

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

Passion and commitment are the appropriate adjectives to describe the regional finalist presentations for the Young Enterprise Scheme held at the Novotel on 16 Oct.

I think the judges of the finals oral presentation were collectively rubbing their hands together with joy as team after team took stage and presented new and exciting products with flair and commitment. It would be great to be able to take all seven finalists to Wellington in November for the National awards but there can only be one. The regional winner this year was Jean Paul College's Vantage Enterprisez with their Mai Moko www.maimoko.web.com being a 'temporary Moko' that has already made an impact into the market and has been used at cultural performances nationwide. The talent of many schools Young Enterprise graduates must be nurtured and developed for Rotorua and the country. To the educators of this NCEA accredited program, much praise must be given to you all for stepping these students through both new territory (being developing a business) and mentoring these talented students throughout the year. The roadblocks that are all too common in Young Enterprise are the ability to raise capital and overcome patent costs. The friends and families that support financially the costs incurred in company set-up must also be given a huge thank you, for if it were not your belief in your kids ability, many of the teams would fold on start-up. We must make every effort to reduce the roadblocks these students face such as 'how can we as a community financially assist these students companies through start-up and onto production.

Judging by the rate of investor return, there may well be an organisation or private individuals that may come forward to assist this thinking and set up an angel investor fund fro Rotorua schools to apply for.

Lastly, Rob McIntyre the General Manager of the Novotel recounted his teams success in winning the Young Enterprise Award (as it was known some 20 years ago) to the students participating this year. Rob has travelled the world in senior roles for the hotel chain and has returned here as a shining success story for Rotorua. The challenge now is to produce more stars like Rob and even if they do leave for a while, give them reasons to return home.



Grant Kilby,
 Destination
 Rotorua
 Economic
 Development

Chamber leads KiaOraMai Alliance

Chamber leads Rotorua Alliance in the bid to become New Zealand's first KiaOraMai city. At the national launch of the nationwide KiaOraMai Essential Service Skills programme, Tim Cossar, Chief Executive of the Tourism Industry Association announced that Rotorua would be the first city in New Zealand to officially sign up for this programme. The KiaOraMai programme is a combination of on-the-job and off the job training developed by the Tourism Industry Association and the Service Industries Training Alliance (SITA) and will include unit standards on the National Qualifications Framework. SITA is a cross industry sector alliance comprising the following Industry Training Organisations: Aviation Tourism and Travel Training Organisation; Hospitality Standards Institute; Hairdressing ITO; Retail Institute; Skills Active; and Tranzqual.

To gain the KiaOraMai Certificate, the participant must have gained three specified unit standards (21 credits) in the training programme and have demonstrated the identified essential service skills in a job role in a service sector for a minimum of 200 hours.

The Rotorua Alliance includes the:

- Chamber of Commerce
- Destination Rotorua Economic Development
- Destination Rotorua Tourism Marketing
- Rotorua Tourism Board
- Maori in Tourism Rotorua
- Shop Rotorua
- Waiariki Institute of Technology

The strength of Rotorua's bid to be the first to offer this programme was based on the high profile Let's Go Rotorua

campaign, a partnership between the key Rotorua agencies and Air New Zealand with the whole of community approach that showed willingness to get behind this new programme.

Grant Kilby, General Manager of Destination Rotorua Economic Development is overjoyed with this result, "Our preparation for the commencement of trans-Tasman services in December includes increasing the awareness of the level of customer service we need to achieve to meet the perceptions of our new arrivals.

We are going to provide a high profile home for the KiaOraMai programme in our Let's Go Rotorua Headquarters in Tutanekai Street."

The local promotion of the KiaOraMai programme will be undertaken by the partners in the Rotorua Alliance and will be across all sectors of business.

In summary, Roger Gordon, CEO of the Chamber of Commerce, "Our visitors come into contact with so many different businesses and interact with so many different individuals. All of these contacts will create the impression and add to the experience that each of these visitors will take with them when they leave. This is why it was so important to have a whole of community approach to this programme. It doesn't matter whether it is the hairdresser, the bus driver, the person behind the counter at the local dairy, the waiter, the barman or the porter, they are all equally important in the impression we give. It just shows what we can achieve when we all strive together towards a common goal.

For more information:

Roger Gordon, CEO Chamber (07) 349 8355 or 0275 381228
Grant Kilby, Economic Development (07) 3500209 ext 7066

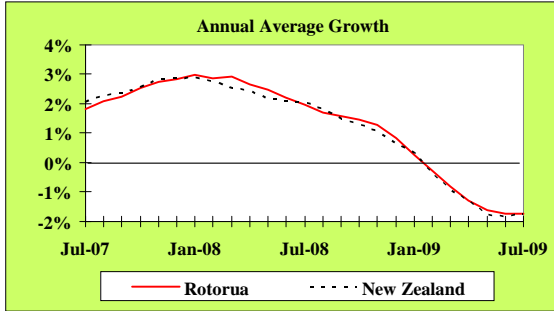
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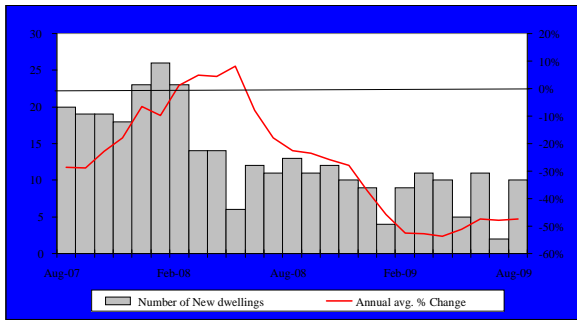
Economic Growth



Source: APR Consultants

The APR index of economic growth is constructed from key indicators. The annual average growth rate in Rotorua's and New Zealand's index was negative 1.7% for the year ended July 2009.

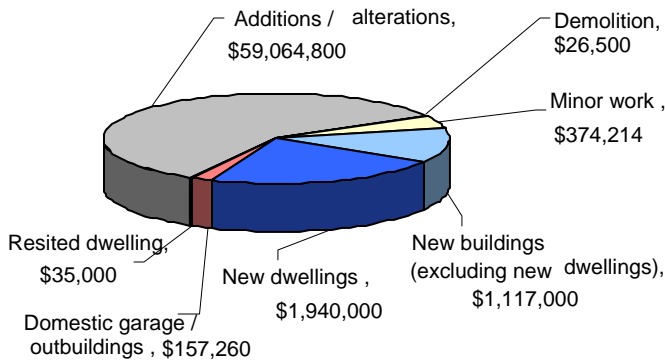
Building Consents



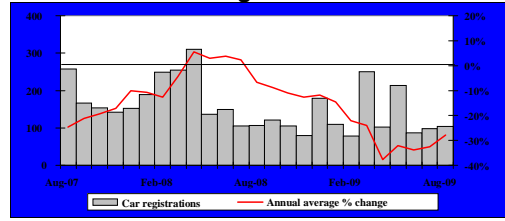
Source: Rotorua District Council

There was a total of ten new building consents worth around \$1.9 million issued for residential dwellings in Rotorua during August 2009. This was greater than the two consents issued in July 2009, but less than the 13 consents issued in August 2008. The annual average growth rate in the number of new building consents issued for residential dwellings in Rotorua was negative 47.5% for the year ended August 2009.

Value of RDC Consents Passed Sep-09



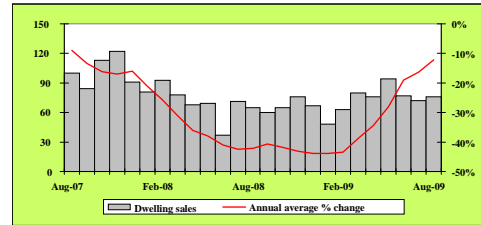
Car Registrations



Source: Land Transport Safety Authority

A total of 104 cars (including both new and ex-overseas types) were registered in local postal offices during August 2009. This was marginally greater than the 98 cars registered in July 2009, but slightly less than the 107 cars registered in August 2008. The annual average growth rate in the number of new and ex-overseas cars registered in Rotorua was negative 27.8% for the year ended August 2009.

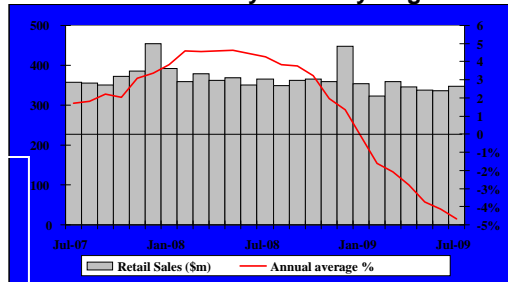
Residential Real Estate Sales



Source: Real Estate Institute of New Zealand

A total of 76 houses with a median sale price of around \$256,000 were sold in Rotorua during August 2009. There were 72 and 65 houses sold in July 2009 and August 2008 respectively. The annual average growth rate in the number of houses sold in Rotorua was negative 12.1% for the year ended August 2009.

Retail Sales- Bay of Plenty Region



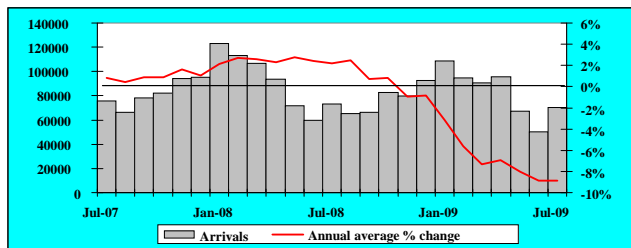
Source: Statistics New Zealand

The value of Bay of Plenty Region's retail sales increased from \$336.3 million in June 2009 to \$347.4 million in July 2009, but it was less than the \$365.0 million

SUMMARY

Business and consumer confidence has rebounded sharply recently, indicating that the domestic economic recovery has begun, albeit at a slow pace. The annual average growth rate in Rotorua's and New Zealand's index was negative 1.7% for the year ended July 2009. June 2009 quarter while the real estate and business service sector grew by 1.5% in this period. This was a clear sign that activity in the housing market has begun to recover. However, the finance and insurance service sector declined by 0.9% in the June 2009 quarter along with wholesale trade (down 2.1%), transport and storage services (down 3.3%) and general government administration and defence (down 0.4%).

Rotorua Visitor Arrivals



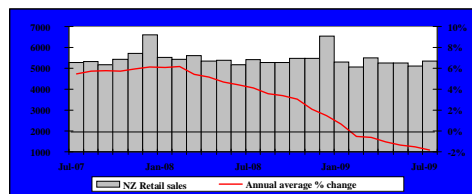
Source: Statistics New Zealand – Commercial Accommodation Monitor

There was a total of 74,041 visitors to Rotorua's commercial accommodation providers in July 2009. This was greater than the 50,257 visitors recorded in June 2009, but less than 73,010 visitors recorded in July 2008. The annual average growth rate in the number of visitors to Rotorua's commercial accommodation providers was negative 8.5% for the year ended July 2009.

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

National Monitor

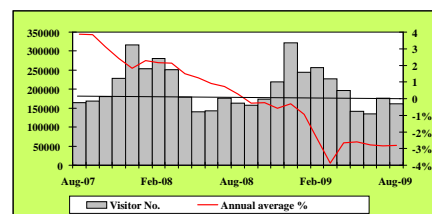
Retail Sales



Source: Statistics New Zealand

The value of New Zealand's retail sales reached \$5,337.1 million during July 2009, up from \$5,112.4 million recorded in June 2009. However, July 2009's level was less than the \$5,410.8 million of sales recorded in July 2008. The annual average growth rate in the value of New Zealand's retail sales was negative 1.8% for the year ended July 2009.

International Arrivals

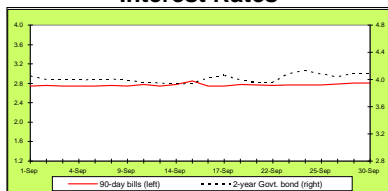


Source: Statistics New Zealand

There was a total of 161,100 visitor arrivals to New Zealand in August 2009, up from 176,198 visitors recorded in July 2009, but marginally less than the 162,485 visitors recorded in August 2008. The annual average growth rate in the number of visitor arrivals to New Zealand was negative 2.8% for the year ended August 2009.

National Monitor

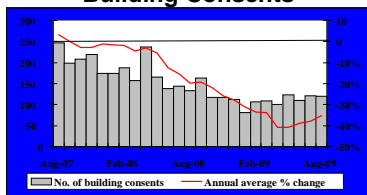
Interest Rates



Source: Reserve Bank of New Zealand

Except for a small spike which occurred in mid September 2009 the wholesale interest rate market was relatively unchanged over September 2009. By the end of the month the 90-day bill rate stood at 2.81%.

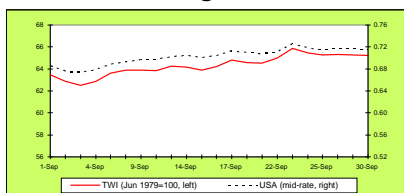
Building Consents



Source: Dept of Statistics Building Surveys and Vitals Section

There was a total of 1,195 new building consents with a combined value of around \$338.3 million issued for residential buildings in New Zealand during August 2009. This was down slightly from the 1,214 consents issued in July 2009 and was less than the 1,328 consents issued in August 2008. The annual average growth rate in the number of new building consents issued for residential buildings in New Zealand was negative 35.3% for the year ended August 2009.

Exchange Rates



Source: Reserve Bank of New Zealand

Positive GDP growth, a reduction in the current account deficit and a weak Greenback caused the New Zealand currency to appreciate against our major trading partners in September 2009. By the end of the month NZ\$0.71 traded against US\$1.00 and the Trade-Weighted Index (TWI) stood at 65.2 points.

SUMMARY AND COMMENTARY

In the National Bank's Business Outlook Survey for Sept 09 a net 49% of firms expected general business conditions will improve in 12 months' time. This result was an improvement from a net 34% who possessed a positive viewpoint in the Aug 09 Business Survey. September 2009's result was the highest recorded since 1999. The improvement in confidence was experienced across all sectors surveyed, with a net 63% of builders expecting conditions to improve in 12 months' time. Firms' confidence regarding their own level of business activity in 12 months' time increased by 6 percentage points from August 2009's level to reach a net 32%. Employment intentions also rebounded with a net 1.8% of firms expecting to hire more people in the coming year. This result suggests that the situation in the labour market may begin to improve. Firms also felt optimistic about their future profits. A net 7.6% expected a better time ahead although farmers remained pessimistic (a net negative 29%). An increased level of consumer optimism was widespread among households. The Westpac McDermott Miller Consumer Confidence Index increased from 106.0 as at the June 2009 quarter to 120.3 as at the September 2009 quarter. This was a four-year high. A net 17.0% of consumers expected more favourable economic conditions over the next 12 months. Consumers' assessment of their financial position also improved from a net 12.7% as at the June 2009 quarter to a net 24.3% as at the September 2009 quarter.

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.

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The Rotorua Multicultural Council is an initiative of the Rotorua Chamber of Commerce. The Council's aim is to provide support and guidance to the migrant owners of businesses in Rotorua, potential offshore business investors and international business students.

The Chamber has been aware for the last couple of years that, although it has experienced considerable growth, most of this has come from mainstream business. We have been working hard to represent this sector and provide a range of support services. However, the ethnic communities make a considerable contribution to our local economy. I'm sure that in our day to day operations many of us have business relationships with one ethnic business or another whether it be Indian, Chinese, Thai, Korean, Japanese, Pacific Islands, European, South Africa or from any other country from our multicultural community.

About three months ago the Chamber drew together a working group to progress the concept and more recently have held a couple of focus group meetings with several business representatives of different ethnic communities. It was interesting how the different business cultures impact the environment in which they do business and for some, particularly those new to Rotorua, present challenges in working within the mainstream business environment. As Rotorua seeks to grow its economy there are going to be opportunities to attract overseas investment in to business. The more we can do to enable integration with the existing business community, the greater the benefit will be socially and economically. The membership of the Multicultural Business Council will initially be made up of two representatives from each of the main ethnic business communities: India, Korea, China, Thailand, Japan, the Pacific Islands, Europe, South America. They will be joined by two representatives from the Chamber of Commerce and by Heather McAllister, the Rotorua Settlement Support Coordinator.

Terms of Reference have already been established for the Council that cover a wide range of functions. These include: providing multicultural views on business issues to the Chamber; communicating across business cultures; understanding different business environments; developing an awareness of different business cultures; developing an awareness of the impact of ethnic businesses on the Rotorua community; providing a mentoring programme for immigrant businesses people; and supporting international business students; the migrant business people of the future. However the first task that will be undertaken by the Council is to develop a register of ethnic businesses. Forms have been distributed through the different ethnic business communities and already the response has been considerable.

One of the first projects that the Council has agreed to undertake is the creation of a database of ethnic businesses in Rotorua. Although this database will be administered by the Chamber of Commerce, participation does not require membership of the Chamber. Any member of the ethnic business community that wants to know more about the database can contact Michelle Urquhart 0274 988478.

The state highway (also referred to as Tauranga Direct Rd and Pyes Pa Rd) has had full and partial road closures since May to enable rock blasting to be carried out so the the road could be widened. The works are part of the Mangorewa/Kaharoa Gorge Improvement project being undertaken by Rotorua District Council on behalf of the NZ Transport Agency (NZTA).

Motorists are being asked to take extra care in the gorge and to expect minor delays as a temporary one-way system remains in place to enable vehicles to pass through the worksite.

Several road closures of up to one hour will be required at varying times over the coming month to enable large cranes to operate. However these events will be advised in advance and should be outside busy times.

What is happening over the next week and onwards? New kerb and stormwater pipes being installed, Work continuing to secure the bluff area and rock faces with mesh and rock anchors, Work continuing on the last bridge replacement (one is already completed).

The NZTA project involves the replacement of both the one-lane Ohaupara Stream and Mangorewa Stream bridges with two-lane bridges, and realignment and widening of a 900m stretch of SH36.



Work is expected to be fully complete by February 2010.

Street Banners line Te Ngae Road

Its all about getting ready to welcome our new guests in December with the advent of direct flights from Sydney starting December 12th.

Te Ngae Road is now lined with banners welcoming visitors to our city with "Kia Ora", including reminders for ourselves about the new service and our pride in Rotorua with Lets GO Rotorua banners plus Air New Zealand, who are our proud airline partner.

If you haven't been for a drive out east... go check out the vibrant street banners today!

Settlement Support New Zealand is a national support network established to direct newcomers and their families to information and services they may need during their first years in New Zealand.

In response to local demand, Settlement Support has produced some publications that you may find useful if you recruit or have customers who are migrants or newcomers to Rotorua.



1. Welcome to Rotorua: a guide for newcomers

This is available as an A5 sized booklet and CD.

Contents include:

- Finding a place to live
- Tax & Banking
- Health care
- Schooling and education
- Improving your English
- Legal matters
- Ethnic groups and churches
- Maori culture

The CD also contains a video showing the facilities in Rotorua.

2. DLE sized card & A4 sized Poster

These show the contact details and location map of Settlement Support in Rotorua.

3. Monthly Newsletter

The monthly newsletter highlights local providers of services to migrants and newcomers, future community events and items of interest, such as workshops and changes in legislation. It is available in hardcopy and in electronic format.

All items are free and are available from Heather McAllister, the local Settlement Support Co-ordinator.

3rd Floor, 1136 Arawa Street, Rotorua
 Tel: 07 3500 533
 Email: ssnzrotorua@rdc.govt.nz

Why a Christmas Show?

After feedback from exhibitors on how successful The Daily Post Home & Leisure Show was for their business, The Daily Post was asked about considering undertaking a similar show for the important Christmas season. As we all know December is the largest month for retail, last year over \$447 million was spent in the retail sector in the Bay of Plenty region alone, (Rotorua, Tauranga, Whakatane). This was up 25% or \$89 million on the Christmas previous. The timing of the Extravaganza is to give your business the best opportunity to maximise sales at a time when retail spend is at its highest. Dates have been carefully selected with your business in mind to capture more share of the \$400+ million retail spend in the Bay of Plenty over December.

Your business will benefit from the largest marketing campaign ever undertaken for Christmas in the Central North Island guaranteed to generate Huge Crowds!!

As Rotorua's most successful media company, we are able to utilise our substantial marketing and networking resources to generate unparalleled awareness for the Christmas Extravaganza.

Venue

Rotorua has one of New Zealand's premier venue facilities and we are pleased to announce we have again secured this wonderful venue to create a Christmas Shopping experience like no other. Energy Events Centre Queen's Drive Rotorua

Our Commitment

The Daily Post team will guarantee this Christmas event will be unparalleled by any other Christmas promotion in the Central North Island.

- \$100,000 marketing campaign guaranteed.
- We will follow the proven successful formula of The Daily Post Home & Leisure Show.
- Promoting the Christmas Extravaganza throughout APN's stable of newspapers in the Central North Island.
- We will publish a comprehensive Shoppers Guide prior to the Extravaganza with all exhibitors featuring their Christmas offers.
- Entry will only be \$2.00. Along with the extensive marketing, 1000s of potential customers will attend this exciting EVENT!!

Fantastic Special Offer

By exhibiting at the Extravaganza you will receive a premier advertising package that will provide your business an extended profile through the key weeks leading up to Christmas.

How To Book A Stand

Contact Gemma Kidd
 Phone: 07 348 6199 ext. 57036.
 Mobile: 021 994 321
 Fax: 07 349 2535
 Email: christmasshow@dailypost.co.nz

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.



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. 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 showcase 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.



Rotorua Events Calendar

BA5 - Novotel Rotorua Lakeside

5:30 -7:30pm

Date: 10/11/2009

At Novotel Rotorua Lakeside



BA5 - Lockwood Group

5:30 -7:30pm

Date: 24/11/2009

Location TBC

www.rotchamber.co.nz/eventscalendar.asp

Cultural Awareness in Foreign Markets – 18 November

It's hard to find an exporter without a cultural blunder story to tell, and these blunders cost time and money.

Make sure you and your staff gain an understanding of doing business in a foreign country.

Plan your Market Entry Strategy – 25 November

We Kiwi's are known for jumping on planes to far away lands expecting to do jump off and do business – often we forget the essential planning.

This course will cover the questions you need answered before you make that leap.

Angela Wallace, Export New Zealand Bay of Plenty, 07 710600

Business Planning Workshop

“Work Smarter – Get Organised”

Gill Ellis – Breakthrough Strategies

Wednesday 11 Nov 2009

9am to 12pm - Morning Tea

Business Systems Workshop

“Social Media Marketing”

Hamish Clark

Tuesday 24 Nov 2009

1-30pm –4-30pm Afternoon Tea Provided

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0800 4387 267 or (07) 572 5492

Email: etpbop@xtra.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

Wisdom is the reward you get for a lifetime of listening when you'd rather have been talking.
(Aristotle, 384 BC – 322 BC)