

# **The Taranaki Business Survey**

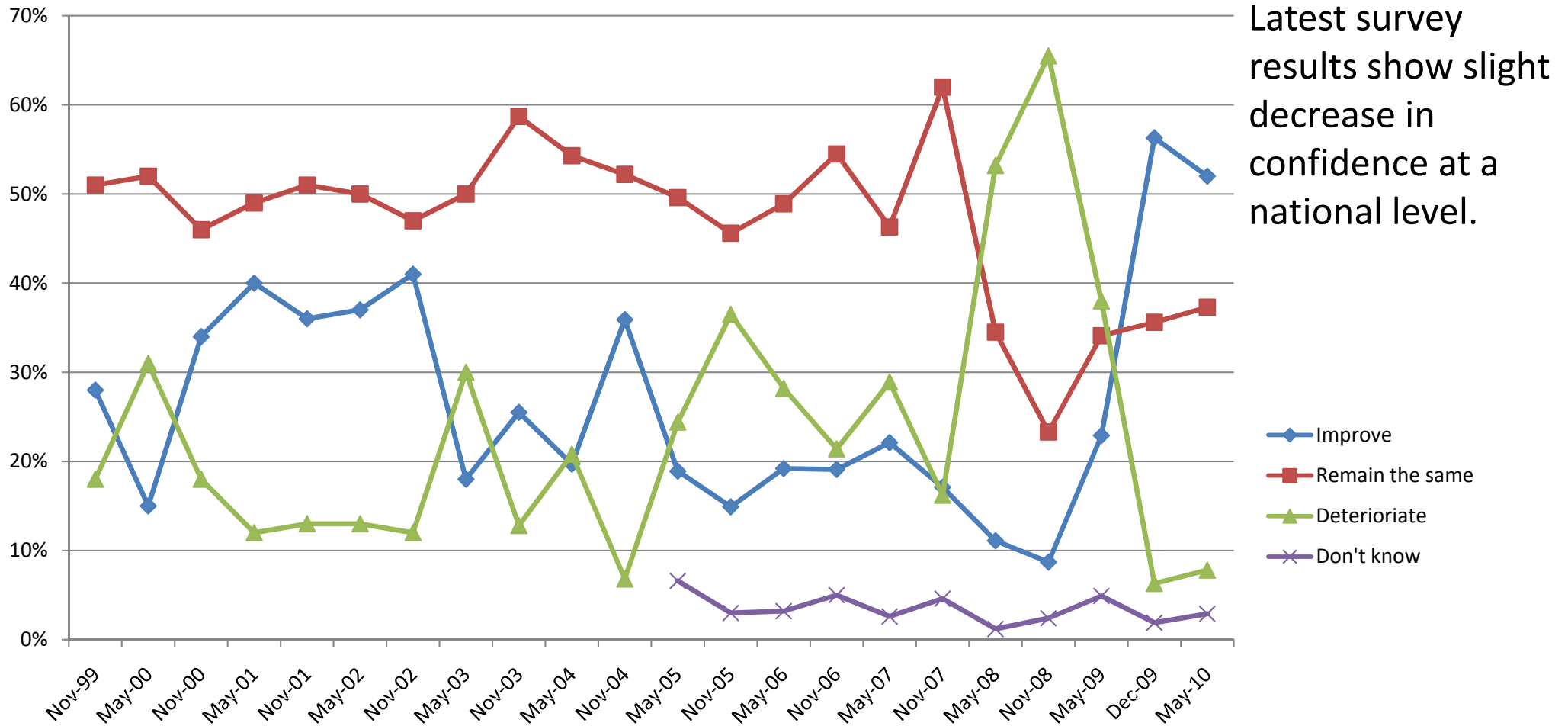
**June 2010 results**

# Taranaki Business Survey

- Monitors economic confidence by Taranaki businesses and their views on key business issues.
- Survey undertaken by Venture Taranaki 6-monthly for over 10 years
- Survey sent to 1000 Taranaki businesses, cross section of industry type, location, and business size
- Standard questions and special topics:
  - Taranaki's economic outlook
  - Budget 2010 impacts
  - Emissions Trading Scheme

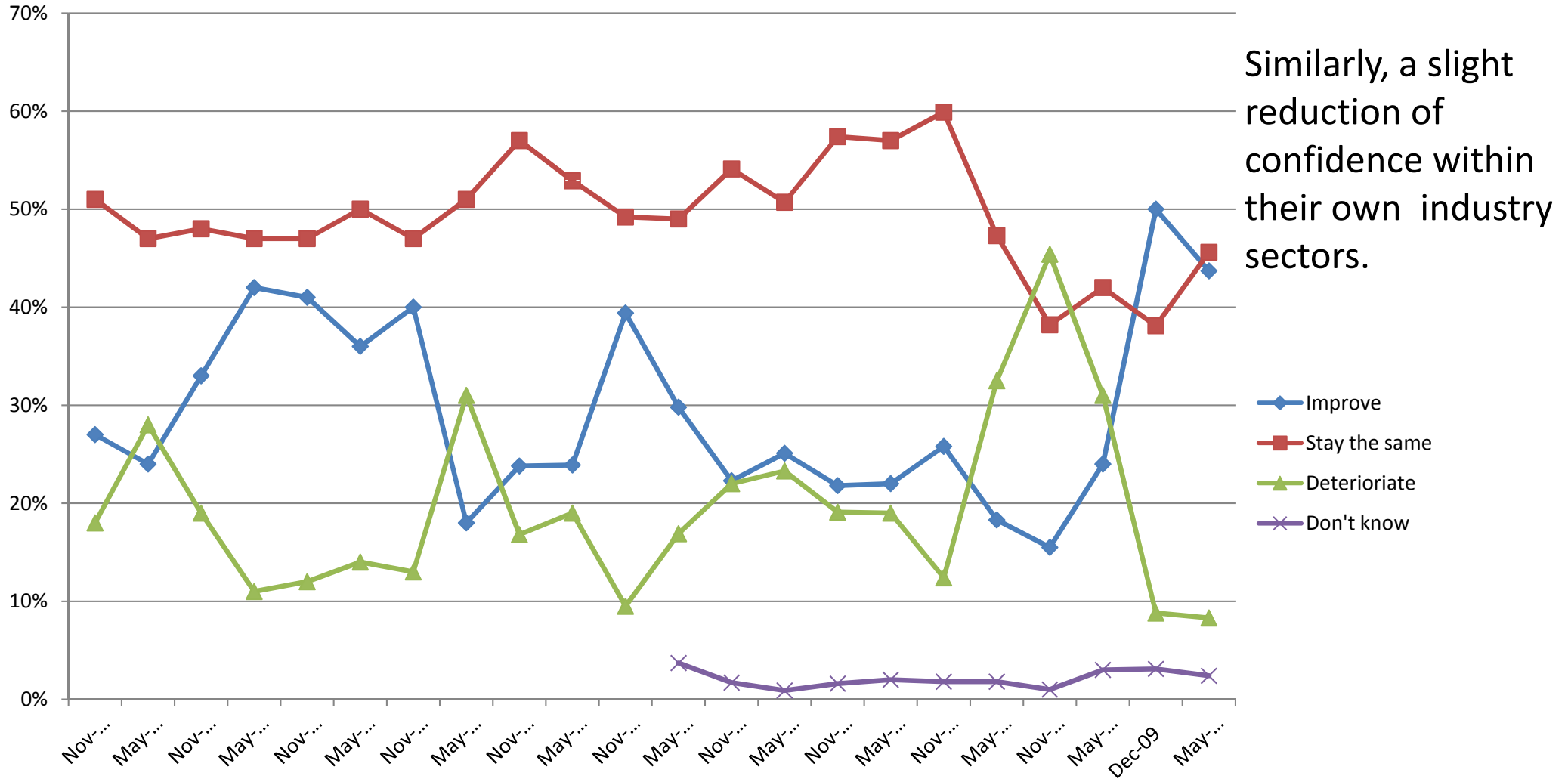
# NZ-wide conditions – next 12 months

## NZ Wide Economic Conditions



# Industry conditions: next 12 months

Industry conditions



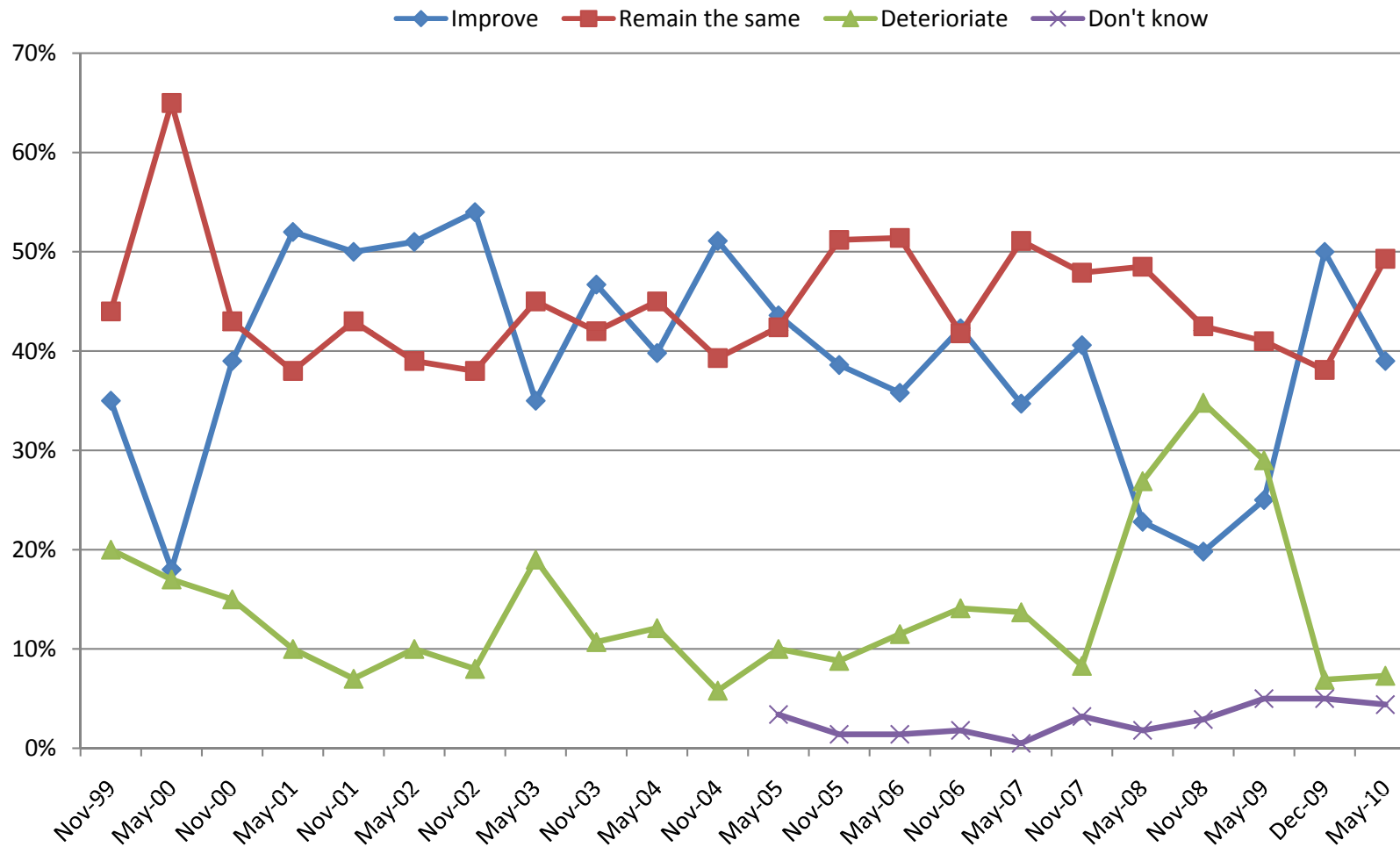
Similarly, a slight reduction of confidence within their own industry sectors.

# Taranaki Business Trends

- Outcomes relatively similar across all three districts
- Although:
  - Stratford outcome more emphatic - either more positive or pessimistic – than national results
  - South Taranaki respondents more extreme on industry specific projections

# Sales – next 6 months

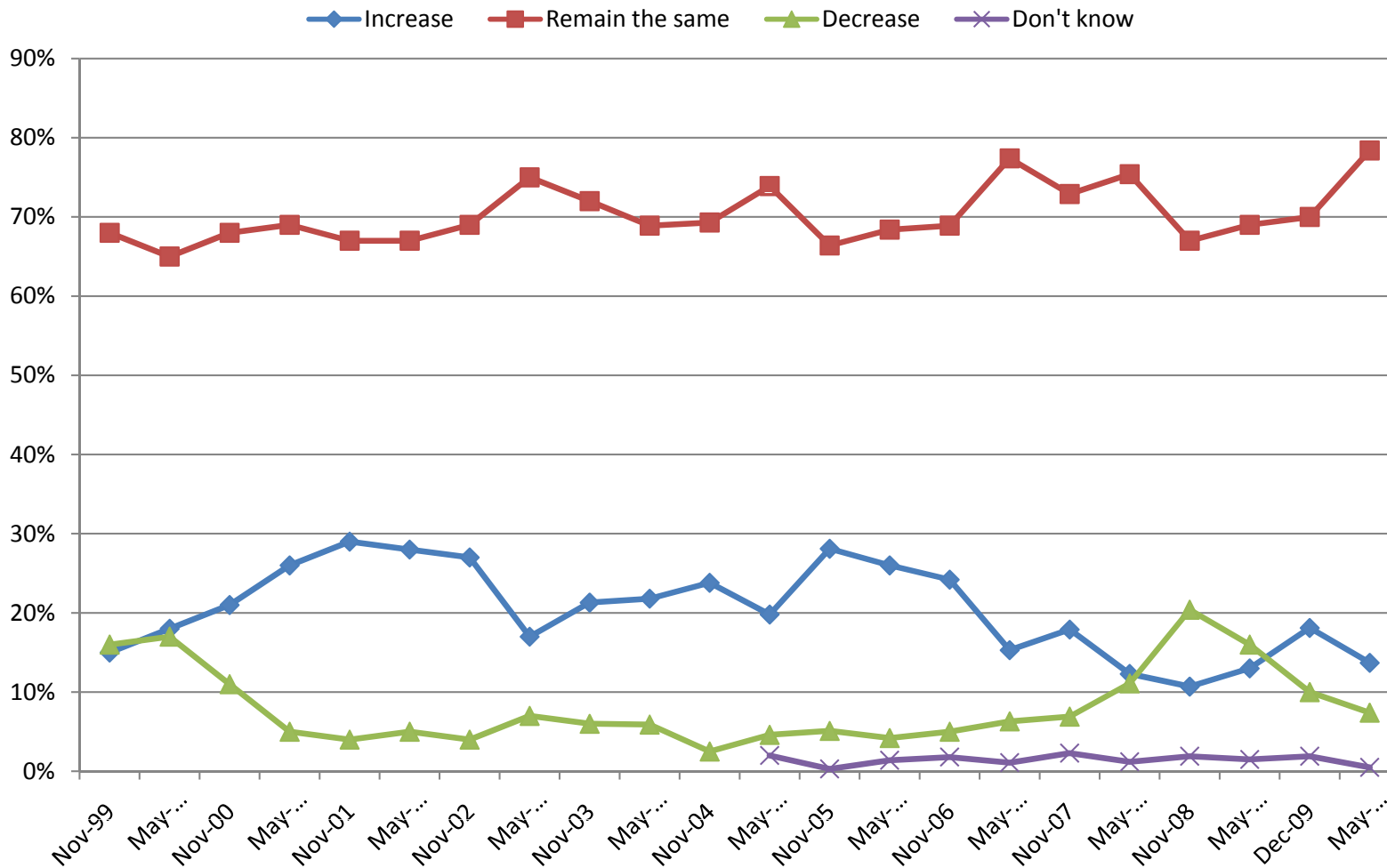
## Sales - next 6 months



- 39% believed that sales, customers or bookings will increase over the next 6 months. This is down from 50% in the previous survey results.

# Employee numbers – next 6 months

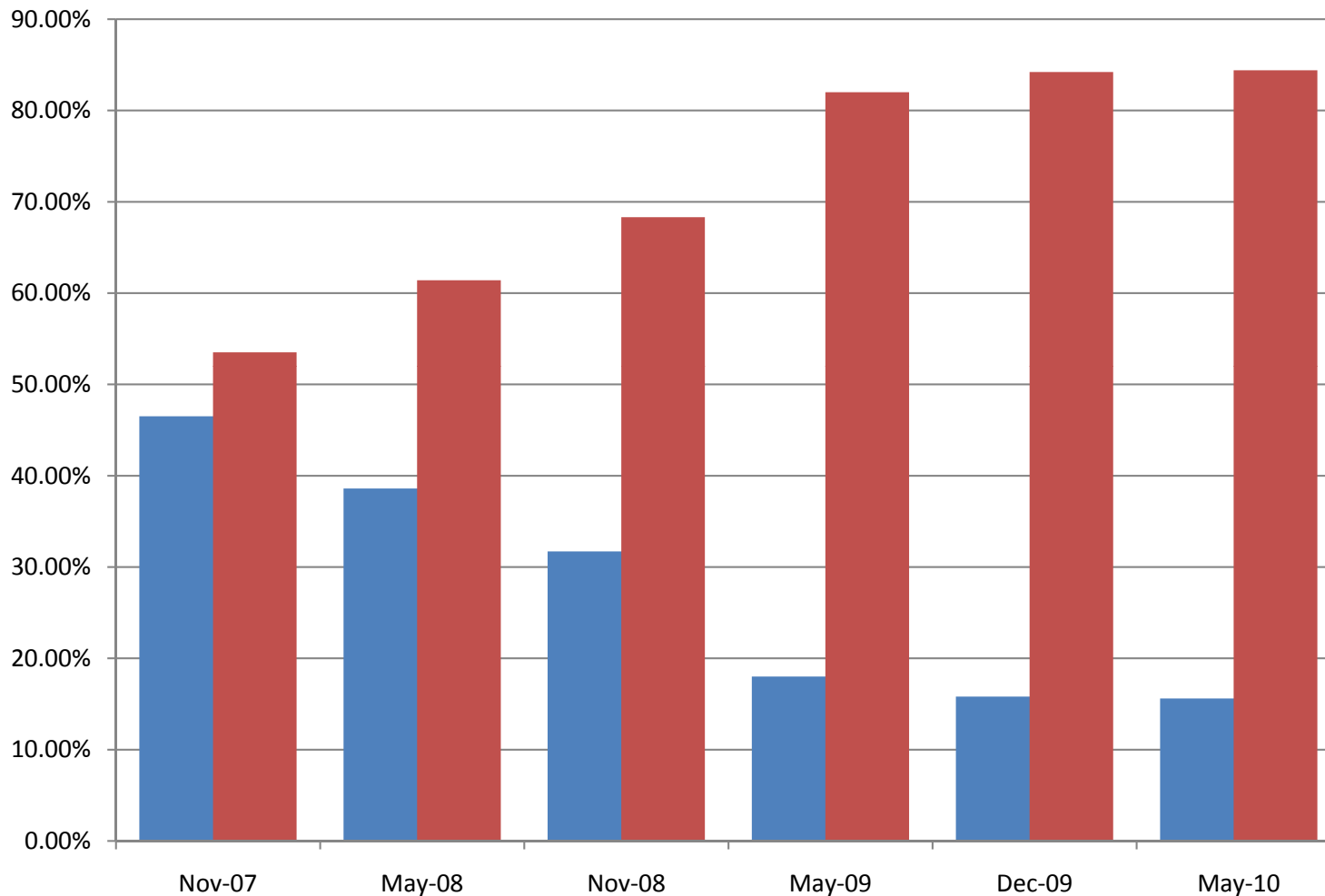
## Employment - next 6 months



- 14% anticipate a need for more staff in the next 6 months.
- The likelihood of layoffs appears on the decline. Workforce stabilisation and status quo prevails.

# Skill shortages or difficulty hiring?

Are you experiencing skill shortages?



- Skill shortages continue to decline
- 15.6% stated difficulties finding appropriate staff – down from 18% in May 2009 and 46.5% in November 2007.

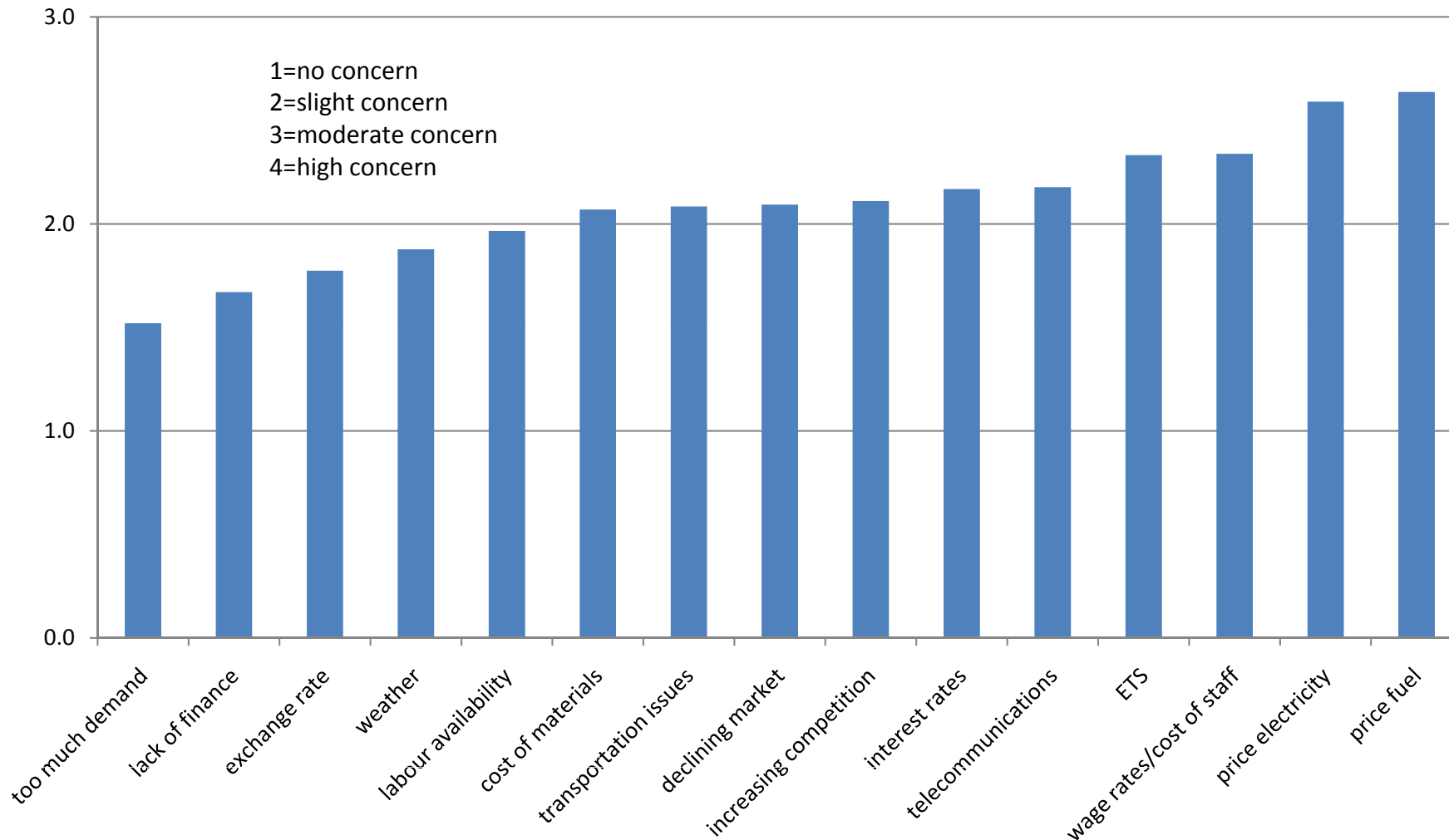


# Skill Shortages

## Key skills identified as difficult to attract:

- Electrical/engineer instrumentation
- Engineering skills
- High quality skilled drivers
- G.P. locums
- Qualified tradespeople
- Trained, skilled people with good base knowledge, experience, and a good work ethic

# Taranaki Business: concerns

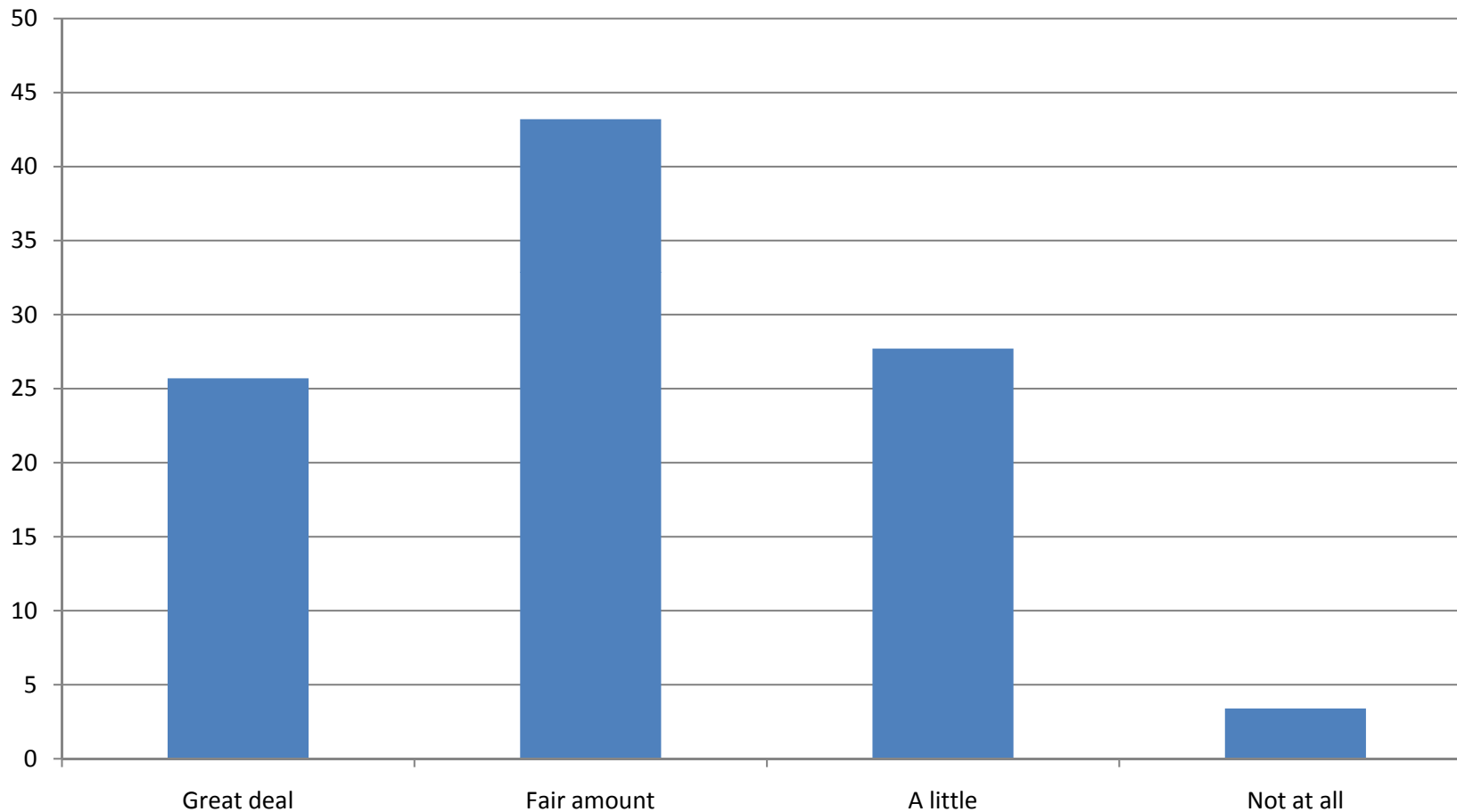




# Special Topic: Environmental impacts

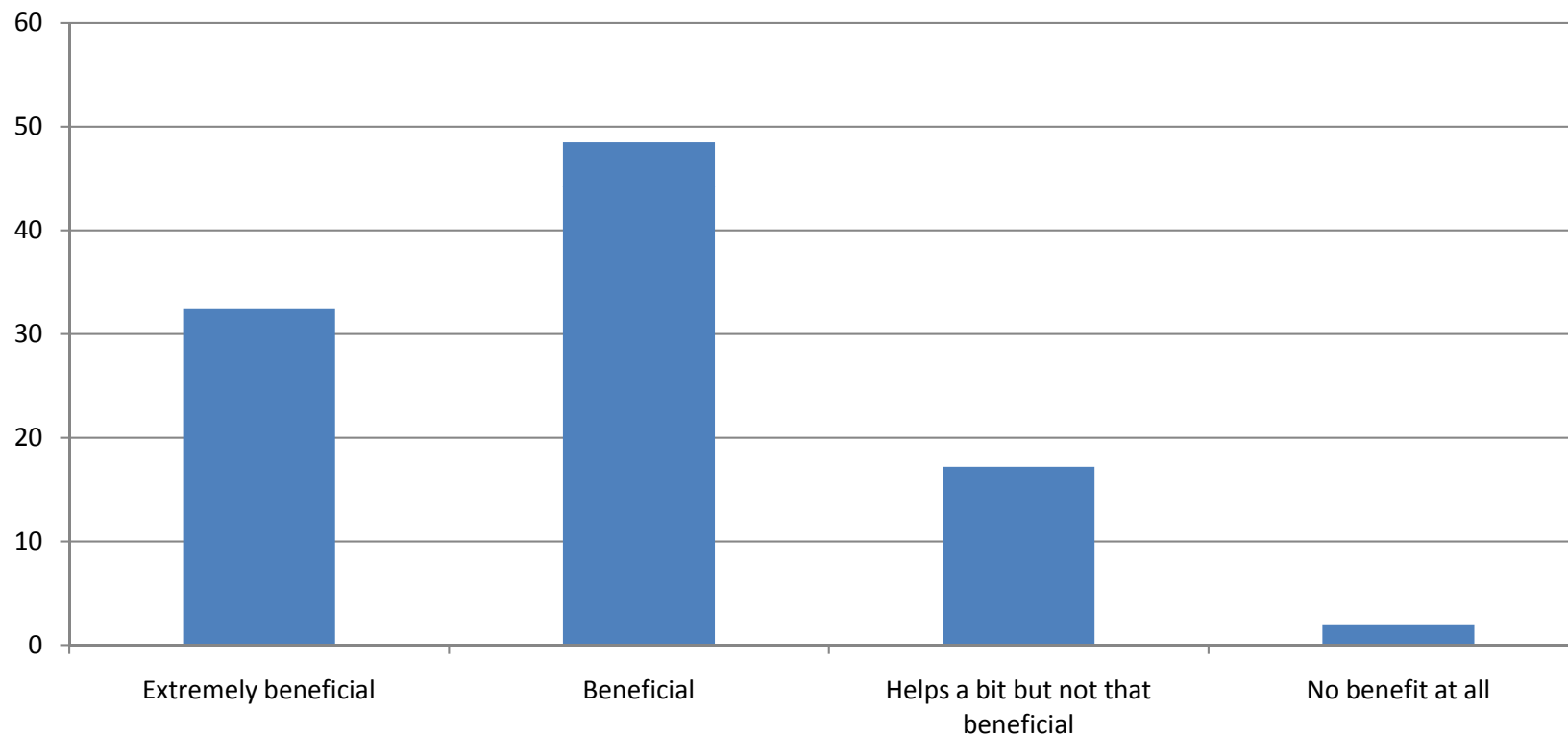
# Interest in environmental issues?

To what extent are you personally interested in environmental issues?



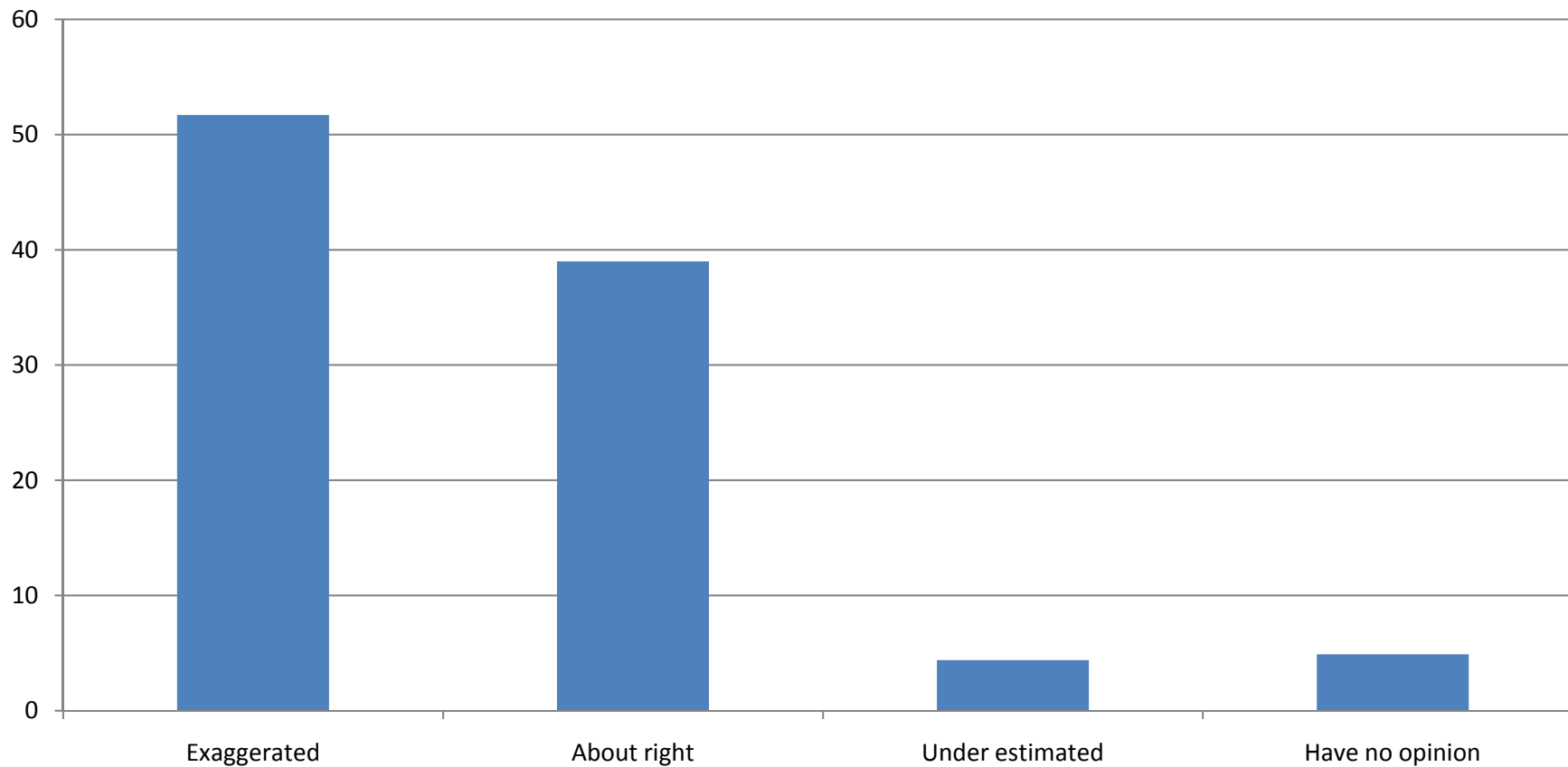
# Concern for clean green image?

Do you believe NZ's clean, green image is beneficial to NZ businesses when marketing products/services internationally?



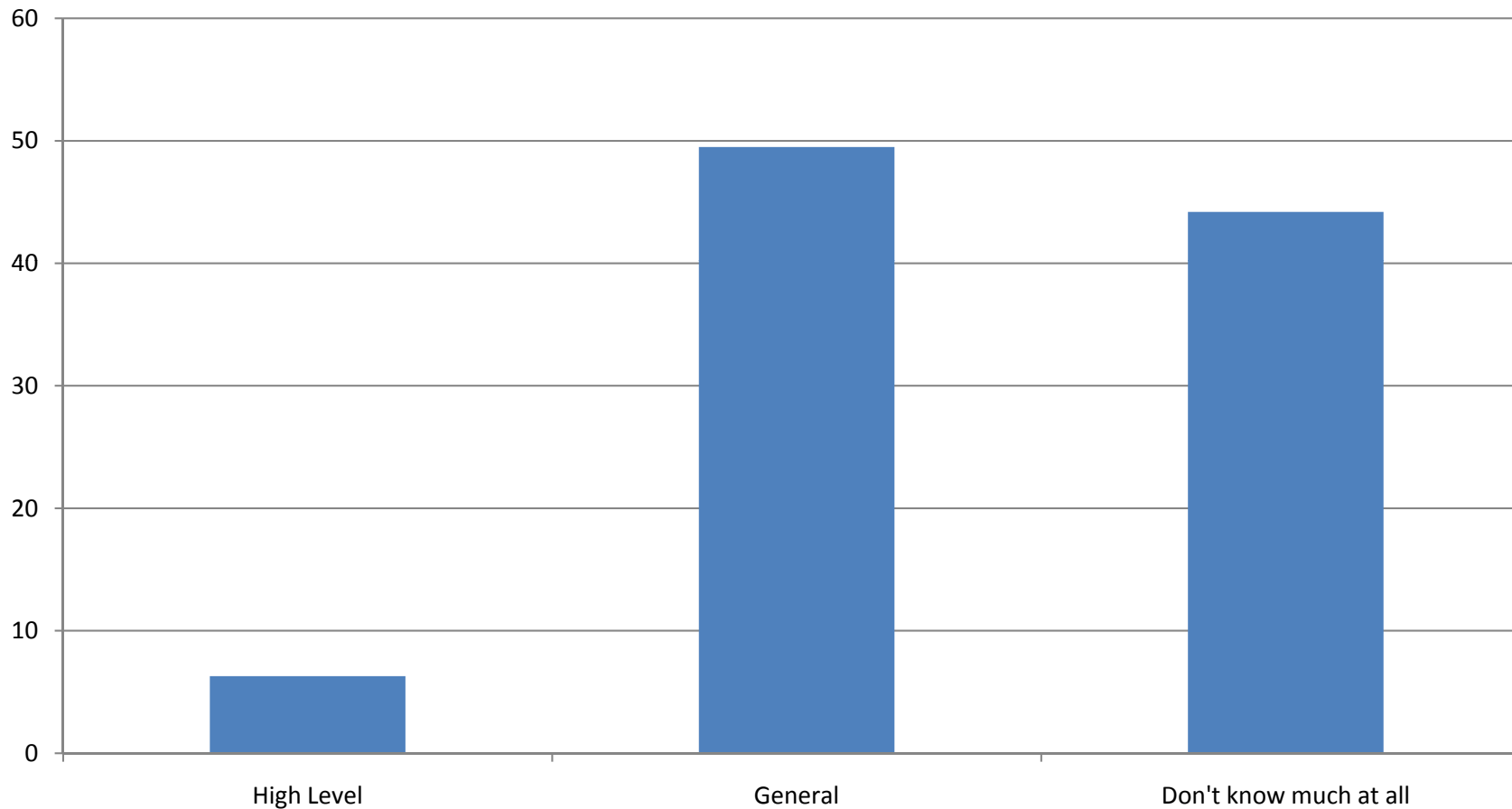
# Fair representation from media?

Do you believe the seriousness of climate change presented in the news media tends to be:



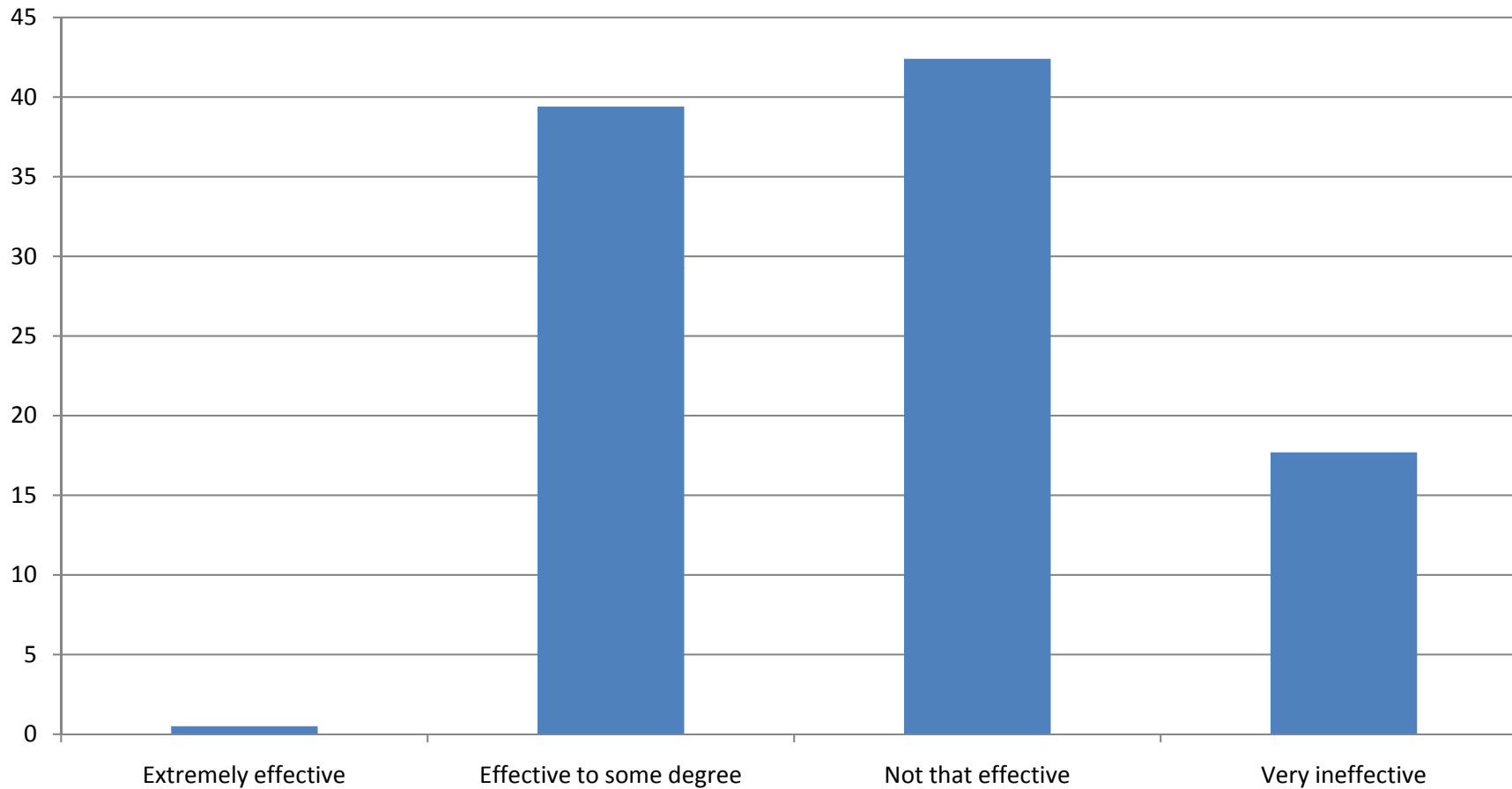
# Understanding of ETS?

How would you rate your own understanding of NZ's ETS to be introduced 1 July 2010?



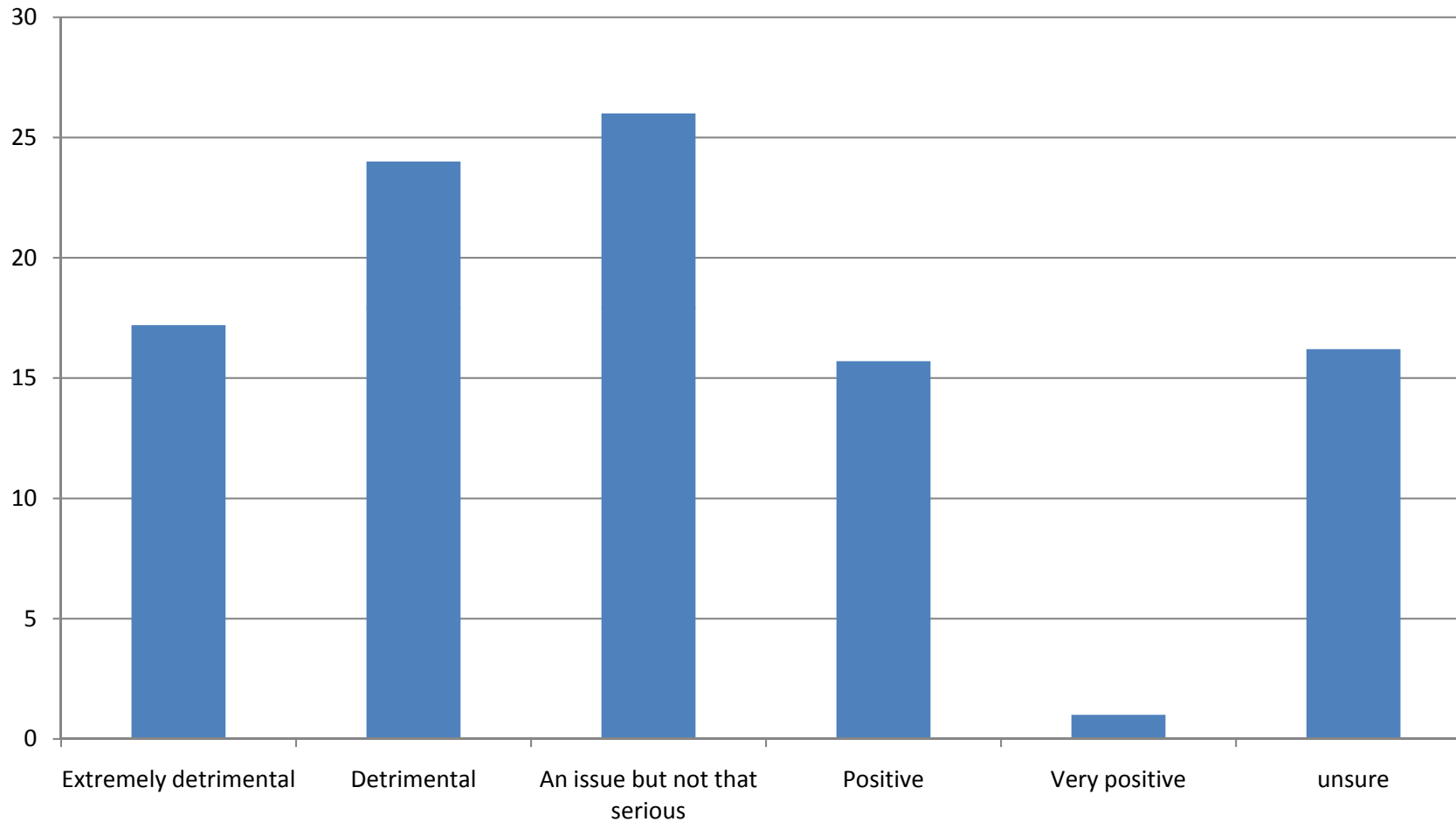
# Is ETS effective?

Do you believe the introduction of an ETS (by any country) is an effective response to climate change?

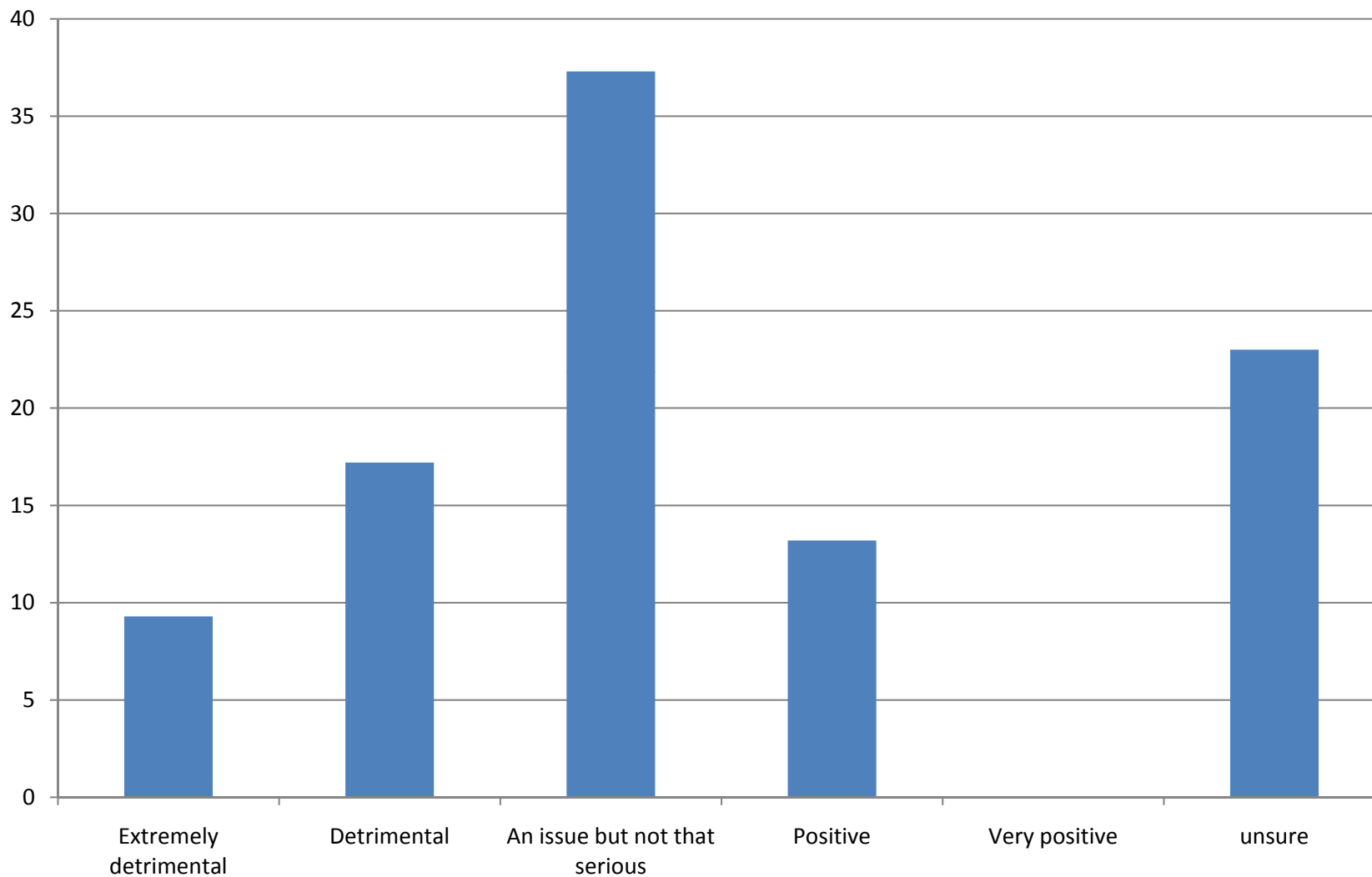


# Effects of ETS on NZ

Do you believe an ETS for the NZ economy is:



# Impact of ETS on own industry sector



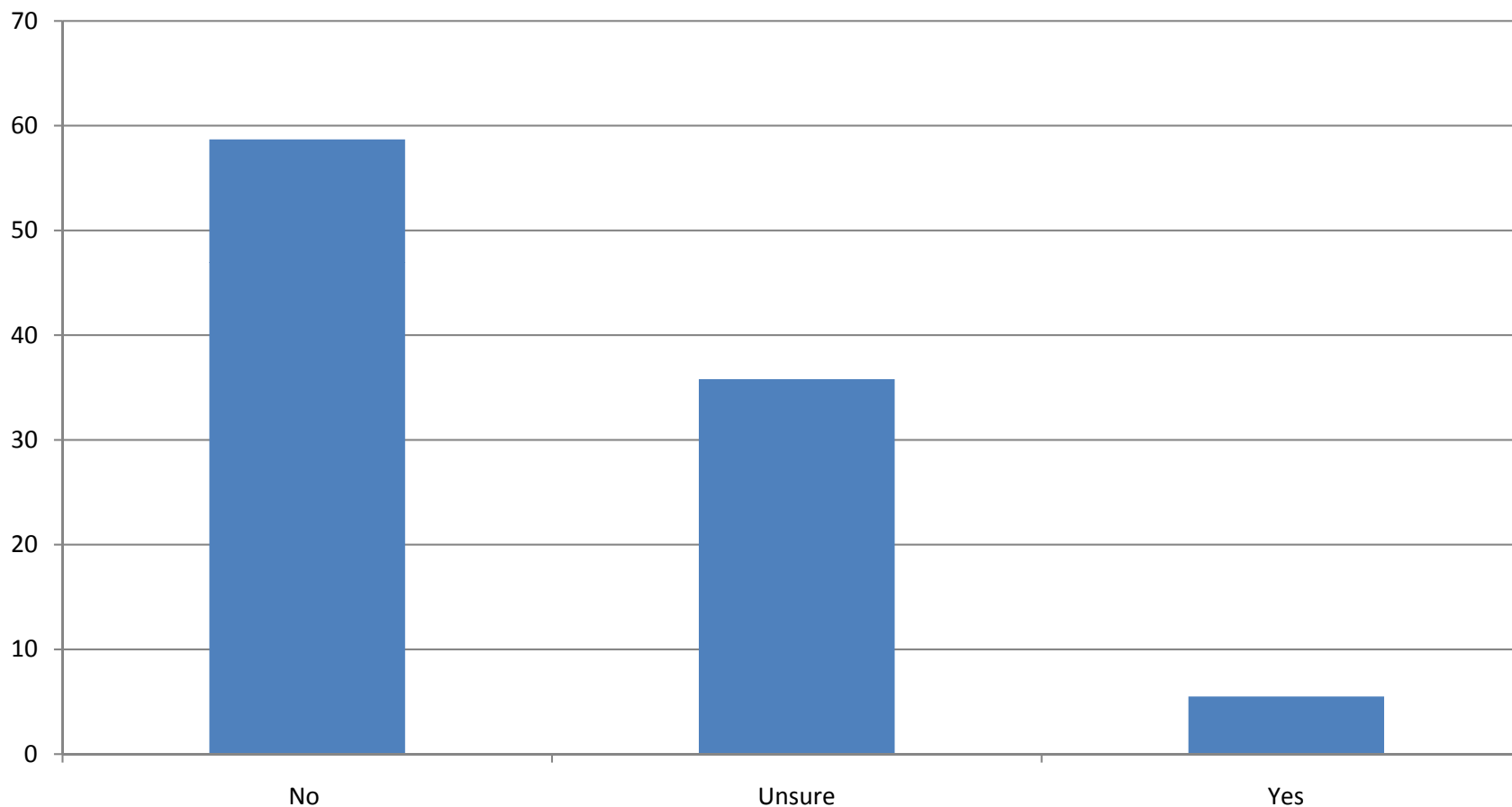
# Financial impacts of ETS

Do you anticipate the ETS will impact your business financially?

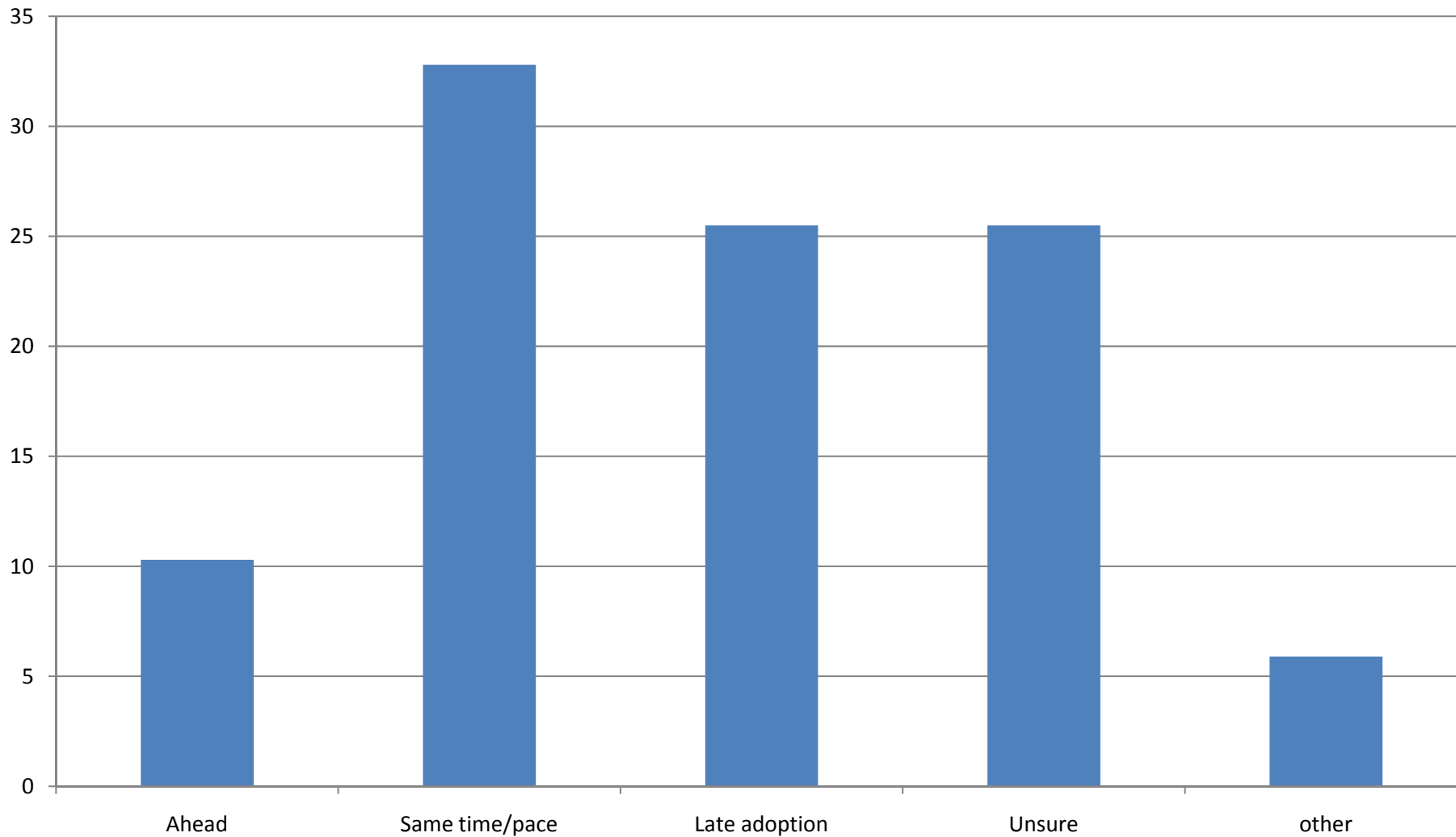


# Opportunities provided by ETS

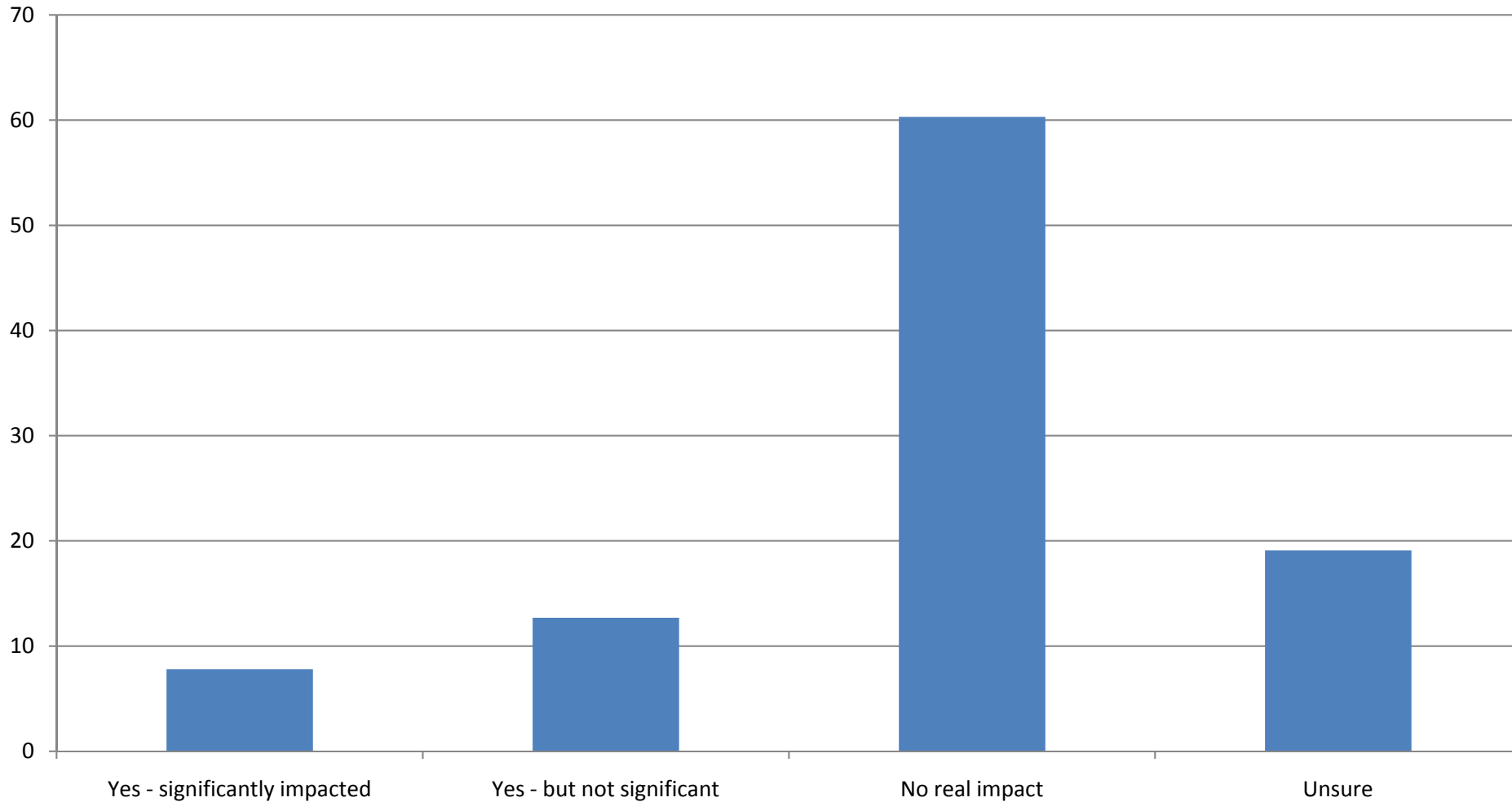
Do you anticipate the ETS will provide new opportunities for your business?



# When should NZ adopt ETS relative to Australia?

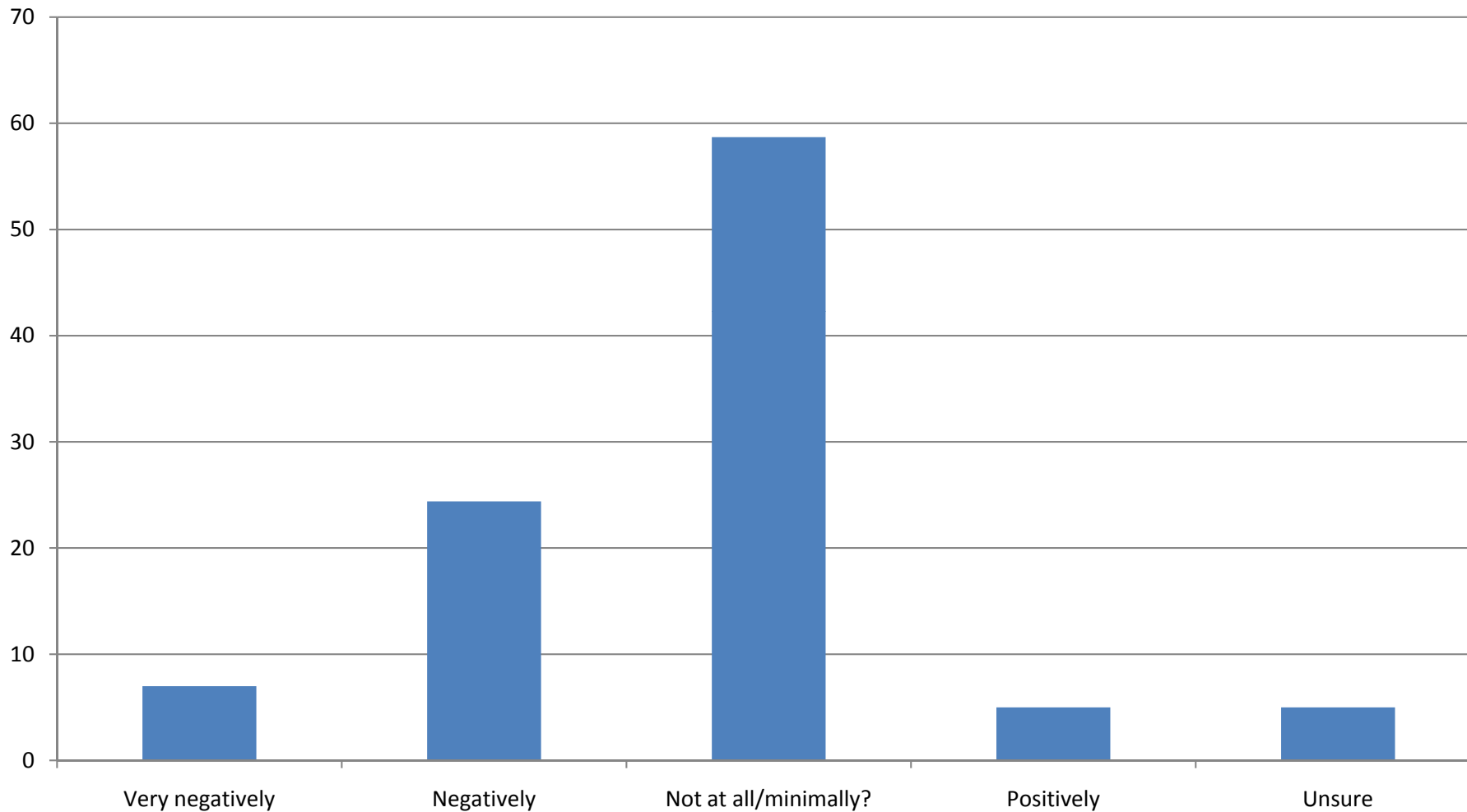


# Will your business be disadvantaged due to differing adoption timings of NZ v Australia?

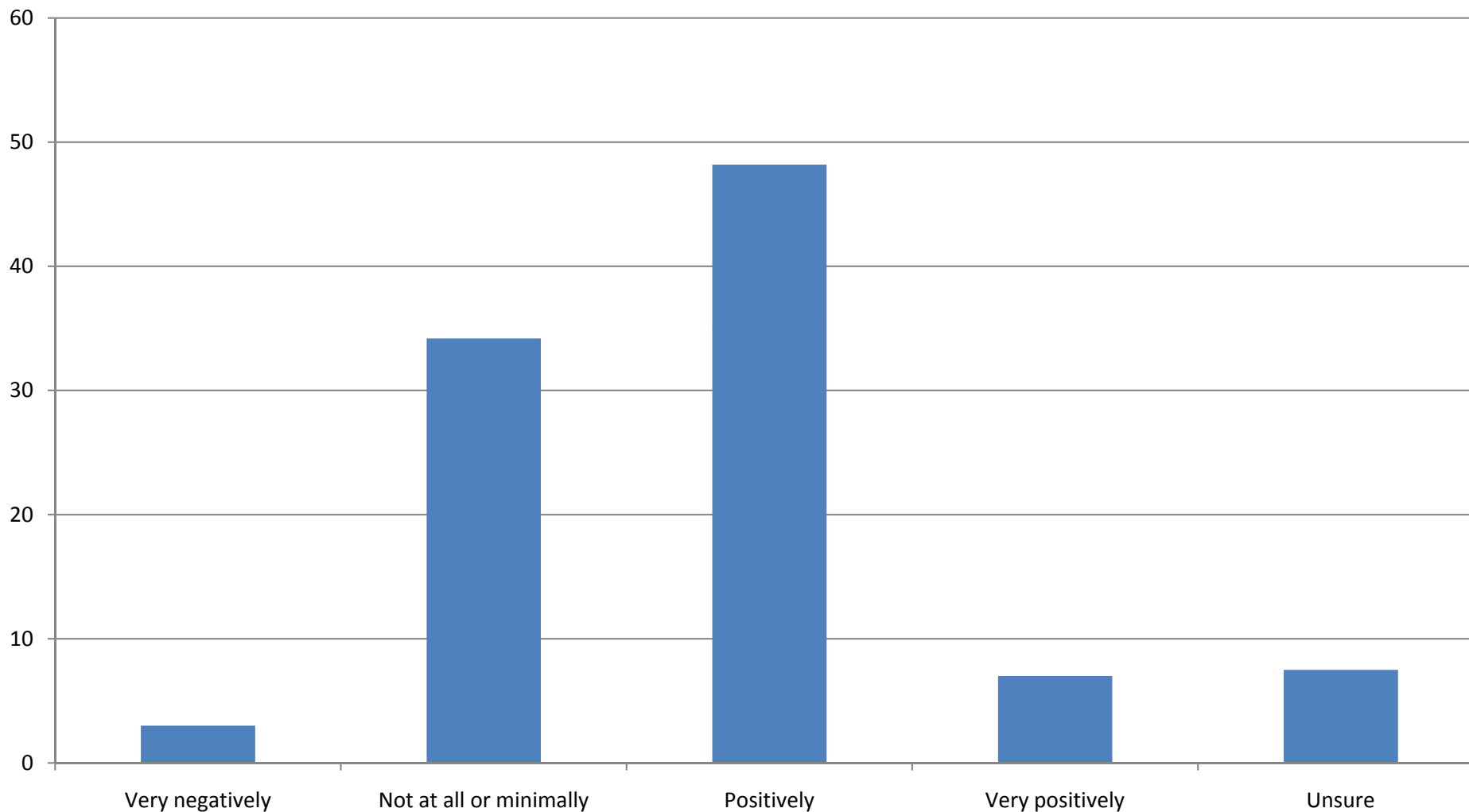


# Special Topic: Budget 2010

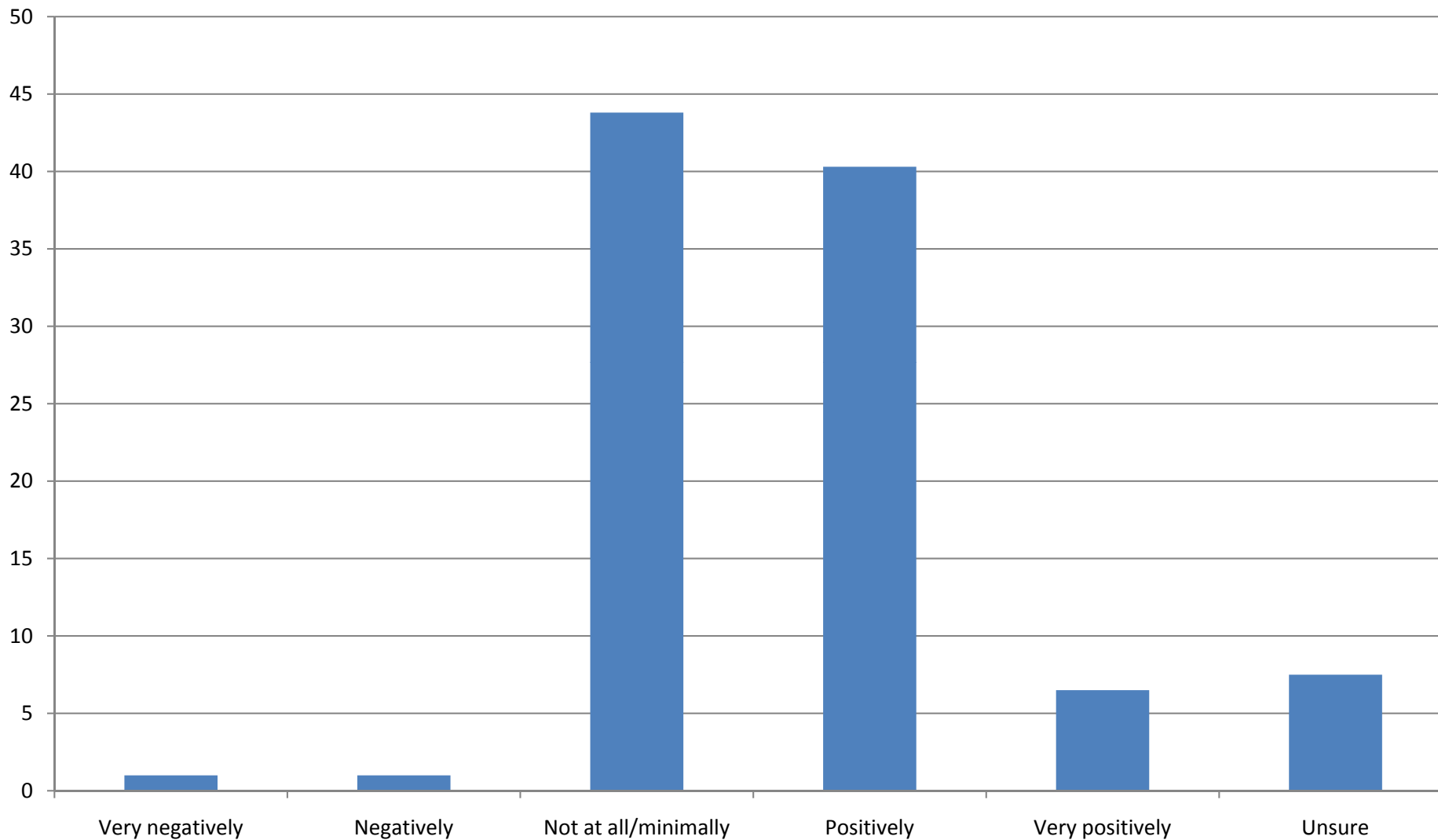
# How will the increase in GST announced in the budget impact your business?



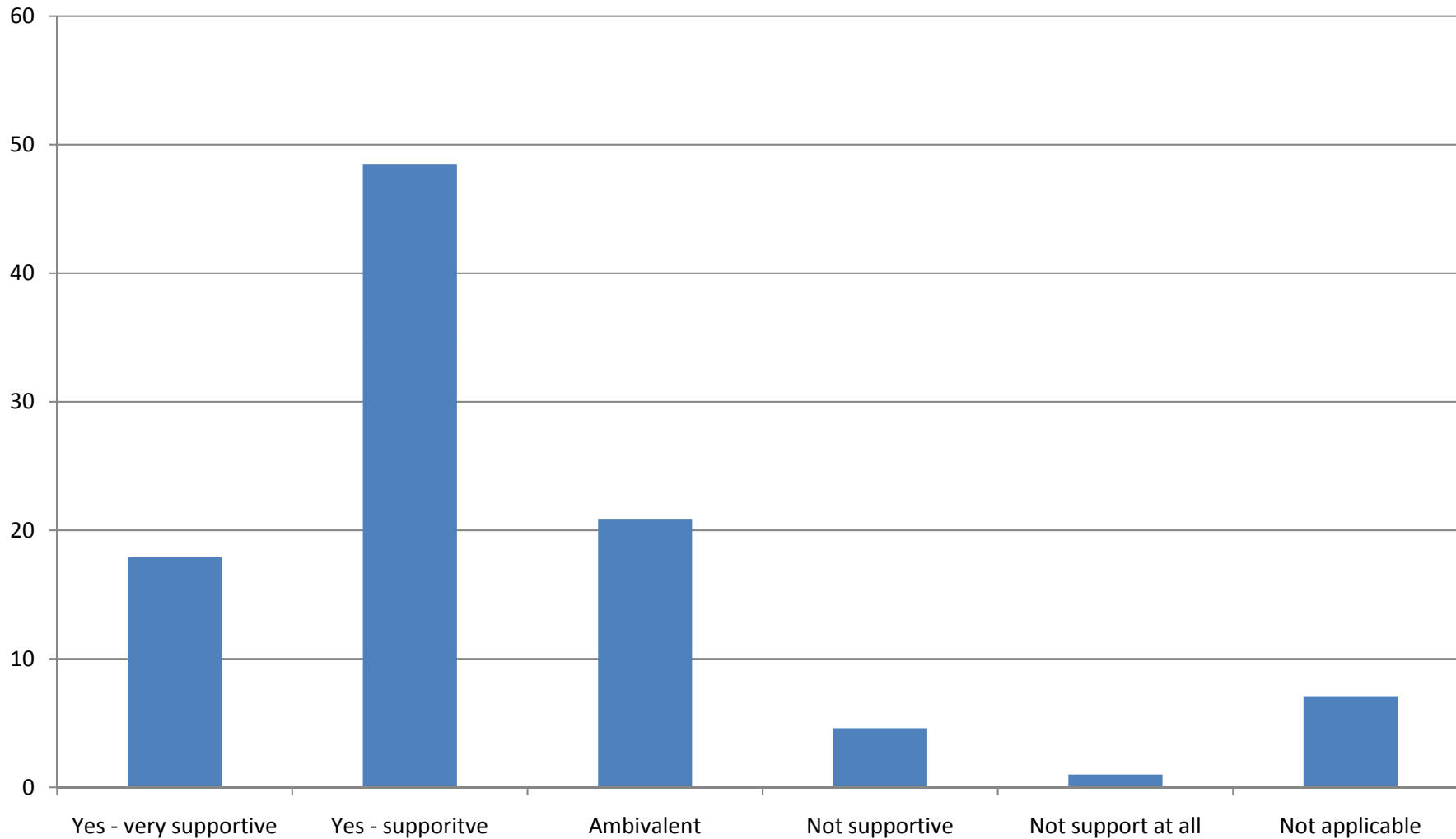
# How will the reduction in company tax affect your business?



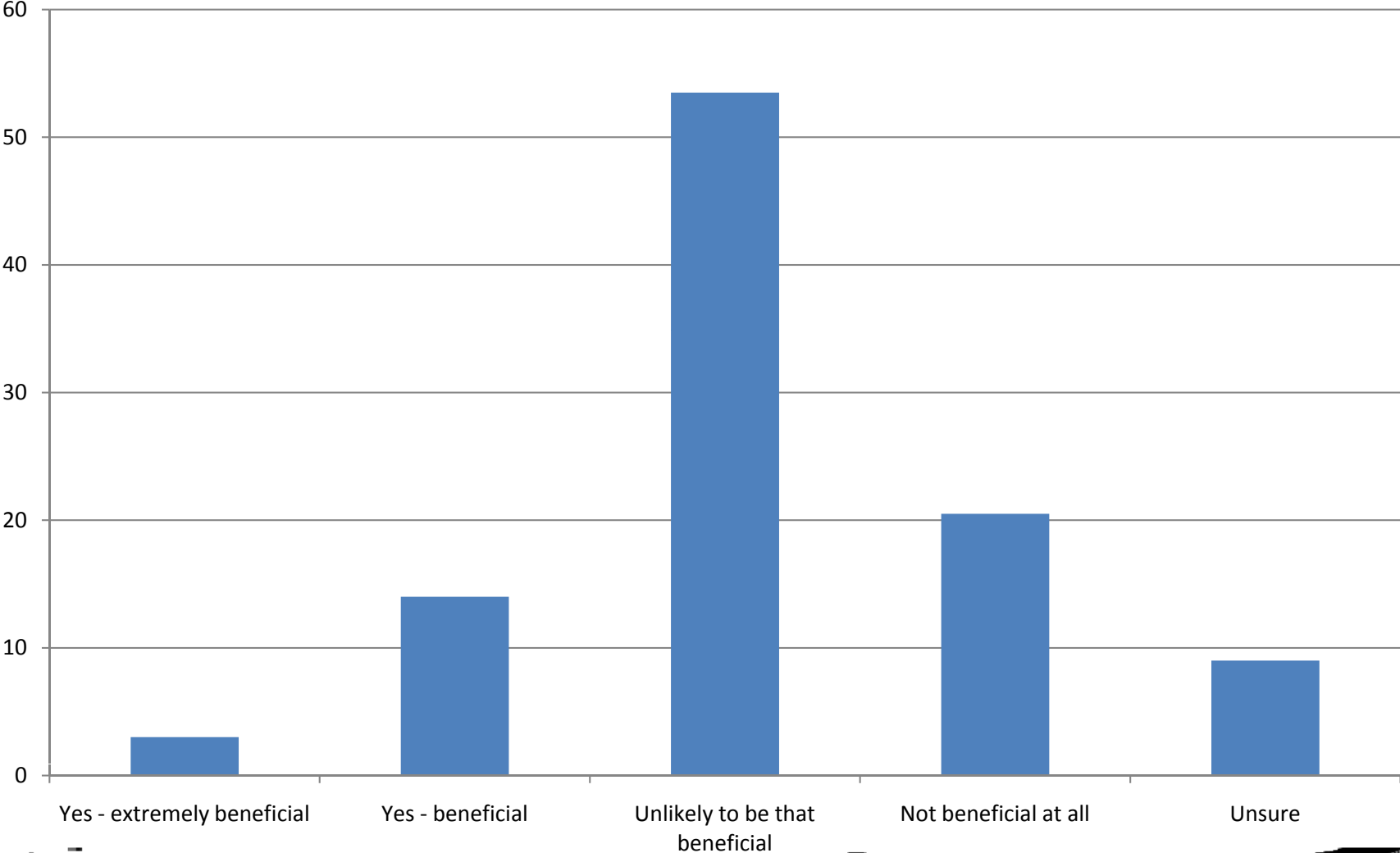
# How will the reduction in personal tax affect your business?



# Do you support the increase, in general, of RS&T Funding announced in the budget?

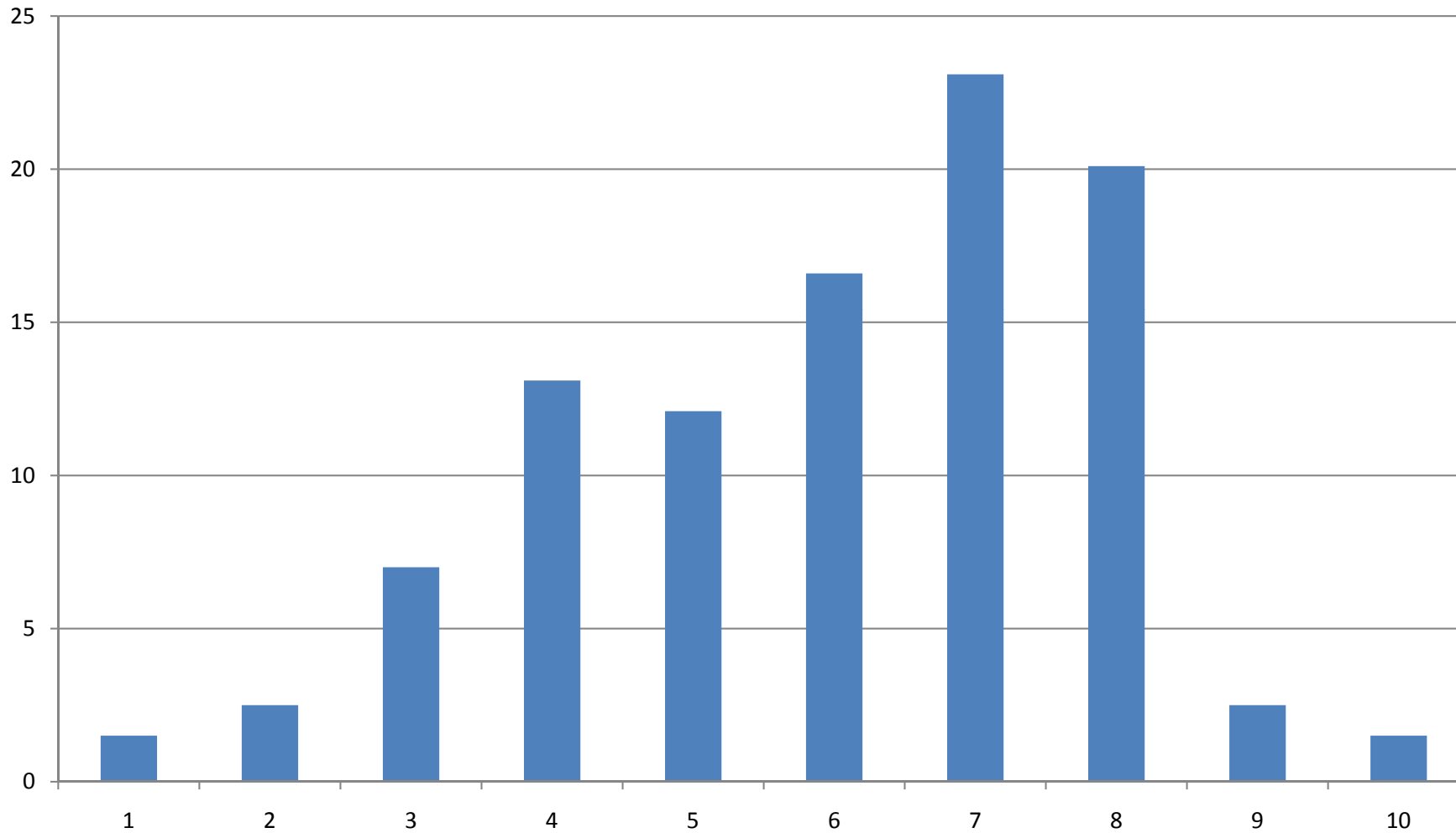


# Do you anticipate the increase in RS&T funding will be of benefit to your own business?



# Budget Ranking

Scale: 1(very poor) - 10 (excellent)



Average ranking of Budget 2010 by Taranaki businesses: **6/10**

# In Summary

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- Region is felt to be heading in the right direction again.
- Taranaki businesses are growing again, but not yet confident enough to add staff.
- Tax changes announced in Budget 2010 will assist recovery.
- Scope for increased information around the Emissions Trading Scheme.
  
- Challenge now to shift the regional economy from a recessionary mindset to a growth mindset.