

News Release

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Rotorua promotional package launched

- District promoted as a place to live, work, invest and do business.

'Why not relocate to Rotorua? It's a great place to live, work, invest and do business'. That's the message the district council's economic development arm, Destination Rotorua Economic Development, is spreading with the launch of a new promotional package designed to boost the image of Rotorua as a top place to relocate to.

The package includes a high quality publication celebrating some of Rotorua's key points of difference - such as geographical location, great value real estate, excellent health and education services, and exceptional relaxed lifestyle with the convenience of city living. The promotional package points out that lifestyle in Rotorua is enhanced by access to a multitude of leisure pursuits and events available as a result of living in the country's visitor Mecca.

On the business side, the publication profiles some of Rotorua's top companies in a diverse range of established and emerging industries, current high levels of business and consumer confidence, key infrastructure such as the recent airport and CBD development, and the very competitive cost of doing business in Rotorua.

The publication is backed up by a newly redeveloped website - www.rotorua-business.com - which builds on the introduction to Rotorua outlined in the publication. Destination Rotorua Economic Development general manager, Mark Rawson, says the website helps to further develop their already very successful web presence, generating 60,000 – 80,000 hits monthly.

"The site has a Rotorua branded look and feel and covers four key sections - working, living, investing and doing business. The content and functionality of the website has been updated..

"Included in the site upgrade are two areas designed to add immediate value to Rotorua's business and job seeking community, with a work placement area where job vacancies can be posted for free, and a Rotorua business directory. Both of these features can provide companies with the chance to sell their recruitment, investment, product and service sales needs, and expose them to a broad audience."

Mr Rawson says the promotional package is part of a wider Rotorua marketing strategy focusing on enhancing perceptions of Rotorua as a great a place to live, work, invest and do business.

“The strategy has come from research which indicates that this sort of approach is critical to the future economic development of the region. One key area driving the strategy has been the Rotorua employment skills project where employers in the region have been requesting a package such as this to assist in recruiting highly skilled people. Another driver has been the Bright Economy strategy which has seen investors, developers and business leaders asking for something along these lines to help them in selling the merits of investing or doing business in this region.

“The package is not a one stop fix-all solution, but is designed to complement other activity in selling Rotorua as a place for people to develop their career, business, investment portfolio, or to enhance their lifestyle,” says Mr Rawson.

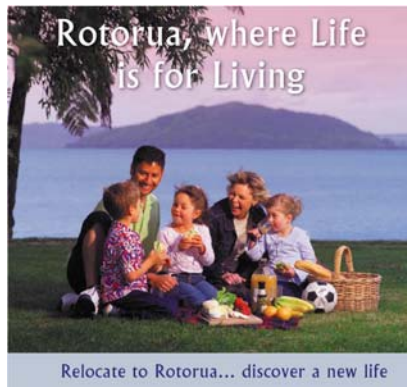
“It’s to be used by the Rotorua business community to help them provide information about opportunities available here and to assist them in addressing their more immediate business needs, such as product sales or sourcing, filling vacancies, securing investment or developing businesses.

“Companies can also profile themselves, their developments, or their recruitment needs through a tailored company insert within the new publication. Eastgate Developments are currently taking advantage of this opportunity to promote their business park on the outskirts of the city”.

Mark Rawson, said the strategy has been developed from needs identified by the Rotorua business community, and will only be successful if it is well utilised by local companies. “It’s a great opportunity for organisations to add value to their business needs, especially in the recruitment area.”

“One of the most important aims of the new package is to assist in enhancing awareness and changing negative perceptions about Rotorua. However this is clearly only part of that process and we will be relying on our locals to embrace the messages and communicate them to their respective target markets.”

The publication is available as a PDF to download from the website **www.rotorua-business.com**, or in hard copy format for \$2.00 (+ GST) per copy from Destination Rotorua Economic Development offices at district council headquarters



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