

Welcome to the May edition of Strictly Business

Wake up and smell the sulphur!!

Rotorua is set to explode, economically that is. While the rest of the world are burying their collective hands in despair and riding the downward spiral of somebody else's market gloom, this thriving little city in the middle of NZ has said..."Bring It On"!

The completed world-class Energy Events Centre is regularly brimming with hundreds of expectant delegates experiencing the work/life balance that Rotorua is renowned for. Mid 09, the expected trans-Tasman airport upgrade will make the hop, skip and jump to Rotorua just a hop and already lakeside properties are being eyed with interest by high disposable income Aussies wishing for more than a one-bedroom apartment in Sydney for the equivalent dollars. Rotorua is embracing both opportunity and change to ensure it is regarded as a world-class sustainable tourism destination.

The famed Government Gardens headed by the magnificent Rotorua Museum is evolving through its upgrade and soon will be revealed as an Australasian showcase.

Those seeking a cultural extravaganza or a spa experience need look no further. Te Puia, our cultural experience in the middle of a thermal wonderland, is now complete as is the \$7 million upgrade to the Polynesian Spa and Skyline skyrides.

There's so much happening now and over the next few years, Rotorua will offer everybody a different experience each time they visit.

Biased because I live here? Damn right! And if others choose to stay, invest, work and play in Rotorua, they too will see why we are so passionate about nature's wonderland.



Grant Kilby,
*Destination
 Rotorua
 Economic
 Development*

UK Seminars Road Show (April 08)

The UK seminars were aimed at skilled people wanting to make the move to New Zealand. Over 1000 people attended the seminars and we limited attendance to couples, as we didn't want the figures boosted by children attending. Most of the people who attended fitted the demographic of 30+ young families wanting to move to NZ for a better lifestyle. Our presentation aimed to explain the immigration process and also give some honest opinions of living in New Zealand as experienced by ourselves as migrants from the UK who have settled successfully. The seminar presentation lasted for around 1 hour and we then stayed to chat with people until the very last person left. Packs were handed out to every attendee that included material from Whangerei, Dunedin, Rotorua and our other partners. DVD footage of some of the regions we work with was also shown as part of the presentation. We also collected details on all of the attendees and have added that to our database. We asked certain questions at each seminar, which provided the following results.

- Most people were not fully aware of the immigration process
- Only 5% of the people who attended our seminars were also visiting the opportunities NZ expos in Leeds and London.
- Just under half of the people who attended had already visited New Zealand and many more were planning to visit in the near future.
- All of the attendees either needed a job offer to get them into New Zealand or were planning on setting up their own business.

Results that we have seen so far are that 40% of the people who attended the seminars have now signed up and taken the first step of having their eligibility to migrate to New Zealand assessed by us. 80% of the contracts (us assisting with the visa process and job search) we have received since the seminars began were from people who attended the seminars. All seminar attendees are now being followed up and we are monitoring results.

New Life New Zealand Statistics

We currently have over 600 people who have had an eligibility assessment from us and these people are in various stages of making the move to New Zealand.

We are averaging 800 visits (not hits) to the website every day.

Sign ups to our free guide are still around 150 people per day and our database now stands at 17,000. We are making changes to this database so that all new sign ups will also have to let us know what their profession is and this will help us when targeting skilled people for employers.

The videos of the regions that we have on our website are being watched by around 300 people per month.

I look forward to speaking to you soon and if you want to contact me then just give us a call on **07 839 6666**

All the best

Paul Goddard Business Development Manager



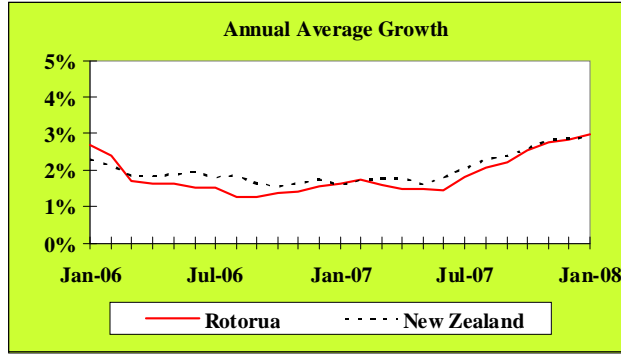
www.newlifenzeland.com

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www.rotorua-living.com

Economic Growth



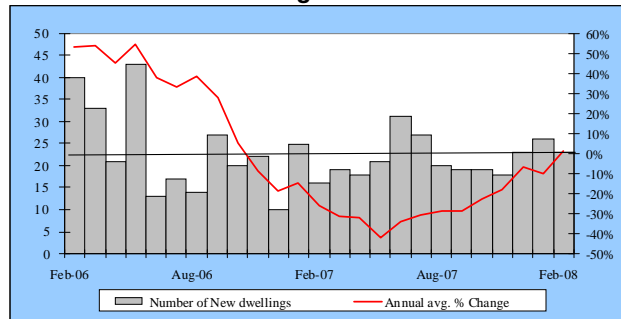
Source: APR Consultants

The APR index of economic growth is constructed from key indicators. The annual average growth rate in Rotorua's index was 3.0% for the year ended January 2008. This was slightly faster than the 2.9% annual average growth 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.

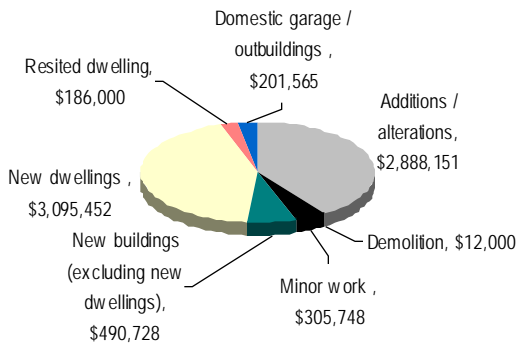
Building Consents



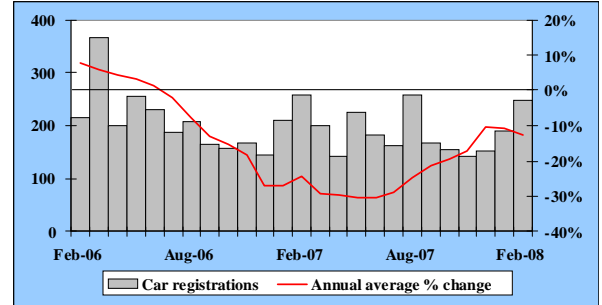
Source: Rotorua District Council

There was a total of 23 new building consents valued at \$5.0 million issued for residential dwellings in Rotorua during February 2008. This was less than the 26 consents issued in January 2008 but greater than the 16 consents issued in February 2007. The annual average growth rate in the number of new building consents issued for residential dwellings in Rotorua was 1.2% for the year ended February 2008.

Value of RDC Consents Passed, Mar-08



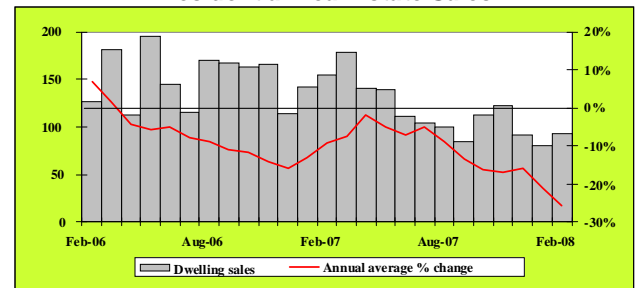
Car Registrations



Source: Land Transport Safety Authority

There was a total of 249 cars (including both new and ex-overseas car types) registered in local postal offices during February 2008. Comparatively, there were 257 cars registered in Rotorua during February 2007. 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 February 2008.

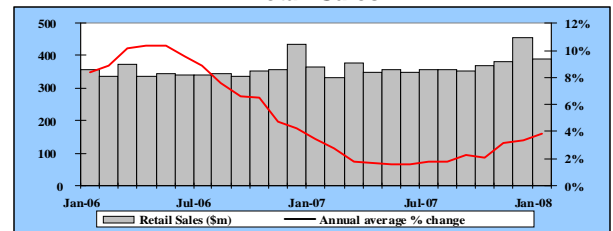
Residential Real Estate Sales



Source: Real Estate Institute of New Zealand

The number of houses sold in Rotorua increased from 81 in January 2008 to 93 in February 2008. February 2008's level was less than the 155 houses sold in February 2007. The median sale price in Rotorua as at February 2008 was \$266,000. The annual average growth rate in the volume of houses sold in Rotorua was negative 25.7% for the year ended February 2008.

Retail Sales



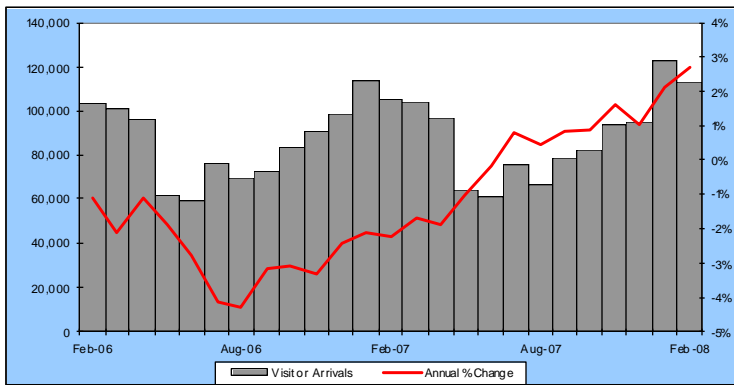
Source: Statistics New Zealand

The nominal value of Bay of Plenty's retail sales totalled \$391.3 million during January 2008, down from a historical high of \$454.6 million recorded in December 2007 but an increase by \$27.5 million (or 7.6%) compared to the value of sales recorded in January 2007. The annual average growth rate in the value of Bay of Plenty's nominal retail sales was 3.8% for the year ended January 2008.

Summary

The annual average growth rate in Rotorua's index was 3.0% for the year ended January 2008. This was slightly faster than the 2.9% annual average growth in New Zealand's index over the same period.

Rotorua Visitor Arrivals



Source: Statistics New Zealand – Commercial Accommodation Monitor

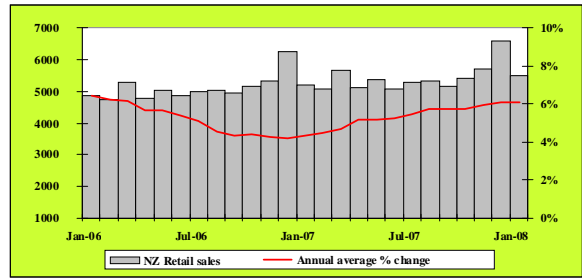
There is a seasonal pattern in guest arrivals to Rotorua’s commercial accommodation premises where peaks occur in the summer months and troughs in the winter months. The estimated number of guest arrivals to Rotorua’s commercial accommodation premises decreased from 123,228 in January 2008 to 113,238 in February 2008. When compared with the same period of the previous year this was a 7.2% increase over the 105,587 guest arrivals recorded for February 2007. For the year ending February 2008 there were 1.0 million guest arrivals to Rotorua commercial accommodation premises - a 2.7% increase over the same period of the previous year.

Full report available at:

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

National Monitor

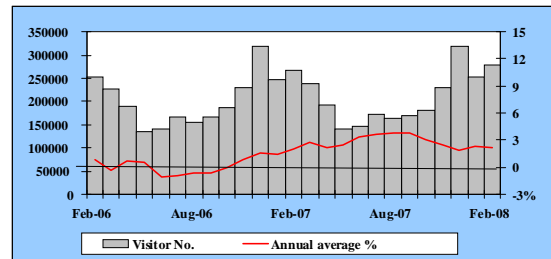
Retail Sales



Source: Business Statistics Section, Statistics New Zealand

The value of New Zealand’s nominal retail sales totalled \$5,513.3 million in January 2008, down from a record high of \$6,612.9 million recorded in December 2007, but greater than the \$5,185 million recorded in January 2007. The annual average growth rate in the (total) nominal value of New Zealand’s retail sales was 6.1% for the year ended January 2008.

International Arrivals

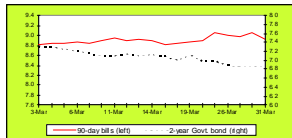


Source: Statistics New Zealand

International visitor arrivals to New Zealand totalled 280,513 in February 2008. This represented an increase from the 253,500 visitor arrivals recorded in January 2008 and an increase of 12,944 visitors (or 4.8%) compared to the number recorded in February 2007. The annual average growth rate in the number of visitor arrivals to New Zealand was 2.2% for the year ended February 2008.

National Monitor

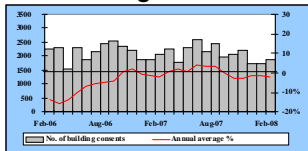
Interest Rates



Source: Reserve Bank of New Zealand

While New Zealand’s wholesale interest rates remained high in March 2008, two-year government bond yields started to ease. By the end of the month the 90-day bill rate had also decreased, standing at 8.91%.

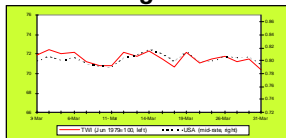
Building Consents



Source: Business Statistics Section, Statistics New Zealand

There was a total of 1,874 new building consents worth around \$500.8 million issued for residential dwellings in New Zealand during February 2008. Although this was an increase of 131 consents from January 2008’s level, the number of consents issued in February 2008 was less than the 2,092 consents issued in February 2007. The annual average growth rate in the number of new building consents issued for residential dwellings in New Zealand was negative 1.8% for the year ended February 2008.

Exchange Rates



Source: Reserve Bank of New Zealand

While New Zealand’s exchange rates fluctuated during March 2008, the overall trend was downwards. By the end of March 2008 NZ\$1.00 traded against US\$0.79, down from US\$0.82 a month earlier.

Summary

The National Bank’s (NB) March 2008 Business Outlook Survey showed that a net 58% of firms expected that general business conditions will deteriorate in 12 months’ time. This represented a weakening in business confidence compared to February 2008 when a net negative 44% of businesses surveyed expected that New Zealand’s general business conditions will deteriorate.

Pessimism about future economic conditions in the NB’s latest business confidence survey was distributed across all the industry sectors surveyed. The agriculture sector was the most affected with a net 68% of farmers possessing pessimistic expectations for the year ahead. A net negative 59% of firms in the manufacturing sector expected conditions to deteriorate in 12 months’ time while expectations of those in the construction, services and retail sectors stood at a net negative 55%, a net negative 55%, and a net negative 54% respectively.

A net 6% of firms firm’s expected that their (own) level of real business activity in 12 months’ time will decline. This was the first time since early 2006 that a majority of firms expected a decrease in their level of business activity.

The Westpac McDermott Miller (WMM) Consumer Confidence Index decreased from 110.0 points as at the December 2007 quarter to 96.5 points as at the March 2008 quarter (an index value of greater than 100 indicates that optimists outnumber pessimists). This was the lowest level recorded over the past decade.

Innovation & New Product Forum

New Zealand's most profitable exporters such as **Rakon**, **Gallagher Group** and **Frucor Beverages** are absolutely committed to innovation regardless of economic conditions.

If you want to boost your company's profit margin, attend ZED: The New Zealand Innovation & New Product Development Forum, on 5 June, at Sky City.

At the ZED Forum, award winning companies and entrepreneurs will show you exactly how to create more profitable new products, services and business ventures.

Leading exporters who are speaking at ZED include:

- **Bryan Mogridge**, Chairman, Rakon
- **Geoff Ross**, Entrepreneur and Founder, 42 Below
- **Mark Cowsill**, Group Managing Director, Frucor Beverages
- **Michael Hamid**, General Manager of Research & Development, Gallagher Group
- **Bill Day**, Entrepreneur of the Year (2000), Founder of Seaworks

Issues to be addresses at ZED will include:

- Introducing a new product development process that gets better results
- Sustaining rapid growth and innovation
- Thinking like an Entrepreneur
- Building a robust business case and accessing funding
- Exploiting your 15% tax credit for research and development



Register online at: www.ZEDForum.co.nz

Luxury Lodge Wins Award

One of Rotorua's luxury lodge's, Solitaire Lodge at Lake Tarawera, has been recognised not once but twice in the highly prestigious World Travel Awards.

Now in their 15th year, the awards acknowledge top-class products in a variety of fields throughout the world. Solitaire Lodge is the recipient of two of these prestigious awards; winning the title of both New Zealand's Leading Resort and also Australasia's Leading Resort.

Manager Martin Dunlop believes their high standard of hospitality, service, facilities and visitor experience offered at the old-established lodge have combined to make Solitaire Lodge an award-winning property.

Martin and co-manager Jacqui Callaghan are both passionate about providing the ultimate luxury experience for guests and say the awards are a "magnificent achievement".

The double award signals recognition and acknowledgement by travel agents worldwide and reinforces the lodge's well deserved reputation among discerning travellers.



www.rotoruanz.com

World Environment Day – June 5th

World Environment Day, commemorated each year on 5 June, is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action.

The World Environment Day slogan for 2008 is **Kick the Habit! Towards a Low Carbon Economy**. Recognising that climate change is becoming the defining issue of our era, UNEP is asking countries, companies and communities to focus on greenhouse gas emissions and how to reduce them. The World Environment Day will highlight resources and initiatives that promote low carbon economies and life-styles, such as improved energy efficiency, alternative energy sources, forest conservation and eco-friendly consumption. SBN – BOP is challenging you to think about the habits you can kick to help to reduce greenhouse gas emissions. This is easier than you might think, you could:

- walk or cycle to the shops or work instead of taking the car
- turn off all of your appliances that are on standby, and make sure your lights are on only when needed
- start a worm farm or compost instead of throwing your organic scraps in the waste stream headed for landfill
- buy locally made and grown produce instead imported, or make or grow your own
- install solar water heating and insulate your home
- get your vehicle emissions tested or purchase a smaller, more efficient vehicle if you are buying.

Small incremental changes countrywide will have a positive impact on reducing greenhouse gas emissions and helping NZ work towards a cleaner environment.

www.sustainable.org.nz



Settlement Support New Zealand

LATEST NEWS

Kiwi Saver and Working Migrants

Only migrants who have permanent residency should be enrolled on the Kiwi Saver scheme.

Migrants on a Work Permit are not eligible to join.

They should **NOT**:

- automatically be enrolled on to Kiwisaver
- have deductions made from their pay
- have to opt out of Kiwisaver
- have to apply for deductions to be refunded.

For further information go to www.kiwisaver.govt.nz, or contact an IRD advisor on 0800 377 772

Migrants Applying for an IRD Number

From 18 February 2008, application for a personal IRD number can be made at any AA shop and Post Shop.

Migrants will need to provide

1. An overseas passport showing their NZ Immigration visa/permit.
2. An "offer of employment" letter from your employer, on their company letterhead.
3. A completed **IRD number application - individual (IR595)** form, available at

www.ird.govt.nz/resources/file/eb4409019599b9e/ir595.pdf

Applications are processed within 8-10 working days of receiving a completed application form. Migrants can start work without an IRD number but will need to give it to their employer as soon as they receive it from IRD.



SETTLEMENT SUPPORT
NEW ZEALAND

Heather McAllister
Settlement Support Co-ordinator
Tel: 07 348 4199
Email: ssnzrotorua@rdc.govt.nz

Gain more exposure for your business by listing on www.rotorua-business.com
Looking for skilled staff? Advertise on www.rotorua-business.com/employment.asp

Environmental Care

New Zealand's fastest jet boating operation, Agrojet, achieved a nationwide first in jet boat operation this week with the introduction of new eco-friendly Indmar motors.



The first Indmar motor was installed in one of the company's jet sprint boats last week and, following trials, is now fully operational. The remainder of the Agrojet fleet will be using the new engines by the end of 2009.

Reducing harmful carbon monoxide emissions by up to 95 per cent, the eco-friendly motors will establish Agrojet as a leader in New Zealand environmental safety standards by dramatically cutting the company's carbon footprint.

Developed by Indmar Products Company, the EXT/CAT is the industry's first and only clean catalytic converter exhaust system for gasoline marine inboard engines. The engine's ability to significantly eliminate dangerous emissions has been recognised by the Environmental Protection Agency as a revolutionary step in the boating industry.

Agrojet is looking to introduce the combination of the purpose-built, fully-lined watercourse with this exciting environmental initiative to the world market. Global awareness of this system will highlight the substantial benefits to regions that have stringent restrictions on the use of waterways in boating activities, such as Europe.



www.agrojet.co.nz



2008 Westpac Rotorua Business Excellence Awards

Businesses and organisations are invited to enter the 2008 Awards.

- Lockwood Manufacturing and Trade Business Award
- Daily Post Retail Business Award
- Unison Service Provider Business Award
- Pukeroa Oruawhata Holdings Hospitality and Attractions Business Award
- Destination Rotorua Economic Development Emerging Business Award
- Newstalk ZB Community Organisation Business Award

The closing date for entries is Friday 18 July 2008

The Award template is available to download from the Rotorua Chamber of Commerce website:
www.rotorua-chamber.co.nz go to Business Awards page

ENTRANTS WORKSHOPS

You, and any of your staff involved in the entry preparation, are invited to attend one of the following workshops:

WORKSHOP 1

Tuesday 6 May 2008 3.00 pm - 5.00 pm

WORKSHOP 2

Thursday 15 May 2008 5.30 pm - 7.30 pm

To register for either of these workshops contact the Rotorua Chamber of Commerce on 349 8356



For More information
Email: Info@rotorua-chamber.co.nz



Kikstart Breakfast

Kevin Biggar has been described as adventurous, determined and goal driven. His latest venture proves that he is all that ... and more. In January 2007 he, along with Jamie Fitzgerald, became the first New Zealanders to reach the South Pole unsupported. Kevin Biggar first came to public attention when he left the corporate world to take part in the 2003 Trans-Atlantic rowing race. An unusual choice



for someone who had never rowed before! Together with Jamie Fitzgerald, they not only won, but smashed the previous record by more than 21 hours completing the gruelling 5000km challenge in just over 40 days and 5 hours at sea. In a desperate and thrilling race they finished just nine hours ahead of their closest rivals. The pair partnered again in late 2006 to take on their biggest challenge yet, an unsupported, 1200 km manhaul to the South Pole – a feat that fewer than 50 people have ever achieved. Kevin uses strong visuals and humour to deliver an inspirational message about setting outrageous goals, overcoming extreme obstacles, and persevering through adversity to achieve success.

When: Wednesday 21 May 2008

Where: Lakeside Novotel Rotorua

Time: 7:00am - 9:00am

Cost: \$27.00 per person (Pay on Day)

For More information

www.rotorua-chamber.co.nz



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West Ward Councillors' Clinics

The Western Heights Consultative Committee is launching a new initiative - monthly councillor clinics which will give residents a chance to meet and discuss issues with their councillors, Rotorua Deputy Mayor Trevor Maxwell, Councillor Janet Wepa and Councillor Geoff Kenny.

Committee president Steve McGuire said the aim of the clinics is to give residents the chance to talk to councillors one on one or in a group setting about any issues they have and to also hear what councillors are doing. Mr McGuire said there were several issues which needed addressing in the Western Heights and Selwyn Heights areas.

Rotorua Mayor Kevin Winters said the clinics were a good idea and if a success he would like to see something similar in the other wards. "Any form of communication that improves the liaison between the Rotorua District Council and ratepayers is always good value."

South Ward Councillor Glenys Searancke said a similar scheme to the clinics operated about 12 years ago in the form of ward meetings which were initiated by the Council, but were scrapped due to low turnouts.

Mrs Wepa hoped residents will make the most of the opportunity to meet with her and her two colleagues. She said any issues raised by residents would be taken to council staff to see if they could be resolved and the bigger issues could be raised at council meetings

CLINICS:

Dates: May 1, June 5, July 3

Time: 4pm – 5pm

Venue: Western Heights Policing Centre, Brookland Rd

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

Log on to 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 \$ 10.⁰⁰ excluding GST each. This is a great way to promote Rotorua.



For more information: Visit our Web Site www.rotorua-business.com or contact us:
Tel 348 4199 Ext 8055 or e-mail info@rotorua-business.com

Rotorua Events Calendar

Business after Five

- 13 May> Westpac
- 27 May> QE Health
- 10 June> Family TV Rotorua



Rotorua Export Club

- 5 June> Millennium Hotel
- (Limited places available, early registration recommended)

Workshops

- 1 May> Tourism Fast Track Programme
- Workshops 1&2
- 15 May> Workshops 3&4
- 20 May> Finance Workshop
- 20 May> Business Start Up
- 29 May> Business Systems



Further information contact

Empower Team Ltd

0800 4387 267

Or (07) 578 7017



- 21 May> EMA Briefing
- 27 May> Green Drinks

For More information

Email: info@rotorua-chamber.co.nz

Web: www.rotorua-chamber.co.nz

Address: The Business Hub

1209 Hinemaru St

Rotorua

Kevin Biggar

When: Wednesday 21 May 2008
Where: Lakeside Novotel Rotorua
Time: 7:00am - 9:00am
Cost: \$27.00 per person (Pay on Day)

For More information

Web: www.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

*"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."
Winston Churchill*

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