

## Welcome to the January edition of Strictly Business International award for local film maker

By GREG TAIPARI

Rotorua film maker Mike Jonathan hopes the international award for his short film will put his home town on the film-making map.

His film Shadows has been awarded the Silver Lei award at the Honolulu International Film Festival.

The 12-minute psychological thriller was written, produced and directed by Mr Jonathan, who also stars as the grown-up version of his main character, Tommy.

The film maker said he was rapt with the award. "When I got the email, I thought it was telling me I had been nominated but when my whanau read it, they said 'no you've actually won the award'.

It's a prestigious award and I'm really about rapt it." He hopes the film's award will showcase Rotorua as a world-class place for movie-making. "This just proves the infrastructure is here in Rotorua."

Mr Jonathan said he would go to Hawaii in March to receive the award. He was also hopeful to hear back in the next few weeks from other movie festivals at which his film featured. Self-funded through Mr Jonathan's company, Haka Boy Films, Shadows was filmed at different Rotorua locations over three days with the help of friends, family and Rotorua businesses.

Mr Jonathan said the idea for Shadows came from an interest in psychology.

He described the film as relating to schizophrenia and people who lived in a fantasy world.

It is not the first time Mr Jonathan has received an award for his work in film.

After directing Tere Harrison's short film, Hawaikii, it was nominated for best New Zealand short film at the New Zealand Screen Awards in 2006 and won best short film at the Imaginative International Film Festival in Toronto.

Mr Jonathan was prompted to get Shadows underway on the back of the success of Hawaikii.



<http://www.hakaboy.com>

This article was supplied courtesy of the Daily Post  
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## Ohaaki Heat helping solve Rotorua's air emission problems

A new firewood product just launched in Rotorua, called Ohaaki Heat, aims to help reduce Rotorua's winter air emission problems from wood-burning fireplaces.

Rotorua has had a problem with air quality for a number of years and it is now the focus for the Rotorua Air Quality project team comprising staff from Environment Bay of Plenty and the Rotorua District Council.

Smoke and soot, known collectively as PM10 emissions, are emitted by woodburning fires, especially those containing too much moisture – the wetter the wood, the more smoke and soot produced.

However, Ohaaki Heat is kiln-dried to reduce the moisture content to a minimum, allowing the fire to burn hotter and incinerate most of the smoke and soot particles, thereby reducing air emissions. Scientists at SCION have estimated that Ohaaki Heat produces approximately 30% more heat than normal air-dried firewood while the low emissions are comparable with that of pellet fires.

The leader of the Rotorua Air Quality project team Karen Parcell is very supportive.

'Kiln dried wood supply would be a welcome addition to the city, not only from our point of view, but for those trying to buy dry wood. A guaranteed dry wood supply would certainly lift the bar for those other suppliers in the city.'

Ohaaki Heat is delivered conveniently pre-stacked and shrink-wrapped on pallets and is available to order on-line at [www.ohaakiheat.co.nz](http://www.ohaakiheat.co.nz).

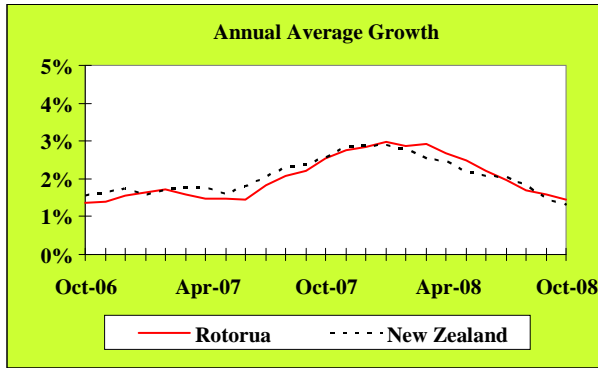


Ohaaki Heat on display to visitors at the recent Rotorua A&P show centenary at Ngongotaha.

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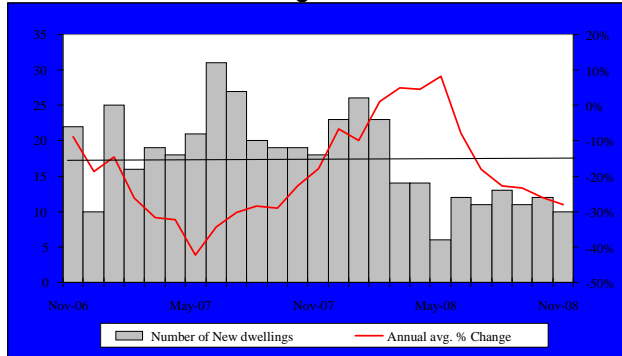
Economic Growth



Source: APR Consultants

The APR index of economic growth is constructed from key indicators. The annual average growth rate in Rotorua's index was 1.4% for the year to October 2008, marginally stronger than the 1.3% national annual average growth rate in New Zealand's index in the same period. This section of "Strictly Business" examines trends in key indicators of Rotorua's economic activity.

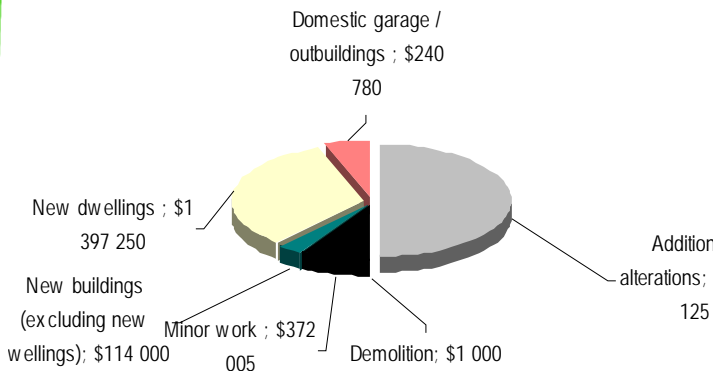
Building Consents



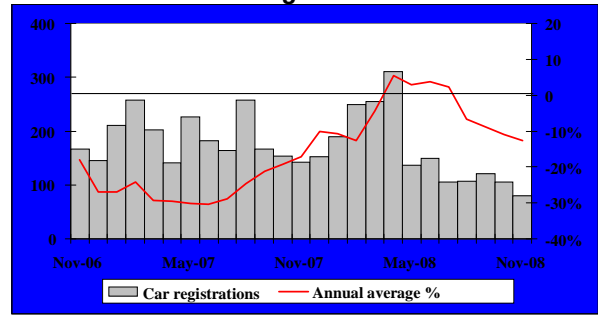
Source: Rotorua District Council

A total of ten new building consents valued at around \$2.7 million were issued for new residential dwellings in Rotorua during November 2008. This was the lowest number recorded over the past six months, and nearly half the 18 consents issued in November 2007. The annual average growth rate in new building consents issued for residential dwellings in Rotorua was negative 28.0% for the year ended November 2008.

Value of RDC Consents Passed, Nov-08



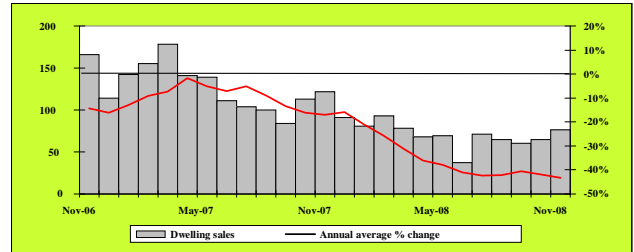
Car Registrations



Source: Land Transport Safety Authority

A total of 80 cars (including both new and ex-overseas car types) were registered in Rotorua's postal offices during November 2008, the first time that monthly registration levels has dipped below 100 mark over the past 16 years. The annual average growth rate in the number of new and ex-overseas cars registered in Rotorua was negative 12.6% for the year ended November 2008.

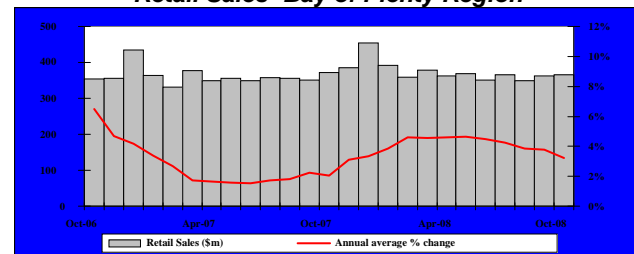
Residential Real Estate Sales



Source: Real Estate Institute of New Zealand

Rotorua's situation improved in November 2008. There was a total of 76 houses with a median sale price of around \$221,000 sold during November 2008. November 2008's level was the highest value recorded in the past eight months but was less than the 122 houses sold in November 2007. The annual average growth rate in the number of houses sold in Rotorua was negative 43.2% for the year ended November 2008.

Retail Sales- Bay of Plenty Region



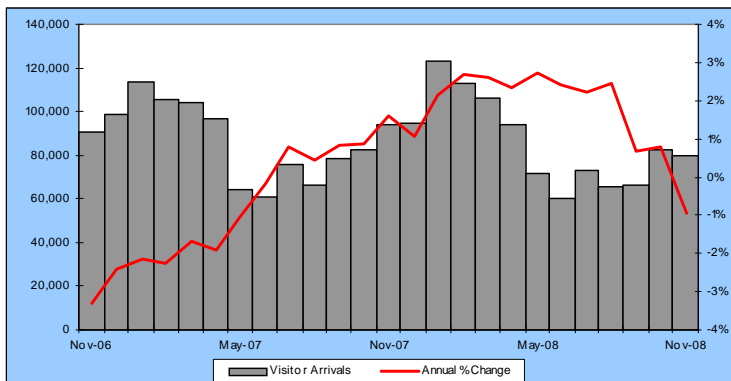
Source: Statistics New Zealand

The value of Bay of Plenty Region's retail sales increased from \$361.5 million in September to \$365.8 million in October 2008. However, this was weaker than the \$371.6 million recorded in October 2007. The annual average growth rate in the nominal value of Bay of Plenty's retail sales slowed from 3.8% for the year ended September 2008 to 3.2% for the year ended October 2008.

SUMMARY

The annual average growth rate in Rotorua's index was 1.4% for the year to October 2008, marginally stronger than the 1.3% national annual average growth rate in New Zealand's index in the same period.

## Rotorua Visitor Arrivals



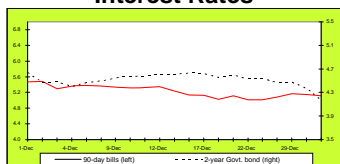
Source: Statistics New Zealand – Commercial Accommodation Monitor

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 decreased from 82,625 in October 2008 to 79,814 in November 2008. When compared with the same period of the previous year this was a 15.4% decrease over the 94,336 guest arrivals recorded for November 2007. For the year ending November 2008 there were 1.0 million guest arrivals to Rotorua commercial accommodation premises - a 1.0% decrease over the same period of the previous year.

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

## National Monitor

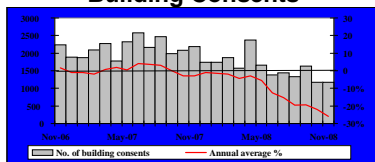
### Interest Rates



Source: Reserve Bank of New Zealand

Wholesale interest rates continued to ease in December 2008 caused by weak domestic GDP data and a worsening global economic outlook. By the end of the month, the 90-day bill rate had declined to 5.11%.

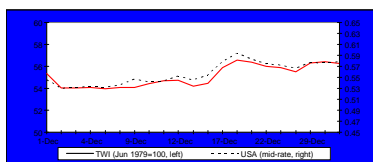
### Building Consents



Source: Dept of Statistics Building Surveys and Vitals Section

There were a total of 1,168 and 1,173 new building consents issued for residential dwellings in November 2008 and October 2008 respectively.

### Exchange Rates

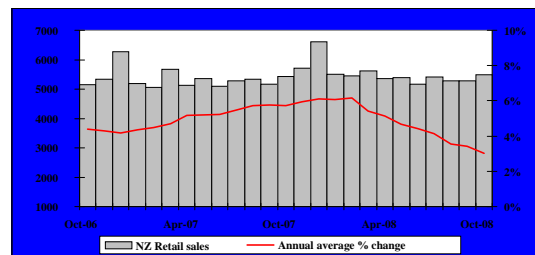


Source: Reserve Bank of New Zealand

New Zealand's exchange rates were stable for the first two weeks in December 2008 but appreciated thereafter mainly driven by the stronger Australian dollar and the weaker Greenback.

## National Monitor

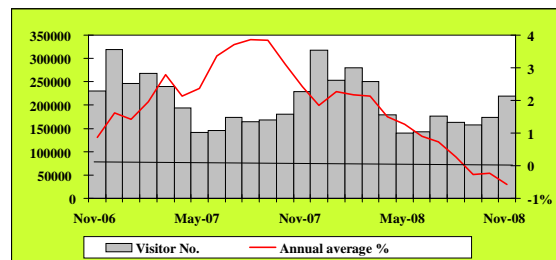
### Retail Sales



Source: Business Statistics Section, Statistics New Zealand

New Zealand's retail sales increased from \$5,285.6 million in September 2008 to \$5,477.9 million in October 2008. Retail sales totalled \$5,430.4 million in October 2007. The annual average growth rate in the nominal value of New Zealand's retail sales was 3.0% for the year ended October 2008.

### International Arrivals



Source: Statistics New Zealand

The number of international visitor arrivals to New Zealand increased from 173,938 in October 2008 to 219,313 visitors in November 2008. November 2008's numbers were less than the 228,813 visitors recorded in November 2007. The annual average growth rate in the number of international visitor arrivals to New Zealand was negative 0.6% for the year ended November 2008.

### SUMMARY AND COMMENTARY

A decline in GDP over the third quarter, potential job losses and a dismal world economic outlook, seem to outweigh the benefits of recent falls in petrol prices, interest rates and income tax.

According to the December 2008 quarter Westpac McDermott Miller Survey, consumer confidence decreased from 104.8 to 101.3 over the December quarter (>100 indicates there are more optimists than pessimists). While the indicator was above the 100 mark, it was the lowest recorded over the past few years. Northland, Waikato and Canterbury regions had index values that were less than 100, while the other eight New Zealand regions' confidence stood in positive territory.

Overall, the depreciation in New Zealand currency, together with tax cuts and stimulatory fiscal policies should gradually filter into the New Zealand economy and help it move out of the recession from mid 2009 onwards.

Disclaimer: The Rotorua Economic Monitor is a monthly publication prepared for the Aoraki Development Trust. Although the monitor incorporates the most recent information available, many of the figures are provisional. Accordingly, no liability can be accepted for the accuracy of the material contained herein. Businesses and individuals are advised to seek professional advice before making major business decisions and any decisions based on the information contained in this report are made entirely at their own risk.

## Forest biosecurity experts gathering in New Zealand



Forest biosecurity experts from around the world will be converging in Rotorua, New Zealand from **16 to 20 March 2009** to attend a conference focused on protecting forests from invasive insects, diseases and weeds. As the first international conference on this topic ever to be held, it is being hosted by Crown Research Institute Scion, New Zealand's leading provider of forest biosecurity research.

Head of forestry science at Scion, Dr Brian Richardson says that biosecurity research is a vital issue, with one serious pest incursion alone capable of costing New Zealand up to NZ\$600 million. The cost of eradicating just one of these pests could be up to NZ\$63 million. Even greater costs are faced by other countries with larger forest resources.

"This conference will provide a unique forum for scientists, forest managers and policy makers to share knowledge, create networks and promote international actions to protect forests from these risks," he explains. Dr Richardson says that governments throughout the world are grappling with the issues of climate change and sustainability, so it is widely recognised that the protection of natural resources - and of forests in particular - has become paramount.

The conference programme includes a full-day seminar on Tuesday 17 March sponsored by the OECD that will focus on how to integrate biosecurity science into policy and regulation. This seminar will feature a range of international keynote speakers who are leading authorities on biosecurity research and management. These speakers include Dr Mark Lonsdale, Chief CSIRO Entomologist in Australia, Peter Thomson, director of Post Border Biosecurity at New Zealand's Ministry of Agriculture and Forestry, and Dr Hugh Evans, Head of Tree Health for the UK Forestry Commission.

For more information see [www.forestbiosecurity.com](http://www.forestbiosecurity.com)

A major makeover and a new promotional identity, are in line for the Lake Rotorua end of Tutanekai St where many of the city's cafes, restaurants and bars are located.

A trial period into March 2009 will see the area bounded by Pukaki and Whakaue streets, sometimes referred to as 'the Streat', given a fresh look and marketed as 'Eat Street'.

It has been revamped into a pedestrian-only precinct for extended alfresco dining, with new coordinated dining furniture, umbrellas, trees and planter boxes, and a platform for live music to entertain diners outdoors.

Eat Street: A partnership between RDC and retailers heralds a makeover for the cafe precinct end of Tutanekai St, with expanded alfresco dining in a revamped pedestrian-only zone general concept only.

The Rotorua District Council initiative is being undertaken as a private/public partnership with local businesses and retailers in the area, who have united behind the project.

Restaurant owner, Bob MacFarlane of Mac's Steak House, said he was impressed by the way all businesses in the area were backing the project in a refreshing spirit of unity and cooperation.

Mayor Kevin Winters says the changes are an integral part of the city's wider CBD rejuvenation programme and it is a pilot project for future development.

"We see Eat Street as something of a test run to be monitored closely and evaluated after the trial, with a view to the changes becoming more permanent. If it meets with the success we are hoping for, we expect it to become the catalyst for extended development along other parts of Tutanekai Street in the future.



## Employee Trial period of 90 days

From 1 March 2009, employers who employ 19 or fewer employees will be able to employ new employees on a trial period of up to 90 calendar days.

During the trial period the employer can dismiss the employee without the employee being able to take a personal grievance for reasons of unjustified dismissal.

Trial periods must be agreed to in good faith and be in writing as part of their employment agreement. The written employment agreement must be signed by both the employer and the employee at the beginning of the employment relationship.

For more information visit :

<http://www.ers.govt.nz/relationships/trialperiod.html>

## CBD Crime update

Over recent weeks there have been a number of commercial burglaries within the CBD in particular the block of shops encompassing Fenton St, Tutanekai St and Lake Rd.

Cash, cigarettes, groceries and phone cards are being targeted by offenders who are in some instances cutting phone lines or turning off power.

Please ensure your premises are secure when locking up in the evenings and where possible cash should not be left on premises.

Any suspicious persons/activity in or around your shop should be reported to Rotorua Police immediately.

Ph 07 348 0099 or 111

## Mike Hutcheson

*Entertaining + Creative + Insightful + Innovative  
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**Wednesday 18 February – 7.00 to 9.00 am**  
**Distinction Hotel – Fenton Conference Centre**  
**\$27.00 per person (\$22.00 per student)**  
**Includes full buffet breakfast**

*“Funny, often outrageous, always an acute observer of life, Hutch rocks.”*

**Bill Ralston.**

*“No matter how good your day is, Hutch will make it better”.* **Michelle Boag.**

*“Intuitive, erudite and bloody funny. Hutch is a true Renaissance man”.*

**Jenni McManus. Editor**



Mike has been a serial start-up guy. He has founded or co-founded a number of companies in New Zealand including leading advertising agencies, Colenso, and Hutcheson, Knowles Marinkovich (HKM) He was formerly managing director at Saatchi & Saatchi and now heads The Lighthouse Ideas Company focusing on innovation and product development. He has written a regular humour column for The Independent and an innovation column for Unlimited magazine. He has published a collection of these in two books, entitled 'No1 Best Seller' and 'Beethoven's Banker'. His third book, 'Kickstart Your Creativity' he co-authored with psychologist Rebecca Webster. Mike is an entertaining and insightful writer, speaker, motivator and facilitator with a strong focus on creativity and innovation. He is a director of a number of public and private companies and is an independent marketing consultant to a number of companies and corporations.

**To register :**

**RSVP by:** Monday 16 February – by 12 noon for catering purposes

To: Rotorua Chamber of Commerce, PO Box 385, Rotorua; Tel: (07) 349-8365 Fax: (07) 349-1388

Email: [support@rotoruachamber.co.nz](mailto:support@rotoruachamber.co.nz)

## Business Confidence Survey

The local confidence indexes are showing signs of reduced confidence, with householders being more pessimistic than Rotorua businesses. Overall, the Rotorua indexes are more optimistic than the national business indexes. The majority of Rotorua business indexes show an expectation of activity remaining static at December 2008 levels, while the household indexes are dominated by an expectation of worsening conditions.

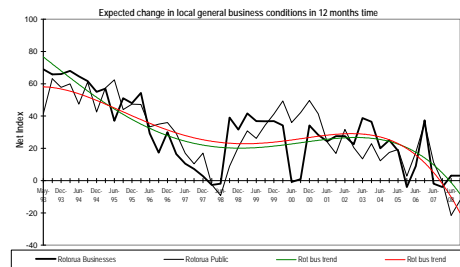
On a positive note, personal income is expected to increase and interest rates are expected to decrease.

Rotorua businesses expect local general business conditions to remain steady (although households expect conditions to decrease). Businesses also expect profits to remain at December 2008 levels, and are planning to invest similar levels into their businesses and keep promotion at December 2008 levels. Businesses expect prices to remain steady (although householders expect them to increase).

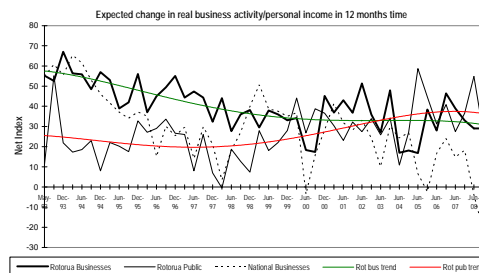
On the negative side, local unemployment is expected to increase and economic activity is expected to decrease.

Businesses involved in exporting report an expectation of increasing export levels.

Construction businesses involved in residential construction expected steady levels of construction, while those involved in commercial construction expected increasing levels.



Rotorua businesses predicted that local general business conditions will remain at December 2008 levels over the upcoming 12 months to December 2009, while Rotorua households predicted that conditions will deteriorate.



Both local indexes reported that real business activity/personal income should increase over the upcoming 12 months to December 2009.

For a copy of the full report visit Publications at : [www.rotorua-business.com](http://www.rotorua-business.com)

## Business Mentors New Zealand in Rotorua

Business Mentors New Zealand provides business mentoring to businesses that have been operating for at least twelve 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  
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**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 2006 "Promotional DVD

We have a few 9 minute promotional DVDs 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



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

### Enterprise Training – A free service

#### Managing Resources –

Karl Perry - Employment Relations Centre Director & Senior Consultant

Wednesday 18 February 2009 9am -12pm Morning tea provided

#### Financial Strategies for Tougher Economic Times –

Terri Eggleton –

Thursday 19 February 2009 9am to 12pm

#### Improving Business Systems to Help Manage a Downturn

Terri Eggleton -

Thursday 19 February 2009 1.30 – 4.30 pm

#### "LEAN MANUFACTURING - Help Mitigate Your Exposure during this Economic Downturn"-

Glenn Manahi –

Workshops 1 & 2

Thursday 24 February 2009 9.00am

#### More information contact :

0800 4387 267 or (07) 578 7017

email: [etpbop@xtra.co.nz](mailto:etpbop@xtra.co.nz)



Tea Provided

#### Export Club Meeting

19 February

Millenium Hotel

5:00 pm – 7:30pm

#### Contact:

Roger Gordon

Tel: (07) 349-8365



#### Rotorua Kikstart Breakfast

#### Mike Hutcheson

Distinction Hotel

Wednesday 18 February

7:00 am

Registration \$ 27 per person.

For more information:

Tel: (07) 349-8365 Fax: (07) 349-1388

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



## 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

**"Being happy doesn't mean everything's perfect; it just means you've decided to see beyond the imperfections." [Anon.]**

Gain more exposure for your business by listing on [www.rotorua-business.com](http://www.rotorua-business.com)  
Looking for skilled staff? Advertise on [www.rotorua-business.com/employment.asp](http://www.rotorua-business.com/employment.asp)

# We Have Moved



The Economic Development Unit have moved we are no longer in the Business Hub but are now on the 3<sup>rd</sup> floor of the Rotorua Library building. Entrance behind the library in Arawa Str, Opposite the Zen's Centre.



3<sup>rd</sup> Floor  
Library Building  
1136 Arawa Str  
Rotorua



Entrance

