



ISSUES IMPORTANT TO BUSINESS

RESULTS OF A ROTORUA CHAMBER OF COMMERCE SURVEY

CONDUCTED 23 APRIL TO 4 MAY 2007

The Rotorua Chamber of Commerce conducted the survey of its members between 23 April 2007 and 4 May 2007.

The survey generated 142 responses from a membership of 523 giving a 27.1% response rate.

The questions asked respondents to rate the level of importance against a scale of five possible answers: Very Important, Important, Neutral, Little Importance, No Importance. The percentage of each level of importance was calculated of the total responses received. Each level was afforded a score Very Important = 5; Important = 4; Neutral = 3; Little Importance = 2; No Importance = 1. The product of the number of each level of importance and its score was summed for each question to provide an overall importance rating. The issues were then ranked in their level of importance.

The survey provided an opportunity for respondents to provide details of additional issues that they considered important. These suggestions were reviewed and those that occurred frequently considered for inclusion in the list of issues important to business

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ISSUES RANKED BY LEVEL OF IMPORTANCE

Ranking	Issue	Overall Importance Rating
1	A business friendly and supportive approach from Council when dealing with development proposals	93.80%
2	A well defined plan and the provision of suitable infrastructure for strong business growth	93.66%
3	A commitment to improving the Lakes Water quality	91.41%
4	Strong leadership uniting stakeholders to achieve growth	88.73%
5	A clear integrated and coordinated vision for Inner City Rotorua	88.45%
6	More involvement of business through consultation on issues relevant to business	87.46%
7	Inclusion of a broadband infrastructure development strategy within the District Plan	85.35%
8	A proactive approach to environmental sustainability in building and operational requirements	83.24%
9	A coordinated energy strategy (supply and demand) in the District Plan	81.97%
10	Reduced size and cost of local government	81.13%
11	Council less involved in the provision of social and welfare services	69.58%

ADDITIONAL ISSUES IDENTIFIED

This summary of the additional issues is ranked by the number of times related issues occur. Some of the topics are already subsumed within the key issues identified above. Those that are not will be considered to be included in the list of relevant issues. Where the issue may be addressed in one of the above issues, the issue is identified by its ranking number)

- 7 Tourism; promotional activity, airport, perception,
- 6 Pro-active encouragement of new businesses, incentives, compliance and establishment costs, marketing for.
- 6 Perception of Crime City; hard line approach, law and order
- 5 Return to core business, no commercial activities, non-competitive with private sector (included in above issues 10)
- 4 Infrastructure development, roading, well planned (included in above issues #2)
- 3 Clear vision, BEAB strategy, development plan, integrated (in part (included in above issues #5)
- 2 Lakes quality, alternate use (included in above issues #3)
- 2 Size of Council (included in above issues #10)
- 2 Road side recycling (included in above issues #8)
- 1 In no particular order: diversification, tendering of services, sports grounds, retail promotion, RMA, business representation on Council, cycle lanes, youth employment, regional communities, Maori wards, opposition to Kaituna, social and welfare services, noise control and dog control

It would appear that there is strong support from business for a statement on the following:

TOURISM: Tourism; promotional activity, airport, perception,

NEW BUSINESS ENCOURAGEMENT Pro-active encouragement of new businesses, incentives, compliance and establishment costs, marketing for.

LAW AND ORDER Perception of Crime City; hard line approach, law and order

DATA ANALYSIS OF RESPONSES TO ISSUES

A well defined plan and the provision of suitable infrastructure for strong business growth

Very Important	99	69.72%
Important	42	29.58%
Neutral	0	0.00%
Little Importance	1	0.70%
No Importance	0	0.00%
	142	
	Overall Importance Rating	93.66%

Inclusion of a broadband infrastructure development strategy within the District Plan

Very Important	64	45.07%
Important	60	42.25%
Neutral	13	9.15%
Little Importance	2	1.41%
No Importance	3	2.11%
	142	
	Overall Importance Rating	85.35%

A business friendly and supportive approach from Council when dealing with development proposals

Very Important	101	71.13%
Important	38	26.76%
Neutral	3	2.11%
Little Importance	0	0.00%
No Importance	0	0.00%
	142	
	Overall Importance Rating	93.80%

A commitment to improving the Lakes Water quality

Very Important	93	65.49%
Important	39	27.46%
Neutral	8	5.63%
Little Importance	2	1.41%
No Importance	0	0.00%
	142	
	Overall Importance Rating	91.41%

Reduced size and cost of local government

Very Important	56	39.44%
Important	46	32.39%
Neutral	33	23.24%
Little Importance	6	4.23%
No Importance	1	0.70%
	142	
	Overall Importance Rating	81.13%

A clear integrated and coordinated vision for Inner City Rotorua

Very Important	75	52.82%
Important	53	37.32%
Neutral	13	9.15%
Little Importance	1	0.70%
No Importance	0	0.00%
	142	
	Overall Importance Rating	88.45%

More involvement of business through
consultation on issues relevant to business

Very Important	77	54.23%
Important	42	29.58%
Neutral	22	15.49%
Little Importance	1	0.70%
No Importance	0	0.00%
	142	
	Overall Importance Rating	87.46%

Strong leadership uniting stakeholders to
achieve growth

Very Important	78	54.93%
Important	50	35.21%
Neutral	13	9.15%
Little Importance	0	0.00%
No Importance	1	0.70%
	142	
	Overall Importance Rating	88.73%

A coordinated energy strategy (supply and
demand) in the District Plan

Very Important	50	35.21%
Important	57	40.14%
Neutral	34	23.94%
Little Importance	1	0.70%
No Importance	0	0.00%
	142	
	Overall Importance Rating	81.97%

A proactive approach to environmental sustainability in building and operational requirements

Very Important	56	39.44%
Important	56	39.44%
Neutral	28	19.72%
Little Importance	1	0.70%
No Importance	1	0.70%
	142	
	Overall Importance Rating	83.24%

Council less involved in the provision of social and welfare services

Very Important	27	19.01%
Important	37	26.06%
Neutral	61	42.96%
Little Importance	11	7.75%
No Importance	6	4.23%
	142	
	Overall Importance Rating	69.58%

ALL ADDITIONAL RESPONSES AND SUGGESTIONS

Roads, particularly the shocking state of Lake Road and very slow progress in completing Ngongotaha - Te Ngae through route. – Very Important

A plan to reduce outside perception that Rotorua is a crime ridden City.

Currently RDCs safer community spending is focused in the wrong areas & although they claim otherwise, they get very little bang for their buck.

Important

Maori Wards Very Important.

Strongly oppose damming of the Kaituna River which would damage one of the regions premier tourist attractions and natural resources.

Both Regional and District Councils need to make a commitment to public competitive tendering of all their service delivery functions.

Council needs to change its direction to one of attending to core business not social engineering. Very Important

Council should stop getting involved in commercial activities and focus on governance of the city. Very important

Big capital projects also have ongoing costs. Council has taken on too many large potential 'white elephant' projects, if not run with some determination to succeed, such as the stadium, events centre, information centre, convention centre. These are best as commercial private sector activities

Quality of sports grounds

Reduce the size of the local govt. bureaucracy and establish law and order back into the town

A deliberate developmental focus with the purpose of achieving international airport status servicing Trans-Tasman and South Pacific destinations. Very Important

Very Important - council puts aside funds for emerging business; ensures that RC issues are easily and effectively dealt with.

Move forward quickly with the Airport runway extension-very important-tired of waiting!

Incentives to attract new businesses to move to Rotorua (e.g. rates holidays)

Currently there are a number of businesses moving from Tauranga to Hamilton. This is due to the increased cost of rent in Tauranga when businesses have to relocate due to business growth and larger accommodation requirements. Discussions at a Priority One event uncovered the move was not to get closer to Auckland but to reduce rental overheads. Why is the RDC not marketing to these businesses to move to Rotorua? If they did their workforce in some instances could continue to live in Tauranga and commute to Rotorua.

Development of a roadside recycle collection service to improve recycling and the environment. Very Important.

Continued amelioration and implementation of cycle lanes and sustainable transport initiatives within growth strategy.

The requirement for a clear vision (whilst critical for the CBD) extends across the whole city. Outsiders can't distinguish between CBD and "Rotorua"

The well defined plan and provision of infrastructure equally must apply to the residential environment to ensure strong growth. Very important.

Kerb site recycling: Very Important.

Council facilitating a hard line approach to crime and intimidating behavior of some youth in the CBD: Very Important. (At any stage during the week, the CBD is full of Youth with idle hands who should be at school, work or in training.

Council to avoid or remove the perception that the Rate-payer is paying for tourism.

Youth unemployment very important

Law and Order Very Important

Reduce compliance cost to promote development.

Permanent map in City Focus and Rotorua Central mall linking grouped retail store location and link to tourist walkways, colour coded by services provided e.g. all sports stores, fashion, gift, craft etc so shoppers more aware of options,

Sub-Divisions - Council needs to be more pro-active, allowing farmers & Maori land owners around the lakes areas to sub-divide land which will slow nutrients flowing into the lakes. Very Important

Council less involved in commercial ventures - Very Important

BEAB Vision adopted and enacted aggressively.

Reduce crime further and try to lift Rotorua's image in that area, for both domestic and overseas visitors

Support for regional communities that rely on Rotorua for trade & access to retail/commercial/other businesses (Communities such as Murapara, Minginui, Kaingaroa, Reporoa, etc)

Council to retain the current provision of social & welfare services it is currently involved in - Very important

Council to be proactive in new business development in the district and to sustain growth in the long term - very important

Stronger penalties for offenders re: graffiti

Integration of the above named strategies with that of roading/transport development strategy for the Region. Very Important

Reduction in Council involvement in activities that are better carried out by commercial businesses. Very Important

Review of the Management Resource Act - Very Important.

Continued provision of good noise-control and dog-control services.

A proactive Rotorua District Plan that aids development of the lake basins for uses other than farming within the Rotorua District.

Destroy council's combative and destructive attitude to development and introduce a culture of "how can we help you to achieve what needs to be achieved? Very Important

An integrated transport policy needs to be developed that integrates public/private transport, parking etc.

Concentrate on returning Rotorua to the No 1 tourist Destination

That whoever is responsible should ensure that Rotorua diversifies a lot more, so that it is not so wholly dependent on either tourism or forestry. Very Important

Concentrate on the above issue, not concerned with Lakefront upgrade-very important.

Have a "business" seat on the RDC, like a Councilor representing the Chamber

Definitive policy on the role of the Whakarewarewa forest as an important asset to domestic tourism and growth.
Completely re develop the Lake edge at Lake Rotorua. See what has been achieved in Cairns Australia.
Promotion of Rotorua as a place to live and work very important
Promotion of Rotorua as a Tourist Attraction something that the Council are slipping behind on - Very Important
Reduce council cost by lowering staff and overhead cost.
Council to give more emphasis / pressure to sorting out roading problems (e.g. 4 laning of Fairy Springs / Ngongotaha Road + Lake Road Very Important
Council increase provision of programmes supporting existing facilities and/or contribute to improving community wellbeing - very important
Council to encourage/lead new business migration from the main centres since we have the infrastructure to do so i.e. the airport expansion, new event centre and the growth in the hospitality industry - Very important.