

## Welcome to the February edition of Strictly Business

First of all...Happy New Year! Great weather and great news on the economic front in as much the Bay of Plenty recorded the highest business confidence in the National Bank Survey September Quarter in New Zealand. I am awaiting the results from the local monitor to substantiate this and long may we continue to prosper.

The Economic Development Unit has commissioned New Life New Zealand to act as our agent for securing skilled migrants to positions here in Rotorua. They have thousands of registered clients wishing to move from the UK to NZ. Further, if you have skilled workers here on work permits that are due to return overseas and need assistance with immigration matters contact New Life NZ now.

**Fact:** We have a skilled workforce shortage but unless you register your requirements on the New Life NZ website the matching process cannot begin.

The New Life model is **FREE** for you to use. Once registered you can post your vacancies online; view prospective candidates; be assured the eligibility process has been completed and you have ready and willing candidates here when you need them

Please consider your requirements and register today. Rotorua has the work-life balance the UK residents pine for but unless you are registered the match made in heaven here can't be made.

Log onto [www.newlifenz.com](http://www.newlifenz.com) now to secure the positions you have been trying to fill.



**Grant Kilby,**  
Destination  
Rotorua  
Economic  
Developer

## New Zealand Forest Industries Expo 2010

The New Zealand Forest Industries Expo, held every four years, will be hosted at Rotorua's new, state-of-the-art Energy Events Centre in 2010. Since 1990, it has been held at Rotorua's Arawa Racecourse in March.

It has become such a firm favourite on the international forest industries event calendar that the Expo in 2010 will be held in April, instead of March, to avoid conflict with two other major events in the United States.

The forestry expo is the largest of its kind in the Southern Hemisphere, attracting up to 10,000 people. More than 250 exhibitors are expected at the 2010 expo, including people from Canada, United States, Australia and Italy

Heavy machinery such as the latest logging gear, trucks and sawmilling equipment will be well catered for with plenty of room for displays in the car park and demonstrations in a safe and controlled environment next-door.

The timing of the event and the new venue are not the only improvements for the 2010 event.

The event organisers have joined forces with a group of industry people to form a steering committee who have started planning the event with innovative new ideas.

As well as showcasing leadership and innovation, the integrated Expo is an opportunity to bring the industry's strategic network together.

More than 250 exhibitors showing everything from seeds and nurseries to finished products and exports are expected.

The event will showcase the latest innovation and technology from New Zealand companies to the world, as well as the exhibits from industry players from around the globe.

The ever popular FIEA and FICA technology workshops and seminars will still be held and linked to new forest and wood products, technologies and innovation.

The Expo, which will take place from 22 – 24 April 2010, will be preceded by a Symposium at the same venue on 21 April 2010.

The industry strategy group is currently working on a theme for the Symposium, to provide industry leaders, strategists, thinkers and government with a 'challenge platform.



Dell Bawden  
Phone 07 3471863  
Mobile 0274 745485  
[www.forestevents.co.nz](http://www.forestevents.co.nz)



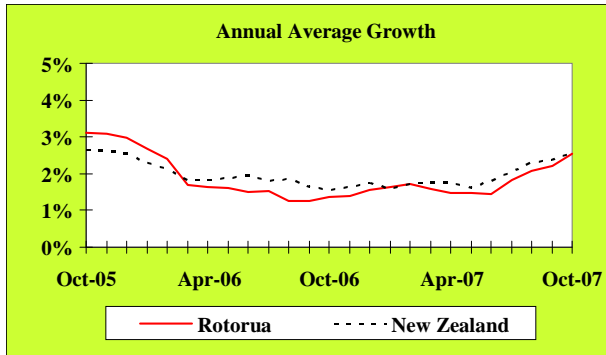
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ROTORUA  
ECONOMIC  
DEVELOPMENT

**Economic Growth**



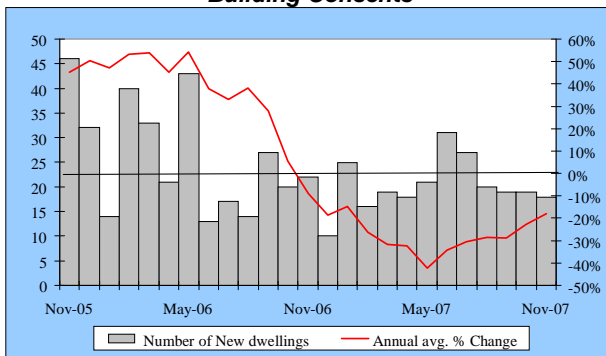
Source: APR Consultants

The APR index of economic growth is constructed from key indicators. The annual average growth rate in Rotorua's index was 2.5% for the year ended October 2007 which was slightly slower than the 2.6% annual average growth rate in New Zealand's index over the same period.

**KEY INDICATOR TRENDS**

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

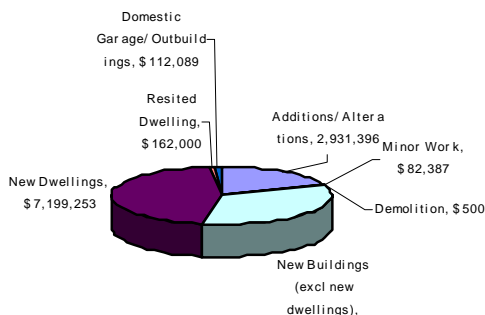
**Building Consents**



Source: Rotorua District Council

The number of new building consents issued for residential dwellings in Rotorua on a monthly basis was located in the range of 18 to 20 consents during August to November 2007. There were 22 consents issued in November 2006. The annual average growth rate in the number of new building consents issued for residential dwellings in Rotorua was negative 17.9% for the year ended November 2007.

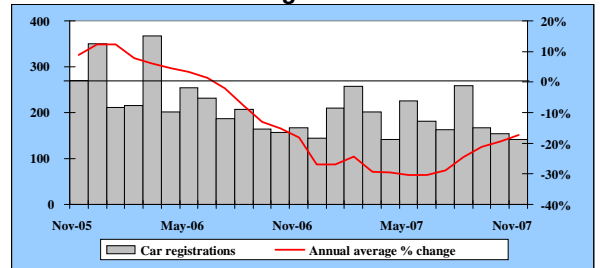
**Value of RDC Consents Passed Dec-07**



Source: Rotorua District Council

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

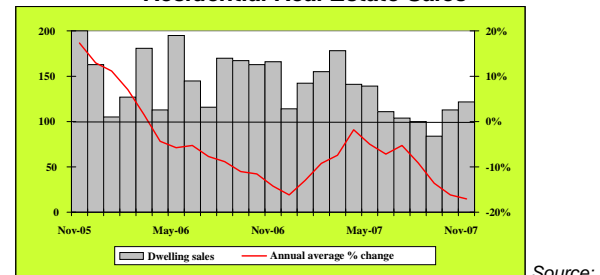
**Car Registrations**



Source: Land Transport Safety Authority

Only 167, 154 and 142 cars (including both new and ex-overseas car types) were registered in the September to November 2007 period in Rotorua. These figures were much less than the 258 cars registered in August 2007. The annual average growth rate in the number of new and ex-overseas cars registered in Rotorua was negative 17.2% for the year ended November 2007.

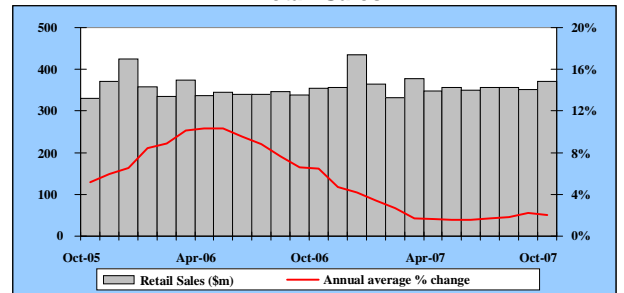
**Residential Real Estate Sales**



Source: Real Estate Institute of New Zealand

There were a total of 122 houses with a median sale price of around \$260,000 sold in Rotorua during November 2007. While the number of sales reached its highest level over the past six months, it was less than the 166 sales recorded in November 2006. The annual average growth rate in the number of houses sold in Rotorua was negative 17.0% for the year ended November 2007.

**Retail Sales**



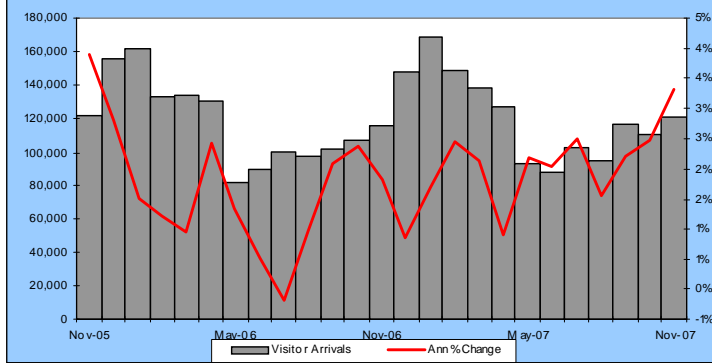
Source: Statistics New Zealand

The nominal total value of retail sales recorded in the Bay of Plenty Region increased from \$351.5 million in September 2007 to \$371.6 million in October 2007. October 2007's level was greater than the \$354.5 million recorded in October 2006. The annual average growth rate in the nominal value of Bay of Plenty's retail sales was 2.0% for the year ended October 2007.

**Summary**

The annual average growth rate in Rotorua's index was 2.5% for the year ended October 2007 which was slightly slower than the 2.6% annual average growth rate in New Zealand's index over the same period

## Rotorua Visitor Arrivals



Source: Statistics New Zealand – Commercial Accommodation Monitor, and APR Consultants – Rotorua Private Homes Monitor

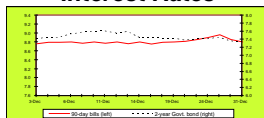
There were 120,924 overnight visitor arrivals to Rotorua's commercial accommodation and residential homes during the month of November 2007 – a 4.8% increase over November 2006. For the year ending November 2007 there were 1.5 million overnight visitor arrivals to Rotorua - a 3.3% increase over the previous year.

Full report available at:

<http://www.rotoruanz.com/downloads/pdfs/RTIF.pdf>

## National Monitor

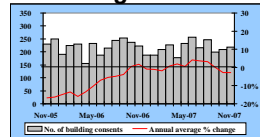
### Interest Rates



Source: Reserve Bank of New Zealand

New Zealand's wholesale interest rates trended upwards for most of December 2007 before falling over the last few days of the month. By the end of December 2007, the 90-day bill rate stood at 8.89%.

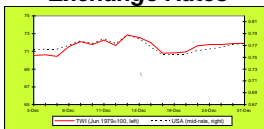
### Building Consents



Source: Business Statistics Section, Statistics New Zealand

There was a total of 2,189 new building consents with a combined value of around \$567.5 million issued for residential dwellings in New Zealand during November 2007. This represented an increase of 104 consents compared to the number recorded in October 2007 but a decrease of 43 consents compared to the number issued in November 2006. The annual average growth rate in the number of new building consents issued for residential dwellings in New Zealand was negative 2.8% for the year ended November 2007.

### Exchange Rates



Source: Reserve Bank of New Zealand

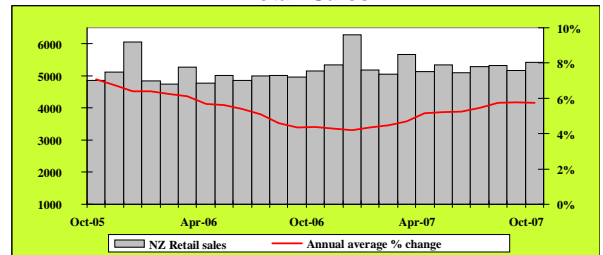
The US Federal Reserve cut US interest rates by 25 basis points in mid December 2007. This triggered New Zealand's exchange rates to depreciate rapidly. However, New Zealand's stronger than expected September 2007 quarter GDP results helped the Kiwi dollar appreciate to US\$0.774 and the Trade-Weighted index (TWI) to settle at 71.9 points by the end of December 2007.

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## National Monitor

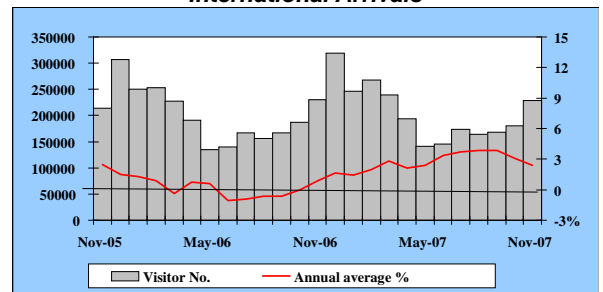
### Retail Sales



Source: Business Statistics Section, Statistics New Zealand

The nominal (total) value of New Zealand's retail sales increased from \$5,171.4 million in September 2007 to \$5,430.4 million in October 2007, which was also greater than the \$5,145.7 million recorded in October 2006. The annual average growth rate in the nominal value of retail sales recorded in New Zealand was 5.7% for the year ended October 2007.

### International Arrivals



Source: Statistics New Zealand

The number of international visitor arrivals to New Zealand increased from 179,947 visitors in October 2007 to 228,813 visitors in November 2007. November 2007's level represented a 0.5% decrease in the number of visitor arrivals to New Zealand compared to the 229,913 visitors arrivals recorded in November 2006. The annual average growth rate in the number of visitor arrivals to New Zealand was 2.4% for the year ended November 2007.

### Summary

According to the National Bank's (NB) December 2007 survey of business confidence, confidence has once again declined. A net 25% of surveyed firms expected general business conditions to deteriorate in 12 months' time, down from a net 20% who were pessimistic in the November 2007 survey by the NB. Pessimism was widespread with manufacturers replacing farmers as the most pessimistic group in New Zealand's economy.

Firms were more confident about their own business future with a net 18% (compared with a net 16% in November 2007) expecting to increase their level of real level of business in 12 months' time. Services people were the most optimistic group (a net 22%) while the number of optimistic and pessimistic builders were equal and the rest of the surveyed groups were located in the range of a net 15% - 17% in their belief that their own level of activity will increase in 12 months' time.

The Westpac McDermott Miller (WMM) Consumer Confidence Index declined from 113.5 as at the September 2007 quarter to 110 as at the December 2007 quarter (>100 indicates optimists outnumber pessimists). While the level of confidence remained positive, the level has fallen by 10 points compared to the level surveyed in December 2006.

The first round of public consultation for the current review of the District Plan began in November 2007, with a mailout of information and a questionnaire to all ratepayers. Submissions can also be made electronically through the Fresh-Ideas website, [www.fresh-ideas.co.nz](http://www.fresh-ideas.co.nz).

As of mid January, 136 submissions were received. It seems that ratepayers are concerned with a wide array of environmental issues, particularly: water quality in lakes and streams, air quality, rubbish management, protection of amenity in the natural and built environments, and subdivision. On subdivision, the dominant view is that infill housing in the city should be restricted, whereas views are wide-ranging on the question of further subdivision in the rural zone.

A summary of these submissions will form part of an issues paper currently being prepared by Council called "Towards a new District Plan". This paper will inform a series of meetings with key interest groups, such as the forestry, farming and business sectors, to take place through February and March. Keep an eye on [www.fresh-ideas.co.nz](http://www.fresh-ideas.co.nz) for that document.



News last weekend that one of the two Cook Strait power cables has been partly shut down underlines the BrightEconomy Board's concerns about national and local electricity supply security.

The Board's Future Insights planning work in 2006 showed that the national grid and local energy supply infrastructure were becoming outdated and increasingly stressed as electricity demand grew.

The Board identified energy security as an issue for businesses deciding where to establish new plants and factories, and realised that if Rotorua could develop more secure local supply we would become more attractive for new business investment.

The BrightEconomy Board's energy report "*Status and Opportunities: Energy Supply in the Rotorua District*" found last year that several substations in Rotorua need upgrades to cope with forecast demand and to prevent overloading of transformers at peak periods.

A warning like this shows how energy security and economic development are closely linked, with consequences for future employment and incomes in the district.

[www.brighteconomy.com](http://www.brighteconomy.com)

## Bath House Vision

Although the Bath House stands as one of New Zealand's most iconic heritage buildings, significant features of the original plans are missing. When the Bath House opened in 1908 the building was only partially constructed. As a result of funding shortages, the extreme northern wing and most of the southern wing were not built.

The Rotorua Museum Centennial Project will complete the Bath House building to its original proposed specifications and provide greatly enhanced museum facilities. The new museum features will include a resource and research facility, two new galleries for temporary and short term exhibitions, a children's discovery centre, a re-developed Tarawera Gallery and an expanded Te Arawa Gallery.

The fundraising efforts for the project are being driven by the Rotorua Museum Centennial Trust. The Trust was established in 2006 and has since progressed significantly towards the \$19.45 million target



GOVERNMENT BATH BUILDINGS, ROTORUA, NEW ZEALAND.  
(THE MAJOR PORTION OF THESE BATHS IS NOW IN USE.)

## New City Shopping Centre

An Auckland development company hopes to turn Rotorua's old multiplex building into a shopping centre. The multiplex building was constructed in 1993 but was open for only a few weeks before building sub-contractors forced its closure, claiming they were owed almost \$3 million.

The new development will be under newly formed company Golden Mile (Rotorua) Ltd. Its directors Jackie Kwok, Wai Kwok and Siu Cheng, are originally from Hong Kong but have been living and investing in New Zealand since 1988.

Golden Mile Holdings Group has bought the troubled site on Pukuatua St with plans to turn it into retail space downstairs with apartments upstairs. No firm plans have been made but the ground floor would be retail space. Talks with potential tenants have not yet occurred, but the owners are hoping to get shops of similar calibre as the nearby McDonald's, Robert Harris and Hannahs.

Golden Mile Holdings Group has a background in apartments, having just completed Dynasty Gardens Apartments in Vincent St in downtown Auckland.

The company was incorporated in 1999 and is now one of the largest residential property developers in Auckland City.

Golden Mile Holdings Group has been involved with more than \$150 million of New Zealand commercial, industrial, retail and residential property transactions, including large-scale residential developments.



Dynasty Gardens Apartments

## Chamber of Commerce Centennial

What an occasion to celebrate! Since its incorporation on 31 March 1908, the Rotorua Chamber of Commerce has been supporting business and economic growth in Rotorua.

Throughout these 100 years, there have been numerous changes from the small settlement in the late 1800's to the government administered town in the first part of the century to Rotorua now being the premier tourist destination in New Zealand. Along this transformation there have been challenges to be met and strong debate on many important issues. The team at the Chamber headed by Vice President Michelle Pleydell has had a wonderful time going through the old minutes and records of the Chamber, files at the Museum, and old media issues, to source a history of business in the city. We are hoping to publish this by the date of our birthday. It is important that we celebrate in style such a memorable achievement. A Birthday Party with a difference has been organized. The venue for the Ball will be the Historic Blue Baths, most appropriate as it is one of Rotorua's most iconic historic buildings

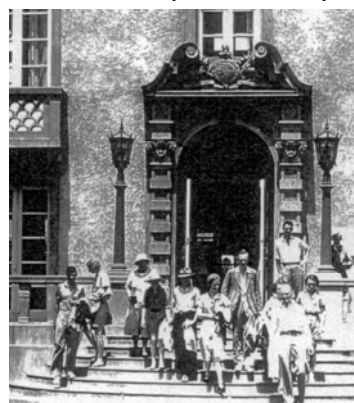
We are requesting all guests to enter into the spirit of the theme of the ball by wearing costume dress from the 1910 to 1950s era. They can then feel very authentic as they Jitterbug and Charleston to the fabulous music of the Roger Fox Band.

**Centennial Ball**  
**Saturday 29 March 2008**  
**6.30 pm for cocktails**  
**7.30 pm for dinner**



The tickets for the event have been capped at 300. The tables will seat ten guests. The price of tickets has been subsidized by the Chamber of Commerce to keep the cost to the level of \$100 (plus gst) in keeping with the 100 years of the Chamber. Strong demand is anticipated from individuals and companies particularly those that have had an association with the organisation over its long history. The ticket price include cocktails before, a three course banquet meal and wine on the tables, and of course dancing to one of New Zealand's finest dance bands.

Tickets may be reserved by going to the Chamber's website [www.rotoruchamber.co.nz](http://www.rotoruchamber.co.nz) and then to the page "Centennial". There is an electronic order form that may be completed. Alternatively contact Amy on (07) 349 8356.



## Uni Games 2008

The 'Uni Games' will be held from April 14 to 17 2008 for the first time outside of a University City. The Uni Games is the second largest annual multi-sports event in New Zealand, next to the Masters' Games.

More than 2,500 students from across New Zealand's ten universities and selected polytechnics will compete in 31 sports at the Uni Games, which will be held at venues around Rotorua.

Proudly supported by its partners - Rotorua District Council, 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 as well as each sport being supported by the local sporting organisation through the supply of venues, competition managers, and officials.

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 of USNZ, on 021 917 370 or click on [www.universitysport.org.nz](http://www.universitysport.org.nz).

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## Breakfast Club for Business People

At 7am on the first Wednesday of the month at the Novotel Lakeside Rotorua, Business Swap Rotorua holds its monthly meeting. It is a business club for professional people, business owners and the self employed. Every meeting has a vibrant, energetic and motivational guest speaker. February's speaker is Trevor Taylor.

Trevor has been the Chief Executive Officer for Outward Bound Trust of New Zealand since December 2001, where he has been instrumental in refocusing the Trust to be recognised in 2005 as the "Best Place to Work in New Zealand". It has been a finalist in these awards for the past 4 years. In 2007 Outward Bound was also a finalist in the Vero Business Support Awards. As CEO he is accountable to the Board for the overall operations of the Trust, which include course outcomes, finance, funding, legal, marketing and business development functions. Prior to Outward Bound Trevor spent 20 years in senior line management roles in the energy sector both within New Zealand and internationally with the Petroleum Corporation of New Zealand, Fletcher Challenge Energy, Southern Petroleum and the Electricity Corporation of New Zealand.

Trevor is also a Director of Eastland Infrastructure, Titan Plant Services, L & M Petroleum and a Trustee of Life Flight Trust and the Wellington Free Ambulance Trust.



**When:** Wednesday 13 February  
**Where:** Novotel Lakeside Rotorua  
**Time:** 7:00am - 9:00am  
**Cost:** Members: \$22.00  
Non Members: \$33.00



**Trevor Taylor**  
Page 5

## 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)

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## Rotorua Events Calendar

### Business after Five

12 February > Novotel Lakeside

26 February > Commercial Travellers Club

11 March > Event Impressions & Aquatic Centre



### Rotorua Export Club

28 February > Millennium Hotel

(Limited places available, early registration recommended)

For More information

Email: [Info@RotChamber.co.nz](mailto:Info@RotChamber.co.nz)

Web: [www.RotChamber.co.nz](http://www.RotChamber.co.nz)

Address: The Business Hub  
1209 Hinemaru St  
Rotorua



### Workshops

12 February > Managing resources 9.00-12.00

20 February > Finance Workshop 9.00-12.00

20 February > Business Systems 1.30-4.30

26 February > Marketing Strategies 1.30-4.30

Further information contact

**Empower Team Ltd**

0800 4387 267

Or (07) 578 7017



**Trevor Taylor**



When:  
Where:  
Time:  
Cost:

Wednesday 13 February 2008

Novotel Lakeside Rotorua

7:00am - 9:00am

Business Swap Members: \$22.00

Non Members Welcome: \$33.00

## 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

*"A positive attitude may not solve all your problems ... but it will annoy enough people to make it worth the effort." |Herm Albriacht. 1876-1944|*