

## Welcome to the October edition of Strictly Business

Greetings all

What a great place to live work and do business in! Having recently been in both China and England it has confirmed for me that we live in one of the most stimulating environments in the world. The international perception of Rotorua is very high and the challenge for us (you included) is to bring this level of perception through to our local and domestic markets which will result in an environment creating more opportunities for all.

On the business front, the real estate market activity has stabilised in Rotorua over the last two months. After the low visitor activity in May and June, Rotorua's tourism industry bounced back in July 2005. Retail sales were reasonably stable in the Bay of Plenty region over the last three months. Overall, the level of economic activity in the Rotorua economy remains above the national average level for the year ended July 2005.



Regards: **Mark Rawson** Destination Rotorua Economic Development

## Rotorua Draws the Crowds at Opportunities New Zealand Expo



The Rotorua Team Poised for action

"The general feedback from the visitors to the show was that Rotorua was one of the busiest stands, applauded for its professional stand, uniform and backed by a 64 page magazine highlighting Rotorua's highly skilled employment environment along with its central location, value for money in property and transport, our unique assets of lakes, forests and geothermal being accessible to the multitude of tourism activities and events happening in Rotorua.

The information collated by those on the stand, is being captured into a database and analysed. Once this process is complete, the database will be sent out to our business partners to start linking candidates with Rotorua opportunities, and those on the database that don't match with the partner's employment opportunities will be promoted to the wider Rotorua business community through various networks and the media, in due course.

More than 6000 people voted with their feet over the weekend of October 15<sup>th</sup> and 16<sup>th</sup> with hope of employment and a better lifestyle in NZ. They were visiting the 2005, Opportunities NZ Expo in Earls Court in London.

Destination Rotorua Economic Development led an initiative to attract skilled migrants to Rotorua to help alleviate the skills shortages businesses were facing in the area. The council represented ten business partners in London looking for skilled migrants to relocate to Rotorua for lifestyle. The businesses that took part in the expo were; Hayes International, Patchell Industries, Newpower Electrical, Farm and Garden Equipment, QE Health, Health Rotorua, Lakes District Health Board, Scion and the Rotorua District Council, and Bayleys.

Employment skills co-ordinator, Jo Gargiulo said 6000 people attended the expo in 2 days and we had 8 people working on our stand with queues of people waiting to talk to us. We talked to between 350 and 400 candidates of which 95% are looking for employment and the remaining for investment opportunities".



Our Magazine was well received

"We have already received over 200 CV's to date and it's now a matter of touching base with the candidates and acknowledging their effort to attend the expo and sending through their CV's. We are definitely looking at attending the expo next year and will be incorporating the Manchester Expo into the mix as well. For a first effort Rotorua has done itself proud but within the same token we have learnt a lot from the expo and are already putting the wheels in motion to strengthen ourselves for next year to promote Rotorua as the place to live, work, invest and do business where the rest of the world comes to play" says Jo Gargiulo.



The Rotorua Team hard at work

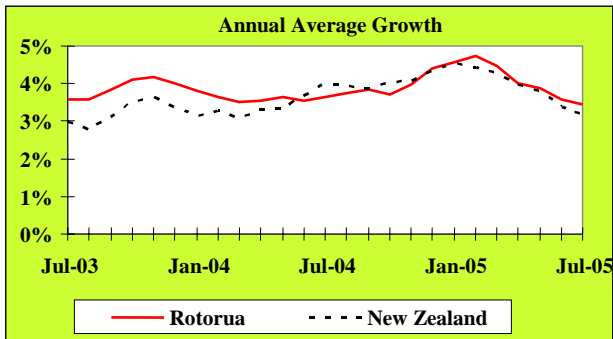
Why not Live and Work, where the rest of the World comes to Play ?

Affordable Relaxing Unique Central

[www.rotorua-living.com](http://www.rotorua-living.com)

# Local Monitor

## Economic Growth



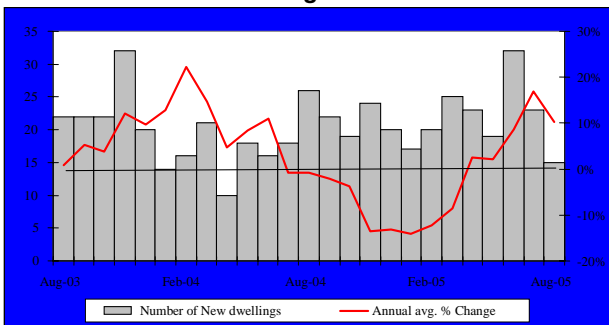
Source: APR Consultants

The APR index of economic growth is constructed from key indicators. The latest growth index shows that the level of economic activity in the Rotorua economy remains above the national average level for the year ended July 2005.

### Key Indicator Trends

This section of "Strictly Business" examines trends in key indicators of Rotorua's economic activity.

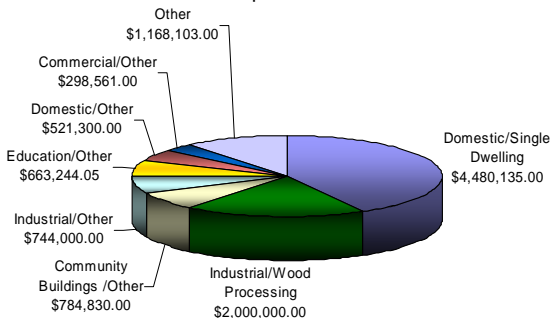
#### Building Consents



Source: Rotorua District Council

There was a sharp fall in the number of new local building consents passed in August 2005. Only 15 permits were issued for new dwellings during the month, worth at around \$3.4 million. This was the lowest level since May 2004. The annual average growth rate in the number of new building permits passed in Rotorua has decreased from 16.9% for the July 2005 year to 10.2% for the August 2005 year.

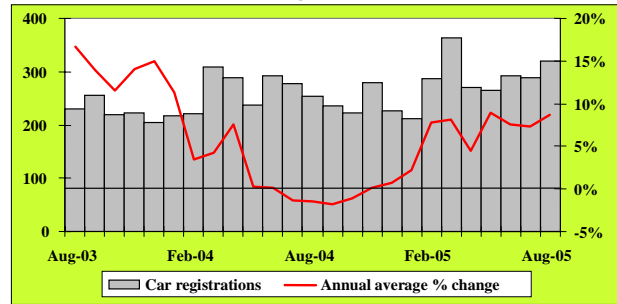
#### Value of Building Consents Passed September 2005



Source: Application Status Report, 01August 2005 to 31August 2005, Rotorua District Council

# Local Monitor

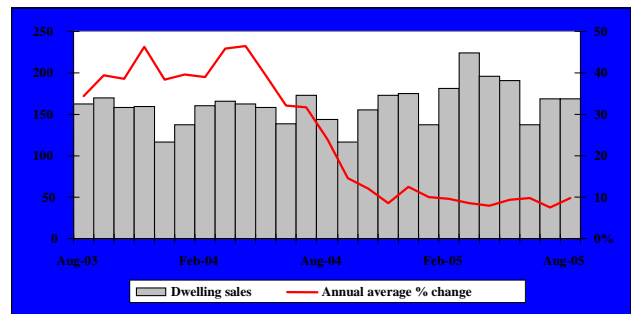
## Car Registrations



Source: Land Transport Safety Authority

There were a total of 319 cars registered in local postal offices during August 2005, which was 30 more than the level recorded in July. The number of new car registrations in August was also well above the 253 recorded in August 2004 (a rise of 26.1%). The annual average growth rate in the number of new car registrations was 8.7% for the year ended August 2005.

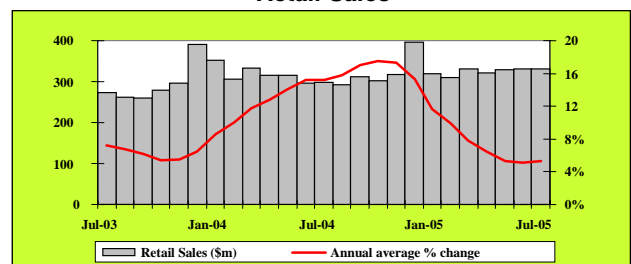
#### Residential Real Estate Sales



Source: Real Estate Institute of New Zealand

Real estate market activity has stabilised in Rotorua over the last two months. With a total of 169 houses sold during August 2005. This figure was an increase of 25 sales (or 17.4%) on the number recorded in August last year. The median sale price however decreased by \$12,000 from July's level to reach \$185,000 in August. The annual average growth rate in the volume of real estate sales was 9.9% for the year to August 2005.

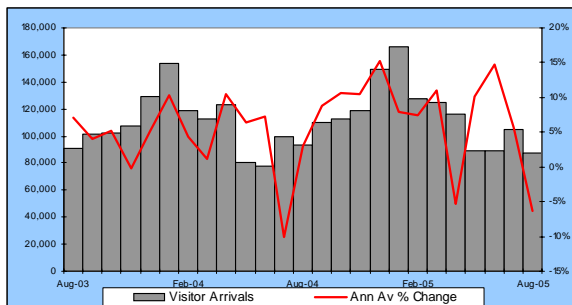
#### Retail Sales



Source: Statistics New Zealand

Retail sales were reasonably stable in the Bay of Plenty region over the last three months. The value of sales hit \$331.5 million during July 2005, the same value as in June, but above the value of sales of \$297.5 million recorded 12 months ago. The annual average growth rate in the value of retail sales in the Bay of Plenty region was 5.3% for the current July year.

## Rotorua Visitor Arrivals



Source: Statistics New Zealand – Commercial Accommodation Monitor, and APR Consultants – Private Accommodation Monitor

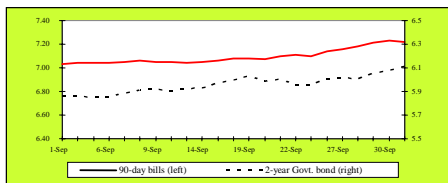
There were 87,381 overnight visitor arrivals to Rotorua's commercial and private accommodation during the month of August 2005 - a decrease of 5,868 visitors or 6.3% over August 2004. On average they each stayed 2.3 nights for a collective 200,983 nights. For the year ending August 2005 there were 3,360,638 visitor nights spent in Rotorua - a 9.3% 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

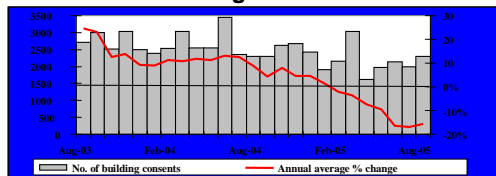
### Interest Rates



Source: Reserve Bank of New Zealand

Both the wholesale and the two year government bond yields increased in September.

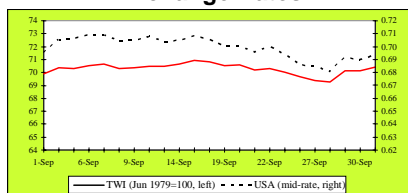
### Building Consents



Source: Dept of Statistics Building Surveys and Vitals Section

A total of 2,301 permits were issued for new dwellings in August. This was the highest level over the last five months, and was marginally above the 2,296 issued 12 months ago. The annual average growth rate in the number of new permits issued was - 15.8% for the year to August 2005.

### Exchange Rates



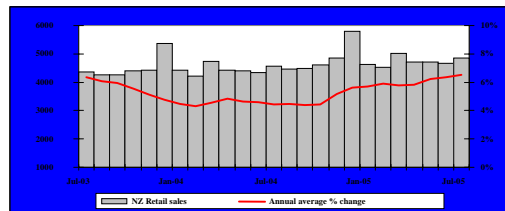
Source: Reserve Bank of New Zealand

The wider than expected August trade deficit, along with the concern about the June quarter current account deficit, dragged New Zealand's dollar down for the most of September. However, the possibility of another OCR hike pushed the Kiwi dollar back up by the end of September.

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)

## National Monitor

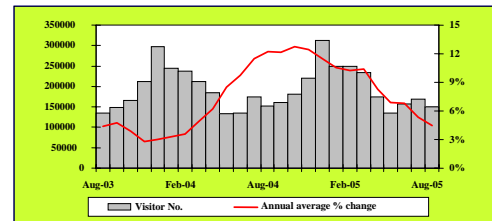
### Retail Sales



Source: Business Statistics Section, Statistics New Zealand

Domestic retail demand remained buoyant in July. The value of retail sales was \$4,857.3 million.

### International Arrivals



Source: Statistics New Zealand

There were a total of 150,700 short-term international arrivals to New Zealand during August 2005.

### Summary

The June quarter GDP figure suggests that the New Zealand economy remains strong. However, the massive build-up in businesses stocks does raise a degree of concern.

According to the National Bank [NB], business confidence was low in September, with a net 37.5% of respondents expecting overall business conditions to deteriorate over the next 12 months. A net 32.1% of respondents took a similar negative view in the NB's August confidence survey. According to the NB's survey, firms were optimistic about their business future. A net 16% of firms expected to improve their business activity for the coming year.

The September quarter Westpac McDermott Miller 'Consumer Confidence' index stood at 120.2 (>100 means more optimists than pessimists). This result was the same as in the June quarter. The Westpac McDermott Miller 'present conditions' index decreased from the June quarter index value whereas the 'future Conditions' index increased in value. The September quarter results for these two consumer confidence indices show that consumers have become less optimistic about their current financial situations (probably due to continual surges in oil prices) but nevertheless feel optimistic about the future. These results are consistent with a buoyant labour market, the wealth effect associated with New Zealanders inclination towards the acquisition of real estate and the possibility of future tax cuts.

### Overall Economic Outlook

Overall economic growth is slowing down and will continue to be driven by lower net migration, higher interest rates and the lagged effect of the high New Zealand exchange rate. Domestic demand is likely to be further moderated by a slowing down in the housing market and a fall in the terms of trade. Persistent and strong inflationary pressures remain buoyed by high oil prices and a tight labour market.



The Westpac Business awards were presented at a star studded extravaganza at the Sportsdrome with, 600 people attending the gala dinner. Truly an occasion to be proud of, well done Rotorua Chamber of Commerce and well done to all of those who competed and made this celebration a memorable one .

The entertainment was superb and the feeling electric unfortunately only a few could receive awards, but what a worthy bunch of winners. Congratulations to all of you.

- Local Directories Manufacturing and Business Award- **PhotoArts NZ Ltd**
- Unison Service Provider Business Award- **PF Olsen and Company Ltd**
- The Daily Post Retail Business Award- **Lime Caffeteria**
- Pukeroa Oruawhata Holdings Hospitality & Attractions Business Award- **Hells Gate Waiora Spa**
- Destination Rotorua Economic Development Emerging Business Award- **ENSIS**
- Newstalk ZB Community Organisation Business Award- **Mana Social Services Trust**
- Rotorua Energy Charitable Trust Social responsibility Award **Sunset Primary**
- Credit Union Employee Of the Year Award- **Craig Morrison**
- Waiariki Institute of Technology Apprentice of the Year- **Elizabeth Rankin**
- TrustPower Customer Choice Award- **Brumby's Bakery**

**And the Supreme Business Award Winner is...**



Westpac Business of the Year- **PF Olsen and Company Ltd**  
 Photos courtesy Rotorua Chamber of Commerce Photo by Mark Gould

Thank you to Westpac the primary sponsor of the Awards and all sponsors who contributed to this business extravaganza.



Export New Zealand will present another seminar in Rotorua on 17 November, 5.30 pm – 7.00 pm **“Intellectual Property – Legends Exposed”**. This seminar will cover common misconceptions and the correct use of IP protection for each situation.

Export New Zealand held two seminars in Rotorua during October, specifically addressing the needs of the exporter sector.

The first seminar, “Incoterms - how they relate to Contracts”, presented by Murray Hill, Senior Partner, Sharp Tudhope, addressed the variances of “Incoterms”, and how they are used in binding contracts. Ensuring contracts are correct assists in securing the best financial outcome possible, protecting the company and the product.

Our second seminar addressed “Freight Forwarding and Documentation”. Presented by Catherine Simmons from Owens Global, information was provided to the attendees covering methods of freight. When choosing the best carrier for your goods, it is imperative to recognise requirements, such as packaging, labeling and carrier restrictions, which vary from country to country. Catherine also explained the documentation and their purpose.

Those who attended the seminars found them to be very beneficial, not only in understanding their own individual role in the export cycle, but in the wider context also, being provided with a clearer comprehension of the complete export chain. The product may be designed and the manufacturer underway to meet market orders, but if the correct documentation and freight requirements are not in order, expensive delays could incur. Accurate knowledge ensures the product leaves and arrives, quickly and safely, without costly setbacks, and most importantly, the exporter receives payment.

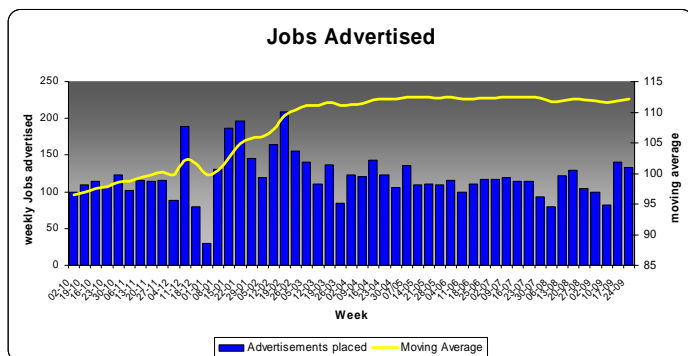
**Export New Zealand will present another seminar in Rotorua on 17 November 2005, 5.30 pm – 7.00 pm on “Intellectual Property – Legends Exposed”**. This seminar will cover common misconceptions and the correct use of IP protection for each situation.



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 Executive Officer  
 Export New Zealand, Bay of Plenty  
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[www.exportbop.org.nz](http://www.exportbop.org.nz)  
[www.exportnewzealand.org.nz](http://www.exportnewzealand.org.nz)



# Employment Advertisements



In September 2005 there were 14 % more jobs advertised than were advertised in September 2004. Retail agriculture and healthcare were all up on last year with Tourism and accommodation slightly down. The 12 month average is up on the monthly average this is due to summer seasonality Nov- April when tourism jobs are at a premium.

	Sep04	Sep05	12 mth
Retail	8	15	18
Agriculture	11	14	17
Accommodation	14	11	14
Healthcare	9	17	12
Other	58	58	61
	<b>100</b>	<b>114</b>	<b>120</b>

Average jobs advertised weekly in the *Saturday Daily Post*

Source: Economic Development monitoring of Saturday Daily Post

## Business Swap Rotorua Business SWAP Big Breakfast-



Forty thousand satisfied customers a day must mean you're doing something right. **Kevin Donnelly** has been behind the success of many resorts, attractions and theme parks around the world. Providing unexpected high quality service is not only good business practice, but such

service translates to the bottom line with higher profits and lower operating costs, says Kevin. Find out how you can apply the same principles to your business.

**Wednesday 02 November 2005**

Royal Lakeside Novotel

6.50am for a 7am - 9am

\$20.00 members

\$30 non members

Enquiries: Raewyn

telephone: 07 348 0234

[Registration@businessswap.biz](mailto:Registration@businessswap.biz)

## Rotorua Chamber of Commerce



### CHAMBER TRAINING

Wednesday 9 November

- **Stop Wasting your Marketing Dollar**  
Time: 1.00 – 4.30 pm Investment: \$ 49 incl
- **Selling and Marketing Professional Service**  
Time: 1.00 – 4.30 pm Investment: \$ 130 incl
- **Effective Use of Email as a Marketing Tool**  
Time 8.30 am – 12.30 pm Investment: \$ 130 incl

Thursday 10 November

- **Sales Basics**  
Time 9.00 am – 4.30 pm Investment: \$ 250 excl full day or \$ 132 excl half day (Special discounts available for Chamber members)
- Handout books, certificates, fun and interactivity, videos and practical New Zealand ideas from Richard Gee, presenter and experienced trainer. Check out his website [www.geewiz.co.nz](http://www.geewiz.co.nz)
- His style of enthusiasm, motivation and attitude will leave you wanting more. Over 150,000 participants have attended Richard's seminars around NZ and SE Asia

Training Room, 3rd Floor Library Building, 1137 Haupapa St  
For more information:

- **Book directly on [www.geewiz.co.nz/seminars](http://www.geewiz.co.nz/seminars): credit cards, Bartercard, cash or cheque welcome**
- **Book today don't miss out!**

or Book at

Telephone: (07) 349-6126 Facsimile: (07) 349-1388

email: [info@rotchamber.co.nz](mailto:info@rotchamber.co.nz)

## Hospitality Conference

### Outrageous Service and Incredible Hospitality Translates into Higher Profits

A highly interactive workshop and conference to explore, define and present what is outrageous service and what is incredible hospitality and how you can immediately implement these creative ideas into your operation to achieve higher profits.

Royal Lakeside Novotel, Rotorua

9:00 am to 5:00 pm Monday 7 November

Registration; 8:15am to 8:45am

Investment: for the conference including lunch is \$100 per person special group rates apply

**For more information and to register**

<http://www.businessswap.biz/waiariki.asp>

or contact

Kevin Donnelly at [Kevin.donnelly@waiariki.ac.nz](mailto:Kevin.donnelly@waiariki.ac.nz)

or at 07 346-8992.

Sponsored by Rotorua Tourism Incubator, Waiariki Institute of Technology

## RDC Planning Services

Our **Team Leader, Customer Services**, Rick Dunn's, role is to develop excellent customer relationships and networks for Planning Services. Rick is happy to assist with any ideas or queries.

For your planning enquiries contact:

Rick Dunn

Telephone 07 348 4199 or 350 0209 ext 8046

E-mail: [rick.dunn@rdc.govt.nz](mailto:rick.dunn@rdc.govt.nz)

## 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?"**

### Strictly Business

Subscribe to our free monthly newsletter containing a Rotorua economic monitor, business news & events.



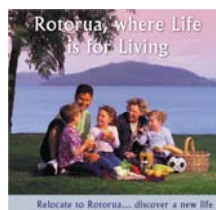
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Log on to [www.rotorua-business.com](http://www.rotorua-business.com) and take a look at the official Rotorua living, working, investing and doing business site generating around 70,000 hits and 9,000 visits per month. Enhance your business communication strategy by registering on the Rotorua business database or list your latest job vacancy.



### Rotorua "where life is for living" publication

Call us to purchase a pack of 10 for \$20.00. 2000 copies have already been utilised this year in assisting local companies with their employee, investment and business attraction to Rotorua efforts.



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

### GEEWIZ Training

Wednesday 9 and Thursday 10 November 2005  
Training Room, 3rd Floor Library Building, 1137 Haupapa St  
Details: Telephone (07) 349-6126 Facsimile: (07) 349-1388  
email: [info@rotchamber.co.nz](mailto:info@rotchamber.co.nz)

### Swap Big Breakfast

Wednesday 02 November 2005  
Royal Lakeside Novotel  
6.50am for a 7am - 9am  
\$20.00 members  
\$30 non members  
Enquiries: Raewyn  
telephone: 07 348 0234  
[Registration@businessswap.biz](mailto:Registration@businessswap.biz)



### Lockwood Aria

When: **Sunday, November 06, 2005**  
Venue: **Rotorua Civic Theatre**  
One of New Zealand's premiere Opera competitions featuring top performers from around New Zealand.

### Outrageous Service and Incredible Hospitality Translates into Higher Profits

Royal Lakeside Novotel, Rotorua  
9:00 am to 5:00 pm Monday 7 November  
Registration; 8:15am to 8:45am  
Investment: for the conference including lunch is \$100 per person special group rates apply  
**For more information and to register**  
<http://www.businessswap.biz/waiariki.asp>

or contact

Kevin Donnelly at [Kevin.donnelly@waiariki.ac.nz](mailto:Kevin.donnelly@waiariki.ac.nz)  
or at 07 346-8992

### Export New Zealand

"Intellectual Property – Legends Exposed"  
17 November 2005, 5.30 pm – 7.00 pm  
Rotorua District Council  
Drinks and Nibbles

### ROTORUA MUSICAL THEATRE 60TH ANNIVERSARY CELEBRATIONS

Starts: **Saturday, November 19, 2005**  
Finishes: **Sunday, November 20, 2005**  
Venue: **Rotorua Convention Centre & Casablanca Theatre**  
Celebrate with friends Rotorua Musical Theatre's 60 years at Princes Gate Hotel, followed by "On Broadway - The Musical" at Rotorua Convention Centre on Saturday 19 Nov 05. Morning Tea at Casablanca Theatre on 20 Nov 05.

## 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 (Economic Development Unit Project Officer)  
Tel (+64) 7 348 4199  
Fax (+64) 7 350 0182  
E-mail; [Chris.Heywood@rdc.govt.nz](mailto:Chris.Heywood@rdc.govt.nz)

# Supplementary Building Information

## ROTORUA

### September 2005

Type of Consent	Total Value of Consents	Number of Consents
Commercial/Offices	28,500.00	3
Commercial/Other	298,561.00	5
Community Buildings /Other	784,830.00	2
Domestic/Single Dwelling	4,480,135.00	27
Domestic/Other Structure	21,000.00	2
Domestic/Other	521,300.00	12
Domestic/Resite	117,400.00	6
Domestic/Conservatory	12,000.00	1
Domestic/Demolition	5,500.00	2
Education/Other	663,244.05	5
Farm Buildings/Implement Shed	46,533.00	2
Farm Buildings/Other	129,067.00	5
Industrial/manufacturing	238,303.00	1
Industrial/Wood Processing	2,000,000.00	1
Industrial/Other	744,000.00	5
Minor Work/Heater	36,800.00	18
Minor Work/Plumbing	57,523.00	12
Minor Work/Other	39,255.00	11
Outbuilding/Garage	274,288.00	17
Outbuilding/Carport	49,395.00	5
Outbuilding/Other	112,539.00	4
<b>Total</b>	<b>10,660,173.05</b>	<b>146</b>

*SOURCE: Application Status Report, 01 September 2005 to 30 September 2005, Rotorua District Council.*