



BUSINESS SURVEY

May 2006

Featuring

Regional Activity Predictions
Regional Exporting and Importing Activity
Regional Intelligence Publications/Services

Report prepared for
Venture Taranaki

By
Red Eye Limited

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1.0 Executive Summary

This report summarises the results of Venture Taranaki's six-monthly survey of Taranaki businesses. Its purpose is to monitor the local economic climate and key issues that affect businesses. The survey was sent to 1000 Taranaki businesses, reflecting a cross-section by industry type, location and size. A total of 221 businesses participated in the survey.

The results suggest a small but heartening improvement in confidence by local businesses from the last survey undertaken six months ago. In terms of the New Zealand economy, more businesses anticipate the status quo will prevail (48.9 percent) than the previous survey (46 percent), 28.2 percent anticipate deterioration (down from 36.5 percent six months ago), whilst 19.2 percent expect improvement (up from 15 percent). Fuel prices, exchange rate, cost pressures, skill/employment shortages, Government (regulations, funding etc) and the dairy payout were among the prime issues affecting Taranaki business.

In terms of industry-specific conditions, the majority of respondents (50.7 percent) anticipate the economy will remain the same. Although the status quo reflects the assessment of the majority of survey participants, relative to six months ago local businesses appear more inclined to adopt a stance of either anticipating economic improvement in their industry (up 2.8 percent) or decline (up 1.3 percent). The restaurant and accommodation industries were an example of this, with a significant proportion of respondents expecting improvement or decline as opposed to the status quo. Businesses involved in the oil and gas industries as well as those in communications were the most optimistic, whilst businesses aligned with farming appeared less optimistic. Survey respondents located in the New Plymouth District appeared the more optimistic than those in Central and South Taranaki. However, all districts reported similar levels of pessimism concerning industry conditions.

The majority of respondents anticipate sales in the coming six months to remain at similar levels. However the mood is tempered by one of caution, with less businesses anticipating sales to improve (than when the survey was undertaken in November 2005), and more are anticipating them to deteriorate.

With respect to employment, the majority of survey respondents anticipate that staffing levels will remain the same in the coming six-month period. However, a total of 28 percent anticipate their staff numbers will increase. Skilled manual and semi-skilled employees, as well as professional/managerial positions, are those expected to be in most demand. Businesses involved in oil/gas exploration as well as manufacturing/construction were amongst those looking to increase staff.

The survey included a special topic which addressed exporting and importing practices by local businesses. A total of 22.2 percent of survey respondents indicated they were involved in exporting. Of those who exported, 71.4 percent sent products/services to other locations in New Zealand. Australia was the predominant off-shore market, with 59.2 percent of exporting respondents indicating they sent products/services to this destination. This was followed by Asia/Pacific (32.7 percent), North America (24.5 percent) and Europe (20.4 percent). A total of 48.9 percent of exporters stated they transported via

road, whilst 44.7 percent used ship and 48.9 percent air (note: respondents frequently used more than one mode of transport). Approximately 32 percent of exporters estimated the value of their exports as being less than \$10,000, whilst 11 percent had significant operations valued at \$1 million plus. The remainder of respondents reported their exporting activity as being between \$10,000 and \$1 million per annum.

A total of 28.1 percent of survey respondents indicated they imported products/services into Taranaki. Of those who imported, 50 percent of respondents indicated they imported from other New Zealand locations, 40 percent imported from Australia, 23.3 percent from Asia/Pacific, 28.3 percent from North America and 26.7 percent from Europe. In terms of transportation, 56.5 percent imported via road, 45.2 percent utilised air and 41.9 percent used ship. Approximately 39 percent of importers valued their operations as being between \$10,000 and \$100,000, whilst only 5 percent of respondents valued their imports as being greater than \$1 million.

Exporters and importers were also questioned about whether they experienced any barriers with respect to such activities. The majority of respondents either did not respond or identify any major issues. Those who did signalled that barriers tended to relate to costs and transport factors. Few non-exporters and non-importers in the survey indicated they were intending to develop their operations to include importing and/or exporting.

Surveyed businesses were also asked for feedback concerning Venture Taranaki's regional intelligence publications and services. A total of 53.8 percent of survey respondents indicated they accessed one or more of these services/publications. Of those who did, Taranaki Trends was cited by the majority (54.6 percent), followed by the Business Survey (52.9 percent), Enterprise News (VT's e-newsletter) (26.1) and the agency's web site www.taranaki.info (25.2). In terms of usefulness, Taranaki Trends (3.62), Venture Taranaki's web site www.taranaki.info (3.53) and the Business Survey results (3.50) were ranked (on a scale from 1 – 5) as being more useful relative to the other publications/services.

2.0 Introduction

Venture Taranaki is a world-class Economic Development and Regional Tourism Agency founded by the New Plymouth District Council. Established as a charitable trust with a private sector board, Venture Taranaki provides a strategic and focused approach to developing the Taranaki economy. Its purpose is to foster a dynamic and innovative economy which assists regional development, tourism and sustainable wealth creation in Taranaki.

The Taranaki Business Survey has been conducted twice a year since 1999. Its function is to monitor trends, identify key issues affecting the growth of Taranaki businesses and provide timely, accurate and valuable information to Taranaki businesses and stakeholders.

This research report has been independently analysed and prepared for Venture Taranaki by Red Eye Limited.

Venture Taranaki would like to acknowledge the New Plymouth District Council for its support with this initiative.

3.0 Methodology

The Venture Taranaki Business Survey is undertaken every six months in May and November. Survey forms are mailed out to 1000 Taranaki businesses spread throughout the region. Survey recipients were randomly selected from the New Zealand Business Directory Database (UBD), and considerable effort has been dedicated to ensuring the sample is representative of industry sector and geographic location. The survey questionnaire comprises two sections; a standard economic/business section and a special topic section. The special topic for this survey focused on exporting and importing as well as seeking feedback concerning Venture Taranaki's regional intelligence publications/services.

As at February 2004, there were 8111 businesses operating in the Taranaki region (Statistics New Zealand). The distribution of businesses across Taranaki districts is detailed below:

Table 1: Taranaki Business Population

District	Number of Business Operating	Percent of Taranaki Businesses
New Plymouth	5398	66%
Stratford	730	9%
South Taranaki	2003	25%

The survey sample is reflective of the sub-regional business distribution between the New Plymouth, South Taranaki and Stratford Districts. In addition to business location, surveys were distributed in proportion to industry type.

In total, 221 completed survey forms were received by the close-off date. This equates to a response rate of 22.1 percent. The survey aims to achieve a confidence level of 95 percent (plus or minus five percent) that survey results are representative of the entire Taranaki business population. This outcome is dependent on the willingness of participants to complete and return the postal survey forms. As analysis throughout this report is, in parts, broken down by industry sector and district, it should be highlighted that the 95 percent (plus or minus five percent) confidence interval is relevant to overall results, and not at industry and district level (see appendix for confidence intervals at variable levels). Due to the larger interval at variable level, care should be taken when interpreting some results.

4.0 Respondent Profile

Of those businesses which responded to the Survey, 66.5 percent were located in the New Plymouth District, 22.2 percent in South Taranaki and 7.2 percent in Stratford. A total of 4.1 percent of businesses operated from branches located throughout Taranaki (or didn't identify a location). These proportions are in alignment with the required representative samples.

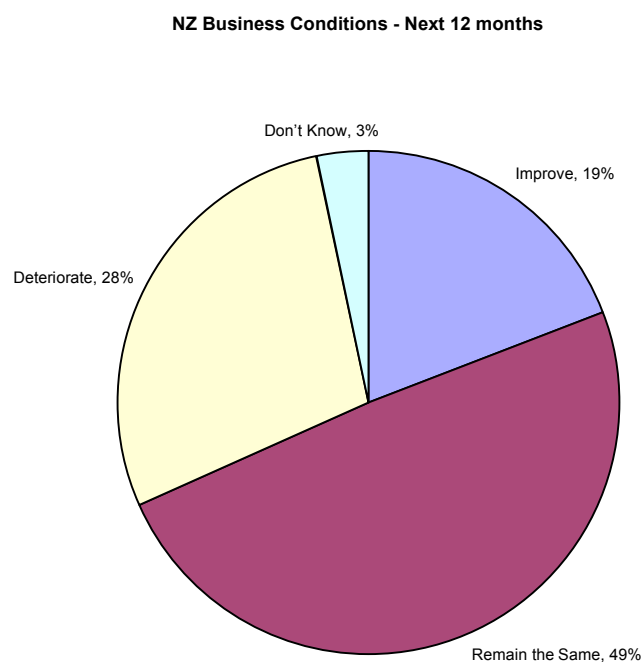
A total of 21.7 percent of respondents considered their primary business operation as 'retail and wholesale trade', while 10.6 percent reported they operated in the 'property, business, finance, insurance services' sector. A further 16.1 percent identified themselves as 'manufacturing' businesses, 10.1 percent in community/Government services and 10.1 percent as building/construction. All other industry sectors each comprised of less than 10 percent of respondents.

The majority of businesses (36.8 percent) reported having between one and four staff, 26.4 percent had between five and nine staff, and 19.1 percent had between 10 and 19. The remaining 17.8 percent of businesses have 20 or more people working in the business.

5.0 Economic Findings

5.1 New Zealand Wide Business Conditions

Respondents were asked to predict the general business outlook for New Zealand over the next 12 months. The majority of responding businesses (48.9 percent) predicted that general business conditions in New Zealand would remain the same. However, a reasonable proportion anticipated conditions would deteriorate (28.2%) and 19.2% believed the New Zealand economy would improve.



This reflects a small but heartening improvement in confidence by local businesses in the national economy, from the last survey (taken 6 months previously). More businesses believe that the economy will remain stable or improve, and less anticipated a slowing in the economy (28.2 percent) relative to 6 months ago (36.5 percent). Approximately 3.2% of respondents reported they did not know.

When analysing results by district, slightly higher levels of optimism were indicated by respondents based in New Plymouth District (19.3 percent) and South Taranaki (18.4 percent) on the basis of percentage of respondents anticipating an improvement in economic conditions on a national basis, whilst those in Stratford appeared more cautious.

New Zealand-Wide Conditions: Predictions for the Next 12 Months by District*

Prediction	NPD	SD	STD
Improve	19.3%	12.5%	18.4%
Remain the Same	49.7%	43.8%	49%
Deteriorate	27.6%	31.3%	32.7%
Don't Know	3.4%	12.5%	0%

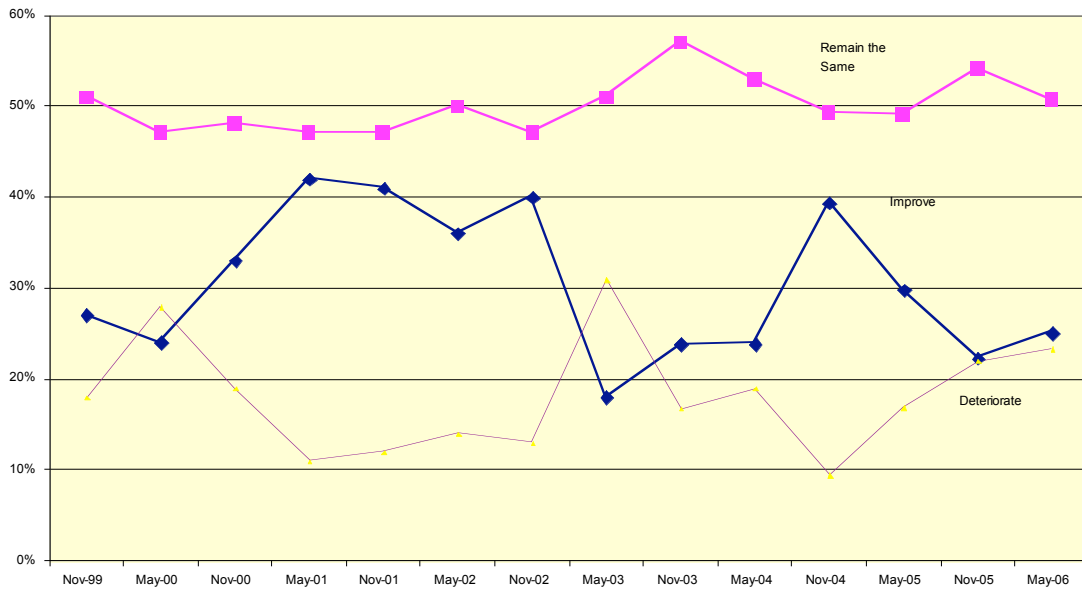
** Balance reflects respondents located throughout Taranaki, thus were not district specific. Due to rounding factors, some outcomes may not total 100% with precision.*

5.2 Industry Conditions

Respondents were asked to predict industry conditions for the coming 12 months with respect to their own industry sector. Once again, the majority of respondents (50.7 percent) anticipate stable industry conditions in the months ahead. 25.1 percent anticipate conditions will improve, whilst 23.3 percent foresee deterioration.

Although the status quo reflects the assessment of the majority of survey participants, relative to six months ago, local businesses appear more inclined to adopt a stance of either anticipating economic improvement in their industry (up 2.8 percent) or decline (up 1.3 percent).

Industry Conditions Outlook



The oil and gas industry appeared the most optimistic (75 percent predict improvement) followed by the communications industry (36.4 percent). Those in the agriculture industry were the least bullish (5.3 percent).

Businesses based in New Plymouth appear more optimistic regarding conditions in their own industry in the coming 12 months, however they were also less likely to anticipate that the status quo would prevail. Consequently similar levels of pessimism were recorded for all districts.

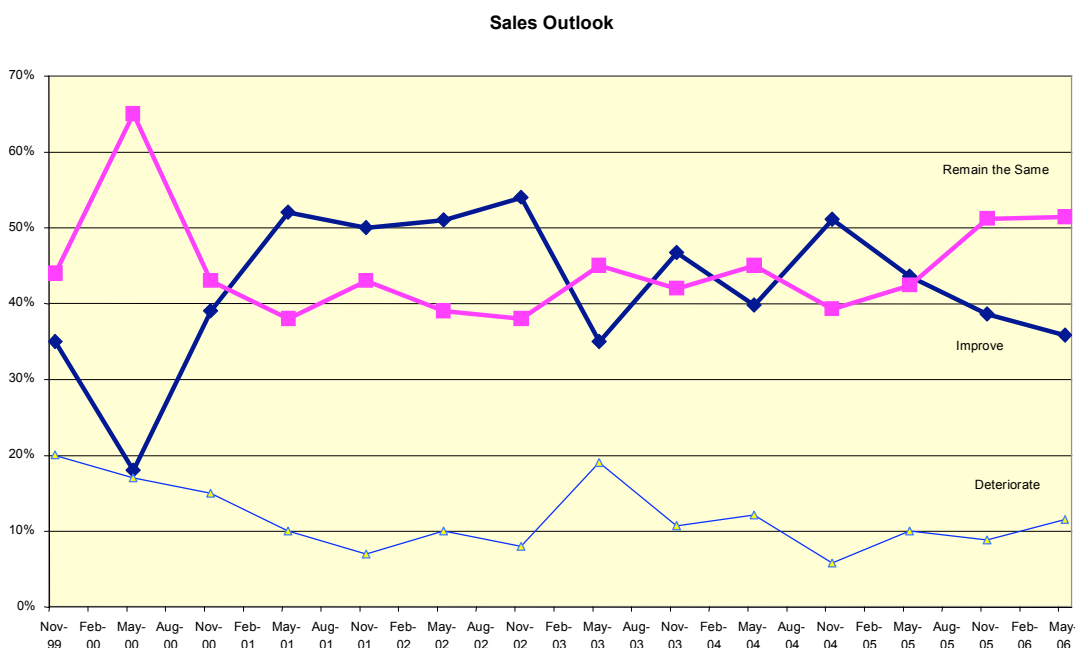
Industry Conditions: Predictions for the Next 12 Months by District

Prediction	NPD	SD	STD
Improve	27.6%	12.5%	20.4%
Remain the Same	48.3%	62.5%	55.1%
Deteriorate	23.4%	25.0%	22.4%
Don't Know	0.7%	0%	2%

- Balance reflects respondents located throughout Taranaki, thus were not district specific. Due to rounding factors, some outcomes may not total 100% with precision.

5.3 Sales/ Customer Levels

Businesses predominantly anticipate sales to remain at the status quo for the next six months, with 51.4 percent of respondents indicating sales levels will remain the same (compared with 51.2 percent in the previous survey) and 36.1 percent foresee an increase (compared with 38.6 percent in November 2005). Approximately 11.5 percent believe decreased sales are likely – this is slightly up on the last survey when 8.8 percent anticipated a decrease. One percent reported being unsure.



New Plymouth-based respondents proved most optimistic with regard to sales levels, as 39.6 percent anticipate levels will improve over the coming six months. However they also proved to be the most pessimistic, with 11.8 percent anticipating a tighter sales forecast.

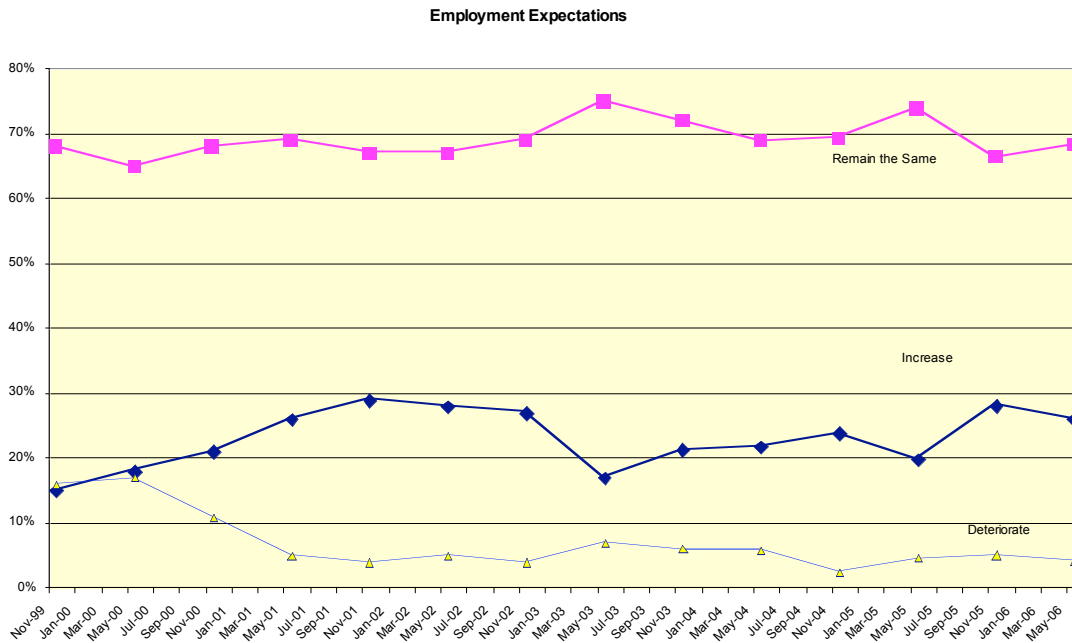
Sales/ Customer Levels: Predictions for the next 6 Months by District

Prediction	NPD	SD	STD
Improve	39.6%	25%	30.6%
Remain the Same	47.2%	62.5%	59.2%
Deteriorate	11.8%	6.3%	10.2%
Don't Know	1.4%	6.3%	0%

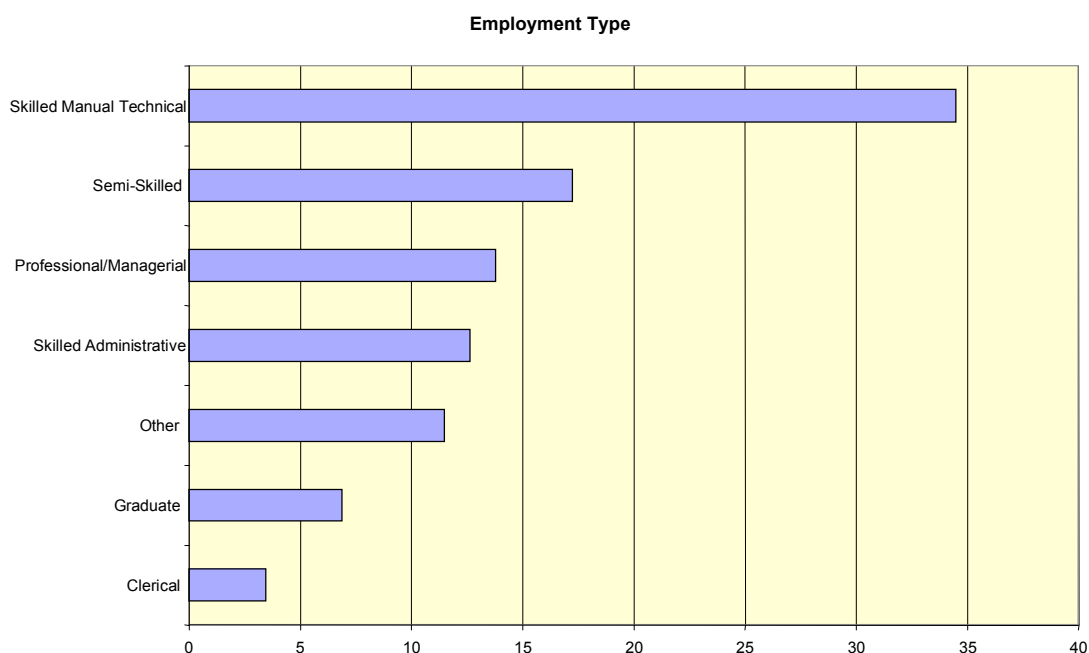
* Balance reflects respondents located throughout Taranaki, thus were not district specific. Due to rounding factors, some outcomes may not total 100% with precision.

5.4 Employment Levels

Respondents were asked to indicate whether they expected employment levels to change over the next six months. The majority of respondents (68.4%) anticipate employee numbers will remain the same, whilst 26 percent anticipate a need to increase employee numbers within their own business in the next six months. These outcomes are very similar to the employment situation of six months ago when 66.4 percent anticipated the status quo, and 28.1 percent an increase. Only 4.1 percent of respondents indicated staffing levels would decrease, with the balance (1.4 percent) of survey participants reporting they were unsure.



Of those respondents who indicated employees were required, most anticipated requiring 'Skilled Manual Technical', 'Semi-Skilled' staff and professional/managerial staff. Clerical were among the least required.



When reviewing employment demand across industry sectors, businesses operating in the oil/gas industry, as well as manufacturing and construction industries appeared more likely to be taking on new staff, relative to other industries.

When analysing predicted employee requirements for the coming six months at a sub-regional level, the majority of businesses predicted employment requirements are set to remain the same, irrespective of location. However, employment expectations were higher in South Taranaki and New Plymouth than Stratford, although businesses anticipating a contraction in staffing levels (whilst small) were also more apparent in these districts.

Table 5: Employment Levels: Predictions for the Next Six Months by District

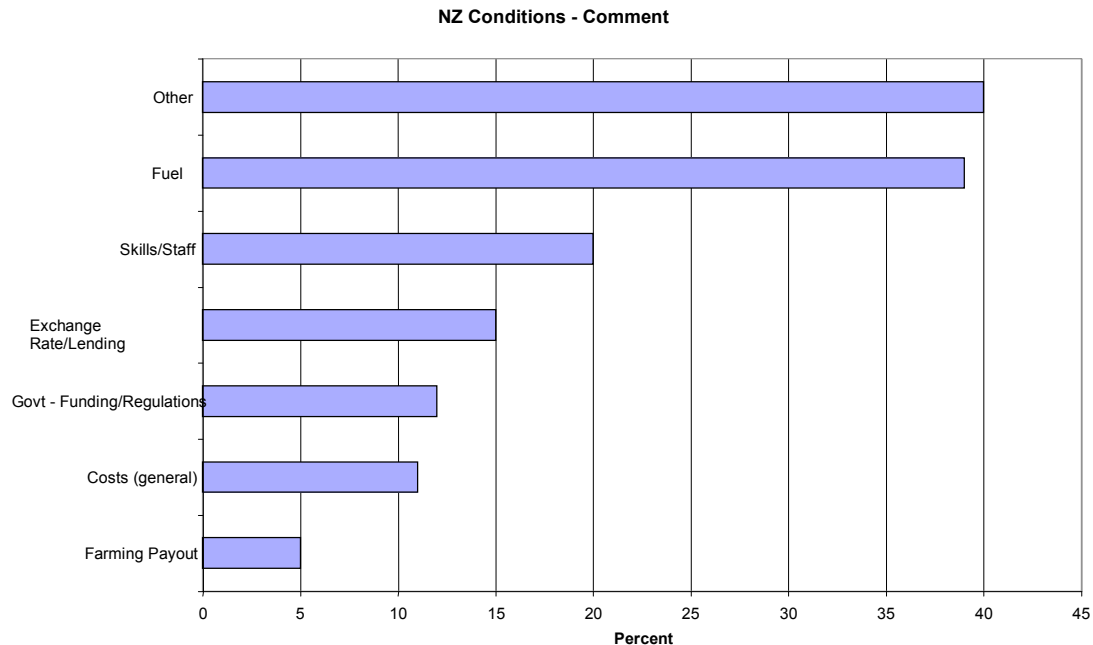
Prediction	NPD	SD	STD
Improve	26.8%	6.3%	33.3%
Remain the Same	66.2%	93.8%	62.5%
Deteriorate	4.9%	0%	4.2%
Don't Know	2.1%	0%	0%

** Balance reflects respondents located throughout Taranaki, thus were not district specific. Due to rounding factors, some outcomes may not total 100% with precision.*

6.0 Comments on Taranaki Business Conditions

The survey provided respondents with a section to express any pressing issues or concerns relating to Taranaki business conditions. A total of 138 respondents provided commentary, and an analysis of their

responses indicated that fuel prices, the exchange rate, cost pressures, skill/employment shortages, Government (regulations, funding etc) and the dairy payout were amongst the prime issues on the minds of Taranaki business respondents. Other items included oil and gas development, Telecom Broadband and weather.



The following lists a cross-section of this commentary:

The minimum wage increases for youth and adults. The four- week annual leave.

Food prices.

Lack of good product. Higher cost of living resulting in lower disposable income.

Increased prices across the board.

Rising cost of electricity and petroleum products.

Mortgage rates and immigration.

Cost of energy.

Compliance cost.

Weakening NZ dollar hurts imports.

NZ value and commodity prices.

Farmers are being cautious with their cheque books.

Increasing costs to farmers without corresponding payout increases.

Tightening of the market. People not willing to obtain loans.

Low dairy payout. Increasing costs for farmers and business.

Currency. NZ dollars does affect material costs.

Bird flu. NZ dollar. Exchange rate.

Mortgage lending rates. Uncertainty over long-term.

Tax - too much.

High tax rate.

Increasing Government paperwork.

New regulations.

Too much red tape, regulations and petrol prices.

Local body regulations - sub divisions etc.

Funding - Govt related.

Current economic uncertainty being pushed out of Beehive via media.
 Freight costs.
 Business will suffer with the increase in fuel prices and increase of wages.
 Petrol prices. A lot of our suppliers are folding.
 Petrol prices are increasing prices of all products.
 Increasing cost of raw materials - fuel and exchange rate.
 Too much compliance cost. Fuel prices.
 Fuel costs. Lack of qualified staff. Employment issues.
 Increased competition. Higher freight costs.
 Season. High petrol prices. Uncertain lending rates.
 Lack of skilled and qualified people.
 Lack of good staff.
 Lack of available trained electricians.
 Lack of trained staff and cost of parts and freight.
 Lack of rural GPs.
 Lack of reliable new staff when needed.
 Availability of qualified staff. Wage scales rising without improvements in sales.
 Minimum wage.
 Employing staff. Employers have no rights to discipline or sack staff.
 Labour shortages. Power prices.
 Shortage of qualified/experienced personnel driving up wages.
 Disposable income for families.
 Excess competition.
 Drilling, exploration and development.
 The shows at the Bowl have brought an influx.
 Telecom line unbundling for Broadband access.
 Taranaki's economy is still buoyant and there is still a lot of building activity happening locally.
 Lack of confidence.
 Too much work.
 The future of natural gas to our customers.
 Less sponsorship dollars available.
 Two new PackNSave supermarkets in NP & Hawera, and NPBHS upgrade. Commercial growth steady.
 Low standard of supplier performance locally.
 Retail spending quieter.
 Inability to penetrate market dominated by big companies.
 More emphasis on health issues by the general public.
 Overseas imports. Low quality products being imported. Not enough controls.
 Weather ! Changing demands from retail sector.
 Requiring new technology.
 USD dropping and fuel rising - increase of freight.
 Buoyant oil & gas is great but need to diversify and export to sustain growth.
 A lack of project work in the industrial sector.
 A general move for the public at large to move to more convenient shopping.
 Progressive supermarket demanding 15% rebate for selling product in their stores.

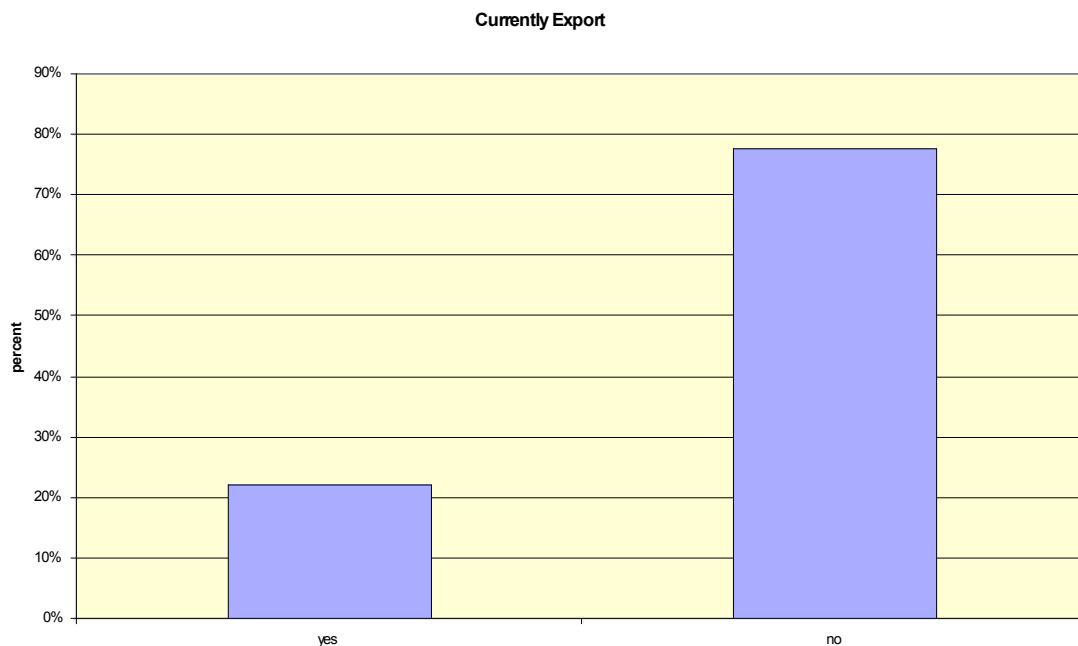
7.0 Special Topic (1) – Exporting and Importing

The survey also gauged the extent Taranaki businesses were exporting and/or importing products/services to/from Taranaki from other parts of the country and also offshore. Questions included the value of such activities and the method of transportation used.

7.1 Exporting:

a. Percent of businesses Exporting

A total of 22.2 percent of respondents indicated they exported products and services outside Taranaki. Around 77.8 percent reported they did not export.

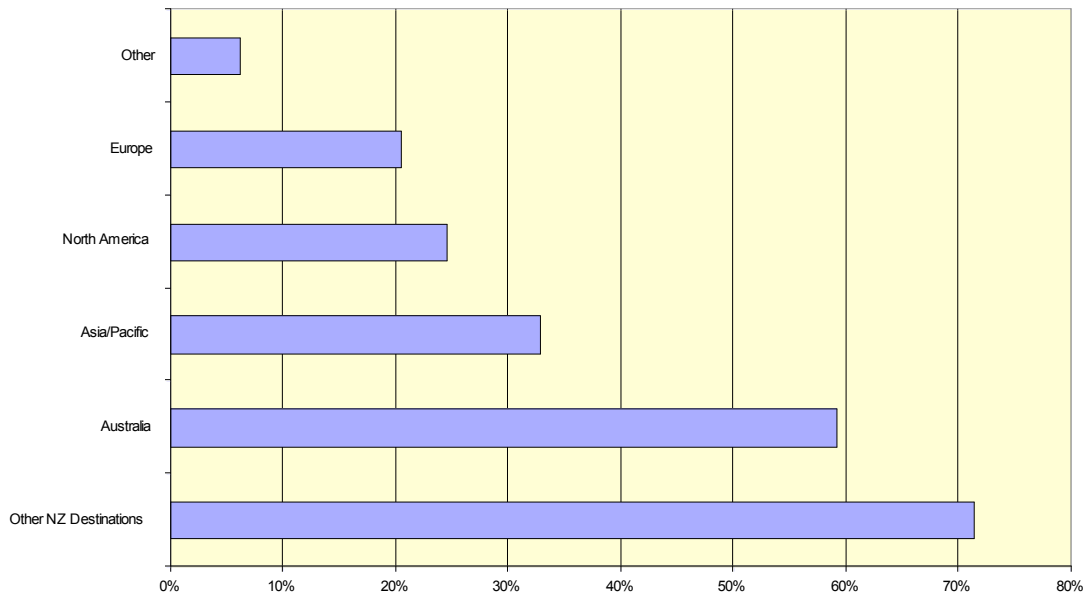


(* With respect to a survey non-response to this question, this was interpreted as an indication that the respondent did not export).

b. Export Destination

Of those exporting, some respondents sent their product or service to more than one destination. A total of 71.4 percent reported they exported to other locations in New Zealand. Australia represented the major off-shore exporting destination (59.2 percent of survey respondents exporting to this location), and 32.7 percent exported to Asia/Pacific locations, 24.5 percent to North America and 20.4 percent to Europe.

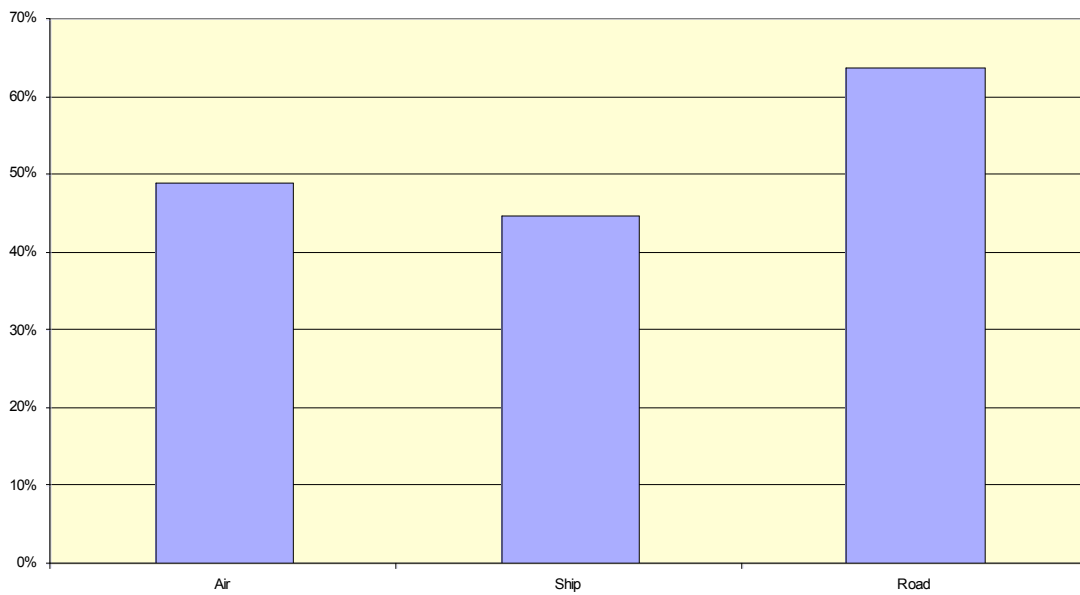
Export Destination



c. Transportation

Although road was frequently used as a transportation method (64 percent), ship was also utilised (44.7 percent) as well as air (48.9 percent). Some respondents highlighted they exported via electronic means (this option was not catered for within the survey response categories).

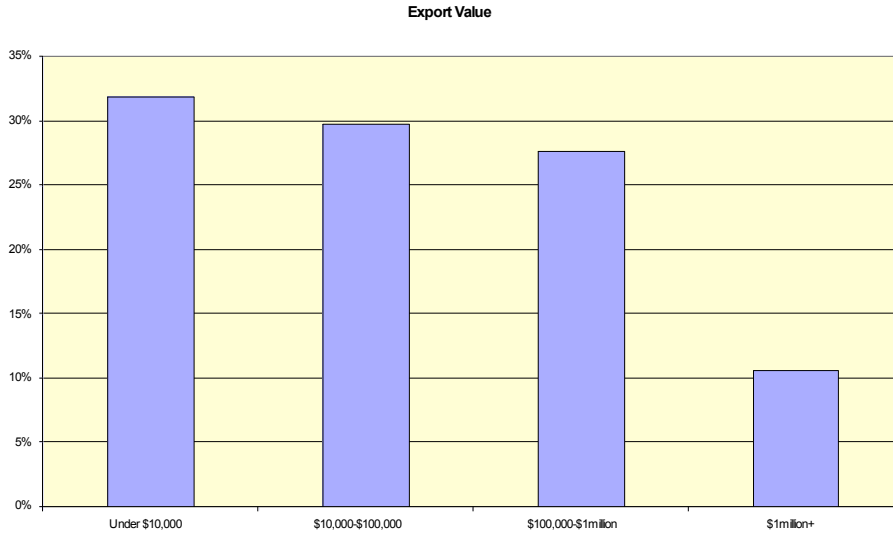
Export method



*Some respondents used more than one transportation method

d. Value of Exports

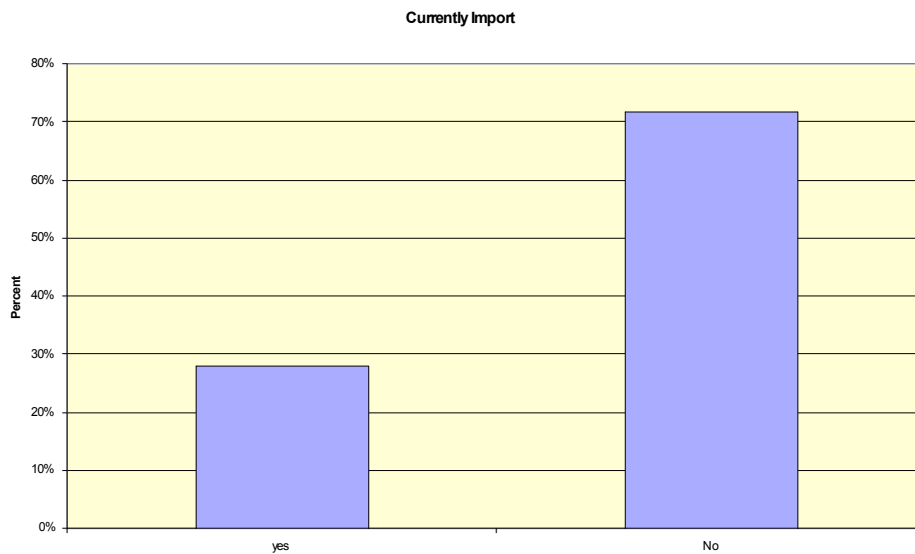
Approximately 32 percent of exporters estimated the value of their exports as less than \$10,000, 30 percent indicated it was between \$10,000 - \$100,000, and 28 percent stated it was in the realm of \$100,000 - \$1 million. A total of 11 percent of respondents exported in excess of \$1 million p.a.



7.2 Importing

a. Percent of Businesses Importing

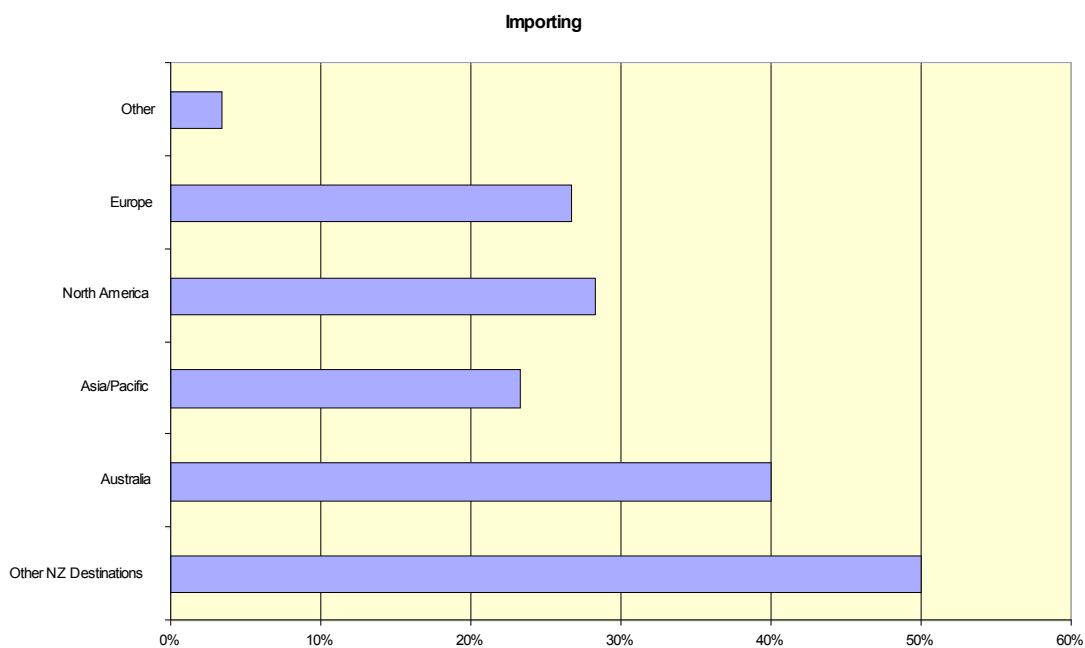
A total of 28.1 percent of respondents indicated they imported products and services into Taranaki (from locations outside the region). Around 71.9 percent did not import.



*With respect to a survey non-response to this question, this was interpreted as an indication that the respondent did not import.

b. Location of Sourced Imports

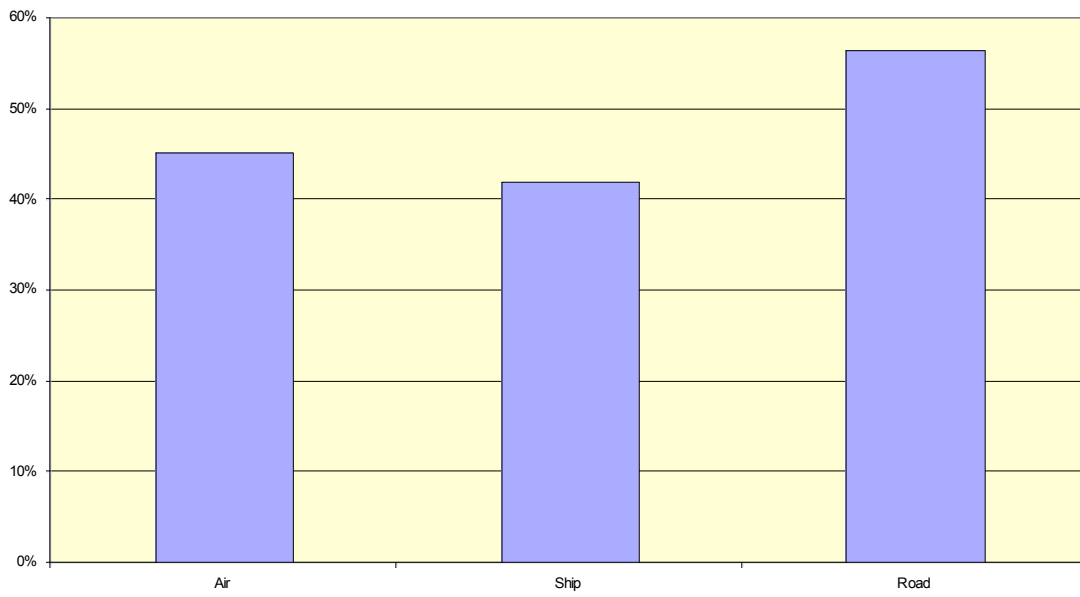
Other New Zealand locations was the predominant source of imported products/services (used by 50 percent of respondents), however Australia was also popular, with 40 percent indicating they imported products/services from this offshore market. A total of 23.3 percent imported from Asia/Pacific locations, 28.3 percent from North America, 26.7 percent from Europe and the balance (3.3 percent) comprised other locations.



c. Transportation

Importers sometimes used more than one transportation method to bring their products/services into the region. Road was used by 56.5 percent of importers, air comprised 45.2 percent and shipping was reported by 41.9 percent.

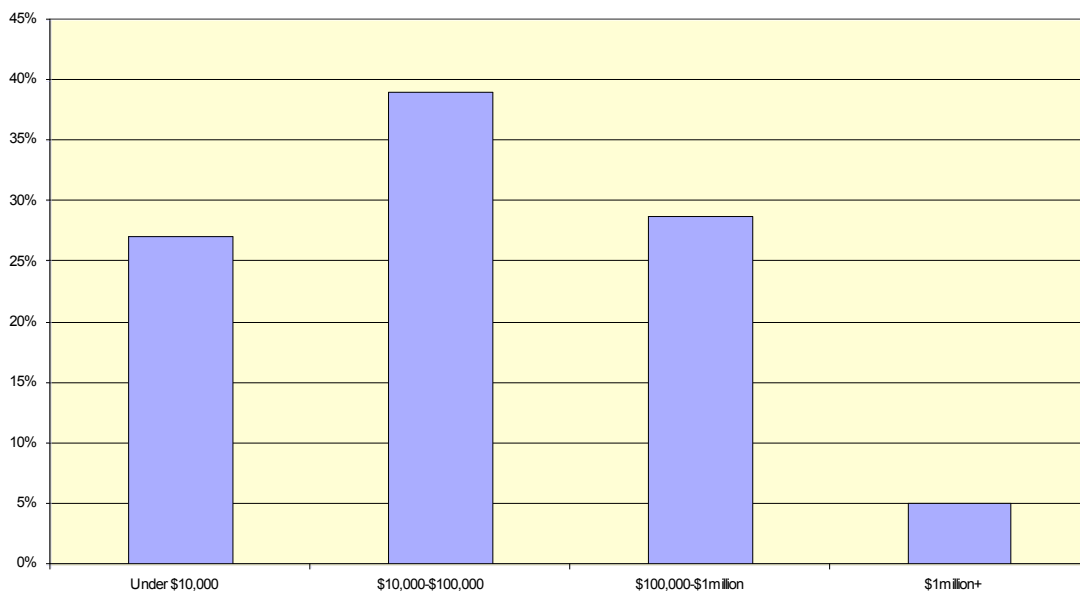
Import Method



d. Value of Imports

A total of 39 percent of exporters estimated the value of their imports as between \$10,000 - \$100,000 and 29 percent stated it was between \$100,000 - \$1 million. Around 27 percent of respondents indicated it was less than \$10,000, whilst only 5 percent valued it as in excess of \$1 million p.a.

Import Value



7.3 Importing/Exporting Barriers for Taranaki Businesses

Businesses were asked to provide comment on barriers concerning developing their exporting/importing operations. Very few respondents provided comment. Those that did primarily alluded to costs and transport issues.

Their comments are listed below:

Travel costs either by road or sea.

Road costs from ports.

Roading access north of New Plymouth to Te Kuiti.

Number of shipping companies out of Taranaki Port is not enough (no competition).

Transport - airport from South Taranaki.

Roads are poor - Mt Messenger.

Roading.

Competitive international prices and freight factor expensive from NZ.

No barriers in my line of importing.

Transportation costs are too high.

Transport from major ports.

7.4 Future Exporting/Importing Intentions

Very few respondents who weren't currently exporting or importing indicated that they intended to do so.

Only six respondents indicated they planned to export – five of whom indicated it was likely to be in the next 12 months.

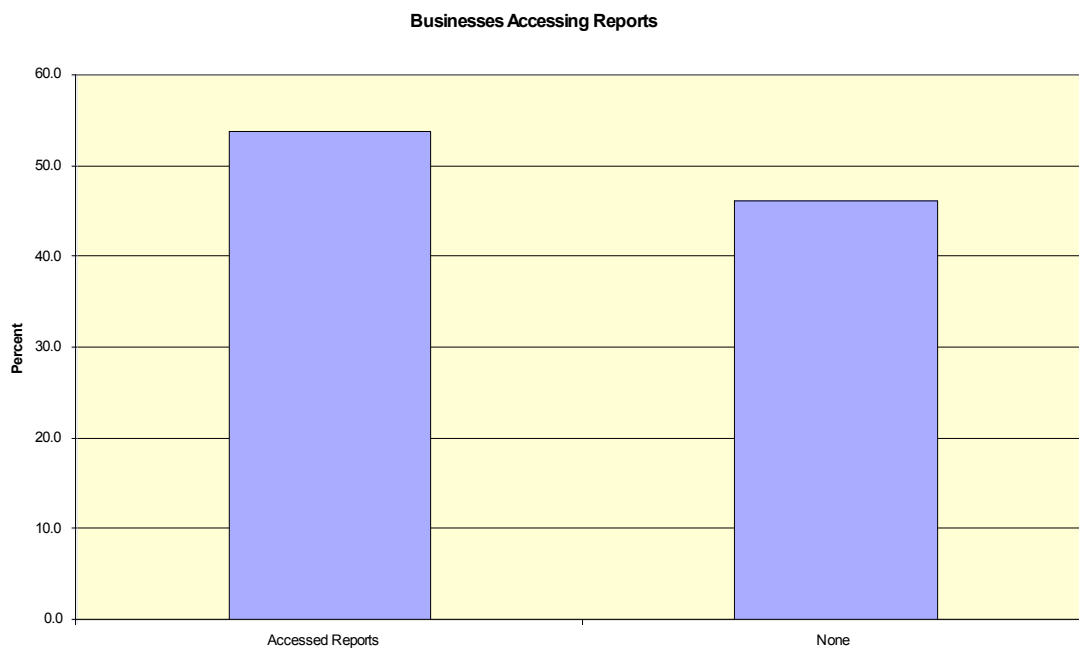
A total of 10 respondents indicated they intended to import product/services – four of whom signalled this was likely within the year, and four in the next 2-5 years. The remaining two respondents did not provide a response concerning their timing intentions.

8.0 Special Topic (2) – Venture Taranaki’s Regional Intelligence Publications

Venture Taranaki provides a range of regional intelligence and business information publications. Taranaki businesses responding to the survey were asked whether they accessed the various services/publications, and if so, to provide feedback concerning their value.

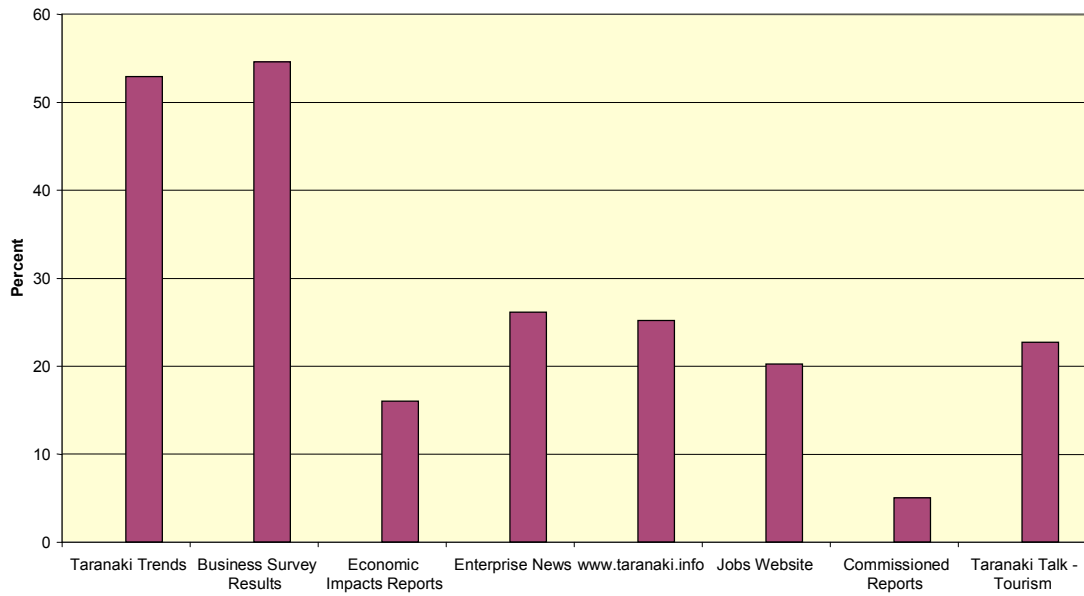
8.1 Publications/Services Accessed

A total of 53.8 percent of businesses responding to the survey indicated they accessed at least one of Venture Taranaki’s regional intelligence publications/services, whilst 46.2 percent stated they did not access any.



Of those respondents who accessed Venture Taranaki’s reports/business information services, Taranaki Trends (54.6 percent) and the Business Survey results (52.9 percent) were accessed the most, followed by Enterprise News (VT’s e-newsletter) (26.1 percent) and the agency’s web site www.taranaki.info (25.2 percent)

Regional Intelligence/Reports Accessed



8.2 Regional Intelligence/Publication Ranking

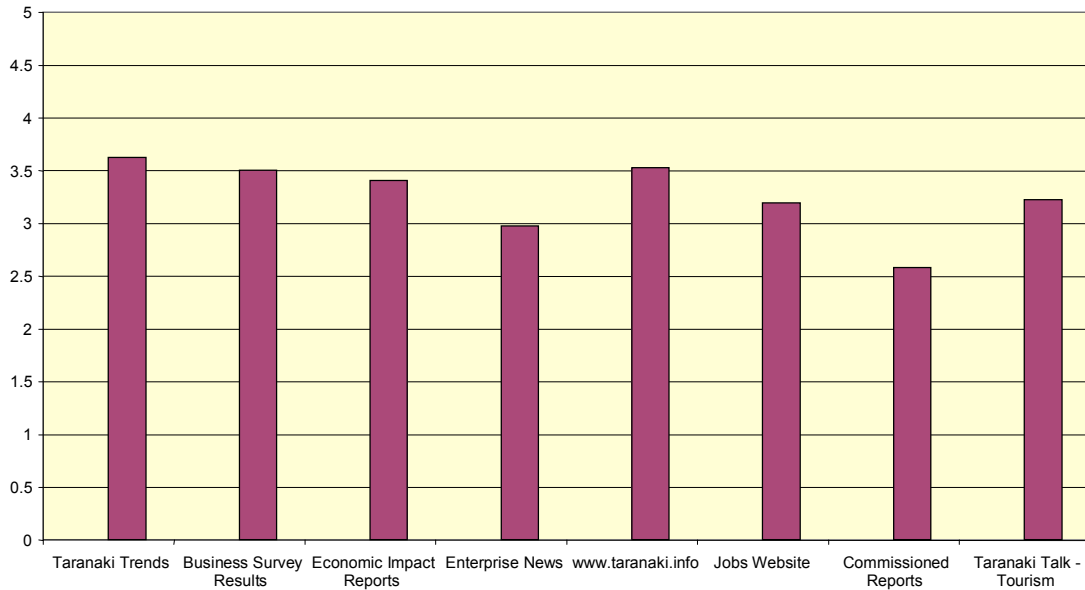
Businesses were asked to rank the (above) business information sources/publications (they were familiar with) on a scale from 1-5 (1 = not at all useful and 5= extremely useful).

The mean rankings of the publications are itemised in the following table and the results are also displayed visually (refer to the graphic).

Source	Mean Ranking
Taranaki Trends	3.62
Business Survey Results	3.50
Economic Impact Reports	3.41
Enterprise News	2.97
www.taranaki.info	3.53
Jobs Website	3.19
Commissioned Reports	2.58
Taranaki Talk – Tourism	3.22

Taranaki Trends (3.62), Venture Taranaki’s website www.taranaki.info (3.53), and the Business Survey results (3.50) were ranked as being more useful relative to the other publications/services.

Regional Intelligence Ranking



8.3 Regional Intelligence/Publication Comment

Respondents provided the following comment on the publications/service, concerning quality, use and awareness:

- All things to do with tourism affect my business and everything is welcome.*
- No click through or email. Still get fax rather than email.*
- I jumped on the Taranaki.info site. Wouldn't mind looking at promoting Taranaki Like No Other brand.*
- Keep up the good work.*
- www.taranakijobsnz.com is a great idea but needs to be advertised more to be of greater use.*
- Online newsletters are currently very poorly put together and distributed.*
- Appreciate all info currently posted out.*
- Aren't aware of any of these publications.*
- All great publications/sites for information regarding business.*
- We would like to receive Taranaki Talk as it would help us in the motel industry.*
- I need to make more use of the service.*
- None are of use to us.*
- Just not relevant to our business. We get most of our business research info from our customers.*

9.0 CONCLUSIONS

The May/June 2006 survey highlighted the following results:

- ❑ In terms of the NZ economy, the majority of business respondents are anticipating the status quo will prevail (48.9 percent), 28.2 percent anticipate deterioration whilst 19.2 percent expect improvement. This reflects a small but heartening improvement in confidence by local businesses from the last survey undertaken six months ago.
- ❑ Fuel prices, exchange rate, cost pressures, skill/employment shortages, Government (regulations, funding etc) and the dairy payout were amongst the prime issues affecting Taranaki business. Other items mentioned included oil and gas development, weather and Telecom Broadband.
- ❑ In terms of industry-specific conditions, the majority of respondents (50.7 percent) anticipate the economy will remain the same. Although the status quo reflects the assessment of the majority of survey participants, relative to six months ago local businesses appear more inclined to adopt a stance of either anticipating economic improvement in their industry (up 2.8 percent) or decline (up 1.3 percent).
- ❑ Businesses in the oil and gas industry as well as those involved in communications proved the most optimistic, whilst those aligned with agriculture were the least.
- ❑ Sub-regionally, businesses in New Plymouth are more optimistic. However, all districts reported similar levels of pessimism concerning industry conditions.
- ❑ Sales levels are largely anticipated to remain the same in the coming six months, however the mood remains cautious and subdued with less businesses anticipating improved sales, and more anticipating deterioration than when the previous survey was undertaken six months ago.
- ❑ The majority of respondents anticipate employment levels will remain the same. However, 26 percent anticipate increasing staff numbers.
- ❑ Skilled manual and semi-skilled employees as well as professional/managerial positions are those in most demand.
- ❑ Respondents involved in oil/gas exploration, as well as manufacturing/construction are amongst those looking to increase staff.
- ❑ A total of 22.2 percent of respondents indicated they were involved in exporting.

- ❑ Of those who exported, 71.4 percent sent products/services to other locations in New Zealand, 59.2 percent to Australia, 32.7 percent to Asia/Pacific destinations, 24.5 percent to North America and 20.4 percent to Europe.
- ❑ Approximately 48.9 percent exported via road, 44.7 percent via ship and 48.9 percent by air.
- ❑ Around 32 percent of exporters estimated the value of their exports as being less than \$10,000. A total of 11 percent had significant operations valued at \$1 million plus. The remainder of respondents reported their operations as being between \$10,000 and \$1 million.
- ❑ Approximately 28.1 percent of survey respondents indicated they imported products/services into Taranaki.
- ❑ Around 50 percent imported from other New Zealand locations, 40 percent imported from Australia, 23.3 percent from Asia/Pacific, 28.3 percent from North America and 26.7 percent from Europe.
- ❑ Around 56.5 percent imported via road, 45.2 percent utilised air and 41.9 percent used ship.
- ❑ A total of 39 percent of importers valued their operations as being between \$10,000 and \$100,000. Only 5 percent of respondents valued their imports as being greater than \$1 million.
- ❑ Barriers to exporting and importing included costs and transport issues.
- ❑ Around 53.8 percent of survey respondents indicated they accessed one or more of Venture Taranaki's regional intelligence publications.
- ❑ Of those respondents who accessed Venture Taranaki's reports/business information services, Taranaki Trends (54.6 percent) and the Business Survey results (52.9 percent) were accessed the most, followed by Enterprise News (VT's e-newsletter) and the agency's website www.taranaki.info.
- ❑ Taranaki Trends (3.62), Venture Taranaki's website www.taranaki.info (3.53) and the Business Survey results (3.50) were ranked (on a scale from 1 – 5) as being more useful relative to the other publications/services.

APPENDICES

a. Confidence Levels

Confidence Interval at District Level:

District	Taranaki Population/Business	Sample Size	Confidence Interval (At 95%)
New Plymouth	5,398	147	7.97%
South Taranaki	2,003	49	13.85%
Stratford	730	16	24.25%
Throughout Taranaki/Other/	-	9	-
Taranaki Total	8,111	221	6.50%

Confidence Interval at Industry Level:

Industry Group	Taranaki Population/ Business	Sample Size	Confidence Interval (At 95% Confidence)
Manufacturing	547	35	16.04%
Retail/Wholesale	1,444	47	14.07%
Property/Business Services	2,792	23	20.35%
Recreational/Personal and Other Services	633	17	23.47%
Agriculture/Mining/Electricity/Construction	1,329	50	13.60%
Accommodation/Transport/Communications/Government	1,366	49	13.75%
All Industries	8,111	221	6.50%

NOTE: Industry sectors have been grouped where individual responses from sectors are not statistically significant. Analysis by industry and district should be interpreted as an indicator of trends only.

b. Disclaimer

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c. About this Report and Its Authorship

This Business Survey and analysis is an independent report commissioned by Venture Taranaki (Taranaki's regional development agency) and undertaken by Red Eye Limited. Red Eye Limited is a Specialist Projects and Research Company, based in Taranaki.

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