

September 2005

Welcome to the Enterprise Northland quarterly newsletter

In this issue...

- **Business and Industry: Business Mentor New Zealand**
- **Business and Industry: Marine – welcome to the new chair and what the group will be focusing on in the next twelve months**
- **Enterprise Education: Northland has New Zealand sitting up and taking notice**
- **Major Regional Initiative (MRI), Activate Northland: Highlights from the past year and what's coming up**

Business and Industry - Business Mentor New Zealand

We need you!

Business In The Community (BITC), the programme that offers an independent, confidential and free business mentoring service to assist in developing competencies of small business owners has been rebranded as Business Mentors New Zealand.

Our current small team of volunteer mentors have exceptional experience and skills and we would like to take this opportunity to acknowledge and thank them for their invaluable ongoing contribution. Demand for mentor services is increasing and we would like to invite you to consider becoming a business mentor – small inputs, advice, recommendations and business know-how can make all the difference to the success of small businesses in Northland. Sometimes, all a business owner needs is for someone to act as a sounding board.

If you think you might have what it takes and are interested in becoming a mentor, you are welcome to call John or Charlie at Enterprise Northland, phone 09 438 5110 to discuss, and you can view the website at www.businessmentor.org.nz

Business and Industry – new chair and areas of focus for Marine Development Group

In May of this year Enterprise Northland facilitated a workshop of major Northland marine business owners to identify projects for the group to work on as well as reviewing the structure of the group. Workshop participants appointed a group of business owners to form the nucleus of the group that would implement the identified key projects.

Henk Eilering of Mcrae Ship Repair has been appointed chair of the group and the areas of focus for the group over the next 12 months, are:

- Skills Development – primarily in relation to the development of multi-sector trades training facility but also possibly including overseas recruitment
- Water Access - ensuring the stretch of water from Onerahi to the Town Basin remains open and accessible to marine businesses
- Brand, Market and Service Development - investigating opportunities to enhance the profile and promote the capability of the sector
- Communication - maintaining regular contact with the wider industry

Any enquiries can be made to John Halse at 09 438 5110 or email john@enterprisenorthland.co.nz

Enterprise Education – Northland has New Zealand sitting up and taking notice

45 representatives from around the country, including educators, representatives from the Ministry of Education, Te Puni Kokiri and other economic development agencies, came together in Waitangi recently for the National Strategic Planning Workshop. The workshop was held to evaluate the pilot project - Northland Enterprising Teachers (NET). The project received positive verbal feedback and strong approval for the concept of delivering learning in a way that shows the relevancy of the curriculum to employment and business, to students.

Consideration was then given to the key advantages of NET and how it could become a basis for school-based professional development across the country.

A working group of eight, chaired by Enterprise Education director Frank Leadley, has been formed to develop a proposal for presentation to the Ministry of Education to consider the expansion of NET throughout New Zealand, possibly as soon as January 2007.

To find out more you are welcome to call David Templeton, Enterprise Education on 09 438 5110, or by email at: david@enterprisenorthland.co.nz

Major Regional Initiative (MRI), the Activate Northland project

Professional Development

Approximately 45 Small Medium Enterprises (SME) have had capability assessments completed, action plans formulated and received ongoing mentoring and coaching. Workshops on a variety of topics, including Online Marketing and, Budget and Financial Forecasts have been held. Some businesses have accessed specialist advice for marketing plans, business case development, and branding/positioning. A further 10 Northland business will be joining this programme in the coming year.

For further information, please contact training coordinator, Carol Maxwell on 438 5110 or by email, carol@enterprisenorthland.co.nz

Northland Sustainable Tourism Project

The Northland Sustainable Tourism Charter has been finalised and an Incorporated Society established to manage and implement the charter supported by the Sustainability Tourism Development sub group and assessor, Ria Woollams.

Six businesses from the pilot programme have received ongoing support and information, four new businesses have undergone impact assessments with a further 21 either already joining or, committing to joining, the project.

Ria Woollams, sustainability assessor is happy to answer any questions you may have about this project. She can be contacted by phone 09 438 5110 or email, ria@enterprisenorthland.co.nz

Museum Sector

To support the implementation of the 2004 Northland Museums Sector Strategy: "Northland Museums as Attractions: A Rich Tapestry of Experiences" (available from www.enterprisenorthland.co.nz) a series of workshops were offered in 2004-2005. These workshops were delivered in partnership with Te Papa National Services Te Paerangi, the sector and the Activate Northland Project. Three workshops including: "Introducing the Museum Strategy", "Developing an Interpretive Plan" and "Using digital technology to build world class visitor experiences in museums", took place over the last 12 months. Continued funding has been secured for 2006 from National Services Te Paerangi. This will enable Activate Northland to continue supporting Northland museums to undertake detailed work to accelerate development of their visitor experience so as to become "must see" attractions.

Research Project Domestic Tourism

Colmar Brunton was contracted to undertake research into the Auckland/Waikato market to identify strategies to attract more visitors to the region during the shoulder and winter seasons. The research has been disseminated to the industry and is available on Enterprise Northland website. Seasonal strategies have been implemented or are underway including a winter specials campaign and the development of a regional food and beverage project.

Arts in the regional frame—a strategic framework for the creative industries arts sector in Northland

A draft creative industries strategy has been completed and will be launched in October 2005. You can download the draft strategy from the Enterprise Northland website or you can phone us for a copy.

Joint Ventures with Tourism Organisations

Activate Northland has worked with and will continue to work with groups developing products and strategies including a regional brochure, leadership and professional development workshop for Hokianga, a Winter@Waipu seasonality campaign and visitor information boards for Waipu/Bream Bay, destination branding for Russell, a sign park for Awanui, and "Welcome To" signs for Kerikeri and Dargaville.

Cultural Tourism

Activate Northland has assisted in the launching of a new product to celebrate and honour a New Zealand icon – the Kauri.

The Northland Kauri brochure was launched in June and includes a fold-out information map telling the story of Northland from the viewpoint of a 2000 year old kauri tree. An operator directory that guides visitors around the region is also included in the brochure.

The inaugural Kauri Festival will celebrate all things kauri with over 30 events running throughout Northland at the end of September.

E-Technology

Since going live in December 2004, over 500 Northland tourism business have taken the opportunity to promote themselves and their products on the www.northlandnz.com website. Unique visits to the site have increased by over 70%.

Scoping is underway into the development of an on-line inventory/booking reservation system. This activity is linked to a review of Visitor Information Centres with a view to developing a Northland i-Site strategy.

The development of a Northland portal, designed for key Northland sectors and businesses to showcase and promote themselves on, will be online towards the end of 2005. The portal will also have sections on living and working in Northland.

Activate Northland aims to build capability and lift the performance of Northland's tourism industry and is being coordinated over four years by Enterprise Northland and Destination Northland. The project has four key focus areas: Product Development, Professional Development, E-Technology and Inward Investment. New Zealand Trade and Enterprise, through the Regional Partnership programme is co-funding Activate Northland with support from the industry, local government and other central government agencies.

For more information on any of the topics in our newsletter or on the activities of Enterprise Northland you are welcome to visit the websites:

www.enterprisenorthland.co.nz or www.northlandnz.com

or call us at 09 438 5110

“Northland Forward Together – Kokiri Ngatahi Taitokerau”

