

# Enterprise News

Photos: Rob Tucker

Venture  
**TARANAKI**  
Te Puna Umanga

May 2010

## Focus on growth welcomed

A number of aspects of Budget 2010 will create opportunities for Taranaki businesses. The Government's growth aspirations should see greater investment in productivity, rather than the recent trend of investment in property.

Another of the stated objectives of Budget 2010 was to provide an increased reason for skilled people to stay in, or move to, New Zealand.

Research by Venture Taranaki has forecast that Taranaki will require 20,000 more workers by 2026 to keep pace with economic growth. The Government's reduction in both personal and company tax rates will tip the playing field back towards Taranaki and New Zealand for the first time in over a decade.

## ExporTar: intellectual property workshop

Venture Taranaki and TechNZ are offering a fully subsidised workshop to Taranaki's exporters on the value of protecting intellectual property (IP) from R&D projects in both NZ and export markets.

Protected IP can be a valuable asset, securing market position and providing a potential revenue stream. IP protection can also be expensive. A number of local IP and commercial lawyers and product development experts can provide advice on your IP strategy. A number of patent attorneys from

On a regional economic level, increased Government support for the food, petroleum and minerals and water sectors could provide opportunities for the region's businesses.

Given the financial position in which governments around the world have found themselves, New Zealand is taking a bullish position on the long-term outlook and the underpinning fundamentals of our economy. It balances Conservatism with long-term wealth creation across the workforce, though the challenge will be to ensure that the projected increase in the Crown deficit can be controlled by prudent Government management.

outside the province also provide IP services to Taranaki companies.

A selection of these experts will speak about their take on "the value of IP" and answer any questions. TechNZ will also advise on available funding assistance.

The workshop is at the Quality Hotel Plymouth International, from 1-3pm on Thursday 27 May 2010. To secure your place contact Venture Taranaki on 06 759 5150 or by email at [deborah@venture.org.nz](mailto:deborah@venture.org.nz) by Monday 24 May 2010.

## Starting a business?

If you're thinking of starting a business then a free business start-up clinic offered by Venture Taranaki and the Stratford District Council, with support from Taranaki Electricity Trust could give you the edge.

These confidential one-on-one sessions enable you to discuss your business idea and get help and information on what the next steps are.

The 45-minute appointments will be held in Stratford on Wednesday 26 May between 3 and 6pm at the TSB Chambers, Stratford War Memorial Centre, Miranda Street, Stratford. Similar clinics are also held in New Plymouth each Wednesday at Venture Taranaki.

An appointment is essential – to book your appointment contact Venture Taranaki on 06 759 5150 or email [deborah@venture.org.nz](mailto:deborah@venture.org.nz).

## Business Survey

Venture Taranaki's latest Business Survey will be reaching business owners over the next few days. The survey asks regional economic questions and gauges feedback on the Budget and Emissions Trading Scheme. If you have received a survey, responses should be back to Venture Taranaki by 28 May to go into the draw for a \$200 Taranaki restaurant voucher.

# Oil and Gas Specialist Technologies showcased

Responding to the desire to grow the international brand of the Oil and Gas Specialist Technologies group, five member companies exhibited at the recent Australian Oil and Gas Expo in Perth – the largest oil and gas industry exhibition and conference in Australasia.

Taranaki is the focal point of New Zealand's oil and gas industry, with over 90 percent of the sector based in Taranaki, contributing 89.7 percent of the industry's national GDP, and almost all of the country's total production.

With this in mind the Oil and Gas Specialist Technologies group was established in 2003 as a single port of call where the sector could access many specialist support service companies. The group has since grown to 22 members.

The group has taken a proactive approach to growing its members, targeting both the global and domestic markets and presenting a consolidated approach to meeting some of the challenges facing the industry, such as innovative technology design.

Recognising the need to grow the international brand of the group, five member companies - Aretê, Engineering Control Limited (ECL), Independent Technology Limited (ITL), P&A Energy and Port Taranaki - attended the Expo, the largest oil and gas industry exhibition and conference in Australasia, and a showcase of the 'interesting, exciting and cutting edge'.

More than 8,000 people attended the Expo, making it a valuable means to connect with key decision makers and potential and existing



customers throughout the global industry, maximise networking and business development opportunities, promote Taranaki's attractive lifestyle and discover new ideas to bring back to the New Zealand market. A number of leads created at the event are already being followed up to generate new business for the region.

And the feedback of the companies that were representing the group has been overwhelmingly positive.

"The group presented a unified effort, where companies worked together to make the group's presence a success. The stand looked professional and inviting and the support allowed us to quickly follow up leads," said ECL director Guy Heaysman.

"The hard work that Venture Taranaki put into the Expo meant that it went well for us, and we would not have been there without this support. We are working on a couple of bids arising directly from contacts made at the show," said Kim Gilkison of ITL.

With ongoing support from Venture Taranaki, who manage and facilitate the group and its growing international reputation, the future is looking bright for OGST and its members. For more information visit [www.oilandgas.co.nz](http://www.oilandgas.co.nz) or contact Michelle Jordan, [michelle@venture.org.nz](mailto:michelle@venture.org.nz)

## New festival seeks region's best ideas

New Zealand's first and only festival of kinetic arts – Kinetika – is looking for Taranaki's best ideas to transform into moving engineered artworks.

The festival is the creation of a partnership between the Taranaki Arts Community Trust and the Engineering Taranaki Consortium, and is seeking proposals for moving artworks by the end of May. Entrants must design artistically appealing structures that exhibit movement. Works can be of any size, indoor or outdoors, and their kinetic movement driven by any means.

Two categories are on offer - artists can submit designs that, if selected, will be brought to life by Taranaki's engineering sector, or they can design and create their own work. The winner of each category, as judged by a public vote, will receive a \$2,500 first prize.

Entry forms are available from TART Gallery, Engineering Taranaki, 9 Robe Street, New Plymouth or online at [www.kinetika.co.nz](http://www.kinetika.co.nz).

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## Taranaki Regional Jobs website

The world's best talent is accessible online for free at the Taranaki Jobs website – [www.taranakijobsnz.com](http://www.taranakijobsnz.com). Around 780 job seekers are registered with the site, which receives around 2,500 visits a month, and has facilitated more than 3,500 applications for jobs in Taranaki since it was launched.

For more information and assistance contact Venture Taranaki's Carrie Thorne on 06 759 5158 or [carrie@venture.org.nz](mailto:carrie@venture.org.nz).