

Together  
we can  
*drive*  
change...

# Newsletter

## August 2015

MEMBER PROFILE • LINK BAY OF PLENTY / WAIKATO



[www.linkbusiness.co.nz](http://www.linkbusiness.co.nz)

LINK Bay of Plenty / Waikato business brokers was established in 2009 by Nuree Allan, who was joined a year later by Steven Matthews, initially as a business broker now as a co-director. The business has experienced rapid growth over the last six years and now employs 20 people across the Bay of Plenty and Waikato. This includes 13 business brokers in Tauranga and four business brokers in Hamilton, where the business has been operating for the last year. An additional broker will come on board in the near future to cover the Rotorua area. Brokers operate under the Real Estate Act and need to have their real estate ticket.

Steven Matthews says "The team has a strong commitment to provide business owners with superior service across all industry sectors to assist them in preparing and selling their business. This also ensures that buyers are provided with the best information to make their purchasing decisions." LINK markets business opportunities across multiple platforms, with 90% of marketing done online. This includes the LINK website and also through other specialised business sales portals that can only be used by those with their real estate ticket. In addition, LINK has access to two hard copy and online brokerage magazines – one that is developed at a national level, with Bay of Plenty input, and one specifically focusing on businesses for sale in the Waikato and Bay of Plenty.

LINK's team of industry specialists are committed to helping businesses maximise their value and facilitate a smooth transition period. "LINK is involved in the sale and purchase of every kind of business, from the smallest to large multi nationals, and across all sectors. The team at LINK has a diverse range of skills and experience, enabling those selling their business to work with someone that has expertise in their particular field," says Steven Matthews.

The organisation has a diverse team and a strong team culture. "We have 12 male brokers and eight female brokers across a range of ages and nationalities, including British, South African and Chinese," says Steven. In addition, there is a specialised corporate team with a focus on business values in excess of \$1 million. While there are other LINK franchises working throughout the country and also in Australia, South Africa and the United States, each one is a separate legal entity. However they do share listings with each other, so the reach of the network is considerable.

Steven says the market in the Bay of Plenty has been extremely buoyant over the last six months. There has been strong interest coming from those moving to New Zealand from overseas, including returning Kiwi expats, and also considerable interest from Auckland. "The demand is definitely here, and will increasingly be matched by supply over the next few years as many 'baby boomers' sell up to retire," says Steven. Over the last five years Steven has noticed a significant increase in the number of import / export businesses relocating to Tauranga from Auckland.

LINK Bay of Plenty / Waikato has some impressive records to its name and has received many awards for outstanding performance as a LINK franchisee. Steven says "We are the largest specialised business broking company in the Southern Hemisphere, we are the top ranked office (per capita) of LINK, we are the fastest growing business brokerage company in New Zealand based on the number of listings and brokers, and we are ranked number one in the Bay of Plenty in terms of listings, brokers and sales."

Awards the company has received include LINK Franchisee of the Year in 2010, 2011, 2013 and 2015, while Nuree took out LINK Broker of the Year in 2015 and Steven won it in 2013. Members of the Bay of Plenty / Waikato team have won the LINK Rising Star Award in 2011, 2013, 2014 and 2015 and of LINK'S top 10 brokers in July 2015, six of them were from the Bay of Plenty / Waikato office.

Steven says "If you are selling your business, LINK will help you maximise your return and minimise the hassle of the sale process. Allowing LINK to market and manage the sale of your business, will give you peace of mind, trusting in LINK's long standing track record, and industry expertise."

**Priority 1** Driving  
Economic  
Growth

2nd Floor, Rydal House  
29 Grey Street, PO Box 13057  
Tauranga 3141, New Zealand

Tel: +64 7 571 1401  
Fax: +64 7 571 1402  
[www.priorityone.co.nz](http://www.priorityone.co.nz)

## August 2015

### TRANSITIONING BUSINESS & PEOPLE

THE CHANGING FACE OF THE WORKFORCE

Retaining and employing older workers is becoming an increasingly smart solution for businesses in the attraction of skills and talent. A one day forum is being hosted by the Tauranga Chamber of Commerce, Age Concern and Priority One that will provide tools to support employers and employees undertake the transition that will be required as a result of the ageing demographic. It will include workshops to show businesses how they can become the employer of choice as they face the next frontier of transition as our workforce ages. It will also help people explore opportunities when planning for the latter stages of their career paths.

When: 8.30am-4.30pm, **Monday 21 September**

Where: Mount Cosmopolitan Club, Kawaka St

Cost: \$75 + GST (includes lunch)

For further information and to register, visit <http://www.tauranga.org.nz/events-calendar/#cid=502&wid=1201>.

### WOULD CO-WORKING HELP GROW YOUR BUSINESS?



Are you missing out on valuable business contacts in the isolation of your home office? Do you need a professional space to meet with clients? Would you attract more business in a city centre location? Do you get distracted when you work from home? Priority One's Ignition co-working space provides a flexible environment for professional and creative people that understand the value of working alongside others in the dynamic environment. It aims to foster innovation and increase productivity by providing a collaborative space for those that are self-employed, freelance, or are starting their own business. It also acts as a launching pad for knowledge intensive people and businesses that are relocating to Tauranga.

The Ignition space is filled with natural light and has a range of different areas in which to work, as well as breakout spaces and lounge areas. There are three meeting rooms for the use of members and a large foyer that can be used for functions and promotional events. Members also have access to a post office box, providing a professional business front. Membership options are very flexible – you can sign up for as much as 24/7 or as little as one day a month. There is also a 'hot seat' casual option, and any changes to requirements need just one month's notice.

New members that have joined Ignition over the past few months include Bubble Interiors, Brick Street Consulting, Yoobee School of Design, Align Ltd and Consumer Insight

NZ. If you'd like to find out more or come and have a look around, contact Susanne Irwin, the Manager of Ignition, on email [ignition@priorityone.co.nz](mailto:ignition@priorityone.co.nz) or telephone (07) 571 1401.

### GROWTH IN BAY SECOND HIGHEST

The ASB's regional economic scoreboard for the June quarter has shown that New Zealand's economy is about more than just building houses and milking cows. Auckland was the country's fastest growing region, followed by Bay of Plenty in second place. The Bay's growth has been bolstered by the strengthening kiwifruit industry, as well as a strong housing market buoyed by Auckland. It also has the strongest jobs growth in the country, with employment growing 8.3% year-on-year in the quarter. Canterbury, which used to top the list for economic growth, has fallen to eighth place as construction work plateaus there. The ASB said the data showed that New Zealanders should not feel gloomy about the outlook for the country. Even if growth slowed from 3% per year to the 2% the bank was expecting, it is still good by international standards.

### NZ CHINA MAYORAL FORUM TO EXPLORE TRADE AND INVESTMENT OPPORTUNITIES

Earlier this year a formal MOU was signed to establish a NZ-China Mayoral Forum to encourage collaboration between the mayors and governors of the two countries and explore innovative trade and investment opportunities. During September Tauranga City Mayor Stuart Crosby and Priority One's Strategic Projects Manager, Greg Simmonds will be attending the first NZ-China Mayoral Forum in Xiamen City, China, which is being led by Local Government NZ. The first topics to be discussed include trade and investment in areas such as education, tourism, primary industries and people-to-people exchanges. The forum represents the largest delegation of New Zealand civic leaders to have ever visited China, with 12 mayors representing many of the country's cities and regions, as well as business and educational leaders from across New Zealand attending.

### STUDY ECONOMIC GAME CHANGER

The recently completed 'Toi Moana Bay of Plenty Regional Growth Study' shows the economic growth opportunities in the region are huge, and we have the natural resources, people and will to realise that potential. During August around 120 stakeholders attended an economic forum at the Tuhoe headquarters in Taneatua to ratify the priority actions which came out of the study, which was commissioned by the Ministry for Business, Innovation & Employment and Ministry for Primary Industries.

Doug Leeder, chair of the Bay of Plenty Regional Council, says the growth study is a potential game changer for the region and is a unique economic partnership between government and the region. The study has prioritised nine key areas for development. These areas are: agribusiness, aquaculture, education and skills, forestry and wood processing, geothermal, horticulture, Maori land utilisation, visitor economy and water management. Growth of the Maori economy in the Bay of Plenty has been highlighted as fundamental to achieving region-wide growth.

Priority One has been project managing the development of the action plan on behalf of the Bay of Connections regional economic development group. The final plan will

be submitted to government in September and launched in the region by ministers in October. The implementation phase of the plan begins in early 2016.

[Source: [www.sunlive.co.nz](http://www.sunlive.co.nz)]

### INNOVATIVE PRODUCTS FROM THE BAY

Te Puna-based product development company, Locus Research, has innovative products from four companies they have been working with in the finals of the Designers Institute 2015 Best Awards. The awards celebrate the very best of New Zealand design across a range of categories, including print, branding, websites, spatial design, typography, and product design. The products that have made the finals are as follows:

**Balex Automatic Boat Loader** – a remote controlled, hydraulically powered roller system that can pull up to 2,500kg of boat quickly and smoothly out of the water in all weather conditions.

**Ubco - the Utility Bike** - a quiet, lightweight, emission-free, off-road 2x2 that can carry tools and be used safely in an agricultural environment. With no clutch or drive chain, the usual maintenance issues are eliminated.

**Kelvin the Thermokennel** – keeps farm dogs at optimal temperatures in both winter and summer by capturing and retaining the dog's body heat through an innovative insulation system, which also reduces noise.

**Inverse Ice Conditioning System** – uses sub-zero temperatures to induce a natural conditioning effect on hair, locking in moisture and making it healthier and softer, with increased shine and definition.

Award winners will be announced at an awards ceremony in Auckland on Friday 9 October 2015. Visit <http://bestawards.co.nz/awardsnight/>.

### EDUCATION TAURANGA MODEL FOR GROWTH

The New Zealand International Education Conference (NZIEC) was held in Hamilton during August, attracting over 450 delegates from educational institutions around New Zealand to discuss strategies for accelerating growth in the export education sector. In the plenary session of the conference, Grant McPherson, Chief Executive of Education New Zealand, recognised the success of Education Tauranga and the role it has played in increasing the value of the export education sector in the Tauranga region. He described Education Tauranga as a regional group who was 'getting it right' and attributed their success to increased collaborative marketing efforts, a strong brand and efforts in leveraging sister city relationships to result in international student enrolments. Education Tauranga's regional manager, Anne Young, achieved the organisation's 2017 growth targets by the end of 2014 after just one year in the role. International student enrolments increased from 858 to just over 1100 and the value of international education grew from \$24.7 million to \$28.8 million per annum.

### TRUSTPOWER TOPS THE COUNTRY

Congratulations to Priority One member Trustpower, which topped the Deloitte Energy Excellence Awards in August, taking out the Consumer NZ Energy Retailer of the Year Award. Trustpower gained 30,000 new customers over 12 months and put its success down to combining electricity, gas and telecommunications into consumer packages. Trustpower was also the highest scorer of the 'big-five' energy retailers in the 2015 Consumer NZ survey.

### STRONG RESULT FOR PORT OF TAURANGA

Port of Tauranga has positioned itself for further growth as it puts in place the final infrastructure required to support the arrival of the next generation of container vessels to New Zealand. It has reported a net profit after tax of \$79.1 million for the year to 30 June, up from \$78.3 million last year. The Port handled 851,106 TEUs (containers) in the 2015 financial year, an increase of 12%, while total cargo volumes increased 2% to 20.2 million tonnes. In addition, containers transferred from one ship to another increased by 17% to 203,417 TEUs.

Despite the heavy capital investment to accommodate large ships, Port of Tauranga's balance sheet remains strong with gearing (debt to debt plus equity) at 32%, up from the prior year's 30%. "Port of Tauranga's five year \$350 million programme to expand its freight hinterland and develop the infrastructure to support visits from the next generation 6,500 TEU ships has underpinned our solid financial performance and will continue to do so in the years ahead," said Port of Tauranga Chairman, David Pilkington.

### BAY TOPS SALARY GROWTH

The Bay of Plenty region has experienced the biggest increase in the average annual salary for jobs listed on the Seek website. The Bay saw a rise of almost 7% over the last year, taking the average annual salary advertised on Seek from \$64,339 to \$68,625. It was closely followed by Tasman and Gisborne regions, who both noted increases of 6.2% in annual salaries. The five highest paid industries across the country were:

1. Consulting and Strategy \$99,046 (+2%)
2. Engineering \$92,479 (+2%)
3. Construction \$92,142 (+2%)
4. ICT \$92,082 (+1%)
5. Mining, resources and energy \$91,506 (-8%)

[Source: *Bay of Plenty Times*]

### 2015 NZCT AIMS GAMES

TAURANGA - 6-11 September 2015



The countdown is on for the annual AIMS Games, which takes place in early September. Each year this multi-sport event for intermediate school age students breaks its own records for participation. This year a whopping 7842 students from 248 schools from throughout New Zealand are taking part in 17 different sporting codes. Tournament director Vicki Semple says "Word of mouth has become our biggest marketing tool." Sailing is the newest addition to the tournament, with 64 yachties taking to the waters of Tauranga Harbour.

The AIMS Games is a strategic partnership between Sport Bay of Plenty, Tauranga City Council and the four Western Bay of Plenty intermediate schools. An economic benefit study last year found the tournament generated 37,500 visitor nights and contributed \$1.96 million to Western Bay of Plenty's economy. It was also recognised at the annual Sport New Zealand Sport and Recreation Awards in Auckland earlier this year, taking out the 'Event Excellence' category.

Tickets to the opening ceremony of this year's AIMS Games on **Sunday 6 September** are open to the public. To find out more and purchase tickets, visit [https://www.facebook.com/NZCTAIMSGAMES/posts/1618810775036611?comment\\_id=1618898225027866](https://www.facebook.com/NZCTAIMSGAMES/posts/1618810775036611?comment_id=1618898225027866).

### PORT OPENS NEW INLAND HUB IN CHRISTCHURCH

Port of Tauranga has opened a new Metroport at Rolleston, near Christchurch, offering freight operators another option to receive, pack and distribute containerised cargo as if it were a seaport. The new inland port has rail and road connections, giving cargo owners an efficient hub to move goods around Canterbury, and to and from PrimePort Timaru. Port of Tauranga has a 50% shareholding in PrimePort Timaru and a lease of the

Timaru Container Terminal for up to 35 years. It was officially opened by Transport Minister Simon Bridges, who said "This will enhance competition between the ports of Lyttelton and Tauranga and will likely mean improvements in port productivity and customer service. Improving freight logistics is an important part of ensuring ongoing economic growth."

#### HIGHLIGHTING THE VALUE OF SMALL BUSINESS

At the end of July the government released an online factsheet highlighting the significant contribution small and medium-sized firms make to New Zealand's economy. It shows that small businesses are consistently punching above their weight, generating 27% of GDP and 42% of jobs. In addition, 92% of businesses with 6-19 employees are connected to broadband and 66% have a website. The full fact sheet can be downloaded at <http://www.mbie.govt.nz/what-we-do/business-growth-agenda/sectors-reports-series/the-small-business-sector-report-and-factsheet>.

#### INTERNATIONAL DISRUPTION EXPERT IN TAURANGA

Several technologies are combining to dramatically change the way we will live and do business in the next 10 years. Complacency will lead to business disruption, while planning and understanding will lead to opportunities for disrupting. Callaghan Innovation is bringing internationally sought after speaker, Tony Seba, to Tauranga for a one day workshop entitled 'Will you disrupt or be disrupted?' Tony is a lecturer in entrepreneurship, disruption and clean energy at Stanford University and a Silicon Valley entrepreneur. The workshop will be of value to CEOs, CIOs, directors and innovation teams.

When: 8.45am-5.00pm, **Tuesday 8 September 2015**

Where: Macau, The Strand, Tauranga

Cost: \$250 + GST pp

Visit <http://www.priorityone.co.nz/vdb/document/589> for further information or <http://www.tauranga.org.nz/events-calendar/#id=876&cid=502&wid=1201&type=Cal> to register.

#### STRONG JOB GROWTH CONTINUES

The latest labour market data shows continued job growth, with 7,000 more people employed over the last quarter and 69,000 more New Zealanders in work than a year ago. Wage growth has also been strong, with the average weekly wage rising 3.2% over the year to \$1,097.27 - Considerably faster than inflation at 0.3%. The June quarter Household Labour Force Survey (HLFS) shows the rate of labour market participation at 69.3%, which is the third highest on record. Tertiary Education, Skills and Employment Minister Steven Joyce says "The economy continues to diversify and grow jobs in most regions over the past year despite sharply lower dairy prices and some international uncertainties." Highlights include:

- Over the past year 11,000 jobs have been created in the Bay of Plenty, second only to Auckland in terms of growth;
- The number of people employed in manufacturing is the highest since 2008, with 24,500 jobs created in the last year;
- Employment in construction is at the highest level ever, increasing by 22,700 in the last 12 months;
- More 15-19 year olds are either moving into the workforce or education;
- New Zealand has the fifth highest employment rate in the OECD.

#### RISE IN EXPORTS TO CHINA

Goods exports to China rose \$20 million from June 2014 to reach \$699 million in June 2015, Statistics NZ has reported. The rise was over a range of commodities including logs, meat, and fruit. This is the first monthly increase in exports to China since August 2014. However whole milk powder to China continued its recent falls, and was down \$92 million. Between September 2014 and May

2015, exports to China fell an average of \$373 million a month compared to the same month the previous year. Exports to Australia, our largest export partner, fell an average of \$43 million a month over that time. Overall goods exported rose 1.3% (\$56 million) in June 2015, despite milk powder, butter, and cheese exports being down \$320 million. The increase was led by logs (up \$112 million), meat (up \$89 million), and fruit (up \$87 million).

#### ANNUAL FRUIT EXPORTS HIT \$2 BILLION

Statistics NZ report that the annual value of New Zealand's fruit exports reached an all-time high of \$2 billion in the year ended June 2015. This was a 20%, or \$330 million, increase on the previous year. Both higher prices and a greater quantity of exports (up 9.0%) contributed to the overall rise. Fruit exports in May 2015 had the highest-ever value for a month at \$44 million, while June and April exports were the second- and third-highest, respectively. Kiwifruit and apples led the monthly increases, despite a 5.3% fall in the canopy area of kiwifruit and a 4.8% fall in the area planted in apples from 2012-14. Visit [http://www.stats.govt.nz/browse\\_for\\_stats/industry\\_sectors/agriculture-horticulture-forestry/AgriculturalProduction\\_final\\_HOTPJun14final.aspx](http://www.stats.govt.nz/browse_for_stats/industry_sectors/agriculture-horticulture-forestry/AgriculturalProduction_final_HOTPJun14final.aspx)

#### BAY'S FUTURE INNOVATORS BENEFIT FROM R&D GRANTS

Students with science, technology, engineering, design or business qualifications are being helped to advance their skills and understanding of commercial R&D within New Zealand companies. "There are nine future innovators who will benefit from R&D Student Experience Grants in Bay of Plenty for 2015/16," says MP for Bay of Plenty Todd Muller. More than 200 future innovators and 126 hi-tech companies around the country will benefit from up to \$1.5 million in R&D student grants through Callaghan Innovation.

#### KATIKATI MAN TOP YOUNG FRUIT GROWER

Craig Ward, 26, from Apata Group at Katikati, has been named Young Fruit Grower of the Year in the national competition. Craig won the Bay of Plenty section of the awards in July and was also named runner up Young Grower of the Year. The finalists went head-to-head in a series of practical and theoretical challenges designed to replicate those faced in an orchard or farm working environment. They also took part in a leadership panel discussion, before delivering a speech in front of the judges at a dinner event in Christchurch.

#### MIGRATION REACHES NEW HIGHS

Migration has almost hit 60,000 a year as more students arrive from India and China and more New Zealanders return from Australia. Annual permanent and long-term migration showed a record net gain of 59,600 migrants in the July 2015 year, Statistics NZ said. That reflected 117,100 migrant arrivals, and 57,500 migrant departures. Of the 24,300 people coming from Australia, two-thirds were New Zealand citizens, reflecting the decline of the Australian job market. The next biggest group of migrants was 13,800 from India, with three-quarters having student visas. Almost as many - 13,500 - were from the UK, with most having work visas or New Zealand citizenship. The other large group was 10,400 from China, with about half having student visas.

#### NEW EVENTS FOR TAURANGA

Tauranga City Council has announced 10 new events will receive support through the community event fund to bring a broader range of events to the city to encourage creativity and innovation and celebrate our diversity. The new events are as follows:

- Pedal Papamoa – family biking day;
- Papa Moa's Teddy Bear Picnic;
- Merivale Christmas Festival;
- Twelfth Night – the inaugural event in a planned annual 'Shakespeare Summer Series';

- Wonderland Festival and House of Cards Exhibition – celebrating the 150<sup>th</sup> year of Alice in Wonderland;
- Bay of Plenty Judo Champs and training camp;
- Bay of Plenty Regional Weightlifting Champs;
- Night Owl Cinema Summer Series;
- Tauranga Half Marathon; and
- Welcome Bay Family Music Festival.

The next round of the Community Events Fund will open on 28 April 2016.

## WESTERN BAY @ WORK AND YOUNG INNOVATOR AWARDS

Over 300 people celebrated the launch of the annual Western Bay @ Work careers fortnight and the Young Innovator Awards (YiA) on 6 August. This year the opportunity for guests to preview the Careers and Business Expo prior to the formal part of the evening was well received. The launch included interviews with the 2015 Western Bay at Work Ambassador, Greg Simmonds, and keynote speaker, Jenene Crossan.

The YiA Supreme Award went to Kyle Brown for his offshore rescue craft. Kyle also won the over-18 section. There were two winners of the Senior Award: Hannah Payne from Tauranga Girls' College for developing gel cushion handles for crutches and Jaysha Tippens, also from Tauranga Girls' college, for a spring back road marker. Hannah also won the Internship Award, securing a two-week work experience placement with Locus Research. Fergus Lellman and Lucy Maher from Aquinas College took out the Junior Award for 'Kids Safe', to monitor children's smartphone activity, while the People's Choice Award went to Briar Patel for a water play activity.

The annual awards are a collaboration between Priority One's Instep programme, Locus Research and Woods the Creative Agency. Next year will see a new award category sponsored by the Waikato Management School. The Innovation In Business Award will offer a scholarship for a postgraduate diploma in management studies, to the value of \$8000.

## HOUSE OF SCIENCE SYMPOSIUM

The House of Science is hosting a one day symposium titled *'Casting the Net'*, which will provide an exciting day of presentations and networking for the local science community. There will be presentations and workshops of interest for all involved in science, including teachers, tertiary students, researchers, scientists and science industry representatives. The keynote speaker is Dr Siouxie Wiles from Auckland University, winner of many research and communications prizes.

When: 8.30am-3.30pm, **Friday 6 November 2015**

Where: Bethlehem College Performing Arts Centre

Cost: \$45pp, includes morning tea & lunch

RSVP: [www.houseofscience.org.nz/symposium](http://www.houseofscience.org.nz/symposium)

## SUPPORT FOR RURAL COMMUNITIES

The Health and Primary Industries ministries are collaborating to provide training to around 100 people to help farming families across the country access the support they need. This is the first part of the one-off \$500,000 funding boost for mental health initiatives targeted at rural communities. It recognises that some farmers are under considerable stress, which is exacerbated by physical isolation and the uncertainties of being reliant on the land. The part time workers and volunteers will help connect farming families with the wide variety of mental health, financial and advice services available. In addition, rural professionals, including vets and farm advisors, will be trained to recognise and refer people that might need support.

## LOCAL SCHOOLS RECEIVE FUNDING FOR ASIAN LANGUAGES

Tauriko School, Tauranga Boys' College and Oropi School have partnered to successfully receive a grant of \$155,824 from the Ministry of Education to deliver classes in

Japanese and Mandarin. The schools branded themselves 'Tauranga Global Futures', to apply to the Asian Language Learning in Schools fund, which is investing \$10 million over three years to increase the provision of Asian languages in our schools. Bay of Plenty MP Todd Muller says "It is more important than ever for our next generation to communicate and work in different languages as our international and trading links grow, particularly within the Asia-Pacific region. There are also strong cognitive benefits to learning a second language." The programmes will begin in 2016. Applications for the second funding round are now open and schools have until 25 September to register their interest. Visit <http://www.education.govt.nz/ministry-of-education/specific-initiatives/asian-language-learning-in-schools-programme/> for further information and applications details.

## THERE'S LOTS HAPPENING IN THE CITY CENTRE



**Hairy Maclary and Friends:** There was not a cloud in the sky on 30 July when the Hairy Maclary and Friends sculptures were unveiled in front of key stakeholders and dignitaries including PM John Key, Dame Lynley Dodd, Mayor Crosby, Ministers Bridges and Tolley, and MP Todd Muller. From the moment they were unveiled, they became an integral part of Tauranga's unique heritage. The family fun day on 1 August saw thousands of people, children and dogs turn up to meet the characters, and the affection for them was palpable. We would like acknowledge Tracey Rudduck-Guddsell for her unswerving work on this project and thank her for leaving us this wonderful legacy for the city. There is no doubt people will come from far and wide to see the statues.

▪ **Wharf Street Dining Precinct:** The new Wharf Street Dining Precinct opened on 8 August, marked by the beginning of the inaugural Winterfest. The street has been transformed to create Tauranga's first shared space, which combines art, culture and cuisine. Over 500 railway sleepers from the old Matapihi Railway bridge have been used to create themed furniture, as well as 80 lanterns imported from Italy. Storyboards have been included to complement the heritage of the street and the outside dining areas extended. The Winterfest will continue into September with events and activities happening each week. So far there has been a tapas market, displays of urban dance, live music and an outdoor movie night.

▪ **Extension of Parking Building:** Tauranga City Council has agreed to fast track a project to add an extra floor onto the Elizabeth St car parking building to ensure that parking supply keeps up with demand. The \$5 million expansion will add 110 new car parks that could potentially be leased, and should be completed by June 2016. The decision means they will postpone the construction of the proposed new \$24 million, 650 space car parking building so they can consider that project in light of plans for Council's civic buildings, which have had issues with leaking and toxic mould.

▪ **Sale of Premier Site:** Farmers Trading Company has purchased the building it has tenanted for over 40 years for just over \$13 million. The building, which is one of the largest in the city centre, was put up for sale by the trustees of the Parnwell Trust Partnership during July. It is great news for the city centre that Farmers is staying

on its existing site, providing a key retail destination 'anchor' for the southern end of the city.

- **The Exxopolis:** Tickets have gone on sale for the chance to get inside a giant 1000m<sup>2</sup> inflatable art exhibit that makes visitors feel as though they are inside a kaleidoscope. 'The Exxopolis' will be situated on The Strand through the Tauranga Arts Festival from **16 October** until **1 November**. The walk-in sculpture is made of coloured PVC and holds light like an aquarium holds water. Entry will be limited to 80 people every 30 minutes to maximise the experience. For further information on the Tauranga Arts Festival, visit [www.taurangafestival.co.nz](http://www.taurangafestival.co.nz).

## BAYLEYS / EVES PROPERTY UPDATE

### TRENDS IN OUR MARKET

Over the past few weeks several factors have come into play in the local residential property market. Genuine buyer enquiry level has continued to increase, in particular from Aucklanders. They are present in growing numbers at open home viewings and are active bidders at auction. However there has been a significant change in demographic of Auckland buyers, from primarily those retiring here to a younger age group who are moving to Tauranga to take up new career opportunities. The opening of the Tauranga Eastern Link has also impacted on the market, driving property enquiry in the Papamoa, Pukehina and Te Puke areas.

Auction marketing campaigns for certain property types have now shortened to accommodate the levels of early buyer enquiry. In addition, clearance rates for sales success under the hammer on the day are increasing steadily, providing very compelling statistics for those considering putting their property on the market. Many are asking 'how long will this market last', to which a logical answer would be 'as long as the Auckland housing problem continues'. The new restrictions being placed on investors in the Auckland property market in October will likely further drive buyer interest in areas such as Tauranga.

### STARTUP WEEKEND

Tauranga's Startup Weekend 2015 is being held on **13-15 November** at Basestation - and they need you to tell them your business problems! The weekend comprises multidisciplinary groups of people who develop ideas into business opportunities over the course of a weekend. It brings together developers, designers, marketers, product managers, startup enthusiasts and members of the community, who share ideas, build products and launch startups .... all within 54 hours. So if you have been pondering a problem within your own business, the Startup Weekend organisers would like to help solve it for you. For further information, contact Ellyn Brunskill on telephone 021 711 636 or email [ellyn.brunskill@xtra.co.nz](mailto:ellyn.brunskill@xtra.co.nz).

### NEW ZEALAND SHAKEOUT

Following the earthquakes in Christchurch, everyone should know what to do in the event of one. To keep us on our toes, Thursday 15 October is the International ShakeOut Day of Action providing an opportunity for us to complete the earthquake drill – drop, cover and hold. New Zealand will be the first country in the world to participate this year, at 9:15am. New Zealand ShakeOut is aiming to get 1.5 million people to sign up to take part, which should make ours the biggest per capita ShakeOut drill in the world. Priority One has signed up, along with (at the time of writing this article) 54,335 other registrations across the Bay of Plenty region, including 1,287 businesses. For further information and to register, visit [www.shakeout.govt.nz](http://www.shakeout.govt.nz). There are also a number of resources available to assist businesses plan for an earthquake, including the 'Get Ready Get Thru' website <http://getthru.govt.nz/> and the 'Resilient Organisations' website <http://www.resorgs.org.nz/>.

## BROADBAND ROLLOUT SUPPORTING BAY'S GROWTH

More residents are accessing high speed broadband and improved mobile connectivity as the government's broadband rollout reached 88% completion in the Bay of Plenty. Fast broadband enables business to better connect with markets and customers, both here and overseas, while enjoying the lifestyle benefits of living outside the main centres. To access the regional updates, visit <http://goo.gl/6q8pZX>. To link to the broadband map, visit [www.broadbandmap.co.nz](http://www.broadbandmap.co.nz).

### NEW INDUSTRY TRAINING FACILITY

Joining forces with Elite Training and Page Macrae Engineering, Pacific Coast Technical Institute has opened a new wing of their training centre dedicated to industry training. The focus is on getting contractors and industrial workers compliant with regulations required in their field in an area that replicates the work environment. The facility caters to height training, and roof and rescue training, as well as working in a confined space and gas detection. For more information, [www.pcti.co.nz](http://www.pcti.co.nz).

### PACIFIC SCHOLARSHIPS OPEN

Undergraduate Pacific students are encouraged to apply for the University of Waikato's \$6000 Edna Money Future Pacific Leaders' Scholarship. There are three scholarships available for students beginning at Waikato next year. The scholarship, now in its second year, provides financial support along with leadership and personal development programmes over three years. Applications close on **15 September 2015**. For further information, visit <http://www.waikato.ac.nz/students/pasifika.shtml>.

### UPDATE FROM ENTERPRISE ANGELS

Enterprise Angels members and the EA Fund have invested \$2.46 million in 10 companies this financial year, including two Bay of Plenty businesses. The companies they are currently raising capital for are:

**Balex Marine Limited**, a local company seeking follow on funding for the launch and marketing of its innovative automatic boat loader.

**VX Sport**, an Auckland company that designs and manufactures wearable technology that tracks over 250 metrics of athlete performance.

**Smartshow Limited**, a Wellington company seeking follow on funding for its ShowGizmo app, which is the top event app in Australasia.

Enterprise Angels has announced that a new fund, EA Fund 2, will be open for investment in early 2016. The next Enterprise Angels member meeting is being held on 22 September in Tauranga. If you are interested in attending, please email [jo@enterpriseangels.co.nz](mailto:jo@enterpriseangels.co.nz). If you are seeking startup capital or would like to find out more about investing in startups, telephone 07 571 2520 or visit [www.enterpriseangels.co.nz](http://www.enterpriseangels.co.nz).

### 30 YEAR INFRASTRUCTURE PLAN

The government has released the 'Thirty Year New Zealand Infrastructure Plan 2015', setting out the response to the infrastructure challenges the country will have over the next three decades. These include some ageing infrastructure networks, the changing demand for infrastructure from an ageing population, and the cost of the delivery of both central and local government infrastructure. The plan, which was developed with local government and industry, sets out 145 initiatives to strengthen asset management, improve understanding of demand and improve decision making around infrastructure provision. Key initiatives include:

- Developing national standards for roads, water and buildings for consistent assessment across the country;
- Establishing centres of excellence to improve infrastructure decision making;

- Investigating how best to undertake long-term integrated regional planning;
- Increasing the focus on non-asset solutions, such as demand management, to make better use of existing networks; and
- Further development of a trans-Tasman infrastructure market.

The 'Thirty Year New Zealand Infrastructure Plan 2015' is available at [www.infrastructure.govt.nz](http://www.infrastructure.govt.nz).

## NEW AIR SERVICE TO NORTH SHORE

A boutique airline plans to start a new direct service flying between Tauranga and Auckland's North Shore. North Shore Air will then arrange a corporate shuttle service to take passengers into Auckland's city centre. The trip will take around 20 minutes, which is faster than driving from Auckland Airport into the city. The service will be available seven days a week, leaving Tauranga in the morning and returning at the end of the business day. Civil Aviation Authority has recently conducted their inspection and the airline's operating certificate will be issued in the near future. For further information on the service, contact Heather Andrews on telephone 021 0614 655 or email [HeatherAndrews.asms@gmail.com](mailto:HeatherAndrews.asms@gmail.com).

## KEEPING UP WITH KIWIFRUIT

- The country's fruit exports reached an all-time annual high of \$2 billion in the year ended June 2015, with kiwifruit accounting for 59% of the total value, followed by apples at 28% and avocados at 5.7%. Most of the kiwifruit volume was from the premium Zespri SunGold (G3) variety, with growers benefitting from a more profitable product mix. The increases occurred despite a 5.3% fall in the canopy area of kiwifruit and a 4.8% fall in the area planted in apples, between 2012 and 2014. The European Union remains the biggest export destination, accounting for 27% of total fruit exports. Japan at 14% and China at 13% were the other top destinations in the June.
- PM John Key officially opened Zespri's new sales and marketing hub in Singapore in early August. Zespri is investing in its market capability to deliver on the strong growth in fruit that has been projected. The Singapore hub is the market-side base for Zespri's global sales and marketing leadership team. Zespri chair, Peter McBride, says "Being market driven is fundamental to our success as a global brand and this office in Singapore supports our global connectedness and the market-centric approach of our industry." The South East Asian region is an important growth market for Zespri, with forecast sales of around \$78 million this season and sales volumes set to almost double over the next five years.
- Zespri is looking for graduates to join their annual Graduate Programme. The company hopes to attract top young finance and supply chain talent into the kiwifruit industry. Three positions are available to recent graduates, offering 12 months working across Zespri's business and the wider kiwifruit industry. While skills in languages are particularly relevant, the right attitude is the most important consideration of all. Successful applicants will also have a senior executive mentor for their time at Zespri. Applications are open until **13 September 2015** for New Zealand residents that have graduated within the past 12 months. Visit [www.zespri.com](http://www.zespri.com) for more details and to apply.
- Zespri has launched a Facebook page, which will share knowledge about growing great kiwifruit, serving their customers and delivering growth and value for the New Zealand kiwifruit industry. It will provide the latest information and updates, as well as photos and videos. Visit [www.facebook.com/Zespri.international](http://www.facebook.com/Zespri.international).
- NZ Kiwifruit Growers Inc recently released some interesting statistics on the kiwifruit industry for 2014/15:
  - Zespri global kiwifruit sales: \$1.568 billion
  - Export earnings from NZ kiwifruit: \$1.086 billion
  - Trays of NZ kiwifruit sold: \$95.187 million
  - Export markets: 54

Māori supply: 10% by volume

Registered orchards: 2,905

Productive hectares: 11,235 (8,986 in Bay of Plenty)

Number of growers: 2,540

Employment: 8,900 permanent employees  
8,600 seasonal employees

Employment growth (2019): 420 additional full time  
4,740 additional seasonal

Potential for growth: Zespri aims to reach \$2 billion in export earnings by 2020

## DEVELOPMENT

- House sales hit a 10-year high in Tauranga in July, with 216 homes sold in 31 days. This is the largest number since March 2005 and a 79% increase jump on the same time last year. At Mount/Papamoa, there was a 52% increase with 125 homes sold. The figures were also up from June this year, when 178 houses sold in Tauranga and 112 in Mount/Papamoa.
- The government is investing in a single website for all Building Code information to make it easier to access and comply with building regulations. Currently homeowners and builders have to search multiple websites as well as many hard copy documents to comply with the Building Code in its current format. The Ministry of Business, Innovation & Employment has issued an RFP for the development of the portal, which will be accessible via computer, smart phone or tablet. It is expected to up and running by late 2016.
- The North Island's most sustainable and energy-efficient home was completed in Papamoa in August. The 10 Homestar house was constructed by Belvedere Group and is the first house in the North Island to achieve the highest rating through Homestar. Another home in Christchurch also recently reached 10 stars. The 230m<sup>2</sup> house features photovoltaic panels for solar energy, rainwater harvesting and grey water recycling system, and a smart piping system that captures passive heat to warm the home. Belvedere Group is also working with two clients in Te Puke and The Lakes to build similar homes.
- During August demolition work commenced on the site of a new \$20 million office and retail development on the corner of 3<sup>rd</sup> Avenue and Cameron Road. When complete, the four storey, 7000m<sup>2</sup> complex is expected to house Tauranga branches of Inland Revenue and Housing New Zealand, who will relocate in late 2016.

## SMART TRANSPORT

- August was a huge month in the Bay in terms of transportation, with the opening of the \$455 million Tauranga Eastern Link to traffic on 3 August. In its first week of operation, around three quarters of through traffic, or 6547 vehicles, between the Domain Road Interchange and Paengaroa roundabout were using the new toll road. The 21km, four-lane route is one of seven 'roads of national significance' identified by the government as being crucial to building the economy. It includes seven bridges, the country's biggest roundabout, a new 6.8km cycleway, and one of the largest public art pieces currently on display in New Zealand – a 130m long pa sculpture.
- The new Te Puke Highway - formerly SH2 - passed into the ownership of Western Bay of Plenty District Council when the TEL opened. The conversion to a local road and the consequent reduction in traffic volumes will enable Te Puke to develop a greater 'sense of place'. It is predicted the TEL will reduce traffic through Te Puke by about 7000 vehicles per day, including a significant number of trucks. The NZ Transport Agency has committed approximately \$10 million to a programme of works over the next 24 months to make the road 'fit for purpose' as a local arterial road.
- Two local projects have won awards at the 2015 Hirepool Construction Excellence Awards. Fulton Hogan / HEB Construction Alliance took out the Category Four award for projects with a value greater than \$30 million

for the design and construction of the Tauranga Eastern Link. The second award went to Bridge It NZ, who won the Category One award for projects of less than \$500,000 for the new concrete pedestrian suspension bridge at McLaren Falls.

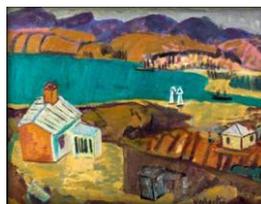
## ARTS & CULTURE



Held every two years, the iconic Tarnished Frocks and Divas show aims to inspire women to challenge themselves, create new goals and be a positive influence on others. It is an

extravaganza of dance, music, acting and retro clothing revamped into modern styles – a celebration of life and a rare chance for budding designers and seamstresses to show off their work. Featuring a cast of around 100, all models, performers and those working behind the scenes are extremely talented women in their 40s and beyond. It is expected that over 7000 people will attend the five performances at the ASB Arena from **16-19 September 2015**. For further information, visit [www.tarnishedfrocksanddivas.co.nz](http://www.tarnishedfrocksanddivas.co.nz).

- The line-up for the Tauranga Arts Festival was announced at the official launch of the programme during July. Four international guests will only perform shows in Tauranga as part of the festival, which runs from **22 October until 5 November**. They are: Echo Beach, a dance-theatre performance from Britain; Christina Lamb, a UK foreign correspondent who has covered Afghanistan for more than 25 years; Australian surfing writer Phil Jarratt; and award-winning Australian novelist Steven Carroll. In addition, Welsh play Hiraeth will be performed after organisers saw it at the Edinburgh festival. The festival will open at 7am on Thursday 22 October with a free public performance of Takiri Ko Te Ata - A Chorus Dawn, performed on The Strand's waterfront by a community choir led by pop star Ria Hall. For the full festival programme, visit [www.taurangafestival.co.nz](http://www.taurangafestival.co.nz).
- Tauranga author Debbie McCauley has won the Best Non-Fiction category in the recent New Zealand Book Awards for Children and Young Adults. Her book, titled 'Motiti Blue and the Oil Spill', was about the struggle of a little blue penguin after being trapped in the Rena oil spill. The judges praise the story for its power, photography, layout and factual background.
- Te Kahu Rolleston is one of two award-winning Māori artists heading to Canada as part of a cultural exchange in September. Tauranga-born Rolleston won the 2014 New Zealand Poetry Slam competition, providing him with the opportunity to participate in The Banff Centre's Indigenous Writing Programme, which is a joint initiative with Creative NZ. The Banff Centre is one of the world's leading arts and creativity hubs and the programme involves two weeks of intensive writing, followed by 10 weeks working with a mentor. Te Kahu will travel to Canada with Auckland-based Māori dancer and choreographer, Shakaiah Perez.
- Planning is underway for the fifth Katikati Mural Contest and Open Air Arts Festival, which is being held from **29 September until 3 October** at Katikati. This biennial festival promotes mural and sculptural art and involves a number of community and ethnic events. With each festival, the number and quality of mural artists that take part has improved, to the point now where it is considered a major forum for outdoor art in New Zealand. There will be activities on every night for the duration of the festival. Visit [www.katikatimurals.co.nz](http://www.katikatimurals.co.nz).
- The Creative Tauranga gallery at 112 Willow St is exhibiting works from the Tauranga Girls' College ArtsFest. It includes a range of mediums and provides students with the opportunity to exhibit and sell their artwork in the public arena. It is on until **7 September**.



## What's on at the Tauranga Art Gallery?

In 'Make Me', mixed medium artist Darcell Apelu highlights issues around Pacific identity and how that fits within Tauranga's environment

and culture (until **13 September**); 'Invitation to Openness – Substantive and Transitive States' by Wellington sculptor Elizabeth Thomson comprises hundreds of flocked bronze white moths (until **4 October**); 'Blutopia: MANIFESTO' by Auckland artist John Reynolds explores things 'blue' through wide ranging contemplations (until **17 October**); 'Printmaking – beyond the frame' is an exhibition of work of members of the Central Print Council Aotearoa NZ and includes three dimensional artworks (until **18 October**); 'The Talisman Project' is a collaboration between jeweller Mia Straka and designer Roger Kelly that people can look at, touch, walk through and wear, exploring the notion of a talisman (until **1 November**); 'Tungaru: The Kiribati Project' is a collaboration between contemporary New Zealand artists, Chris Charteris and Jeff Smith incorporating sculpture, photography and interactive video (until **24 January**); and 'Woolleston: the Wallace Arts Trust Collection 1931-1996' features a remarkable collection of works by Sir Mountford Tosswill Woolleston, who was born in rural Taranaki in 1920 (until **13 March 2016**). Visit [www.artgallery.org.nz](http://www.artgallery.org.nz).

## FOCUS ON TOURISM

- New Zealand's tourism sector is on track to overtake dairy as the country's biggest export earner. Tourism has enjoyed strong growth over the last three years and in July achieved a record breaking three million visitors in the last year. Not only are more tourists coming here, but they are staying longer and spending more. The latest full year figures showed international tourism expenditure grew by 7.4% and contributed \$10.3 billion (15.3%) to New Zealand's total exports. This growth is despite the strong Kiwi dollar against main source markets. The tourism industry directly employs 94,100 full-time equivalents, or 4.7% of total employment.
- So what is fuelling tourism? The Chinese appetite for global travel is increasing, and New Zealand is on their radar. A third more Chinese tourists visited the country in the year to June than the previous year. Australians are still coming in big numbers, particularly for skiing. We are getting good numbers from the US, and other traditional markets, such as Germany, are strong. Competitive air fares are also helping make New Zealand attractive for long-haul markets.
- Cruise ship season has seen \$35 million injected into the local economy this year with the Bay of Plenty the second most visited region in the country. The amount is forecast to increase about 15 per cent over the next two years with this summer's spend estimated to be \$40.3 million. The Cruise New Zealand summary report shows 84 ships brought 148,800 passengers to the Bay of Plenty in the 2014/2015 season. Cruise New Zealand has predicted increases in both of the next two seasons with \$40.3 million of spending expected in the 2015/2016 season and \$40.8 million in 2016/2017. This season 78 ships are expected to visit Tauranga with 166,700 passengers. The following year is expected to see 80 ships visit with 158,400 passengers.
- The 'One Love' festival is returning to Tauranga on Waitangi Day weekend next year. The two day festival will feature reggae and R'n'B stars such as JBoog, Common Kings, Third World and Collie Buddz. Ria Hall will host the festival along with local Flava announcer Pat Spellman. It will be held at the Wharepai Domain in Tauranga's city centre and early bird tickets went on sale on 19 August. Visit [www.onelovefestival.co.nz](http://www.onelovefestival.co.nz).

## INSTEP PROGRAMME

### INDUSTRY & SCHOOLS TRAINING & ENTERPRISE PARTNERSHIP

Instep is a Priority One initiative that connects local businesses with students and teachers from the sub-region's secondary schools to highlight career opportunities and pathways. During August the following activities took place:

- The annual Young Innovator Awards were held on 6 August (see page 5 for details).
- Over 5000 people attended the 2015 Western Bay @ Work Career and Business Expo, which featured more than 80 exhibitors representing training providers and businesses in key industry sectors. Exhibitors were able to actively engage with secondary students from 10 local secondary schools and the general public to showcase career opportunities available in the Bay and the study pathways required to achieve success.
- During Western Bay @ Work the Instep programme engaged with over 2000 local secondary school students through a programme of targeted events to highlight career opportunities. These included the HOBEC law seminar, Beca Engineering Day, Bay of Connections 'Export Associate Talk' Breakfast and a speed networking event with Instep's Young Leaders and Rocket Young Professionals.

- Over 130 people attended the 2015 YiA Innovation Forum to hear the personal stories about innovation from six inspiring speakers. For information on the speakers, visit <http://yiaforum.co.nz/speakers/>.
- Forty Year 11 business studies students used a field trip to Farmer Auto Village as a context for their learning and NCEA assessment.

## PRIORITY ONE MEMBERSHIP

We are pleased to profile Certified Builders Association of New Zealand as a new member to Priority One, and look forward to working with them:

**Certified Builders Association of New Zealand** is the only building trade association in New Zealand that requires its members to be trade qualified. The association provides its members with a range of services, products and education that improve their technical skills and business capability, making them more informed and therefore improving business profitability.

Click on this link if you would like to find out more about the benefits of being a member of Priority One: <http://www.priorityone.co.nz/benefits>.

## Priority One

### *Driving Economic Growth in our Region*

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

