



Value of Taranaki Maori recognised

Maori in Taranaki contribute around \$459 million every year to regional GDP and have the potential to contribute much more, a report released by Venture Taranaki and Tui Ora Limited has found.

Maori in the Taranaki Region: An Economic Profile, undertaken by Wellington-based BERL, also found that the measurable Maori asset base in Taranaki is almost \$768 million.

The report identifies and discusses the assets of Taranaki Maori, and forms the basis of a strategy for leveraging and enhancing Maori economic development in the region. It also recommends a number of paths that development could take.



Photo: Rob Tucker

Importantly, the report also shows the importance of Maori to the wider Taranaki economy and highlights the need for industry and commerce to consider a Maori dimension when making business decisions and formulating economic development strategy.

Step up to business success!

Venture Taranaki and New Zealand Trade & Enterprise have launched the September- November 2008 Enterprise Training Programme schedule.

The schedule offers many opportunities for local owner/operators and managers to access fully subsidised management training in the region.

Entry involves a free business assessment which looks at what training will best help your business.

Following the training sessions, free

one on one coaching is also available to help you implement what you have learnt.

Programmes include business planning, marketing, time management and high impact growth.

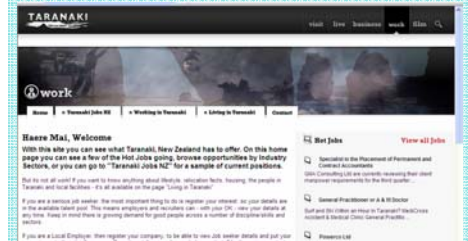
If you've been looking for opportunities to step up your business, this is your chance, but places are limited.

For more information visit www.taranaki.biz or contact Sarah at etp@venture.org.nz or 759 5150.

Taranaki economy out on top

The August 2008 National Bank Regional Trends report found the Taranaki Regional Economy grew by 3.4% year-on-year to June 2008, leading New Zealand and well above the 0.8% national average. Regional economic activity also showed 2.4% growth for the June 2008 quarter, again leading the country and well above the -0.5% growth for the nation as a whole.

Briefly...



Jobs website upgraded

The Taranaki Jobs website www.taranakijobsnz.com now has a shortlist function to make it easier to select candidates. Clicking on the new shopping trolley icon will also help make the process of comparing candidates easier and faster.

VTT welcomes Sarah

Venture Taranaki is delighted to welcome **Sarah Brotherstone** to the team as Programme Coordinator. Sarah will be managing the Enterprise Training Programme and business mentoring, and will no doubt become a familiar face.

Useful online tool

NZRecruitme is a new web-based recruitment tool for New Zealand employers seeking to bring in skills through offshore recruitment. This is a free service for businesses of all sizes and types looking for hard-to-find skills that is run by the Auckland Chamber of Commerce. Go to www.nzrecruitme.co.nz to find out more and register.

New Function Venue

New Plymouth's **Real Tart Gallery** on Egmont Street is now available as a functions and events venue for local businesses and organisations. Contact the Director, Sarah Stevens, on 769-5717 to learn more.



Enterprise News

New Zealand
TRADE & ENTERPRISE

Exporter Education Programme

New Zealand - China FTA Regional Forum

Tuesday 23 September, 9.30am – 4.30pm, Quality Hotel Plymouth International

This forum will help your business develop the capability needed to maximise the benefits of the China FTA, gain an understanding of the content of the agreement and get practical advice on doing business in China.

Tap into the wealth of knowledge that independent experts, China experienced companies and government have about this diverse and dynamic market.

Be a part of excellent networking and business collaboration opportunities.

This Forum is relevant to current exporters to China, companies investigating business opportunities with China and anyone with an interest in the FTA and Chinese business culture.

Registration costs \$75 including GST and includes full catering.

To register and for full programme details visit the event calendar at: www.nzte.govt.nz/ChinaFTA

For further information please contact: ChinaFTA@nzte.govt.nz



Pilot delivers energy savings

Inglewood High School has reduced its energy usage by 17% over the last year, thanks to the EnviroPower Pilot Project.

The one-year pilot project, a partnership between Venture Taranaki, Ministry for the Environment and the school, focused on energy conservation, generation, and education.

The pilot involved an extensive audit of the school's energy usage which identified many opportunities to reduce consumption and saw the installation of a wind turbine, solar panels, and a demonstration-scale hydro generator.

Energy themes were incorporated into almost every curriculum subject, ensuring the lesson of sustainability is a lasting one.

These lessons were also taken home, with competitions and projects encouraging students to apply the conservation practices they have learnt in their family households. In this way the pilot project looks set to have a long-term positive impact on the wider community.

Good results from Satisfaction Survey

The latest Venture Taranaki Customer Satisfaction Survey found that 99% of respondents were Satisfied, More than Satisfied, or Very Satisfied with the service received from Venture Taranaki.

100% of Foundation and High Growth clients reported being satisfied or better, while Start Up clients reported an increase in overall satisfaction of performance. ExporTar clients, a new group to the survey, reported 98.3% satisfaction with Venture

Taranaki services generally.

Volume wise, advisory services for business start-ups were more popular than training services for the first time this year, though training is still considered the most important service that Venture Taranaki provides.

Useful Feedback on how we advertise both our services and our website was also received as part of the survey, which will help improve these aspects going forward.

About Venture Taranaki

Venture Taranaki Trust is the Taranaki region's development agency in both economic development and tourism.

An incorporated charitable trust, VT has facilitated business successes from enterprise inception through to sustainable growth based on international competitiveness.

To find out more about what VTT does and how we can assist you and your business, visit our website: www.taranaki.info.