

**“Kia ora” welcome to the September edition of Strictly Business**

Communication to the masses both here in the Bay of Plenty and in New South Wales that direct trans-Tasman flights are a starting from the 12<sup>th</sup> of December is a whole of community responsibility.

Many clubs, businesses, organisations have not only regional and national but also international relationships, I would encourage you all to spread the word of direct flights to and from Sydney and cc me just for a record of event. Families with friends or relatives in Sydney, now is the time to drop an email or phone call to let them know they can zip straight into Rotorua come December the 12<sup>th</sup>.

The Let's GO Rotorua website (launching shortly register on [www.letsgorotorua.co.nz](http://www.letsgorotorua.co.nz)) will include email banners (see below) and a ton of information and interactivity for the promotion including photo competitions that we expect the whole community to engage with.

The soon to be opened Let's GO Rotorua Headquarters based on the corner of Tutanekai and Haupapa Street will be home to a mix of in-bound and outbound advisors, city assistants and groups promoting what's on in Sydney and Rotorua.

As well as information provision, the Let's GO Rotorua premises will be running service level training courses for the hospitality and retailers in Rotorua. More information on how to book staff into the training courses (commencing November) will be available shortly.

Friday 2 Oct we have the public Launch of Let's GO Rotorua at the International Stadium for the Bay of Plenty clash with Hawkes Bay commencing 7.30pm. See you there...



**Grant Kilby,**  
 Destination  
 Rotorua  
 Economic  
 Development



**Rotorua has been voted New Zealand's most beautiful city for the fifth time in ten years**

Rotorua District Council's Keep Rotorua Beautiful coordinator, Christine Findon, accepted Rotorua's national Beautiful City award on Saturday [26 September] at the annual Keep New Zealand Beautiful conference in Rotorua.

It is the fifth time in ten years that Rotorua has won the award for a city with a population greater than 20,000, and an official trophy presentation is scheduled for later in the year.

Mayor Kevin Winters says winning the award five times in the last decade proves what locals already knew, but now the rest of New Zealand knows that we have a stunningly beautiful environment.

"Four previous wins was already an outstanding achievement, but taking out the award a record fifth time is incredible news for the city. I'm rapt that the beauty of our environment and the hard work of so many people has been recognised in this way."



Mayor Winters says being able to boast that we're officially the most beautiful city in the country is especially opportune with direct trans-Tasman flights into Rotorua beginning in December.

"I take my hat off to Christine Findon and our local Keep Rotorua Beautiful Committee who work tremendously hard to keep our city spruced up and looking fresh."

Christine Findon attributed Rotorua's success to many community volunteers, and the hard working team at Rotorua District Council who get behind keeping the city beautiful.

"All the people who helped with litter pick ups, others who helped out with graffiti eradication, and numerous groups from school children through to retirees through to service groups share this award with us. Well done Rotorua."

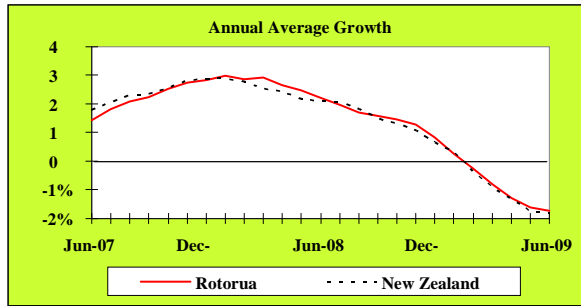


Why not Live and Work, where the rest of the World comes to Play ?

Affordable Relaxing Unique Central

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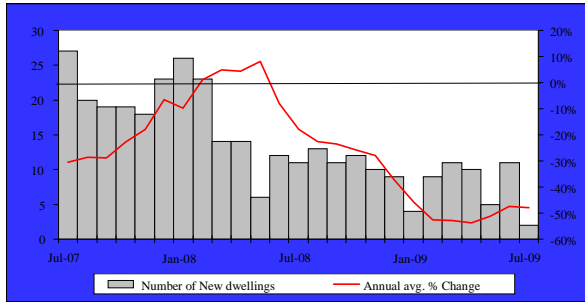
Economic Growth



Source: APR Consultants

The APR index of economic growth is constructed from key indicators. The annual average growth rate in Rotorua's growth index was negative 1.7% for the year ended June 2009, which was marginally faster than the 1.8% annual average growth rate in New Zealand's over the same period.

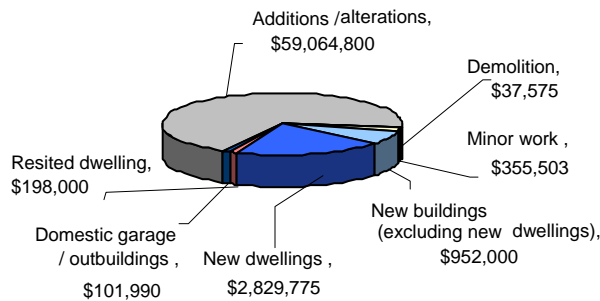
Building Consents



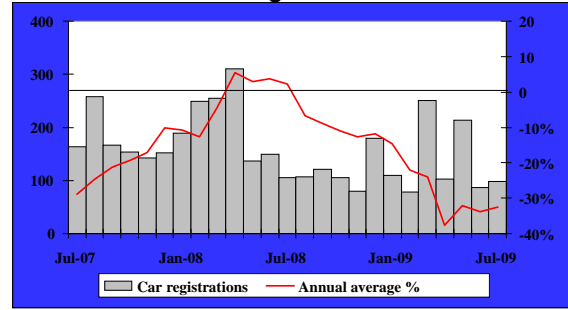
Source: Rotorua District Council

A total of two new building consents valued at approximately \$0.5 million were issued for residential dwellings in Rotorua during July 2009. This was the lowest level ever recorded. The annual average growth rate in the number of new building consents issue for residential dwellings was negative 47.8% for the year ended July 2009.

Value of RDC Consents Passed Aug-09



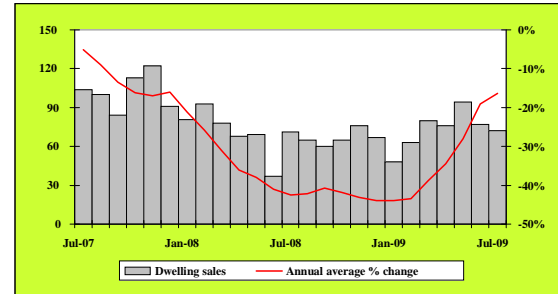
Car Registrations



Source: Land Transport Safety Authority

There was a total of 98 cars (including both new and ex-overseas car types) registered in Rotorua during July 2009. While this was greater than the 87 cars registered in June 2009, it was less than the 213 cars registered in May 2009 and the 105 cars registered in July 2008. The annual average growth rate in the number of cars registered in Rotorua was negative 37.0% for the year ended July 2009.

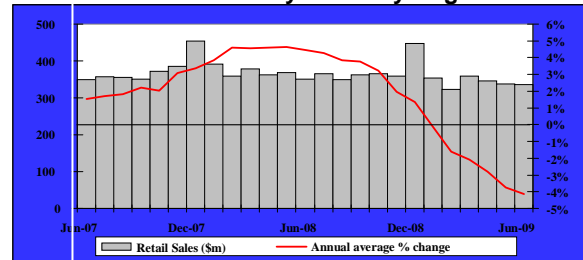
Residential Real Estate Sales



Source: Real Estate Institute of New Zealand

There were a total of 72 houses with a median sale price of around \$246,500 sold in Rotorua during July 2009. This was less than the 77 houses sold in June 2009, but marginally greater than the 71 houses sold in July 2008. The annual average growth rate in the number of houses sold in Rotorua was negative 16.3% for the year ended July 2009.

Retail Sales- Bay of Plenty Region



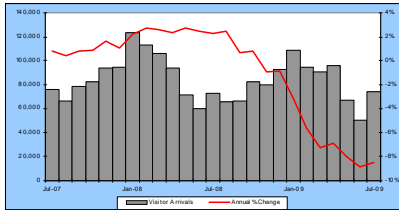
Source: Statistics New Zealand

Bay of Plenty Region's retail sales totalled \$336.3 million in June 2009 which was \$1.8 million less than the sales recorded in May 2009. June 2009's sales were much less than the \$351.2 million of sales recorded in June 2008. The annual average growth rate in the value of Bay of Plenty's retail sales was negative 4.1% for the year ended June 2009.

SUMMARY

The annual average growth rate in Rotorua's growth index was negative 1.7% for the year ended June 2009, which was marginally faster than the 1.8% annual average growth rate in New Zealand's over the same period.

# Rotorua Visitor Arrivals

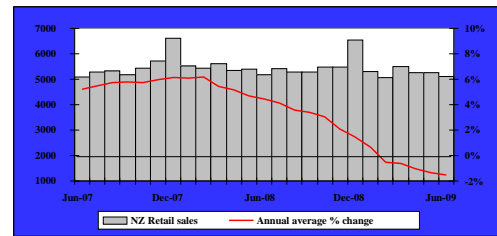


Source: Statistics New Zealand – Commercial Accommodation Monitor

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 increased from 50,257 in June 2009 to 74,041 in July 2009. When compared with the same period of the previous year this was a 1.4% increase over the 73,010 guest arrivals recorded for July 2008. For the year ending July 2009 there were 1.0 million guest arrivals to Rotorua commercial accommodation premises - an 8.5% decrease over the same period of the previous year.

# National Monitor

## Retail Sales

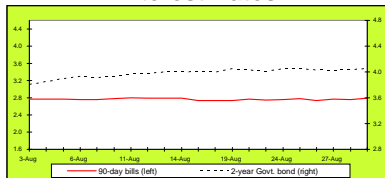


Source: Statistics New Zealand

New Zealand's retail sales totalled \$5,112.4 million in June 2009 which was \$155.6 million less than the value recorded in May 2009 and less than the \$5,170.9 million recorded in June 2008. The annual average growth rate in the value of New Zealand's nominal retail sales was negative 1.5% for the year ended June 2009.

# National Monitor

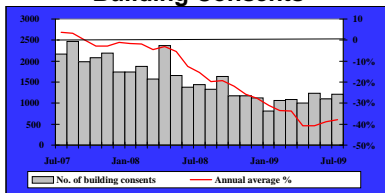
## Interest Rates



Source: Reserve Bank of New Zealand

New Zealand's wholesale interest rate market showed little movement in August 2009 as the chance of a further cut in the OCR is perceived as being low. By the end of the month the 90-day bill rate settled at 2.79%.

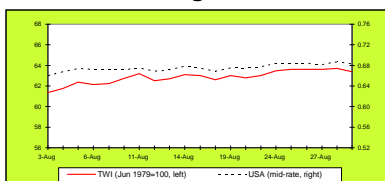
## Building Consents



Source: Dept of Statistics Building Surveys and Vitals Section

There were a total of 1,214 new building consents with a combined value of around \$343.9 million issued for residential dwellings in New Zealand during July 2009. This was greater than the 1,100 consents issued in June 2009, but less than the 1,435 consents issued in July 2008. The annual average growth rate in the number of new building consents issued for residential dwellings in New Zealand was negative 38.0% for the year ended July 2009.

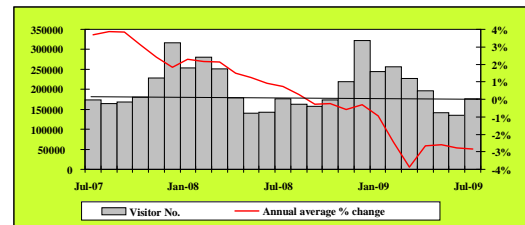
## Exchange Rates



Source: Reserve Bank of New Zealand

August 2009 saw the appreciation of the New Zealand dollar against our major trading partners' currencies attributable to an improving domestic situation, the beginning of a global economic recovery and a stronger Australian currency. By the end of the month, NZ\$1.00 traded against US\$0.68 and the Trade-Weighted Index (TWI) stood at 63.4 points.

## International Arrivals



Source: Statistics New Zealand

There were a total of 176,198 international visitor arrivals to New Zealand during July 2009. This was an improvement on June 2009's level when 135,162 visitor arrivals were recorded. July 2009's level was similar to the 175,738 visitors recorded in June 2008. The annual average growth rate in the number of international visitor arrivals to New Zealand was negative 2.8% for the year ended July 2009.

## SUMMARY AND COMMENTARY

The National Bank's Business Confidence Survey for August 2009 showed that a net 34% of firms expected that general economic conditions will have improved in 12 months' time. This was almost double the level of a net 19% recorded in the previous month's survey and was the most positive result recorded since 1999. A net 64% of builders expected an improvement in economic conditions but farmers remained relatively pessimistic (a net negative 9%).

Firms' expectations regarding their own level of business activity in 12 months' time improved from a net 13% in July 2009 to a net 26% in August 2009. All surveyed groups, including the agricultural sector, felt optimistic about their own business future. A healthy improvement in Firms' expectations around their own level of business activity ahead tentatively indicates that New Zealand may be entering the recovery phase of the recession.

Notably, activity in the housing market has started to rebound, retail sales are improving, and the effects of expansionary fiscal and monetary policy have started to filter through into the economy. Global economic conditions have also improved with surges in the level of activity in share markets and the stabilisation of financial markets.

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.



Business confidence in Rotorua has leapt up with 56% of businesses believing the next 6 months will be better than the last according to the latest Chamber survey. The results for Auckland and the rest of the Chamber region indicated move to 61%, both noticeably higher than the 31% recorded in the June survey. According to CEO of the Rotorua Chamber of Commerce, Roger Gordon, "This is great news and reflects the anecdotal comments we are getting from our members. The slightly lower level of confidence may be due to the lag in recovery of the tourism and accommodation sector with visitor arrivals from some longer haul countries of origin still to recover." The survey also indicated that employment intentions are rising across all centres of the upper half of the North Island. "Although the unemployment situation is expected to increase before the recovery fully flows back to the workforce, there is an indication that finding the right skilled staff is already becoming an increasing challenge," states CEO Gordon.

Points to note for the Rotorua survey:

- Business owners have also shown an increase in confidence with 61% believing their own business will improve over the next 6 months. This is compared with 65% in the Northern region and again a large improvement against the 45% in June.
- 16% of businesses indicated difficulty in finding the right people with the right skills. (14% Northern region, 10% last quarter)
- 45% of businesses suggest demand was the greatest constraint to growth. (46% Northern region, 52% last quarter)
- 90% of businesses believed interest rates would be the same or greater over the next 6 months. (91% Northern region, 75% last quarter).
- 20% of businesses expect to have more full time employees. (
- 23% of businesses expect to have more part time employees.
- 36% of businesses expect profitability to be up.

"The results of the survey are very positive. The +0.1% national growth in the economy suggests that New Zealand is on the long road to recovery. The enthusiasm that goes with the airport development and the Let's Go Rotorua campaign will add impetus to this recovery for Rotorua. Once the Northern hemisphere winter moves to spring and the impact of the swine flu epidemic subsides, the global tourism industry should recover," concludes CEO Gordon. "There are increasing signs that we can say goodbye to the recession"

The Northern Region Chambers of Commerce have undertaken this survey of its members for more than 10 years. The survey is undertaken electronically over 5 days.

For more information:

Roger Gordon, CEO, (07) 349 8355 or 0275 381228  
Michelle Pleydell, President, 07 3463849 or 0275 380088



SETTLEMENT SUPPORT  
NEW ZEALAND

## Permanent Residency Information Seminars

Friday, 13 Nov 09, 1-3pm

In response to the increasing number of queries, Immigration New Zealand is holding seminars for those seeking permanent residence in New Zealand.

If you want information for yourself, friends, family or a work colleague, I would encourage you to attend.

The two hour seminar is to help you understand and gain information with regard to seeking permanent residence in New Zealand.

Before attending it is suggested that you obtain a Self-Assessment Guide for residence in New Zealand.

Please contact Settlement Support, if you would like a copy of the "Self-Assessment Guide for Residence in New Zealand".

To ensure your place at a seminar please email [info@rotorua-living.com](mailto:info@rotorua-living.com), Subject line 'PR seminar'

## Settlement Support Local Network Meeting

Friday, 30 Oct 09, 12 noon – 2pm  
3rd Floor, 1136 Arawa St, Rotorua

Settlement Support invites government agencies, community/sport groups, and employers to attend. Guest speaker

**Judi Altinkaya**  
Director Settlement Support  
Dept of Labour



Judi has worked abroad and in NZ on a range of migrant initiatives. The Settlement Support initiative was developed and implemented under Judi's leadership.

**This is your opportunity to:**

- Find out more about Settlement Support
- Get to know one another face to face
- Find out what local support is available for migrants
- Suggest how local settlement can be improved

**A light lunch will be provided**

Confirm your attendance, by Friday, 23 October 2009

**Heather, Settlement Support Co-ordinator**  
Tel: 07 3500 533  
Email: [ssnzrotorua@rdc.govt.nz](mailto:ssnzrotorua@rdc.govt.nz)



Some of the Bayfair team, with Chairman Cronin from Environment Bay of Plenty

The Get sustainable Challenge is the perfect tool to help your organisation to identify, measure and continuously improve its sustainability performance.

**The Challenge is for organisations who:**

- Want to be more sustainable, but need some help beginning the journey
- Are already changing their business practices and want to take the next step
- Are well advanced in sustainability, but want a 'tune up'
- Want advice on how to be more sustainable, future proof their business, and add value (including value to your bottom line!)

The Challenge begins with an evaluation of your current business practices and looks at your commitment to sustainability: how you use and produce resources, your future planning, business systems, and relationships. Access to a tailored Improvement Report, as well as resource downloads and workshops held throughout the year assist your organisation to set its sustainability focus throughout 2009 and beyond.

Well done Bayfair Shopping Centre for claiming the title of **2009 Bay of Plenty Sustainable Business of the Year** sponsored by Principal Sponsor Environment Bay of Plenty

**THE CATEGORY WINNERS ARE:**

- Emerging Small and Medium Business Winner: BOP Apparelmaster
- Trailblazer Small and Medium Business Winner: Landscape Design Company
- Emerging Large and Corporate Business Judges Commendation: Sharp Tudhope Lawyers
- Trailblazer Large and Corporate Business Winner: Bayfair Shopping Centre
- Sustainable Design and Innovation Category Winner: Devan Plastics Ltd
- Not for Profit Trailblazer Winner: Energy Options Ltd
- BOP Productivity Award Winner: Trevelyan's Pack & Cool Ltd

All regional category winners move on as finalists to the national 2009 NZI Sustainable Business Network Awards to be held in Auckland on Nov 12th.

In Rotorua, upgrading the surface of the No 1 field at the International Stadium is complete and reports are that the pitch is in excellent condition and playing well.



Local tourism and event officials are working on an exciting festival package for both visitors and locals, which will be in full swing for the three matches Rotorua is hosting. The festival will also target the period between quarter finals and the grand final when many overseas travellers will be visiting enroute to Auckland.

The city's Energy Events Centre is to be transformed into a 'fanzone' with big screen coverage of major World Cup games where local fans and visitors can cheer on their favourite team in a family atmosphere that replicates being at the ground.

Mayor Kevin Winters says Rotorua is gearing up to repeat its outstanding success of the 2005 Lions Tour, when the city staged the tour's inaugural match and hosted thousands of overseas and New Zealand fans and media.

"The recent announcement that Air New Zealand will be flying into Rotorua direct from Sydney is more great news for fans wanting to come direct to the Bay of Plenty rather than enduring the hassles of travelling via New Zealand's big metropolitan airports."

He says Rotorua's extended airport is also able to handle larger domestic aircraft which may be needed to meet demand around the Rugby World Cup time.

Mike Rogers, operations manager for the Bay of Plenty Rugby Union, said the region was working closely with locals to create region-wide activities for supporter groups around the quarter finals period, aimed at maximising the number of groups and individuals coming to the region.

He said the union and all local councils were looking forward to announcements as to which towns would get to play host to visiting RWC 2011 teams coming from all over the world. The announcements were due around December.

Developing a comprehensive volunteer programme to support the Cup was also well underway, as was liaison with business groups to make sure local economies benefited from World Cup opportunities.

Mr Rogers said the union was working closely with rugby clubs throughout the region and encouraging them and their members to engage with RWC2011 and be part of the big event.

Meanwhile the Bay of Plenty Region has launched its new website [www.bayofplenty2011.com](http://www.bayofplenty2011.com) which focuses on regional events and activities taking place around Rugby World Cup 2011.

"It will give locals and visitors the chance to stay up-to-date with what's happening throughout the region during the time of the World Cup and an opportunity to see what they can participate in.

"The website will continue to evolve over the next two years with events and initiatives added as they are confirmed," says Mr Rogers.

## 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](mailto:heather.mcallister@rdc.govt.nz) or visit our website [www.rotorua-living.com](http://www.rotorua-living.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.

### Rotorua 2006 “Promotional DVD

We have a few 9 minute promotional DVDs which showcases Rotorua as a living, working, investing, business and visiting location.

This DVD is designed to assist you with the attraction of staff and investment.

These DVD's are now available for purchase at just \$ 10.<sup>00</sup> excluding GST each. This is a 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)

## Rotorua Events Calendar

### BA5 - Geyser Community Foundation and Bank of New Zealand Rotorua

Start Date:13/10/2009  
5:30 -7:30pm, Location TBC



### BA5 - Castlecorp and The Aquatic Centre

Start Date:27/10/2009  
5:30 -7:30pm at the Rotorua Aquatic Centre

[www.rotchamber.co.nz/eventscalendar.asp](http://www.rotchamber.co.nz/eventscalendar.asp)

### Business Systems Workshop: Database Marketing Strategies

Thursday 8 Oct 2009  
1-30pm -4-30pm



### Finance Workshop:

#### “Financial Management for Businesses in the Tourism Industry”

Part One :Wednesday 14 Oct 2009

Part Two: Wednesday 21 Oct 2009

Both workshops: 10am -1pm - Morning Tea Provided

### Marketing Workshop:

#### “Winning in Turbulent Times Getting Past That Mental Block”

Wednesday 14 Oct 2009

1-30pm -4-30pm

### Marketing Strategies Workshop: Media Training – DIY Publicity!

Thursday 15 Oct 2009

9am to 12pm - Morning Tea Provided

Empower Team Limited

0800 4387 267 or (07) 572 5492

Email: [etpbop@xtra.co.nz](mailto: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

**Great minds have purposes, others have wishes.  
Washington Irving (1783-1859)**