After a rollercoaster year for many New Zealand businesses, 2012 is looking set to continue to reveal opportunities for business owners who are nimble enough to take advantage of the situations that arise.

At the start of 2011, many businesses were still recovering from the effects of the Global Financial Crisis. The 22 February Christchurch earthquake impacted many New Zealand businesses financially, logistically and emotionally. Frequent aftershocks and another major quake in June prolonged the rebuild plans and dampened the economic recovery.

Offsetting this were record high commodity prices which bolstered the New Zealand economy as the world was prepared to pay well for our produce.

The Rugby World Cup 2011 gave the whole country something to look forward to and it lived up to expectations. Not only did the All Blacks do their country proud, the preliminary data suggests that tourist numbers exceeded expectation and injected significant cash into the economy. As a Worldwide Partner, ANZ was immensely proud to be involved in this historic event and the opportunities it gave to us and our customers.

As we start to look forward to 2012 we are still seeing some challenges but also plenty of opportunities.

Over the page, we have outlined some of the opportunities we are involved in next year.

Part of our role in helping businesses achieve success comes through our support of events that give business owners the opportunity to increase their understanding of relevant issues, access fresh ideas and connect to the people and networks that can help them succeed.

During the summer period, we at ANZ will be taking time to relax and recharge before we launch into what we see as an exciting year of opportunities for us, for our customers and for New Zealand. My best wishes to you, your family and your team for a prosperous 2012.

Graham Turley
Managing Director, Commercial & Agri
Opportunities for expanding networks and gaining fresh insights

Here are just some of the initiatives that ANZ is supporting in 2012 to give our customers access to success stories, new ways of thinking and connections to growth opportunities. Talk to your Relationship Manager if you want to find out more about these or other initiatives that ANZ is supporting throughout the country.

**NEW ZEALAND INTERNATIONAL BUSINESS AWARDS**
The New Zealand International Business Awards, organised by New Zealand Trade and Enterprise, recognise companies that have helped grow and transform the New Zealand economy with exceptional export success in international markets. ANZ has been the Strategic Partner of the Awards since its launch in 2009.

The robust assessment process gives entrants the opportunity to benchmark performance, evaluate their business, build capability and review and refine international strategies.

The Awards programme culminates with a CEO Forum and an Awards Ceremony, on 21 March at The Langham, Auckland. The programme gives New Zealand businesses the chance to promote success, network with other business leaders and foster team spirit.

If you’re already operating internationally, consider entering the 2013 Awards. If you’re looking to expand internationally, check out the past winners’ stories to learn from their experiences.

You can find out more from nzte.govt.nz/awards

**BETTER BY DESIGN**
Another initiative from New Zealand Trade and Enterprise, Better by Design offers a range of programmes to help companies improve their overall design process.

Better by Design’s purpose is to inspire New Zealand’s best companies to success by design. The primary objective of Better by Design is to increase New Zealand’s export earnings by assisting companies to grow in international markets and improve their financial performance through embedding design. Better by Design work across all sectors in the economy and are currently working with more than 100 companies.

ANZ is a Sponsor of Better by Design’s CEO Summit and has also attended the CEO Study Tours in 2010 and 2011.

Find out more at betterbydesign.org.nz

**NEW ZEALAND NATIONAL AGRICULTURAL FIELDAYS**
If you’re an agribusiness, you’re probably already familiar with the regional Fielday events as well as the New Zealand National Agricultural Fieldays held at Mystery Creek in June.

If you’ve never experienced a Fieldays event, then it’s worth taking a day to check out a local event or visiting Hamilton in June. These events give real insight into the enormous contribution the agri-sector makes to the New Zealand economy, and demonstrates the close connection between commercial and agri businesses.

ANZ is a Strategic Partner of Fieldays and participates in most of the regional events held around the country.

Find out more at fieldays.co.nz

**ANZ PRIVATELY-OWNED BUSINESS BAROMETER**
For the past five years, ANZ has surveyed business owners about their attitudes and behaviours around people, planning, growth and change. Over this time, the Barometer has indeed proven to be an indicator of the prevailing economic conditions, as well as becoming one of New Zealand’s most well-regarded surveys of the issues and opportunities being identified by business owners.

Business owners tell us they find the process of completing the survey to be beneficial, as are the key insights and the subsequent discussion forums held among groups of business owners.

The ANZ Privately-Owned Business Barometer survey is due for release in February. If you want to make sure you’re on the list or if you have suppliers, customers or business associates that you think would benefit from the survey, then please let us know. Email your details, including name, business name and mailing address to barometer@anz.com

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