

Pacifecon Newsletter December 2010

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News from the Research Desk.

In 2009 we counted ourselves lucky as the global economic shakeup did not cripple us as comprehensively as in other countries. 2010 however was the year of aftershocks. Our low 2010 year on year growth amounted to a stalling (not double dip) in the recovery, delaying our progress in recouping lost output.

The uncertainty about the future can however be contained when we look at factors which will play a part in the widespread pick-up across all sectors.

- Yes, the Christchurch earthquake! Mother Nature and the insurance payouts allowing a rebuild of damaged property that will feed our GDP growth.
- The unleashing of previously suppressed demand.
- A growing sense of optimism among architects regarding prospects for 2011.
- Business confidence has picked up by 16% in the last quarter.
- Capacity utilisation on building materials has eased.
- 12% increase in immigration (over the previous net average for the past 10 years)
- Spare capacity within the construction sector can respond to increased demand.
- Mortgage rates still at an affordable level.
- Stabilisation (not falling) of house prices and retail spending.
- Better prospects for growth in the rural sector due to increased dairy payouts.
- Sustainable growth in Australia & China putting positive pressure on our performance.
- Last but not least - Activity related to the long awaited Rugby World Cup!

Our pace of recovery may be moderate – but the building blocks are there. It is up to each one of us to ensure we stay on top of our game. For Pacifecon that means - Providing clients with quality project information that is usable, timely and relevant. Researchers who are relentless in ferreting out projects of value to you and a policy of constantly enhancing our web site to ensure it is the best online tool in the construction marketplace. Our Website Trainers are available to fine tune your searches- so you get what you want – when you want.

We are your trusted eyes and ears in the Construction Marketplace.



Another Sales Support Consultant appointed.

We're delighted to welcome Angela Coldicott as part of the Sales Support Team at Pacifecon. Her background includes 8 years within the construction industry as Sales Support plus her IT savvy nature makes her an ideal fit. Feedback from clients has reinforced our belief that the level of Sales Support Pacifecon provides is what sets us apart from the crowd.

We don't only promise – We deliver!



Quick Tip - Latest Online improvement.

E-mail alerts - Projects listed on your saved search e-mail notification now show the date and will now mirror the order projects are listed online once you open your saved search screen. The first 50 updated projects will show in the email and if there are more these are best viewed directly on screen.

Working smarter not harder to save you time.

Earthquake Rebuild Projects Canterbury.

Following the devastation caused by the 04 September Earthquake, Pacifecon moved fast and appointed an independent consultant on the ground in Canterbury to assess and report on damage to buildings and property. We created a new code 'Earthquake Canterbury' for ease of searching for our Online clients and we currently have over **250 new projects reported under the specialised report 'Earthquake Canterbury'**.

If you do not currently have access to Earthquake Canterbury projects [contact us NOW](#) or call 09 4450345.



Contacting us is easy....

Phone: (09) 445 0345

Email: projects@pacifecon.co.nz

Via our website: www.pacifecon.co.nz

Online Improvements coming.

We are excited to announce a number of changes to our online service that will make it even easier to search and track projects.

These are based on feedback we have received from you our clients and shows our commitment to the continual improvement of our service.

This will include a new module designed to let you organise projects by companies associated with these projects.

These changes will be rolled out over the next few weeks until the end of January and will be highlighted on the logon page.

Happy Holidays and best wishes for the New Year from the whole Pacifecon Construction Reports Team!

"Without continual growth and progress, such words as improvement, achievement, and success have no meaning. "

Benjamin Franklin

YOUR TRUSTED EYES AND EARS IN THE CONSTRUCTION MARKETPLACE

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