

Taranaki's growth to continue

Taranaki's economy is set to continue growing at faster than the national average over the next 20 years, according to the findings of a report commissioned by Venture Taranaki and released last month.

The report, **Taranaki Industry Projections 2006—2026**, was undertaken by Wellington-based Business and Economic Research Ltd, and looks at both the overall contribution of Taranaki to the national economy and the performance of eight key sectors within the region.

The report looks specifically at the oil and gas, dairy, meat processing, engineering, manufacturing, education, public, and tourism sectors, and found that 13,300 additional staff will be required in these industries by 2026, and a total growth of 21,700 additional full time equivalent staff across all sectors by 2026.

"Venture Taranaki is concentrating on meeting the needs of the eight identified sectors, as this is where the primary economic growth will occur," said Venture Taranaki Chief Executive Stuart Trundle.

"Meeting the demand generated by growth in these sectors will have positive flow-on effects to all of the other business sectors."

The report also looked at the future contributions of these sectors to the region's Gross Domestic Product. The Taranaki region is expected to undergo strong GDP gains with forecast growth of 4.7% a year to 2026.

This is well above the forecast national average of 3.1% per annum over the same period, and will increase Taranaki's GDP from \$4.38 billion in 2006 to \$10.9 billion by 2026.

"This report is a timely reminder of Taranaki's immense potential, and the need for us as a region to take a long-term approach to future growth," Stuart said.

The full report can be downloaded from the Business section of the Venture Taranaki website: www.taranaki.info.

Read more about what Venture Taranaki is doing to meet the region's future skills needs on page 2.

Training for agricultural sector

Farm Owners and Managers, Agricultural Contractors, Animal Health Services and Farm Machinery Suppliers are being given the opportunity to grow their business with a high-impact course delivered over three days in Stratford.

The course will look at business development, planning, HR issues, the latest

developments in IT, and taxation and cashflow issues, with a specific focus on the agricultural industries.

The course will run 10am-4pm on 23, 30 May and 6 June 08 in Stratford.

Register by 14 May by contacting Rachel on 06 759 5166 or by email at etp@venture.org.nz



BREAKING NEWS

Next major Taranaki event announced

Venture Taranaki have announced the next major event to cement our reputation as what TVNZ called "The events capital of New Zealand."

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

The 5 day festival will take over New Plymouth from 14-19 July 2008, and focus on giving Kiwi guitarists the opportunity to learn from and experience the best guitarists in the world.

Featuring such guitar legends as Joe Satriani, Guns n Roses' Gilby Clarke, Deep Purple's Glenn Hughes, and many others, G-TARAnaki promises to be an unmissable week of guitar indulgence for Kiwi guitar fans at every level.

While most events are free, tickets to the 2 major concerts and 3 'midnight sessions' are available from Ticketek.

For more information check out: www.GTARAnaki.co.nz

Study identifies reasons we move.

The latest Taranaki Trends (available for download from the business section of www.taranaki.info) highlights recent research by Statistics New Zealand into the migratory patterns of New Zealanders.

The **Survey of Dynamics and Motivations for Migration in New Zealand** found that the two main factors that drive people to move house were social and employment..

The survey found that Taranaki people generally like where they live. Over the last two years, Taranaki people that have not moved residence have been most likely to stay put because of environmental factors, such as the availability of services, their current lifestyle, and their quality of life.

When it comes to choosing to move to a new residence, over a quarter of Taranaki people made this choice primarily on social considerations, such as moving out of home or moving in with others or a partner or spouse.

The other main reason people in Taranaki would consider leaving their current residence is employment, with that being the major factor in over 30% of decisions to shift. This includes moving for better employment prospects, career, or business opportunities, and differs from the national trend of economic reasons being the major decider.

www.taranaki.info / Business

“We’re not here to pillage your workers”

Taranaki went offshore last month to attract more workers and their families to the region.

A delegation from Venture Taranaki, Engineering Taranaki Consortium, Taranaki DHB, a local recruitment centre, and the New Plymouth District Council attended recruitment events in Leeds, Aberdeen, and Birmingham, in the UK, with a message of just how easy it is to live and work in Taranaki. And that message was getting through.

Around 500 people attended the Aberdeen event alone. Venture Taranaki has received up to 60 CVs a day as a result of these events, largely from British workers attracted to the idea of, as Mayor Tennent put it: “swapping hailstones for surf and sunshine.”

For more information on employing these people visit www.taranakijobsnz.com or contact carrie@venture.org.nz.

ExporTars urged to be Asia Aware

Key Taranaki companies involved in Venture Taranaki's ExporTar initiative received a briefing on the importance of considering Asia as a region worth developing a strong connection with last month.

The briefing, by Ministry of Foreign Affairs and Trade Chief Executive Simon Murdoch and the Asia New Zealand Foundation, previewed a report released to Taranaki School Principals entitled: *Asia and Taranaki: Why the World's Largest Region Matters to a Person Growing Up in Taranaki*.

The report found that Asia is the most important export region for New Zealand, with \$12.5 billion worth of goods sent to Asian countries annually. China is our largest market for milk and cream, and Japan the largest market for cheese.

It also found that in 2006, 765 fee-paying international students studied at Taranaki schools, with the majority coming from Asian countries, and

bringing an estimated \$25.4 million into the region, with the creation of 238 full time jobs.



"This report highlights the strong relationship between Taranaki and Asia, but it still has a lot of potential to grow," said Venture Taranaki's Senior Enterprise Advisor Nick Fleming.

"Growing our region's awareness and understanding of Asia and its people will build the foundations for stronger links down the track, at business level and right across the community."

ExporTar is open to all Taranaki companies interested in exporting. Anyone interested in joining ExporTar and being notified about upcoming events should email Nick Fleming at Venture Taranaki: nick@venture.org.nz.

Exporting to the United States

Full day workshop: 27 May 2008, 9am – 4.30pm, Venture Taranaki, 9 Robe St, New Plymouth
Presented by Jacinta Clark, \$160 plus GST.

Venture Taranaki and New Zealand Trade and Enterprise present this workshop, which will provide exporters new to the United States with an overview of the key regulatory, business and marketing issues involved in exporting to this sizable and sophisticated market. The workshop highlights the challenges involved in doing business in a country comprising of 52 different markets!

Part 1 – Business and Regulatory Overview

Market Opportunities | Importing Regulations | Sales Tax | Business and Product Compliance | Protecting IP | Doing Business in the US | Budgets for Setting Up | Employment & Immigration Issues | Insurance and Banking

Part 2 – Marketing Issues

Go In Prepared | One Country, Many Markets | Understand the Differences | Get Wired | Distribution is King | Price for the Market | Use Allies in the Market | Give It Time

To Register or for information on the Exporter Education Programme please visit www.exported.co.nz.

Alternatively, should you have any queries or would like a hardcopy of the registration form, please call 0800 232 800 / 09 968 8551 or email Exporter@whkbusinessgrowth.com.



Wanted: Project Coordinator

Venture Taranaki is looking for a Project Coordinator: one of those innovative individuals with a burning passion for coordinating a range of interesting projects to a high standard.

We can offer a challenging, ever-changing, and fast-paced environment. You would be expected to apply your skill base to projects ranging from managing a feasibility study to attracting the world's best and brightest to come and work and live in Taranaki, to helping with the development of our tourism sector. And everything in between.

If you've got energy, a never say die

attitude and want to be part of the team that is focused on making Taranaki a great place to live, work and play, then contact us for a job description and submit your application today.

To apply either forward your CV to Project Coordinator Vacancy, Venture Taranaki, PO Box 670, New Plymouth, email michelle@venture.org.nz (subject heading Project Coordinator Vacancy) or apply online at www.taranakijobsnz.com.

Applications close 5pm May 16, 2008.

About Venture Taranaki

Venture Taranaki Trust is the Taranaki region's development agency in both economic development and tourism.

Incorporated as a charitable trust, Venture Taranaki has facilitated business success from enterprise inception through to sustainable growth based on international competitiveness.

If you would like to find out more about what VTT does or how we might be able to assist you and your business, visit our website: www.taranaki.info