

Enterprise News

Photos: Rob Tucker

Venture
TARANAKI
Te Puna Umanga

November 2009

This issue of Enterprise News features articles on the upcoming human resources training programme, reasons to take on a business mentor and news on the Taranaki region's uptake of emerging social media platforms.

Whichever stage of the business lifecycle you're at, Venture Taranaki offers a service to help you take your business to the next level so you can hit 2010 running.

Free training to manage people and money

HR Growth Programme

The last Human Resources Growth Programme run by Venture Taranaki and New Zealand Trade and Enterprise was a great success, and now you have the opportunity to take part in this sought after programme.

The course will be delivered by Sam Tyson and Wayne Dellow of the Results Group. If you're serious about maximising your team, you need to be on this programme, which starts on 20 November. Register now, as places are strictly limited.

The programme has won accolades from some high-profile former participants.

"The courses at Venture Taranaki are so beneficial in the fact that they are there for a range of businesses and offer real life practicality. I was able to take away something from every workshop and the interaction with other businesses and presenters was great," said recent Taranaki Business Awards winner Kim Gilkinson of ITL.

Get Paid: Dealing with Debtors

As a small businesses it can be hard to get your customers to pay on time and in full. This workshop will give you the skills to improve cashflow by increasing how quickly your customers pay.

The workshop is presented by Craig Rust from the Business Innovators, and runs from 9am-12pm on 18 November at Venture Taranaki.

All ETP courses are fully subsidised and include a business assessment, an individual personality profile and up to six hours of one-on-one coaching with the programme presenter to ensure that your business gets the most out of the course.

Courses offered under the programme cover a wide range of business skills, and are suitable for owner-operators and managers of small and medium businesses with less than 50 full-time staff.

Please contact Sarah Brotherstone, at sarah@venture.org.nz to register for either workshop or for more information.



Business Mentors
New Zealand

Business Mentors make a Difference

Making your business a success relies on a lot of hard work. It's easy to get trapped working in your business and lose sight of the bigger picture - working on your business.

That's where aligning with a Business Mentor can make all the difference. A mentor can add a range of valuable insights into your business, as an independent and confidential sounding board for new ideas, a source of inspiration for you to set new goals, or as a supportive voice helping ensure you are on the right track.

Business mentors work with businesses of up to 25 staff, who have been in operation for more than six months. To sign up for a business mentor visit the website www.businessmentor.org.nz or contact Sarah Brotherstone, Venture Taranaki programme coordinator on 06 759 5166 or sarah@venture.org.nz.

TARANAKI
like no other

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ExporTAR Australian update

Almost 30 Taranaki business people received an update on opportunities within the Australian Economic Stimulus Package in late September.

The briefing, led by Sydney-based New Zealand Trade and Enterprise (NZTE) Regional Director for Australia/Pacific Tim Green, provided an opportunity for companies to learn about the \$42 billion package to be rolled out over a number of sectors over the next few years.

As well as an overview of opportunities the presentation covered the Industry Capability Network and ProjectLink services developed by NZTE to help New Zealand companies access work and business opportunities across the Tasman.

For a copy of the briefing or further information on the ExporTAR forum, please contact Nick Fleming at nick@venture.org.nz.

Maori business update on air

A new VT initiative is helping the region's Maori businesses better access business services and news. Working with Te Korimako, Venture Taranaki is presenting a three month Maori Business programme on the local Maori radio station.

"Using the network that Te Korimako has established over its 17 years has enabled us to present localised and current business and tourism news, advice and insight to an important sector of the Taranaki community, and help them to access business growth services and

information," says VT Partnership Manager Amokura Panoho.

"The shows aim to create awareness of upcoming business courses and services, profile successful local Maori businesses and encourage more businesses and organisations to utilise the services available through Venture Taranaki," Amokura says.

The broadcasts air on weekday mornings and throughout the day. Tune into Te Korimako O Taranaki on 94.8FM.

New service helps solve business problems

Foundation for Research, Science and Technology, through its TechNZ partnership with Venture Taranaki, is promoting Global Expert, a tool to help businesses navigate the current economic climate.

Global Expert helps New Zealand companies solve technical or market-related challenges, through a global information and contact network. Specific packages include a New Zealand Linkages search (\$495 +GST) which will connect your company with local experts and a reduced-price International Search for \$1,995 +GST, saving \$1500.

Through the TechNZ programme, all Global Expert clients are eligible to apply for funding for up to 50% of the expert's fees for qualified research and development project.

If you want to build more competitive products, shorten time-to-market, reduce costs, and improve decision making, then contact Nick Fleming, nick@venture.org.nz or Derrick Russell, Global Expert Specialist: 04 917 7819 or email globalexpert@frst.govt.nz.

Venture Taranaki keeping it green

In 2007 Venture Taranaki officially recognised the importance of taking action against climate change by updating its statement of intent to reflect sustainability as a key theme for the organisation.

Under this development theme the Trust has actively sought interventions to reduce its carbon footprint, and over the last 12 months has achieved a 30% reduction in petrol consumption, an 8% reduction in domestic air travel and a 54% drop in international air travel.

This achievement has been recognised through Landcare Research's CarboNZero programme, which has again awarded Venture Taranaki CarboNZero accreditation.

Taranaki on Facebook

You can now visit Taranaki on Facebook, Twitter and YouTube as the region embraces social media. In just over two weeks, the Facebook page has attracted almost 5,900 fans, many of them former residents who have left positive comments and how much they miss the Taranaki lifestyle.

"Creating a Taranaki presence in new media channels like Facebook and Twitter enables us to connect with the global community of expats and keep them updated with the many great things happening here in Taranaki, and learn why they left and what would attract them back," says VT communications manager Antony Rhodes.

"The region must attract and retain enough skilled workers to meet growth over the next 20 years. Meeting that challenge will require a range of innovative solutions, and this is one of them."