

# Newsletter

## February 2010

### MEMBER PROFILE • DALE CARNEGIE TRAINING



*Scholarship recipients Emma Raymond, Dylan Seidel, Aroha Hughes and Joseph Mays with Andrea Shaw, Sally Benning & Michael Shaw of Dale Carnegie Training and Lyn Parlane, Priority One's INSTEP Manager*

Eight Western Bay of Plenty secondary school students have been given the chance to sharpen up their communication and people skills on an internationally renowned training course, thanks to the new \$20,000 Dale Carnegie Youth Scholarship programme. Emma Raymond (Tauranga Girls' College), Aroha Hughes (Mount Maunganui College), Joseph Mayes (Aquinas College) and Dylan Seidel (Bethlehem College) are the first four students selected to undertake the eight week programme. Four more students will be selected to receive the scholarship later this year, one each from Te Puke High School, Tauranga Boys' High School, Katikati High School and Otumoetai College.

Priority One member, Dale Carnegie Training Waikato / Bay of Plenty, approached Priority One's INSTEP team to facilitate the selection of students for the scholarship. INSTEP connects local businesses with students and teachers from the sub-region's secondary schools to highlight career opportunities and pathways. Each school was asked to nominate three or four students to be interviewed by Dale Carnegie Training Waikato / Bay of Plenty managing director, Michael Shaw.

The "Skills for Success" course helps people build self confidence, gain people, communication and leadership skills, and learn how to reduce stress and maintain a positive attitude. It has been designed empower people beyond their comfort zone to encourage them to stretch and attain ambitious new skills. The students will attend the course alongside about 25 local business people. Nationwide Dale Carnegie training director, Andrea Shaw, believes the students will be an inspiration for older people on the course. "We always get adults saying 'I wish I'd done this course 20 years ago'." She hopes the programme will also help the students bridge the gap between school life and entering the workforce.

Dale Carnegie Training has been operating for nearly 100 years and is now established in more than 80 countries. Over seven million graduates have been through the programme worldwide and it has worked with 428 of the Fortune 500 companies. The New Zealand operation began in 1960 and has seen more than 2000 New Zealand businesses take part in training programmes, designed to grow real bottom line results and return on investment for clients.

Founder, Dale Carnegie, was an American writer and lecturer who also wrote the bestseller "*How to Win Friends and Influence People*", which was first published in 1936. The Dale Carnegie training programmes were developed specifically to grow the leadership potential of business people. Their mission is to improve business performance by developing the innate abilities of employees – a mission that is supported by the belief that people are the most powerful source of competitive advantage.

Priority One congratulates Dale Carnegie Training Waikato / Bay of Plenty for recognising the importance of investing in the leadership potential of the region's young people. Leadership skills, such as goal setting, problem solving and sound decision-making, are not just necessary for leaders - these skills are needed for success in today's world. Research has shown that young people who develop leadership competencies demonstrate higher career aspirations, have increased self esteem, and participate more effectively in their community. Supporting and engaging our young people through the Dale Carnegie Youth Scholarship programme provides a great opportunity for the development of the next generation of leaders in our community

## February 2010

### BOOST IN ECONOMIC ACTIVITY FOR THE BAY

The region with the biggest increase in economic activity in the last quarter of 2009, according to the National Bank Regional Trends Survey, is the Bay of Plenty. In the three months to the end of December 2009, the Bay of Plenty economy grew by 2.5%. The survey also shows accommodation guest nights in the region rose by 4.6% in the December quarter, compared to the nationwide figure which dropped by 0.1%. Bay of Plenty consumer confidence was the third highest in New Zealand, which coincided with a lift of 1.7% in the region's employment rate. The Bay of Plenty's economic growth towards the end of 2009 is the largest the region has experienced since March 2002, according to the survey.

### INTERCOAST

#### INTEGRATED COASTAL ZONE AND SHELF-SEA RESEARCH

INTERCOAST, the newly established marine research institute, was launched at the Whareroa Marae in February, bringing 13 international PhD students and other dignitaries to Tauranga for the ceremony, followed by a two week conference. The institute is a partnership between University of Waikato and Germany's University of Bremen, which will see as many as 39 PhD students and post doctoral fellows work on a variety of coastal projects significant to both the North Sea and Bay of Plenty coasts over the next nine years.

The multi-disciplinary research projects will have direct benefits for industry, local authorities and the residents of the Bay of Plenty. They will investigate the impacts of harbour development on ecosystems, opportunities within the aquaculture industry, the impacts of global and environmental change, and the protection and utilisation of the harbour and coastline.

More than \$5 million is being provided by the German government for the project, with significant local co-funding support obtained from Environment Bay of Plenty, Port of Tauranga, Priority One and Channon Ltd. Environment Bay of Plenty is contributing funding of \$1.5 million over 10 years for a Chair in Coastal Science, which will be based in Tauranga. The position will focus on coastal marine and estuarine research, particularly within the Bay of Plenty region. Priority One would like to acknowledge the contribution of Eternet Online Ltd, which supported the INTERCOAST launch and conference by providing free wireless broadband while the students and academics were in Tauranga.

### HARBOUR CENTRAL MARINE PRECINCT

Harbour Central is an initiative that will see a state of the art marine business park developed on land beside the harbour bridge. An economic impact study has forecast up to 520 new jobs and over \$100 million of revenue into the economy from a development of this type. Marketing collateral to attract investment has been developed and taken to a number of international boat shows by NZ Trade & Enterprise.

An Expression of Interest is being prepared by Priority One and Tauranga City Council, which is expected to go out to the market in March. It will seek proposals from potential developers and investors to move forward with a staged development of the site. Work is also being undertaken on the consenting requirements for the first stage and a submission was made to Tauranga's Notified City Plan to schedule the Harbour Central site as a marine precinct.

The bulk of recreational vessels visiting New Zealand are cleared through Opua in the Bay of Islands. Priority One

and members of the Tauranga Marine Industry Association will visit Whangarei and Opua in March to look at the facilities offered in this region.

### TERTIARY NEEDS ANALYSIS

Priority One is partnering with the Bay of Plenty Polytechnic and University of Waikato to undertake a Tertiary Needs Analysis. This will build an understanding of current sub-regional provision of both tertiary education and science and research, as well as the drivers of future needs based on knowledge of population growth, demographic patterns and key business sectors (including future industry establishment opportunities such as Titanox). The study will also give consideration to the potential to attract international students to the sub-region for both education and research.

The findings of the study will provide the evidence base to support the planning and investment decisions of stakeholders with regard to tertiary education and science capability in the Western Bay of Plenty sub-region. Ultimately it seeks to maximise the contribution of these sectors to the economy by providing robust projections of future need and an analysis of options to meet these. The study is expected to be completed in March.

### INCREASE IN PORT PROFITS

Despite freight volumes falling, Port of Tauranga has posted a 2% gain in first-half profit which was achieved by a continuing emphasis on reducing costs. Net income was \$23 million in the six months to 31 December, up from \$22.5 million a year earlier. During the same period, sales fell by 9% to \$67 million, while operating expenses declined about 11% to \$36 million. It was expected that full-year earnings would be little changed from last year, when a profit of \$45 million was achieved. While it has benefited from increased volumes of forest product exports, the container market is likely to remain 'volatile' with about 10% of global container capacity currently idle.

### COMVITA AGREEMENT WORTH MILLIONS

Local natural healthcare company Comvita has completed a \$6 million agreement with Derma Sciences, giving the US company exclusive rights for the professional and medical market for Medi-honey woundcare and skincare products. Paengaroa based Comvita receives royalties and also retains exclusive rights to the 'over the counter' market, including pharmacies and health shops.

The deal gives Comvita a slice of the action on America's leading sharemarket. Derma was previously listed on the secondary OTC Bulletin Board sharemarket in the United States, but transferred to the main NASDAQ exchange in January. Comvita will continue to have a 10% holding in the company, as well as a seat at the board table. Comvita's Chief Executive will become a director of Derma, with Chairman Neil Craig an alternate director.

### KIWIFESTIVAL CELEBRATES BAY LIFESTYLE

KiwiFestival Bay of Plenty 2010 has kicked off, celebrating all that makes the coastal Bay of Plenty so diverse and special – the food, the land, the sea, and most importantly the people. Commencing at the start of the kiwifruit harvest, the nine day festival runs to 6 March and includes over 20 events aimed at positioning the region as the centre of natural, high quality and nutritional products. Events have been planned around tourism, arts & culture and sports, and will include the Kaimoana Festival at

Maketu, a grand banquet, tours and excursions, and a Mardi Gras celebrating global culture and music.

The Bay's kiwifruit crop is worth over \$1.45 billion in sales, with around \$800 million returned to growers each year. Twenty percent of the region's GDP comes from the kiwifruit industry which employs around 20,000 people. In addition, 12 million trays of avocado are expected to be harvested over the next decade, worth \$250 million. Horticulture leaders have commenced an industry-wide study, with plans to increase the sector's economic value to \$10 billion over the next decade.

Priority One is a key sponsor of this event, which is likely to generate around \$4 million of added value revenue. For further information, visit [www.kiwifestival.co.nz](http://www.kiwifestival.co.nz).

### **\$8.5M PLANT INVESTMENT FOR KIWIFRUIT HARVESTER**

Kiwifruit harvesting company EastPack is planning to invest \$8.5 million in a sophisticated new plant and automated equipment this year. The investment would support higher volumes, improve quality and increase efficiency. EastPack, which operates three sites, in Te Puke, Edgecumbe and Opotiki, said it was set to report increased revenues, earnings and profitability to shareholders for the 2009 calendar year. Higher fruit rebate payments would also be reported, along with better-than-industry-average orchard gate returns.

Chairman Ray Sharp said EastPack had a healthy balance sheet and strong cash flows, enabling the latest capital improvements to be funded through retained earnings, depreciation and a small amount of bank debt. EastPack had to compete for supply, and the high rate of capital spending would ensure the company had modern facilities that supported efficient delivery of quality across all key processes and were adequate to meet the increased volumes being targeted. In 2010, EastPack, the single biggest supplier of gold kiwifruit, aims to handle more than 18 million trays of kiwifruit, up 14% on last year.

### **RECORD RETURNS FOR AVOCADO GROWERS**

Australians are paying up to \$5 each for avocados, which has provided record returns for local growers. Team Avocado has made a \$4 million progress payment to 235 growers from Northland to Eastern Bay of Plenty, equating to \$15 per tray. There are two more payments to go, and the final one is expected to set a record as well.

Identified as a 'must have' item for consumers, Team Horticulture Managing Director, Alistair Young says it shows that there is no need to heavily discount prices even during times of big harvests. He says these are the highest prices he has seen in 20 years in the business.

The prices are partly due to a shortage in avocados, with Western Australia experiencing a colder than usual winter and hail storms damaging some of New Zealand's crop. Team Avocado has also been working hard in the markets to educate the public about how to eat and handle avocados and running pre-ripening programmes in supermarkets to increase demand.

Team Horticulture was established in the early 1990s by a group of around 50 growers who were dissatisfied with the marketing of their fruit. Today the trust has a membership of 370 growers that benefit from the cooperative structure, which sees all funds returned from the market administered by the trust and paid to growers.

### **BILLION DOLLAR FUTURE FOR TITANIUM**

In 2006 a ground-breaking process for producing titanium alloys was unveiled by a Tauranga-based research company, which is sparking a new multi-million-dollar manufacturing industry. Based on initial research from University of Waikato, Titanox Developments advanced a cost-effective process for making very high purity alloy powders.;

Titanium is the world's fourth most abundant material; however it has a very high processing cost, including a significant proportion of wastage. The titanium alloy powder developed by Titanox is lighter and stronger than

stainless steel, resistant to corrosion, and can be used for a wide range of specialised products including jet engines, car parts and medical implants like knee and hip joints. In addition, no wastage occurs during the manufacturing process.

The Titanium Industry Development Association (TiDA) was formed to help unlock the potential of the industry and has now reached an exciting stage in helping New Zealand companies develop new products for the international marketplace. Titanox Managing Director and TiDA chair, Ian Macrae, says the best way to realise the economic potential of the titanium powder industry is to support local companies in developing new products. "Titanium powder has no value on its own until it's consolidated and made into something. We want to give New Zealand companies the leading edge and give them a leg into the international market." Mr Macrae says he hopes to see Tauranga become a 'baby Silicon Valley' but in titanium powders. "The seeds are all there. Now we have the infrastructure we can build all sorts of new industries around it."

Over the past 12 months TiDA has been working with the Bay of Plenty Polytechnic to develop a world-leading advanced powder metallurgy research centre which will undertake research, component testing certification, fast prototyping and specialist metallurgy training. The centre is due to open in March and will feature state of the art equipment. The collaborative nature of this venture will see the TiDA and the Bay of Plenty Polytechnic working with four universities, crown research institutes (CRIs) and commercial research companies to value add and develop uniquely engineered products.

### **R & D IS NOT ENOUGH TO MAKE INNOVATION PAY**

New Zealand underperforms when it comes to innovation, but the solution is not just to spend more on research and development, a discussion paper released from the New Zealand Institute says. Despite our underperformance, as a country we actually outperform the OECD average in the production of scientific papers, however we fall well below average on patents.

While New Zealand does need to spend more on R & D (we currently spend around half the OECD average), we also need a more coherent approach to commercialising the fruits of scientists' efforts. The Institute stresses the importance of talking to the market early and often about what people need, and not just in the local market. It sees too much of the 'field of dreams' approach – "build it and they will come".

The Institute also believes productivity in our scientific institutes and commercialisation units could be improved, by moving from small isolated research units to larger integrated ones. The research units need to be well networked internally and externally so that they know what is going on in the wider world, and need to celebrate scientists when their research is successfully commercialised.

### **PRIME MINISTER'S STATE OF THE NATION SPEECH – IN A NUTSHELL**

The Prime Minister's state of the nation speech at the opening of parliament covered important issues for business. The focus is on the government's 'six-pack' plan: improvements in regulation, infrastructure, public services, skills, innovation and tax. In summary:

**Tax:** The Government has clearly signalled that proposals for a land tax, a capital gains tax, and a risk-free return method will not go ahead. What is on the agenda is an increase in GST (no more than 15%), lower personal tax rates and changes to the way property is taxed.

**Regulatory Reform:** The Prime Minister's remarks on regulation highlighted the work programme of reviewing existing regulations to identify and improve or remove those that are unnecessary or ineffective, but there was no significant detail announced (eg around a Regulatory Responsibility Bill or the establishment of a Productivity Commission).

**Emissions Trading:** Comments on emissions trading stressed the need for a balance between environmental and economic concerns.

**Access to Natural Resources:** The intention to better utilise New Zealand's significant petroleum and mineral resources was outlined.

**Labour Law:** The Government will look at whether labour laws are imposing excessive costs on business and hindering job creation. It was indicated that legislation to improve the Holidays Act will be introduced later in the year and that problems with personal grievances under the Employment Relations Act will be investigated.

**Education & Skills:** The statement included a focus on young people and pre-employment education and training and greater opportunities to learn trades and practical skills in schools. In tertiary education, the statement focused on getting more value from the dollar and more relevance to the workforce.

**Trade:** The government wants to further progress the single economic market with Australia and the many trade deals currently under negotiation.

### NEW TERTIARY FACILITY SEALS THE DEAL

The Bay of Plenty Polytechnic and University of Waikato publically declared their commitment to an ongoing academic partnership at the opening of their new \$4.6 million building at the Polytechnic's Windermere campus on 11 February. Partly funded by the Tertiary Education Commission, the new building was formally opened by the Māori King, Tuheitia Pahi. The building has been named in honour of Dr Maharaia Winiata, who was educated in Tauranga and was the first Maori to gain an overseas PhD.

The partnership between the two organisations provides significant benefit to the social, economic and environmental growth of Tauranga and surrounding areas by offering a full range of tertiary education options, from national certificates to degree and post-graduate degrees. The new building marks an innovative and exciting milestone for the region and concludes the first step in rationalising tertiary education in Tauranga.

### 100% CUSTOMER SATISFACTION FOR EOL

Tauranga is home to New Zealand's best internet provider. The latest Consumer Magazine has just named local provider Enternet Online Limited (EOL) as last year's best, ahead of nearly 20 other providers, including Telecom, Vodafone, Slingshot, TelstraClear and Woosh. Director Terry Coles says it's the first time ever that the magazine has recorded 100% customer satisfaction since surveys began in 2004. He says the survey is based around reliability and customer service. EOL is currently expanding its service towards Waikato, Rotorua and Taupo.

### MAKING R&D WORK FOR YOUR BUSINESS

The Ministry of Research, Science and Technology recently released a publication to assist SMEs get started with, or increase, their research and development activity. The booklet shows, in plain language, how R&D can work for a business and who can help with your plans. It also contains case studies of successful SMEs that have created real business advantages through R&D. The publication can be viewed online at <http://www.morst.govt.nz/Documents/publications/business/Idea-to-Impact.pdf>.

### BAY OF PLENTY CLINICAL SCHOOL UPDATE

The first intake of University of Auckland fifth year medical students at the Bay of Plenty Clinical School represents a milestone for the region. Placements have been made in paediatrics, health in ageing and specialty surgery, with expanded numbers and placements in other areas planned for the future. These students are the first of many who will experience the region early in their medical training, with the exposure potentially encouraging them to consider the Bay for their future careers. In addition, the appointment of Rana Reuther as the new Research

Manager at the Clinical School provides the opportunity for real progress to be made on the research front. It is envisaged that original home-grown research will be possible, rather than merely contract research for pharmaceutical companies and audit-like activities.

### INTERNATIONAL TRADE DOCUMENTATION

EMA, in association with Export NZ and Empower Team, are holding a workshop in Tauranga on international trade documentation:

When: 9:00am to 4.30pm, **Friday 12th March**

Cost: EMA / ENZ members \$260 + GST  
Non members \$350.00 + GST

Venue: Empower Team, Unit 5, 3 Newton Street

Parking: On Newton Street

Attendees will be taken through all stages of the 'export cycle' documentation requirements for international trade and learn how to complete each document, when to use it, the procedures that have to be followed and why they are required. A full set of basic documentation and the various tips and checklists will be provided. To register, visit [http://www.ema.co.nz/International\\_Trade\\_Documentation.html](http://www.ema.co.nz/International_Trade_Documentation.html).

### PRODUCTIVITY FORUM

NZ Trade & Enterprise is holding a one day forum on productivity in Tauranga, which will include internationally recognised speakers, a series of interactive workshops and trade displays:

When: 9.00am to 4.30pm, **Thursday 8 April**

Where: Bay of Plenty Polytechnic, Windermere Campus

Cost: \$45.00 (GST inclusive) per person

Find out about the positive impacts from developing a productivity strategy, including increased customer satisfaction, a more motivated workforce and maximising profits. Presentations include:

Rod Oram: Productivity and its importance to the NZ Economy

Kristian Jensen: Productivity in Practice

Bryan Travers: Change Leadership

For the full programme and to register your interest, email [jenny.milson@nzte.govt.nz](mailto:jenny.milson@nzte.govt.nz).

### OPEN FOR BUSINESS

*10 & 11 March 2010, Hyatt Regency, Auckland*

New Zealand and Australia have weathered the global financial crisis remarkably well and are considered 'open for business'. Hosted by NZ Trade & Enterprise and supported by the Australian Trade Commission, this results-focused conference will provide you with a chance to explore the exciting new investment opportunities both countries have to offer. You will be given a unique chance to accelerate investment relationships, build your investment pipeline, and hear from some of the region's top corporate leaders. Issues facing Australasia in this new international economic environment will be discussed and new investment opportunities identified. For further information and to register, visit [www.investmentnz.govt.nz/investmentforum](http://www.investmentnz.govt.nz/investmentforum).

### RESEARCH FORUM TO DRIVE ECONOMIC GROWTH

The new established ICT Research Forum will undertake research into economic activity generated through the creation and development of ICT industries to support recommendations on the development and growth of a vibrant and sustainable software industry. Formed by the International Institute for Software Economics, Innovation and Entrepreneurship and the NZICT Group, the forum will bring together industry, academia and research communities to conduct the research.

The goal is that research in ICT will assist with job production and drive economic growth in New Zealand. Recommendations will cover best-industry practices, including policy and programmes, in an effort to support

the growth of the local software and digital economy. NZICT CEO Brett O'Riley said: "With the formation of the forum and a high level of collaboration across a number of parties, New Zealand will benefit from knowing where we are and where we need to be as we enter the decade of digital technology."

#### **NEED A GLOBAL EXPERT TO GET AHEAD?**

TechNZ has introduced a special 'find and fund' offer for their Global Expert programme, making it easier to tap into experts to help grow businesses. TechNZ will find and fund an expert and will support up to \$2,000 plus GST at no cost to companies. Within 15 working days they will find the best people with the right skills, who are available to help your company solve its challenges - from concept to commercialisation, and all steps in between. Using their extensive international networks featuring leading universities, research institutions and companies, TechNZ will provide confidential and fast access to new knowledge and skills to solve technical and market related questions. The offer is valid for the first 50 companies who sign up to Global Expert. For further information, email [waikatoinnovationpark@technz.co.nz](mailto:waikatoinnovationpark@technz.co.nz).

#### **PROMOTE YOUR BUSINESS IN CHINA**

Local exporters are being given the opportunity to promote their products and services at the World Expo in Shanghai in September. Export NZ Bay of Plenty is organising a trip to China and has booked the VIP area of the New Zealand Pavilion to enable local companies to entertain importers and distributors and showcase their products. ZESPRI International has signed up as a foundation partner of the pavilion along with Solid Energy, which has been exporting to China for 20 years. Other local companies that will be attending include Pingar, Comvita New Zealand, Oasis Engineering and Jeffco International. The \$30 million New Zealand Pavilion provides a unique Kiwi experience, including food & beverage and staff. The expo runs from May to October next year and will attract about 70 million people. If you would like to be part of this exciting initiative, contact [angela@exportnewzealand.org.nz](mailto:angela@exportnewzealand.org.nz).

#### **INITIATIVE TO INCREASE TOURIST SPENDING**

Multi currency payment services company, Fintrax, wants to modify New Zealand's Tourist Tax Refund Scheme to increase benefits for retailers. The scheme enables tourists to claim GST refunds on the goods they buy in New Zealand by processing their GST receipts at the airport before they leave the country. The scheme currently involved around 200 retailers in Auckland and Christchurch, and Fintrax wants to modify it to include the whole country.

Fintrax already provides tourist tax refund schemes in over 20 countries. In 2000, the Australian Government contracted Fintrax to introduce a tourist refund scheme, which led to an 8.75% increase in tourist spending. Fintrax expects approximately 5% of tourists to use the modified scheme in New Zealand, which would generate \$7.5 million in tax refunds and \$30 million of extra spending.

#### **2011 RWC CONTRACT FOR LOCAL COMPANY**

In partnership with Auckland company Flagz, Mount Maunganui-based Textiles Alive has been awarded a lucrative new contract to supply flags and banners for the 2011 Rugby World Cup. Textiles Alive director John Heyworth is predicting the company will significantly grow and that new jobs will be created as a result of the contract, but says it is still early days. "We don't really know what to expect. We are still in the stage of communicating with all the stakeholders."

#### **ACHIEVING BUSINESS GROWTH**

Growth is good – for you, your business and your staff, and for the economy. As an owner manager you know this, but what can you do about growing your business when you are flat out running it?

The ICEHOUSE is running an *Achieving Business Growth* workshop in Tauranga, which has been designed for owner managers of SMEs, exporters and agri-based businesses:

When: 8am to 6pm, **Tue 23 March**  
8am to 1pm, **Wed 24 March**

Where: Sebel Trinity Wharf, Dive Crescent, Tauranga

Cost: \$950 + GST Priority One members  
\$1,250 + GST Non members

The workshop will provide you with an opportunity to unlock the real potential of your business and stay ahead of your competitors. It will challenge your thinking, encourage you to look at new opportunities and provide you with the tools to put them into play.

For information on the programme and to register, visit <http://theicehouse.co.nz/Bridge/BridgeAchievingBusinessGrowth/tabid/80/Default.aspx>.

#### **NZ HI-TECH AWARDS 2010**

The Hi-Tech Awards recognise leaders in New Zealand's hi-tech industry. Categories include:

- Hi-Tech Company of the Year
- Emerging Hi-Tech Company of the Year
- Innovative Service Product of the Year
- Innovative Software Product of the Year
- Innovative Hardware Product of the Year
- Hi-Tech Exporter of the Year

In addition, all entrants go into a draw to win one of three \$10,000 research packages from IDC Research. Enter yourself or nominate someone else! Entries close on **8 March 2010**. To find out more, visit [www.hitech.org.nz/enter-the-awards.html](http://www.hitech.org.nz/enter-the-awards.html).

#### **THE THREAT OF 'PREMATURE AGEING'**

New Zealand is suffering from 'premature ageing' and must take action to boost its workforce, warns Professor Natalie Jackson, the new director of the Centre for Population Studies at the University of Waikato. An expert in regional demography, Prof Jackson says New Zealand has a substantial deficit of people aged 20 to 40. "Crunch time is approaching with the number of retirees set to boom and fewer and fewer young people coming into the labour market," she says. The issue is exacerbated by New Zealand's proximity to Australia, which has an older population than us and is a strong attraction for Kiwis considering migrating. In addition, says Prof Jackson, Europe's population has stopped growing and they are also highly interested in our skilled young people.

As part of the University of Waikato's strategic investment in research capacity building, the next two years will see the Centre for Population Studies work toward the goal of becoming a National Institute of Demographic and Economic Analysis. It will be part of Prof Jackson's role to take this initiative forward. Originally from Te Puke, Prof Jackson did her first degree and Masters at Waikato before joining the exodus to Australia where she earned her PhD in demography at the Australian National University.

#### **PROFESSOR NAMED WORLD CLASS NZER**

University of Waikato's Professor Ian Witten - the man responsible for making New Zealand an international leader in the provision of digital library software - has won the 2010 World Class NZ Research, Science, Technology & Academia Award. Prof Witten joins an elite group of just 120 New Zealanders deemed to be key influencers and leaders in their field of expertise. The university's open source Greenstone digital library software is currently used in more than 60 countries and by UNESCO for tasks ranging from collating information on disaster relief operations to development work.

The Western Bay of Plenty ICT Cluster hosted Prof Witten and some of his colleagues to the region late last year to learn how businesses can take advantage of the world-class research capability within the University's Computer Science Department. The idea for 'Google' was originally

inspired by a paper written by Prof Witten and one of his PhD students went on to become Google's Director of Engineering in New York.

### ICT CLUSTER QUIZ NIGHT

It's that time again - the one night of the year when meek geeks turn into raging, competitive despots in their quest for intellectual supremacy! This year the ICT Cluster's annual Quiz Night is being held at Bravo Café in Red Square from 5.30pm on **Thursday 11 March**. There will be complimentary nibbles for each team, refreshments sponsored by IBM, and lots of prizes to be won!

This will be an evening guaranteed to challenge, inform and entertain intellects from Britney Spears to Stephen Hawking. Quiz dominatrix is the formidable Anne Pankhurst - with her unparalleled diction and ability to control the wildest of technological tyrants with her cutting wit. Come along and enjoy a great night. To register your team, email [annie@priorityone.co.nz](mailto:annie@priorityone.co.nz).

### TRAINING ROOMS FOR HIRE

Located centrally in Tauranga, Avonmore Tertiary Institute has training rooms for hire that each seat 15-20 people. Clients can choose to have the rooms equipped with networked computers, laser printers, a projector, broad band and a printable white board. The rooms are air conditioned and parking is provided, as well as café facilities and catering options. Short term and long term arrangements can be considered. For further information and to arrange an inspection, telephone (07) 578 5417.

### IMPROVING PRODUCTIVITY THROUGH IT

How many keyboard shortcuts to you know? How often do you have to ask for help with computer applications? When was the last time you infected your computer? Most of us know the basics of using computers, but struggle when it comes to doing something differently or fixing a problem. A new report for the NZ Computer Society says that improving ICT competence could improve worker productivity by one to three hours a week. That's worth around \$1,820 per annum in time saved, or \$1.7 billion in increased productivity for the country as a whole.

Being able to use a computer is now a life skill without which it is becoming increasingly difficult to function in society. NZ Computer Society Chief Executive Paul Matthews says "Even experienced users can benefit from programmes such as the International Computer Driving Licence. When you consider how IT is used, it is fascinating how little is invested in training people to use it". The lack of training can be seen as a wider underinvestment in IT that contributes to a productivity lag with other countries.

### WORKPLACE WELLNESS PROGRAMME

Taking your business on a workplace wellness 'journey' is an exciting but challenging prospect. To help you, Toi Te Ora Public Health Service has developed WorkWell - a first of its kind in New Zealand. Free to businesses in the Bay, WorkWell outlines a simple, credible and effective way to manage employee wellbeing and at the same time gain impressive workplace wellness credentials. No matter what industry or size of your workplace, WorkWell can help equip you with the tools and resources to fine-tune your work environment and improve employee wellbeing.

Benefits for employers include reduced absenteeism, increased productivity, reduced turnover, improved corporate image, and higher employee morale and job satisfaction. Employees experience improved health, increased energy and motivation, a decreased risk of injury or illness, increased job satisfaction and a better work life balance. For more information or to register, visit [www.toiteorapublichealth.govt.nz/our\\_workplace](http://www.toiteorapublichealth.govt.nz/our_workplace).

### BAY STUDENTS IN KOREAN DOCUMENTARY

The Korean Education Broadcasting System spent time in the region recently filming Bay of Plenty Polytechnic marine research students for a television documentary that

has the potential to reach 50 million Koreans. Marine research course coordinator Keith Gregor says the documentary crew was interested in the way local students carried out research and investigations. Mr Gregor says Tauranga's sun, sand and surf provided a great backdrop for the filming.

### REALTY SERVICES PROPERTY UPDATE

The volume of residential property sales in the sub-region for the period April 2009 to Feb 2010 continues to climb, up by nearly 40% for the Eves and Bayleys operations over the same period 12 months ago. Increased vendor awareness of current values, a more stable market for buyers seeking finance and steadily increasing confidence are factors in this growth, combined with the continued appeal of the region as a place to live.

It is a given that market conditions are never constant and are affected by multiple and ever changing factors, so when is the best time to buy and who really knows when that is? For home buyers, that decision can be a lot simpler when based on factors that are known to them such as:

- Proximity to transport, schools, shops, work and recreation.
- Type and size of home and size of land area.
- Price range and affordability.
- The opportunity to add value through improvements.
- Access to pre-arranged finance, if required.

Property purchase decisions, particularly in the current market, are for the medium to long term. Therefore the timing of purchase and price paid is something which will span years rather than months. So the time to buy is when the buyer checklist has enough ticks in the boxes. As a buyer, if you have seen the house you want in the area you want and it is within your budget - the timing is right!

### WESTERN BAY OF PLENTY DISTRICT PLAN

Western Bay of Council has signed off its District Plan, which is open to appeals until 15 March. Key decisions include:

- Stronger urban design rules to encourage more attractive, safer communities.
- Greater flexibility for the large post harvest kiwifruit and avocado operations to expand their facilities under a new Post Harvest Zone. This includes the ability for accommodation for up to 75 seasonal workers to be a permitted activity, with controls on proximity to neighbours.
- Rural subdivision to be determined by the land's productive ability and will be aimed at creating productive units rather than small, unproductive lots.
- The creation of a new Lifestyle Zone to cater to that market and protect productive land.
- A relaxation of the proposed Tauranga Harbour and Wairoa River margin building rules.
- New opportunities for multiple dwelling owners, enabling landowners to subdivide additional dwellings with minimal land from the main dwelling through a transferable amalgamation title.
- Now compulsory for all rural properties to have a 30m distance between the house and the boundary to protect rural amenity and reduce conflict with neighbouring activities such as spray drift. [This will not apply to properties of 1ha or less.]
- More room for 'granny' cottages, with an increase in the size of minor dwellings from 50-60m<sup>2</sup>.

### DEVELOPMENT

- A new development planned at Papamoa aims to create great homes for less than \$330,000 within walking distance of an array of facilities. The Orchard will complete 32 three bedroom homes this year, followed by a further 53 in the next phase. Minutes from the Beach, The Orchard is close to Papamoa's new high school and Golden Sands primary school, which will both open in 2011. Fashion Island and Palm Beach Shopping Centre are nearby, as well as the planned Pak 'n' Save supermarket. The single and two level

townhouses will look out over nearly half a hectare of open space including a playground, swimming pool, orchard and native trees. [www.theorchard.co.nz](http://www.theorchard.co.nz).

- Blakeley Pacific, the owner of 1,920 ha on Matakana Island, is putting a three year moratorium on the development of an exclusive 48 lot rural subdivision. The development has recently been granted subdivision consent and no appeals were received. Blakeley Pacific included a condition in their application that a moratorium would be put on any development up until 31 December 2012 to enable them to work with Western Bay of Plenty District Council and other land owners on a whole island plan, which might provide a better outcome than the 48 lot subdivision.
- The sale of retail outlets at Fraser Cove is part of an estimated \$75 million sale that is being described as one of the biggest sell-down of retail properties ever held in New Zealand. Twelve retail outlets with a combined value of over \$30 million are part of a portfolio of retail properties for sale by the NZ Retail Property Group, which is selling them as an alternative to debt raising.
- Bayfair Shopping Centre has named Tauranga company, Marra Construction, as the contractor to carry out its \$15 million expansion this year. The construction company will have 30-50 trades people on-site each day, including between eight and 10 subcontractors which are all local businesses appointed by Marra.
- Building has started on the new \$26.7 million Sport & Exhibition Centre at Baypark, which is due to be opened in July 2011. Nearly 25% of the project's \$39 million total cost will be funded externally, with the bulk from Tauranga Energy Consumer Trust.
- A \$27 million expansion at Tauranga Hospital will create 50 construction jobs and provide more beds, a day stay unit, and an increase in essential clinical services. The five storey East Wing will house the intensive care unit and cardiac care unit and is expected to be completed in mid 2011. This is the last stage of the Project Leo expansion, which was launched in 2004 with a \$140 million budget.

#### SMART TRANSPORT CORRIDORS

- The final stage of construction of the \$51 million Pyes Pa Bypass on SH36 has started. The \$8.4 million contract will construct the last 4.2 km of the road. Once complete, the bypass will provide more efficient access to and from downtown Tauranga via Route K and remove inter-regional traffic from the residential section of SH 36 Pyes Pa Road. The bypass should be opened to traffic in July 2011.
- Construction on the Tauranga Eastern Link (TEL) could commence in 2010 now that tolling has been recommended as a funding option for the project. The TEL will have two sections: the road from Te Maunga to Domain Road will be upgraded to a four-lane motorway and will not be tolled. The second section will be a completely new four-lane motorway from Domain Road to Paengaroa that will be tolled near the Papamoa East interchange. The new motorway will help manage population growth, ensure economic development, and improve efficiency, safety and access to the Bay of Plenty.
- Construction of a new roundabout on SH 2 at the western end of Bethlehem township is now underway and is expected to take around six months to complete. Traffic has been building on that stretch of road between 3-6% every year. The roundabout will allow Carmichael Road traffic to access the state highway more safely. The contract for works was awarded to Higgins Contractors.
- Delays are being experienced on Takitimu Drive with roadworks taking place between the Elizabeth Street roundabout and the Waihi Road off ramp. The work will complete the road maintenance and resurfacing started before Christmas and should be finished by mid March.
- To enable Tauranga City Council to carry out essential roadworks, Bay Hopper city buses are temporarily arriving and leaving from Durham Street, near Baycourt, instead of Willow or Wharf Streets. Six temporary bus

shelters with seating have been put in place on Durham Street and signs will be in place to help direct passengers to their bus stop.

#### ARTS & CULTURE

- Part of the Kiwi Festival 2010, the "Lifestyles of the Bay" art exhibition will be on display at the Creative Tauranga Community Gallery in Willow Street from **26 February to 6 March**. The event showcases talented local artists of all styles celebrating the uniqueness and diversity of the lifestyles in the region. There will also be a competition component to the exhibition under two categories: Best Interpretation of Theme and Best of Show. All artworks will be for sale.
- A new website has been launched by the Museum Project Steering Group to encourage public opinion on the establishment of a museum in Tauranga. Tauranga is the only city in New Zealand without a museum after the planned waterfront museum became a contentious issue at the 2007 local authority elections and was dropped from Tauranga City Council's ten year plan. For further information, visit [www.tewharetaonga.co.nz](http://www.tewharetaonga.co.nz).
- The Jazz Club is a group of musicians that meets on the second Sunday of each month from 6-9pm to play jazz and entertain those that come along to listen. Held at the RSA (formerly Fahys) on Cameron Road, two bands provide the evening's entertainment and food and beverages are available. Entry is \$10 for Tauranga Jazz Society members and \$15 for visitors.

#### FOCUS ON TOURISM

- The Western Bay of Plenty sub-region experienced one of its highest increases in international guest nights in December 2009 of 16%, according to Statistics New Zealand. In addition, domestic visitor nights in the sub-region increased by about 12.5% over the same period. The average number of nights that visitors are staying has also increased from 2.62 nights to 2.81 nights, which is one of the longest average guest night periods in New Zealand.
- The Western Bay has been selected as one of 13 applications out of 54 to receive funding through the latest round of the New Zealand Cycle Trail Project. Tourism Bay of Plenty will receive \$75,000 to conduct a feasibility study for a cycleway between Tauranga and Waihi. The Cycle Trail Project will develop a series of really good cycleways throughout New Zealand targeted at recreational cyclists, highlighting the country's spectacular natural beauty. A lot of jobs and economic growth will be created both directly and indirectly from the initiative.
- The local tourism industry will benefit from a new \$10 million marketing fund aimed at maximising New Zealand's tourism marketing investments. \$100,000 has been generated locally which will be matched by another \$100,000 from the marketing fund. The money will be used to promote Tauranga to the increasing number of Australians travelling to the region via new trans-Tasman flights into Hamilton and Rotorua.
- TV One News is working on the technical problem that causes Tauranga to have a blurry image on the weather map, providing assurances that by mid March the picture will be much clearer. The picture leaves Tauranga in pristine condition, however the quality is affected once the data reaches TVNZ due to a mismatch of technologies.
- Tauranga has secured three extra cruise ship visits during the 2011 Rugby World Cup. The ships will arrive in September and October 2011, ahead of the typical start of the cruise ship season in December. Each ship has a capacity of about 2000 passengers and will be carrying people exclusively for the World Cup. Visiting passengers will provide one of the biggest financial injections during the event.
- It has been confirmed that White Island will feature as a set in the next Chronicles of Narnia film, The Voyage of the Dawn Treader. Filming took place there recently, however no actors were involved as the composition will be provided by special effects teams.

- The Bay of Plenty's summer weather has been ranked as the country's best this summer, with long hot sunny days and warm nights. Auckland's weather ranked second, followed closely by Waikato.
- Tauranga will be showcased to thousands of international travellers after Tourism Bay of Plenty secured the main editorial feature in the autumn issue of Air New Zealand's 'Destinations Magazine'. The magazine will be on board all international flights for nearly four months from February.
- The Bay of Plenty will also be featured as a destination in the NZ Herald's Travel lift-out, published on 2 March. Travel goes out with the NZ Herald every Tuesday and won Best Travel Section at the 2008 Qantas Media Awards.
- Mountainbike Tauranga is using a \$7500 grant from Tauranga Round Table to cut almost 5km of family friendly trails and develop other amenities at the TECT All Terrain Park, which could be in use by the end of summer.
- Tauranga's first ever air show has been labelled a success, with the crowd numbers of around 30,000 meeting the expectations of organisers. Feedback from the public has been positive and at this stage the show will be back in 2012.

#### INSTEP PROGRAMME

##### INDUSTRY & SCHOOLS TRAINING & ENTERPRISE PARTNERSHIP

INSTEP connects local businesses with students and teachers from the sub-region's secondary schools to highlight career opportunities and pathways. During the month:

- Over 20 teachers representing Western Bay of Plenty secondary schools met with local businesses to hear about the branding for the 2010 Young Innovator Awards to enable them to promote the competition in their schools. The awards have been introduced to recognise secondary school students that show innovative problem solving skills by designing a new or improving an existing product or service, incorporating sustainability features into their design.
- Over 100 secondary school students and their teachers will be taking part in the ICE Line Cool Careers programme as part of the Bay of Plenty Young Fruit Grower of the Year competition. During the day students will attend a number of seminars involving technology, marketing, production, innovation and science.
- INSTEP arranged for a speaker to address a Year 11 economics class to provide them with a business case study of a product and how it is marketed.

#### WEBSITE

During January the Priority One website had a total of 2,100 visits - an average of 68 per day. The top five visitor countries after New Zealand were the United States, United Kingdom, Australia, Japan and Thailand. If you are

a member of Priority One, you can profile your business under the 'Priority One Members' section of our website. Through this exposure, your company has an additional promotional tool into national and international markets.

#### NEW MEMBERS

We are pleased to profile the following new members to Priority One and look forward to working with them:

- **Bluelab Corporation Ltd** manufactures the world's favourite hand-held meters and control equipment for measuring and controlling parameters such as pH, conductivity and temperature. They are passionate about delivering reliable products built for the real world. [www.getbluelab.com](http://www.getbluelab.com)
- **Nutech Security Ltd** has been protecting people, property and lifestyle in New Zealand since 1985. You choose the level of safety that's right for you and they provide it around the clock with alarms, monitoring systems, security guards, cameras and other technologies to suit your needs. [www.nutech.co.nz](http://www.nutech.co.nz)
- **Katikati College** is a co-educational Year 7 to 13 school committed to excellence. It aims to provide learning opportunities for all of its students which challenge them to reach their full potential while recognising the diverse nature of our community. [www.katikaticollege.school.nz](http://www.katikaticollege.school.nz)
- **Kiwibank** is 100% New Zealand owned and has been taking on the Aussie banks and giving Kiwis better value banking since 2002. Kiwibank was set up in Post Shops throughout the country, putting them in more locations than any other bank in New Zealand. [www.kiwibank.co.nz](http://www.kiwibank.co.nz)
- **Tainui Group Holdings** manages the commercial assets of the Waikato-Tainui people through property investment and development. Tainui identifies and grows high quality assets to generate income to invest in education, welfare, health, social and cultural facilities and activities. [www.tgh.co.nz](http://www.tgh.co.nz)
- **ComputerCare Ltd** operates in the business sector, specialising in hardware and software support, network consultancy and design services, and sales and support to organisations throughout the North Island. They are prompt, reliable and develop long term relationships with their customers. [www.computercare.co.nz](http://www.computercare.co.nz)
- **Isthmus Group Ltd** is a design practice with an international profile in landscape architecture, urban design and landscape planning. With offices in Tauranga, Auckland and Wellington, they have a track record of reliable delivery and award winning work. [www.isthmus.co.nz](http://www.isthmus.co.nz)

If you would like to find out more about the benefits of joining Priority One, please contact the office today on (07) 571 1401 or email [info@priorityone.co.nz](mailto:info@priorityone.co.nz) and we will send you a membership pack. We welcome your feedback, so please send us an email, give us a call or stop in at our offices.

## Priority One

### Driving Economic Growth in our Region

Supported by local businesses, Tauranga City Council and Western Bay Plenty District Council

