

**!! Welcome !!**

***Immigration & Lifestyle Investment  
Workshop***



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***Your workshop chairperson***



# Workshop format

1. Introduction of the topic
2. BEAB actions 06
3. Scene setting – Rotorua now
4. Focus groups:
  - What do you see as the top three positive perceptions of Rotorua as a place to live, work, learn, invest and do business?
  - What do you see as the top three negative perceptions of Rotorua as a place to live, work, learn, invest and do business?
  - What would be the best marketing tools we could develop to assist you to overcome your business investment & staff recruitment issues while also assisting us to sell a positive Rotorua living, working, learning, investing and doing business message?
5. Brief report back



# Nine-point framework

## Immigration & lifestyle

### Drivers of change: National

#### ***Lifestyles & workstyles***

- = avoid the urban crush
- = personal security issues exceed income concerns

### Global

#### ***Lifestyles & work styles***

#### ***Energy prices & volatility***

#### ***Disruptions & anxiety***

- = insecurity – national & personal
- = terrorism & crime
- = wars over oil & water
- = emigration, Europe/South Africa
- = safe haven seekers
- = clean & green seekers

### **Rotorua's comparative advantages**

- |                     |                   |
|---------------------|-------------------|
| = Rural lifestyle   | = City advantages |
| = Secure            | = Clean & green   |
| = Work-life balance | = Value for money |

### Opportunity: Immigration & lifestyle

- = Quality (skilled) immigrants
- = Lifestyle & semi-rural housing
- = Land use ramifications

# Actions

- **Perception survey** of Rotorua as a place to live, work, learn, invest and do business – no assumptions!
  - Report due by October 06
- **Marketing strategy** by December 06

Live

Work

Learn

Invest

Do business



# Rotorua now - Did you know??

- 2001 Census population 64,500
  - 2006 census night population 70,400 – (68,700 2001)
- 49% lived elsewhere in NZ 5 years earlier
- 4% lived overseas 5 years earlier
- 8% not born 5 years earlier
- 39% lived in Rotorua over 5 years

## **7050 immigrants**

- 2970 from UK & Ireland
- 1137 from Asia
- 732 from Australia
- 684 from Pacific



# Focus groups

- Groups of 5 -10
- Use the flip chart next to you
- Appoint one scribe & chair
- Answer these questions:
  - What do you see as the top three positive perceptions of Rotorua as a place to live, work, learn, invest and do business?
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  - What would be the best marketing tools we could develop to assist you to overcome your business investment & staff recruitment issues while also assisting us to sell a positive Rotorua living, working, learning, investing and doing business message?
- Brief report back if time allows

BrightEconomy



Rotorua

Leading prosperity naturally

# Thanks for your participation

*Please make your way back to the main forum*