

Newsletter

August 2011

MEMBER PROFILE



www.technologywise.co.nz

TechnologyWise is a Tauranga-based IT service and support company specialising in the business and education markets. For more than 10 years they have built a reputation as one of the leading free and open source software providers in New Zealand. Over 300 TechnologyWise clients enjoy the benefits of open source technologies, which includes Linux servers, PCs and laptops, customer relationship management software, wikis, website content management, email marketing software and office software. Their team of 10 supports a wide range of clients throughout the Bay of Plenty and as far afield as Auckland and Christchurch.

As a successful systems integrator of all technologies and platforms, TechnologyWise has a significant point of difference. Their customers experience the benefits of world-class, cost-effective, open source software underpinning their operation, while integrating with other technologies, including Windows and Apple platforms. As the world shifts to Cloud (outsourcing services such as data storage and software) or Internet-based computing, the trend to open source is becoming apparent. Some 80% of the world's Internet servers are Linux, indeed the Internet network system itself is open source. However, open source is much more than the Cloud – it is in most people's homes today. Android phones, wireless modems, Kindle e-book readers and many more devices are powered by Linux software. Open source can now be found in cars, motorcycles, ATMs, TVs and set-top boxes. Open source information technologies provide flexibility, safeguard against software vendor lock-in and provide scalability without increased costs.

Relationships are core to the TechnologyWise ethos. In response to a recent independent survey, all respondents ranked TechnologyWise high in 'listening to our needs', 'responsiveness' and 'trustworthiness'. Director Michael Doerner says "We achieve our best results where we can build a close strategic and working relationship with our clients." This degree of support is demonstrated by a high level of customer loyalty and retention. Priority One's Projects Manager, Annie Hill, says "In today's technical world, businesses need an IT partner that can be trusted to provide real value to their organisation. TechnologyWise are solutions focused, have excellent technical skills, and react promptly to any call for assistance. I have never known them not to solve a problem to our complete satisfaction. They focus on what is best for their clients, rather than selling a particular brand of product, and their expertise ensures the perfect fit of hardware and software within a company's budget constraints."

The TechnologyWise team enjoys sharing knowledge and runs frequent seminars on a variety of technology topics. From 11am to 3pm on **Sunday 18 September** at St Mary's Catholic School (11 Thirteenth Ave), they will be partnering with the local BOP Linux User Group to host **Software Freedom Day**. This is an international event promoting free software and free software concepts to home, education, business and government computer users. There will be demonstrations on the extent of open source software and its capabilities, as well as a wide range of software in areas such as audio-visual, astronomy, business, design, educational, games, genealogy, libraries, music, and programming. Last year the event attracted over 300 visitors. Steven Vincent from TechnologyWise recalls "All of the volunteers were in constant demand, demonstrating and answering questions. Visitors were genuinely impressed at the range and quality of alternative software that was available." For further information on Software Freedom Day, visit <http://www.boplug.co.nz/sfd> and <http://www.softwarefreedomday.org>.

TechnologyWise has a strong commitment to Tauranga and has supported various projects and initiatives by donating technology services. This includes Tauranga Budget Advisory (email services), Tauranga Foodbank (technical support and website promotion), and providing discounted rates to the education sector. They are also sponsors of the Bay of Plenty Secondary Schools Mashup competition (www.mashup.co.nz) and Tauranga Boys' College Old Boys' Association (www.tbcoba.org.nz).

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Growth

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MEET OUR BOARD MEMBERS

Priority One is very fortunate to have an experienced, committed board comprising business leaders that are passionate about the economic future of Tauranga and the Western Bay of Plenty. Each month we will be profiling one of our board members so you can find out a little more about them.



Hemi Rolleston
Chief Executive Officer
Te Awanui Huka Pak

Background: I am the Chief Executive Officer of Te Awanui Hukapak Limited. The company manages kiwifruit investments on behalf of large

Tauranga-based Maori kiwifruit trusts, with its major investment being the largest shareholding in Seeka Kiwifruit Industries Ltd. I have a BMS degree and Postgraduate Arts degree through Waikato University and am a member of the NZ Institute of Directors. I am affiliated to both Ngati Ranginui and Ngai Te Rangi tribes of Tauranga and have been involved in the Waitangi Claims and Settlement process.

What do you bring to the Board of Priority One? My previous career in local government in Tauranga, both as an employee and sitting on governance committees such as the SmartGrowth Implementation Committee, have provided me with strong local knowledge and an appreciation of the sub-region's opportunities and challenges. I have a broad range of commercial skills as well as strong business connections, which are strengths that I bring to the board table. I also bring diversity through my strong association with iwi business.

What do you enjoy about your role on the Board? I enjoy the good mix of knowledge and commitment that the board provides and the ability that this board and entity has to make a difference.

What is your vision for Tauranga's future? To maximise all of the outstanding benefits it has in terms of business and lifestyle opportunities. Personally, I have a strong passion to ensure that iwi are a part of this opportunity.

What are your interests in your spare time? I love spending time with whanau and friends. Outside of that I am active in sport including golf and squash.

BAY ON DISPLAY

Priority One, in partnership with the Bay of Plenty Regional Council, is taking the opportunity provided by the Rugby World Cup to stage an event to showcase the Bay of Plenty and the innovative businesses that are based here. *Bay on Display* will be an exclusive event, by invitation only, to those from the international business community that are in New Zealand for the rugby. The purpose is to highlight and promote Tauranga and the wider Bay of Plenty as a desirable place from which to do business. We will achieve this by showcasing the unique mix of business, innovation and lifestyle that we have on offer.

Bay on Display is designed to 'wet the appetite' of international guests by engaging with them on a personal, exciting and interactive level. The format of the event will be a mix of rugby, culture, food & wine and innovative business. The guest speaker has been confirmed as Gordon Tietjens, the coach of the NZ Sevens team and the most successful Sevens coach in the world. There will

be product displays from some of the region's most innovative companies, including those in niche manufacturing and the food & beverage sector. We will also hear from the leaders of our most innovative companies on what is so great about doing business from the Bay.

The event will be widely promoted, directly to overseas business people who will be here through the official RWC network, as well as through corporate hospitality brokers, rugby clubs and local businesses that will be entertaining overseas clients during this time. In addition, over 5000 cruise ship passengers will be in Tauranga while the event is on. *Bay on Display* is being held on the afternoon of **19 October** and is by invitation only. For further information, email annie@priorityone.co.nz.

VIRTUAL PORTAL HAS BILLION-DOLLAR POTENTIAL

Innovators in the Bay of Plenty and Waikato will have 12 months in the spotlight of 1,000 UK technology companies in a pilot between the Waikato Innovation Park and the UK Science Park Association (UKSPA). Waikato Innovation Park has become the first Asia Pacific member of UKSPA, opening the door to new markets and potentially worth billions of dollars for regional innovators. There are also plans for UKSPA to develop similar relationships with science parks in the US, China, Norway, Denmark and Australia, creating a virtual global technology corridor including the Bay of Plenty and Waikato.

The initiative is a partnership between Waikato Innovation Park, Priority One and Hamilton economic development agency Opportunity Hamilton. It will allow technology innovators to register on UKSPA's virtual database www.innovation-search.com, which is used to create global business relationships, discover joint R&D and innovation interests, establish strategic alliances and open paths to new markets. Waikato and Bay of Plenty companies are the first to be invited to register on the database, with Innovation Park to approach other New Zealand companies for involvement over the pilot period.

UKSPA sponsors such as Unilever and Boots trawl the website for technological advancements being made by small innovators. The website grants licenses to such corporations, noting their technological requirements. "Large companies like these don't typically have big R&D divisions, says Innovation Waikato's Peter Maxwell. "They wait for the smaller companies to develop the technology and when the time is right they buy." Registering on the site is free for businesses during the 12 month pilot phase. Technology companies (innovators rather than re-sellers or service providers) are eligible to register.

Priority One chief executive Andrew Coker said while New Zealand has a reputation as a country of innovators there was some difficulty in getting products to market. "Ideas are the only resource of which we have an infinite supply. The UKSPA initiative will provide companies in the Bay of Plenty and Waikato with a way to fast track their ideas and products onto the global stage and enhance our international competitiveness," Andrew said. To enquire about registering on the website please contact Amanda Gilbertson on email amandag@innovationwaikato.co.nz.

ULTRAFast BROADBAND IS HERE!

Ultrafast broadband was launched in Tauranga in August, marking the start of a rollout which will transform the local economy. Minister for Communications & Information Technology, Steven Joyce, was in the region for the

launch. He said that the roll-out was the most important infrastructure expansion since the electricity network was created and will help transform the local economy. "It's about shortening the distance between our ideas, our entrepreneurs and the rest of the world, bringing real gains to the business community, schools and medical facilities in Tauranga and around the country."

Tauranga Mayor Stuart Crosby welcomed the launch saying the two local councils had been campaigning for ultrafast broadband for five years because of the economic benefits it will deliver. Recent economic analysis undertaken by Priority One showed the potential for a 7-9% increase in regional GDP if business and residents adopt the new fibre offerings. Priority One is working with businesses in a range of sectors, to find ways of benefitting from opportunities ultrafast broadband provides.

The roll-out will take place from Matua in the north to Hairini in the south, and from Bethlehem in the west to the coast. It will include Mount Maunganui to Palm Springs. The fibre will go through the power system, either overhead (76%) or underground (24%) depending on what is in place. Deployment will cover a population of more than 118,000 including nearly 2,500 business premises, over 530 medical and other healthcare services and some 30 schools. Wholesale prices will be as low as half the price of current offerings for business services and residential customers will enjoy a vastly improved service for as much as they currently pay, or less.

TRADE BALANCE SURPLUS

Exports exceeded imports by \$129 million or 3.6% last month - the first July trade surplus for 20 years. The annual trade balance was a surplus of \$1.3 billion, up from \$1 billion in the year ended June. Exports at \$3.7 billion were up 4.7% on July last year, dairy products accounting for nearly half of the increase. Imports at \$3.6 billion were 4% lower on a year ago, with a decrease in imports of oil and petroleum products accounting for most of the difference. Oil shipments are large and irregular and can distort the monthly trade figures.

For the three months ended July, exports were 6.5% higher than in the same period last year. This was an impressive increase given that the dollar rose 5.2% during this time. Imports in the three months to July rose 6.3%, with imports of plant and machinery up 11.5%, while consumer goods were down 0.6% and cars down 12.8%. In the three months to July exports of dairy products were 9.6% higher than the same period last year, reflecting a 4.3% increase in volumes as well as higher prices. Meat exports rose 9.5% in value but volumes fell 3.5%.

NZ BEATS AUSTRALIA ON INNOVATION

A report from the Australian Government suggests NZ businesses are more adept at getting original products to market than their counterparts across the Tasman. The study explored innovation in Australia and benchmarked the country's performance against other nations. The report shows that Australian companies tend to modify existing products and rank extremely low on the invention and marketing of unique goods compared to other countries. The report claimed that only 7% of SMEs and 12% of large Australian companies were creating "new-to-market" innovations, versus New Zealand with 20% of SMEs and 27% of larger firms respectively.

The MacDiarmid Institute's deputy director Shaun Hendy said although New Zealand may do better than Australia in some areas of innovation, the two countries both perform poorly when compared with other developed economies. "Neither country is actually all that good at getting high-end technology products to the rest of the world," Hendy said. "We're both dependant on commodities - largely minerals in Australia's case and dairy and meat products for NZ." New Zealand's small size did give it some advantages over Australia, as it made it easier for research centres around the country to collaborate, he said.

PORT ANNOUNCES RECORD YEAR

Port of Tauranga has strengthened its position as the country's largest port after reporting a rise in trade and a record net profit after tax of \$57.9 million. This is a 17.2% increase on the back of an increase in trade volumes of 12.4%. Container volumes have risen by 15% and container transshipment volumes rose 52%. The final dividend is 21 cents per share, lifting the total dividend pay-out by 6.9%. The increase in trade volumes included 78% more international volume and more than three times the export volume of Port of Tauranga's nearest competitor. Growth at MetroPort, the container handling facility located in Auckland's industrial belt, was particularly strong, rising 20%. Break Bulk volumes are boosted by strong demand for New Zealand's commodity exports, particularly from Asia, and rising confidence in the dairy sector.

Recent research by New Zealand's Ministry of Transport confirmed Port of Tauranga to be the most productive container port in Australasia, and in the top 10% of the world's most productive ports. "This highlights our ability to control costs while making improvements to customer service," says Port of Tauranga Chair John Parker. Port of Tauranga has five associate companies and subsidiary Tapper Transport Limited, spanning activities as diverse as on-wharf logistics and container cleaning and traditional port operations.

US MEDIHONEY SALES GREAT FOR COMVITA

Comvita is a million dollar benefactor of US-based company Derma Sciences Inc's success in selling the honey based wound care product called Medihoney. It has received a capital payment of US\$1million from the medical device and pharmaceutical company after it met Medihoney sales targets. Comvita receives this payment owing to its exclusive worldwide licensing agreement of the product.

Medihoney sales more than doubled in the first quarter of this year, due in part to increasing recognition among wound care clinicians of the excellent healing effects of the product. Comvita CEO Brett Hewlett says "Comvita has been impressed by the dedication of the Derma Sciences team and commitment of resources to make Medihoney a world-leading brand of honey-based dressings for the management of wounds and burns." Comvita has an 8% ownership of Derma Sciences, a NASDAQ public listed company.

PORT OF TAURANGA PORT OF CHOICE

Mediterranean Shipping Company (MSC), the second largest container shipping line in the world, has selected Port of Tauranga as the only NZ stop for its new Oceania Express service. The ships will call every fortnight, reverting to a weekly service once business grows. Port of Tauranga also recently announced five other new services, and the company expects container volumes will increase by 20-25% in the next year to around 750,000 TEUs (20-foot equivalents). The latest shipping service also means that more jobs will be available at the port. Port Chief Executive Mark Cairns says "We are delighted that MSC have chosen Tauranga as their New Zealand hub port and this announcement provides another tangible example of the structural change that is occurring in the New Zealand Port sector. We are undertaking significant capital expenditure at the container terminal over the next few years to ensure that we continue to provide our customers with world-class levels of productivity." MSC's Oceania Express service would start in October.

RECORD PROFITS FOR BALLANCE

Mount Maunganui-based Ballance Agri-Nutrients, the country's largest fertiliser producer, has reported a record profit following a strong year for the agricultural sector. The company, which is a 100% farmer-owned cooperative, had an operating profit of \$85.9 million for the 2010/11 financial year, tripling last year's result. Following a late

spring and a slow start to summer, farming confidence started to improve which was helped by good returns in the dairy sector. Demand increased significantly through autumn with better prices being found in the red meat sector. The optimism meant that farmers were prepared to spend on fertiliser to make the most of good growing, and market conditions. The company also worked hard to be more efficient in the face of higher fuel prices and increased freight costs. Total sales hit 1.39 million tonnes, 19% up on the previous year and just short of the 1.54 tonnes achieved in 2007/08. Total revenue in 2010/11 increased 9.7% to \$760.1 million and debt was reduced from \$91 million to \$38 million. Ballance also made investments to grow its business, with the purchase of Seales Winslow and a 51% share of Farmworks Systems

NEW FUND FOR YOUNG TECH COMPANIES

The government has launched a \$30 million venture capital fund established by Wellington investment firm MOVAC, to build export-focused, high productivity young companies. Increasing the level of innovation in the New Zealand economy is one of the government's key economic drivers. To date NZVIF has invested into over 100 young technology companies. Of its first 100 companies, the average revenue generated per employee (in venture capital investments) exceeds \$240,000 per annum, which is considerably higher than the average productivity levels from New Zealand companies. Nearly 80% of revenues were generated from exports.

NEW LAW SUPPORTS SUSTAINABLE AQUACULTURE

Aquaculture needs only a small fraction of coastal space and has the potential to be a \$1 billion industry by 2025, however this potential has been restricted by the unintended consequences of former regulation. From 1 October, changes will be made to the Aquaculture Reform (Repeals and Transitional Provisions) Act 2004, the Fisheries Act 1996, the Māori Commercial Aquaculture Claims Settlement Act 2004 and the Resource Management Act 1991 to set the legal framework needed to support growth in this sector, balancing aquaculture development with other uses of the coastal space. One of the key aspects is the removal of the requirement for Aquaculture Management Areas to be established before consent applications can be made. This will put aquaculture on the same footing as other coastal activities and enable local authorities to plan for it in a similar way. The changes also include a delivery mechanism for the Māori Commercial Aquaculture Claims Settlement.

SUSTAINABLE FARMING FUND OPEN TO AQUACULTURE

A government fund that supports growth and innovation in the rural sector has been widened to include aquaculture. MAF's Sustainable Farming Fund will now consider applications for projects that support economic and environmental performance in the marine and land-based aquaculture sector. The SFF invests up to \$9 million a year in projects led by farmers, growers and foresters, often with technical support from industry groups and research organisations. The aquaculture sector is currently worth over \$350 million a year and has strong growth projections. Applications to the fund are now open, until 26 September for grants over \$25,000 and until February next year for grants under \$25,000. Visit <http://www.maf.govt.nz/agriculture/funding-programmes/sustainable-farming-fund.aspx>

BRIC ECONOMIES IN 2011

Ten years ago Goldman Sachs economist Jim O'Neill came up with the acronym BRIC to describe the most exciting of the emerging economies of the developing world. In a decade the original four BRICs – Brazil, Russia, India and China – have not only been joined by South Africa, but also have Mexico, Indonesia, and Turkey snapping at their heels. In the same period, these countries have gone from being seen in the developed world as a source of low-cost labour, to being a primary

source of the economic growth that has dried up in the developed world since the global financial crisis.

While the 'developed' economies of Europe, Japan and the US face years of slow growth due to debt, the BRICS and their growing middle classes are where the future will come from. By 2030, Goldman estimates there will be another two billion middle class consumers, mainly in what were once called the 'emerging markets'. While there is inflationary pressure in some of the BRICS, none are looking at growth below 4% in the next year and three are looking at nearly 10%. As a result, education, health services and social infrastructure will all be major areas of investment, offering opportunities far beyond traditional merchandise trade relationships.

A few quick BRIC facts in relation to New Zealand:

- **Brazil:** Accounts for almost half the economic activity in Latin America, however ranks as NZ's 63rd largest export market. Exporter of metals, fuel and agricultural products, long term market with a complex regulation system. Historically opportunities in agribusiness however new opportunities are emerging in different sectors, particularly infrastructure.
- **Russia:** Exports to Russia worth \$318.4 million and imports \$783.9 million (year to May 2011). Slower-GDP growth than other the BRICS, but still expecting around 4.4%. Opportunities in the agribusiness sector, meat and wine. Heavy investment in the 20% of agricultural land not currently in production. Long-term commitment important for dealing successfully with Russia.
- **India:** NZ's seventh largest export market, up from 24th three years ago. Two-way trade worth \$1.25 billion pa. Opportunities in education, tourism and foreign direct investment for its fast-growing middle class of entrepreneurs. Business demands foreign entrants adapt to the way India works, not vice versa. NZers sometimes under-rate India's technical capacity and the growth of its green movement.
- **China:** Over one billion people and the world's second largest economy, looking at growth of over 9% this year. NZ has investments of approx \$1.3 billion in China and is our second largest trading partner and second largest export market. Annual trade exceeds NZ\$12.6 billion (NZ\$5.6 billion exports) up 40% in the last year.
- **South Africa:** As with India and China, there is a large expatriate South African population in NZ, making strong linkages, however the trade relationship is just beginning to develop. Two-way trade totalled \$356.6 million in the last year, two-to-one in NZ's favour. The country has good infrastructure and a stable government, although crimes of violence and corruption are cited as barriers to investment.

UNDERSTANDING INDIAN BUSINESS ETIQUETTE

India Horizonz has produced a document for those wanting to understand better how to do business in India. Sociologists classify countries and cultures into two broad groups – 'low context' and 'high context'. Western societies such as New Zealand are generally considered low-context, where verbal communication is usually direct and the freedom of the individual lies at the heart of it. In high context societies, such as India and most other Asian societies, group harmony is of utmost importance.

This defining norm of Indian society shapes many facets of Indian culture, and mastering the nuances of culture is of paramount importance to successfully doing business in India. In addition, India is a fairly hierarchical society and hierarchy plays a key role in business interactions. To download the India Horizonz document, visit <http://indiahorizonz.com/business-etiquette-for-india-a-primer-2/>

SETTING THE CITY CENTRE APART

Great cities do not evolve by accident – they come about by having a vision, a strategy and a plan for implementation. Tauranga's City Centre Strategy has been developed to position Tauranga as a sustainable, vibrant, contemporary city – attracting business and talent,

creating high value employment and stimulating economic growth. The cities that are thriving throughout the world are those that offer attractive environments and rich cultural life. This is the formula for a healthy local economy. Key aspects being worked on include:

- The **waterfront development**: hearings are underway for the resource consent and Priority One is working with Tauranga City Council on opportunities to ensure the space is vibrant, draws people in and is developed at minimal cost to ratepayers.
- The Real Tauranga Festival, being held on the waterfront during Rugby World Cup, provides a great opportunity to test the potential of The Strand's reclamation car park as an **entertainment venue**, with a series of daytime and evening concerts planned.
- Certainty of tenure has been provided on the lease of the **glass pontoon** which used to be linked to the Kestrel. This will provide a base for business on the waterfront this summer.
- Te Puke based **jet boat** company Spring Loaded Adventures, is keen to run tours from the waterfront.
- Working to establish a strong business case for the development of a **four star hotel** on Tauranga City Council land in Durham St.
- Identifying long term objectives and development of a Stage 2 business case for a city centre **conference centre**.
- The tertiary partnership has undertaken initial third party selection analysis on a number of potential sites for the establishment of a city centre **tertiary and research campus**.
- Working with public and private stakeholders on the **development of key sites** in the city centre.
- Developing the **Hairy Maclary** public sculpture trail through the city centre.

NEW ENVIRONMENTAL RESEARCH INSTITUTE

The University of Waikato has brought its internationally acclaimed environmental research programmes under one roof to better tackle some of the big problems New Zealand faces in environmental degradation and biodiversity decline. The new Environmental Research Institute, which was launched last week, builds on the university's significant strengths in terrestrial, freshwater, coastal marine and Antarctic ecosystems. The ERI will undertake multi-disciplinary, collaborative research across these four ecosystems with the aim of developing insights and expertise to support effective environmental outcomes.

The ERI's coastal marine ecosystem research is centred on Tauranga and led by Professor Chris Battershill, the inaugural Chair in Coastal Science for the Bay of Plenty and INTERCOAST programme. Prof Battershill is internationally recognised for his work in the areas of sustainable development and commercialisation of high-value pharmaceutical products from the oceans, including cancer drugs. INTERCOAST is a partnership between University of Waikato and Bremen University in Germany that will bring international PhD students to the Bay to undertake world leading research projects.

Priority One worked alongside the University of Waikato in the early stages of planning for INTERCOAST. Included in this was assisting the university secure regional funding, as well as working in support of the two universities' successful application to the German government, which sought a contribution of \$11 million over a nine year period. Not only does INTERCOAST have the potential to offer significant economic benefit in a number of areas, it serves as an innovative model that will be used to attract other similar applied research organisations matching the region's needs.

KIWI LIFESTYLE BEATS THAT OF AUSTRALIA

Nearly half of all Kiwi businesses owners are in it for the lifestyle and have a more enviable existence than their Aussie cousins. The claims are made in an MYOB study of more than 1000 Kiwi business owners which has revealed NZ business owners (44%) appear to maintain a

better balance between their working life and family than Australians (35%). MYOB's general manager Julian Smith said while Kiwis tended to characterise life as easier across the ditch, business owners here were in fact more laid back than in Australia. "More local business owners have set up their own operations in order to enjoy the freedom and flexibility being a business owner can bring."

By industry sector, those in finance and insurance (55%) were more likely to see a work life balance as possible, against 32% of business owners in the retail and hospitality sectors, who said work/life balance was a myth. Smith said while it was encouraging to see business owners defining success in more ways than just making a profit, having a largely-focused business segment was not all good news for the economy. "Business owners that are lifestyle seekers have the lowest confidence in the economy, with just 22% expecting to see improvement in the next 12 months," he said. "They are also least confident about future revenues, with just 28% expecting increased revenue in the next year."

REVIEW OF ECONOMIC DEVELOPMENT STRATEGY

Bay of Connections, the economic development strategy for wider Bay of Plenty, is being reviewed to meet the needs of a rapidly changing environment and provide a focus on emerging industries such as titanium and aquaculture. "Our world has changed significantly in the past few years, so it's vital that our regional economic strategy changes and evolves with it," says Miles McConway, BOP Regional Council's Group Manager of HR & Corporate Services.

The strategy's 13 key sectors, including energy, niche manufacturing, forestry, transport & logistics, aquaculture, marine, and ICT, will be further developed and strengthened, and measurable targets will be developed based around employment and GDP. More quantitative analysis will help target future funding and resource allocation to those sectors where there is a high degree of confidence in significant and positive results as a result of that investment. The review is expected to be completed by November.

HEILALA VANILLA ON COUNTRY CALENDAR

Don't forget, Reunion Food Company's Heilala Vanilla operations will feature on Country Calendar on Saturday **3 September**. A TV crew spent a week filming the pure vanilla growing and processing story, from R & D, production and marketing in Tauranga to the plantation in Tonga. Heilala Vanilla was also a finalist in three categories at the recent Australian Food Challenge Awards.

USING SCIENCE & TECHNOLOGY TO BE INNOVATIVE

In a recent article in the NZ Herald, businessman Owen Glenn noted that the form of our exporters matters more than that of the All Blacks, as they are on the world stage every day rather than just once every four years. And unlike the All Blacks, when exporters aren't playing to their full potential, the whole country loses, with two out of three jobs dependent on exporting and \$4 out of every \$10 dollars the economy produces generated by it.

He said that processed products from primary industries remain our strong suit, but we need to use science and technology to continue to innovate. "Companies like Fonterra, Zespri and Comvita show our excellence in commodity value-adding. For that reason science journalist Julian Cribb is on the mark when he says New Zealand has the potential to 'become the Silicon Valley of agricultural knowledge'," he said.

Mr Glenn believes we should look to places such as Finland, Singapore, Taiwan and Korea, that have established themselves as centres of innovation, are adept at commercialising research and innovation, and bringing new products to market. He also used the example of the Global Executive Leadership Programme, developed by NZ Trade & Enterprise in partnership with the University of Auckland Business School, The ICEHOUSE and the Thunderbird School of Global Management in the US. The

purpose of the programme is to help directors, CEOs, senior executives and business owners who are committed to leading their organisations to a strong international position.

Mr Glenn noted two crucial roles for the government – the first being to level the trading playing fields through FTAs (noting the benefits already brought about by the China/NZ FTA) and the second to strengthen our leadership and coordination through NZ Trade & Enterprise. “Our front row needs ‘street fighting local knowledge capabilities’ as well as diplomacy,” he said.

TRANSFORMING NZ'S PRIMARY SECTOR

Export NZ BOP is hosting a breakfast as part of the Winning with Wood Innovation event. Guest speaker is Colin Harvey, ONZM, will talk about how NZ must transform our primary sector value chains through embracing innovation, finding new and novel approaches to meet the many market demands jostling for attention. Knowledge, science and innovation must be the key levers for enhancing the returns from primary sector industries.

When: 7am–9.00am, Wednesday 7 September
Where: Rotorua Blue Baths, Rotorua
Cost: \$40.00 (inc GST) - includes breakfast
Register: email angela@exportnewzealand.org.nz

PRIORITY ONE MANAGEMENT SCHOLARSHIP

Are you succeeding in your role as a manager, but need a new challenge that will boost your career and add to your management expertise? Priority One, in association with the University of Waikato, is offering a postgraduate scholarship in executive business education. To be eligible, you need to be a member of Priority One or the employee of a member company.

The Post Graduate Diploma in Management Studies is made up of eight papers taken over two years, providing an introduction to the key disciplines in management. The programme has a strong practical focus with participants working on real problems in the workplace, meaning participants and employers get immediate payback. Classes are held every second Saturday in Tauranga.

The University is holding two information sessions for those wanting to find out more about the diploma:

When: 5.30pm, Tuesday 6 September 2011
5.30pm, Wednesday 14 September 2011

Where: Room DT106, BOP Polytechnic, Cameron Rd

The closing date for applications is 30 November. For further information about the scholarship, email annie@priorityone.co.nz.

COMPETITIVENESS AT THE EDGE

28 NOV-2 DEC, SKYCITY CONVENTION CENTRE

The Competitiveness Institute (TCI), a global network for economic development leaders and thinkers, will hold its 14th Annual Global Conference in Auckland in November 2011. More than 350 delegates from over 40 countries are expected at the five day conference. Leading speakers and practitioners from Europe, Asia, the US, Australia and New Zealand will address the latest issues in competitiveness, clusters and innovation. Key themes are:

1. Competitive advantage of countries and regions: how do small open economies compete?
2. Regional and urban competitiveness: creativity and innovative drivers of urban competitiveness.
3. New thinking: innovation systems and sustainable business models.
4. Growing the eco-system of internationalising firms.

For further information and to register, visit www.tci2011.com/page/home.aspx.

TE PUKE TO HOST ALL BLACKS

Te Puke will play host to three members of the All Blacks Rugby World Cup 2011 squad Friday, 2 September. **Richard Kahui, Dan Carter and Isaia Toeavu** will be in

Te Puke from 10am until early afternoon, as part of a NZRU initiative that will see members of the team visit a limited number of towns the day before the team officially assembles for Rugby World Cup 2011. Western Bay Mayor Ross Paterson says it's a real credit to Te Puke that the NZRU selected the town as one of only eleven provincial communities to host the All Blacks immediately prior to New Zealand's biggest ever sporting event. An event will be held at Jubilee Park which will be open to the public, and there will be a strong focus on student representatives from local schools and junior club players.

RETAIL 'MARKETING FOR SUCCESS'

The New Zealand Retail Association is partnering with Rosina Webb of Energise to deliver a seminar in Tauranga entitled 'Marketing for Success', which specifically targets the retail sector. Marketing is often mistaken for advertising, however the seminar will show that it's about the whole business package and identify ways to deliver that to your customers. It will enable you to clearly understand your offer and help you and your team deliver on that promise:

When: 10am to 12 noon, Thursday 15 September
Where: Hotel on Devonport, 72 Devonport Rd
Cost: Members \$65, non-members \$95 (inc GST)
Register: <http://shop.retail.org.nz/mssem.php>

RUNWAY TE PUKE

Te Puke is putting on a fashion show with a difference, with a quirky event showcasing vintage fashion from the town's opportunity shops. *Opportunity Knocks* will provide fashion and flair for all and provide lots of fun:

When: 7pm, Thursday 1 September
Where: Te Puke Citizen's Club
Cost: \$10 from Te Puke Mitre 10 & Gift-rapt (proceeds to Te Puke St John)

RISK MANAGEMENT & LOGISTICS SEMINAR

The Bay of Plenty Polytechnic is holding a seminar entitled *Risk Management & Logistics in the NZ Golden Triangle*. The event will provide an opportunity to not only network within the logistics industry but also to see where industry leaders see the future and the associated risks. Topics covered will include resilience planning, the impact of larger ships for New Zealand, challenges in freight transport, the potential of improvements in rail infrastructure and where to from here for Port of Tauranga.

When: 8.45am-4.30pm, Friday 9 September
Where: BOP Polytechnic Bongard Centre (Room 104)
Register: greg.bold@boppoly.ac.nz

MARKET FOCUS – SE ASIA & MIDDLE EAST

Export NZ BOP is holding a series of seminars focusing on opportunities and challenges in different overseas markets. Previous sessions have focused on Australia and India, with the next two looking at exporting to South East Asia and then the Middle East: Details are:

SE Asia: 7.30-9.30am, Wednesday 14 September
Middle East: 7.30-9.30am, Wednesday 28 September

Where: Smart Business Centre, 65 Chapel St
Cost: Complimentary for members, \$25 non-members (tea, coffee & pastries supplied)
RSVP: angela@exportnewzealand.co.nz

GET TO KNOW YOUR AVOCADO TREES BETTER

Over the past three years the Avocado Industry Council has been working with growers and consultants to help fight the industry's most challenging factor - irregular bearing. The avocado industry has the potential to triple in value, but growth is constrained as trees fail to produce a viable crop every year. The industry has produced a publication called *'Reading Your Trees: A New Zealand Avocado Grower's Guide'* to help growers implement

tailored orchard management strategies to mitigate the effects of irregular bearing.

The guide defines indicators of an 'ideal' tree at key stages of the growth cycle. Growers are then able to assess and rate their own trees using scales in the associated workbook. The guide also offers inputs and tactics growers can consider to address issues they have identified. The industry's most successful growers are found to be those that have the ability to identify and understand the symptoms their trees are displaying and respond with appropriate management inputs.

KEEPING UP WITH KIWIFRUIT

- Over 300 shareholders attended Zespri's 2011 AGM, which delivered satisfactory returns for growers despite on-going currency volatility and global economic instability. Total returns to growers improved from \$849.0 million to \$883.3 million, an increase of 4%. Average per tray Orchard Gate Returns to Zespri green growers were \$4.21 a tray, a 9% increase per hectare from last season.
- Zespri's net profit fell significantly from \$25.9 million to \$7.3 million, primarily due to contributing \$12.9 million to the response to Psa and increasing loyalty payments from 15 cents/tray to 25 cents/tray. The first forecast returns for the 2011/12 season are down on a per tray basis compared to last year, however much higher productivity means growers are likely to get similar per hectare returns.
- The High Court has rejected the five claims Turners & Growers have lodged in their attempt to break the successful marketing structure managed by Zespri. The court also ordered costs be paid to Zespri. The claims followed the rejection by the High Court of T&G's initial attempt to have the Kiwifruit Industry Regulations declared illegal, and focused on Zespri's conduct within the current regulated industry framework. Defending the T&G litigation has cost kiwifruit growers millions of dollars.
- Spraying season is underway to promote kiwifruit budding, with guidelines in place to ensure the process is carried out safely. Orchardists must notify neighbours, place signage along the road verge and only spray in suitable wind conditions. Last year yellow spray cones were introduced in the Te Puna area to warn road users that spray was occurring. The initiative was well received and other orchards in the region are now using cones.
- **Psa Update** (as at 25 August 2011):
 - Psa has been confirmed on 307 orchards across NZ. The majority of these (267 or 87%) are in the greater Te Puke area.
 - 207 orchards have been confirmed with Psa-V, all but one of which are in the Te Puke region. One orchard is in the Tauranga priority zone.
 - KVH and Zespri have included a range of pre-flowering spray options in their recently released Spring Programme for kiwifruit growers. Growers are strongly recommended to refer to the programme for the best available information about Psa orchard management at this time of the year.
 - KVH is developing standards and guidelines around quality management of artificial pollen supply, including safe sourcing, collection, milling, drying, distribution and application of pollen.
 - KVH and NZKGI are working with Western Bay District Council to develop a rates relief process for growers affected by Psa.
 - Zespri has re-prioritised resources and directed them into a significant global Psa R&D programme, whilst striking a balance to ensure once a solution is found, the company is in a position to rebound quickly.

THE LITTLE BIG MARKETS

The Little Big Markets are independent creative markets founded by Rachelle & Chris Duffy and Kelly Barriball in 2010. They are held on the first Saturday of the month

starting in October. Stalls will showcase jewellery, baking, arts & crafts and vintage clothing, samples and seconds, including well-known brands such as gran's loose change, Idiom Boutique, Neverland Collective, Nyne and Riddle Me This. The markets will be located next to Zespri on the corner of Matai St and Maunganui Rd, Mount Maunganui.

IPENZ ENGINEERING SCHOLARSHIPS 2012

The IPENZ Foundation is accepting applications from school leavers for engineering/engineering technology scholarships for the 2012 year. This includes digital technologies, computer science and food technology disciplines. The scholarships comprise a grant of \$5,000 towards university costs and are for those in Y12 or Y13. Applications close on 10 January 2012 – visit <http://www.foundation.org.nz/Scholarships.cfm>.

In addition, the IPENZ Waikato/Bay of Plenty branch offers a local scholarship for those intending to study engineering at Wintec or University of Waikato. This includes electronics, biochemistry, material and process, mechanical and software engineering. Applications close in March 2012 and inquiries should be directed to email WaikatoSecretary@ipenz.org.nz.

PRAISE FOR MILLS REEF REDS

Master of Wine and international judge Bob Campbell has named three Mills Reef's wines as some of the highest quality reds produced in the Hawke's Bay. Campbell, one of 264 Masters of Wine in the world, tasted 100 wines and concluded that good vintages, greater vine age and more experienced winemakers were producing red wines up with the best in the world. To cap it off, Mills Reef Elspeth Trust Vineyard Cabernet Sauvignon 2009, Elspeth Cabernet Sauvignon 2009 and Elspeth Merlot 2009 were named among the best tasting red wines.

SBN AWARDS – CHANGE OF DATE

The date of this year's Sustainable Business Network – Bay of Plenty Awards has changed to Thursday **6 October**. The Get Sustainable Challenge (GSC) assessment, which is the basis of award entries, helps businesses better understand their sustainability strengths and challenges, as well as identifying key opportunities and risks for the future. Face-to-face support and the development of appropriate KPIs means businesses can use the challenge as a framework for change and then monitoring the impact of increased sustainability on their business. Visit <http://sustainable.org.nz/index.php?page=gsc> for further information.

PAPAMOA COLLEGE & WOODS CREATIVE DESIGN AWARDS FINALIST

Recently opened Papamoa College has gained national recognition after being nominated in the 2011 NZ BeST Design Awards. The signage used throughout the school, which opened its doors earlier this year, has been selected as a finalist in the Environmental Graphics category. The prestigious awards, organised by the Designers Institute of New Zealand, celebrate the country's outstanding designs of the year across the fields of product, spatial, graphic and interactive design.

The nomination is a coup for Papamoa College, who pride themselves on being a school at the cutting edge of design. Local brand agency, Woods Creative, designed the new brand. Design director, Reuben Woods says "This shows that our creativity, innovation and design is up there with the best in New Zealand. We are passionate about working with local businesses and adding value through design."

Papamoa College principal, Steve Lindsey, was very pleased with the design by Woods Creative, saying, "The visual design elements and the signage make an already well designed building more inviting for people to learn and work in. The curves and shapes help to soften the strong lines and bold structures. The circular theme of the design fits very well with our view that learning should be engaging and interesting. Learning is not always linear but

is multi-faceted and ongoing.” The BeST Awards winners will be announced on 7 October.

BOARD OF EDUCATION NEW ZEALAND APPOINTED

Tertiary Education Minister Steven Joyce has confirmed four further appointments to the establishment Board of Education New Zealand, including Neil Barns who is Deputy Chair of the Bay of Plenty Polytechnic Council. The new Crown Agency has been established to support and grow New Zealand’s export education sector. Other appointments are Jenny Alford, Jill Tattersall, Elizabeth Valentine and Chair Charles Finny.

Mr Joyce says “The new Board members bring an excellent mix of experience in the tertiary and export education sectors as well as commercial acumen and international marketing experience.” Education New Zealand will have an annual budget of approximately \$21 million, and will have a strong focus on the growth of international education, which is currently the country’s fifth largest export earner contributing more than \$2 billion to the economy and supporting about 32,000 jobs.

BIRD WINES IN BUSINESS CLASS

Tauranga boutique wine brand, Bird Wines, has scored a promotional coup with the selection of two wines in the latest Air New Zealand business class wine list. Winemaker and owner, Steve Bird, described the selection of the Bird 2010 Sauvignon Blanc and Bird 2009 Big Barrel Pinot Noir as a fret promotion for the brand, which he believes will lead to more international sales. He is particularly pleased that the wines will be on offer during Rugby World Cup, when there will be many high value passengers on the national carrier. The order comprises 1100 cases, which is around 20% of the company’s 2010 vintage. Bird Wines has also been making progress breaking into markets in Europe, Asia and Australia.

PRIORITY ONE YOUNG PROFESSIONALS

Newnham Innovation Park, a \$100 million enterprise comprising synergistic, innovative and export-focused horticulture businesses situated at Te Puna, was established by a group of successful local entrepreneurs. Thirty of Priority One’s ‘Young Professionals’ will have an opportunity to visit Newnham Park next month to find out about the following businesses:

- Heilala Vanilla, which grows vanilla in Tonga, processes it at Te Puna and exports the final product globally.
- Robotics Plus – the world’s first robotic kiwifruit-picking machine.
- Pollen Plus, which is one of the largest suppliers in the world of high quality male kiwifruit pollen and artificial pollination services.
- Gro Plus, providing innovation in kiwifruit orchard management services to maximise grower returns.
- Bio Soil & Crop, which samples and analyses soil and tissues of perennial crop plants to determine nutrient requirements.
- Southern Produce, a leading supplier of avocados and kiwifruit in Australasia.
- Symbiotic Industrial Ecology, which establishes a value chain from waste; and
- Kiwifruitz, produces a range of innovative kiwifruit products, including using kiwifruit peel in the manufacture of bio plastics.

Places are restricted to the first 30 responses:

When: 5:00-7:30pm, Monday 12 September 2011
Where: Newnham Park, 37A Newnham Road, Te Puna
Travel: Meet at Bureta Park car park (Grange Road end) at 5pm to catch the group bus
RSVP: michelle@priorityone.co.nz

ROCKET BALL

The Tauranga Chamber of Commerce young professionals’ group, Rocket, is holding the 2011 Rocket! Ball and Awards on the evening of Saturday, 8 October at

Mills Reef Winery. Sponsored by Young Read Woudberg and Trident, this event has become a fixture in the calendar of many of the region’s young professionals and entrepreneurs. Categories include young business owner, employee and innovator of the year, and recognise and promote awareness of the contribution these groups make to the success of their customers, employers, industry, and the wider Tauranga community. Nominations for the Awards close on 15 September. For further information, visit www.rocket.org.nz.

CHEF FINALIST IN WILD FOOD CHALLENGE

Mount Bistro owner and chef, Stephen Barry, has again been named a national finalist in the annual Monteith’s Beer and Wild Food Challenge. His creation, snapper mousseline with crayfish, rubbed with wasabi seasoning, was featured on the Mount Bistro menu in the four weeks leading up to the first round of the competition. The dish was back on the menu for semi-final judging and will remain until the final. Mr Barry was a finalist last year and in 2009 and he won the challenge in 2007. At stake is \$10,000 in prize money. The 2011 winner will be announced in November.

RUGBY WORLD CUP – 9 DAYS TO GO!

- The **Real Tauranga Festival** is an interactive festival that promotes and highlights the unique characteristics of the Bay of Plenty and its people. It will be held during RWC 2011 on the waterfront in Tauranga’s city centre, providing a great opportunity to test the potential of The Strand’s reclamation car park as an entertainment venue, with a series of daytime and evening concerts planned. In addition, tourism operators such as blokart, jet boats and other adventure sports could operate from the area, along with interactive activities for children and a food fair showcasing different cultures. Visit www.realtauranga.co.nz for details.
- Te Puke will be hosting a four week event to coincide with the RWC 2011 celebrations, with a strong art and cultural flavour. **ARCH Te Puke** brings a display of art, rugby, culture and heritage to the town, providing a dynamic visitor experience. Rugby history will be on show, including a collection of memorabilia and historic rugby items that will establish a legacy for future generations of rugby enthusiasts. ARCH Te Puke Art Exhibition ‘Our People – Our Place – Our Region’ will include works from local artists. There will also be an exhibition titled ‘Traveling Suitcase Exhibition’ from the Tauranga Regional Multi Cultural Council, as well as displays from the Te Puke Floral Art Group and the Te Puke Spinning Club. A solo exhibition is being staged by Andrea Cooper themed ‘Pause, Touch, Engage’ and there will also be works on display from the ‘Art Group Arohanui’ and more. The event opens on **22 September** and runs through to **22 October**.
- **Official team welcomes** are being organised for both Fiji and Samoa, when they arrive in the Bay. Fiji will be welcomed in Tauranga, at Huria Marae on **6 September** and Samoa will be welcomed in Rotorua, at Ohinemutu, on 8 September. The events will combine local cultural elements and distinctive regional hospitality to ensure the teams begin their stay here in a memorable way. A key part of each welcome is an official capping ceremony where each of the 30 team members will receive an official commemorative cap marking their participation in the seventh Rugby World Cup.
- The **Bay of Plenty Food and Wine Trail** guide is being used to promote food, wine and arts and culture to our Rugby World Cup visitors. It is a full colour 26 page booklet including a map. Ten thousand copies will be distributed through i-Sites and other tourism outlets.
- Te Puke will be decked out in the red, blue and green colours of Namibia from 29 August and throughout Rugby World Cup, after adopting the underdog as the town’s very own team. Window displays will reflect the festivities and retail staff will wear themed shirts, which will also promote Te Puke as the kiwifruit capital of the world. The Namibian team will be based in Rotorua, however it is hoped they will visit Te Puke.

▪ The **games being held in Rotorua** are as follows:

Sat 10 Sept, 3.30pm: Fiji vs Namibia
Wed 14 Sept, 2.30pm: Samoa vs Namibia
Sun 25 Sept, 6.00pm: Ireland vs Russia

SISTER CITY 25TH ANNIVERSARY

During August, the 25th anniversary of Tauranga's sister city relationship with Yantai in China was celebrated. Close cultural and economic ties have been established since the sister city agreement was signed in 1986, not long after China began opening itself up to the West. Celebrations included an exhibition of Chinese artefacts, a screening of the movie 'Mao's Last Dancer', and demonstrations of tai chi, mah-jong, lantern making, calligraphy and table tennis. Recent years has seen the sister city relationship strengthen from an economic perspective, primarily due to the efforts of Export NZ BOP. A local export business has established an office in Yantai, products processed in Tauranga are being sold in Yantai supermarkets and a significant aquaculture joint venture has been agreed off the coast of Opotiki.

TAURANGA BUSINESSMAN ACKNOWLEDGED

The University of Waikato recently acknowledged the contribution local businessman Paul Bowker has made to the profile of downtown Tauranga by presenting him with a Distinguished Alumni Award. The awards recognise and celebrate Waikato University alumni who have made an outstanding contribution to their profession, to the community, to the arts or sport. Paul was recognised for his contribution to the development of Tauranga, including the redevelopment of the old Tauranga Club in Devonport Rd into the 16-storey hotel and apartment complex and his involvement in advancing the City Centre Strategy. While undertaking these significant tasks, Paul completed his MBA through the university. He has also been vice-president of the Tauranga Chamber of Commerce since 2004 and is a board member of Tourism Bay of Plenty and the ministerial appointment on the Bay of Plenty Polytechnic Council.

SMART TRANSPORT

- Transport Minister, Steven Joyce, joined NZ Transport Agency on a tour of the \$455 million Tauranga Eastern Link site when he was in Tauranga during August. About two thirds of the 23km toll road from Te Maunga to Paengaroa is out of public sight, although works between Te Maunga and Domain Road Papamoa are beside the existing highway. The Minister inspected the site of the future Domain Road interchange and then took a drive down the new embankment along the river to see construction works underway at the site of the Kaituna River bridge on-ramp. There are currently about 150 people working on the highway, about half the expected final number.
- Trips on Bay Hopper buses in Tauranga increased nearly 20% in the last year to reach 1.6 million passengers – an increase of almost 250,000 passenger trips. During this period, petrol briefly spiked to a record \$2.21 (up 23%), while the cost of relicensing a petrol-powered car increased \$40 to \$288. In addition, nearly three-quarters of passengers described the reliability of the service as excellent or very good in the Bay of Plenty Regional Council annual survey. The survey showed 27% of passengers caught the bus because it was cheaper than running a car, while 24% said it was more convenient.
- Tauranga City Council has introduced a pre-paid, disposable toll card for private cars using Route K. The Route K Quick Cards have multiple trips on them and are available in \$10 and \$30 amounts. The cards can be purchased from Council's customer service centre, the libraries, or the Route K toll plaza office.
- Following complaints from residents of Valley Rd at the 10 buses an hour that travelled that route, the Bay of Plenty Regional Council has agreed to drop the number of buses to just two per hour. Route 30 to Bayfair and Papamoa will be the only service left on Valley Rd, while Routes 1 and 2 will shift to Maunganui Rd or

Oceanbeach Rd. This will remove 770 bus trips a week from Valley Rd.

- Construction activity for the Tauranga Eastern Link is underway at the Domain Rd/Tara Rd intersection and a permanent 50km/hr speed restriction is in place. A temporary 30km/hr speed restriction is in place on Parton Rd from Mon-Sat, 6am to 6pm and a long term temporary 80km/hr speed restriction will be in place from Te Maunga to Domain Road until further notice.
- Construction of the new roundabout at the Parton Road intersection is progressing well and traffic is now using the roundabout. There will be stop/go traffic management on Tara Road while work relocating services across the road is carried out. Motorists are warned to take care with the new road layout and while the road surface remains unsealed.
- Southern Pipeline pipe laying and reinstatement is continuing on Fraser St between Esk St and Harrier St. Traffic management is in place but care should be taken when driving through the area.

DEVELOPMENT

- QV's residential price index for July shows that property values in Tauranga are 1.7% lower than at the same time last year, with little change to the Tauranga market over the last month or two. QV's Shayne Donovan-Grammer says "Feedback from real estate agents suggests there is a shortage of listings for central, tidy, lower to mid value properties and I am seeing an uplift in first-home buyer activity." Buyers are encouraged by low interest rates, a relaxing of credit criteria and some compromise on behalf of sellers. However second-home buyers and investors still appear reluctant to enter the market. Median prices in July were **Tauranga** \$334,000; **Mount/Papamoa** \$371,666; **Western Bay of Plenty** \$350,000.
- The Tauranga police station will be demolished to make way for a new \$20.8 million state-of-the-art replacement on the Monmouth St site. The existing building was built to accommodate only 50 staff and 10 police vehicles in 1965. Today there are around 185 staff with 60 vehicles in Tauranga. Lack of space has resulted in police leasing additional buildings to house parts of their operation and administrative functions. The new 3,900m² building will bring all services together under one roof. It is expected to be fully operational by mid-2013.
- The Productivity Commission is conducting an inquiry into housing affordability due to concern that real house prices are markedly higher than a decade ago. The work is to better understand the key drivers of housing affordability and to what extent there are distortions in the housing market. The inquiry will also examine demand and supply factors driving housing affordability, such as land supply, infrastructure, building costs, government regulations, taxes and levies, availability of finance and housing preferences. The first round of submissions closed on 3 August following the earlier release of an issues paper. The draft recommendations will be released in October for further submissions. For a copy of the issues paper, visit www.productivity.govt.nz.
- Tauranga City Council elected members are holding a series of workshops with the development community in a review of its 'growth pays for growth' philosophy. The review was undertaken following identification in the Wairakei Development Feasibility report that development contributions were contributing to the threat to development viability and housing affordability. Council is working through issues, including the investigation of alternative, innovative growth funding approaches.

TAURANGA ARTS FESTIVAL 20-30 OCTOBER 2011

The Tauranga Arts Festival 2011 brings a diverse line-up of entertainment, including music, dance, theatre and visual arts. Running for 10 days from **20 October**, the visual arts line up is headed by 'Grace: The Exhibition' – a photographic display being held in Masonic Park. The music programme features well-known New Zealand

musicians Tama Waipara, Julia Deans, Anna Coddington, Tahuna Breaks and The Bellbirds, as well as international acts such as Italian guitar virtuoso Antonio Forcione, Brazilian percussionist Adriano Adewale and Irish songbird Pauline Scanlon. This great programme is topped off with the Pulitzer-prize winner Sam Shepard's cowboy opera 'The Sad Lament of Pecos Bill on the Eve of Killing his Wife' – a quirky fusion of a honky-tonk fever dream and wistful western ballads.

The 2009 festival sell-out 'Hotel' returns to the programme as well as 'Salon', which is from the same company and performed in a hairdressing salon. Fresh from rave reviews at the Edinburgh Fringe Festival 2011, is a show for the whole family – 'The Adventures of Alvin Sputnik'. This multi-award winning one man micro-epic puppet show melds multi-media into a touching story of enduring love and the end of the world. There is also plenty for the family, with Street Theatre Day seeing the city centre come alive with street performers on Saturday 22 October. The World Press Photo travelling exhibition is also back again, displaying photographs from the 2010 competition.

The dance programme features award-winning Ngai Tahu 32, an integration of contemporary Maori dance choreography and video projection with a stunning set design and powerful sound-score from leading contemporary Maori dance company Atamira Dance. Also on the dance programme is 'Hullapolloi', a new performance from Wellington's Footnote Dance Company. Award-winning authors and a couple of dames make up this year's line-up for the readers and writers programme. Highlights include Booker Prize nominee and 'Mister Pip' author Lloyd Jones speaking with poet Elizabeth Smither about the entrancing nature of a good book and Kiwi icon Dame Alison Holst sharing from her memoirs prior to their November release. For the full programme, visit www.taurangafestival.co.nz.

ARTS & CULTURE

- Tickets have sold out for all five shows of the iconic Tarnished Frocks & Divas, which will run from 15-17 September to coincide with Rugby World Cup. This year's completely reinvented show promises to be spectacular and empowering, featuring an extravaganza of dance, music, performance art and contemporised vintage clothing. Themed 'All Things French', Tarnished Frocks & Divas is a celebration of life and a rare chance for budding designers and seamstresses to show off their work. The 2011 event will include an open design section 'retro meets avant garde', with entrants restyling a retro/vintage garment in the form of an avant garde designer from the 1960s/70s. For further information, visit www.tarnishedfrocksanddivas.co.nz.



Susan Harrison-Tustain exhibitions are rare – she only shows once every four years. Each exhibition draws up to 3000 visitors from throughout New Zealand, Australia and North America. Susan's *Recollection* exhibition will be open to the public from **29-30 October** (10am to 5pm) at Mills Reef Winery. The works have a distinctive New Zealand flavour and were inspired by people and places from her travels. Sir Ray Avery, 2010 New Zealander of the year, will open the exhibition to invited guests on 28 October. For further information, visit <http://www.susanart.com/blog/exhibition-2011>.

- Greerton Village Mainstreet has established a new weekend art market, which it hopes will become a Greerton institution. Held in the village square each Saturday morning, the market has been growing in popularity as the weather warms up. Artists or designers that would like to take part should contact Mainstreet Manager Victoria Thomas on telephone (07) 571 6347.
- The Tauranga Art Gallery recently won a government contract to boost its education programmes, which is worth \$40,000. The contract has been awarded as part of the Ministry of Education's 'Learning Experiences Outside the Classroom' scheme and will run until mid-

2013. The gallery tailors its programmes to fit with what is taught in schools and has had 9500 students through in the last 12 months.

- Students from Katikati College and Tauranga Girls' College tied for the top prize at *Global Connexions* – the annual Bay of Plenty secondary school fashion and art competition. Supreme Award winners were Hollee Fisher of Katikati College and Freya O'Sullivan of Girls' College, with Hollee also taking out third place in the Fantasy Costume section and second in workmanship. This was the seventh year the successful event has been run.
- **Now on at the Tauranga Art Gallery:** 'All Black 1st XVII Selections' (there are 17 works) includes paintings from some of NZ's most famous artists such as Ralph Hotere, Dame Robin White, Tony Fomison, Nigel Brown, and Anne Noble (until **16 October**); 'For Want of a Nail' is an exhibition by Glen Hayward, who replicates everyday items in wood (until **6 November**); *CrisisAndIsolation* is an exhibition by Kelcy Taratoa comprising three large-scale acrylic paintings incorporating images that have been digitally manipulated (until **6 November**); the *Kelliher Collection: Past & Present* shows landscapes by NZ artists during 1956-77 (the Kelliher was NZ's premier art award) (until **4 September**); *Land[er]scape* is a collection of works by artists who have 'escaped' from the traditional meaning of landscape (until **4 September**). Visit www.artgallery.org.nz/events for updates.



FOCUS ON TOURISM

- Commercial guest nights in the coastal Bay of Plenty rose 4.5% in the year to May 2011, according to Statistics NZ. The average length of stay also rose from 2.33 to 2.85 nights.
- The \$41 million TECT Arena at Baypark opened for business on 26 August. The arena will be used for sport, recreation and corporate events, including hosting international, national and regional sports events, as well as exhibitions, conferences and indoor concerts. A special open day for the public will be held on 3 September from 12pm-3pm, providing an opportunity to showcase what the venue has to offer. The first events being held at the venue include the AIMS Games opening ceremony involving around 4000 guests (28 August) and the Tauranga Police CIB Annual Charity Luncheon with 1000 guests (2 September). The first big gig is the Pink Floyd Tribute on 8 September.
- More than 4,600 middle school students from 121 NZ schools are participating in the annual, week-long NZCT AIMS National Sporting Championships in Tauranga this week; making it the largest AIMS Games tournament staged since its beginnings eight years ago. Competitors, family and friends filled the new \$42 million TECT Arena at Baypark to officially open the games on Sunday night. The keynote speaker was World Champion and 2000 Olympic Gold Medallist Rob Waddell. Olympic Cycling Gold Medallist Sarah Ulmer is set to join in the festivities later in the week.
- New Zealand's largest annual tourism conference was held in Tauranga during August, attracting around 250 delegates. Held over three days, the conference provided a unique opportunity to showcase the region to the tourism industry. The Inbound Tour Operators Council of NZ represents tour operators and suppliers throughout the country who collectively handle most of New Zealand's packaged and group holiday visitor arrivals. Delegates were provided with opportunities to experience some of the region's tourism offerings to encourage them to include Tauranga in their future itineraries.
- It has been confirmed that a leg of this year's Clipper Round the World Yacht Race will end in Tauranga, bringing thousands of visitors to the region and providing significant international profile. This is the first time the race has come to NZ, following a successful bid from the region to be the stop off point for the fourth leg of the

40,000 mile race, which takes place over 11 months. The race started in Southampton on 31 July and travels via Portugal, Brazil, South Africa and Western Australia before reaching Tauranga around 25 November. The yachts and their crews are expected to remain in Tauranga until 4 December. Tauranga was chosen for this year's race after Clipper Ventures chairman, Sir Robin Knox Johnston, stopped here during his Alone Round the World yacht race in 2002 and enjoyed his stay.

- The 2011 NZ blokart Open is to be held at Blokart Heaven, Papamoa after the Christchurch club was unable to host the event following the Canterbury earthquakes. The open will be held from 29 September until 2 October. The Kaimai blokart Club will be invited to be the host club for the event.
- Tauranga City Council is relinquishing its lease of the Mount Action Centre, which will be taken by Action Indoor Sports at the beginning of next year. Following a refurbishment, the franchise will establish seven indoor cricket, netball, football and beach volleyball courts, with the latest in lighting, surfaces and technology. There will also be two indoor cricket training lanes with bowling machines. Action Indoor Sports is affiliated to NZ Indoor Football, Netball and Cricket Associations and will be able to stage national and international contests as well as run sports academies.
- Tauranga City Venues Ltd has appointed Roger Bailey as Baypark Speedway Manager. Mr Bailey has over 13 years' experience in the events and motorsports industry, including roles with Dunlop Targa NZ, the Confederation of Australian Motorsport Road Safety Program, the V8 Supercars and Motorsport NZ. Most recently he was in a management position at Mystery Creek Events Centre in Hamilton.
- A huge boost in Chinese tourists through Auckland International Airport has driven a 15% rise in its underlying annual profit for the June year. The airport's major strategic objective over the past three years has been to attract airline services from China and Southeast Asia. This has resulted in the launch of several new services, including China Airlines, China Southern Airlines and Jetstar to Singapore. The number of passengers from China rose to 128,064 - a 26% increase - while passenger growth also rose strongly from Singapore and India. Despite the challenges of the Christchurch earthquake, Chilean ash cloud and Japanese tsunami, total international passenger numbers grew 4.9% to 7.7 million at Auckland Airport.
- Tauranga and Auckland were jointly named the sunniest of the six main centres during July. Tauranga had 153 hours of sunshine and experienced a mean temperature of 11.2°C, which was well above the national average of 8°C. The seasonal outlook for early spring (Aug-Oct) indicates temperatures are likely to be slightly warmer than normal in most regions, including the Bay.

- Tauranga City Council is considering building a boardwalk along Pilot Bay similar to that at Main Beach. The significant numbers of people that use Pilot Bay, particularly during summer, means the grass that is damaged does not recover. The project will form part of the upcoming 10 year plan deliberations.

INSTEP PROGRAMME

INDUSTRY & SCHOOLS TRAINING & ENTERPRISE PARTNERSHIP

INSTEP connects local businesses with students and teachers from the sub-region's secondary schools to highlight career opportunities and pathways. The following activities took place during August:

- An instructor from the Ocean & Earth Sailing Academy presented to career teachers on the various qualifications available to students interested in developing their nautical skills.
- Four local secondary schools competed in the Central North Island Regional Reserve Bank Monetary Challenge, which was held in Tauranga for the first time. Although no teams got through to the national competition this year, visitors from the Reserve Bank said they were very impressed with the standard and number of entries from Western Bay schools.
- MP for Tauranga, Simon Bridges, shared his recent experiences in Japan, China and Taiwan and outlined the government's strategic focus on Asia to secondary school principals at a meeting designed to inspire more Asia-related content in classrooms. The event was hosted by the Asia New Zealand Foundation, which has established 'Principals' Asia Aware' networks in five regions, including the Bay of Plenty, to prepare students to be global citizens with a good understanding of Asia.

Vanessa Lee from Asia NZ says the Bay of Plenty is a key region for the foundation's work in the education sector. "Bay of Plenty principals are leading the way in developing 'Asia aware' schools in New Zealand." She said that Asia NZ's work is helped by its unique relationship with Priority One's education programme which focuses on internationalising students.

PRIORITY ONE MEMBERSHIP

If you would like to find out more about the benefits of joining Priority One, please contact us on telephone (07) 571 1401 or email info@priorityone.co.nz. If you are already a member, we welcome your feedback - so please send us an email, give us a call or stop in at our offices.

In addition to providing information on our activities, Priority One's website includes a directory of our members comprising a one page profile for each company. If you are a member of Priority One and have not provided us with your profile for the member directory, please contact annie@priorityone.co.nz. Through this exposure, your company has an additional promotional tool into national and international markets.

Priority One

Driving Economic Growth in our Region

Supported by local businesses, Tauranga City Council and Western Bay Plenty District Council

