

IMMIGRATION AND LIFESTYLE INVESTMENT WORKSHOP

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What would be the best marketing tools we could develop to help you overcome your business investment and staff recruitment issues while also assisting us to sell a positive Rotorua investing and doing business message?

- Best marketing tools:
- Word of mouth referrals/testimonials (personal connection).
- Billboards – visual packages.
- Website – www.rotorua.com-living (business links on our business website).
- Co-operation – “Getting it together – together”.
- One vision – destination first.
- Branding – ‘feel the spirit’ t-shirt ‘manakitanga’.
- Authenticity – cultural experience, kiwi experience.
- Wireless city – high speed internet hot spots.
- ‘The Hub’ – easy access.
- Channel positive message to media.
- Better publicity of 10 year plan.
- Target skills need analysis.
- Top website a must.
- RDC backing, charities with financial with infrastructure – technology.
- Stronger alliances with newspapers/radio more positive influences.
- Attract overseas journalists to stay (ie, UCI world mountain biking champs).
- Make it a positive experience.
- Clean lakes – top priority.
- Conference specifically on ‘IT’ opportunities for businesses.
- Telecom not willing to ‘share’ resources or increase resources.
- Keep ahead of ‘transport’ plans.
- Revisit ‘cleaning’ Rotorua – make sure it is always top notch for ‘beautiful Rotorua’ keeping it beautiful.
- Websites – further development, link to immigration.
- Collaboration – BOP.
- Information packs for overseas business trips.
- Radio.
- Quality education.
- Career opportunities.
- Limited cultural opportunities.

What do you see as the top 3 negative perceptions of Rotorua as a place to:	Reasons.
<p>Live, work and learn.</p> <ul style="list-style-type: none"> ▪ Education for families –Deciles 1-10. ▪ Career structure, unskilled, skilled. ▪ Tertiary qualified. ▪ Low paid perception. ▪ Gang culture. ▪ Crime. ▪ Develop migrant resource centre. ▪ High crime rate especially involving crime against tourists. ▪ Bad publicity – perception media highlight Rotorua unfairly. ▪ Schooling – not up to same levels of other centres. ▪ Loosing to other centres (tertiary). 	<ul style="list-style-type: none"> ▪ Not enough to attract tertiary students to stay as yet.
<ul style="list-style-type: none"> ▪ Lack of awareness – re: diversity, what it has to offer. ▪ 2nd class city. ▪ Quality of education – high schools and tertiary. ▪ Crime. ▪ Smell ▪ Problem or opportunity. 	
<ul style="list-style-type: none"> ▪ Criminal / dark side – car hoons, crime, litter, groups of youths, drink/drive. ▪ Average income is low – if move here – earn less. ▪ Education – how good are schools vs. Hamilton and Tauranga? ▪ Local newspaper – If visited website of local paper the headlines are negative need more positive news. 	

What do you see as the top 3 negative perceptions of Rotorua as a place to:	Reasons.
Invest and do business. <ul style="list-style-type: none"> ▪ Local negativity. ▪ Media representation. ▪ Return on investment for industries. ▪ Council rates. ▪ Freight charges. ▪ Difficult to attract skilled people. ▪ Attract off-shore investors, policy needs to change. ▪ Information technology investment (Tauranga way ahead). Great infrastructure already in place. 	
<ul style="list-style-type: none"> ▪ Lack of high quality business space. ▪ Lack of cohesiveness of CBD. ▪ Can't get the workforce. ▪ Not many high level positions here – limited career prospects. 	
<ul style="list-style-type: none"> ▪ Not near port or major market. ▪ Infrastructure – road and rail. ▪ Unskilled/unstable workforce (transient). ▪ Lack of career/opportunity. 	

What do you see as the top 3 positive perceptions of Rotorua as a place to:	Reasons.
Live, work & learn. <ul style="list-style-type: none"> ▪ Education for families – Deciles 1-10. ▪ Progressive tourism. ▪ 10 year plan. ▪ Lifestyle. 	
<ul style="list-style-type: none"> ▪ Recreation options – indoors/outdoors. ▪ Centrally situated – ski fields, beach, Auckland. ▪ Airport. ▪ Road access. 	

What do you see as the top 3 positive perceptions of Rotorua as a place to:	Reasons.
<ul style="list-style-type: none"> ▪ The outdoor environment. ▪ Slower pace of life – noise etc. ▪ Work life balance – family. ▪ Good access, ease, activities. ▪ Venues, clubs – safety for kids. ▪ Family community environment. ▪ Lots of community groups. ▪ Local radio stations. ▪ Good inner city – visual, attractive. 	
<ul style="list-style-type: none"> ▪ Location – central (external) – beach, snow, city (leisure perspective). ▪ Large range of attractions / activities / stimulation in Rotorua (internal). ▪ Value for money – housing, transport. 	<ul style="list-style-type: none"> ▪ Leisure perspective. ▪ Time / travel saving. ▪ Cheaper price / higher value – more discretionary income.
Invest & do business. <ul style="list-style-type: none"> ▪ Affordable. ▪ 10 year plan. ▪ Tourist potential. ▪ Overseas branding. ▪ Domestic tourism. 	
<ul style="list-style-type: none"> ▪ Good value housing. ▪ Investments. ▪ Unemployment low. ▪ Land values. ▪ Road access. ▪ Active Chamber of Commerce – good support. 	
<ul style="list-style-type: none"> ▪ Opportunities – start up. ▪ Good business support. ▪ Council support and cooperation. ▪ Good networks. ▪ Cheap office space. ▪ Informal networking very effective. ▪ Central location. 	
<ul style="list-style-type: none"> ▪ Location markets within forestry, tourism and agriculture (primary industries). ▪ Regional / trans-Tasman airport. ▪ More bang for your buck! Commercial properties (cheaper per sq metre). 	