



New Plymouth the world's best



New Plymouth Mayor Peter Tennent arrives home with the international Liveable Communities award.

New Plymouth is the world's best city of its size, and the Coastal Walkway is one of the World's best natural projects, according to an international judging panel.

The Liveable Communities Awards in Dongguan, China, awarded New Plymouth the gold award for cities between 20,000 and 75,000. The New Plymouth Coastal Walkway also gained an international gold award for best Natural Project.

"These awards confirm what North & South magazine found last month and we have known for years - New Plymouth is a great place," says VT Chief Executive Stuart Trundle. "New Plymouth has always seen

itself as a dynamic and innovative community, with a firm commitment to preserving its unique natural environment. The world is now catching on."

The awards presentation also provided an opportunity to showcase New Plymouth's burgeoning creative sector, with local firms Momentum Studios and TGM Design contributing to the presentation led by Mayor Peter Tennent.

"In a tightening global economy, this international award will position both New Plymouth and Taranaki as a credible region in which to visit, live, work, and invest," says Mr Trundle.



Taranaki expats: Hollywood actress Melanie Lynskey and writer/director Anthony McCarten.

Film premiere rolls out the red carpet

The New Zealand premiere of Show of Hands, an offbeat love story filmed in New Plymouth, drew the stars and the crowds to the red carpet on 4 November.

The film, supported by Venture Taranaki through its film unit, tells the story of a competition to win a car by keeping a hand on it. It is based on a true story, and written and directed by former Taranaki man Anthony McCarten and stars Melanie Lynskey, who also grew up in New Plymouth.

The premiere and the film itself has generated major media coverage

of the region, and is an important means to showcase the Taranaki creative sector, as well as attracting new investment into the region.



Leading man: Craig Hall with wife and actress Sarah Wiseman and his mother.



Enterprise News



Trade Fairs Critical Success Factors

workshop
info

A four-hour workshop, fully subsidised by New Zealand Trade & Enterprise, that scrutinises trade fairs and shows you how to get 'more bang for your buck'.

International trade fairs can be a highly effective part of an export company's international marketing strategy. We will help you define a trade fair strategy and give you the tools you need to turn lookers into leads, and leads into sales.

This workshop is suitable for new and existing exporters and their staff.

presenter
info

Juliet Hawkeswood – WHK Gosling Chapman.

Juliet has over 20 years' experience in both public and private sector business development roles. This included working for NZTE in Vancouver and with emerging exporters at the Pacific Island Trade and Investment Commission.

Juliet's private sector experience includes a business development role for a fresh produce wholesaler, and starting her own small business, working as a sales agent on behalf of local and international fruit and vegetable processors.

Venue: Venture Taranaki, Taranaki House,
9 Robe Street, New Plymouth.

Date: Monday, 24th November 2008

Time: 11 am - 3 pm

Contact details

Tel: (06) 759 5165,

Fax: (06) 759 5154,

E-mail: nick@venture.org.nz

Registration: Closing date for registrations is Wednesday, 19th November 2008.
Please complete and return the application form.



A fresh perspective for your business with a business mentor

If you're finding it hard to look beyond the day-to-day pressures of running a small business, or need a hand to refocus on why you're in business in the first place, then a business mentor could be just the jolt you need. Mentoring can provide reassurance, inspiration to

set new goals, or a sounding board for your ideas about growing your business.

To secure a business mentor visit www.businessmentor.org.nz or contact Sarah on 06 759 5166 or sarah@venture.org.nz.

In Brief...

Business surveys

Venture Taranaki is currently coordinating two business surveys in the Taranaki region. The first is the six-monthly Taranaki business survey, going out in the next week. This is an important benchmarking tool, and this issue looks closely at the impact of the global economic situation. On New Zealand and your business.

VT is also coordinating a survey of businesses and homes in the Stratford region on behalf of the Stratford District Council. The survey seeks input into Stratford's future development.

Both surveys are important to the region and we appreciate your time in completing and returning them.

Taranaki Trends

The Taranaki Trends incorporating data from the June 2008 quarter is available at www.taranaki.info under the Business section, then Reports.

Coming events

This weekend the first ever New Zealand **Kiteboarding Wave Nationals** hits the Taranaki coast. For more see www.kiteboardingnationals.co.nz

In association with Venture Taranaki, UK crooners **Simply Red** will be performing at the TSB Bowl of Brooklands on 13 February 2009 - a perfect Valentine's Day gift. Tickets from Ticketek, www.ticketek.co.nz



Enterprise News

Management Focus Helping a good business become a great business

One certain way to improve the productivity of your business is to lift the level of management skills at every level.

The **Management Focus** initiative was set up last year to help make that happen. A group of leading private and public sector organisations from business, government and education came together to develop a suite of free resources, self-diagnostic tools and case studies to help lift management capability. Economic Development Agencies around the country have been involved in Management Focus since the outset.

These resources are available on the Management Focus website - www.managementfocus.org.nz.

The website is a practical, focused and useful source of information and inspiration for companies of all shapes and sizes in every sector.

It is designed to make managers think about how they do business and look for constant improvements. That is how a good business can make the leap to become a great business.

SBN hits Taranaki

The Sustainable Business Network, a nationwide forum for businesses interested in sustainable development practice, has reached Taranaki. The Network has hundreds of New Zealand businesses of all sizes on board, from a wide range of industries.

Green Drinks

You're invited to join SBN at Auld Brewer Mazengarb McEwen, 9 Vivian St from 5.30-7pm on Thursday 20 November for an informal networking and discussion event, with support from Arete Consulting. The first of these events, at C7 Design was well attended, with useful discussions arising. RSVP by 19 November to Waikato@sustainable.org.nz.



Waste Workshop

This interactive workshop looks at financial and environmental benefits to business when resources and waste are managed effectively. This workshop will give an overview of the Waste Minimisation Act, general waste stream, and electricity consumption.

The workshop will be held at Venture Taranaki, Friday 21 November from 9am - 12pm, and costs \$35 (SBN Members) or \$65 (non Members) To reserve your place email Waikato@sustainable.org.nz by 19 November. Morning tea will be provided



SIMPLY RED
THE GREATEST HITS TOUR

with special guest
HOLLIE SMITH

TSB Bowl of Brooklands, New Plymouth
Friday 13th February 2009

ON SALE Tuesday 28th October 2008
Ticketek 0800 TICKETEK or ticketek.co.nz

TARANAKI  
New album The Greatest Hits Instore 22nd November 2008

Presented by Michael Coppel and Venture Taranaki : www.simplyred.com : www.coppel.com.au