

“Kia ora” welcome to the November edition of Strictly Business

Revitalising the night economy

The Economic Development Unit has engaged on a short term contract Brigitte Nelson to complete the establishment of a night market for Rotorua. Brigitte is just the tonic needed to inject both experience and enthusiasm into such a project, and from what I have been briefed so far, you can expect this will be a stunning attraction for our local and visitor market and will be something quite special.



Grant Kilby,
 Destination
 Rotorua
 Economic
 Development

Revitalising a night economy will benefit the whole of community from retail to restaurants, theatre, bars, attractions and activities should be right in behind having both activity and people enjoying entertainment and expending in our economy.

Launch dates will be confirmed shortly and as will be the confirmed stallholders, theme and activities. The BNZ have confirmed naming right sponsorship and we will be working closely with adjacent retail in the target block to ensure both connectivity and collaboration.

The BNZ night market will be an upmarket offering catering to all taste buds and showcasing (for purchase of course) local fashion, culture and bespoke design and art.

If you wish to contact Brigitte in regards to registration of interest of a stall, please call her at the Let's GO Rotorua Shop on ph 3438130 or see her in person.

Let's GO Rotorua!, Grant

*Merry Xmas
 to you all*

Tiger Moth wing walking and an historic Catalina 'flying boat'...

are two new aerial acts signed for the city's Let's Go Rotorua Lakefront Air Show on 12 December. Events & Venues Rotorua GM Peter McLeod said the aerial performances announced today are in addition to previously confirmed air show displays including a WWII Spitfire, DC3 and a series of solo aerobatic performances.

Wing walking on a Tiger Moth biplane: Mr McLeod said Tiger Moth biplanes first flew in 1931, nearly eighty years ago. They were primarily training aircraft and New Zealand use for the durable aircraft included pioneering aerial topdressing of farm land. While 8000 were built, today only about 250 are still airworthy throughout the world. "In those pioneering days of aviation, wing walking was a highlight of air shows but today it is an almost lost art. However Auckland Pilot Graeme Woods and his daring passenger Susan Scott (see photo) are recreating



the breath taking show stopper for us at the Lakefront Air Show." He said wing walking runs in the family for Susan as her grandfather flew her great grandmother on the wing of a Tiger Moth back in the 1950s.

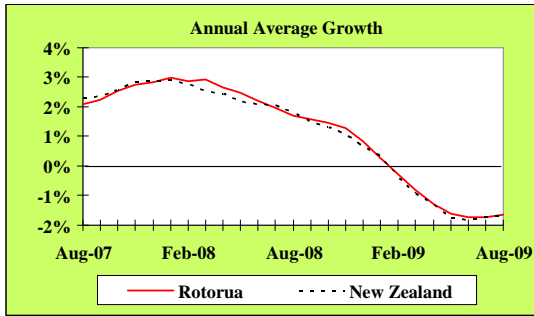
Australasia's only Catalina to fly Rotorua skies: The Catalina Club of New Zealand is bringing Australasia's only PB5A Catalina to the Let's Go Rotorua Air Show. The PB5A Catalina - PB stands for Patrol Bomber - is a twin-engine high winged amphibious monoplane with retractable wing tip floats. First flown in March 1935, it was the first US aircraft to carry radar. Powered by two Pratt and Whitney 1200 hp radial piston engines the Catalina conducted off-shore patrols at a sedate 182 kph but could reach a speed of 286 kph over a range of 4000 kms with a crew of up to nine. Fifty six Catalina's saw service with the RNZAF. Mr McLeod said the Catalina coming to Rotorua had a rich history since being built by Vickers in Canada in 1944. At various times it was operated by the Royal Canadian Air Force, SALA in Costa Rica, the African Safari Co flying between Cairo and what was then Rhodesia, and in the 90s by cigarette company Peter Stuyvesant flying across the Atlantic. When purchased by the Catalina Club of New Zealand it was flown 20000 km to New Zealand over 14 days with a total of 87 hours flying time. It is painted in the colours of No.6 Squadron of the RNZAF. The Lakefront Air Show and on-ground carnival on 12 Dec is being staged by the Rotorua District Council to commemorate the arrival of the city's first scheduled trans-Tasman flight from Sydney. The show has been made a free family event with the support of the Rotorua Trust, The Daily Post and the district council.

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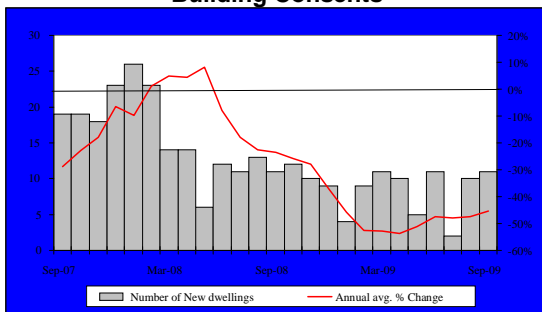
Economic Growth



Source: APR Consultants

The APR index of economic growth is constructed from key indicators. The annual average growth rate Rotorua's index was negative 1.6% for the year ended August 2009. This was marginally faster than the negative 1.7% annual average growth rate in New Zealand's index in the same period.

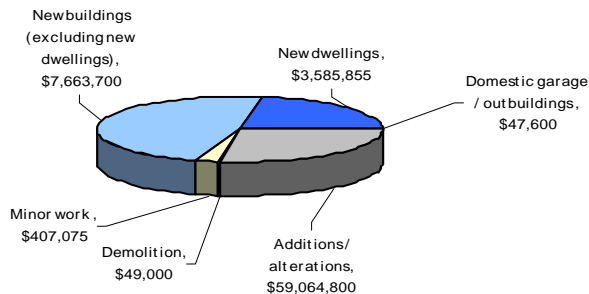
Building Consents



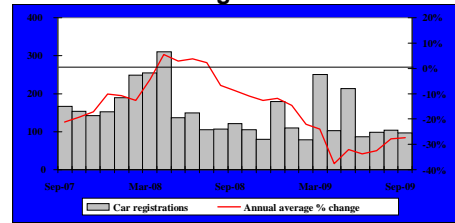
Source: Rotorua District Council

A total of 11 new building consents valued around \$1.8 million were issued for residential dwellings in Rotorua during September 2009. This was similar to the 10 consents issued in August 2009 and on a par with September 2008's level. The annual average growth rate in the number of new building consents issued for residential dwellings in Rotorua was negative 45.3% for the year ended September 2009.

Value of RDC Consents Passed Oct-09



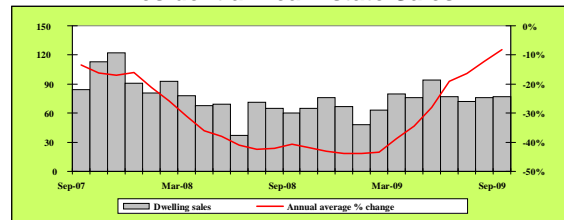
Car Registrations



Source: Land Transport Safety Authority

A total of 97 cars (including both new and ex-overseas car types) were registered in Rotorua's postal offices during the September 2009. This was less than the 104 and 121 cars registered in August 2009 and September 2008 respectively. The annual average growth rate in the number of new and ex-overseas cars registered in Rotorua was negative 27.4% for the year ended September 2009.

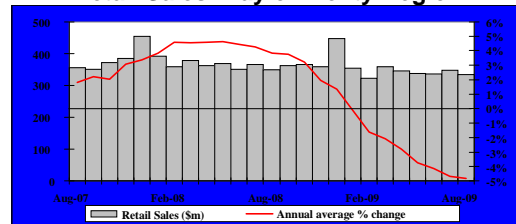
Residential Real Estate Sales



Source: Real Estate Institute of New Zealand

There was a total of 77 houses with a median sale price of around \$269,000 sold in Rotorua during September 2009. Trading volumes have been between 72 and 77 houses in the period from June to September 2009. Notably, there was total of 60 houses sold in Rotorua during September 2008. The annual average growth rate in the number of houses sold in Rotorua was negative 8.1% for the year ended September 2009.

Retail Sales- Bay of Plenty Region



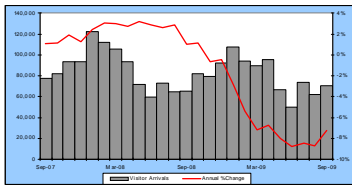
Source: Statistics New Zealand

The nominal value of Bay of Plenty Region's retail sales declined from \$347.3 million in July to \$334.9 million in August 2009. The value of sales recorded in August 2008 was \$348.7 million. The annual average growth rate in the nominal value of Bay of Plenty Region's retail sales was negative 4.8% for the year ended August 2009.

SUMMARY

Higher than expected annual inflation along with a high level of business confidence suggests that the New Zealand economy is now recovering from the recession. However, a subdued labour market and a struggling export industry (partly caused by a strong Kiwi dollar) suggest that a full recovery in some way off at this stage. The annual average growth rate Rotorua's index was negative 1.6% for the year ended August 2009 which was marginally faster than the negative 1.7% annual average growth rate in New Zealand's index in the same period.

Rotorua Visitor Arrivals



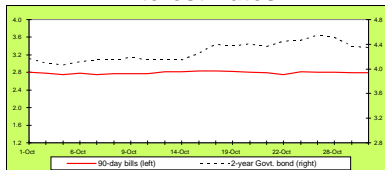
Source: Statistics New Zealand – Commercial Accommodation Monitor

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 increased from 61,939 in August 2009 to 70,174 in September 2009. When compared with the same period of the previous year this was a 6.7% increase over the 65,741 guest arrivals recorded for September 2008. For the year ending September 2009 there were 1.0 million guest arrivals to Rotorua commercial accommodation premises - a 7.2% decrease over the same period of the previous year.

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

National Monitor

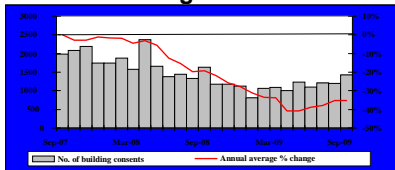
Interest Rates



Source: Reserve Bank of New Zealand

As the New Zealand economy continues to improve New Zealand's wholesale interest rates are poised to trend upwards. The dovish tone of the rhetoric accompanying the RBNZ's latest decision to keep the OCR at 2.5% announced on 29 October 2009 contributed to a more subdued market at the end of October 2009. By the end of October 2009, the 90-day bill rate stood at 2.79%.

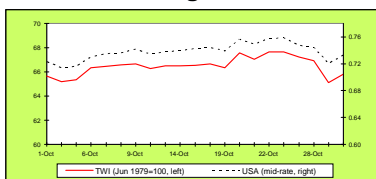
Building Consents



Source: Dept of Statistics Building Surveys and Vitals Section

There was a total of 1,430 new building consents with a combined value of around \$366.0 million issued in New Zealand for residential dwellings during September 2009. This was less than the 1,635 consents issued in September 2008. The annual average growth rate in the number of new building consents issued for residential dwellings in New Zealand was negative 35.2% for the year ended September 2009.

Exchange Rates

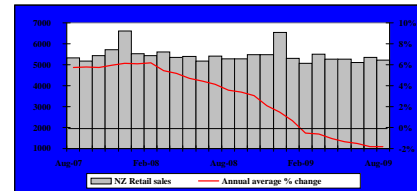


Source: Reserve Bank of New Zealand

New Zealand's exchange rates appreciated over most of October 2009. However, the RBNZ's comments, a weaker Australian dollar and stronger than expected US GDP data limited the New Zealand dollar's appreciation during the month. The Trade-Weighted Index (TWI) stood at 65.8 points by the end of October 2009.

National Monitor

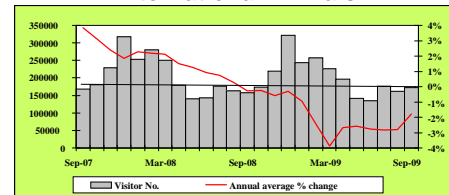
Retail Sales



Source: Statistics New Zealand

The nominal value of New Zealand's retail sales declined from \$5,337.1 million recorded in July 2009 to \$5,223.7 million recorded in August 2009. August 2009's level was less than the \$5,279.4 million recorded in August 2008. The annual average growth rate in the nominal value of New Zealand's retail sales was negative 1.8% for the year ended August 2009.

International Arrivals



Source: Statistics New Zealand

There was a total of 172,425 international visitor arrivals to New Zealand in September 2009 while there was 161,100 international visitors recorded in August 2009. Notably, there was a total of 157,704 international visitor arrivals recorded in September 2008. The annual average growth rate in the number of international visitor arrivals to New Zealand was negative 1.8% for the year ended September 2009.

SUMMARY AND COMMENTARY

The Sept 09 quarter edition of the Quarterly Survey of Business Opinion (QSBO) published by the NZ Institute of Economic Research (NZIER) in Oct 09 showed that firms' expectations regarding the general business situation during the next six months have significantly improved. On a seasonally adjusted basis, expectations have changed from a net 14% who possessed a pessimistic viewpoint in the previous survey to a net 27% who possessed an optimistic viewpoint in the latest survey. On a seasonally adjusted basis, firms' expectations regarding a potential increase in their (own) level of business activity during the Dec 09 quarter increased to a net 17%. This was marginally greater than the survey's long-term average. Firms' capacity utilisation as at the Sept 09 quarter stood at 88.4%, which was slightly lower than the QSBO's long-run average. The National Bank's Business Outlook for Oct 09 showed that a net 48% of firms expected that general business conditions will improve in 12months' time, down marginally from a net 49% of firms who were optimistic in Sept 09's survey. Firms' expectations about their own level of activity in 12 months' time maintained a high level, standing at a net 31%. Profit expectations for 12 months' ahead reached a five-year high of a net 12% while firms' expectation regarding increased export volumes in 12 months' time improved from a net 9% in the Sept 2009 Business Outlook Survey to a net 23% in the latest survey. This suggests that firms expect a strong global economic recovery to offset the likely appreciation of the NZ dollar.

Disclaimer: "Strictly Business" is produced monthly by APR Consultants for Rotorua District Council. 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. Any decisions based on the information

The Rotorua Mountain Bike Club won the Supreme Award at 2009 TrustPower Spirit of Rotorua Awards on 9 November.

Held at the Rotorua District Council Civic Centre, the annual awards recognise the outstanding efforts of the city's volunteer groups.

The Rotorua Mountain Bike Club received the top award for its 're-CYCLE' initiative, involving the recycling of bicycles to be donated at Christmas to families who otherwise would not be able to afford them.

Category winners for the 2009 TrustPower Spirit of Rotorua Awards were:

- **Heritage and Environment:** Landcare Okareka
- **Health and Wellbeing:** Hearth Children NZ - Rotorua branch
- **Arts and Culture:** Rotorua Creative Art Trust
- **Educational and Child/Youth Development:** Rotorua Rotoract
- **Sport and Leisure:** Special Olympics Rotorua
- **Supreme winner:** Rotorua Mountain Bike Club

<http://rotorua.mtbclub.org.nz/>



This year Santa will be at in Tutanekai Street.

The fantastic team from Gould photographic will be providing a FREE photo to all those who visit Whittaker's Santé in Residence this year. Whittaker's are providing their famous Santé Chocolate Bars for an additional free gift this year.

Shop Rotorua will join forces with the Daily Post so the Whittaker's Santé in Residence will become an official drop-off point the Daily Post Christmas Appeal 2009, raising funds for the Salvation Army. Activities Unlimited as always will build the great set to make the Christmas photos look fantastic and MORE FM will ensure a smart fun ad campaign to draw the crowds plus a few extra surprises.

Make sure your family has their annual shot of Christmas 2009!

more information visit www.shoprotorua.co.nz



\$5 all day parking options

Local people working in the CBD now have two \$5 all-day parking options.

Council is re-introducing all-day parking in the Pukuatua St 'pay and display' area, between Hinemaru and Fenton streets later this month.

The council's downtown carpark building in central Pukuatua St will also be offering \$5 all-day parking on the top floor.

Since the installation of 'pay and display' metering at the Government Gardens end of Pukuatua St, there had been underutilisation of parking spaces, a significant change from the situation prior to installation when parking availability for customers of businesses in the area was almost zero.

City Services manager Dennis Olliver, says the council has listened to community feedback on the parking issue and the resultant compromise allows for both short term parkers who need a space for an hour or two, and city workers needing all-day parking at a reasonable rate.

"Charges in the 'pay and display' area will now be \$1 per hour up to four hours, and a maximum of \$5 for five hours or more. The same rates will apply to the top level of the downtown parking building."

Count down for 12 December: It's official; Rotorua Regional Airport is now Rotorua International Airport.

The signs have gone up in recent days, ahead of the arrival of our first flight from Sydney in 10 days time.

The Let's GO Rotorua Action Group has been meeting regularly, with an arrival ceremony for the first flight into Rotorua at 2.35pm on 12 December, and its departure an hour later, the major focus of organisation.

Passengers arriving on the first flight will be greeted with a powhiri, followed by speeches inside the terminal.

Departing passengers for Sydney will also be presented with a gift to recognize their travel on the first trans-Tasman flight out of Rotorua.

Timing right for trans-Tasman flights:

It seems that the timing for a start to our direct trans-Tasman air services couldn't be better with the Australian market continuing to show the most potential for continued tourism growth.

Destination Rotorua Tourism Marketing report that the Australian market is buoying visitor numbers to New Zealand as the industry starts to see some signs of recovery.

Latest figures from Statistics New Zealand show visitor arrivals into the country have grown for a second consecutive month. Arrivals were up 7.7% for the month of October; almost 13,500 more visitors than in October 2008.

Tourism New Zealand chief executive George Hickton says Australia continues to be the foundation of growth in visitor numbers, with the increase of 22.2 per cent in October continuing a year of record growth for this market.

"Buoyed by consistent marketing, good value airfares, a strong Australian dollar and high consumer confidence, arrivals from Australia are up 9.7 per cent for the year to the end of October." Rotorua's trans-Tasman services kick off on 12 December and last week Air New Zealand flew an A320 Airbus aircraft into Rotorua for test landings, ahead of the first flight from Sydney.

Below: CE Peter Guerin at the new Rotorua International Airport



Rotorua District Council (RDC) is looking to revamp central city street-side power boxes, and is encouraging artistic locals to submit their creative ideas.

The power boxes have been a notable feature of the CBD since local award winning muralist Marc Spijkerbosch painted them 15 years ago.

RDC community arts officer Kiri Jarden says Mr Spijkerbosch will again be involved in giving the 20 boxes around the city a face-lift, and is also keen to extend the opportunity to other artists.

The themes for the boxes' makeover are 'Rotorua's Natural Environment' and 'Rotorua's Culture and Heritage'.

"There's no limit to what people perceive as being significant to us," says Ms Jarden. "Artists' inspirations can come from our local flora, fauna, landscapes, people, architecture, craft and stories. We welcome all fresh ideas."

The summertime project offers the selected artists pay, materials and an opportunity to show off their talents in a public space.

Details are available online at

www.creativerotorua.org.nz.

Proposals need to be with Kiri Jarden at Rotorua District Council by 4pm on Tuesday 15 December 2009.



OPENING HOURS FOR SUMMER

WHAT ARE YOURS?

Just recently Miles Wilson from Queenstown spoke to a group of 50 retailers at the 'Let's Go Rotorua' HQ. Miles left everyone impressed and inspired. He spoke about steps businesses entrepreneurs should start to implement in the CBD with the advent of the Rotorua Airport going International.

Already a group of retailers within the 1187-1218 block of Tutanekai Street have begun the process and working together to synchronise their closing hours.

The Heart of Tutanekai will run two **LATE NIGHT** shopping events, **Thursday 10 & Thursday 17 December**. Both nights closing 8:30pm are tipped to be nights full of fun, cheer & no doubt some great Christmas shopping.

Fantastic example of moving with the changes our City will encounter when the Rotorua International Airport opens. I would encourage all the 'blocks' to start this process – no better time than Christmas to begin synchronising hours and create a 'mall' type atmosphere that can be promoted throughout the City.

More information: www.shoprotozia.co.nz

Business Mentors New Zealand in Rotorua

Business Mentors New Zealand provides 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.



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 Living in Rotorua Guide for newcomers which is aimed at assisting new migrants locate information and services in Rotorua if you would like this publication or any other information about settling in Rotorua

For more information:
heather.mcallister@rdc.govt.nz or visit our website
www.rotorua-living.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.

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 \$ 10.⁰⁰ 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

BA5 - Mayor Kevin Winters
Start Date: 08/12/2009
5:30 -7:30pm at the
Rotorua District Council Galleria.



Join Mayor Kevin Winters & team for the final BA5 of 2009. Traditionally Mayor Kevin talks about the highlights of the year and looks at the focus for the year ahead.

www.rotchamber.co.nz/eventscalender.asp



Waikato Innovation Park and TechNZ are hosting the **‘Technology Solutions Marketplace’** on **15 December, Tauranga**. You'll get the opportunity to speak directly with specialists in research, development, commercialisation, investment and intellectual property. This is your opportunity to take your idea to the next step.

DATE: Tuesday, 15 December
TIME: Drop in, 11am-2pm

VENUE: Baycourt Community and Arts Centre, Tauranga
11:30 and 1:30: “Think Your Patent Protects Your Technology? Think Again!” Some of the country's best intellectual property experts join in a panel discussion around the options available for protecting your technology idea, which may or may not include patenting.

12pm: “Tap Into TechNZ Funding and GlobalExpert Networks” Peter Maxwell, TechNZ regional technology partner, gives a brief presentation on all the funding, support and networking options available to help businesses in the research and development growth phase.

For event information visit www.innovationwaikato.co.nz or phone Peter Maxwell on 07 857 0503.

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

“Ignorance never settles a question.”

Benjamin Disraeli