

**Hot off the Press May - July 2009**

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## BUILDNZ - Pacifecon on Show

Pacifecon was at BuildNZ for the first time this year and it was a wonderful opportunity for our team to catch up with clients plus meet new faces and contacts in the industry.

You may have noticed us in our **bright orange** Pacifecon t-shirts, we certainly stood out in the crowd!



**Congratulations again** to our winner of the Pacifecon draw of Moët champagne and a basketful of goodies - **Celeste Robbarts of Hosken & Associates, Te Atatu Peninsula**

If you attended BuildNZ and haven't had a chance to view our website, please **register for a free trial** as we would love the chance to show you the many features our website service offers.

To do this simply go to [www.pacifecon.co.nz](http://www.pacifecon.co.nz) or [contact us](#), or call (09) 445 0345

## What's New for You?

Our teams are always working hard to fine tune and improve our service to you. Here are some of our recent developments...

- **NZ wide projects** are appearing in all printed reports.
- **Online News page remodelled** to include a new link through to Statistics New Zealand Construction Industry data.
- **Online keyword searching is even faster** – choose whether you wish to search by project details, contractor or developer.

### Do you currently login to our website?

We provide complimentary website training for all existing and new users.

We provide complimentary support to all users.

Not sure how some of the features on our website work?

Need a quick refresh on how to get the best out of our website?

### Do you receive our info in print or by email?

Find out how our saved searches can forward leads directly to your email inbox

Email alerts – be notified as soon as your projects are updated with the latest information

Track your projects, add your own notes and prioritise.

If you would like a **free trial** go to [www.pacifecon.co.nz](http://www.pacifecon.co.nz) or for a **refresher course**, [contact us](#), or call (09) 445 0345

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## Want to streamline projects you are Tracking?

One of our complimentary online features is access to **project groups**.



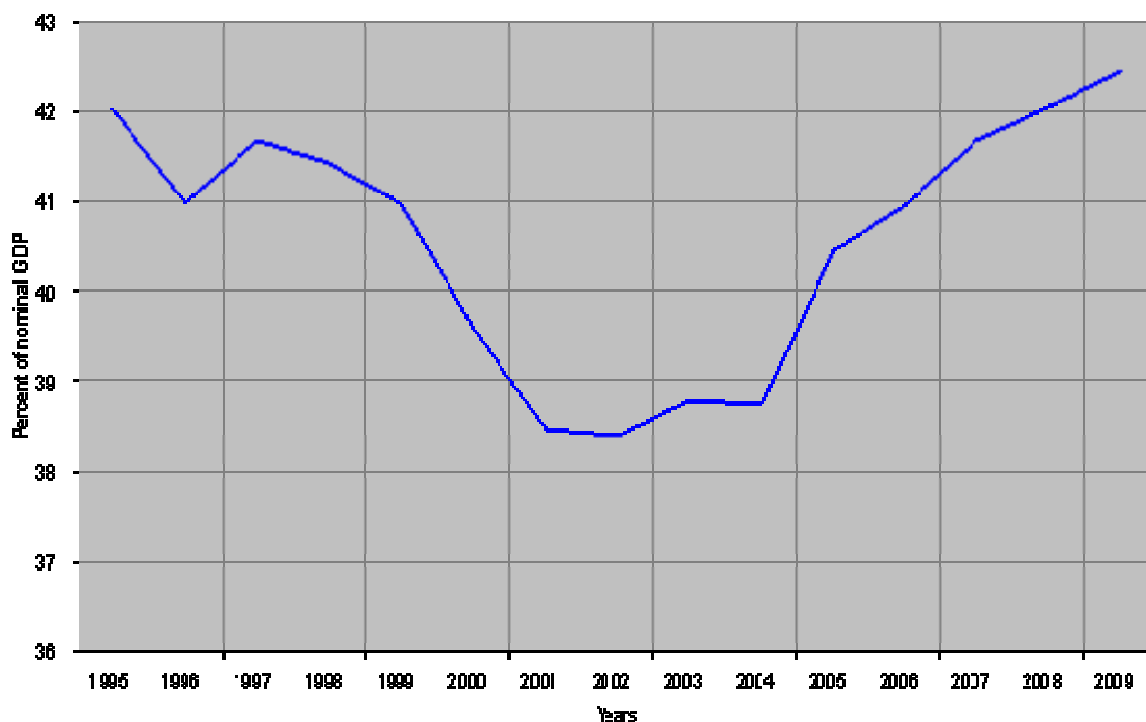
You can use these groups to **sort projects you are tracking into construction types, regional areas, sales reps** etc.

Interested in the features above or any other part of our service?

Simply contact us at [www.pacifecon.co.nz](http://www.pacifecon.co.nz) or [contact us](#), or call (09) 445 0345

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## Spending on Infrastructure - The Right Track!



Source: OECD: Economic Outlook 83, June 2008

The construction sector has shown that it is more resilient than other sectors of our economy. Faced with a 1930's style economic climate Government has resorted to the tried and tested Keynesian policy of **quick, effective allocation of funds into Infrastructure & Energy**.

At Pacifecon we track new construction mostly at a **really early stage**, giving us a good basis of comparison when evaluating policy versus reality. Our research shows that 60% of our medium (2.5 mill up) and larger sized (5 mill up) projects are Government funded. Also the total percentage of Government spending compared to GDP has slowly tracked up to 42.5% in 2009. Ironically this is in line with that of the USA when beating the Great Depression!

In the March 09 quarter, construction was the **ONLY** goods producing industry to **increase** (0.4%). This was mainly due to an increase in roads, bridges, railway maintenance and power plants - again, mostly Government spending.

We strive to keep your fingers on the pulse by **informing you of all projects at the earliest possible stage**. This makes future Public/Private partnerships a realistic medium term goal while keeping the Private Sector informed of all possible leads.

Interested in the features above or any other part of our service?

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## Pacifecon - Breaking News

Our monthly press releases are being snapped up by major publications and most recently, broadcast over the air waves.

**Pacifecon have teams of skilled professionals, giving expert analysis and insight with statistical information of what is happening in the construction industry.**

This specialist information is **freely available to you** and can be viewed by logging into the website [www.pacifecon.co.nz](http://www.pacifecon.co.nz) and clicking on the news page or clicking on PressRelease tab on the home page to see one of the many articles.



## What our clients are saying about us

John Birks

Leader & Watt Commercial

"Leader & Watt had been using Pacifecon (hardcopy) for a few years, when in March we took up the online option. What a brilliant change.

**Tailored leads, updated regularly. Brilliant. The team was very supportive and walked our staff through the process.** The system is simple and quick. An intuitive front end can allow you to search the database in as wide a search as you need. The system will save common searches and there are email alerts for your common searches.

The ability to see what other people in the company are tracking is particularly useful. We can contact the one guy who is looking after that lead. Contacts get just one call from our company. We all save time.

Well thought out and resourced. Where do they find all that information! It is excellent The lead contacts have been happy to talk to us, and welcome contact. **Pacifecon gives us a chance to lead into work we would otherwise not know about.** We can't wait for business to walk through our door, so we need Pacifecon to keep an eye on what's going on around town. They are great!"

Leader & Watt Commercial are rapidly becoming one of the busiest and sought after commercial electrical companies on the North Island. They are centred in Palmerston North.



Contacting us is easy....

Phone:  
(09) 445 0345

Email:  
[projects@pacifecon.co.nz](mailto:projects@pacifecon.co.nz)

Via our website:  
[www.pacifecon.co.nz](http://www.pacifecon.co.nz)

### Did you Know...

That Pacifecon can supply nationwide lists of contacts?

We have well maintained, fully mail mergeable databases available to you, our main ones being **Architects/Designers** or **Builders/Contractors**.

Want to know more - simply [contact us](#), or call (09) 445 0345

**"An investment in knowledge always pays the best dividends "**  
Benjamin Franklin

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