

## Meeting our future skills needs

The last issue of Enterprise News highlighted the BERL report that found our region will need 16,500 additional staff in core industries by 2026 if it is to meet forecast growth.

A lack of suitable labour is going to be one of the biggest, if not the biggest inhibitor to Taranaki's long-term economic development.

The good news is that several strategies to combat this are already being implemented.

Venture Taranaki recently teamed up with the New Plymouth District Council, Engineering Taranaki, Taranaki District Health Board, and a local recruitment agency to take part in a successful recruitment drive to the United Kingdom. This trip resulted in

almost 600 applicants wanting to move to Taranaki, and over 20 job offers have already been made.

Venture Taranaki also runs the Taranakijobsnz website to match job-seekers with Taranaki vacancies. You can read more about that below.

Another great initiative to keep migrants living and working in Taranaki is the upcoming **Migrant Expo**.

Organised by Career Services, the event will be held at the New Plymouth District Council Chambers on 26 July.

The free event will showcase a range of agencies and services (including VTT) to assist recruitment, settlement, and retention of newcomers to the region.

## Matching jobs with job seekers

1700 Job Seekers who want to work and live in Taranaki are currently registered on the Taranaki Jobs website: [www.taranakijobsnz.com](http://www.taranakijobsnz.com).

The site offers a free online service for Taranaki employers and jobseekers worldwide, and is operated by Venture Taranaki.

The surge in numbers seeking new jobs and a better lifestyle in Taranaki comes after successful international recruitment efforts, and is a trend that looks set to continue.

"Statistics are showing that people are leaving Auckland," says VTT Project Coordinator Carrie Thorne.

"According to Statistics NZ, New Zealanders are also choosing to live closer to the coast. Taranaki is the ideal location on both counts, and matching applicants with job opportunities will be the catalyst for a shift."

Taranaki employers are being encouraged to advertise vacancies on the site, and consider applicants from outside the region and even the country.

**As of the 5 June 2008, the minimum salary employers will have to offer employees on the Work to Residence Scheme will increase, from \$50,000 to \$55,000 per annum.**



## TAKE YOUR PICK

**VTT's G-TARANAKI guitar festival presents 25 live events over 5 days.**

**G-TARANAKI** is New Zealand's first international guitar festival, featuring some of the biggest names in rock, jazz, classical and blues guitar.

The 5 day festival, from 14-19 July 2008, includes:

- **2 Stadium Concerts on 18 and 19 July**
- 3 classical/jazz performances
- 2 acoustic 'Midnight Sessions'
- 3 'Sky Academy' training sessions
- 10 professional and artistic development clinics
- 3 music industry discussion forums
- 2 school holiday programmes

Most events are free, and tickets to the 2 major concerts, Midnight sessions, and Classical/Jazz performances are available from Ticketek.

This is a rare opportunity to see the world's best guitarists live, only in Taranaki. For more information visit:

[www.GTARANAKI.co.nz](http://www.GTARANAKI.co.nz)

## Exporting to the United States: update

Five Taranaki businesses attended the Trade & Enterprise Exporter Education workshop 'Exporting to the USA' held in New Plymouth on 27 June.

The course was presented by Jacinta Clark from WHK Gosling Chapman, a former NZ Trade Commissioner to Washington DC.

Feedback from attendees was very positive with some keen to go on and develop the US as an export market, and others deciding as a result of the information they received that this sophisticated market was either not

the right fit for their business, or that this wasn't the best time to consider entering it in terms of their business' development.

As part of the workshop Jacinta also held one-on-one follow-up sessions the following day to focus on their businesses.

The next workshop planned is 'Trade Fairs – Critical Success Factors'. The date for this half day workshop has not been set yet, but keep an eye on the *ExporTar* page of [www.taranaki.info](http://www.taranaki.info) for details.

## NZ T&E supports business awards

New Zealand Trade and Enterprise is supporting the Taranaki business community through sponsoring an award at the 2008 Taranaki Chamber of Commerce Business Awards.

The \$1000 prize is open to companies with a minimum of two export markets and export turnover of more than \$200,000.

Email [admin@taranakichamber.co.nz](mailto:admin@taranakichamber.co.nz) for entry forms. Entries close on 15 July 2008.

## Is accreditation the answer?

**Do you need skilled staff and struggle to find them in New Zealand?**

**If so, why not consider becoming an Accredited Employer?**

For a small fee and a bit of paperwork you can gain accreditation to offer employment to non-Kiwi workers without having to prove there are no suitably

qualified Kiwis available.

Employees can apply for a Work to Residence permit and will be able to apply for residency once they have completed 2 years employment for that accredited employer.

Employment offers have to be for 24 months or more and have a minimum salary of \$55,000 per annum.

**For more information visit:**

<http://www.immigration.govt.nz/community/stream/employ/>

## Taranaki Trends

The June edition of Venture Taranaki's regular snapshot of the region's business activity, Taranaki Trends, is available now.

To view the latest report visit: [www.taranaki.info](http://www.taranaki.info) and navigate to Business / Reports / Taranaki Trends.

## 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](http://www.taranaki.info)

## Enterprise notes:

- Taranaki Chamber of Commerce have announced a new award for the **Migrant employer of the year**. The award recognises those who successfully recruit and retain migrant staff. This award is being sponsored by Settlement Support NP and the Department of Labour.
- Congratulations to **Fitzroy Yachts Limited**, who recently won Best Sailing Yacht of the 30-44m Class with *Salperton* at the World Superyacht Awards in Italy. Another great example of a Taranaki-based company taking on the World, with stunning results.