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July 2006

Welcome to the quarterly edition of the Enterprisingly Northland newsletter keeping you up to date with the activities of Enterprise Northland

In this issue:

- Northland’s regional website evolves
- The fabulous Food and Wine Symposium
- Northland Kauri Festival 2006
- NSTC Roadshow
- Meetings 2006 and TRENZ
- Education 4 Enterprise

Major Regional Initiative (MRI), the Activate Northland project

Evolution of the Northland Regional Website

The second stage of development of Northland’s regional website has been completed and is now online. The new chapters on the site promote Northland as a desirable place to work, live, play, do business and invest in, making it one of the most comprehensive regional sites in New Zealand. The site acts as a gateway, linking to other websites and includes an overview of the Northland economy and infrastructure along with key sector profiles. Also being offered is information and links on employment opportunities, immigration and relocation, education, sport and leisure and the environment and more.



View the Northland Regional website at www.northlandnz.com

If you would like more information about the site, you are welcome to contact Tania Robson at 09 438 5110 or by email at tania@enterprisenorthland.co.nz

Food and Beverage

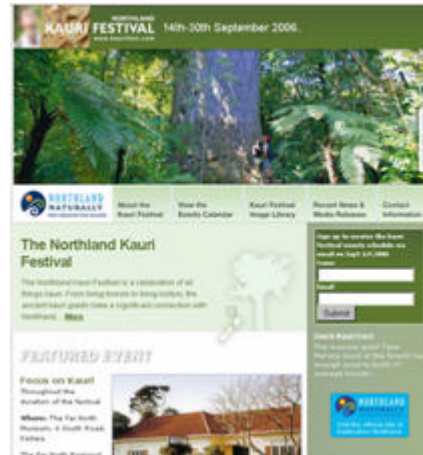
With a "Food Chain" theme, the inaugural Northland Food and Wine Symposium was held in Waitangi recently. Over 120 attendees were inspired by national "food heroes" Mike Keenan, Hokitika Wild Food Festival; Charles Royal, Indigenous Herbs/Food; Jeanette Kelly, Hawkes Bay Food and Wine and Craig Wilson, NZ Wine and Food Network. Northland growers and producers were able to display their products providing them with an opportunity to link with potential clients i.e. café/restaurants and accommodation – hence, the "Food Chain".

The day was a great success and demonstrated the potential within this sector. To find out more, contact Lyn Barnes on 09 407 8281 or by email, lyn@enterprisenorthland.co.nz

The Northland Kauri Festival September 14th to 30th

With the success of the inaugural Northland Kauri Festival held last year, the 2006 Festival has been identified in the top 10 New Zealand Spring Events and is being marketed by Tourism New Zealand in Australia. It is anticipated that more than 30 events, as diverse as night walks, street parades, kauri dinner/balls and chain sawing competitions, will take place in the two weeks beginning 14 September, 2006. Information about the Festival, including an events calendar and an image library are now online at www.kaurifest.com

Event spokesperson, Sheryl Davis can be contacted at Enterprise Northland on 09 438 5110, or email sheryl@enterprisenorthland.co.nz



The Northland Sustainable Tourism Charter Project (NSTC)

A multimedia roadshow presentation to inspire, motivate and activate Northland businesses to become more sustainable, is being held throughout the region over the next four months. Tourism groups and business associations are being targeted and will be presented with a practical set of tools, tips and case studies.

For further information, call 09 438 5110 or contact either Ria at ria@enterprisenorthland.co.nz or Courtney, courtney@enterprisenorthland.co.nz

Destination Northland

Destination Northland along with 5 Northland tourism companies attended "Meetings 2006" in Christchurch recently. This is an annual event which brings together buyers and sellers of conference and incentive related products. Each Northland supplier held around 40 pre scheduled appointments with the buyers, which resulted in a number of leads for potential business to the region. "Meetings" is one of a number of conference marketing activities which Destination Northland drives in order to increase visitor numbers over the shoulder and low season.

The Northland region was also well represented at TRENZ (Tourism Rendezvous New Zealand) last month. Around 20 Northland operators travelled to Christchurch for 3 full days of meetings with international buyers. During the event Destination Northland held around 100 scheduled appointments, which aimed to provide specific knowledge of new product developments for the leisure tourism market, and to encourage the travel trade to feature programmes which spend more time, and travel more widely throughout the Northland region. A highlight of this year's event was the overwhelming response to new product developments on the West Coast of Northland.

To find out more, please call Destination Northland at 09 402 7683 or email info@northlandnz.com

Business and Industry

Pastoral Farming

A working group has been established to develop an action plan to address three major opportunities in Maori pastoral farming in Northland. These opportunities are increasing productivity of existing farms; aggregation of small blocks of farmed land into economic units; and bringing unused land into production.

Pastoral Coordinator, Gareth Baynham can be contacted for more information on 09 430 2410 or at gareth.baynham@aqfirst.co.nz

Education 4 Enterprise (E4E)

E4E comprises a concept and context for learning. Fundamentally it is about engaging students at all levels and in all curriculum areas in order to ensure their learning is relevant and that they are encouraged to become enterprising individuals.



E4E involves the development of an enterprise culture which pervades all aspects of the life of a school and its community. It is not a separate subject. It is not about setting up businesses. It is not an activity that is confined to any particular area of the curriculum – it is as relevant in English, Te Reo Maori and History as it is in Technology or Business Management.

It is exciting, challenging and intensely relevant to all teaching and learning, and to all students in all schools. An important part of E4E is the Lion Foundation Young Enterprise Scheme.

E4E has been so successful that the Ministry of Education will be piloting E4E, based on the Northland model, in other regions in 2007.

So, what's been happening to date this year? In short, a huge range of activities.

Events that students have participated in include; Managing Director training, oral presentations, business plan competition, a business card competition, and the 2006 Global Enterprise Challenge in which two Northland students, along with team mates from the rest of the country, successfully represented New Zealand to the world, receiving the award for Innovation and Outstanding Creativity. The inaugural midyear celebration was held at Forum North and received many accolades, and the student YES companies are producing an incredibly diverse range of products and services. Some examples include: a Learning to Drive video, spearguns, educational games, anti-drink spiking, fitness CD, surf wax, anti-txt bullying software, power saving device and a short film production

These products will be marketed and presented for sale to the public at upcoming Trade Fairs being held in Kerikeri, 6 August and Whangarei, 13 August. Mark these dates on your calendar and come and check out what our young Northland entrepreneurs have been creating (don't forget your wallet!).

The end of year celebratory Gala Dinner showcases our achievers and presentations are made to the most successful YES companies, is being held in Whangarei on the 12th October. This is a amazing night, a real celebration of our young people and their achievements. If you would like to attend or become involved through sponsorship, we would love to hear from you.

If you would like more information you are welcome to call David Templeton on 09 438 5110 or by email to david@enterprisenorthland.co.nz

For further information on any of the projects mentioned in this newsletter or about Enterprise Northland, visit the websites www.enterprisenorthland.co.nz and www.northlandnz.com

You are also welcome to call us at 09 438 5110



*Northland Forward Together –
Kokiri Ngatahi Taitokerau*





**NORTHLAND
EDUCATION 4
ENTERPRISE**

TRADE FAIR

Come join in the **Trade Fair Bazaar** for
the Lion Foundation Young Enterprise Scheme
Support Northlands Budding Entrepreneurs and
get the latest products and services

Sunday the 13th August 2006
9am to 12 noon
Forum North Exhibition Hall

Stalls, music, fun for all the Family.
Clothing, Food, Gifts, Learning Aids, Jewellery, Sports Products
Online Advertising, Modelling Agency

