



JANUARY 2022 – JUNE 2022

# PORIRUA CHAMBER OF COMMERCE ACTIVITY REPORT

NZ CHAMBERS OF COMMERCE

P O R I R U A

*Business Vitality*

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# OUR HIGHLIGHTS

Six-month Snapshot of Activity and Performance:

Represented Porirua Businesses Including 5 new members		OVER 900 REGULAR EMAIL SUBSCRIBERS	
	Met with over 100 businesses face to face or by phone		
	Nearly 142 attendees at BA5's		
Over 1500 Social Media Followers		Businesses given employment advice	
		18 member communications	



## OUR VISION

A Porirua business community that is vibrant and prosperous.

## OUR MISSION

To stimulate business vitality and excellence in Porirua city.

## STATEMENT OF PURPOSE

Our purpose is to instigate, stimulate and influence business vitality in Porirua, as a trusted partner.

- » Trust from the business community that we will provide quality services and represent your interests.
- » Trust from the wider community that our support of business is driven by a genuine belief that a healthy and vibrant business sector is fundamentally important to us all.

## OBJECTIVES OF THE CHAMBER

- » To be the 'business voice' of local issues.
- » To support our members in business.
- » To provide opportunities for you to learn and grow your business.
- » To promote the value of business in the community.
- » To provide networking opportunities for our members.
- » To provide a socio-economic base to benefit the whole community.
- » To be your number one provider of business information.

## AS A PARTNER, WE'RE COMMITTED TO SUPPORTING COUNCIL'S STRATEGIC PRIORITIES

- » Children and young people at the heart of our city.
- » A healthy and protected harbour catchment.
- » A growing, prosperous and regionally connected city.
- » A great village and city experience.

# OUR PERFORMANCE

## The Advisory Committee

Our advisory group members are dedicated to improving Porirua and the business community. This group was appointed by Chamber members and is a well-connected team who are focused on addressing issues that will assist the success of all business in Porirua City.

- » **Hamish Mexted**  
Convex Accounting (Chair)
- » **Ben Archer**  
Arrow Business Consultants
- » **Michelle Robinson**  
Partners Porirua
- » **Steve Lovell**  
Rainbow Creative
- » **Tristan Will**  
BDO
- » **Candice Campbell-Tawhara**

## We ensured businesses received good communications and information:

During the reporting period, we sent regular newsletters and EDMs, updating businesses on our own changes, activity in the Porirua region, and becoming a trusted source of information for updates on Covid-19. 18 Communications were sent to members during the period.

To keep members updated through the outbreak of the Omicron variant, and regular shifts in government policy, we delivered regular Covid-19 updates, breaking down the changing environment quickly, efficiently and covering what members needed to know. In particular, Covid communications during this period focused on how to implement vaccination requirements in the workplace and manage government vaccine mandates.

These communications receiving a high readership and engagement rate and were an important part of supporting the Porirua business community through the arrival of endemic Covid-19 in New Zealand.

## We brought businesses together despite the pandemic:

The spread of the Omicron variant during the reporting period made running business events difficult. To maintain a sense of community, and ensure continued support for members, we expanded the Wellington Chamber of Commerce's webinars to Porirua members during the height of the Omicron outbreak, these webinars were well attended.

As cases waned as restrictions were reduced, we returned to in-person events, holding three during the reporting period. Our Business After Five events with Whittaker's CEO James Ardern, and Mana MP Barbara Edmonds MP were particularly popular.



# EVENTS HELD

## IN-PERSON

Porirua Business After 5,  
Barbara Edmonds (28 April)

Networking event with local MP, Barbara Edmonds. She heard from the Porirua business community, about the challenges post lockdown and what opportunities are ahead.

### **The Accredited Employer Work Visa Scheme- Everything you need to know (19 May) & (16 June)**

This seminar provided attendees with the latest information about the new system and provided valuable insights into being ready to “hit the ground running” when the system goes live. The event was hosted by Lane Neave’s specialist immigration partners, Rachael Mason and Mark Williams.

Due to the event reaching full capacity, and the increasing demand, we followed up this in-person event with a webinar on the 16th June.

### **Porirua Business After 5 with Whittakers (as part of the Porirua City Council business month) (22 June)**

For this BA5 we were joined by Whittaker’s CEO, James Ardern, who spoke up how Whittaker’s dealt with Covid as well as showcasing the sustainability work the company has been developing. We were also joined by Hon. Stuart Nash, Minister for Economic and Regional Development, Tourism, Forestry and Small Business.

## BUSINESS WEBINARS:

### **Westpac Smarts: Economic Overview (25 February)**

We were joined by Michael Gordon, Acting Chief Economist for Westpac NZ, who took us through his thoughts on the state of New Zealand’s economy.

### **Westpac Smarts: Social Enterprise (1 April)**

This webinar focused on the world of social enterprise and we were joined by three panellists who embody the spirit of achieving social good through this increasingly popular model. Bridget Williams (Founder of Bead & Proceed), Jacinta Gulasekharam (Co-Founder of Dignity) and David Morrison (Chief Executive of Thankyou Payroll).

### **POSTPONED EVENTS THAT WILL NOW TAKE PLACE IN THE SECOND HALF OF 2022:**

#### **Franchise Round Table with BDO, Westpac & Duncan Cotterill (23rd March)**

This has been postponed to 28th July due to being in the Red traffic light setting. A roundtable session bringing franchisors and franchise operators from every industry together to discuss the unique challenges they face as a group. Joined by guest speaker, Nicola Tiffen who leads DuncanCotterill’s national immigration team.

#### **Economic Update Breakfast (24th February) This has been postponed to 26th July**

A breakfast event with senior Economist at ANZ Miles Workman, who will discuss how the New Zealand economy is faring and what to expect over the next few years.

## WE PROVIDED SUPPORT TO BUSINESS

Our organisation provides a range of support to businesses as part of our kaupapa. Over the reporting period we promoted resources and information on our website and in electronic communications.

We also promoted a range of business support programmes, including Business Mentors NZ which provides a free mentoring service available to start-ups and established businesses and Skilled Newcomers which provides a free skilled talent employment service.

Our relationship managers covered the Porirua area and directly engaged with over 100 businesses during the time period, primarily through our other business support activities - our adviceline, training seminars, and outbound contact.

## WE HAVE BEEN ACTIVE IN THE PUBLIC DEBATE

The Chamber formed a key role as a voice for the Porirua business community – focusing our advocacy on transport issues, which continued to be top of mind for our members. As in the previous period, the delay of Transmission Gully was a priority for our business advocacy during this period, along with ensuring continued support for business through the outbreak of the Omicron variant.

Due to continued delay to Transmission gully, our #ReleaseTheDate campaign to Waka Kotahi continued to receive positive responses from members, and gaining media traction, and received positive feedback from members and stakeholders.

To reflect the significant frustration throughout the community, and the impact that ongoing traffic congestion and project delays are having on local businesses, we launched a significant pressure campaign on Transmission Gully. In co-ordination with the other region’s Chambers of Commerce, we called for an inquiry into the slow pace of the project. This proved successful as the project was completed at the end of March.

As the voice of the Porirua business community, we saw two major victories during the reporting period. First, the opening of Transmission Gully was a significant achievement and has been a priority for both business, and the wider Porirua community for well over a decade.

Second, the postponement of paid parking in the CBD came as a major victory for city businesses, as the Omicron outbreak surged. This helped ensure continued foot traffic in the central city, and stronger demand for central city businesses. This decision was strongly endorsed by the Chamber.

A top priority of our advocacy going forward is now the opening of the Otaki to North of Levin expressway.

## WE MONITORED PORIRUA BUSINESS CONFIDENCE

Our July Quarter Business Confidence survey took the pulse of Porirua Business, running from late June to Early July. We received 24 responses in the Porirua Region.

The survey reflected a fall in business confidence, seen elsewhere across New Zealand. Confidence in the national economy fell to a near record low of -61%, in line with Central New Zealand levels. More concerning was a fall in own business confidence, which turned negative for just the third time in our 16 years of data – in line with the Global Financial Crisis of 2009, and the onset of the Covid-19 pandemic.

The survey reflected a shortage of skilled talent available to Porirua businesses, along with uncertainty around ongoing cost increases, global supply chain congestion, and the Covid-19 pandemic.

See below for the survey’s full report:

# CENTRAL NEW ZEALAND BUSINESS CONFIDENCE SURVEY JULY 2022 REPORT - PORIRUA

FROM THE WELLINGTON CHAMBER OF COMMERCE & BUSINESS CENTRAL

## BUSINESS DEMOGRAPHY

### Business sector

Manufacturing	20.83%
Professional, Scientific and Technical Services	12.50%
Construction	8.33%
Information Media and Telecommunications	8.33%
Administrative and Support Services	8.33%
Retail Trade	4.17%
Not for Profit	4.17%
Rental, Hiring and Real Estate Services	4.17%
Health Care and Social Assistance	4.17%
Other (Please Specify)	20.83%

### Business size

Sole trader	5.88%
2-9	26.47%
10-19	14.71%
20-49	29.41%
50-99	2.94%
100-199	8.82%
200+	11.76%



## ECONOMIC AND BUSINESS OUTLOOK

What are your expectations of the New Zealand economy in 12 months' time?  
Will it be:

Substantially better	0.00%
Moderately better	16.67%
Same	12.50%
Moderately worse	33.33%
Substantially worse	37.50%

### Central NZ Expectations

July 2022: net negative -61.90

December 2021: net negative -18.7

May 2021: net positive 14.8

What are your expectations of the regional economy in 12 months' time? Will it be:

Substantially better	0.00%
Moderately better	16.67%
Same	12.50%
Moderately worse	37.50%
Substantially worse	33.33%

### Central NZ Expectations

July 2022: net negative -61.90

March 2022: net negative -42.6

December 2021: net negative -18.7

May 2021: net positive 14.8

In 12 months', time, do you expect your own business or organisation's situation to be:

Substantially better	8.33%
Moderately better	20.83%
Same	29.17%
Moderately worse	20.83%
Substantially worse	20.83%

### Central NZ Expectations

July 2022: net negative -55.4

March 2022: net negative: -36.1

December 2021: net negative -8.4

May 2021: net positive 14.5



In 12 months' time, do you expect your business or organisation's earnings to be:

Substantially better	12.50%
Moderately better	16.67%
Same	20.83%
Moderately worse	25.00%
Substantially worse	25.00%

#### Central NZ Expectations

**July 2022:** net negative -13.7

**March 2022:** net positive 12.2

**December 2021:** net positive 14.2

**May 2021:** net positive 38.4

Are you expecting investment in your business or organisation's equipment over the next 12 months to be:

More	20.59%
Same	44.12%
Less	29.41%

#### Central NZ Expectations

**July 2022:** net negative -4.3

**March 2022:** net positive 18.5

**December 2021:** net positive 8.4

**May 2021:** net positive 14.8

What barriers or issues, if any, is your business or organisation currently facing?

Labour/Skills Shortage	61.88%
Cost Increases	25.24%
Supply Chain Issues	20.79%
Central Government Policy	18.81%
Financing	5.94%
Transport/Infrastructure	4.45%
Lack of demand	3.96%
General Uncertainty	3.46%

#### Top Three:

**Labour & Skills Shortage:** 62%

**Cost Increases:** 25%

**Supply Chain Issues:** 21%

In your opinion, what barriers or issues, if any, are holding back the regional economy?

Labour/Skills Shortage	43.81%
Cost Increases	21.13%
Central Government Policy	19.07%
Transport/Infrastructure	18.55%
Local Government Policy	13.91%
Supply Chain Issues	6.10%
Lack of demand	5.15%

#### Top Three:

**Labour & Skills Shortage:** 44%

**Cost Increases:** 21%

**Central Government Policy:** 19%

Do you find that getting staff you want is easier, the same or harder than it was 12 months ago?

	Easier	Same	Harder
Skilled/specialist employees	0.00%	22.58%	87.50
Unskilled to low skilled employees	0.00%	53.87%	87.50%

How are these skill shortages impacting your business? (Select all that apply)

Additional stress on staff	81.25%
Current staff workload increasing	68.75%
Additional stress on management	68.75%
Wellbeing concerns for staff	62.50%
Loss of productivity	56.25%
Lower staff headcount than required	50.00%
Unable to meet customer demand	43.75%
Turning down business opportunities	37.50%
Other	12.50%



NZ CHAMBERS OF COMMERCE

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*B u s i n e s s V i t a l i t y*