



EDITORIAL



Over the coming months we are going to hear a lot more about Rugby World Cup 2011.

We have already been told that this, the third largest sporting event in the world, will attract an estimated 85,000 visitors to New Zealand during September and October. We have been told that each of these visitors will stay an average of 23 days and that while they are here to be part of an elite rugby tournament, they are also here to travel around New Zealand and experience our country and its people. We have been advised that the Rugby World Cup visitor is fifty-ish, probably travelling with a partner or spouse, or as part of a group, is likely to have a professional career, and has high discretionary income.

As the Tournament draws nearer - 134 days to kick-off as this goes to print, information about teams, matches, visitors, festivals and events will increase. For Otago Chamber of Commerce members, this information will be relevant because of the business opportunities that arise as a result of Rugby World Cup 2011.

The reallocation of matches following the earthquake in Christchurch means that the England and Argentina teams

RUGBY WORLD CUP AND YOUR BUSINESS

will be staying in Otago and Southland for much longer than was previously the case. Along with these, and the other teams based in Dunedin, Queenstown and Invercargill during the Tournament, come their supporters. Predictions are that 10,000 - 15,000 supporters will follow the England team which means that Dunedin and Otago and Southland is now planning for over 10,000 visitors who will be in our region for the better part of three weeks during the pool round of matches in September. Tickets for Dunedin's matches have sold well and with the match programme now confirmed and more tickets on sale from May, Otago Stadium is expected to sell-out for all four matches with England/Argentina and Ireland/Italy the most popular games. While Dunedin is familiar with international rugby fixtures and has successfully hosted three All Blacks tests in the past three years, Rugby World Cup 2011 will be different because of the higher proportion of international visitors that will attend each match and stay in the city. Current ticket sales indicate that around 50% of ticket holders will be from off-shore.

The Otago Chamber of Commerce is active in Dunedin's planning for this international event. Maximising opportunities for Dunedin's retail sector is a key focus and Dunedin's central city retailers can expect information about how they can make the most of Rugby World Cup 2011 hand-delivered to their stores during May with further information closer to the event. From a city and tourism

perspective, a retail sector that is well-informed and properly-prepared for an influx of visitors forms part of our welcome and shows that we have put time and effort into planning for their stay.

We are also part of a group working to generate business opportunities through the establishment of business relationships as a result of off-shore business-people visiting during the Tournament. We encourage members to join the Rugby World Cup 2011 Business Club by registering on line at www.realnzfestival.com. We urge you to consider hosting a 'Business Event' that will provide an opportunity for an international visitor or visitors to pursue a business interest. Please don't be put off by the term 'Business Event'. Any opportunity to establish a relationship might constitute a business event. Visit www.realnzfestival.com to see examples of business events that are taking place in other parts of New Zealand and note that these are generally informal, social occasions.

The Major Events Management Act 2007 and Rights Protection is something that we are already aware of and it is pleasing to note that generally, 'business as usual' is the basis upon which these will operate. There are implications for businesses and the Otago Chamber of Commerce will work with the Dunedin City Council (as the signatory to the Host Region Agreement) and the Ministry of Economic Development to ensure that all our members, and particularly those whose businesses fall with the 'clean' and 500 metre zones fully

understand the requirements of MEMA. Rugby New Zealand 2011 has published a useful Guide to the Major Events Management Act and this can be found at www.rugbyworldcup.com.

There is no doubt that Rugby World Cup 2011, and the visitors it will draw to Dunedin will be a highlight of 2011. Now is the time to start planning your business response so that you can make the most of the opportunities that this brings.

RUGBY WORLD CUP 2011 MATCHES IN OTAGO AND SOUTHLAND

10 September	England versus Argentina	Otago Stadium, Dunedin
10 September	Scotland versus Romania	Rugby Park, Invercargill
14 September	Scotland versus Georgia	Rugby Park, Invercargill
17 September	Argentina versus Romania	Rugby Park, Invercargill
18 September	England versus Georgia	Otago Stadium, Dunedin
24 September	England versus Romania	Otago Stadium, Dunedin
2 October	Ireland versus Italy	Otago Stadium Dunedin

YOUR BUSINESS VOICE IN OTAGO

Draft Annual Plans

Each year the five Councils in the Otago region issue a Draft Annual Plan and invite entities and individuals to respond by way of submissions. We asked for your feedback and as a result have made the following recommendations and raised these topics in submissions to:

Dunedin City Council

- **Developer Contributions**

The Chamber requests Council form a Working Party to review the Policy for Developer Contributions.

- **Industrial Land**

The Chamber invites Council to join a Working Party alongside the Chamber to address the industrial land requirements for the city.

- **Rating Differential**

The Chamber supports the reduction in the non-residential general rate differential.

- **Rugby World Cup**

The Chamber through its Retailers Committee offers support to the Council. In particular we will assist with dissemination of information, facilitating workshops and co ordination of retailing hours

- **Branding**

The Chamber encourages Council to explore further uses for the brand.

- **Buy Local**

The Chamber encourages Council to review its procurement policy.

- **Carisbrook**

The Chamber supports the sale of Carisbrook with the intention of providing more industrial land for commercial development.

- **Digital Strategy**

The Chamber continues to support Council's Digital Strategy.

- **Economic Development Strategy**

The Chamber welcomes the review of the Economic Development Strategy.

Waitaki District Council

- **Harbourside Development**

The Chamber supports Council's plans to rejuvenate the Harbour Precinct.

- **Alps 2 Ocean Cycle Trail**

The Chamber commends Council on its initiative in supporting the Alps 2 Ocean Cycle Trail.

- **Industrial Park**

The Chamber wishes to impress upon Council our complete support for the park to proceed and request that the Council does all in its power to ensure this happens

Due in early May, the Chamber will be raising the following topics in submissions to

Otago Regional Council

- **Port Otago**

- **Land Transportation Programme**

Clutha District Council

- **Balclutha Traffic Management**

- **Main Street Redevelopment**

- **Council support for business**

Central District Council

- **Industrial Land**

- **Economic Development**

- **Waste Minimisation Strategy**

Thanks go to those who have shared their views with us and assisted in the formatting of these submissions as we look to ensuring that our region is one that encourages business growth and opportunity.

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CHAMBER ACTIVITIES

POLITICAL LEADER SERIES

The Chamber has invited Leaders from the current political parties to speak to members in our Political Leader Series which will run over the next few months leading up to the election in November. As other parties form and emerge we will also invite those Leaders to visit the Chamber. We have the following Leaders confirmed for you to diary and will update our website as we confirm the others.

Visit www.otagochamber.co.nz

- Green Party	Metiria Turei	25 May 2011
- United Future	Hon Peter Dunne	02 June 2011
- Act New Zealand		20 June 2011
- Green Party	Dr Russel Norman	25 August 2011
- Labour Party	Hon Phil Goff	12 October 2011



Our first leader to speak is Metiria Turei, current co-leader of the Green Party. Metiria will join us at the Chamber between 12 noon and 1pm to speak to members on 25 May and will be available for a question and answer time.

Along with this series, the Chamber will be coordinating a forum for the local declared candidates to speak to members and the public later in the year.

REGIONAL NETWORKING– A BEER AND A YARN

Over the past few months we have introduced a more informal way for members to meet other members and discuss what is happening around the district in each of the North, Central and South Otago regions. "a beer and a yarn" was developed out of a discussion at a North Otago Advisory Board meeting to see how committee members and members could catch up, discuss and raise common concerns in a more conversational and regular way.

We recognise that time and other commitments are valuable to our members – so these gatherings are scheduled on a regular basis but are available for members to drop into when and as they can. A cash bar operates and we have been fortunate that our venue hosts have made complimentary nibbles available.

Advisory Committee members attend so that they can take discussion and concerns back to their meetings where appropriate.

We hope you will enjoy these evenings but also keep an eye on our other activities as there are still local BA5s and other events being scheduled which keep the membership informed and which provide other business and networking opportunities.

Visit www.otagochamber.co.nz



HOME AND BUSINESS SERIES

Work from home? Have a small staff? Want to network in a smaller group?

Join other small business members over a cup of coffee and hear from a wide variety of speakers and on topics of interest.

We started this series with an update on the latest of office equipment available from OfficeMax, and have followed this up with Hilary Samuelson from the House of Kavina and Mark Jory from Practical Solutions.

This month Sarah Girvan from Immersion Marketing will impart some of the fundamentals on marketing your business to participants.

It's easy to register, just call us on 03 479 0181 or visit www.otagochamber.co.nz



CENTRAL OTAGO FORUM – RIDING THE STORM

In 2010, the Chamber coordinated a forum "Our possible futures" in Alexandra where presenters from across key industry sectors were asked to look ahead and paint a picture of how industry would develop over the next 10 years and how this would impact on the overall development of the district.

Following on from this we have invited speakers from those key industries again to present a brief summary about how their industry is 'riding' the current economic conditions.

Sectors invited to participate include; Mining, Construction, Agriculture, Wine growers, Hydro, Fruit growers, Rail Trails and Positive Ageing Services.

The forum will be held on Wednesday 25 May 2011 at the Centennial Motor Court in Alexandra commencing at 5.45pm for a 6.00pm start. The format will include presentations from speakers from the key industries followed by a panel discussion. A cash bar will operate with more time for further discussion available.

This forum will be open to the public but registrations through the Chamber are essential.

Call 03 479 0181 or email office@otagochamber.co.nz.



FEATURED CHAMBER ACTIVITIES

For a full list of Chamber activities visit our website
www.otagochamber.co.nz

DUNEDIN

10 May	Training	Xcellerate Diploma of Business Management
19 May	Event	Home and Business Series with Sarah Girvan, Immersion Marketing
24 May	Event	Leadership Luncheon with Sir Paul Callaghan
25 May	Event	Political Leader Series with Metiria Turei
26 May	Event	BA5 with Stirling Sports
31 May	Training	Accelerated Business Growth Programme
2 June	Event	Political Leader Series with Peter Dunne

SOUTH OTAGO

11 May	Training	Meeting Procedures – Balclutha
16 May	Training	Strategic Planning – Balclutha

CENTRAL OTAGO

9 May	Training	Writing Minutes - Cromwell
18 May	Event	BIZ @ 5.30 - Cromwell
25 May	Event	Central Otago Forum – riding the storm - Alexandra
2 June	Event	“a beer and a yarn” - Alexandra

ARE YOU SEEKING STAFF?

We can help you with these programmes on offer from the Chamber
Call our team on 03 479 0181 or visit www.otagochamber.co.nz



MEMBER TO MEMBER BENEFITS

Take advantage of the national partnerships the Chamber has with



For local benefits, contact the Chamber if you would like to offer an exclusive discount to other chamber members or find out about the latest ones available to you.

O T A G O

CHAMBER OF COMMERCE

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