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Media Release – For immediate release



Business confidence on the up

North Canterbury businesses are upbeat about the general business environment as confidence in their own businesses continues to rise.

Enterprise North Canterbury revealed a major turnaround in its recent twice-annual survey with 53 percent of the firms feeling positive about the future of their business compared with 67 percent feeling negative at this same time last year.

Enterprise North Canterbury (ENC) Manager Heather Warwick says

“Generally the survey suggests that firms have weathered the ‘big recession’ and are now experiencing more positive business conditions.”

“ENC seeks comments from a range of North Canterbury’s largest employers on the effects of and their response to the current economic situation. It give ENC a clearer picture of what is happening in North Canterbury **right now** and provides a significant opportunity for businesses to directly inform ENC on critical issues.

Other trends include 95 percent of employers surveyed said they had the right number of staff for now and over 50 percent of the firms say they are likely to increase staff over the next 6 months.

Ron van Til, Rangiora Bakery owner and survey participant, has recently employed 5 extra staff in addition to the 140 strong staff already employed at Rangiora Bakery since landing several significant exporting contracts, and is planning on expanding even more.

“We’re growing at around 10-15% per annum which means are labour force will have to increase,” said Mr van Til.

Van Til believes there is less negative sentiment in rural areas. “Perhaps if the rural industry was hit harder then I think there would be more negative sentiment... Our customer is a rural based customer”

Behind the growth has been significant investment and risk said Mr van Til. “For us it’s been a big investment, big risk but in Rangiora we love the town, we love the people and we love our staff. We want to give something back to Rangiora and create something that Rangiora can be proud of.”

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