

## Welcome to the November edition of Strictly Business

With the housing market see-sawing in both sales volumes and median pricing, neither the buyers nor the sellers seem too phased as we head into the historical Xmas slow down.

As the good news just gets better for Rotorua with the confirmation we are 'all go' for the Trans-Tasman airport, I personally think (yet to be quantified) the median house price in Rotorua has the potential to move up in line with the NZ average faster than expected.

Anecdotally, there just 'seems' to be a lot more homes spending money on upgrading fences, painting exteriors, new drapes and landscaping. Whether this is a tidy up before the rellies arrive for Xmas or confidence in the market, I'm not sure but it's great to see.

I must make mention of the great contribution the outgoing councillors made in the last term for Rotorua. Although we have some fresh blood and new ideas around the table, some major projects are now in the making for the city and some big decisions will need to be made soon as to what projects get precedence. If it weren't for a progressive council that embraced economic development we would just stumble along...thanks again Mark, Cliff, Charles and Russell, you did well.



**Grant Kilby,**  
Destination  
Rotorua  
Economic  
Development

*Merry Xmas to all  
Grant*

## LAUNCH OF THE FRESH IDEAS SHAPING ROTORUA PROJECT

Fresh ideas and perspectives are being sought from all members of the community as the review of Rotorua's District Plan kicks off next week.

The Rotorua District Council's District Plan Review was launched today under the name of the Fresh Ideas Project. Council is required to review the District Plan every ten years. The current Plan was one of the first to be made operative under the Resource Management Act, and it is now time to replace it with a new one.

The project aims to find out what people think about the existing planning rules that Council uses in the district and apply new ideas and perspectives to environmental and land use issues.

The major theme of the Fresh Ideas project is that, while the principles underlying the district plan remain the same, fresh ideas and perspectives are needed on how to shape the next plan to take account of new pressures and demands on the environment.

Planning Manager Tracey May said fresh ideas were also needed on the pressures and demands we already know about such as tourism development, subdivision and residential character.

**Tracey May**  
Planning Manager



"We need to find out what the community thinks will be the key environmental issues, demands and areas for careful consideration and management over the next ten years," she said. "We need this information so we can plan and manage how we live, work and play in this fantastic district. We want a district plan that is accessible, basic, concise and Rotorua responsive. We also want a plan that encourages economic development in an environmentally sustainable way."

Fresh Ideas has its own website where people can enter their comments or ideas and a brochure was sent to all homes in the district around November 17. The website has fact sheets and questions people might like to consider.

All filled in feedback forms – both online and from the brochure – go in the draw to win one of three great prizes.

Anyone wanting further information can log on to [www.fresh-ideas.co.nz](http://www.fresh-ideas.co.nz) or call the council's planning policy team on 07 348 4199.

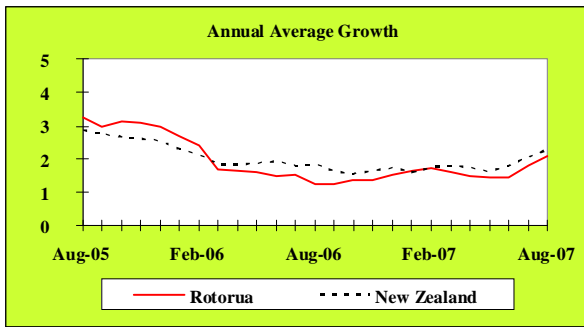


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**Economic Growth**



Source:

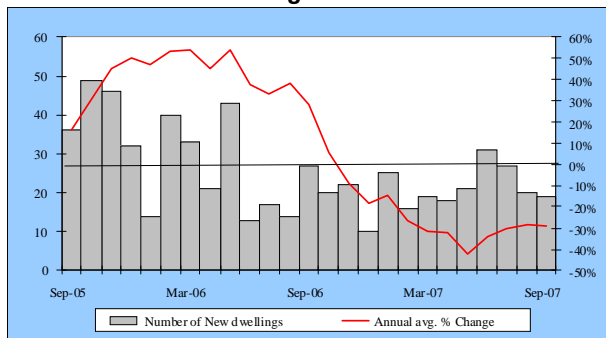
APR Consultants

The APR index of economic growth is constructed from key indicators. The annual average growth rate in Rotorua's index was 2.1% for the year ended August 2007 which was slightly slower than the 2.3% 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.

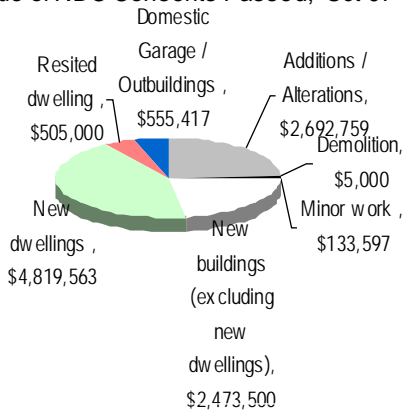
**Building Consents**



Source: Rotorua District Council

There were 19 and 20 consents issued for new dwellings in September and August 2007 respectively, which were less than the 27 consents issued in September 2006. The annual average growth rate in the number of consents issued for new dwellings was negative 29.0% for the year ended September 2007.

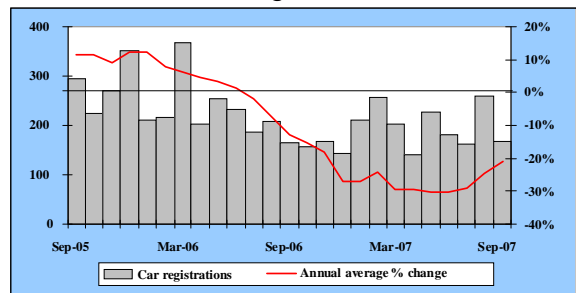
**Value of RDC Consents Passed, Oct-07**



Source: Rotorua District Council

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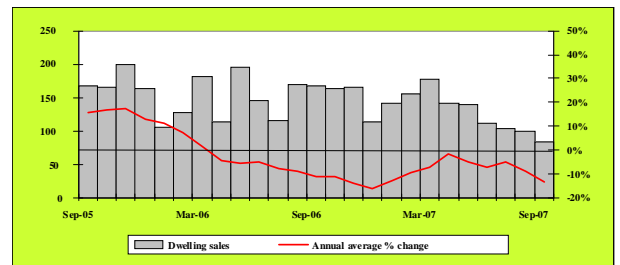
**Car Registrations**



Source: Land Transport Safety Authority

The number of car registrations recorded in Rotorua declined from 258 cars registered in August 2007 to 167 cars registered in September 2007 (including both new and ex-overseas car types). September 2007's level was marginally greater than the 164 cars registered in September 2006. The annual average growth rate in the number of car registrations recorded in Rotorua was negative of 21.1% for the year ended September 2007.

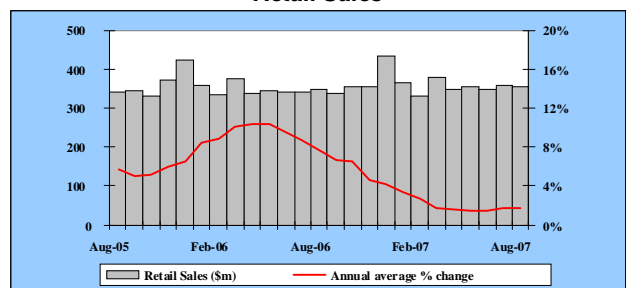
**Residential Real Estate Sales**



Source: Real Estate Institute of New Zealand

Only 84 houses were sold during September 2007 in Rotorua, the first time that the number of sales was less than 100 since April 2003. However, the median house sale price as at September 2007 remained solid standing at \$262,350. The annual average growth rate in the number of houses sold in Rotorua was negative 13.5% for the year ended September 2007.

**Retail Sales**



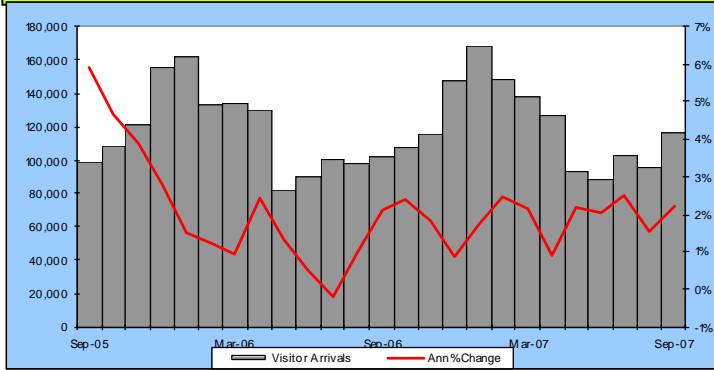
Source: Statistics New Zealand

The value of nominal retail sales recorded in Bay of Plenty Region totalled \$356.4 million in August 2007, almost the same value as \$356.9 million recorded in July 2007, but around \$10 million higher than the value recorded for August 2006. The annual average growth rate in the value of Bay of Plenty's retail sales was 1.8% for the year ended August 2007.

**Summary**

The annual average growth rate in Rotorua's index was 2.1% for the year ended August 2007 which was slightly slower than the 2.3% 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 Accommodation Monitor

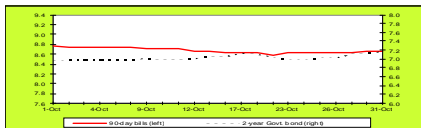
There were 115,824 overnight visitor arrivals to Rotorua's commercial and private accommodation during the month of September 2007 – a 12.9% increase over September 2006. For the year ending September 2007 there were 1.4 million overnight visitor arrivals to Rotorua - a 2.2% increase over the previous year.

Full report available at:

[http://www.rotoruaNZ.com/information/research\\_statistics/rotorua-tourism.asp](http://www.rotoruaNZ.com/information/research_statistics/rotorua-tourism.asp)

## National Monitor

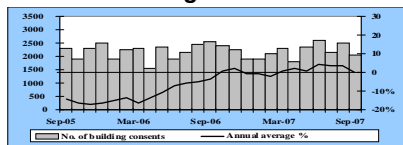
### Interest Rates



Source: Reserve Bank of New Zealand

New Zealand's wholesale interest rates gradually declined over October 2007 as a response to the RBNZ holding the OCR and the modest quarterly inflation figures. The 90-day bill rate stood at 8.66% by the end of the month.

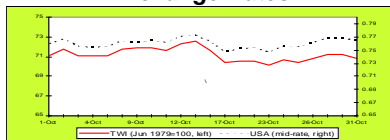
### Building Consents



Source: Business Statistics Section, Statistics New Zealand

There was a total of 2,032 consents valued at around \$513.5 million issued for new dwellings in New Zealand during September 2007. September 2007's level was less than the 2,465 and 2,545 consents authorised in August 2007 and September 2006 respectively. The annual average growth rate in the number of consents issued for new dwellings in New Zealand was 0.2% for the year ended September 2007.

### Exchange Rates



Source: Reserve Bank of New Zealand

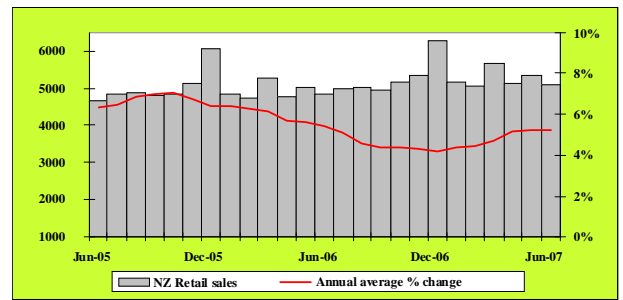
There was some volatility in New Zealand's exchange rates over October 2007. Weaker than expected CPI data was partially responsible for a mild depreciation in the New Zealand dollar in mid October 2007, however the currency appreciated over the rest of the month. By the end of the October 2007, NZ\$1.00 traded against \$US 0.76 and the Trade-Weighted Index (TWI) stood at 70.8 points.

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## National Monitor

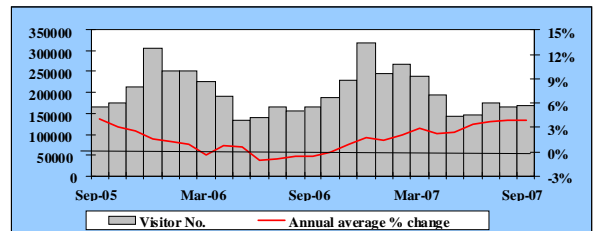
### Retail Sales



Source: Business Statistics Section, Statistics New Zealand

The nominal value of New Zealand's (total) retail sales increased from \$5,279 million recorded in July 2007 to \$5,328.6 million recorded for August 2007. August 2007's level represented an increase of \$314.2 million (or 6.3%) compared to the value of sales recorded for August 2006. The annual average growth rate in the value of New Zealand's retail sales was 5.7% for the year ended August 2007.

### International Arrivals



Source: Statistics New Zealand

There was a total of 168,838 international visitors to New Zealand during September 2007 representing an increase of 1.4% compared to the number of visitor arrivals recorded in September 2006. The annual average growth rate in the number of international visitor arrivals to New Zealand was 3.8% for the year ended September 2007.

### Summary

Despite high exchange and interest rates as well as high oil prices, business confidence has improved since the June 2007 quarter. According to the Quarterly Survey of Business Opinion (QSBO) published by the New Zealand Institute of Economic Research (NZIER) in October 2007, a net 27% firms as at the September 2007 quarter expected that the general business situation will deteriorate in the next six months. This result was much more positive than the net 37% of survey respondents who took a negative viewpoint in the NZIER's last survey.

Notably, manufacturers were optimistic about future economic conditions with a net 28% expecting an increase in their output over the next three months compared with a net 6% who expected a decline in their output to occur over the September 2007 quarter. Builders also felt optimistic with a net 9% planning to expand their output in the December 2007 quarter. On a seasonally adjusted basis, firms' expectations about their own trading activity in the three months ahead compared to their level of activity over the September 2007 quarter was largely unchanged. A net 12% of firms expected an increase compared to a net 13% of firms in the NZIER's June 2007 quarter survey. A net 5% of firms hired new staff in the June 2007 quarter while a net 12% intended to hire more staff over the December 2007 quarter. Capacity utilisation has eased slightly but remains at a high level standing at 91.3% as the September 2007 quarter compared to 92.3% as at the September 2006 quarter.

## Business Makeover for Christmas

Rotorua employers are encouraged to give their business an employment relations makeover in time for Christmas. Those who don't already have written employment agreements for their staff can use an online Employment Agreement Builder to write them. The Builder is free of charge and means you can develop individual employment agreements tailored to your business needs without having to go to your lawyer or accountant.

All employment agreements are legally required to be in writing, and individual agreements must include certain terms and conditions. As well as these, the Builder offers a range of clauses to meet any additional needs of your business. Having written employment agreements gives you and your staff a clear understanding about the terms and conditions of employment, thereby reducing the risk of misunderstandings. Just visit [www.ers.dol.govt.nz](http://www.ers.dol.govt.nz), follow the easy step-by-step process, and in less than an hour you can have a complete draft employment agreement ready to save, print and sign off.

While you are visiting the website, you can also use the Holidays Online Tool [www.ers.dol.govt.nz/holidays-online-tool](http://www.ers.dol.govt.nz/holidays-online-tool) to calculate your employees' leave entitlements. The Holidays Tool makes it easy to work out what pay and leave your employees are entitled to on public holidays, and even covers complex arrangements like shifts and casual work. You can also work out other entitlements such as sick and bereavement leave. Make sure you have payroll information or a payslip handy when you use this tool.

At this time of year everyone is looking ahead to Christmas and things start to get busier. Save yourself some time, money and hassle and get your employment agreements and leave provisions sorted before the rush. For more information, visit [www.ers.dol.govt.nz](http://www.ers.dol.govt.nz) or phone the Department of Labour Contact Centre on 0800 20 90 20 for free and confidential advice.

## What is the Fresh Ideas Project

Fresh ideas is the name of the Rotorua District Plan Review Project. Every Council has a district plan, which must be reviewed every ten years. The existing district plan was one of the first to be prepared under the Resource Management Act. It is now time to replace it with a new one.

We need you to tell us what is important in your area. Should there be more development or subdivision? How high should buildings be where you live and how close to the fence should your neighbours be allowed to build? Do we need to plan for more motels and restaurants now that the events centre has been built? How do we balance the growing trend in lifestyle lots with wanting to have people close to services and public transport? Which business activities are able to operate in certain areas and under what guidelines? What other issues can you think of? You can email any queries or ideas to [info@fresh-ideas.co.nz](mailto:info@fresh-ideas.co.nz). You can also fill in the online feedback form or call us to discuss it further.

Let me know how we can progress this process.

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



## The Association of NZ Exporters

Export New Zealand is a non-government, not for profit, incorporated society with national coverage. Export New Zealand specifically focuses on helping its membership of exporters and exporter service providers grow their business in the international market place.

Well established regions in Auckland, Waikato, Bay of Plenty, Wellington and Christchurch provide the important regional presence and focus that ensures local needs are understood and met.

Additional membership support is provided through strong sponsor partnerships enabling expertise for all areas of business.

### Export New Zealand Bay of Plenty activities include:

- Managing and delivering events and seminars aimed at increasing the knowledge of exporters
- Facilitating mentoring and knowledge sharing opportunities between our members
- Lobbying political support for exporters and export issues
- Delivering practical support to increase capability of emerging exporters and accelerate their growth and export-to-market potential
- Promoting of Export Awards to recognize and celebrate success in the Bay of Plenty region
- Providing opportunity for business export growth through Sister City relationships and delegations

Email: [bop@exportnewzealand.org.nz](mailto:bop@exportnewzealand.org.nz)



## Christmas Shopping Hours

Rotorua Retail Promotions thanks everyone who responded with their opening and closing hours over this coming festive period.

They have tried to summarise the responses and have arrived at the following recommended hours of operation.

Fri 30 Nov	9am-7pm
Sat 1 Dec	9am-3pm
Sun 2 Dec	10am-2pm
Fri 7 Dec	9am-7pm
Sat 8 Dec	9am-3pm
Sun 9 Dec	10am-2pm
Fri 14 Dec	9am-7pm
Sat 15 Dec	9am-3pm
Sun 16 Dec	10am-2pm
Fri 21 Dec	9am-7pm
Sat 22 Dec	9am-5pm
Sun 23 Dec	10am-4pm
Mon 24 Dec	9am-5pm



Cath Weston has arranged an excellent programme of activities that have been distributed to every retailer in the CBD. These activities have been scheduled to occur within these hours.

It would be great if there is consistency in hours of opening during the pre-Christmas period.

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)

## Rotorua Business Swap



### JOE BENNETT

Joe Bennett is outrageous. He has a point of view on everything and it's very irreverent. Joe is a newspaper columnist and a respected author. He has twice been voted columnist of the year at Qantas Media Awards.

Joe Bennett was born in England. He went to Cambridge University and then, for want of any better ideas, taught English in Spain, France, Canada and, from 1987, in New Zealand.

He won Columnist of the Year at the 1998 Qantas Media Awards and since leaving Cambridge has taught English in a variety of safe countries, including Canada and New Zealand. He currently resides in Lyttelton.

Joe blasts every topic with the limpid comic prose which has led to his columns being syndicated throughout New Zealand and induced international publishers Simon and Schuster to publish 2 collection of his columns, "Fun Run and Other Oxymorons" and

"Bedside Lovers and Other Goats", throughout the rest of the English-speaking world. Now a freelance writer, Joe appears with regular irregularity on television and National Radio and weekly on national TV on TV One's "Breakfast".

He has written 8 books, compilations of his regular columns. "Just Walking the Dogs", "Sleeping Dogs and Other Lies", "So Help Me Dog", "Sit and Barking", "Dogmatic", "Doggone" and "Unmuzzled". Two further books released — the first, 'Land of Two Halves', tells about his experiences hitch-hiking from one end of New Zealand to the other. The second 'Mustn't Grumble' is about his experiences hitch-hiking around England.



Wednesday  
12th December 2007  
Novotel Lakeside Rotorua  
7:00am - 9:00am

Business Swap Members: \$22.00  
Non Members Welcome: \$33.00



## Rotorua Energy Champion

The establishment of the Rotorua Energy Champion role was one of the recommendations made in a report commissioned by the BrightEconomy Advisory Board in March 2007 entitled Status and Opportunities: Energy Supply in the Rotorua District. As a result of this the BEAB was successful in securing funding from the Environment Bay of Plenty for the first year of the role.

Power Solutions Ltd, Rotorua based Electrical and Energy Consultants, have been contracted by the Rotorua Economic Development Unit to provide the key tasks for year one with Kevin McGrath, PSL's Energy Manager, appointed as the Rotorua Energy Champion effective from 1 October 2007. The role is expected to develop in coming years so the objectives for the first year have been identified to lay the foundation for that development.

The key objectives to be achieved in the year one by the Rotorua Energy Champion are as follows :-

- **Development of an Energy Directory Website**  
The Energy Directory will be a site that will provide information, links and direction relating to the domestic, commercial and industrial sectors. It will cover such things as home heating options and advice, insulation, choosing the cheapest electricity retailer through to advice and options relating to sustainable energy, efficient lighting and case studies.

The Energy Directory is to be hosted on the Rotorua Economic Development website and will be accessed via [www.energychampion.co.nz](http://www.energychampion.co.nz)

- **Energy Audit Programme**  
The Energy Audit Programme will also be linked to the Energy Directory and will provide information about the various types of energy audits, the funding options that can be accessed, a typical audit process, the advantages and service providers.
- **Delivery of two Energy Forums**  
Two Energy Forums will be arranged. One will be directed towards domestic energy use and the other tailored for commercial and industrial energy users.

The information provided will assist Rotorua home owners and businesses to become more energy efficient therefore reducing energy consumption, saving money, improving air quality and reducing carbon emissions. These are all very positive steps towards a more profitable and sustainable future for Rotorua.

*"We haven't inherited the Earth from our ancestors, we borrow it from our children."*



**Kevin McGrath**  
Rotorua Energy  
Champion

## 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

27 November > Waiariki Institute of Technology  
12 December > Mayor Kevin Winters

### Focus in Business Series

27 November > Right Click – Microsoft HP Seminar  
29 November > Skills to the Region Seminar  
13 December > Rotorua Export Club with KPMG

(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



### JOE BENNETT



When:  
Where:  
Time:  
Cost:

Wednesday 12th December 2007  
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 Albright, 1876-1944]*