

# Enterprise News

Photos: Rob Tucker

Venture  
**TARANAKI**  
Te Puna Umanga

March 2010

**The Taranaki regional economy is being driven forward in a number of ways this month, and Venture Taranaki is actively involved in all of them. We're working alongside the Oil and Gas Specialist Technologies group to represent the region at the Australian Oil and Gas Expo, offering a new high impact training course specifically tailored to growing the region's professional service sector organisations, seeking business mentors on behalf of Taranaki businesses and linking our companies with global expertise.**

**There's a lot happening in the Taranaki economy this month - make sure your business isn't missing out.**

## **New training programme for Professional Services Sector**

If you are a professional service-based business looking to grow then you need to be on this 6-part programme.

This High Impact Programme has been specifically designed to boost Taranaki's service sector – lawyers, accountants, architects, insurance or mortgage brokers and other service providers – to ensure it can continue to grow and operate at optimum profitability.

Over the course of the programme, business owners and managers will cover strategy and planning, marketing, branding and selling, human resource leadership, systems and workflow and financial management and pricing.

“Your business will emerge better equipped to operate a more profitable, competitive and financially sustainable business, with a greater potential to grow and improve prof-



itability,” says Sarah Brotherstone, Venture Taranaki's training advisor.

The six-part High Impact series will be presented by Craig Rust and a range of experienced guest speakers and is ideal for practice managers and owners of professional service businesses. For a full workshop outline visit [www.taranaki.info/business](http://www.taranaki.info/business)

This exclusive fully-funded course will take place at Venture Taranaki, 9 Robe Street New Plymouth, from 9am-12 noon on 22, 29 April and 6, 13, 20 and 27 May 2010.

To register contact Sarah Brotherstone immediately on 759 5166 or [sarah@venture.org.nz](mailto:sarah@venture.org.nz).



## **Oil & Gas Cluster showcased offshore**

Five companies from the now 22-strong Taranaki-based Oil and Gas Specialist Technologies group are exhibiting at the Australian Oil and Gas Expo in Perth – the largest oil and gas industry exhibition and conference in Australasia - from 24 to 26 March.

Venture Taranaki is working with these companies - Aretê, ECL, ITL, P&A Energy and Port Taranaki - to maximise networking and business development opportunities for themselves and the wider group, and to promote the Taranaki region's outstanding work and lifestyle opportunities.

Having Taranaki strongly represented at the Expo is important to ensuring we can meet the future needs of the region's burgeoning oil and gas sector and attract people to live, work and play in the region like no other.

For those with contacts in Perth, send them to Venture Taranaki and the Oil and Gas Specialist Technologies group - Stand L18 at the Perth Convention Centre - to see what Taranaki can offer them or online at [www.oilandgas.co.nz](http://www.oilandgas.co.nz)

**TARANAKI**  
like no other

Contact Us: Tel 06 759 5150 | 0800 4 VENTURE  
email [info@venture.org.nz](mailto:info@venture.org.nz) | [www.taranaki.info](http://www.taranaki.info)

## Get your own Global Expert

Time is running out to take advantage of Global Expert - a subsidised Government service to help businesses overcome R&D challenges.

Global Expert is a subsidised Government service provided by TechNZ to help businesses overcome challenges associated with research and development. It connects businesses to the best people with the right skills at all stages of the innovation cycle - from conception to commercialisation.

Companies that engage Global Expert by 30 April can receive funded expert fees up to \$2,000 plus GST and apply for expert funding on a matched 50/50 basis.

When a company engages an expert found through Global

Expert, TechNZ will fund the first \$2000 of the expert's fees. This offer is available to businesses who meet TechNZ criteria. So crack those challenges and get back to the office with the world's best on your team, ready to turn those ideas into profitable opportunities!

Global Expert will help Taranaki businesses:

Save time and money  
Reduce time to market  
Make better decisions faster  
Get the world's best on your team  
If you're keen to take up this offer, contact Nick Fleming on 06 759 5165 or email [nick@venture.org.nz](mailto:nick@venture.org.nz)

Venture Taranaki is a TechNZ regional partner, providing business funding and support on behalf of the Foundation for Research, Science and Technology.

## New book promises Absolute Certainty

Former Venture Taranaki Enterprise Training provider John Haylock has released a new book that delivers sound business lessons in an innovative way.

*Absolute Certainty* - How to give your clients exactly what they want is not your average dry business text - it fuses a novel with tested lessons to grow your business. John has based the novel on his experience with hundreds of Taranaki and international businesses, based on delivering "great work delivered on time with no surprises."

"The book is based on real life experiences working with great local businesses," John says.

"Through talking to the owners of those businesses I found their clients don't like surprises and want to know what they're getting, when they're going to get it and what it will cost. And they'll pay higher prices to businesses which give them the certainty they want."

*Absolute Certainty* shows owners of service businesses how to look at their business from a vitally important and often over-looked perspective - from the point of view of their clients.

"Every business owner will want the results like those achieved by the businesses in *Absolute Certainty*" says John. "Higher prices, better cash flow, less stress, more free time and happier clients. Isn't that what being in business is supposed to be about?"

Further information on John Haylock's system for improving the performance of service businesses can be found at [www.absolute-certainty.com](http://www.absolute-certainty.com)

## Seeking Business Mentors

If you are an experienced business person who understands the challenges small businesses face and want to give something back to the local economy through sharing your knowledge, then Venture Taranaki's business mentor programme needs you. This free community service is currently seeking potential mentors with:

- Senior management experience in small or large businesses or a successful track record in their own business;
- An empathy for small business operators and entrepreneurs and a genuine desire to help;
- A few hours per month available for mentoring assignments; and
- The ability to communicate with and win the confidence of others.

If you or someone you know would enjoy helping Taranaki's small to medium businesses grow, then please visit [www.businessmentor.org.nz](http://www.businessmentor.org.nz) or call Venture Taranaki's Sarah Brotherstone on 06 759-5166.

## Earth Hour in Taranaki

At 8.30pm on Saturday 27 March, 47 towns and cities across New Zealand will join millions of people around the world in turning off the lights to mark Earth Hour. Venture Taranaki staff have signed on, and are encouraging all other Taranaki businesses, organisations and residents to spend an hour in the dark. For more information and to visit [www.newplymouthnz.com/earthhour](http://www.newplymouthnz.com/earthhour)