



Customer Service Workshop

Tuesday 7 July 2009
5.30 pm to 7.30 pm

TABLOID - MAY-JUNE 2009



Michelle Pleydell

President Re-Elected Un-Opposed for Second Term

At the 2009 Annual General Meeting of the Rotorua Chamber of Commerce, Michelle Pleydell was re-elected for her second term of office as President of the Chamber. In February 2006 Michelle, husband Peter and two sons Shaun and Alec moved to Rotorua from Auckland, purchasing the Silver Fern Accommodation and Spa. Prior to the move Michelle spent her corporate life in multinational organisations in the disciplines of Human Resources, Quality and H&S Management and Project Management. Michelle joined the Chamber in 2006 and was elected as Vice-President in 2007 and as President in 2008. Committed and passionate about Rotorua, Michelle was on the panel of judges for the Westpac Business Excellence awards in 2006 and 2007; wrote the Centennial Tabloid for the Chamber in 2008; and, following the sale of their business, is actively advocating for a better business economy for Rotorua.

With a Vision for the Future.....

As I write this I am reflecting on how much can happen in just one short year.

Whilst we know that economically we were headed into a downturn, it has come at a far greater cost to many than anyone could tell – the worst economic conditions for 60 years.

That said, there are many opportunities awaiting us in the near future. The Airport extension is probably one of the largest opportunities facing us right now; opportunities we need to grasp with both hands and make the most of.

One of my key focus areas is that of economic growth, the growth in particular of jobs, and wealth for all. I was very disappointed to read about the paltry figure of 0.38% growth which is RDC's target. I do realize that we are in a recession. However, I doubt that any of us will see this as building confidence in our city, and I dare say this type of growth would not inspire many investors to be confident in Rotorua either.

With international capability almost on our doorstep it is an opportunity to take positive steps towards moving out of the recession. Traditionally industrial parks tend to follow the growth of airport infrastructure – but perhaps we need to pause for one moment and define what type of growth and where it is best suited in Rotorua. We have seen over the past year a number of projects and proposed developments for our city – but we have not yet seen a comprehensive vision to

integrate these developments to ensure the quality and longevity of these projects.

You may recall that the Chamber's Resource Management Committee developed a vision for the redevelopment of our city, from the Lakefront to Rotorua Central, from the airport across to the Agrodome, linking all main arterial routes, and redesigning the CBD to allow for apartment living and future shopping.

We now have development plans for the Lakefront, for the expansion of Rotorua Central, and apartment development next to the village green – but wouldn't it be great now to have a City Vision that links all of these together including the transport options, industry growth plans, recreational areas, and green belts so that we can sell our city's future to those individuals who wish to invest here.

A vision and plan for implementation will allow us to go and look for business opportunities for Rotorua, create jobs, and wealth. This same vision would allow us to be successful in obtaining funding for incubator businesses, industry research and breakthrough developments.

It is time for this community to work together: Council, business leaders, iwi, education specialists and concerned residents. We have to secure jobs and grow our wealth lest we are left behind whilst other regions of New Zealand forge ahead. There is no magic remedy; there is only action or inaction. I prefer action, and, as Charles Darwin once said: "It's not the biggest, the brightest, or the best that will survive, but those who adapt the quickest."

Kia Ora
The Essential Guide to Central Rotorua

The Economic Development Unit and the Chamber of Commerce are working together to produce a new publication for the Central Business District retailers and restaurants, bars, clubs, information centres, activities and attractions.

"Kia Ora The 2009 Essential Guide to Central Rotorua is set to be the bible of business in the CBD" says Grant Kilby General Manager of the Economic Development Unit, "It will ensure that visitors to the City have a comprehensive guide and map to almost every visitor related CBD business."

"In the past we have had available multiple publications that only really provided a snap shot of the CBD. I am hoping through low cost of entry, all CBD businesses will get behind this and adopt it as the information booklet of choice for the City."

The Chamber of Commerce has a team of staff delivering information on this publication to every outlet in the Central Rotorua area during June. This will be followed up for commitment during July. The team at the Chamber will then begin working with the advertisers to create the content for the publication. Proofs will be provided during the last week in August. This will enable the printing to be completed during September for a release into the market by the beginning of October. This timetable has been intentionally defined to promote the publication for release to the market in October in readiness for the summer visitor market. It is hoped that this will coincide with the start of Trans-Tasman services. Placement of the publication in the arrivals lounge at the airport has already been confirmed. This is a strong feature of the publication's distribution. It is also hoped to have a copy of 'Kia Ora' delivered to every ratepayer in the District. This will provide an invaluable resource for friends and relatives staying in private accommodation.

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- EMERGENCY, CURRENCY EXCHANGE & INFORMATION CENTRES

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Local Franchise Cleans Up At National Awards Night



Apparelmaster Rotorua cleaned up at the recent annual 2009 Apparelmaster conference when they scooped two of the four awards on offer.

Since purchasing the Rotorua business in August 2005, Ricky and Kylie Brackfield have tripled their turnover and doubled their staff numbers.

Ricky says their primary business focus is to provide great customer service. "We don't sell on price, we sell on service".

Formerly from Wellington, the couple had no experience in the laundry and drycleaning industry prior to investing in the Rotorua franchise.

A mechanic by trade, Ricky's background was in the automotive industry. But he and Kylie were not averse to hard work and they knew the value of building good customer relationships.

Competing against 30 other franchises nationwide Rangi Ohlson won "Best up and coming employee". Along with the award comes a travel allowance allowing Rangi to visit other Apparelmaster franchises around the country. Rangi Ohlson joined the team 14 months ago, starting out in a temporary position.

Like her bosses, she had no previous experience with commercial laundry or drycleaning and, in fact, had held a supervisory position for a cement making company before a fire forced the closure of its factory.

She quickly fell in love with her new job. "The work is awesome". I want to know every aspect of the Apparelmaster business and what it entails," says Rangi. Ricky Brackfield says "The travel allowance that

comes along with the award will definitely allow Rangi to achieve her goal of learning a lot more about our industry".

Her position involves driving the delivery van every morning and general laundry duties in the afternoon. "I do whatever needs to be done," says

Rangi attributes her recent award to a team effort. "Since starting at Apparelmaster I've had great support and I wouldn't have won the prize without the team's help. Ricky's an awesome boss and a fantastic employer to work for."

The second award the Rotorua franchise won was top sales person of the year. Ricky Brackfield said "It was a combination of hard work and a dedicated team providing awesome customer service. "The Apparelmaster group is like one big family, and neither of these awards would have been possible without the help given when asked from the other franchises".

ACKNOWLEDGEMENT

Amber Kedian
Succinct Marketing

Infrastructure and Broadband Across the Bay of Plenty

I met with the Rotorua Chamber of Commerce in February to discuss where the Government was heading with the Transport and Information and Communications Technology portfolios, and how this might impact your region.

We've covered a lot of ground since then and have been asked to give you a quick update.

Transport Infrastructure

The government recognises that investment in our state highway network, and other transport infrastructure, is a critical way in which the Crown can use its balance sheet to provide New Zealanders with jobs and security in the midst of domestic and global recession.

When I met with the Rotorua Chamber the government had just announced the

acceleration of \$500 million of infrastructure projects as part of our economic stimulus package.

This included the bringing forward of five roading projects around the country and \$100 million worth of road maintenance and renewal work.

While boosting infrastructure spending is important in these difficult times, beyond that it's vital to ensure we have the infrastructure we need to encourage and support longer term growth.

That's why the government announced additional spending of close to \$1 billion over the next three years on our state highway network.

And that's not a one-off; it's here to stay. This means we'll now spend about a billion dollars each year on developing the network.

We've also announced an initial list of seven Roads of National Significance, which have been singled out as essential routes that require priority treatment.

Thanks to its designation as a Road of National Significance, work towards the \$430 million Victoria Park Bottleneck in Auckland has already begun almost a year earlier than previously intended.

Ultra fast broadband

During the election campaign Prime Minister John Key committed to the roll out of ultra fast broadband to 75% of New Zealanders - where they live, work and study - within ten years. We remain 100% committed to this goal and the \$1.5 billion we've set aside for it.

The productivity advances and efficiency gains we believe this will bring are enormous.

It will mean that business people here in Rotorua can video conference from home

with multiple colleagues, clients and potential clients from all corners of the globe.

Fibre to schools will greatly enhance teaching and learning and will ensure our kids have access to the same information at the same time as their peers around the world. It will boost productivity in hospitals and aid medical research.

Last month we put out for consultation the government's preferred model for delivering on this commitment.

The Government is proposing to establish a Crown-owned investment company ("Crown Fibre Investment Co" or CFIC) to drive the Government's investment.

Under the proposal, CFIC will invest alongside private sector co-investors in regional fibre companies that will deploy and provide access to fibre optic network infrastructure in the 25 towns and cities covered by the initiative.

This means Rotorua providers will have the opportunity to bid for the local contract and ensure the needs and realities of the local community are met.

CFIC will operate an open, transparent and contestable process to select local partners with selection based on:

- The amount of additional fibre coverage being proposed
- The proposed capital structure
- Commercial viability of the proposal
- Consistency with government objectives
- Track-record of the partner.

ACKNOWLEDGEMENT

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Associate Minister of Finance.
Associate Minister for Infrastructure.

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Budget 2009

The National-led Government is continuing to honour its commitment in helping New Zealand through the worst global economic downturn since World War II. Many hardworking Kiwis have been affected in some way, whether by redundancy or simply by rising food and power bills. We want to ensure that New Zealanders end up relatively unscathed although what happens on the global stage is out of our control. However, we can ensure that policies are in place that will prepare New Zealand for future economic growth.

Our long-term goal is to create jobs, lift New Zealand's productivity, improve competitiveness, sharpen our economic performance, and ultimately raise our incomes and improve our standard of living.

Primary Sector Innovation

Innovation in our primary and food sector industries is essential for New Zealand's long-term economic growth and improved environmental performance. The Government is establishing the Primary Growth Partnership (PGP). This is an ongoing government-industry partnership that in its first four years will see this Government committing \$190 million in significant programmes of research and innovation to boost the economic growth and sustainability of New Zealand's primary and food sectors, including forestry.

Health Sector Initiatives

In health, there will be an additional \$3 billion investment over four years, including

\$750 million in 2009/2010. This includes more funding for maternity and hospice care, of which our own Rotorua Hospital is an important local provider, and 800 more health professionals to increase elective surgery capacity.

Education Sector Initiatives

In education, \$1.68 billion will be invested over the next six years to improve schools and help lift educational achievement. Of this money, \$523 million will be used to build new schools and upgrade existing ones.

National believes in the value of education and that is why we have introduced measures to ensure that our school system helps every child climb the ladder of opportunity.

The draft National Standards in literacy and numeracy for all students in Years 1 to 8 are now ready for your feedback. They describe all the things children should be able to do by a particular age or year at primary or intermediate school – a bit like what the Plunket book does for your kids' health.

Ministerial Visits

It was my pleasure to host the Hon Bill English on his recent visit to Rotorua. Bill was able to meet with a number of manufacturing businesses. He gave a brief speech at the Energy Event Centre and addressed your members at the Chamber Focus on Business Lunch. All in all he managed to cover a reasonable area of Rotorua. This is a great opportunity for us to update you on matters of importance to our business community and I hope to meet you at functions like this in the near future.

Building Blocks of Success Goalsetting



I've had the opportunity to meet and mix with many successful people and I've discovered that there is a common factor in their success. It's that they've done the necessary preparation for success.

They know that: **Luck is when preparation meets opportunity!**

It doesn't matter what business you are in, what role you fulfill, where you are on the ladder of success or whether it's your personal or business life, there is always opportunity available, even in these challenging times. The problem for most people is that they never bother to do the preparation.

And what does that preparation consist of? Simply setting your goals. In other words knowing where you are going, how you are going to get there and when you'll arrive. Goals are dreams with dates on that turn them into concrete meaningful, attainable objectives.

To set some realistic, achievable goals, you need to ask yourself:

- Where am I now?
- Where would I like to be?
- How am I going to arrive there?

If you have a life partner, it's important to do this goal-setting with them otherwise you might find that your goals are inconsistent with theirs and, therefore, you'll have little chance of achieving anything that makes you both happy.

When setting goals it's crucial that you set them for both your personal life and your business life as you cannot be happy in one and unhappy in the other. If you are to enjoy a balanced, fruitful and rewarding life then all aspects need to be in synchronised.

I'd suggest that you aim to set five or six key goals for yourself, perhaps three business

and three personal. I certainly don't suggest that you set lots of goals because good time management principles teach us that it is difficult to manage any more than five tasks at one time. It's far better to set fewer goals and, as you achieve them, devise new ones to replace them.

Basically, goal-setting comes in the format of **What do I want to achieve and by when?**

To assist you in setting your goals it's important that you know the **SMART** formula which will remind you of the important components of well-set goals:

- S** is for **specific**. Your goals should be as clearly defined as possible.
- M** is for **measurable** because if you can't measure it you can't make it.
- A** reminds us that our goals should be **attainable** and not so far out of reach that it's too big a stretch to achieve them.
- R** refers to **relevance** in that goals must be congruent with what you want to achieve in your life.
- T** means **timebound** because every goal you set must have a deadline, otherwise you can keep deferring them indefinitely. I suggest that, in these changeable times, you set only short-term goals (12-18 months) to start with.

Now you must commit them to paper because, once you've written them down, you'll have them set in concrete and you'll not be as prone to change them as you may be if you just have them floating around in your head.

Don't be afraid to revise your goals due to changing circumstances. The only thing certain in life is change and, as a consequence, there is nothing wrong with adapting or modifying your goals to suit those changing circumstances.

R O T O R U A
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Business Vitality

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ACKNOWLEDGEMENT



Todd McClay
MP for Rotorua

ACKNOWLEDGEMENT

Peter Stokes is a partner in 'Bottom Line Consulting' in Rotorua and is dedicated to advising small and medium size businesses, specialising in company start-up. Staff training, financial restructuring and growth management. Tied to the uncertain nature of business in 2009, Peter has created a number of short articles entitled 'Building Blocks of Success' designed to direct us to greater efficiency and, therefore, profitability during these challenging times.

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NEW EXECUTIVES



Aaron Gillions, General Manager, Radio Network Rotorua

Aaron has been involved in broadcasting for the past 15 years in all facets of the business from announcing and programming to management. He has been General Manager for the past six years at stations in Oamaru, Masterton and Rotorua. Aaron served on the Executive of the North Otago Chamber of Commerce, was the Chairman of Dare North Otago and a member of the Masterton South Rotary Club, and stood for election to the Waitaki District Council. Aaron has run several successful businesses including an audio hire business and computer consultancy companies. He is also studying towards a New Zealand Diploma in Business. Outside of work you'll find him running, swimming or cycling and competing in Triathlon events over the summer months. Aaron is married to Tania and has two sons and a baby daughter, though the past year on the executive Aaron believes he has made a strong contribution and seeks to continue through the coming year.



Colin Patchell, Patchell Stainless Ltd

Colin is a born and bred Rotorua boy and attended Western Heights High School. In 1994 Colin travelled to Otago University, completing a BSc in Zoology, and Postgraduate Diplomas in Geology and Business Management. In 2001 Colin returned to Rotorua to learn the family business and covered all administrative roles, ending up as Administration Manager. In 2005, an opportunity presented itself to purchase a defunct company manufacturing stainless steel tanks and Patchell Stainless Ltd was formed to embrace that, which Colin took on. He has grown Patchell Stainless considerably over the last four years and is currently able to lay claim to being the largest stainless steel tanker fabrication company in New Zealand, with 90% of the dairy sector tanker work outside of Fonterra. When not at work (some would ask when is he at work...?) Colin enjoys hunting, fishing and diving. Colin is married to Penny and has a stepson Josh (12), and two beautiful daughters Maddison (4) and Miah (1). Colin has also been an active member of the RDC's Employment Strategy Workgroup and Waiariki's Manufacturing Advisory Committee. Colin would make an excellent choice to represent manufacturing with the Chamber.



Damien Radesic, Radesic Holdings

Damien has lived in Rotorua for the last sixteen years. He attended Rotorua Boys' High School and then trained as a chef at Waiariki Institute of Technology. He worked as a chef at the Prince's Gate Hotel and at the Novotel in Rotorua and also gained hospitality industry experience in Australia. After further studies at Waiariki, this time in applied management, he made a career change to the transport industry in 2005, becoming a member of Mainfreight's Development Squad for Graduates in Hamilton. After roles in administration, warehousing and sales, he accepted the position of Mainfreight's Account Manager for the Bay of Plenty, based in the Rotorua office. As the current Chair of the Chamber's Membership Committee, he has a special interest in making the voice of the younger generation of the business community heard. His community service includes an active role in Rotoract as Club Treasure and as a Trustee of the Life Education Trust. Damien was a member of a Rotary Group Study Exchange Team that went on a vocational visit to Scotland where he met senior managers from the transport and logistics industry. From this trip he brought home ideas to apply to The Mainfreight Group in relation to bio-fuels and different ways of tracking trucks to monitor usage.



Grant Kilby, Destination Rotorua Economic Development

Grant is the General Manager of the Economic Development Unit for Rotorua District Council, Board Member of Economic Development Association of NZ, a current member of the Chamber Executive Board, Executive of the Regional Management Committee for Economic Development, Executive to the BrightEconomy Advisory Board and a very average but keen mountain biker (Rotorua Mountain Bike Club President.) A member of the Business Advisory Committee of Waiariki Institute of Technology and heavily involved in many infrastructural business activities in Rotorua. Grant has been either a business owner or marketer for his whole professional life. Grant has held senior marketing positions in sales and marketing in telecommunications and electronic companies. Grant has an enviable record as a successful businessman in our city, and understands the complexities of sustainable business growth. Grant is married to Cathryn and has two boys both Parkour (look it up) and MTB enthusiasts, aged 13 and 16 who attend John Paul College. Outside of work, Grant is a personification of what he promotes for Economic Development in Rotorua being the epicenter in New Zealand where you can work, live, invest and play.



Les Rees, Les Rees Ltd.

Les Rees is the sole principal of Les Rees Ltd., an accountancy company specialising in small business accounting support and mentoring. He has lived in Rotorua for 20 years and was co-opted on to the Executive of the Chamber of Commerce in 2008. Les was subsequently appointed as Treasurer of the organisation, a role that he fulfils to this day. Les enjoys his involvement in the governance of the Chamber and considers that his experience in small business management adds a significant contribution to the outcomes of the Chamber.



Dr Margriet Theron, Consultant

Margriet has served the Chamber of Commerce since 2001 as Acting Membership Manager, President, judge and convener of judges for the Rotorua Business Excellence Awards, member of the Rotorua Museum Fundraising Committee and currently as Chair of the Advocacy Committee. As a nominee of the Chamber, she has been the Deputy Chair of the Geyser Community Foundation, member of the BrightEconomy Advisory Board, the Rotorua Air Quality Working Party, and the Settlement Support Steering Group and the Chair of the Business Advisory Committee of Waiariki Institute of Technology. She is a Trustee of Speech NZ and completed a project last year for LDHB, managing the fundraising for and building of the Turangi Community Health Centre. She is a member of the Bay of Plenty Conservation Board and a Past President of the Rotary Club of Rotorua. She is a Fellow of the NZ Institute of Directors and her work experience includes scientist and planning manager at FRI; science review manager at MoRST, and Dean of Waiariki's Faculty of Forestry and Technology. As a member of the Rotorua Multicultural Council she has taken a lead in the formation of the Rotorua Multicultural Business Council, under the umbrella of the Chamber.



Michelle Urquhart, Bay Business Angels

Michelle is the Archangel and Principal of Bay Business Angels, an administration and consultancy business based in Rotorua. Michelle has a Bachelor's Degree in Commerce from Canterbury University, majoring in Marketing and Business Administration. After University she spent 13 years in sales and marketing management roles within the corporate sector in both New Zealand and England, including TOWER Financial Services Group and NZ Post. Michelle is a judge in this year's Westpac Business Excellence Awards. She has also been seconded to the Rotorua Chamber of Commerce to drive the new Multicultural Business Council project, an innovative scheme to support local migrant business owners. When her two children were born, she turned her drive and energy to making various local and national non profit organisations more effective and well organised. Michelle's strengths lie with her ability to manage multiple projects and initiatives, and her broad business and organisational experience.



Oscar Nathan, Poutama Trust

Oscar Nathan was co-opted to the Executive of the Chamber in 2008 and brings strong business and tourism sector experience. He serves on numerous boards, as well as Te Puia and the Rotorua Tourism Advisory board and is also the Deputy Chairman of the New Zealand Tourism Industry Association. In addition to his own business interests, Oscar is actively engaged in the mentoring of SME businesses across the BOP/East Coast and has a passion for Maori economic development. He has a firm view that the economic performance of Rotorua has fallen well behind that of our peers, and that opportunities such as the Rotorua Airport still have much work yet to be done. Oscar feels he understands the dynamics required of the Chamber Executive and if elected won't shy away from the challenges that lay ahead.

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Looking To Better Times

Evidence is growing that the world has avoided the worst-case scenario that financial markets were predicting earlier this year. While the growth outlook for New Zealand's major trading partners remains weak, it has shown signs of stabilising. Consensus forecasts for growth in 2009 were unchanged at -2.3% in June, and were very slightly higher for 2010 at 2.1%. The signs of improvement have been particularly stark in financial markets, with equity prices rising sharply and credit spreads narrowing to levels last seen before the collapse of Lehmans last September.

There have also been some stronger than expected indicators for the domestic economy. Net inward migration is surging and could hit 20,000 for this year. Housing market turnover has risen sharply, and prices have ticked higher in recent months, in response to lower mortgage rates and rising net migration. While we still think that job insecurity and the rise in long-term mortgage rates will see prices ease back over the rest of this year, calls in some quarters of further sharp drops in house prices are becoming harder to defend. Business surveys have also taken on a far more positive tone, with activity indicators now all well off their lows, and investment and employment intentions improving. Indeed, to date, unemployment has risen only modestly – as of March there were still 0.8% more people in work compared to a year earlier. Finally, world export prices have held up better than

expected, offsetting some of the recent strength in the currency. Of course, the news hasn't been all one way. The announcement by Fonterra that the dairy payout for the 2009/10 season would be just \$4.55/kg of milk solids (down from \$5.20/kg for the current season and below our bottom of the market estimate of \$4.90/kg) was a blow to the dairy sector. We estimate that that will reduce dairy farmers' incomes by around \$900 million relative to the current season. In addition, Budget 2009 saw planned future tax cuts deferred indefinitely, although it is important to note that the Government will remain a key source of growth to the NZ economy over the next year – Treasury estimates put the fiscal stimulus at 3.3% of GDP in the year to June 2010.

Nevertheless, on balance, our assessment is that the economic tide (here and internationally) has turned – a view shared by the Reserve Bank earlier this month when they chose to keep the Official Cash Rate (OCR) on hold at 2.5%. And we expect the RBNZ to remain on hold again at the July OCR review. Nevertheless, the global recovery still has some major hurdles to overcome: weak household balance sheets, vulnerable banking systems (particularly in Europe) and rising long-term interest rates. So for now, we are maintaining our pick for further OCR cuts later this year. However, if the NZD moderates its recent gains, or global demand improves faster than expected, the RBNZ will be on hold from here.

You Win Some, You Lose Some

You win some, you lose some...as two Waiariki School Directors discovered last week. Kevin Uncles, Director of the School of Trade Training and Annabel Schuler, Director of the School of Computing, Technology and Communications were finalists on behalf of Waiariki in the Institutes of Technology and Polytechnics of New Zealand (ITPNZ) annual awards for projects which came out of their schools. These awards are "for the industry by the industry" and celebrate initiatives which are ground-breaking in tertiary education.

Both came second in their categories, or as Kevin puts it "were silver medallists". Those with a glass-half-full approach would take something from this and in business there is simply no time to lick wounds and moan on about what might have been.

In one case it was clear the winning entry was fronted by a high-profile person – that's the value of PR. The media calls it personification – people will recognise and relate to something much better if they can link a familiar face or name to it. When you are planning a promotion, event, opening or new product launch find a "name" to go with it.

Both Waiariki entries were educational initiatives which related to Maori. For years many people have ignored the Maori market in business and industry. There has been an arrogance that one sizes fits all and what works for Europeans will also work for Maori. This could be a product, the way an advertisement is worded, the way food is prepared, or even the spiritual side of doing business. Both directors agree that when

they set up a course or learning experience which involves Maori people they involve Maori people. At Waiariki they are fortunate to have a Kaumatua, deputy chief executive, Maori, and his department, and a School of Maori Development and Humanities to draw on, but any business, particularly one in Rotorua can seek advice on issues relating to tangata whenua very easily so there is no excuse.

For example in the construction industry Kevin Uncles points out it is vitally important that builders understand and are made aware of the significance of stumbling upon remains, relics, and other signs of previous habitation. This learning is all part of the initiative which the School of Trade Training put up for an award. The second "silver medallist" grew out of a need for Iwi radio stations to upskill their journalists. People with good Maori language skills were filling these roles but their journalism experience was thin and this had the potential to get them into trouble with media law.

In both cases the training was carried out in a culturally sensitive manner which enhanced the development of the students and their vocational prospects.

Demographics indicate an increasing birth-rate in Maori and a slowing in non-Maori population. Astute businesses need to maximise efforts to ensure Maori are empowered to be a part of the region's sustainable businesses and continue to be heavily involved in the development and economic success of Rotorua and its surrounding districts.



Focus on Business Bill English 5



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ACKNOWLEDGEMENT

Annabel Schuler - Director of the School of Computing, Technology and Communications

Kevin Uncles - Director of the School of Trade Training, Waiariki Institute of Technology

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Judges Profiles



Melanie Short - Convenor of Judges

Melanie specialises in event and project management. After returning from 7 years in Japan, Melanie embarked on a diverse career working for the New Zealand Dairy Board and the Fonterra Cooperative Group. Melanie's experience in project management, along with customer relationship management, facilitation and people management enables her to work with businesses, ensuring deadlines are met and relationships managed. Along with looking after two young children Melanie works along side her husband Simon in their own business Agrojet International Ltd. This is Melanie's fourth year as Convenor of Judges for the Business Awards.



Paul Evans

Paul is the Branch Manager for Westpac Bank, Haupapa Street, Rotorua. He has over 20 years experience in the banking industry with a background in both retail management and business banking. Paul has spent time working in the banking industry in the United Kingdom returning to Westpac in 2007. He is currently completing an MBA qualification through Waikato University and has particular interests in the areas of leadership development and corporate social responsibility. With a young family, and a partner working full-time, personal interests revolve around ensuring a balanced work-life experience a philosophy he endorses at every opportunity.



Cathy Cooney

Cathy Cooney is a Registered Nurse and a Registered Midwife, with a background in public health, community development, nursing leadership and general management. She holds a BA Hons (first class) from Massey University. Cathy is the CE of Lakes DHB and the lead CE for the New Zealand Workforce Group and for Maori Health. She is a Fellow of the College of Nurses Aotearoa (NZ), an Associate Fellow of the Australian College of Health Service Executives, a member of the NZ Institute of Directors and a JP.



Deryck Shaw

Deryck Shaw has been providing consultancy services to many business, industry sectors and central and local government for over 26 years. After completing programmes at Waikato, Lincoln and Canterbury universities he worked in Wellington for a year and then started APR Consultants (formerly DJ Shaw Associates). He has completed many projects in economics, market research, resource management, business development and research as well as advising companies and organisations on business structures and development initiatives. Deryck holds a number of professional memberships and enjoys working with people to achieve long term enduring solutions. Deryck is committed to using his knowledge and skills to build capability in organisations and companies.



Greg McManus

Greg McManus has been Director of Rotorua Museum since 1997. The Museum is recognised as an industry leader in New Zealand, winning five New Zealand Tourism Awards including a Distinction Award in 2003. He is an elected Board member of Museums Aotearoa and a Ministerial Appointment to the Council of Waiariki Institute of Technology. He is Chairman of the New Zealand Committee of the International Council of Museums and a Board member of the International Committee on Museum Management. Greg is currently leading a major development project for Rotorua Museum which will see the Bathhouse building completed to its original 1905 specifications. He is married with three school-age daughters and lives in Ngongotaha.



Deborah McCarthy

Deborah is the Centre Director and owner of Earlybirds Educare in Whakarewarewa. The first centre was opened in November 2002, followed by a second in December 2005, with both centre's now catering for 100 pre-school children and employing 25 full time staff. Her role is the day to day management of the centre's, including resourcing, personnel functions, administration, and overseeing staff training and professional development for the teaching staff. She brings her experience and training as an accountant to this role, including time spent in government, corporate organisations and chartered accountancy firms in both New Zealand and the UK. And in early childhood, experience as mother of her two children (now teenagers) has been invaluable.



Karl Weaver

Karl has been a practicing Veterinarian for 14 years and currently a Director of VETPlus Solutions Limited. This is a large Central North Island veterinary business with a diverse business plan including preventative animal health plans for all species through to more diverse areas like complete farm consultancy to optimise farmers financial returns. "We are a solutions based business that aims to provide a complete service". Karl spent four years working as a locum in the U.K. and took this opportunity to learn and critique the various business systems employed by those practices. Outside of his work commitments he enjoys spending time with his wife Anna and their two sons Oliver and Hunter and dog Fergus.



Mijo Katavic

Mijo Katavic is the Business Manager for Castlecourt, the largest business unit of the Rotorua District Council, responsible for the operation and maintenance of the Districts infrastructure and services. Originally qualified as a Civil Engineer, Mijo has more recently completed diplomas in Business and Quality at Massey University and a Master of Philosophy with distinction in Quality Management Systems. Mijo has worked for both the private sector and public organisations both here and in the United Kingdom. Leading a team of over one hundred staff he has extensive strategic and operational management experience, as well as the skills required to manage significant public funds, while always adopting a central management philosophy of continuous improvement.



Michelle Urquhart

Michelle is the Archangel and Principal of Bay Business Angels, an administration and consultancy business based in Rotorua. Michelle has a Bachelor's Degree in Commerce from Canterbury University, majoring in Marketing and Business Administration. After University she spent 13 years in sales and marketing management roles within the corporate sector in both New Zealand and England. When her two children were born, she turned her drive and energy to making various local and national non profit organisations more effective and well organised. Michelle's strengths lie with her ability to manage multiple projects and initiatives, and her broad business and organisational experience.



Jeremy Christmas

Jeremy is Director of the School of Forestry, Wood Processing and Biotechnology at Waiariki Institute of Technology. He has a Bachelor of Forestry Science from Canterbury University and a graduate Diploma in Accounting from Victoria University of Wellington. Jeremy has been associated with the Forest and Wood Industry for over 30 years, and has worked in many technical and management roles within this sector. In recent years he has worked in several multinational companies in senior management positions. Jeremy has a strong financial and management background. He is also an active local member of Rotary International and is both a domestic road and track cycling Commissaire (or umpire) and an international mountain biking Commissaire.



David Martin

David is probably best known in Rotorua as a real estate operator in his role as the Chief of Operations for Harcourt's. Harcourt's has been a past winner and finalist of the business awards, as well as being ranked number one in Harcourts regionally and nationally for five years. David is an active member of the Chamber of Commerce and a Business Mentor with the Young Enterprise Scheme, having coached the 2008 regional and national winners. He is more known as an entrepreneur, investor, business development consultant and a peak performance coach. He has a business career spanning over 20 years having consulted to banks, real estate companies, the insurance industry, SME's and child education. He's coached CEO's, executives, managers and salespeople through leadership, change, self development, interpersonal communications and sales training, often achieving what many have called "extraordinary results".



Peter Stokes

Peter was educated in London and gained extensive global experience within the hospitality industry whilst employed within British Airways. Following his arrival in Vancouver, Peter spent the subsequent 19 years in various management positions within the retail and hospitality risk-management arena and during this time obtained university diplomas in Business Administration and Business Risk Management. Peter created his own management consultancy company and, in addition to working in small business start-ups, business reviews, seminars and workshops, focused on directing management and risk management activities during bankruptcy proceedings of major national retail department store chains throughout the United States. Peter lives in Rotorua and works as a partner in Bottom Line Consultancy Ltd., helping small and medium size businesses.



Stephen Graham

Stephen is a partner with BDO Spicers Rotorua, managing a business services client base providing taxation and accounting advice to a broad range of clients and industries including primary sector, retail, manufacturing and property. Winner of the 2006 young chartered accountant of the year for the midland region, Stephen has a BBS (Accountancy NZ) and is a Chartered Accountant registered with the NZ Institute of Chartered Accountants. He specialises in restructuring for tax and personal purposes, farm accounting, cash forecasting, management reporting, advice on new business set up, due diligence and business valuations. Stephen is married with two young children and his interests included making the most of the outdoor surroundings of Rotorua.



Ian Piebenga

Ian is originally from the King Country, where he comes from a farming background. He studied forestry at the University of Canterbury, where he completed a Bachelor of Forestry Science with First Class honours. He has spent his career in forestry and wood processing with Fletcher Challenge Forests, where he held management roles. For the last five years he has worked in his own business, PermaPine Ltd, which is involved in timber processing. PermaPine were awarded the Supreme Award in the Westpac Rotorua Business Awards in 2007. Ian has been a Finalist in both the NZIM Young Entrepreneur of the Year, and NZIF Young Forester of the year. He is married with two children, and involved in community activities through his children that include Scouting and various sports.

Chamber Works Towards An Multicultural Business Council

During May 2009, The Rotorua Chamber of Commerce invited selected members of Rotorua's immigrant business community to a series of meetings to discuss forming an Multicultural Business Council.

According to CEO Roger Gordon, "The Chamber has been aware for some time that it has could improve its communication with the various ethnic business communities. We exist to support all business and hopefully the formation of this Council will help us to achieve a strong link to this important sector of our business constituency."

The initial research has been provided by Michelle Urquhart of Bay Business Angels. Michelle presented her findings to two separate meetings of business owners and managers. The most critical finding was that there is no similar association in existence in any other provincial centre in New Zealand. Hence this project is breaking new ground. Michelle is excited about this concept and hopes to continue her association with the group as it develops.

The focus of the first two meetings was to scope possible terms of reference and identify the objectives for the Council. The following drafts have been distributed to the group for further discussion.

If any immigrant business person is interested to know more about this exciting concept, they may call CEO Roger Gordon at the Rotorua Chamber of Commerce or Michelle Urquhart.



Terms of Reference Rotorua Multicultural Business Council

1. The Rotorua Multicultural Business Council will function as a business sector group within the Rotorua Chamber of Commerce and the Executive of the Chamber will act as the governance group for the Council.
2. The Rotorua Chamber of Commerce will provide administrative support to the Multicultural Business Council as well as essential links with the general Rotorua business community, local, regional and central government, and other organisations.
3. The Multicultural Business Council and its activities will be run by a Management Committee.
4. The membership of the Management Committee will reflect the main migrant business communities of Rotorua.
5. At the set-up of the Multicultural Business Council, two members from each of the following migrant business communities will be invited to serve on the Management Committee:
Thailand, Indian, Chinese, Korean, Japanese, South African, Pacific Island, Europe.
6. The Management Committee will also include:
One or two representatives of the Executive of the Rotorua Chamber of Commerce
One representative of the Rotorua Multicultural Council
Rotorua's Settlement Support Coordinator
Up to two co-opted members.
7. All the members of the Management Committee will be members of the Rotorua Chamber of Commerce.
8. A majority of the Management Committee can decide to change or increase the representation from the migrant business communities.
9. The Chair of the Management Committee will be decided by its members.
10. The Management Committee will meet monthly, with additional meetings being arranged as required.
11. The timing of the meetings will be decided by consensus among the members of the Executive Committee.
12. The objectives of the Rotorua Multicultural Business Council will be developed through consultation among the members of the Management Committee for confirmation by the Executive of the Rotorua Chamber of Commerce.
13. The Management Committee will develop an annual budget for the activities of the Multicultural Business Council for consideration by the Chamber's Executive.
14. The suggested objectives of the Multicultural Business Council are given in the diagram on the next page.

Rotorua Multicultural Business Council OBJECTIVES

COMMUNICATING ACROSS BUSINESS CULTURES

1. Provide a culturally appropriate networking environment
2. Inform new business migrants about New Zealand's business culture

UNDERSTANDING BUSINESS ENVIRONMENTS

1. Assist new business immigrants to understand the New Zealand business culture
2. Assist new immigrants to understand the influence of Maori business and culture on the Rotorua business environment

DEVELOPING AWARENESS OF DIFFERENT BUSINESS CULTURES

1. Foster opportunities for immigrant businesses to give back to Rotorua
2. Provide a resource to help develop Rotorua's export potential
3. Assist immigrant business to understand Kiwi expectations of business

DEVELOPING AWARENESS OF INVOLVEMENT IN ROTORUA COMMUNITY

1. Maintain a directory of immigrant businesses in Rotorua
2. Organise events to develop a greater community awareness of immigrant businesses

PROVIDING A MENTORING PROGRAMME

1. Provide culturally empathetic mentor support for immigrant start-up businesses
2. Provide language training in Kiwi accents, expressions and business jargon
3. Provide technical help with compliance and business issues

ASSISTING WITH IMMIGRATION ISSUES

1. Provide support with business immigration issues
2. Encourage new immigrant investment by providing a supportive environment
3. Provide assistance with immigrant employee issues

INVESTING IN FUTURE MIGRANT BUSINESS POPULATION

1. Liaise with Waiariki Institute of Technology to support its immigrant student body
2. Provide employment opportunities for international students
3. Provide business input to international language programmes and students

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