

Trends



TARANAKI FACTS AND FIGURES

SUMMER 2018



WELCOME

When Lonely Planet proclaimed Taranaki to be one of the world's top visitor destinations in 2017, it redirected the spotlight on our region. The award declared that "Taranaki was New Zealand's best kept secret."

Now, two years following the announcement, we're able to take stock of what it, and the ongoing campaign to leverage the award, has meant for Taranaki. In the year to the end of June 2016, visitors spent a total of \$314 million in Taranaki. Two years later, that figure has jumped to \$400 million, with international tourism having grown an impressive 20 percent. This is translating into sales for food, accommodation and a range of merchandise. Furthermore, international visitors spent on average \$29.78 more per transaction in our retail outlets in the past twelve months than local residents – reflecting a small but important growth avenue for our regional economy.

There's also benefit to net migration and the attraction and retention of the skilled people that Taranaki's businesses and communities need to grow. For the past five years we have been welcoming hundreds more new residents than we have been saying goodbye to, with a record 549 more people arriving than leaving in the year to June 2018. The majority of these new residents are in the 25-44 year old age group.

While the value of awards can sometimes be difficult to see in the short term, the visibility that our region has achieved through the Lonely Planet award is becoming more evident, and underscores the need to tell, and show, the stories of our region on the world stage.



Dr Anne Probert

General Manager, Economy & Sector Development
Venture Taranaki

Summer 2018: This edition of Taranaki Trends is published in October 2018 and remains current until April 2019

- Cover photo: Huatoki #3 by Rob Tucker, New Plymouth, Taranaki.

Economic Summary & Key Statistics At A Glance

↑ NET MIGRATION GAIN FROM MORE PEOPLE ARRIVING AND PERMANENTLY LOCATING IN TARANAKI FROM OVERSEAS THAN INTERNATIONAL DEPARTURES

year ending June 2018 relative to previous 12 months.

↑ AVERAGE HOUSE VALUATIONS FOR AUGUST 2018

relative to August 2017, in the New Plymouth, Stratford and South Taranaki Districts.

↑ RETAIL SALES FOR THE 12 MONTHS ENDING JUNE 2018

relative to the same period in 2017.

↑ NUMBER OF GUEST NIGHTS BY VISITORS STAYING IN COMMERCIAL ACCOMMODATION OUTLETS WITHIN TARANAKI

for year ending June 2018 relative to 2017.

↑ NUMBER OF BUSINESSES IN TARANAKI

based on figures collected in February 2017 (the most recent available).

↑ HOME AFFORDABILITY WITHIN TARANAKI

relative to same period 12 months prior.

↑ TARANAKI UNEMPLOYMENT RATE

quarterly result for the June 2018 quarter was higher than the previous quarter and same time in 2017, reflecting a less favourable result.

↓ VALUE OF CONSTRUCTION CONSENTS

for year ending June 2018 relative to the previous 12 month period.

↓ EMPLOYEE COUNT IN TARANAKI

based on figures collected in February 2017 (the most recent available).

\$1,273 MILLION

RETAIL SPEND IN TARANAKI
12 months to June 2018



109,608
TARANAKI'S POPULATION

2.6%

OF NEW ZEALAND'S POPULATION
(2013 Census)



\$400 MILLION
VISITOR SPEND

YEAR ENDING JULY 2018



2.3% OF THE NATIONAL TOTAL

EMPLOYEES IN TARANAKI
49,600

TARANAKI BUSINESSES
15,255

2.7%

OF THE NATIONAL TOTAL
FEBRUARY 2017

BUSINESSES IN NEW ZEALAND

INTERNATIONAL MIGRATION

549

NET GAIN OF PEOPLE ATTRACTED TO TARANAKI DURING 2017/2018



TOURISM: COMMERCIAL GUEST NIGHTS
668,266

YEAR ENDING JUNE 2018



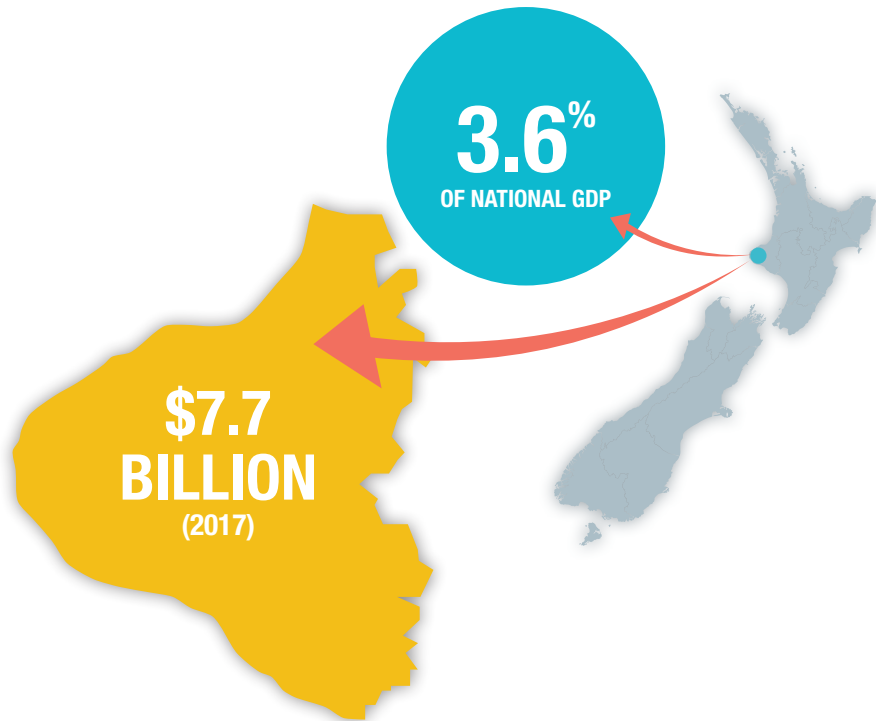
\$321.2 MILLION

VALUE OF BUILDING CONSENTS ISSUED 12 MONTHS TO JUNE 2018

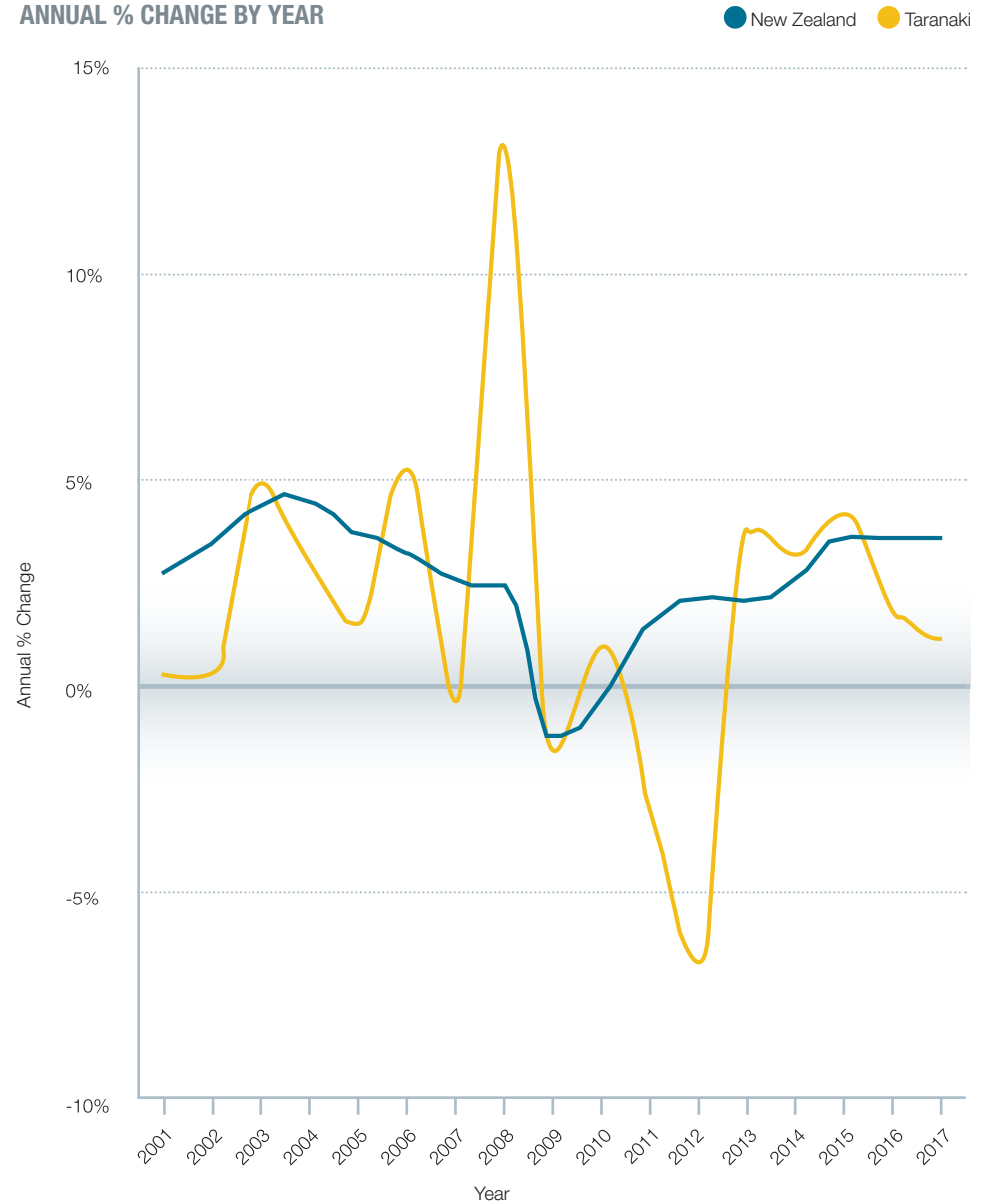
Regional Gross Domestic Product

VENTURE TARANAKI COMMISSIONED INFOMETRICS TO PROVIDE A DETAILED ANALYSIS OF THE REGION'S GDP INCLUDING ITS SUBSECTOR CONTRIBUTION.

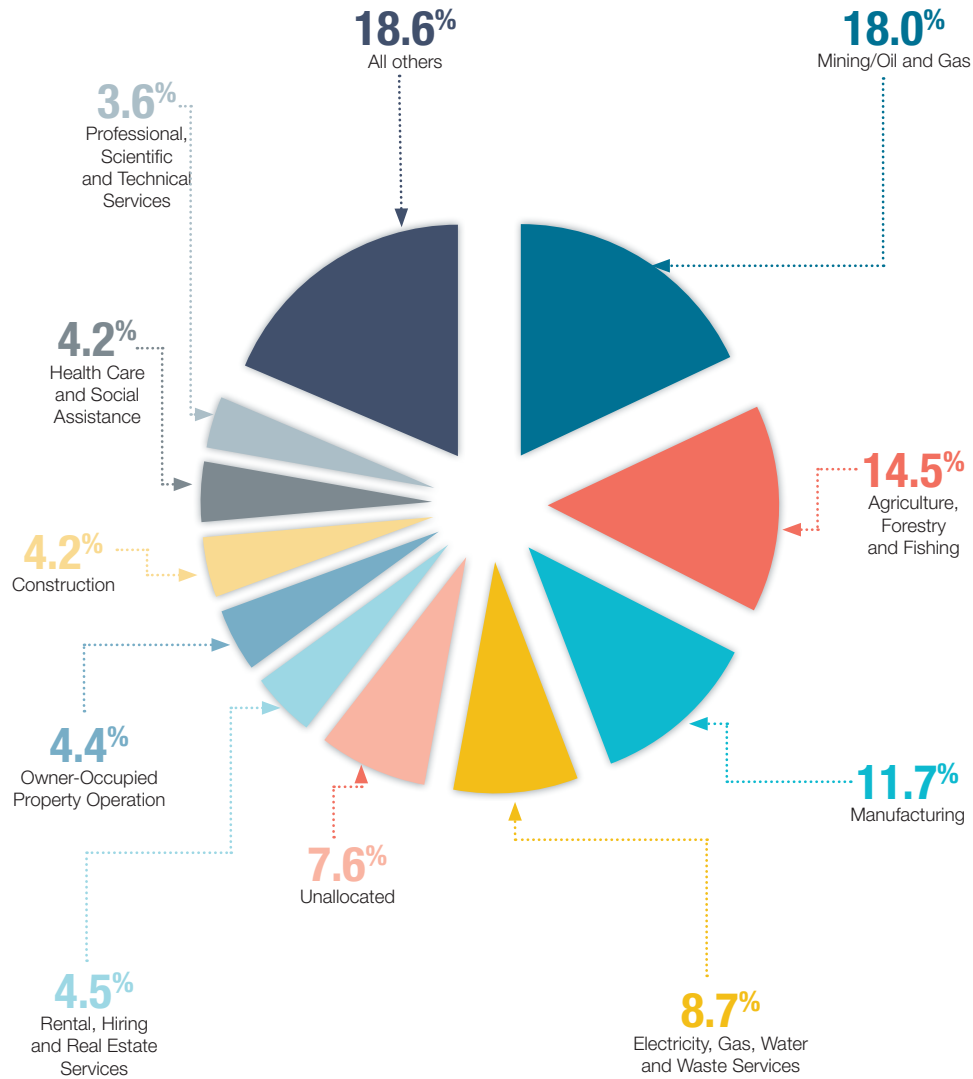
INFOMETRICS ESTIMATE TARANAKI'S GDP TO BE:



ANNUAL % CHANGE BY YEAR

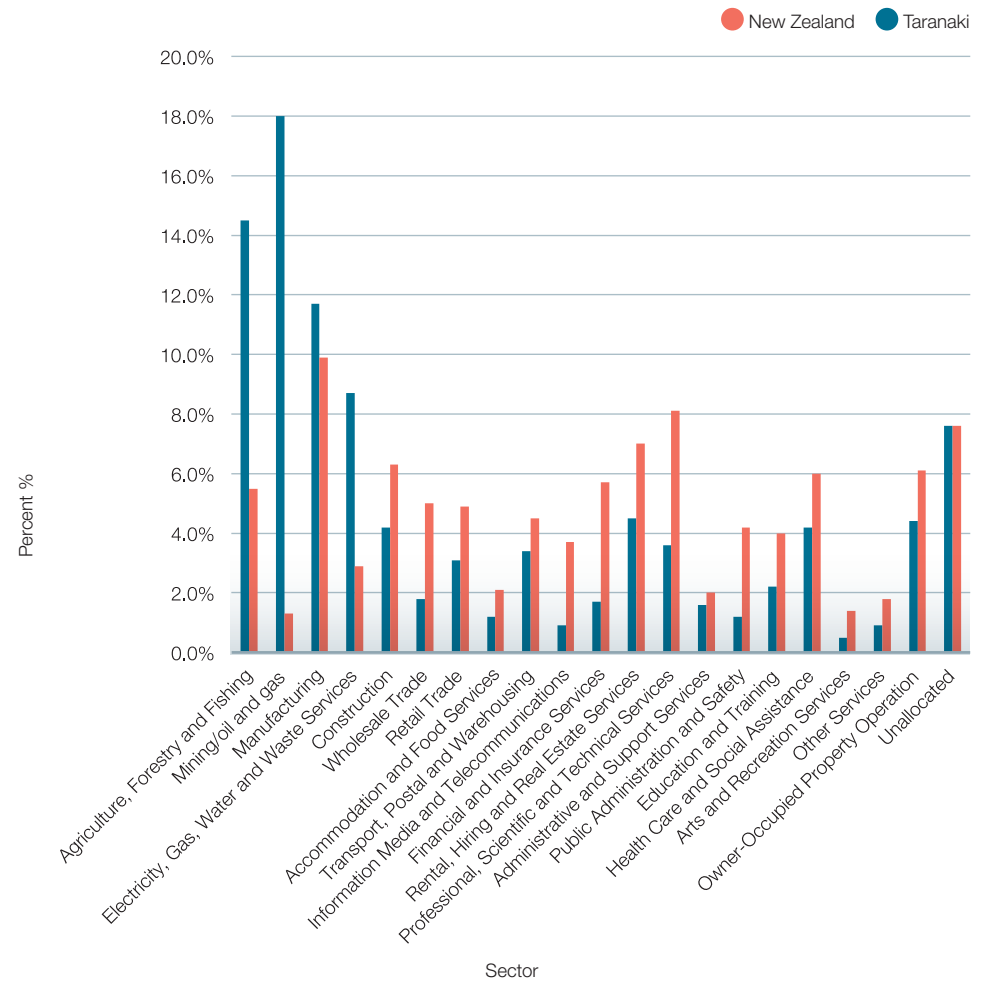


TARANAKI REGIONAL GDP BY SECTOR: 2017 'TOP 10'



THE COMPARATIVE STRENGTHS OF TARANAKI'S GDP RELATIVE TO THE NEW ZEALAND GDP ARE DISPLAYED BELOW:

GDP COMPOSITION BY SUB SECTOR TARANAKI COMPARISON WITH NEW ZEALAND 2017



Consumer Price Index (CPI)

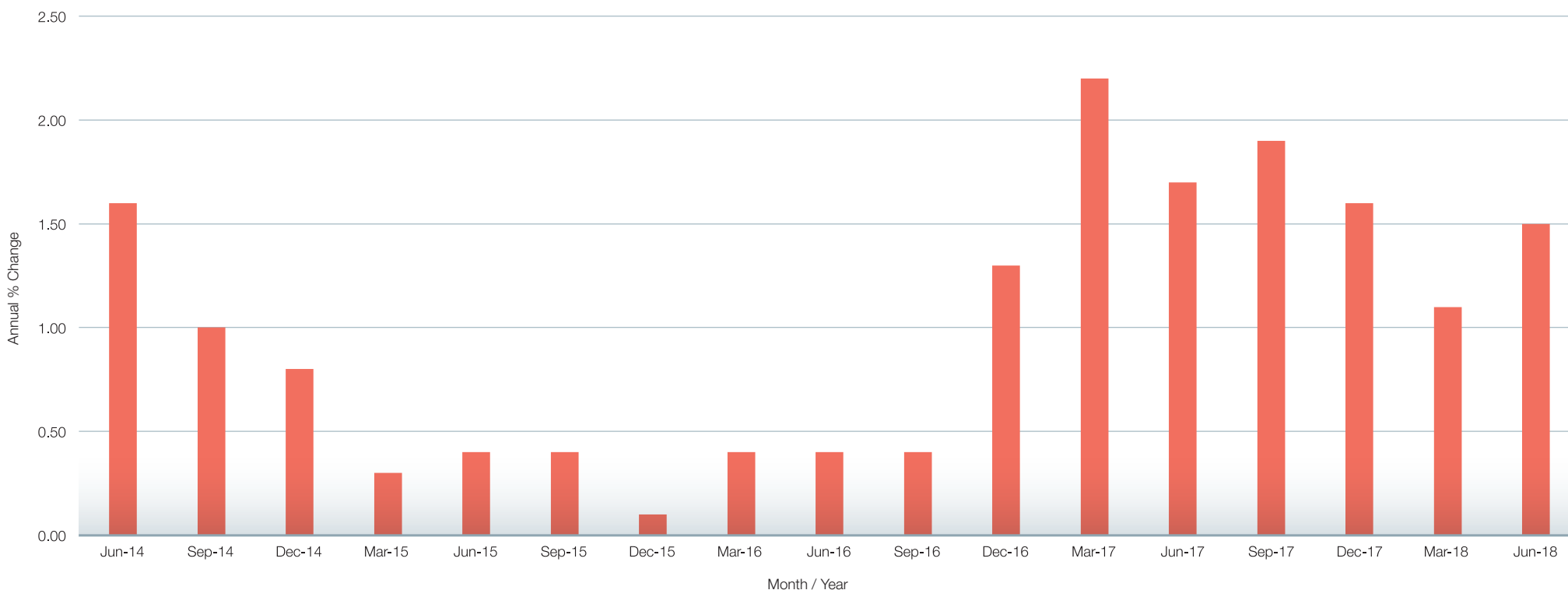
CONSUMER PRICE INDEX (CPI) FOR JUNE 2018



ITEMS THAT CREATED THE BIGGEST CHANGE IN THE JUNE 2018 YEAR:

- HOUSING AND HOUSEHOLD UTILITIES PRICES INCREASED 3.1%
 - RENTALS FOR HOUSING WERE UP 2.5%
 - CONSTRUCTION WAS UP 3.9%
 - TRANSPORT INCREASED 2.0%
 - PRICES FOR PETROL UP 10%
- MISCELLANEOUS GOODS AND SERVICES INCREASED 3.1%
 - INSURANCE PRICES WERE UP 5.7%

CONSUMER PRICE INDEX ANNUAL CHANGE



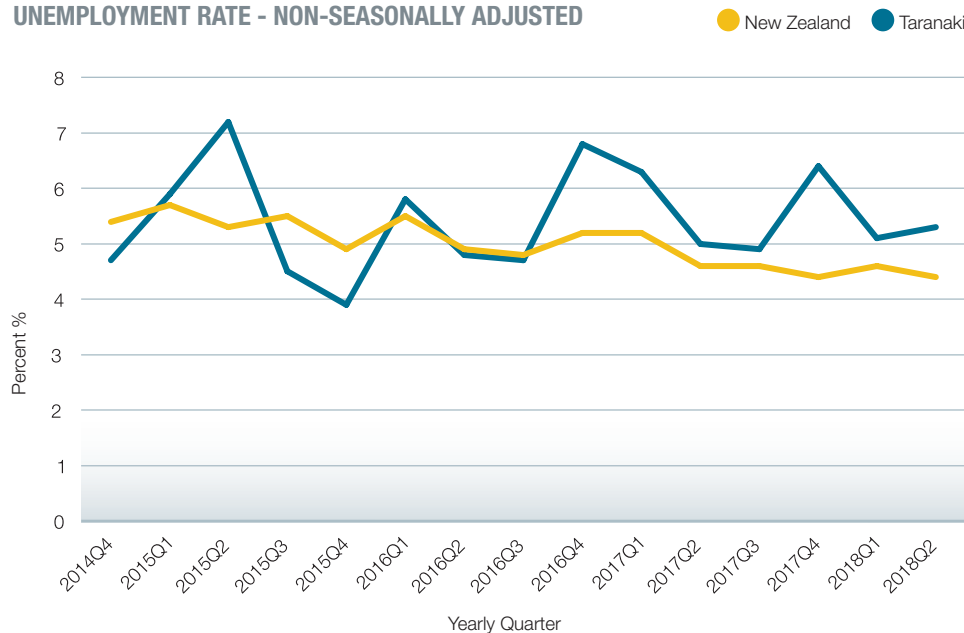
Labour Market

THE FOLLOWING INFORMATION HAS BEEN SOURCED FROM THE HOUSEHOLD LABOUR FORCE SURVEY UNDERTAKEN BY STATISTICS NZ.

QUARTERLY UNEMPLOYMENT RATE – SEASONALLY UNADJUSTED



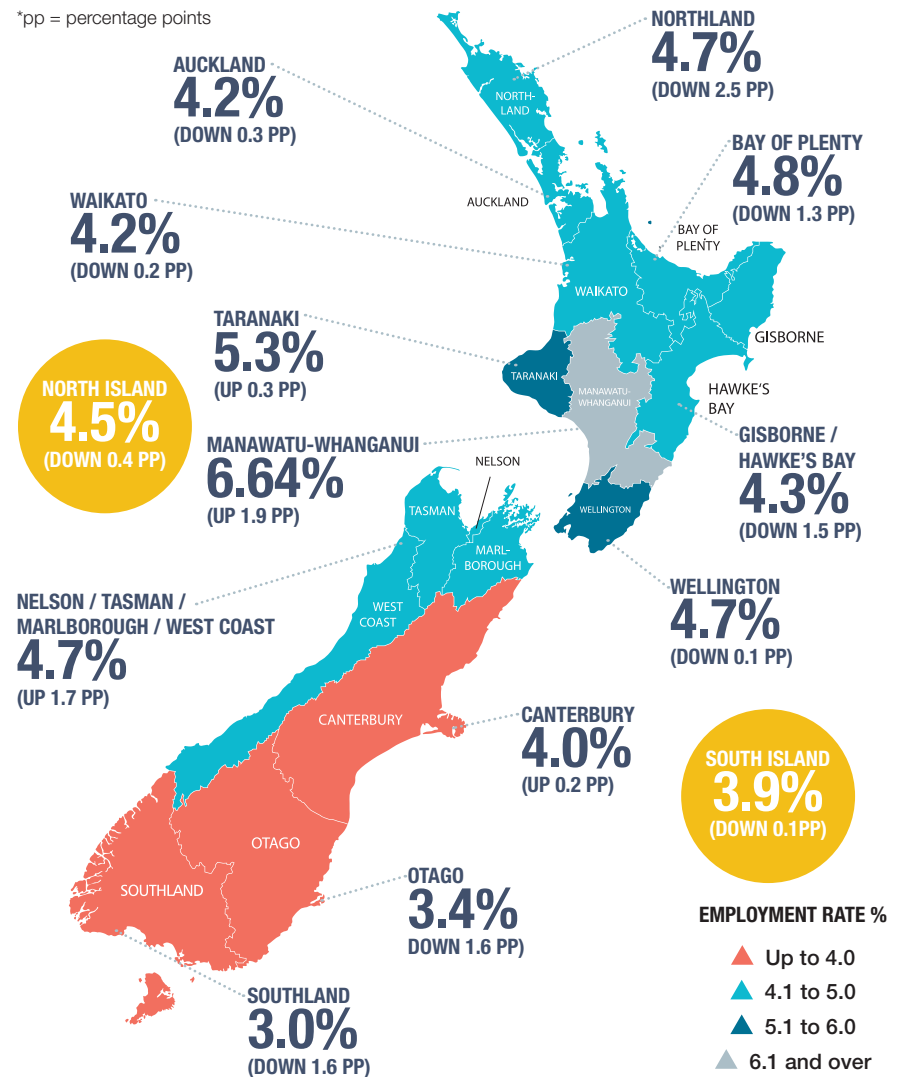
UNEMPLOYMENT RATE - NON-SEASONALLY ADJUSTED



Unemployment Rates by Regional Council Area

June 2018 quarter (compared with June 2017 quarter)

*pp = percentage points



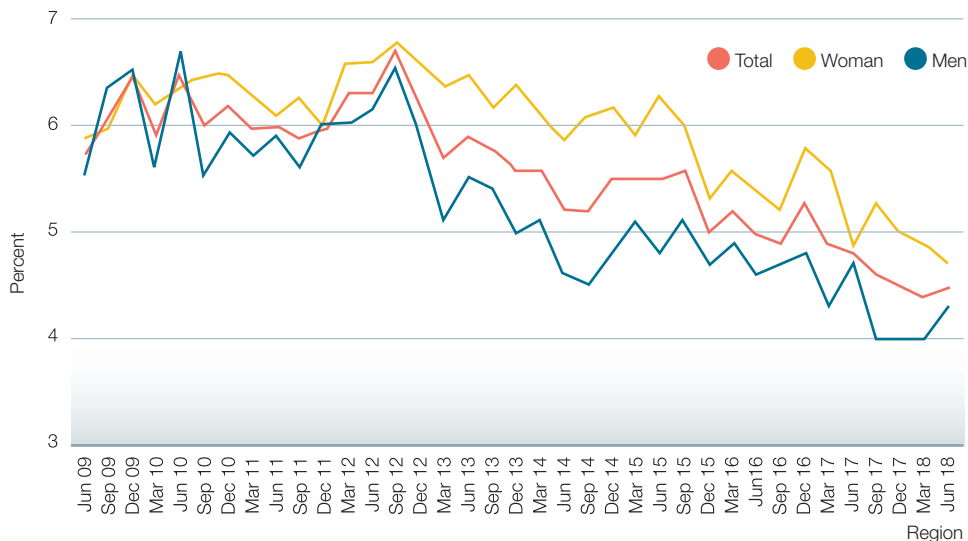
Labour Market Continued

NOT IN EMPLOYMENT, EDUCATION OR TRAINING (NEET) RATE, ANNUAL TO JUNE 2018



NEET RATE: THE TOTAL NUMBER OF YOUTH (AGED 15–24 YEARS) WHO ARE NOT IN EDUCATION, EMPLOYMENT, OR TRAINING (NEET), AS A PROPORTION OF THE TOTAL YOUTH WORKING-AGE POPULATION.

UNEMPLOYMENT RATE BY SEX, SEASONALLY ADJUSTED, JUNE 2009 TO JUNE 2018



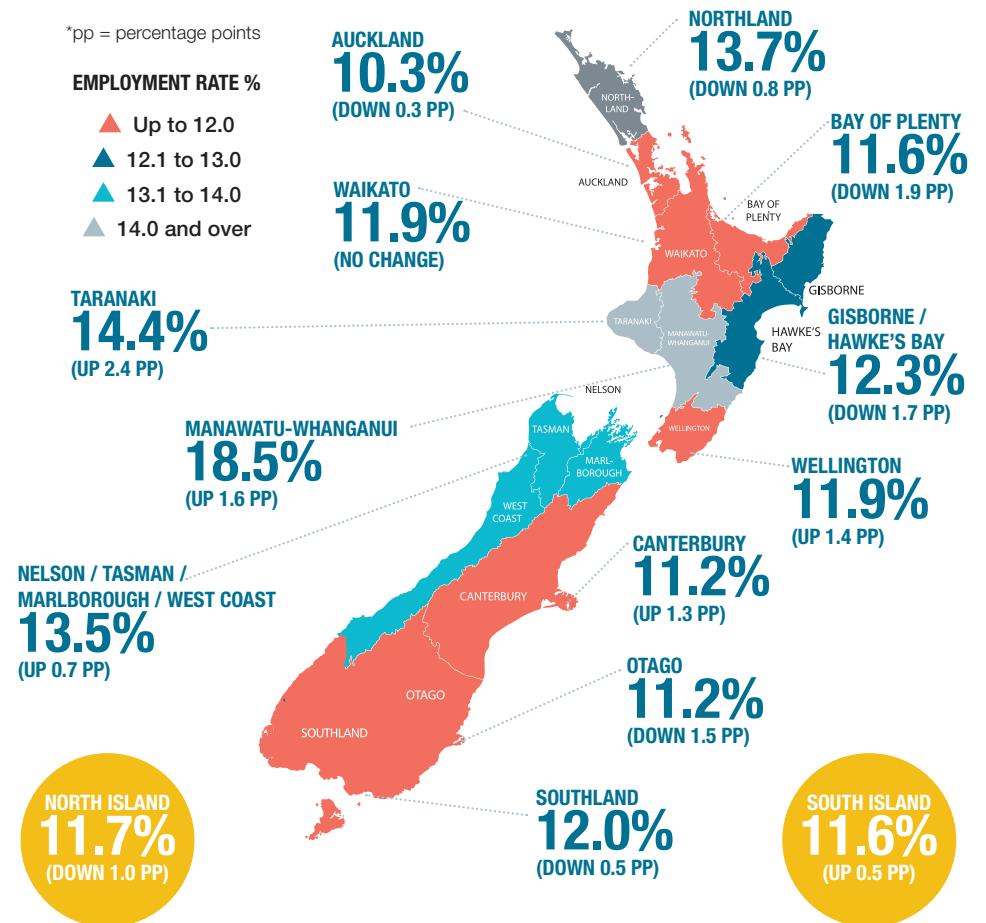
Underutilisation Rates By Regional Council Area

June 2018 quarter (compared with June 2017 quarter)

*pp = percentage points

EMPLOYMENT RATE %

- ▲ Up to 12.0
- ▲ 12.1 to 13.0
- ▲ 13.1 to 14.0
- ▲ 14.0 and over



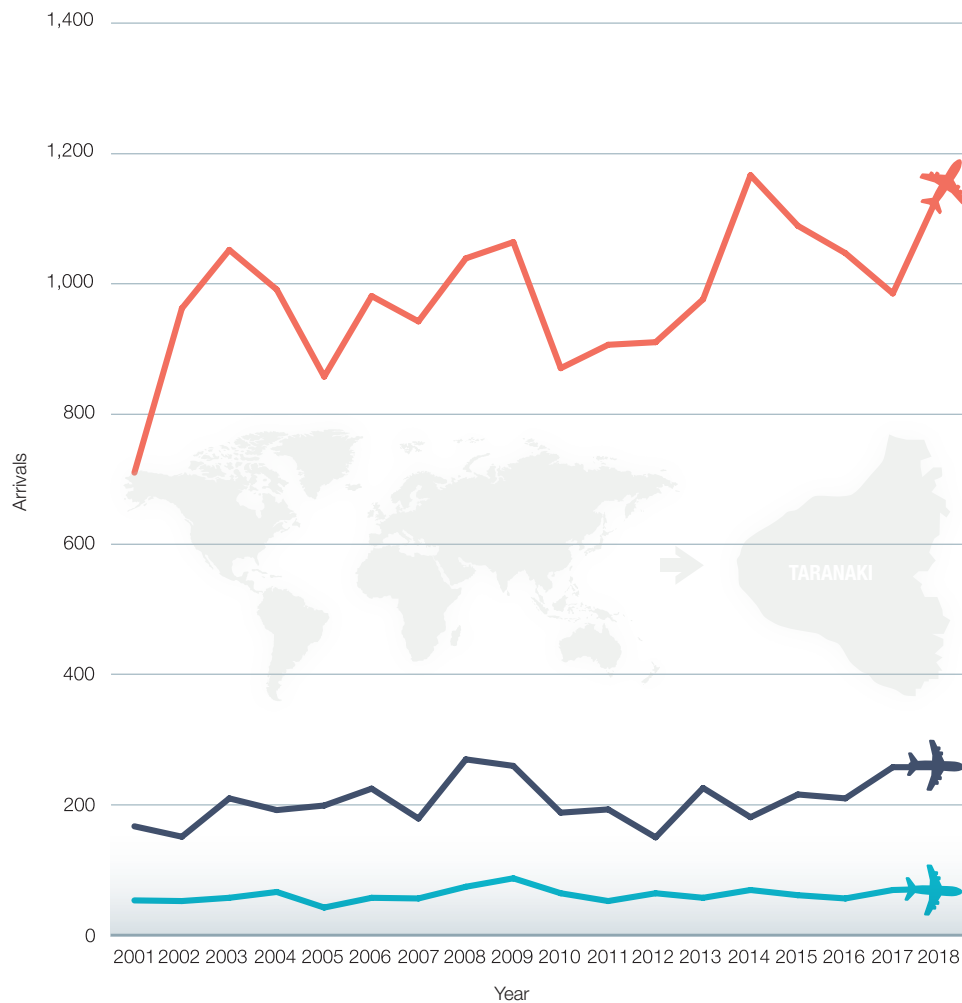
THE UNDERUTILISED POPULATION ARE PEOPLE WHO WERE EITHER UNEMPLOYED, UNDEREMPLOYED, OR IN THE POTENTIAL LABOUR FORCE.

Migration

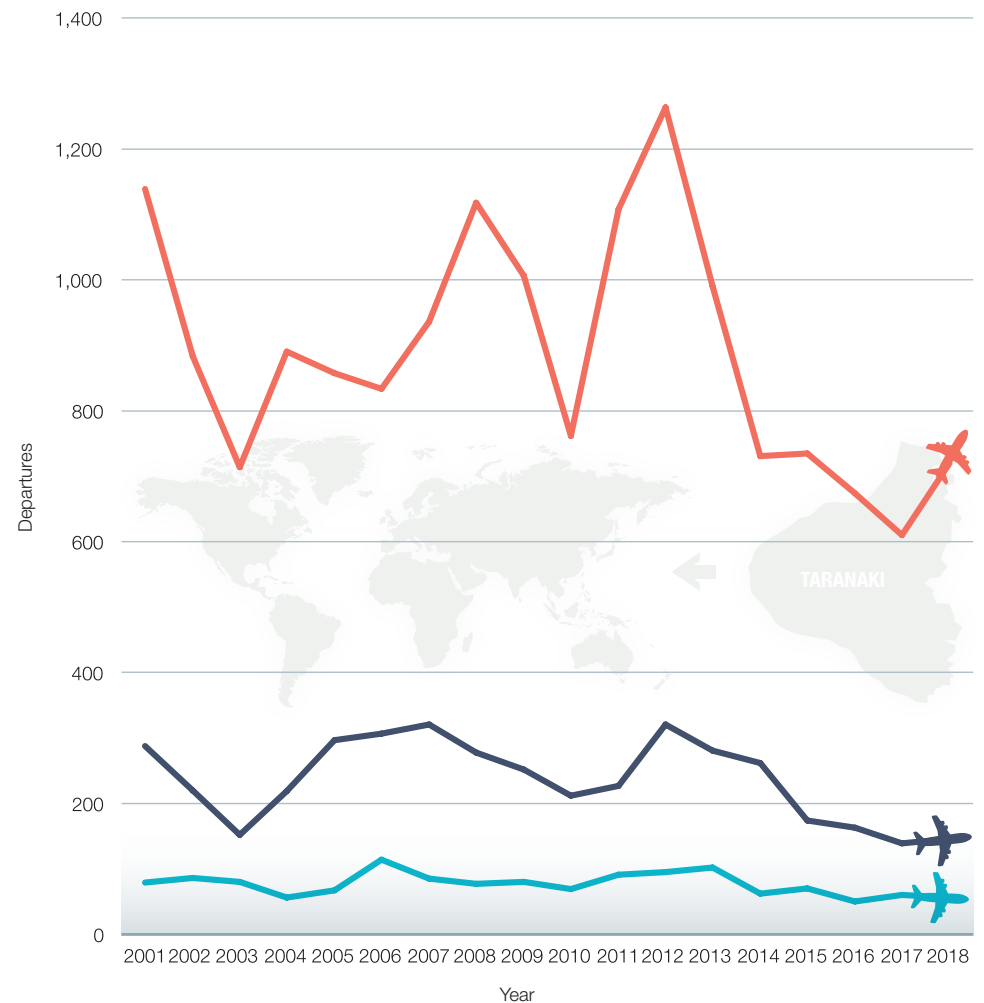
LONG TERM INTERNATIONAL ARRIVALS AND DEPARTURES TO/FROM THE TARANAKI REGION.

● New Plymouth District ● Stratford District ● South Taranaki District

LONG TERM ARRIVALS TO THE REGION: ANNUAL TO JUNE



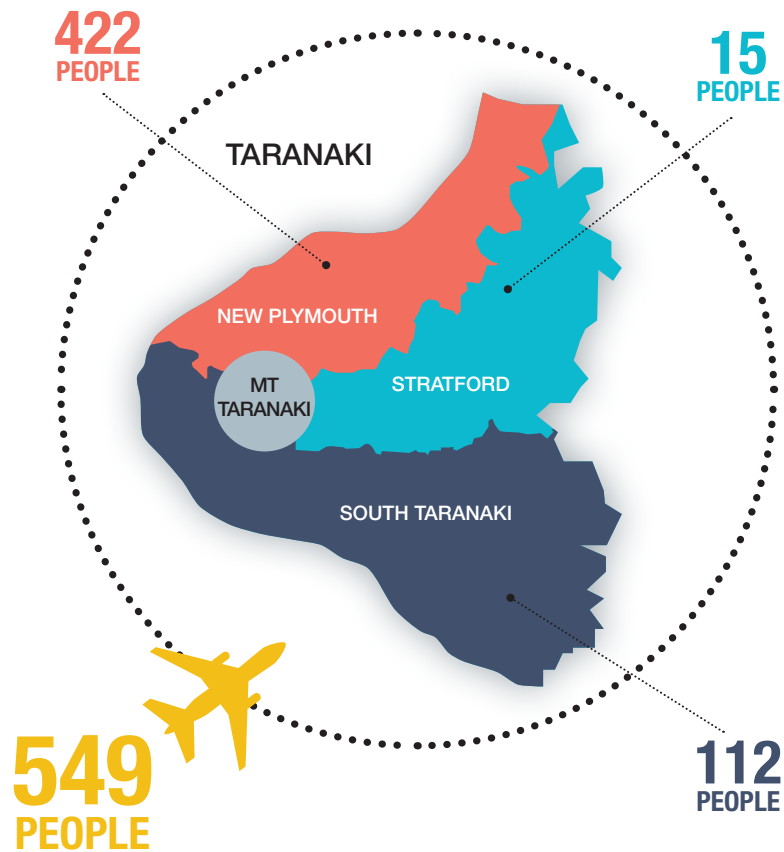
LONG TERM DEPARTURES TO THE REGION: ANNUAL TO JUNE



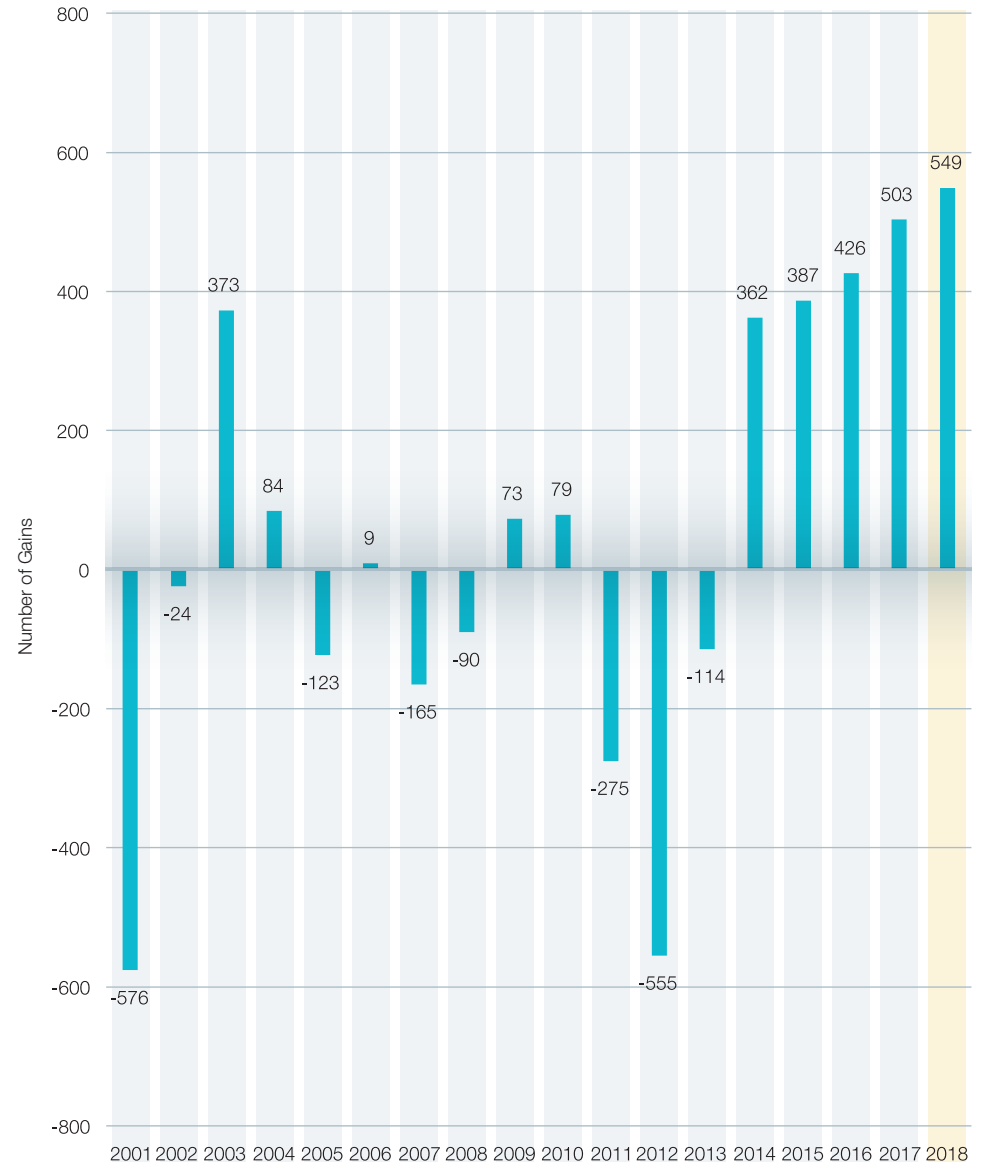
Migration Continued

THERE WAS A NET GAIN OF 549 PEOPLE FOR TARANAKI DURING THE 12 MONTHS TO JUNE 2018, DUE TO INTERNATIONAL ARRIVALS TO THE REGION EXCEEDING INTERNATIONAL DEPARTURES IN ALL THE DISTRICTS.

NET MIGRATION - FOR 12 MONTHS TO JUNE 2018

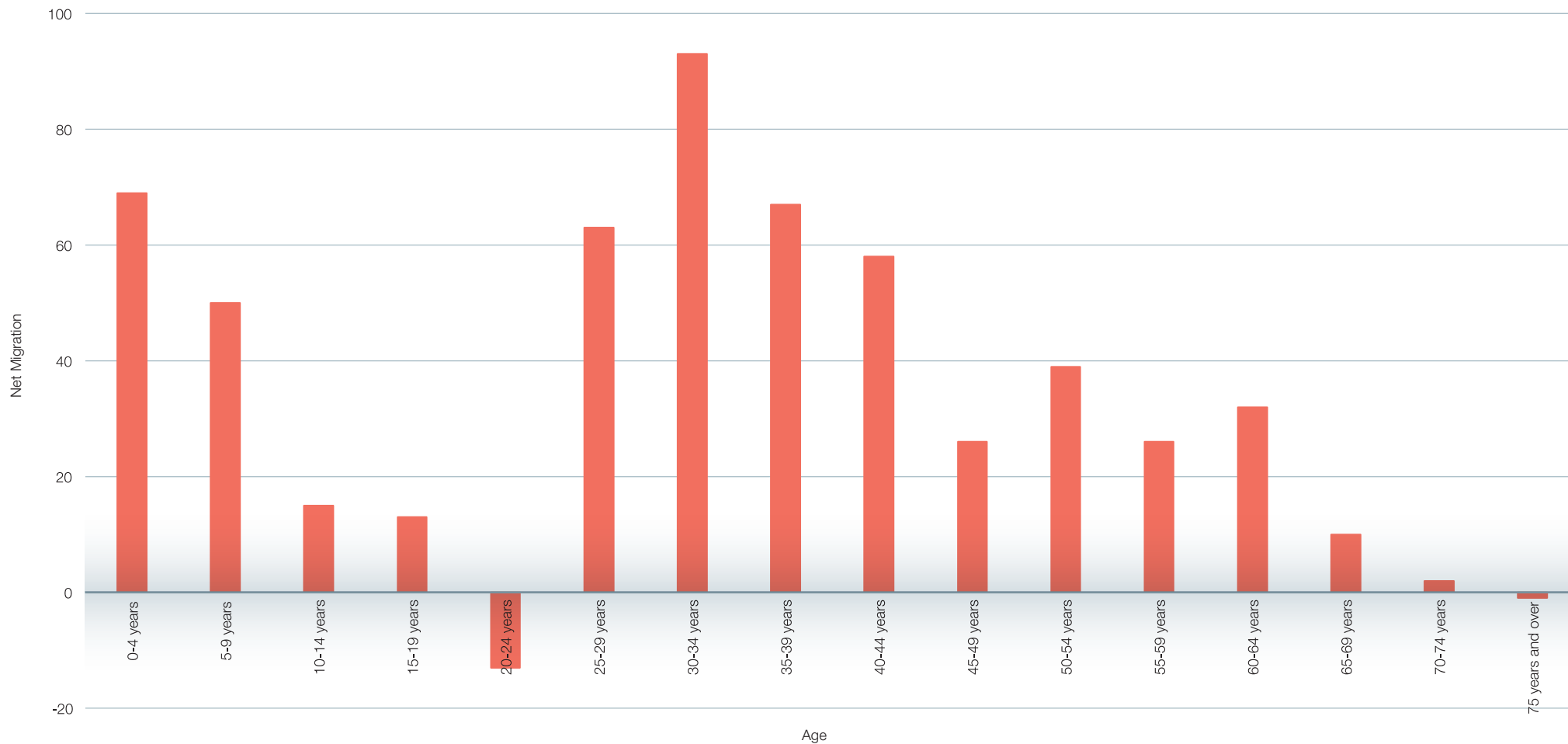


TARANAKI - NET MIGRATION 2001 - 2018: YEAR TO JUNE



**NET POPULATION GAINS THROUGH HEIGHTENED LEVELS OF MIGRATION WERE MADE IN ALL AGE CATEGORIES,
(EXCEPT FOR THE 20 - 24 YEARS AGE BRACKET) IN THE YEAR TO JUNE 2018.**

NET MIGRATION BY AGE YEAR ENDING JUNE 2018



Retail Special

IN THIS EDITION WE PLACE A SPECIAL FOCUS ON RETAIL TRENDS IN TARANAKI.

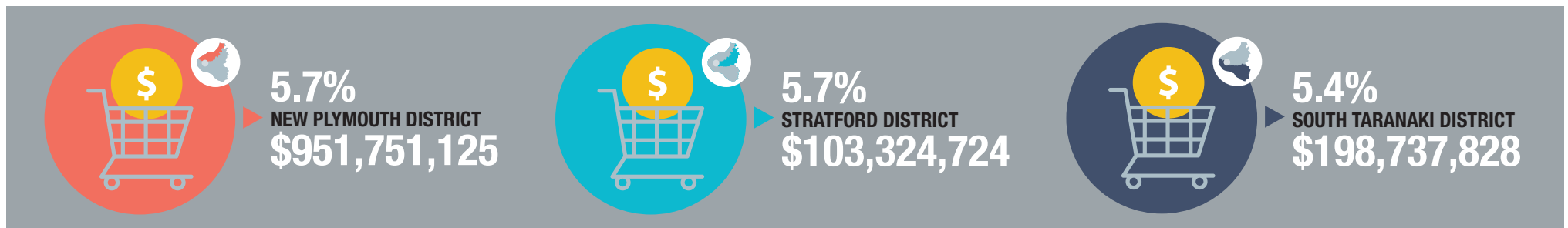
Taranaki Retail Barometer

12 months ending June 2018 compared with June 2017

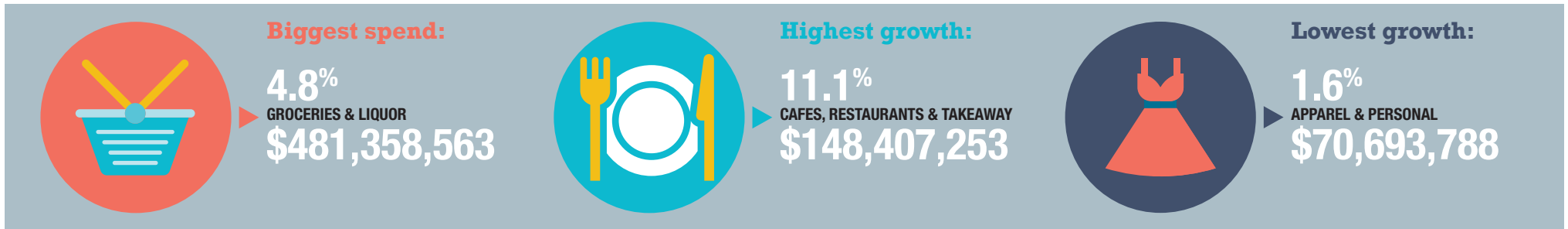
TOTAL RETAIL SPEND - TARANAKI



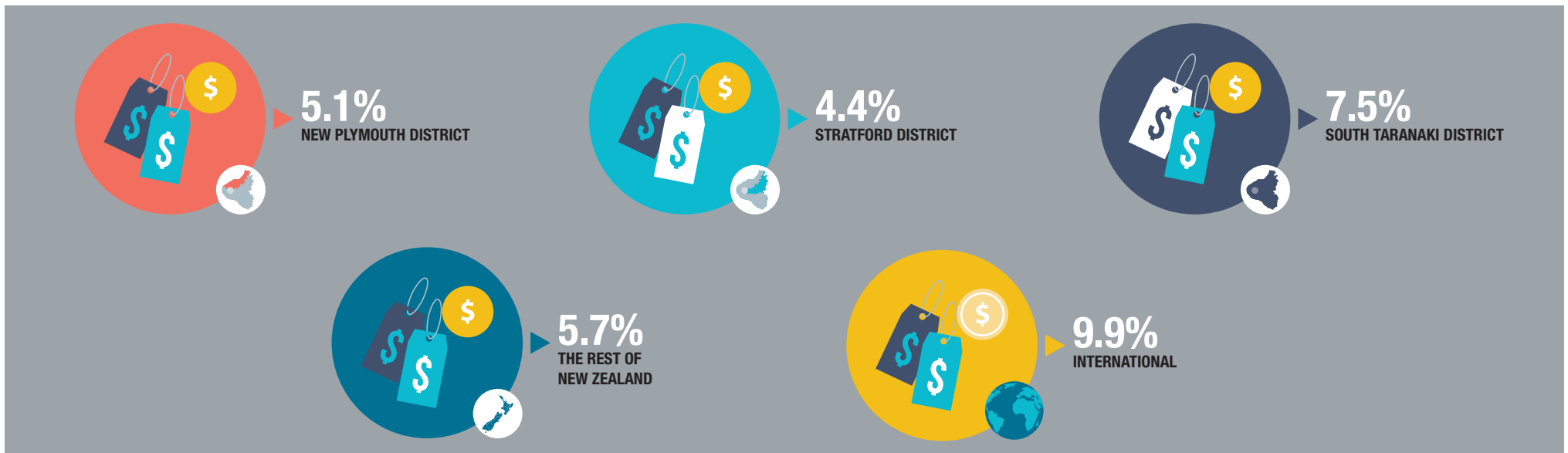
SPEND BY AREA - TARANAKI



SPEND BY CATEGORY - TARANAKI



GROWTH IN SPEND BY ORIGIN OF CUSTOMER

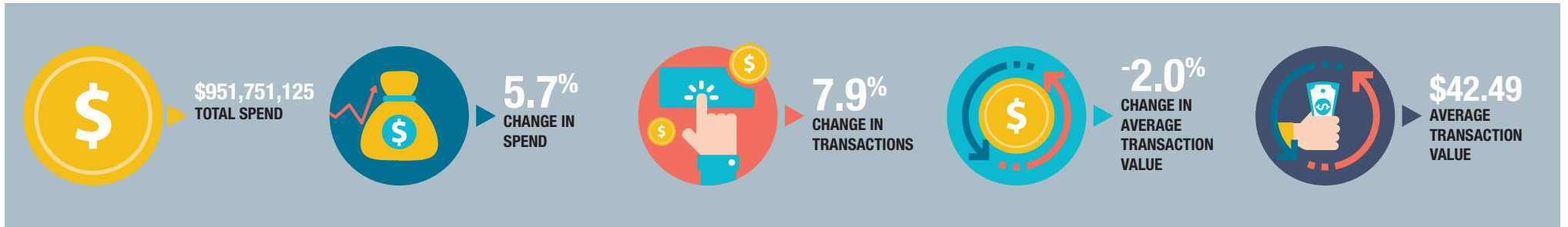


* Total retail spend including tourist service sales for the region is \$1,272,560,988. However this is not included as not available at District level.

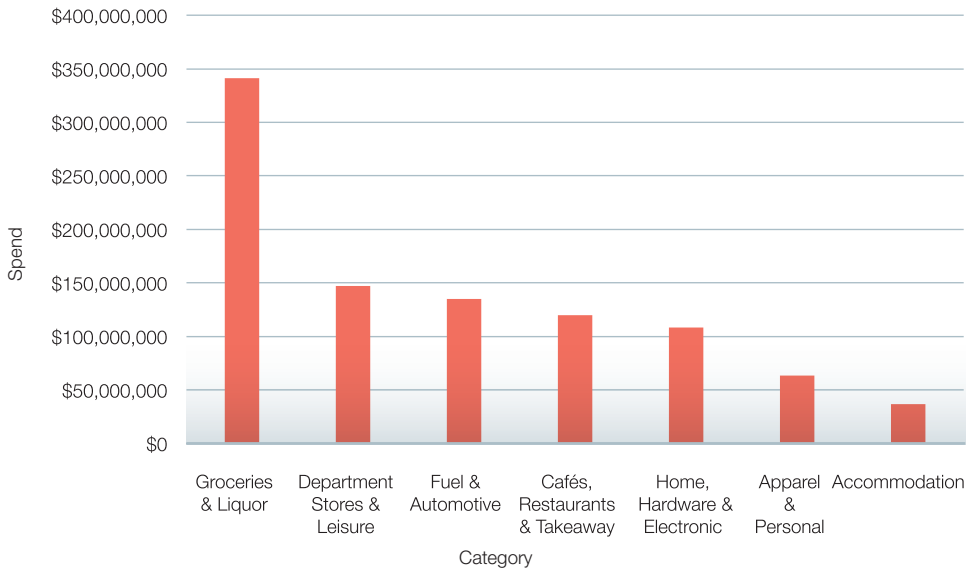
Retail Special Continued

New Plymouth District Retail Barometer

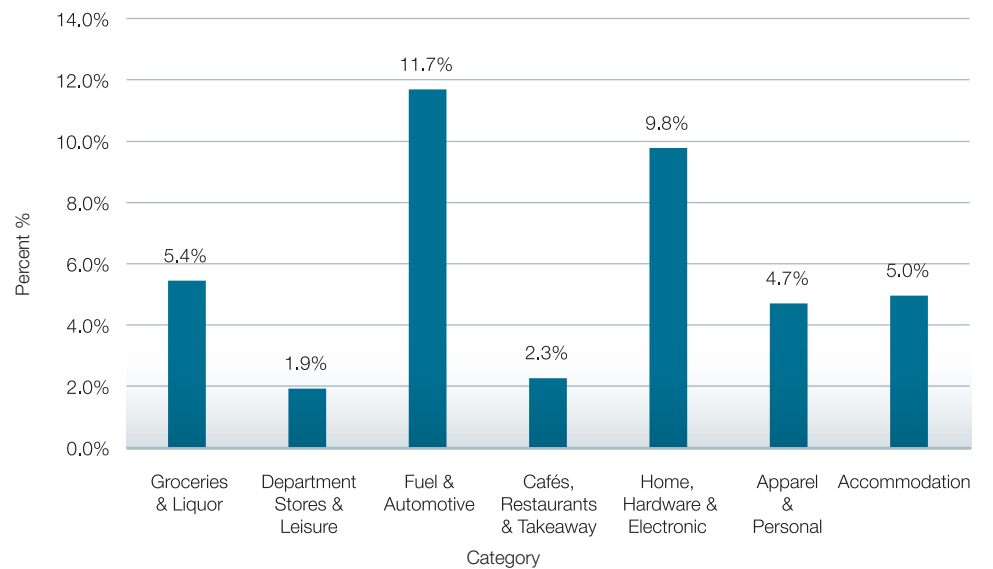
12 months to June 2018, relative to prior 12 month period.



NEW PLYMOUTH DISTRICT - SPEND BY CATEGORY 12 MONTHS TO JUNE 2018

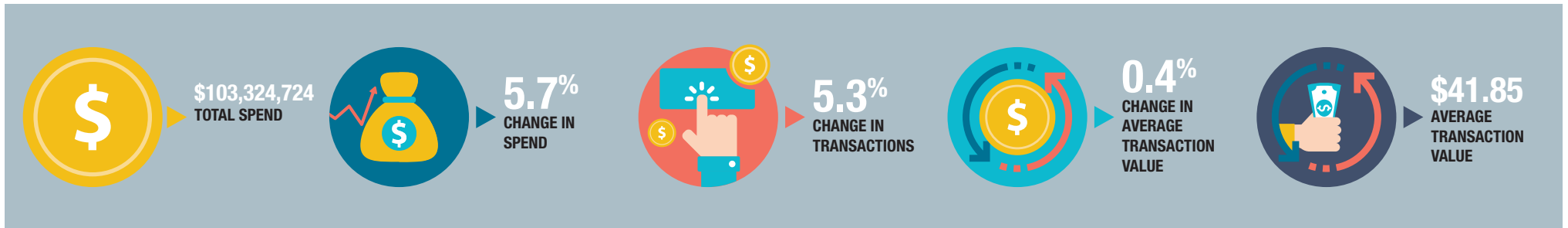


NEW PLYMOUTH DISTRICT - % CHANGE IN SPEND 12 MONTHS TO JUNE 2018

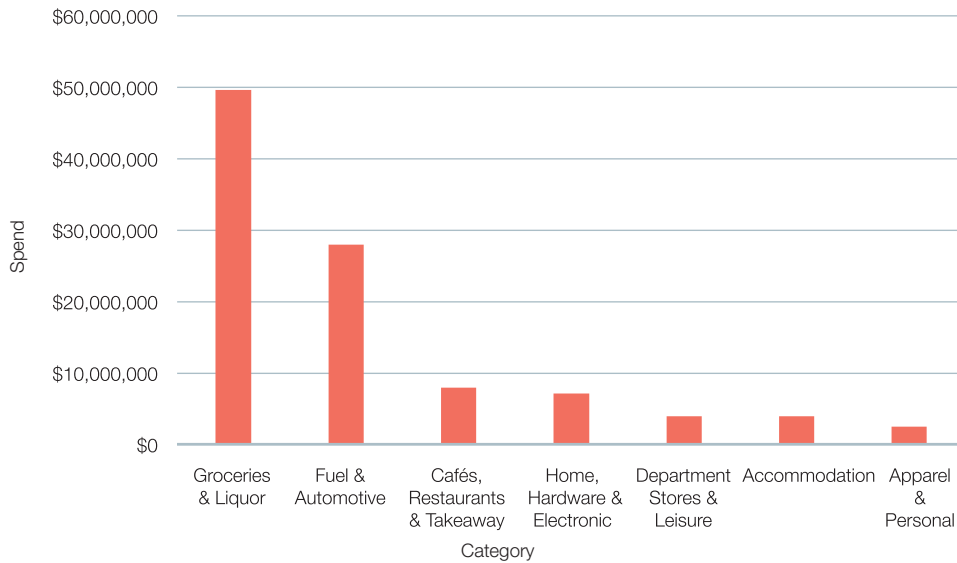


Stratford District Retail Barometer

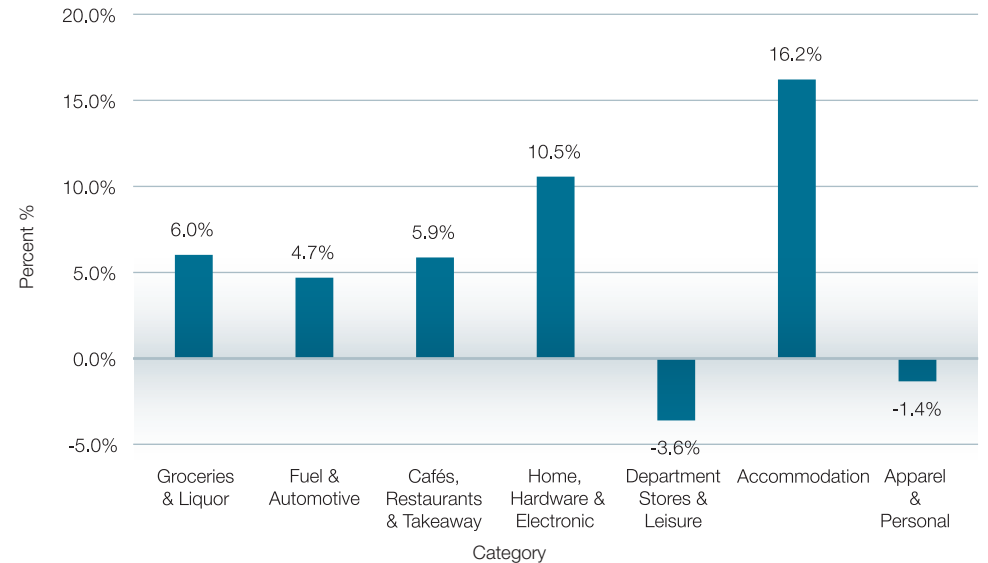
12 months to June 2018, relative to prior 12 month period.



STRATFORD DISTRICT - SPEND BY CATEGORY 12 MONTHS TO JUNE 2018



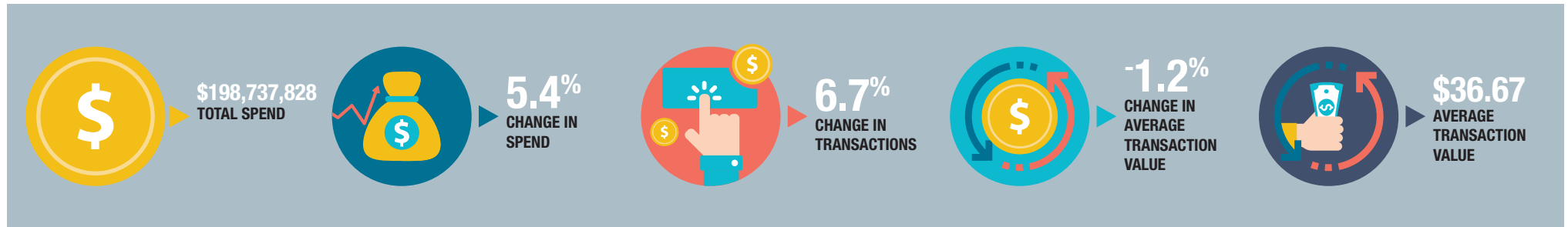
STRATFORD DISTRICT - CHANGE IN SPEND CATEGORY 12 MONTHS TO JUNE 2018 RELATIVE TO YEAR PRIOR



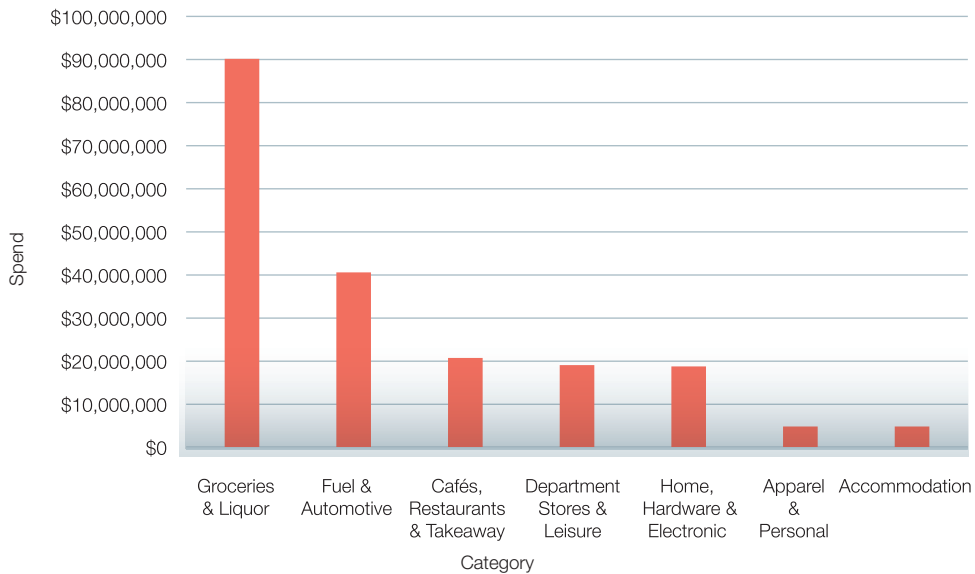
Retail Special Continued

South Taranaki District Retail Barometer

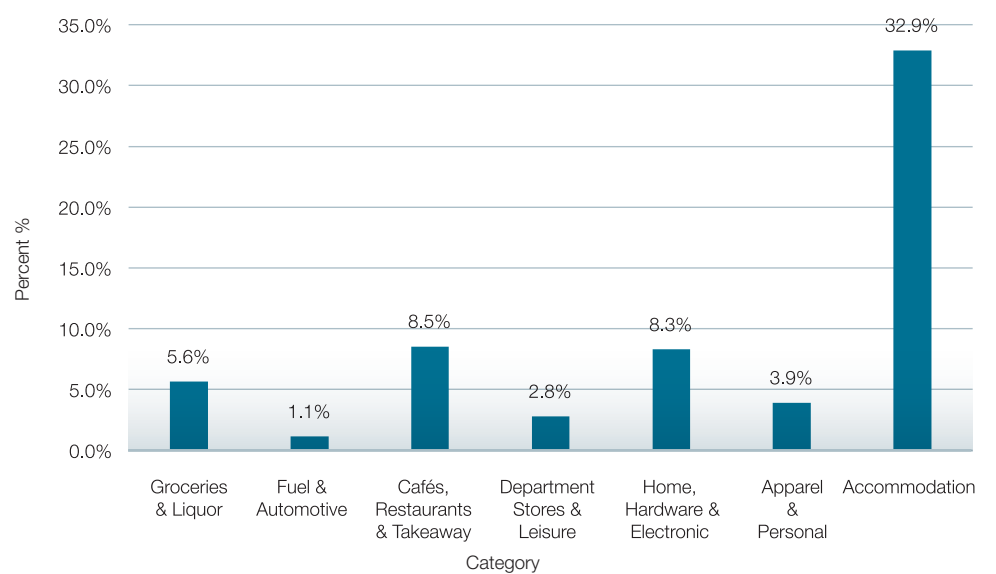
12 months to June 2018, relative to prior 12 month period.



SOUTH TARANAKI DISTRICT - RETAIL SPEND BY CATEGORY 12 MONTHS TO JUNE 2018



SOUTH TARANAKI DISTRICT - CHANGE IN SPEND 12 MONTHS TO JUNE 2018

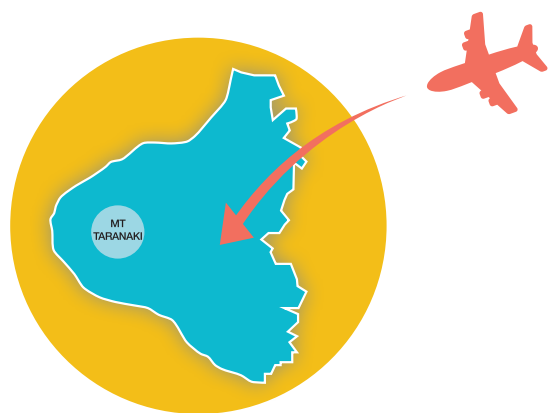


Visitors – Spend Differently in Retail Compared with Taranaki Residents

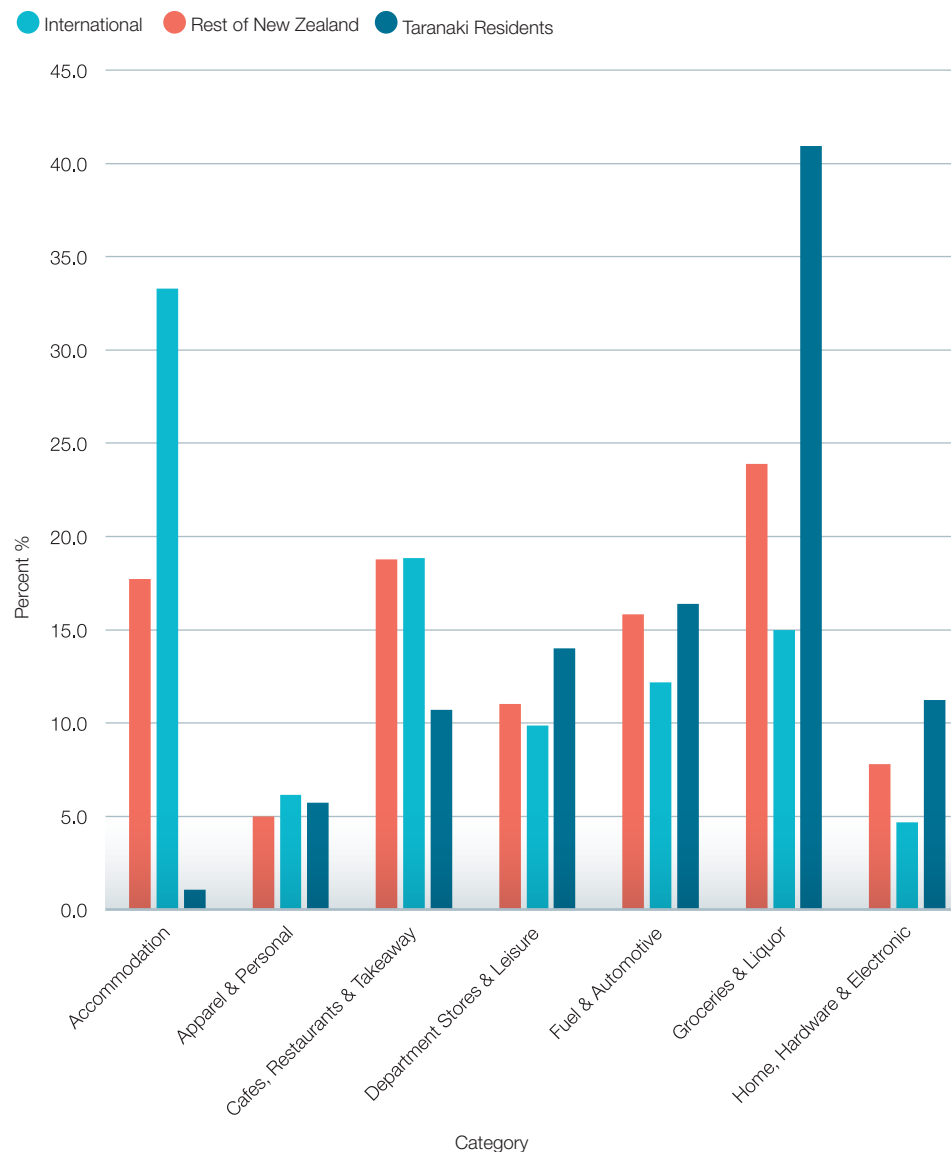
VISITORS FROM OTHER PARTS OF NEW ZEALAND SPENT OVER \$160 MILLION IN TARANAKI'S RETAIL OUTLETS DURING THE 12 MONTHS TO 30 JUNE 2018 – REFLECTING AN INCREASE OF 5.7% FROM THE YEAR PRIOR.

INTERNATIONAL VISITORS TO THE REGION CONTRIBUTED A FURTHER \$16 MILLION, UP ALMOST 10% FROM THE YEAR PRIOR.

THE VISITORS SPENT THEIR MONEY IN DIFFERENT WAYS THAN TARANAKI RESIDENTS. GREATER PROPORTIONS WERE ALLOCATED TO ACCOMMODATION (33%) AND CAFÉ'S, RESTAURANTS AND TAKEAWAYS (18.9%). TARANAKI RESIDENTS CONVERSELY, SPENT OVER 40% ON GROCERIES/ LIQUOR. INTERNATIONAL VISITORS, SPENT MORE PER AVERAGE RETAIL TRANSACTION THAN RESIDENTS AND DOMESTIC VISITORS.

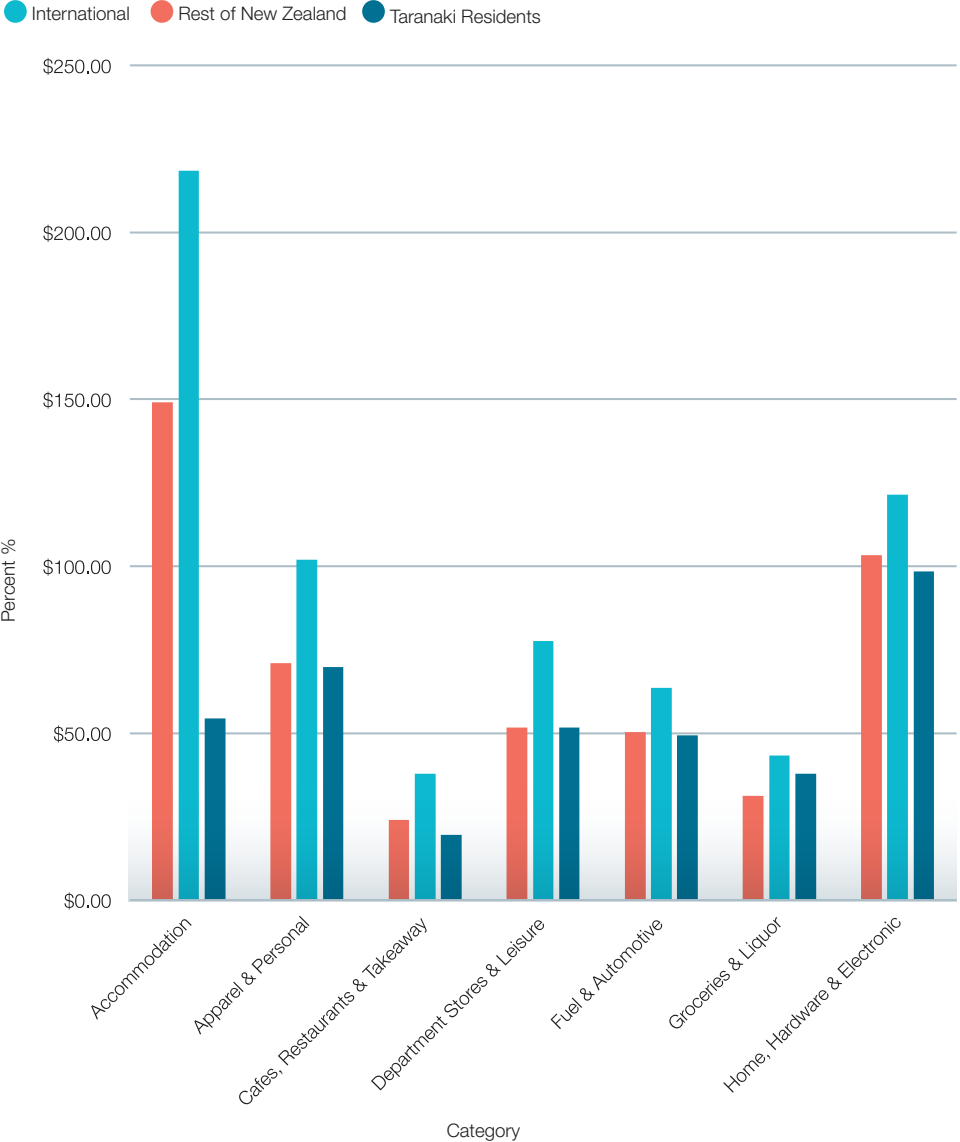


CATEGORY OF SPEND BY % 12 MONTHS TO JUNE 2018 - BY ORIGIN OF CUSTOMER

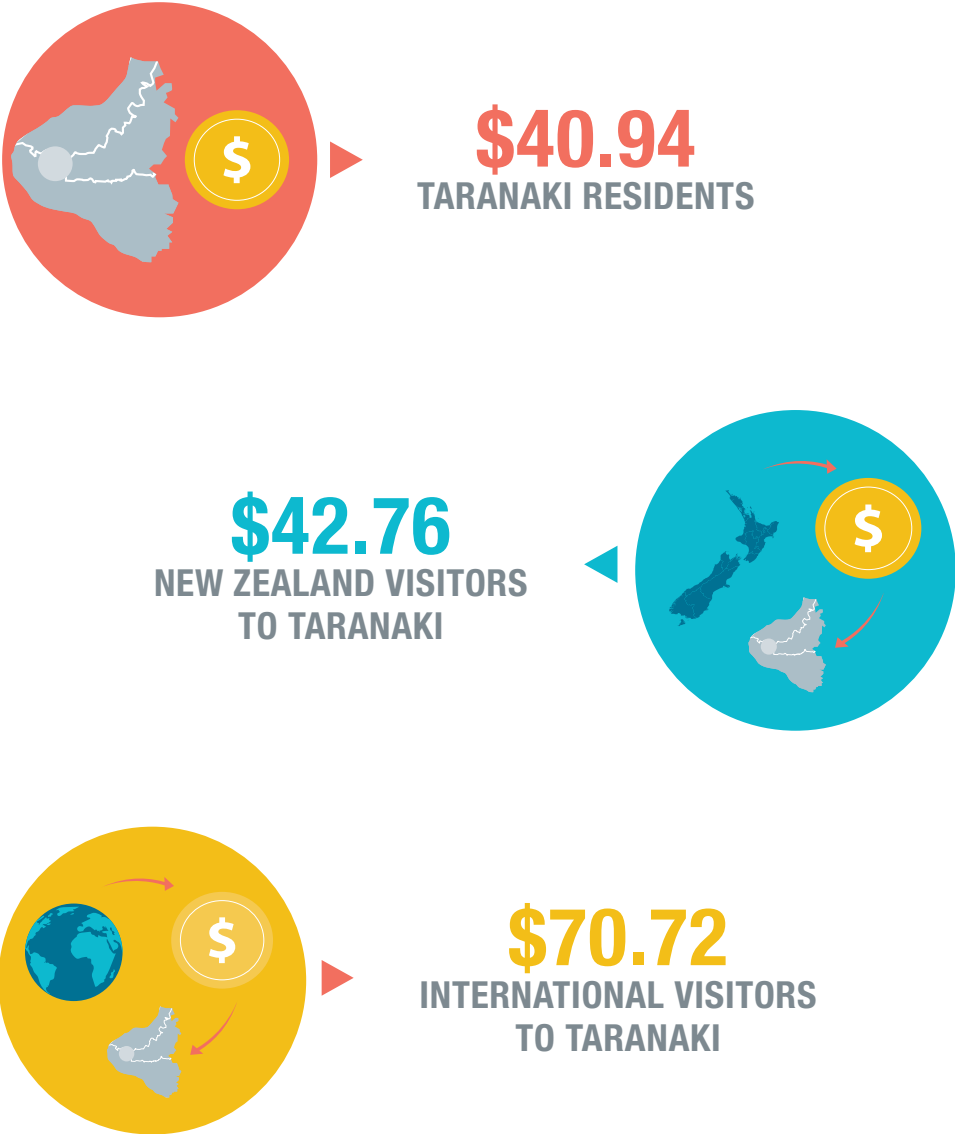


Visitors – Spend Differently in Retail Compared with Taranaki Residents

AVERAGE TRANSACTION VALUE - BY ORIGIN OF CUSTOMER



AVERAGE TARANAKI RETAIL TRANSACTION SPEND BY CUSTOMER ORIGIN



Business Numbers and Employment

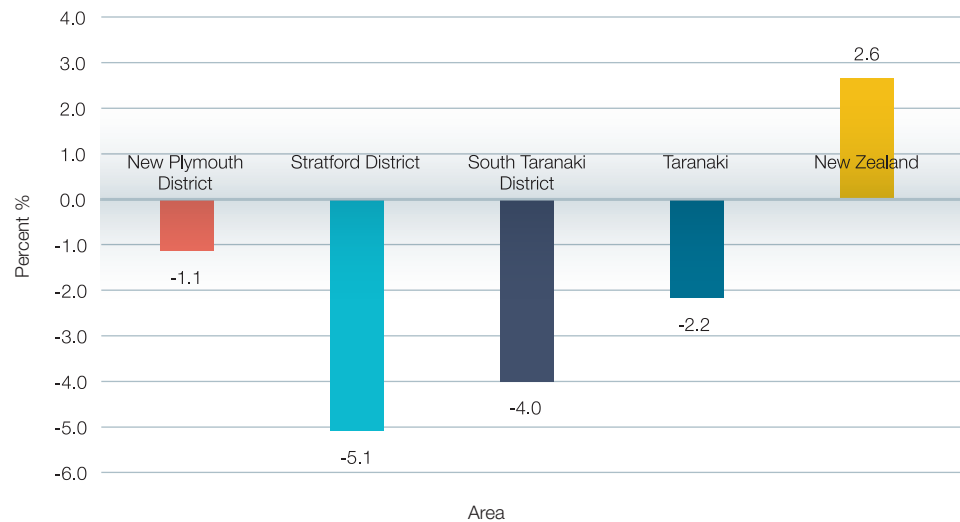
AS AT FEBRUARY 2017 (THE MOST RECENT COUNT OF BUSINESS NUMBERS) THERE WERE 49,600 EMPLOYEES WORKING IN 15,255 BUSINESSES IN TARANAKI (REGISTERED GST).

62% OF THE REGION'S BUSINESSES ARE IN THE NEW PLYMOUTH DISTRICT, WITH AN EMPLOYEE COUNT OF 34,800. ALMOST 1,500 BUSINESSES ARE BASED IN STRATFORD DISTRICT EMPLOYING 2,800. 4,323 BUSINESSES IN SOUTH TARANAKI PROVIDE EMPLOYMENT FOR 12,000 PEOPLE.

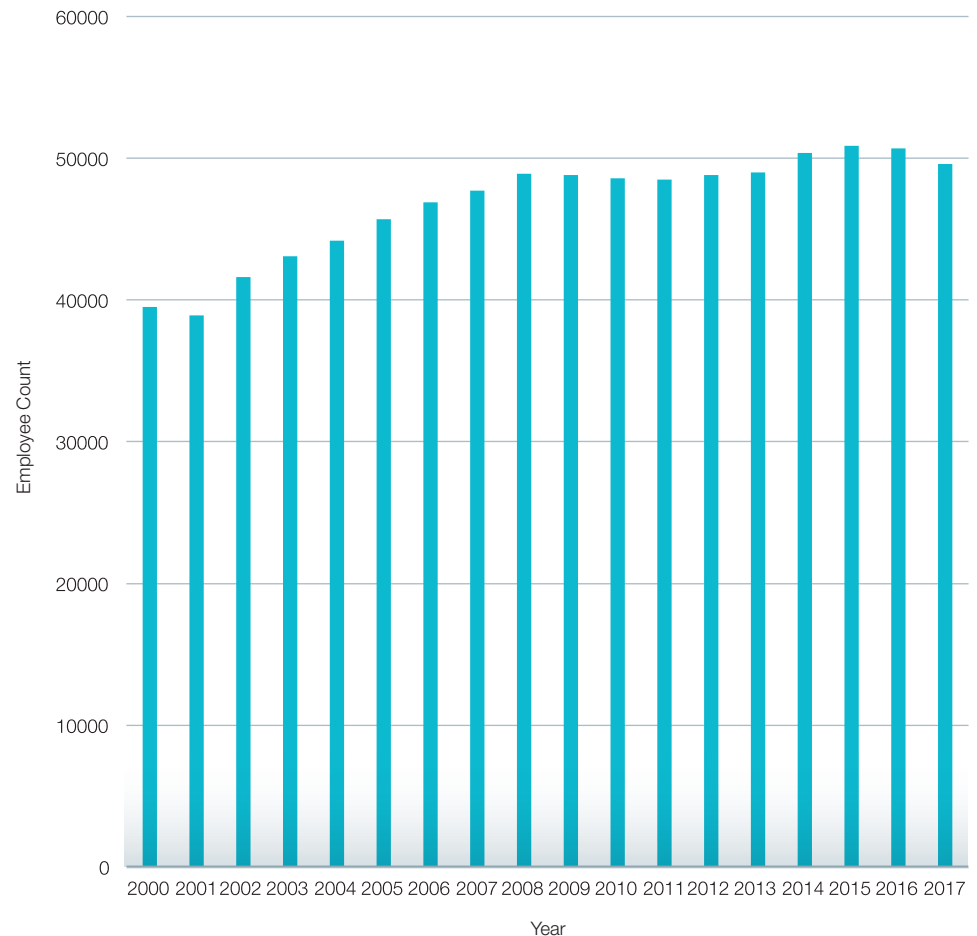
EMPLOYEE NUMBERS DECLINED 2.2% IN THE REGION BETWEEN FEBRUARY 2016 AND FEBRUARY 2017.

THERE ARE 25% MORE EMPLOYEES IN TARANAKI THAN THERE WERE IN 2000, AND BUSINESS NUMBERS HAVE INCREASED BY 20%.

EMPLOYEE COUNT - % CHANGE 2016 - 2017



TARANAKI EMPLOYEE COUNT 2000 - 2017

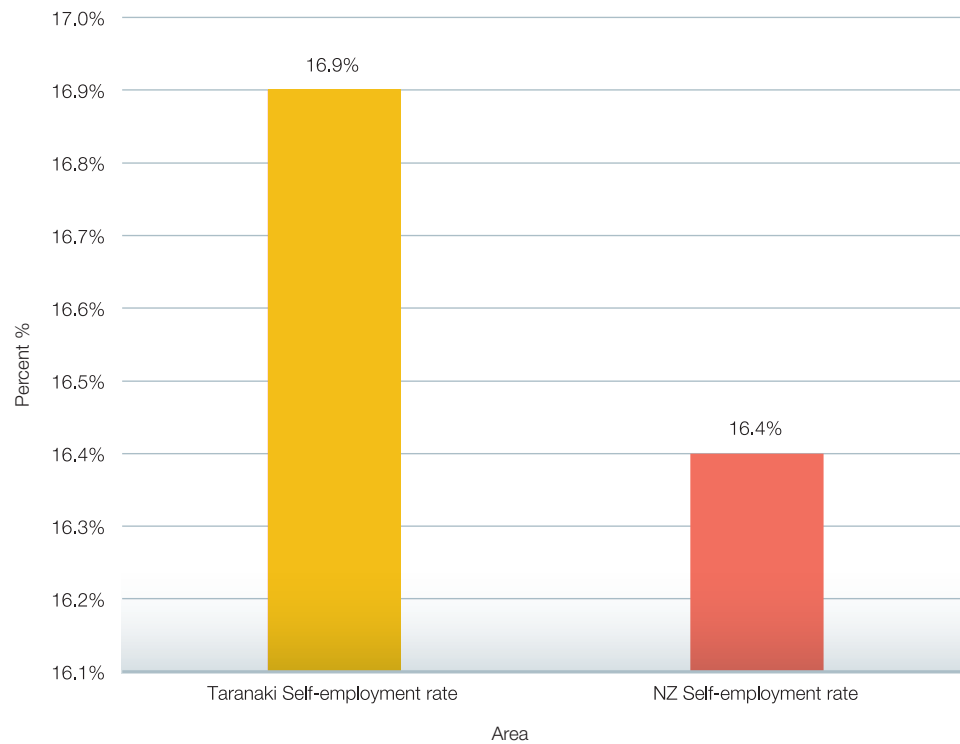


Self Employed

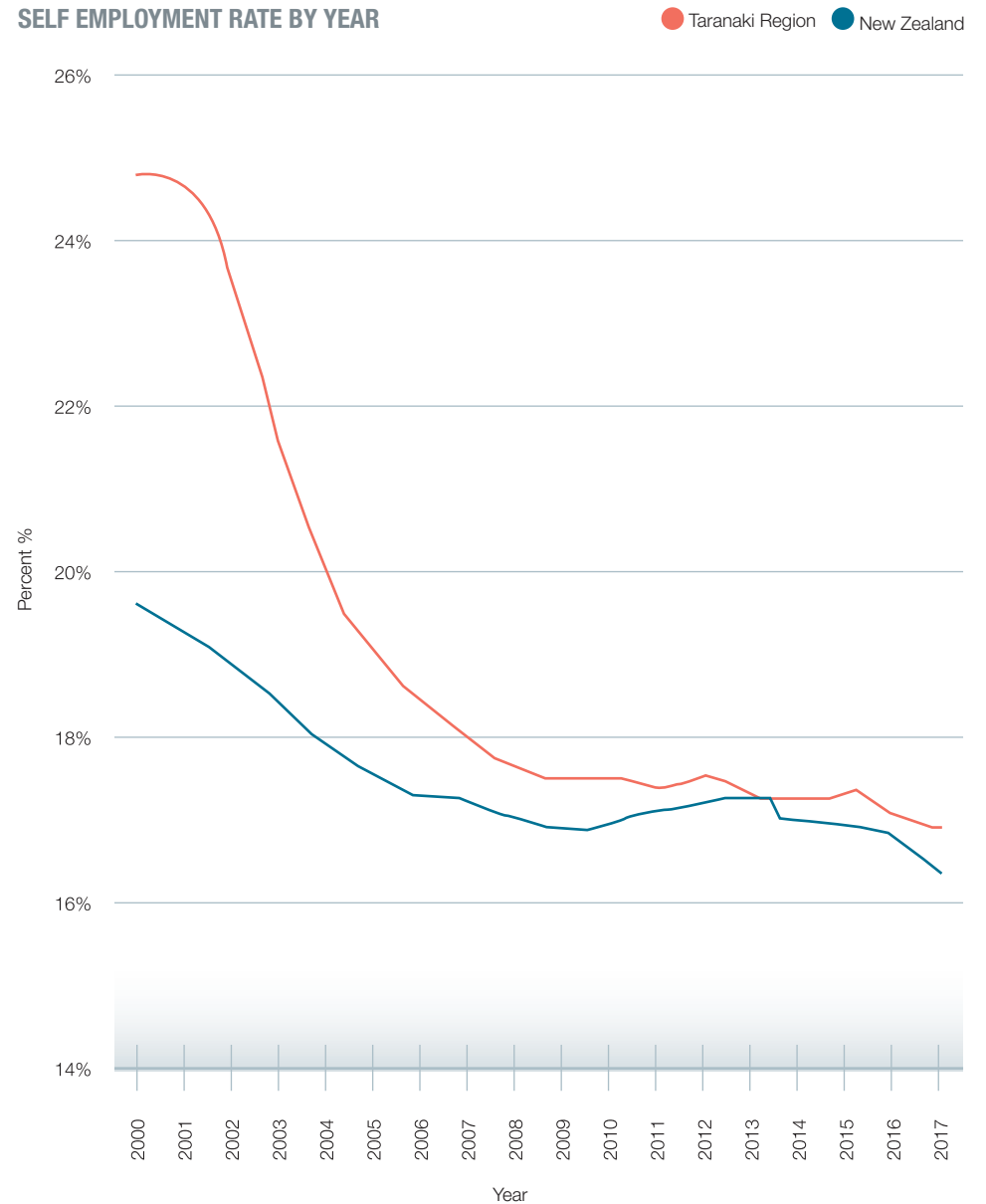
THE PREVIOUS ANALYSIS ON EMPLOYEE NUMBERS DOES NOT CAPTURE THE FULL EXTENT OF EMPLOYMENT THROUGH INCLUSION OF THOSE WHO ARE SELF-EMPLOYED. APPROXIMATELY ONE IN SIX PEOPLE IN EMPLOYMENT IN NEW ZEALAND ARE SELF-EMPLOYED.

THE SELF-EMPLOYMENT RATE IN TARANAKI IS SLIGHTLY HIGHER THAN THE NEW ZEALAND AVERAGE.

SELF EMPLOYMENT RATE

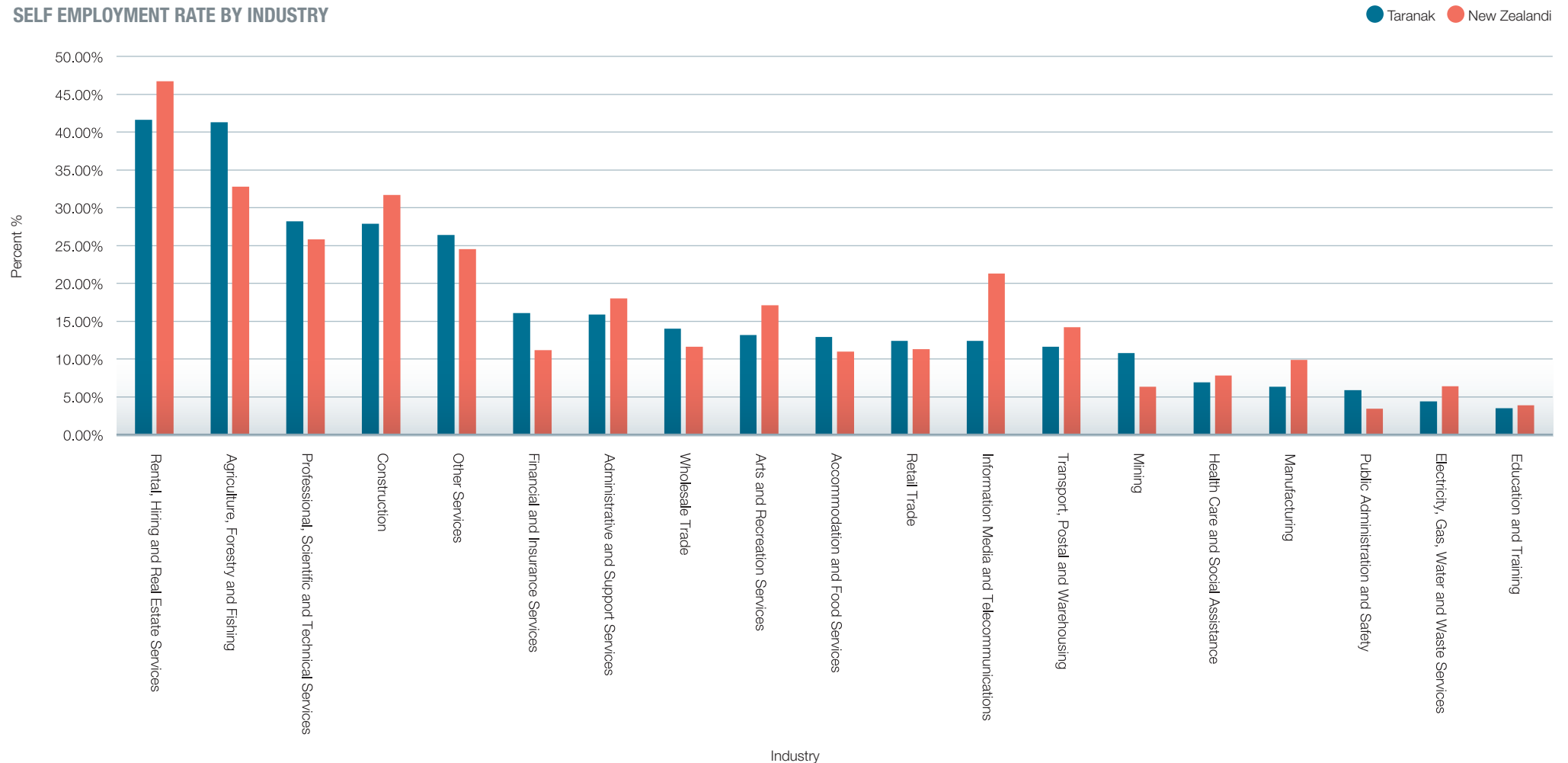


SELF EMPLOYMENT RATE BY YEAR



AT A BROAD INDUSTRY LEVEL, THERE ARE DIFFERENCES IN THE PROPORTION OF PEOPLE IN EMPLOYMENT WHO ARE SELF-EMPLOYED. WITHIN TARANAKI, INDUSTRIES SUCH AS FARMING, REAL ESTATE, PROFESSIONAL AND TECHNICAL SERVICES AND CONSTRUCTION HAVE COMPARATIVELY HIGHER RATES OF SELF-EMPLOYMENT THAN OTHER INDUSTRY SECTORS.

SELF EMPLOYMENT RATE BY INDUSTRY



Average Value of a House

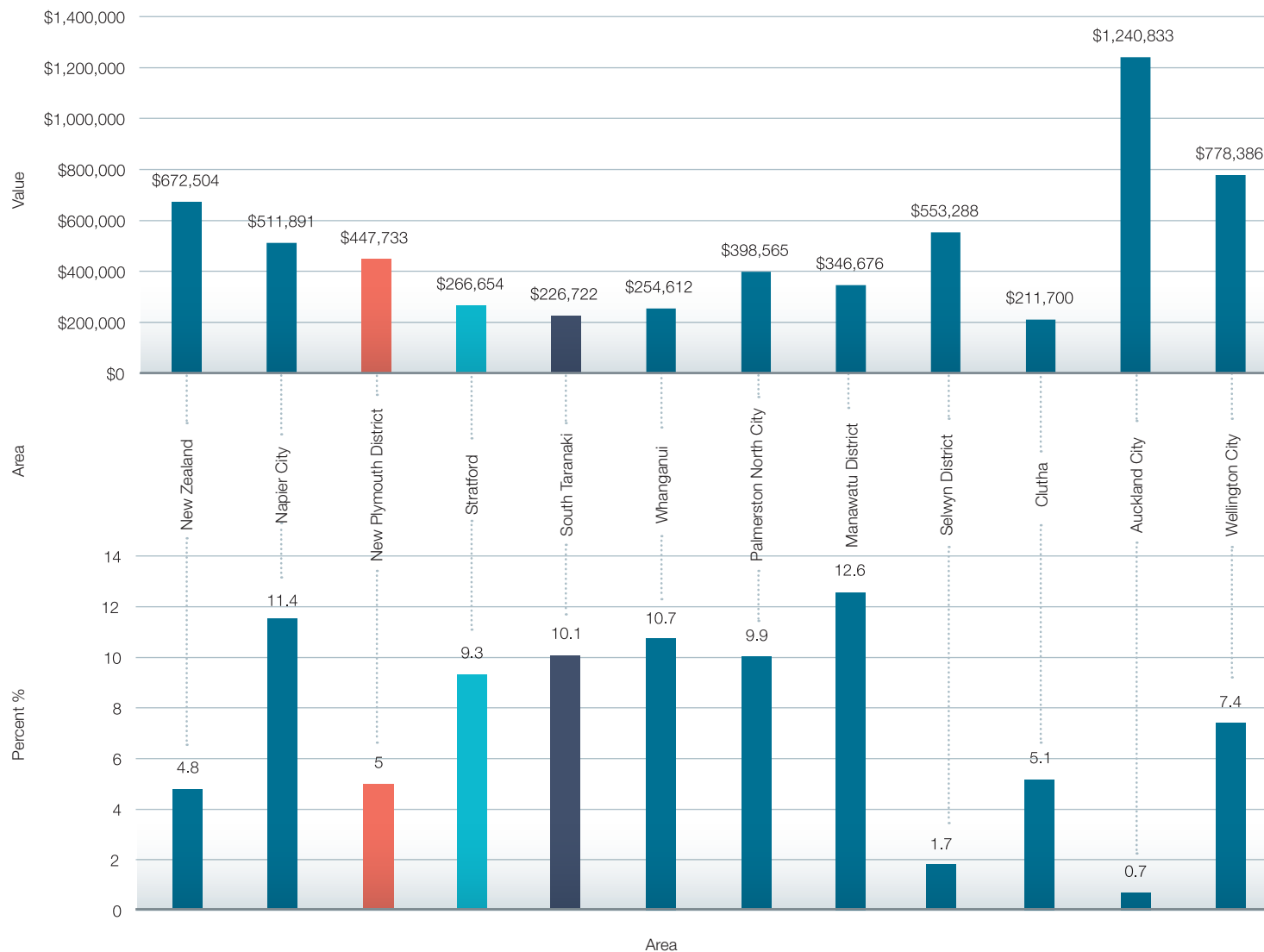
HOUSE VALUATIONS HAVE CONTINUED TO INCREASE IN TARANAKI.

SOUTH TARANAKI WAS UP 10.1% FOR THE MONTH OF AUGUST 2018 RELATIVE TO THE SAME MONTH IN 2017.

THE AVERAGE HOUSE VALUATION WAS \$266,654 IN STRATFORD, \$226,722 IN SOUTH TARANAKI, AND \$447,733 IN THE NEW PLYMOUTH DISTRICT.

THE AVERAGE VALUATION FOR A HOUSE IN NEW ZEALAND AS AT AUGUST 2018 WAS \$672,504.

AVERAGE VALUE OF A HOUSE AUGUST 2018



HOUSE VALUES - PERCENTAGE CHANGE IN VALUE BETWEEN MONTH OF AUGUST 2018 AND MONTH OF AUGUST 2017

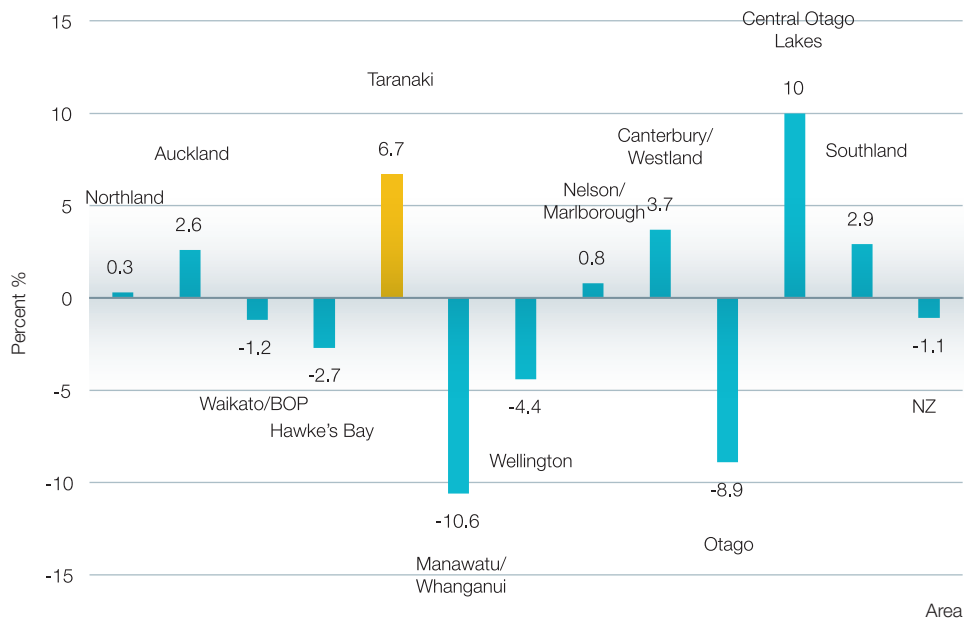
Home Affordability

PERCENTAGE CHANGE IN HOME AFFORDABILITY IN LAST 12 MONTHS



TARANAKI WAS ONE OF THE FEW REGIONS WITH AN IMPROVEMENT IN AFFORDABILITY.

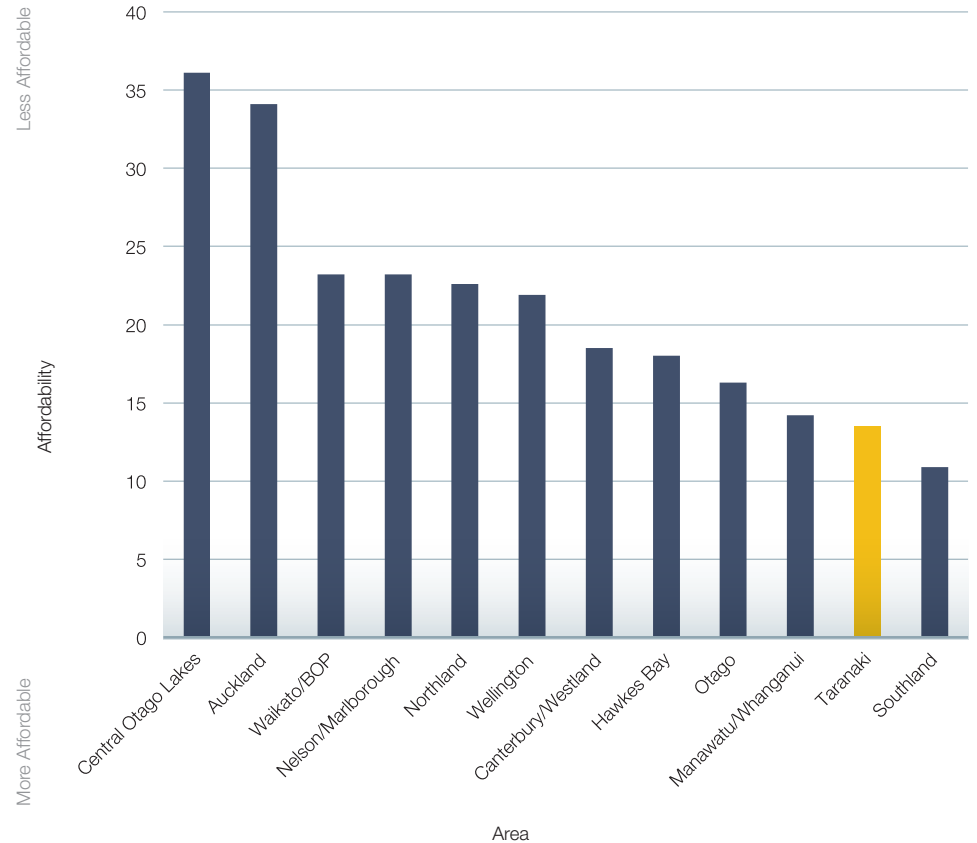
% CHANGE IN HOME AFFORDABILITY IN THE LAST 12 MONTHS TO MAY 2018



TARANAKI IS THE SECOND MOST AFFORDABLE LOCALITY IN THE COUNTRY.

CENTRAL OTAGO LAKES, INCLUDING QUEENSTOWN, CONTINUES ITS RECORD AS THE MOST UNAFFORDABLE REGION IN NEW ZEALAND.

HOME AFFORDABILITY REGIONAL RANKING

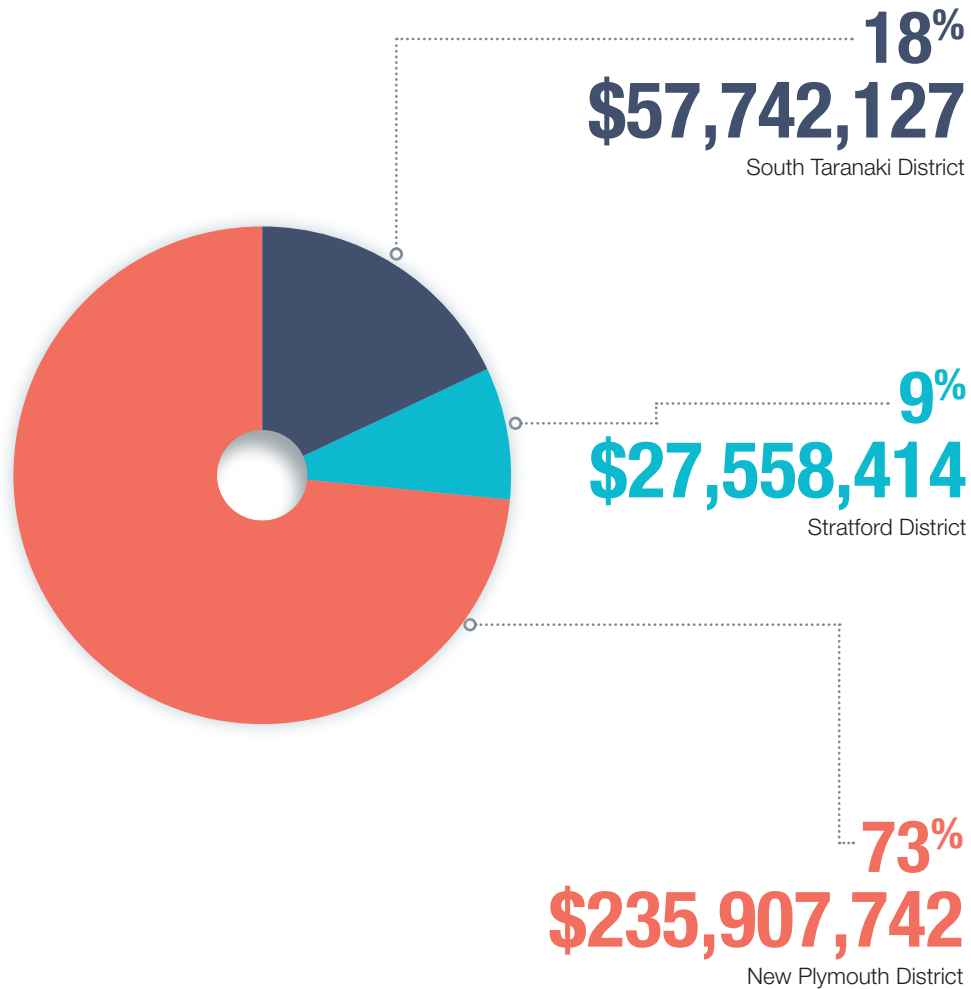


Construction Activity

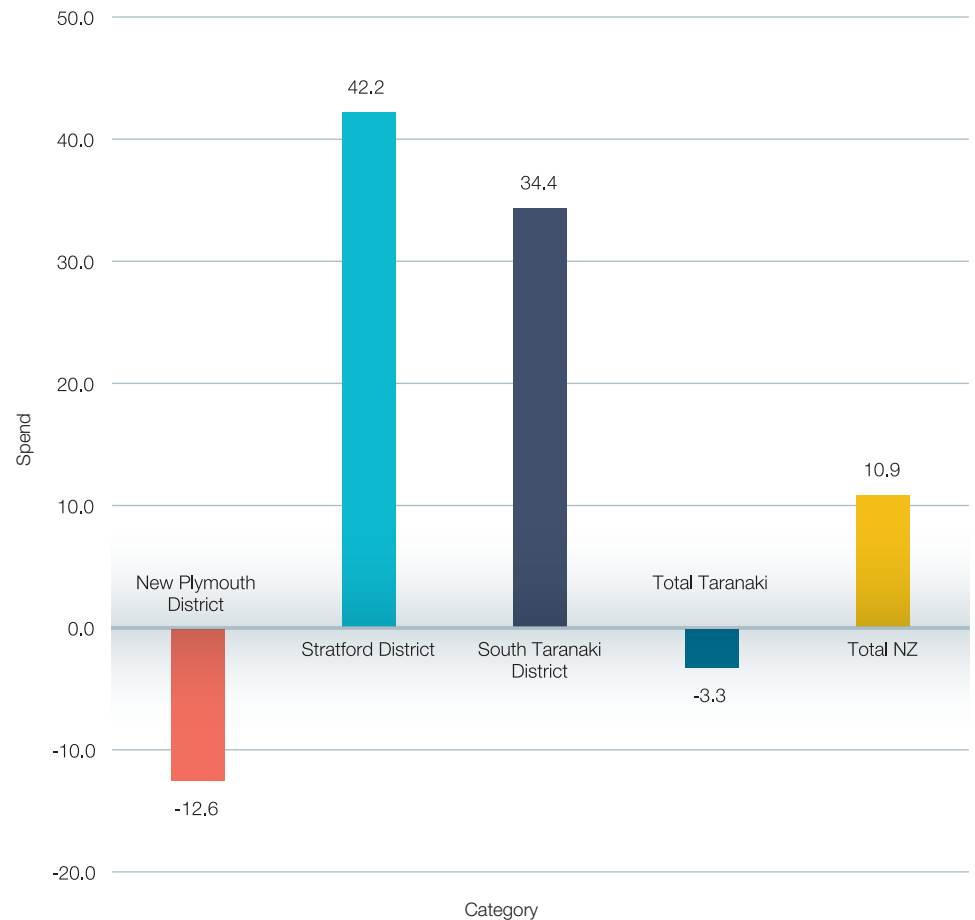
IN TARANAKI FOR THE 12 MONTHS ENDING JUNE 2018 THERE WERE \$321.2 MILLION OF BUILDING CONSENTS APPROVED.

THE VALUE OF BUILDING CONSENTS DECREASED BY 3.3% IN TARANAKI FOR THE YEAR RELATIVE TO THE PREVIOUS 12 MONTHS.

VALUE OF BUILDING CONSENTS TO JUNE 2018

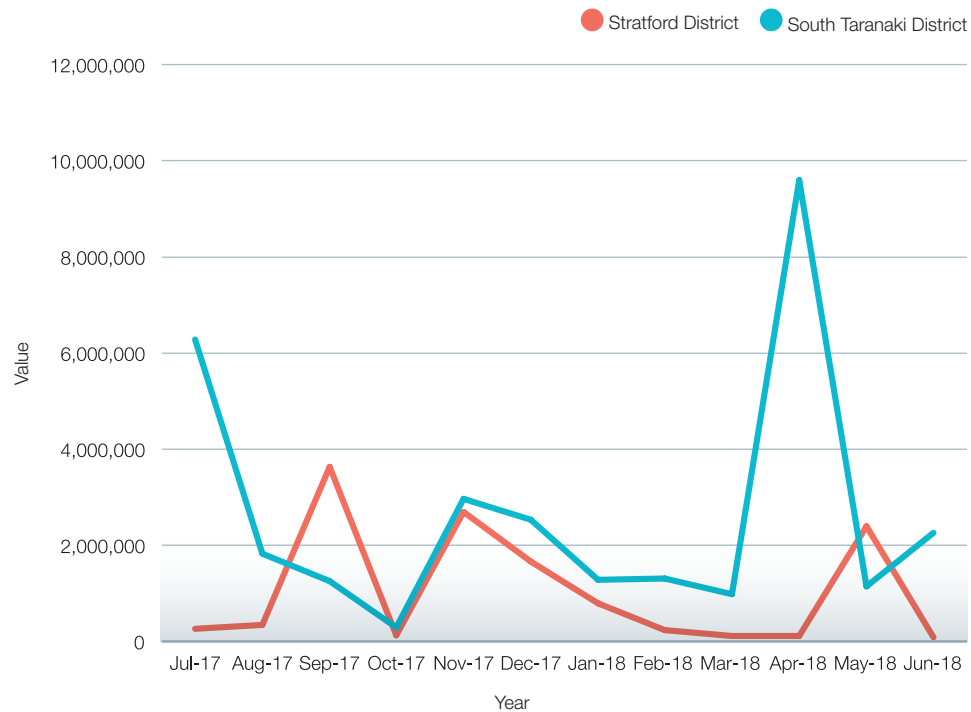


PERCENTAGE CHANGE IN VALUE OF TOTAL BUILDING CONSENTS 12 MONTHS TO JUNE 2018 RELATIVE TO SAME PERIOD IN PRIOR YEAR.

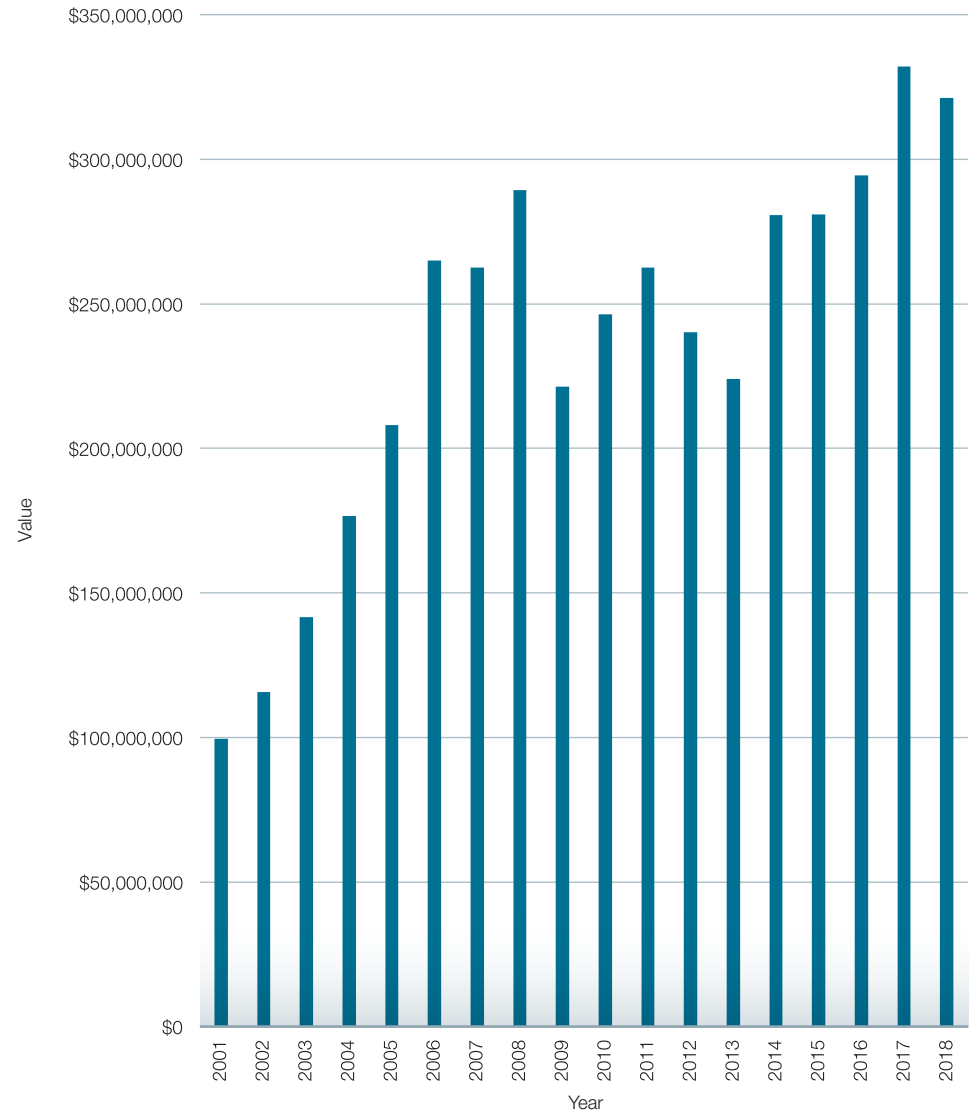


THIS CHANGE WAS PREDOMINANTLY DUE TO A LOWER VALUE OF CONSENTS APPROVED IN THE NEW PLYMOUTH DISTRICT, RELATIVE TO THE PREVIOUS YEAR WHEN SIGNIFICANT COMMERCIAL BUILDING CONSENTS BOOSTED RESULTS. STRATFORD AND SOUTH TARANAKI CONVERSELY EXPERIENCED SIGNIFICANT GROWTH IN THE VALUE OF BUILDING CONSENTS APPROVED DUE TO HEIGHTENED LEVELS OF COMMERCIAL CONSENTS APPROVED DURING THE YEAR.

VALUE OF NON-RESIDENTIAL BUILDING CONSENTS APPROVED 2017/2018 BY MONTH, STRATFORD AND SOUTH TARANAKI DISTRICT



TARANAKI BUILDING CONSENTS (NEW AND ALTERATIONS, RESIDENTIAL AND COMMERCIAL) BY VALUE YEAR ENDING JUNE



Visitor Industry

% CHANGE IN COMMERCIAL GUEST NIGHTS YEAR ENDING JUNE 2018

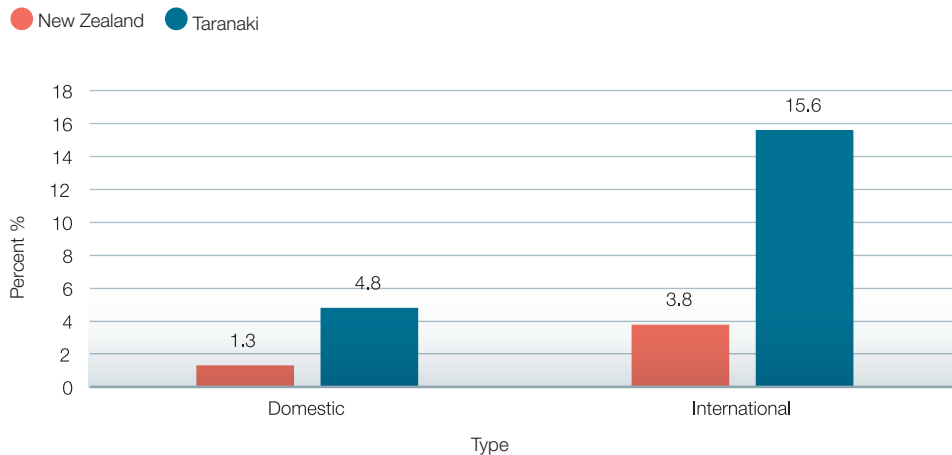


INTERNATIONAL GUEST NIGHTS, ALTHOUGH COMPRISING LESS THAN 20% OF OUR TOTAL GUEST NIGHTS, HAS CONTINUED TO INCREASE AT RATES SIGNIFICANTLY HIGHER THAN THE NATIONAL AVERAGE.

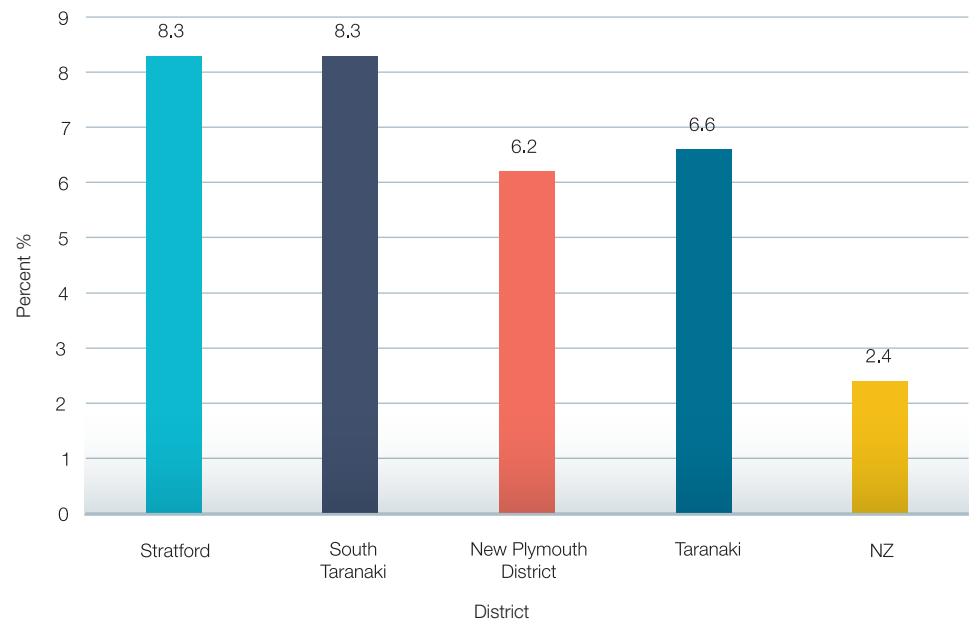
THE NUMBER OF GUEST NIGHTS IN COMMERCIAL ACCOMMODATION INCREASED IN ALL THE TARANAKI DISTRICTS WITH SOUTH TARANAKI AND STRATFORD EXPERIENCING GROWTH OF 8.3%.

THERE WERE 668,266 COMMERCIAL GUEST NIGHTS RECORDED IN TARANAKI FOR THE 12 MONTHS ENDING JUNE 2018.

PERCENTAGE CHANGE IN GUEST NIGHTS FROM PREVIOUS YEAR YEAR ENDING JUNE 2018

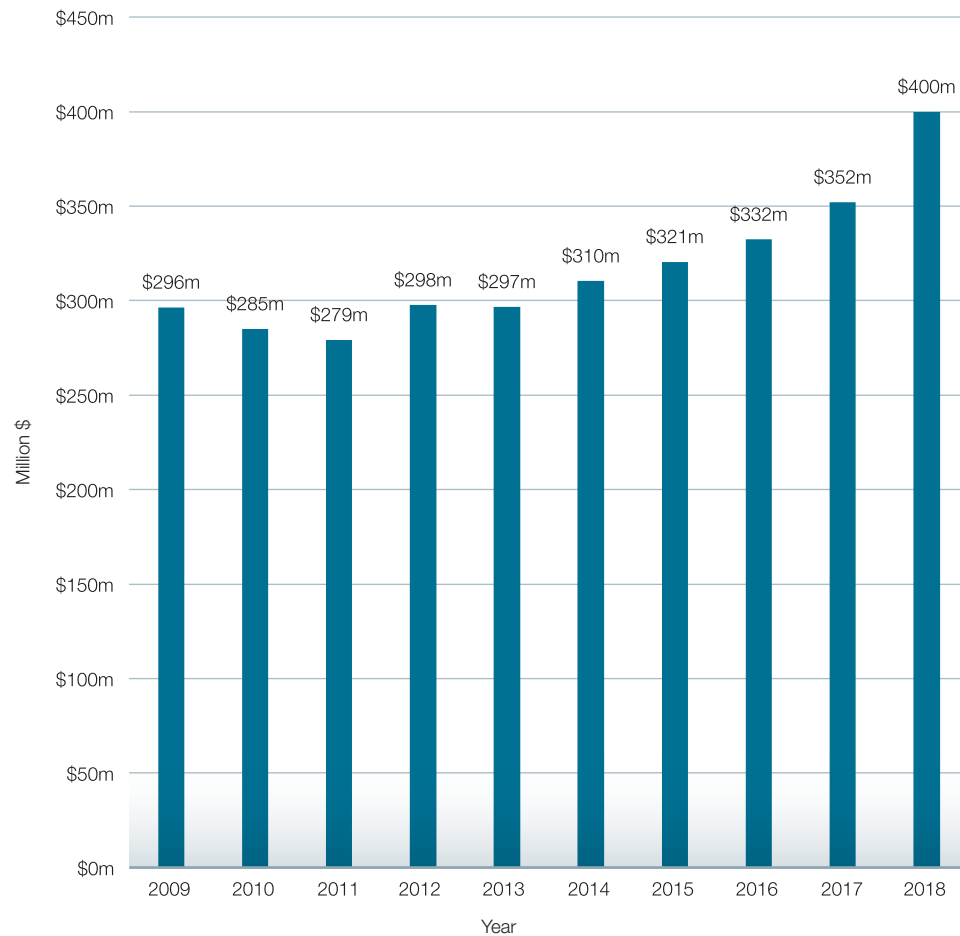


COMMERCIAL ACCOMMODATION GUEST NIGHTS - % CHANGE - YEAR ENDING JUNE 2018

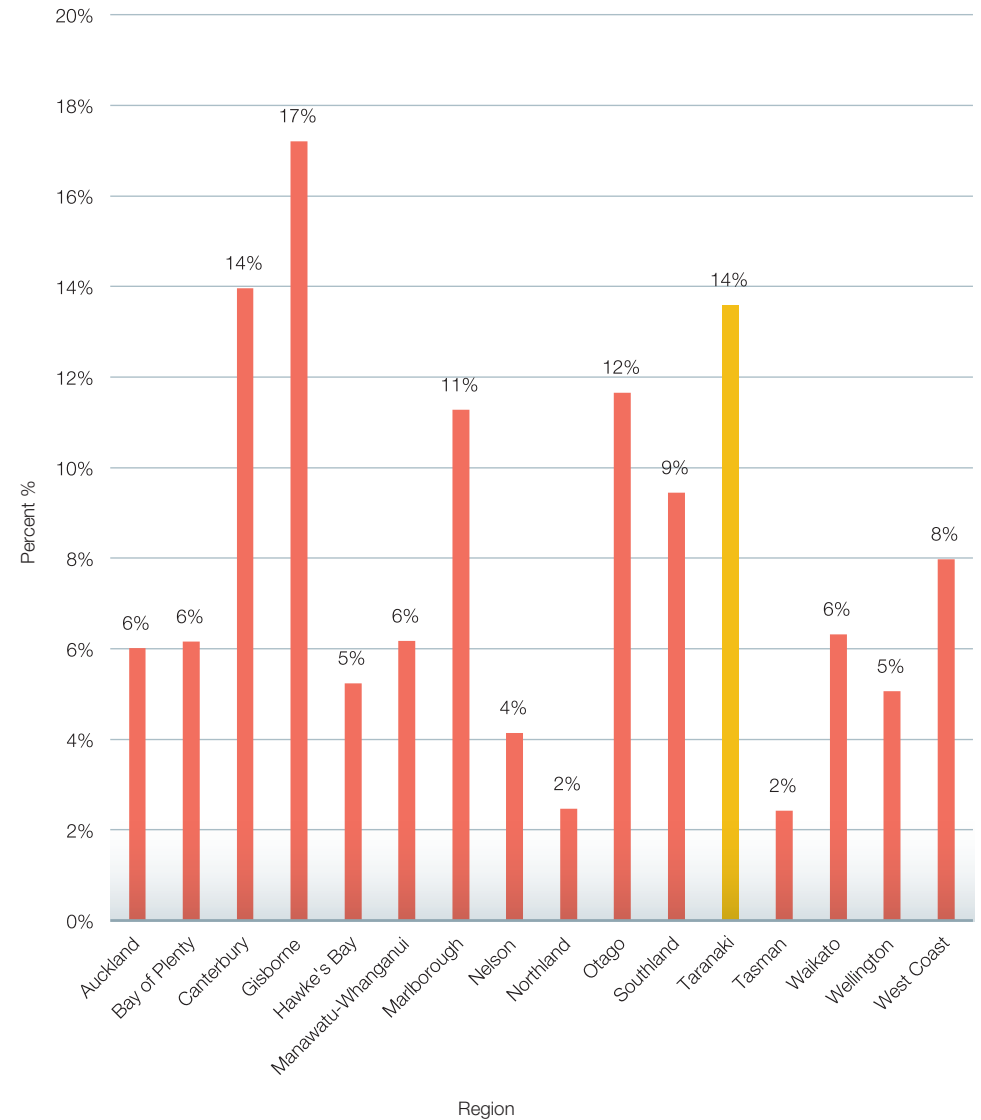


VISITOR EXPENDITURE FOR THE 12 MONTHS TO JULY 2018 WAS AN ESTIMATED \$400 MILLION FOR THE TARANAKI REGION, AN INCREASE OF 14% OVER THE PREVIOUS YEAR.

ANNUAL TOURISM SPEND - TARANAKI \$ MILLION 12 MONTHS TO JULY 2018

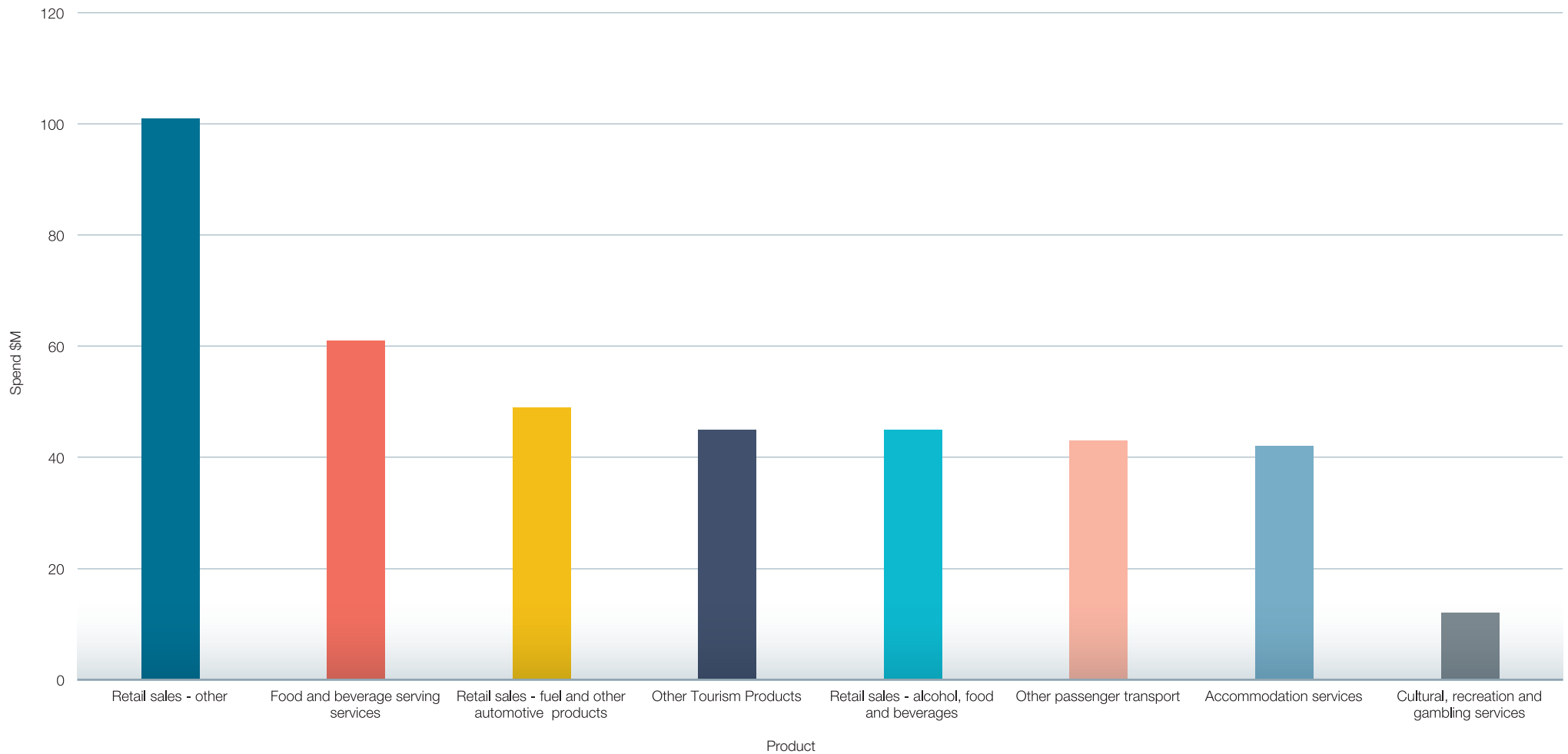


PERCENT CHANGE IN TOTAL SPEND: 12 MONTHS ENDING JULY 2017 V 12 MONTHS ENDING JULY 2018



SPEND OCCURRED IN A RANGE OF AREAS, ALTHOUGH FOOD AND BEVERAGE, FUEL AND RETAIL SHOPPING WERE KEY BENEFICIARIES.

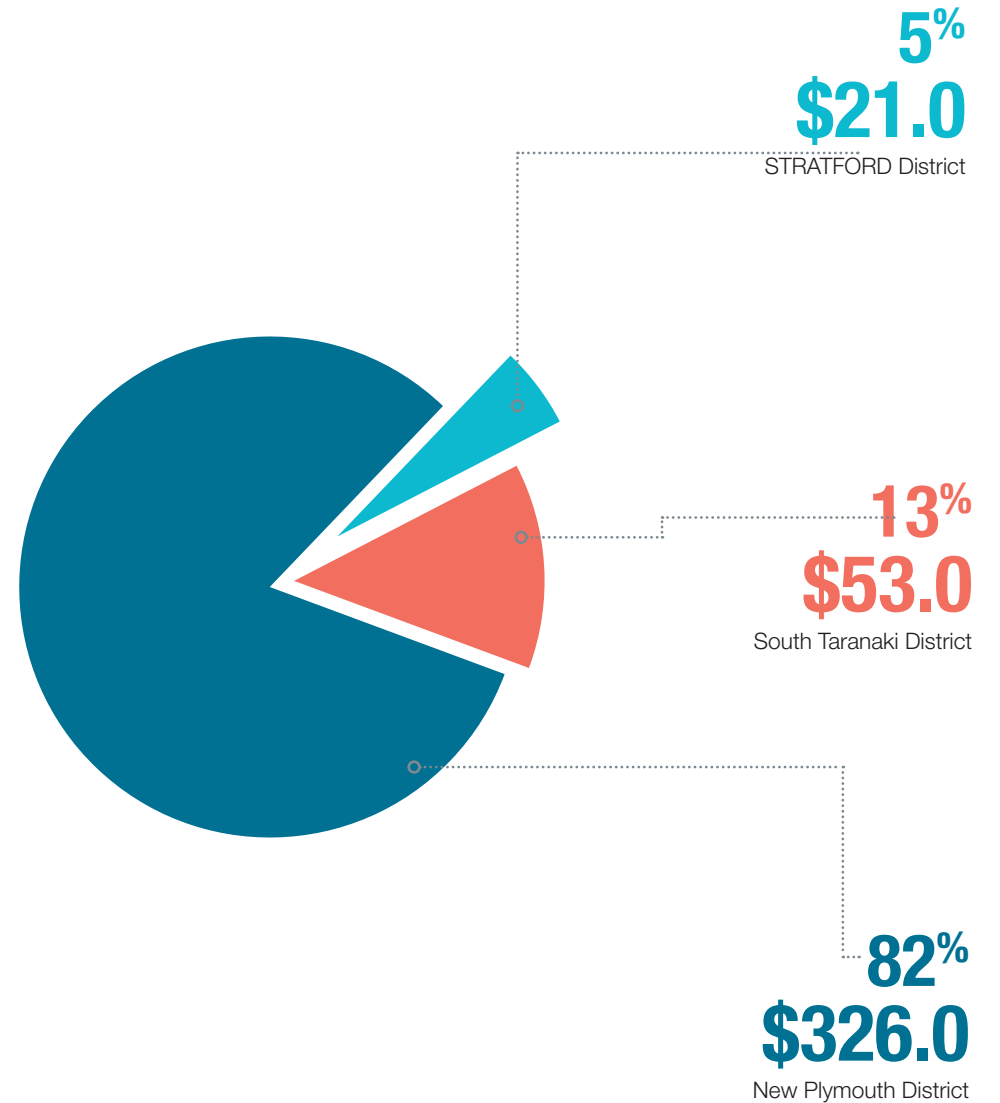
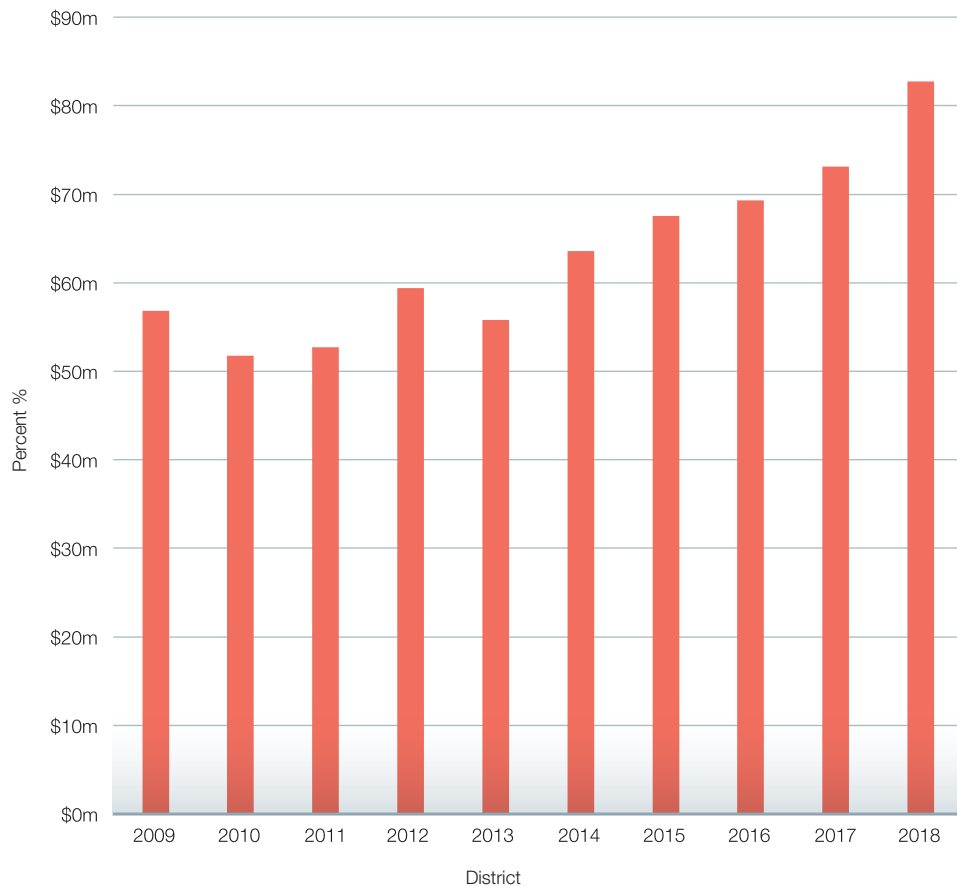
VISITOR SPEND BY PRODUCT IN TARANAKI YEAR TO JULY 2018 \$M



OF THE \$400 MILLION SPENT BY TOURISTS, \$326 MILLION WAS SPENT IN THE NEW PLYMOUTH DISTRICT, \$53 MILLION IN SOUTH TARANAKI AND \$21 MILLION IN STRATFORD. SPEND BY INTERNATIONAL VISITORS COMPRISES AN ESTIMATED 21% OF TOTAL SPEND. IT IS AN AREA OF ECONOMIC GROWTH FOR THE TARANAKI REGION.

TOURISM SPEND BY DISTRICT - YEAR END JULY 2018 \$M

ANNUAL INTERNATIONAL TOURISM SPEND IN TARANAKI YEAR TO JULY \$M



Technical Details

Consumer Price Index (CPI): Statistics NZ. The CPI measures the rate of price change of goods and services purchased by New Zealand households. Statistics NZ visits 3,000 shops around New Zealand to collect prices for the CPI and check product sizes and features.

Gross Domestic Product (GDP): Statistics NZ. Infometrics.

Economic Activity: ANZ Regional Trends. Note: this information is not GDP data but a composition of specific indicators selected by the ANZ e.g. retail sales, employment data, house sales, guest nights, car sales etc. The report tracks the overall summation of changes on a regional basis annually and quarterly.

Economic Outlook: Venture Taranaki. This reflects the results of VT's six-monthly business survey of Taranaki businesses. The survey involved a cross-section of 1000 businesses. The survey is undertaken in June and November of each year.

Employee Count: Statistics NZ Business demography. Business demographic statistics give an annual snapshot (as at February); limited to economically significant individual, private-sector and public-sector enterprises that are engaged in the production of goods and services in New Zealand; generally includes all employing units and those enterprises with GST turnover greater than \$30,000 per year. Employee count is a head-count of all salary and wage earners for the February reference month. NB: thus may not include self-employed or those within the business that are not classified as employees.

Unemployment Rate and Participation Rate: Statistics NZ Household Labour Force survey.

Employment Outlook: Taranaki: Venture Taranaki. Six-monthly business survey of Taranaki businesses.

Skill Shortage Monitor: Venture Taranaki. Six-monthly business survey of Taranaki businesses, undertaken May and November each year.

Business Numbers: Statistics NZ Business demography, undertaken February each year.

Population Count: Statistic NZ. Census

Natural Population Increase: Statistics NZ: Births and Deaths

Migration: Statistics NZ. Permanent long-term departures and arrivals. Permanent and long-term arrivals include overseas migrants who arrive in New Zealand intending to stay for a period of 12 months or more (or permanently), plus New Zealand residents returning after an absence of 12 months or more. Permanent and long-term departures include New Zealand residents departing for an intended period of 12 months or more (or permanently), plus overseas visitors departing New Zealand after a stay of 12 months or more.

Average Weekly Earnings: Statistics NZ: Total usual weekly earnings from self-employment and wage and salary jobs (earnings from paid employment), divided by the number of people receiving earnings from a self-employment or wage and salary job (number of people in paid employment).

Average household weekly income: Statistics NZ: Weekly household income is the sum of weekly income of all people in the household from all sources. Average weekly household income is total weekly household income, divided by the number of households.

House Values and Average Value of a House: Source: QV.co.nz: QV.co.nz is powered by PropertyIQ, a joint venture between CoreLogic and Quotable Value. Note: these are house valuations, not house sales.

House Sales: Real Estate Institute of NZ. Note: These are house sales, and the data only includes those sales undertaken by members of the REINZ. Does not include e.g. private sales.

Home Affordability: Massey University Home Affordability Report.

Rental Market: Massey University Rental Market Report.

Building Consents: Statistics NZ

Agriculture: Statistics NZ. Annual Agriculture Production Survey.

Forestry – National Exotic Forest Description, MPI, NZ Forestry Owners Committee.

Farm Sales: Real Estate Institute of NZ. Note: Only includes sales undertaken by members of the REINZ. Does not include private or other means of selling farms.

Retail Statistics: Market View customized research for Venture Taranaki utilizing EFTPOS sales and BNZ credit cards.

Commercial Accommodation Statistics: Statistics NZ

Exports/Imports: Statistics NZ data. Note: this data may not include coastal trade and the methodology utilized by Statistics NZ may not reflect the totality of trade activity which occurs across each NZ Port as part of the overall port transportation process.

Total Port Taranaki Data and Activity: Provided by Port Taranaki. This data includes coastal trade and the summation of all exports and imports crossing the port.

New Plymouth Airport Passenger Movements: Provided by New Plymouth District Council.

International Students: Ministry of Education and Venture Taranaki.

About Venture Taranaki

As Taranaki's Regional Development Agency, Venture Taranaki is committed to helping Taranaki grow.

That's why we're interested in helping to make your business a success.

If you need advice and assistance or access to information and knowledge to support your business aspiration, we offer a single point of contact to provide the help you require.

If you are:

- Thinking of starting up a business
- Considering relocating or investing in Taranaki
- Trying to grow your business, or if your business is going through changes

We have a range of products and services to meet your business needs, and best of all, most of them are free!

Information is available online at www.business.taranaki.info or call us:

Venture Taranaki

9 Robe Street

PO Box 670

New Plymouth

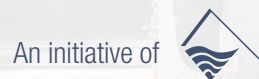
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Te Kaunihera-ā-Rohe o Ngāmotu
NEW PLYMOUTH DISTRICT COUNCIL
newplymouthnz.com

Disclaimer:

Venture Taranaki's services and opinions are of a general nature and should be used as a guide only. They are not a substitute for commercial judgment or independent professional advice which should be obtained prior to any business matter. While every effort has been made to ensure that the information, opinions and forecasts provided are accurate and reliable, Venture Taranaki shall not be liable for any adverse consequences of decisions made in reliance of any report provided in this publication.

Taranaki's Regional Development Agency

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