

# Member Services Survey December 2006

Number of respondents: 55

Percentage of membership 11%

## RESULTS

### BUSINESS AFTER FIVEs

#### *What are the benefits to your organisation from attending BA5s?*

Meeting other business people, sharing ideas, doing business with other chamber members and developing ongoing relationships with same.

meeting new members

I would see the value in networking and establishing close business relationships.

Networking so as to catch up with fellow colleagues but also to hear about what other members are doing from other industries

Networking

very little. Our target clients are not generally there

Good networking opportunities.

networking and understanding other businesses

Can comment, just attended 1 due to conflict off app

networking

Enjoy chatting to other business owners, learning what they do and telling them how we can help with their business marketing. A great way to meet up with customers informally and stay in their minds, and I have received invaluable advice "off the cuff". Also good to visit local businesses and find out all about them too - great insights.

Networking, Training, Education and Involvement

Networking; finding out what is new in town; meeting new arrivals; talking about business mentoring; receiving great special offers.

#NAME?

Networking. Meeting new people in the business community in Rotorua.

Because of my business commitments during the last 18 months it has been extremely difficult for me to attend any meetings. The benefits can be many. Certainly for a small business the opportunity to talk to other owners is always valuable as most have similar problems, highs and lows. Comparing notes and often you can help someone else from experiences that you have encountered in business.

Nil

building relationships, building reputation, growing knowledge of our company in the community, networking, meeting people who can help us as much as we can help them.

Networking and meeting other business people.

The ability to network and advise prospective clients of my services.

networking and general information

Meeting other business people in an informal environment

Networking and meeting new people  
Generating potential business opportunities  
Making new

friends  
Extending staff offers to attend to build even further relationships

getting to know other business people and talking. Realising we are not isolated and a lot of our challenges are the same as other business people. Putting faces to names and businesses.

Keeping our name out there. Networking, addressing enquiries, keeping up to play with whats happening

Networking/keeping in touch

Meeting people and getting to know who they are and what they do.  
Networking, new clients and knowledge  
Good chance to Network and find out about other companies in Rotorua  
Being up with the play. Networking. Getting to initiate business.  
\* Networking\* Making initial contact regarding project underway\* New contacts for partnership opportunities  
opportunity to meet with other businesses and potential suppliers of services  
Networking  
networking, and a chance to include staff and introduce them to the wider business community in Rotorua  
networking understanding of other businesses  
Contacts  
networking  
Not Known  
Having the opportunity of seeing other business operations and meeting business people with a view to promoting our own business.  
good opportunity to meet other businesses around town. get to know who is who enjoyment great way to learn about other businesses  
Information, networking, being better informed of other businesses  
Net Working  
New product launches. Info on new/"unaware of", businesses  
networking and learning about other businesses  
Meeting potential suppliers  
Networking, meeting potential new customers, gaining advice from like-minded people  
Net working Business contacts  
Contact with other business decision makers  
The ability to network with fellow members and showcase our services to one another.  
Networking  
Meet new people, meet old friends, get the business name out there.

### ***How can the Chamber improve the format of the BA5 programme?***

that O.K

unsure

Maybe amalgamate 2 or 3 small industry partners with BA5 so that everyone gets a chance of BA5 because as the numbers grow it becomes quite an expensive function for smaller partners.  
As it is always on a Tuesday due to our business I find it difficult to attend. Does it always have to be on a Tuesday? or in the evening?  
Must look to add value. Networking per se in this format is not sustainable. Consider what other information can be imparted to businesses  
Seems fine to me.  
ok at present  
Provide longer notice for BA5, Maybe produce a list a year out so we can add to schedule  
I have noticed new visitors are sometimes a bit lost and have asked me what we do here.. & what happens next. Would it be beneficial to allocate them a "buddy" for that visit, just someone to tell them the format (casual is good) and so they have someone they can ask any questions they may have. They wouldn't have to "hang" with them but maybe bring them into the room, tell them how it works and maybe introduce them to one or two then step back..?  
we found the BA5 very "clicky" and did not feel welcome.  
It appears to be doing well with few if any changes required  
Develop guidelines on the length of speeches by the hosts.  
I am not sure how frequently the new members nights are, but one every quarter would be good.  
Allocate different time periods.  
Works well now, perhaps now with large membership more joint BA5's where suitable companies join to present one BA5. Stop all half our boring presentations...

Perhaps by offering 'a 5 minute spiel for each member to introduce and remind other members of their business services, this could be 3 or 4 per BA 5.

quite satisfactory as is

Perhaps have the new members introduce themselves and give a 1 minute presentation - Roger does a great job of introducing - but this would give an even more focus on new members i think they are great as they are

Good format.

Keeping it focussed

Seems to work well

Great as is.

Good the way it is

nothing - I think its fine

The format is great, perhaps earlier notification?

Improve introductions of new members. Shorter Chamber presentation

could we have a combined BA5 to share costs

restrict speaking to set times and close event at 7.30 to ensure only used for networking and not a free night out

N/a

I am happy with the current format

a bit more structure so people who attend for the first time or are a bit shy have a better opportunity to network

Opportunity of organisations to give a quick snapshot of themselves..5mins max

Do not Know if you can

Lunchtime

Not Sure

Bloody good as is

Change the day to Wednesday. Tuesdays and Thursdays always seem to have other events on that make it impossible for me to attend the BA5 events any more.

Would you like to see the Chamber  
develop an additional alternative to  
BA5 eg breakfast or lunch?

Yes	32	58.18%
No	19	34.55%

## MEMBER TO MEMBER DISCOUNT PROGRAMME

Have you or has your organisation taken advantage of the M2M offers in the programme?

Yes	29	52.73%
No	24	43.64%

Have you extended the availability of the programme to your permanent staff?

Yes	35	63.64%
No	17	30.91%

Would you like the Chamber to contact you regarding getting additional cards for your staff?

Yes	15	27.27%
No	36	65.45%

What M2M Directory do you use to source products or services available through the programme?

Website	18	32.73%
M2M Book	37	67.27%
Intranet	3	5.45%

## ***How can the Chamber improve M2M programme?***

Maybe to make more awareness of these offers at BA5

Seems fine to me.

would a coupon book work?

Keep adding the members = outlets

put Chamber member signs at businesses

Ensure that staff at companies that offer discounts know about them!

not required

Pretty good actually

unsure

Clarify to employers who exactly programme is available to

nothing

wider scope with restaurants

Allow members to print own Mailout and then send to Chamber for the monthly

its good

happy with programmes

not sure

Not really something I have though about

## CHAMBER TRAINING

How many of the Chamber training sessions have you attended this year?

1	14	25.45%
2	5	9.09%
3	3	5.45%
none	31	56.36%

Please tick any of the following relevant boxes related to the Chamber Training Programme:

We ganed good value from the programme	16	2
The price of the individual courses is outside the budget of my organisation	5	
The timing of the sessions are not suitable for my organisation	8	1

### ***What changes would you like to see made to any aspects of the Chamber's programme of courses?***

Maybe a few more free ones even if it means increasing membership subscription  
refocus and better taylor to member demographic

Nil

You may do this but it's not clear to me... can you be more specific if a course is for employees or employers. We want to keep our staff stimulated as well as ourselves but need to know when a course is focused for them and for us.

Hard to know how to generate more interest  
more of them.

none

Perhaps more early evening, as that suits our organisation

the offer of courses is very good, however i have not have the chance to attend due to heavy workload

I have difficulty as I am only in Rotorua every second week and am full time father during those times so is difficult scheduling.

No

***In what topic areas would you like the Chamber to offer courses?***

ok at present

negotiation skills conflict resolution problem solving

marketing, management, sales

starting a small business.

Staff management. Business progression. Sales basics (so we can send our staff). Upselling, techniques, tricks of the trade etc.

less often - maybe good guest speakers on topical issues of interest

everything and anything. people will attend what they feel interests them, can not please everybody always!

Decreasing local Govt. costs

We do our own in house training so have not needed the training services

coaching skills teamworking skills

Strategic planning, Leadership, Conflict resolution

Small business marketing and promotion. Skill sets for people who have ideas but not the accounting or management experience to further them.

General range seems good, just that I haven't seen many that I felt I needed

## SUPPORT RESOURCES

Have you made use of the 'how to' documents on either Rotorua Chamber or Auckland Chamber's website?

Yes	9	16.36%
No	42	76.36%

Have you made use of the 0800 Chamber freefone service for business advice?

Yes	1	1.82%
No	50	90.91%

***What other support resources would you like to see the Chamber offer to its members?***

Promote 'how to' info more education and motivation

I'm only a recent member & haven't explored existing services yet.

none

Employers Support would be really helpful

not sure

## ADVOCACY

Do you consider that the Chamber is effectively voicing the opinions of its members?

Yes	44	80.00%
No	2	3.64%

Should the Chamber make its members more aware of the position it takes on various issues?

Yes	37	67.27%
No	10	18.18%

Should the Chamber have more media presence on issues affecting business?

Yes	37	67.27%
No	10	18.18%

### ***How can the Chamber improve its advocacy role in representing the views of the membership?***

What does the Chamber stand for

Maybe have sub committee for difference industries to discuss the issues.

I think it does a good job.

maybe more surveys like this one, or ask for suggestions or votes on certain things

Development of the Chamber Business section in the rotorua Daily Post to permit designated experts access to comment on specific issues

Poll

lobbying to local and central govt

email is working well for us. would 5 minutes at an after 5 be to much? maybe?

By taking on board issues brought to their attention, I was not impressed with the reaction / result I got when I contacted Roger about an issue that I have.

You seem to be doing this well anyway

list issues being worked upon

Don't confuse residential ratepayers issues with commercial issues

At BA5's a show of hands could be asked for on a current topical issue - either for or against

More assistance from members

It appears that the Chamber advocates its ideas and asks members for support. Should be other way around. I realise that it would be near to impossible to ask members what issues they think are important, rank them and resolve them though.

By getting stuck in

Should the Chamber develop more opportunities to engage in informed debate on the issues?

Yes	36	65.45%
No	7	12.73%

***What do you consider is the most important issue facing business in Rotorua currently?***

The high cost of rates to the business community and the councils attitude that businesses can just continue to pay at any level they set, without any regard to services provided or the current economic climate.

Airport, new business development

Big operators especially retail taking over from private smaller operators. Fragmentation of the city centre

Upgrade of the airport

Council rates

Growing the population. Getting rates back to a reasonable level.

Finding Staff. Crime and the perception of Rotorua

finding appropriately skilled staff is a major issue for most

employment law and costs

The ability to expand outside the four corners of Rotorua - this will change with airport, twin city and

Events Centre projects - time will tell.

Development of the CBD; attracting retail to Rotorua.

Youth crime and the intimidation these groups portray to the general public and the verbal abuse yelled out at foreign visitors. Personally, we are very reluctant to allow our own kids to be on there own in the CBD because of the these issues.

Increase in vacancy rates and temporary shops in the CBD.

Generally business in the commercial area is good and healthy. For some businesses it is getting hold of qualified and experienced staff. The RDC have certainly made progress in this area - in promoting Rotorua as a great place to live and work. In the retail area there is a concern with far too much vacant space in the central area of our city. With all the larger businesses now relocated hopefully the empty buildings will be filled again in the next 5 years. With the right kind of redevelopment of the central area there could be some exciting opportunities available. Rotorua has an excellent layout in the central area, ideal for the community to walk, meet and mix. I think Napier has a well planned main street.

For our industry - the Energy Event Centre and development of business because of this.

Economic growth - keeping up with Tauranga.

Complete the Airport work ASAP, it's taken too long, just deal with it.

Council restrictions on development, lack of good leadership (mayor etc),lack of long term vision for district

On the Tourism side the process for Rotorua Airport becoming international is taking too long.

Local Govt. attitude and spending. Both not good!

Working together and addressing the aggressive Tauranga drive to obtain bigger market share from tourism.Rotorua businesses tend to work in isolation.

Compliance costs and trained staff

Cohesion, working together

RDC's CBD Retail/ strategy

Recruiting trained staff

Lack of Skilled Workers in all Industries, and employers not willing to look at qualified immigrants.

education of youth and job opportunities

rotorua is on the way to becoming a town with a better image. retail could do with advice as to how to improve it's 'look'. Vibrancy in its presentation is lacking in the retail sector which does not encourage people to come here to shop. maybe the chamber can bring together retailers who are succesful in their presentation to work on an 'overhaul'. the city looks great, now the shops need to do the same so more people come to rotorua to shop. everybody will benefit.

Trained competent leaders/managers

The attatude of the council and rates and regulations stifling business groth

Skilled labour

Retailers have issues with the march of the CBD to the mall. I fail to see how some of these larger retailers have a positive cash flow but the presence of the 'big boys' is disrupting the smaller retailers.

Crime in CBD is also an issue.However, my business is to do with IT in the Health and Steel industries and I see the fluctuations in the economy affecting engineering, forestry and farming industries - largely under-represented in the Chamber. These areas provide the \$ that feed the retailers.

The rates issue is one. Roger published what I thought was a well researched and reasoned paper on RDC spending of rates and was attacked on a personal basis. My partner and I have invested in Rotorua but the rates bill makes for some severe questioning of doing business here.

Attracting new business into town. Getting quality staff. Quality of the available buildings in the View Rd to Pururu St Industrial area. Finding out why business move to Hamilton and Tauranga but by pass Rotorua

The Airport, 'get on with it action not words!

Need to give a big voice to the success stories of local businesses - to goive credibility to our business sector outside the region/city, and to raise awareness and support (buying) for local businesses within the region/city. We need businesses we are all proud of and support.

## TABLOID

Do you normally read the Tabloid  
newsletter?

Yes	41	74.55%
No	9	16.36%

***What changes would you like to see in the Tabloid content to make it more relevant to you?***

Nil.

It's informative as it is.

Maybe stats or similar for info gathering necessary for business plans

none

scrap it

Not a lot

Unfortunately I drown in paper so I tend to stick to emailed newsletters that have links to articles on the internet.

Seems good to me

## WEBSITE

Have you accessed the Chambers website for any purpose?

Yes	40	72.73%
No	10	18.18%

***Please list the three main reasons you had for using the Chamber's website***

M2M

new's

Checking M2M listing, checking what M2M discount was available and looking at training info.

business management information

Registering for courses and completing surveys.

Intrested in looking at the layout

investigate any info on diversity in the workplaceespecially employing people with a disability

to book for BA5to find another members contact detailsto look for a local business

News itemsBusiness development updatesContact + Directory services

Booking for BA5s.

Registering for a BA5 & Training session

Learn what the Chamber can do for me.

Gain Information

Business AwardsBA5'sTraining workshops

Finding contact details. Connecting to the Boost site. Surveys.

Checking contactsAccessing Biz infoInterest

to check our own listingTo get contact details for chamberto register for activities

BA5 sign upInfo other membersComplete your surveys

Identifying who were Chamber membersIdentifying what Guardian Trust can add value to the

Chamber of CommerceLocation of Businesses

look at the after 5 functions and m2m members. look for the training sessions available and the

resourse material available

Checking on members asd I am a great believer in supporting local businesses and chamber

members

InfoDatesSurveys

Training optionsM2M servicesCalendar of Events

Looking up information on up coming eventsChecking to see who was on the boardBusiness Awards

info

Check up on training.Look for members

\* BA5 response\* Information re training courses\* M2M Directory

check training datesget chamber contact numberaccess leagl advice

Registering for training courses and keeping up to date about the business awards

responses to BA5

Business PlanTax Advice

eventsnewssponsors

which courses are availablewhere BA'5s are

Not yet

Complete surveys for youBA5 info  
Curiosity.Have a look at B2B.  
find informationcourse booking  
RegisteringContact detailsChecking on course details  
To contact the Chamber.To check on other member details.General info gathering.  
find out about the chambers services.

## GENERAL SERVICES AND PRODUCTS

### ***How can the Chamber improve its services and products to you as a member?***

Offer more courses outside business hours, I find it impossible to get time off during the day. I feel that at this stage of my business' development we are happy with what is available from the chamber

fine at present

Provide a web forum for business to discuss issues and network online

advertising my business is great! Perhaps members could write articles or offer free advice?

Steady as she goes - maintain the current consistent standards

I consider the Chamber to be doing an excellent job. It has more exposure than in the past and the CEO has certainly given a bigger voice in the community.

keep growing it's membership

having more contact info in the areas of trade associations even if contacts are in other areas

By taking on board issues brought to their attention, I was not impressed with the reaction / result I got when I contacted Roger about an issue that I have.

all good currently

i think the Chamber does a great job already

the chamber is very active, good communication so personally i don't see any need for improvement.

as mentioned above i would like to see rotorua lift its standard and we as jade factory and out of new zealand are happy to contribute. thanks for all

You are doing pretty well

Forums. Personally as the income earner with 1 1/2 support staff, I find it difficult to engage in the 'social' side of the Chamber, such as the After 5's. I'd suggest a lunch meeting with a speaker such as the Breakfast Club organisation (that I have not gone along to, apart from the event at the Civic a while ago with Business Leaders)

Good as is

The biggest help that the chamber has been to us has been in setting up the BA5s. But as mentioned above the day of the week chosen to hold the events clashes with too many other events.

### ***Please add any other comments or suggestions that you consider will benefit the Chamber:***

Above

would like to discuss the employer awards for 2007 with the chamber. i am interested in celebrating diversity in the workplace.

would it be feasible to allow members to sign in and put an offer on the website, like RotoruaNZ.com (I think) was doing? They could be moderated in PHP and not be visible on the website until approved by staff.. a powerful tool if done properly

Keep up the outstanding work - you set a benchmark standard for other Chambers to take note of

The Business Awards are very good for the Chamber's reputation.

Lunch BA5 would be better for those of us who live a reasonable distance from town and have commitments with kids and sports clubs. I live nearer Taupo & have 3 teenage kids heavily involved in after school activities so there must be others in similar situations.

I think Roger does a fantastic job and has been a key driver in the growth of the Chamber. I would like to further discuss with Roger how Guardian Trust and me personally can add value to the Chamber

comment: I think the Chamber has been proactive. Well done for 2006

Fewer Email bulletins- Too many to absorb-

As above.

The only reason for not attending BA5 this year is that our business has boomed and that has required the company director and the staff to work very long hours, making it nearly impossible to get to the venues by 5pm!

***Never let an opportunity pass! Would you like to recommend a company or organisation for membership***

Red Rock and Palm Court

Roadmaster

Rolling Panelworks Ltd

target the Early Childhood Sector in Rotorua. Many centres are privately owned and those business owners would benefit from membership of the Chamber

Sport of Kings Motel Ian Johnston 348 2135