co.nz](http://www.fresh-ideas.co.nz)



The Employment Choices programme is designed to help employers recruit people who have been out of the workforce due to family or other reasons.

The Chamber of Commerce assists you – the employer – to find the right candidate, and if you decide to hire them provides your new employee with a support service for six months from the date they start.

Participants have been through our 'Returning to Work' training, and have been assessed on their computing, administration, accounts, communication, organisation and planning skills. We know their circumstances, preferences, ambitions and motivations, and communicate these to you so you recruit the right person.

We now have suitable candidates ready to employ in the following areas:

- Administration
- Accounts
- Customer service
- Reception
- Data entry
- Forestry Science

Our clients are also eligible for work subsidies (subject to criteria)

**If you have a vacancy or want to find out more, please call Denise Emery on 07 349 8359 or 0275 704 048 or email [choice@rotoruchamber.co.nz](mailto:choice@rotoruchamber.co.nz)**



Workshop

## Sustainability Challenge

**Sustainability is the biggest opportunity and challenge that business faces.**

The Sustainable Business Network provides practical advice and support to assist business with this challenge. We support our members with networking opportunities, programme delivery, training and sustainability assessments.

Ecological and social issues are becoming more important than ever and consumers are calling for action. We have reached the sustainability tipping point and it is now the imperative for business this century.

NZTE and the SBN have teamed up to deliver an 'Introduction to Sustainability' workshop at a regional level. This workshop is designed to motivate attendees to use sustainability as a tool in their business to enhance performance and productivity across a triple bottom line. It is envisioned that this workshop attract businesses who are not currently SBN members, with a specific (although not sole) focus on exporters.

Partnering with local EDA's is anticipated to assist the SBN with the promotion of the commercial viability of sustainable activity within regions/areas slow to uptake SBN membership.

Date: Wednesday 23<sup>rd</sup> April  
 Venue: Rotorua District Council  
 Cost: \$35.00  
 Contact: Jo Wills  
 T 07 577 9355  
 M 021 2777 042  
 E [bop@sustainable.org.nz](mailto:bop@sustainable.org.nz)  
 W [www.sustainable.org.nz](http://www.sustainable.org.nz)



## Ecosmart Home

A series of new homes designed to be sympathetic to the environment and climate change, was launched in Rotorua last week. Lockwood, which has specialised in solid wooden homes, launched its prototype display home. This was opened by National Party leader, John Key.

Lockwood chief executive Bryce Heard said environmentally friendly homes were a natural progression for the company. He said the company already used timber from fast-growing plantation trees which absorbed more carbon than slower growing indigenous forests. Also, the Gullwing Ecosmart home faced north and its "thermal envelope living area" captured and stored the heat which is released into the house at night. The roof overhangs were designed to prevent summer overheating but allows low altitude winter sun to penetrate deep into the building. The house is also heavily insulated in the walls, floor and roof, with all windows and door joinery double glazed.

Solar water heating was supported by a wetback in a wood pellet burning space heater and low-energy appliances and lighting were used.

For more information: <http://www.lockwood.co.nz/>



## Rotorua Lakes Clean Up

The Government has committed \$72.1 million over 10 years to help clean up four key Rotorua lakes - Rotoiti, Rotoehu, Rotorua and Okareka. Rotorua MP and Conservation Minister Steve Chadwick welcomed the announcement as a huge boost for the region.

Rotorua Mayor Kevin Winters said without the Government's contribution, the sewerage schemes would not have happened because the cost would have been too great for ratepayers to bear.

The main cause of Rotorua's degrading lakes is nutrient overload from sources like lake sediments, farm run-off, septic tanks and groundwater. New sewerage schemes will reduce nutrients leaching into lakes. The new funds would also be used for treating or diverting nutrient-rich streams flowing into Lakes Rotorua and Rotoehu, capping lake sediments, constructing wetlands and harvesting lake-weed.

One key to sustainability is managing water quality. This means taking a long term approach and thinking about what we do now and how that impacts on future generations.



## Uni Games Come to Town

The Uni Games which will be held from April 14 to 17 this year were launched by the Rotorua Mayor, Mr Kevin Winters and Waiariki Institute of Technology Deputy Chief Executive Officer at Uni Games supporter Hotel Ibis Rotorua.

Proudly supported by its partners - Rotorua District Council, Waiariki Institute of Technology, Waiariki Institute of Technology Students Association, Sport Bay of Plenty and Environment Bay of Plenty, the Uni Games are expected to inject over \$2 million into the local economy.

The Rotorua community will be heavily involved with over 120 volunteers required for the administration and logistics of the Uni Games.

The Games will see 31 sports contested: Aquathlon, Badminton, Basketball, Beach Volleyball, BMX, Canoe Polo, Cross Country, Cycling, Debating, Fencing, Football, Golf, Hockey, Karate, Kayaking (flat water), Lawn Bowls, Mountain Biking, Netball, Orienteering, Rugby League, Squash, Surfing, Table Tennis, Tennis, Touch, Ultimate Frisbee, Underwater Hockey, Volleyball, Waka Ama, Water Polo and White Water Slalom.

For further information contact [David Pearce](#), Executive Director, at the USNZ office on 04 499 3550.



## National Certificate in First Line Management Online

With immediate effect Waiariki Institute of Technology's Business and Tourism School will be offering the National Certificate in First Line Management Online with enrolments being taken on a monthly basis.

This nationally recognised qualification has been designed for those having responsibility for staff and workplace operations.

As it is fully online you will be able to continue working while studying at the times which best suits you. You can arrange with your online tutor when you study particular courses – in other words you can tailor it to suit your own particular needs!

The entire one year qualification is available for a special introductory price of **just \$199** and you can enrol at any time!

Here's what **Kim Ibberson, HR Manager at the Heritage Hotel, Rotorua** said about the qualification:

*"The content really good and well set out.*

*As part of the Time Management paper I'm really enjoying developing new strategies and techniques for using my time for maximum effect.*

*The flexibility which studying online allows people like myself in full-time employment is marvellous.*

*I can work at my own pace and at the times which suit me – at 3 o'clock in the morning if I wish!*

*I believe for people working in supervisory and first line management positions it's a great way to gain formal recognition.*

*Cecile, the tutor, is prepared to work around us in any way. Her flexibility and willingness to help is exemplary.*

*To gain a nationally recognised, NZQA accredited qualification for the introductory fee of \$199 is unequalled. Fantastic value for money."*

For more information on this innovative qualification call Mina on 07 346 8889, or Tania on 07 346 8683.



## Settlement Support NZ

### Migrant Mayoral Welcomes

The Welcomes provide an opportunity for newcomers to meet the Mayor, other newcomers and discuss any queries with representatives of local organisations.

To date, 70 newcomers from 23 nationalities, and 28 local organisations participated in 2007.



### Dates for 2008:

Thursday, 22 May 2008 10.00am – 11.30pm  
Thursday, 6 Nov 2008 5.30pm – 7.00pm

### Special Interest Group for Immigrant Engineers

SIGIE is a subgroup of IPENZ, the professional body of engineers in New Zealand. The group runs bridging programs for migrant engineers, so that they are more work ready for the New Zealand workplace. The group has previously worked with businesses in Auckland, Christchurch and Nelson.

I would like to invite the President of SIGIE to Rotorua to meet with local businesses that recruit engineers, to discover if there are opportunities where SIGIE could assist in Rotorua.

For further information and to register for either event, please contact:

**Heather McAllister**  
Settlement Support Co-ordinator  
Tel: 07 348 4199  
Email: [ssnzrotorua@rdc.govt.nz](mailto:ssnzrotorua@rdc.govt.nz)



## Business Mentors New Zealand in Rotorua

Business Mentors New Zealand provides free business mentoring to businesses that have been operating for at least six months and have fewer than 25 staff. This service is provided in Rotorua under the umbrella of Destination Rotorua Economic Development.

Topics covered include:

- strategic planning,
- finance and accounting,
- marketing, human resources,
- legal compliance,
- process management and more.



Business Mentors  
New Zealand

Take advantage of this opportunity and follow the simple instructions to request a mentor on the website <http://www.businessmentor.org>, or phone 0800 103400.

## Become involved !!!

**"Why not Live, Work, Invest and Do Business where the rest of the world comes to Play?"**

We have produced a "Rotorua" Book which showcases Rotorua as a place to live, work, learn, invest and do business. It includes profiles of people who have relocated for the lifestyle as well it has a wealth of Rotorua information including some company and job profiles.

\$ 7.50 plus GST each

For more information:

[info@rotorua-business.com](mailto:info@rotorua-business.com)

Log on to [www.rotorua-business.com](http://www.rotorua-business.com) and take a look at the official Rotorua living, working, investing and doing business site generating around 120,000 hits and 12,000 visits per month. Enhance your business communication strategy by registering on the Rotorua business database or list your latest job vacancy.



### Rotorua "Promotional DVD"

We have produced a 9 minute promotional DVD which showcases Rotorua as a living, working, investing, business and visiting location.

This DVD is designed to assist you with the attraction of staff and investment.

These DVD's are now available for purchase at just \$ 10.<sup>00</sup> excluding GST each. This is a great way to promote Rotorua.



For more information: Visit our Web Site [www.rotorua-business.com](http://www.rotorua-business.com) or contact us:  
Tel 348 4199 Ext 8055 or e-mail [info@rotorua-business.com](mailto:info@rotorua-business.com)

## Rotorua Events Calendar

### Business after Five

15 April> Te Puia

29 April> The Lakeland Queen

13 May> Westpac

### Green Drinks

29 April> Blue Baths

27 May> Blue Baths



### Rotorua Export Club

8 April> Millennium Hotel

(Limited places available, early registration recommended)

### Chamber of Commerce

22 April> Special Centennial Museum Chamber Event

### Shop Rotorua Promotions

14-17 April> Operation Uni Games

30 May-2 June> Queen's Birthday Market Sale

31 May-1 June> Targa Rally

4-13 July> Operation Mud

[info@shoprotorua.co.nz](mailto:info@shoprotorua.co.nz)

For More information

Email: [Info@rotorua-chamber.co.nz](mailto:Info@rotorua-chamber.co.nz)

Web: [www.rotorua-chamber.co.nz](http://www.rotorua-chamber.co.nz)

Address: The Business Hub  
1209 Hinemaru St  
Rotorua



### Empower Team Ltd Workshops

17 April> Business Planning

1 May> Marketing Tourism 1 & 2

15 May> Marketing Tourism 3 & 4

Further information contact

0800 4387 267

Or (07) 578 7017



## Feedback

If you have anything to contribute please let us have your news, views or stories, as well as any business events you have coming up by contacting us:

Chris Heywood (Project Officer - Destination Rotorua Economic Development)  
Tel (+64) 7 348 4199  
Fax (+64) 7 350 0182

*"Genius is one percent inspiration, ninety-nine percent perspiration."* [Thomas Edison 1847-1931, American Inventor]

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Looking for skilled staff? Advertise on [www.rotorua-business.com/employment.asp](http://www.rotorua-business.com/employment.asp)