



Media Release

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Business Confidence In North Canterbury Is On The Up!

Enterprise North Canterbury (ENC) undertook its first ever business confidence survey in April 2009. It gauged local business confidence and asked employers about their staffing situation currently and over the next 12 months. "Information is gathered nationally on a regular basis by Statistics New Zealand but not at a local level" explains Heather Warwick, General Manager at ENC. The survey concluded that the larger businesses in North Canterbury appeared to be in reasonable heart, but were weighed down by the more general economic climate.

The latest survey undertaken in October 2009 however reveals that there has been a major turnaround of positive sentiment in the last six months. And concludes that **overall firms have weathered the business downturn and uncertainty of the last year and are now expecting more positive trading conditions, consistent with wider recovery.**

Two thirds of firms surveyed in April were negative rather than positive about the effects of the economic situation on their business over the next twelve months, by October around half of the firms surveyed are now feeling positive about the next twelve months and most of the remaining businesses expect there to be no change.

Mrs Warwick said that the survey results were not a surprise to her; "ENC staff are constantly talking to and working with North Canterbury businesses and the results of this survey mirror the sentiments expressed to our staff".

Businesses expect little or no change in net employment, some are anticipating modest growth in the number of jobs they have but none of the businesses indicated that they would be making redundancies. Skill shortages continue to be an issue for North Canterbury businesses, ENC is committed to supporting the businesses to minimise the effects of this through our new JobSearch facility on www.northcanterbury.co.nz.

Disclaimer:

The survey results were based on the views of 25 of the region's largest employers accounting for around 1000 jobs and may be seen as indicative of a change in situation and sentiment among North Canterbury businesses.

ENDS

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