

# Enterprise News

Photo Rob Tucker

Venture  
**TARANAKI**  
Te Puna Umanga

March 2009

## Relief Package provides more access to advice

The Small Business Relief Package released by the government last month introduced five steps to help small and medium businesses stay afloat in the current economic climate:

- A \$480 million package of 11 tax changes,
- Expanding the export credit scheme,
- Strengthening the powers of the Disputes Tribunal,
- Expanding business advice services
- Prompt-payment for government agencies.

The expansion of business advice services includes an extended free-phone service (0800 42 49 46) and a free health check available through [www.bizhealth.co.nz](http://www.bizhealth.co.nz), and an increase in promotion of business advisory services.

The increase in advisory services comes in response to feedback from small businesses, and works alongside the Enterprise Training Programme already being delivered by Venture Taranaki.

## Training more important than ever

Venture Taranaki's Enterprise Training Programme is proving more important than ever in the current economic climate.

"Research undertaken by New Zealand Trade and Enterprise has shown that gaining good advice can make a real difference to a business's success," says Venture Taranaki's Enterprise Training Programme coordinator Sarah Brotherstone.

"This is true when starting a new business, but just as important when growing an existing one."

Venture Taranaki and Trade and Enterprise have teamed up to deliver a further seven courses over the next three months.

"Courses are fully subsidised so don't cost businesses at all. They include on online assessment and follow-up coaching to make sure businesses get specific and valuable advice for their situation."

**For more information or to book contact [sarah@venture.org.nz](mailto:sarah@venture.org.nz)**

**Human Resources: How to get, keep, grow, and let go**

**From 12 March, 6 sessions.  
Venture Taranaki, New Plymouth**

Staff are the most important asset to any company, and often the most expensive. This high-impact 6-part programme will help you get the most out of your team, and give you the skills to attract and hire great new staff, as well as effectively and legally managing the exit process.

**Lean Manufacturing: A more profitable production model**

**From 16 March, 3 sessions.  
Venture Taranaki, New Plymouth**

Lean Manufacturing is an efficient and effective production model and when adopted can create a powerful competitive advantage. This course will give you an insight into how to apply Lean principles to your business, identifying constraints to growth, increasing operating effectiveness and boosting productivity, and ultimately improving profitability.

## IN BRIEF:

### Taranaki at O&G expo

Four members of the Taranaki Oil and Gas Cluster represented the region at the recent Australian Oil and Gas Expo 2009 in Perth. With more than 2000 people through the expo on the first day alone, this event is important to ensure the Taranaki oil and gas industries maintain a strong global presence.

### Region proving popular

Taranaki has recently welcomed a number of new families from the UK, with many more visiting to look at a future life here. As a result there are some very qualified people looking for positions in Taranaki. To find out if any of them have the skills your business needs, contact [wendy@venture.org.nz](mailto:wendy@venture.org.nz).

### A welcome that works

*A welcome that works* is a new free DVD produced by the Department of Labour's Settlement Division. The disc is a useful resource that can help you attract and retain skilled migrants in your workplace. To receive a copy contact [carrie@venture.org.nz](mailto:carrie@venture.org.nz).

### Sustainable Business

Upcoming Sustainable Business Network functions in Taranaki include a Green Drinks networking function on 26 March. If you're keen to attend contact Michelle at [waikato@sustainable.org.nz](mailto:waikato@sustainable.org.nz).

# New momentum for Port development

**Port Taranaki's Eastern Harbour development project has new momentum in 2009 as the region looks to maximize opportunities in the changing economic climate.**

"The environment has changed considerably since launching the project, undertaking feasibility work and costings, and seeking public feedback," says Venture Taranaki chief executive Stuart Trundle.

"As the market for commodity products cools, central government is looking towards investment in infrastructure to keep the economy moving. This has prompted Venture Taranaki to look at projects that will add ongoing value to the region."

The proposed redevelopment will include eight commercial fishing berths, 76 recreational marina berths in stage one, a slipway and travel lift, new fixed and floating breakwaters, onshore facilities and parking, at a total cost of \$28.8 million.

An economic impact assessment has found that the redevelopment would attract almost \$14 million to Taranaki's GDP during construction, and an additional \$4.8 million a year to the region once completed.

A social impact survey of 1,500 residents found that 78 per cent of residents ranked the project as important or very important to the region, and 90 per cent strongly agreed with the project's benefits.

"Venture Taranaki is maintaining a portfolio of projects that have been tested against commercial, community, and recreational outcomes that will enable us to quickly respond to opportunities that arise such as government investment in local infrastructure."

"We are a region of many great ideas, and it is Venture Taranaki's role to fully and independently scope and test those ideas for our regional authorities to then prioritise."

"The Eastern Harbour Redevelopment project at Port Taranaki ticks all the boxes to deliver intergenerational benefits for our community. It is a concept ready to be progressed."



## IN BRIEF:

### Immigration event

An immigration event tailored to the oil and gas and engineering industries will be held in New Plymouth on 13 March, at the Plymouth Hotel. The seminar will give you useful information on maximising immigration opportunities to grow your business and enable you to give feedback to the Immigration Service on skills shortages and your future skill needs. For more information or to register contact [carrie@venture.org.nz](mailto:carrie@venture.org.nz).

### Eltham sales workshop

Maximising sales is the basis of a workshop in Eltham this month. Presenter Ambrose Blowfield will take you through tricks and tips to build a more successful business through sales. The course runs 5.30 - 8.00pm on 10 March at the Community Centre on Stanners St, Eltham. For more information or to register contact Don Stockwell on 06-278 8599 or [don.stockwell@stdc.govt.nz](mailto:don.stockwell@stdc.govt.nz).

### Taranaki teams with New Life New Zealand

Venture Taranaki has teamed up with UK-based New Life New Zealand to attract more skilled immigrants to the region. The company attracts workers from the UK to move to New Zealand, and helps them through the immigration process. The partnership will deliver benefits for local business through stronger avenues into the UK jobs market. For more information visit [www.newlifewzealand.com](http://www.newlifewzealand.com).



## Major Events

### Super 14 Rugby: Hurricanes vs Cheetahs 7 March

Yarrows Stadium again hosts top-class rugby with this Super 14 rugby match. Tickets are on sale now from Ticketek.  
[www.ticketek.co.nz](http://www.ticketek.co.nz)

### WOMAD: the World of Music, Arts and Dance 13-15 March

Taste the world at the TSB Bowl of Brooklands as WOMAD brings more than 230 performing artists for a unique and amazing weekend of sights, sounds and culture.  
[www.womad.co.nz](http://www.womad.co.nz)

### Port Taranaki ITU World Triathlon Festival 3-5 April

The world's best triathletes compete in this Continental Cup event on New Plymouth's award-winning waterfront. The weekend features a range of events those that want to try a triathlon.  
[www.triathlon.org.nz](http://www.triathlon.org.nz)

### New Zealand University Games 14-18 April

More than 1200 of New Zealand's top student sportspeople will descend on Taranaki to compete in 25 events throughout the region. This is the first time the Games have been held in Taranaki in their 85-year history.  
[www.universitysport.org.nz](http://www.universitysport.org.nz)

## Saying yes to Young Enterprise

Venture Taranaki is encouraging the region's youth to put their ideas to the test in the 2009 Young Enterprise Scheme (YES).

YES is an enterprise competition where secondary school pupils set up business, create real products or services, implement marketing plans, earn real money and keep the profits, gaining hands-on experience of turning an idea into reality, and learning real-world business skills in the process.

Venture Taranaki is a major sponsor of the



programme, and this year launched a new 'Taranaki - like no other' theme to encourage teams to look at and reflect the spirit of Taranaki in their product and business development processes.

You can follow the progress of the YES teams at [www.taranaki.info](http://www.taranaki.info).

## Economic reports show down, not out

Two recent economic reports suggest that while Taranaki is not immune to the global economic situation, we remain buffered to a degree.

The February 2009 editions of the National Bank Regional Trends and the ASB Main Report Regional Economic Scoreboard both show some regional indicators are cooling, but that Taranaki is still in a strong position in relation to the rest of New Zealand.

The Main Report finds that

consumer confidence is stronger than New Zealand's other dairying regions, retail spending growth remains above average, and new car registrations and house prices, while falling, are doing so at a much softer rate than other regions.

The National Bank's Regional Trends notes that while regional employment dropped in the December 2008 quarter, economic growth is still relatively positive at 0.6% year-on-year to December, well above most other regions in New Zealand.

## Thanks for your feedback

Venture Taranaki had a great response to the survey gauging your thoughts on the [www.taranaki.info](http://www.taranaki.info) website.

Over 200 respondents took part in the survey, run earlier this year, with the feedback being resolutely positive.

The site's visual appeal proved a popular aspect, no doubt aided by the iconic photographs by New Plymouth based photographer Rob Tucker. The Jobs section also proved popular, with users finding it helpful in recruiting staff and viewing it often.

The survey also identified a number of areas where the site can be improved, from specific content suggestions to addressing download speeds for dial-up users.

Venture Taranaki will be working on developments to the site over the coming months to ensure it meets the needs of those in the region, as well as presenting a distinctly Taranaki feel to the site's many users beyond Taranaki.

