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TABLOID - MARCH-APRIL 2008



HAPPY BIRTHDAY CHAMBER

What an extraordinary event! The Chamber launched its centennial year with a themed Centennial Ball held at the Blue Baths on Saturday 29 March 2008. Dressed in an array of costumes from a number of decades, old and new members, friends and invited guests danced the night away to the Roger Fox Band. It was truly a special evening; the ambience of the venue, good food and good music, the camaraderie and the memories, were all celebrated.

The Rotorua Chamber actually celebrated its 100th birthday on 31 March 2008. The earliest minute book in our archives is from 1934 when the meeting was held in the Dolly Varden Tea Rooms and believe it or not, one of the items on the Agenda was the Easter Trading issue! Some things don't change, do they?

We are pleased to announce that a Special Centennial Edition of the Chamber Tabloid has been produced highlighting the Chamber's involvement in the Community over the last 100 years. Each member has been presented

with the Tabloid as a centennial gift and extra copies are available from the Chamber office.

From 1900 to the 1950s the Chamber played a key role in the move from central government to local government control and had an interest in the first local elections of the then Rotorua Borough Council. The Chamber advocated for transport legislation, electric power charges, the first airmail services and increasing tourism opportunities. In the 1940s it had 75 members with an annual subscription of one guinea.

From the 1950s to 2000, the Chamber mooted improvements to the airport, lobbied the Minister of Tourism and Publicity to establish a THC hotel in Rotorua, advocated for a local technical college (Waiariki Institute of Technology celebrates its 30th anniversary this year) and started a petition to re-open the old Rotorua Post Office.

For the Rotorua Chamber, this last decade has been one of increased activity achieved through strong governance and leadership

that has put the Chamber back into a stronger financial position. The Chamber has strongly advocated for its members on such issues as CBD development, the airport, Easter trading, rates reviews and the District Plan to name but a few. Membership numbers fluctuated around the 300 mark until 2004 and since then has doubled; an amazing achievement in a short time! Membership now stands at just over 600 members. From 1 April this year, the Chamber merged with Business SWAP to become the largest business member organisation in Rotorua.

Above are only some of the Chamber's achievements over the last 100 years. These things have happened through the contributions of volunteers and the Chamber has acknowledged the personal contributions of twelve key players in its history. The following people were awarded an Outstanding Contribution Award in recognition of their contributions to the achievements of the Chamber and their support of business growth in Rotorua: John Clayton, Ken Isles, John Heaton, Ian Blackman, Ray Wooliams, Ben Benfield, Fergus Cumming, Harman Heeson, Pamela Jenkins, Mike McVicar, Margriet Theron and Christa George. In total, these twelve people have contributed 75 years to the business of the Rotorua Chamber of Commerce and I congratulate them all on this outstanding service to our community.

Other centennial events include the Chamber's continued support of the Rotorua Museum Trust in its bid to raise funding to complete the Museum to its original intended design. Recently Mr Lyall Thurston, Chairperson of the Trust, presented the Chamber with a Corporate Sponsorship Certificate acknow-

ledging the contributions of Chamber members. An exhibition of the Chamber's history will be held at the Rotorua Museum; look out for this from 3 to 29 June 2008. In November, the Rotorua Chamber host the New Zealand Chambers of Commerce Conference.

And so the work continues



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NZ Business Exposed By Lack Of Information Security

Security of information is an increasing concern for businesses throughout New Zealand. Whether you are protecting your own organisation from external threats or fulfilling your obligations under the Privacy Act of 1993, a security strategy should be a key component of your organisation's IT strategy.

Gen-i Security Solution Architect and Security Practice Lead Ashwin Pal says not investing in protecting information and data or making the wrong investment can have hugely crippling effects on a business's bottom line and survivability.

"I am continually surprised at the number of otherwise prudent businesses who don't take information security seriously enough. In the first instance many people don't even understand the value of the information they hold so they don't protect it. The number of malicious threats (from being the victim of a hacker to having an employee lose a laptop) is growing at an alarming rate and many organisations are woefully under-prepared," says Mr Pal.

"The consequences of ignoring the issue are enormous. Individuals, departments and entire business's can literally be unable to operate after a severe security breach. The fallout is long-term too, with loss of clients (because of their loss of confidence) being an all too common result".

However, while the risk is increasing exponentially, and the repercussions can be long-ranging and severe, developing robust information security practices to guard against threats is a relatively straightforward process. In fact, Mr Pal says organisations can dramatically increase the robustness of their information security by taking five simple steps.

- 1. Most importantly: ensure that you have a security strategy!**
It should be clearly aligned to your organisation's IT strategy and business requirements so that the spend can be easily justified.

- 2. Implement an appropriate security framework.**
Your framework needs to be able to govern security holistically throughout the organisation while being flexible enough to protect the business in the face of emerging threats.
- 3. Ensure the relevant policies are in place to guide security technology.**
Remember that security is definitely an area where poorly implemented technology can do more harm than good.
- 4. Focus on regular vulnerability assessment and management.**
This is vital to ensuring you know (and therefore can minimise) your vulnerabilities before intruders do!
- 5. Invest in core security technologies that can clearly bring business benefits to your organisation.**

With more and more consumer electronics (Blackberries, iPods, etc) finding their way into the corporate network, technologies providing end point security, network access control, data leakage protection and so on, are becoming increasingly important.

For larger and potentially more risk averse organisations, Security Information and Event Management (SIEM) can be beneficial by correlating security information from various devices to reveal attacks in a timely manner.

To discuss how ICT can help address your business's security requirements, simply call your local Gen-i Rotorua office on 07 343 9276 or visit www.gen-i.co.nz.



NZ Economic Update

Life isn't getting any easier for the Reserve Bank of New Zealand. Recent data has underlined both the upside risks to inflation and the downside risks to growth. Domestic economic data have shown a stronger starting point than the Reserve Bank had expected, but also weakness in forward indicators consistent with their forecast of sub 2% GDP growth and sub 1% consumption. Turning first to the starting point indicators, Q4 GDP came in at a robust 1.0%, buoyed by solid growth in investment and exports (particularly of dairy and oil). Household spending posted a third quarter of slow growth, growing 0.5%, but still stronger than the RBNZ had forecast (0.2% to 0.4%). On the inflation front, the food price index rose a substantial 0.8% in February (5.2% for the year) and this at a time when the exchange rate is near record highs. We foresee significant domestic food price inflation over coming months.

On the other side of the coin, forward growth indicators have come out weak. Housing market data for February showed the market is in a pronounced slump. Consumer confidence plummeted in the March quarter to a 10-year low. And business confidence fell sharply in the March month, with the usually robust "own activity" indicator falling to its lowest levels since the 1991 recession. However, those who are confidently proclaiming that the RBNZ will therefore be cutting rates in a hurry are forgetting that the RBNZ has already built a significant slowing in growth into their forecasts. The plummet in consumer confidence is merely consistent with the RBNZ's profile for consumption. The sharp fall in business confidence does suggest Q1 growth weaker than the RBNZ forecast (0.0% rather than 0.3%) but only by enough to offset the positive surprise they received on 2007Q4 GDP (1.0% rather than 0.7%).

In sum, the domestic data to hand are not yet consistently weaker than the RBNZ's forecasts. In contrast, international developments have worsened since the March Monetary Policy Statement. While NZ's current account is improving, given the nation's indebtedness we remain heavily reliant on US financial markets for funding. In addition, *Consensus* forecasts for NZ trading partner growth have been revised

down for the next two years. We estimate the latest revision knocks some 20bps off the RBNZ's estimate of required interest rates.

However, there are signs that financial market risk appetite is improving, although the situation remains very fluid. The cost of default protection on US banks has continued to plunge since mid-March when the Fed engineered the JPM rescue of Bear Stearns. Evidently, markets perceive a major turning point in financial sector risk is now at hand with the involvement of "public funds".

For now, we're seeing an intensification of downside growth risks rather than realised outcomes below the RBNZ's already lacklustre forecasts. The Reserve Bank has said they need concrete evidence that non-tradeable inflation is easing before cutting rates. We are choosing to believe them; the market isn't, fully pricing in an easing by the end of September. This reflects a weighted average between the possibility of the economy muddling through a painful but relatively brief adjustment, and the chance of a serious credit crunch-led meltdown. A gradual decline in rates from September seems in many ways the least likely scenario.

The credit crunch is causing the cost of funding to escalate. Retail mortgage rates have increased markedly in recent months independently of RBNZ interest rate decisions. This is the wild card for both the economic and the interest rate outlook. Just how far would the funding premium have to increase retail rates before the RBNZ would consider easing the official cash rate to offset it? This is far from clear. It depends on whether other potential liquidity-boosting measures should prove successful, how long the RBNZ expects the problems to last, and also on the behaviour of the NZD. If the exchange rate plunges the RBNZ may conclude that this provides more than enough monetary stimulus, given the ugly inflation outlook and the long-desired economic rebalancing.





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Introducing Karen Heard,
Membership and Marketing Assistant



The Rotorua Chamber of Commerce is proud to introduce our new Membership and Marketing Assistant, Karen Heard.

Karen has lived in Rotorua for 15 years and is well known and well networked throughout the town. Her role at the Chamber involves her actively promoting the benefits of Chamber membership, and assisting with the organisation and general running of Chamber functions.

With a background in administration and tourism Karen brings a wealth of knowledge and experience to the Chamber and we are pleased to have her as part of the team.

Contact Details:

Monday - Thursday, 8.30 am - 2.00 pm
Phone: (07) 349 8365
Fax: (07) 349 1388
Mobile: 027 289 6330
Email: membership@rotorua-chamber.co.nz

Harcourts Wakelin Real Estate – Market Review, April 2008



Welcome to our market report covering the Rotorua District for the first quarter of 2008. We hope you find our market research informative.

The period under review covers January, February, and March of 2008.

Total residential sales of 249 in the first calendar quarter of 2008 were down 46.8% from the same period in 2007 when 468 homes sold, and down from the 326 dwellings sold in the fourth quarter of 2007. The first quarter was the third quarter in a row with significant year-on-year declines in sales volume.

Residential house prices, however, continue to climb, with the median sale price being \$264,000 in the first quarter of 2008, up 11.1% on the median home price of \$237,500 in the first quarter of 2007, and a 2.7% rise on the median \$257,000 price for Q4 2007. Section prices declined with a median price of \$148,000 during the quarter, down from \$160,000 during Q1 2007.

At the same time the median time taken to sell a residential property has continued to lengthen at 53 days compared to 46.5 days a year ago, and the 44 days taken during Q4 2007.

Rotorua, during the quarter, reflected the broader New Zealand market where volumes declined 40.3% on the same quarter in 2007 (continuing the trend of declining volumes compared to last year), but prices remained firm at \$340,000, while the days-to-sell lengthened to 47 days, up from 31 days in the same period last year.

When looking at individual suburbs it is clear that the results reflect the changing broader market. Only the Lakes Area experienced increased sales volume from a year ago, with all other suburbs showing significantly lower volumes of sales. The Lakes Area along with Hillcrest, Koutu, Ngongotaha, Owkata, Pukehangi, and Western Heights all experienced increases in median sale price. The time taken to sell was mixed across the board, with some significant decreases, for example, Glenholme, Kawaha Point, Rotorua Central, and particularly Koutu. Other areas experienced major increases in the patience required when selling a property, notably, the Lakes Area, Ngongotaha, and Pukehangi.

At the top end of the market there were 3 sales of \$700,000 or more, compared to 7 sales in Q1 2007, and 10 sales over that amount in Q4 2007.

During the quarter 6 properties sold above listing price, while 36 sold at list price, and 150 sold below listing price (57 sales had no listing price available for analysis). On average property sold 3.7% below its listing price. This compares to 290 that sold below listing price in Q4 2006, with 74 at listing price, and 10 in excess of their listing price, for a total of 3.6% below listing price. If we use 5% below listing price as indication of a stable market, it is clear that the Rotorua market has moved over the last couple of quarters from a 'rising' market, to a stable market.

Location	Quarter 1 2008 Number of Sales	Quarter 1 2008 Median Price	Quarter 1 2008 Median Days on Market	Quarter 1 2007 Number of Sales	Quarter 1 2007 Median Price	Quarter 1 2007 Median Days on Market
Fordlands	15	182,000	54	34	\$183,000	42
Glenholme	15	268,000	36	26	\$287,500	63.5
Hillcrest	8	259,000	47.5	9	\$232,500	41
Kawaha Pt	6	326,250	53	12	\$364,000	86
Koutu	9	187,000	12	20	\$170,000	64.5
Lakes Area	17	472,500	126	16	\$321,500	107.5
Lynmore	16	342,000	49	20	\$326,500	77
Ngongotaha	19	253,000	79	39	\$227,000	35
Owhata	18	253,000	52	49	\$225,000	66
Pukehangi	36	287,000	67.5	84	\$257,000	37
Rotorua Central	21	220,000	38	33	\$230,000	58
Tihiotonga	11	360,000	67	23	\$379,000	42
Western Heights	15	200,000	72	38	\$171,000	30.5
Other	43	220,000	46	65	\$230,000	55
Total	249	264,000	53	468	\$237,500	46.5
Q4 2007	326	\$257,000	44			
Sections	26	148,000	38	11	\$160,000	36
Q4 2007	121	\$127,000	190			

In summary, volumes have continued the significant decline of previous quarters when compared to 12 months ago. Prices have continued to rise, but the rate of growth has slowed, with some suburbs now showing price declines. The time taken to sell continues to lengthen slowly. It seems clear that the market today is one that favors buyers. It will be interesting to watch over the next few quarters to see whether broader price declines actually occur.

Rotorua District Market Analysis by Location

These figures compare Q1 (January, February, March) sales in 2008 with the same period in 2007, and with Q4 (October, November, December) 2007. Data is sourced from the Real Estate Institute of New Zealand. Whilst every effort has been made to ensure accuracy, Harcourts Wakelin Real Estate accepts no responsibility for any inaccuracies.

BNZ BOP Export Awards 2008

It's time to think of nominations for the Bank of New Zealand BOP Export Awards 2008.

Nomination and entry packs for the prestigious awards are now available. Contact Elizabeth Jenkins or Linda Burnett on 07 571 0600 or email bop@exportnewzealand.org.nz

Winners will be announced at a Gala Dinner to be held at Baypark on 18 July. The event has a new regional sponsor - Bank of New Zealand - and a new category World Class Capability Award.

Bank of New Zealand Business Area Manager Mike Frew said he jumped at the opportunity to support the awards in terms of sponsorship and working in partnership with Export New Zealand.

"I've always been keen on supporting regional based activities, and our team is thrilled to be involved. Potentially 800 exporter members are entering an economic environment where we believe we can be of assistance to them. Banking is about management of risk and we've got the goods to provide a helpful service to exporters," Mr Frew said.

A special event was held early this month, bringing together last year's award winners to offer their insights into the awards process.

The Export New Zealand team introduced the new World-Class Capability Award category at the event. This category opens the door for past winners while issuing a challenge for all Bay of Plenty exporters to compete harder than ever for recognition from their peers and the market.

The new category is just one of the five awards for excellence to be presented at the Gala Dinner this year. They are: Sharpe Tudhope Exporter of the Year Award; Page Macrae Innovation in Export Award; United Travel Corporate Emerging Exporter of the Year Award; and Bay of Plenty Services to Export Award.

Speakers at the event earlier this month included Peter Mackay of Triodent, Sharp Tudhope Exporter of the Year and Page Macrae Innovation in Export Awards winner; Greg Knight of Florentines' Patisserie, United Travel Corporate Emerging Exporter of the Year Award winner; and Alan Bougen of Comvita Taura Natural Ingredients Services to Export Award winner.

Those attending were presented with inside information on the Who Dares Wins theme and the gala's mystery guest speaker.

Tickets to the gala cost from \$125. Don't miss out; limited seating is available.

For more information contact Elizabeth Jenkins or Linda Burnett on 07 571 0600 or email bop@exportnewzealand.org.nz



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Chamber of Commerce Acknowledged as Corporate Partner of Rotorua Museum Centennial Development

The efforts made by the Rotorua Chamber of Commerce towards the fundraising for the Rotorua Museum Centennial Development were acknowledged at a special presentation at the Chamber's Centennial ball.

The Chamber has been acknowledged as a Corporate Partner for the project. Chamber Executive members Mike Johnson, Margriet Theron and Grant Kilby have played an active part in the fundraising by assisting the Museum with its Business Supporter Programme. The group has helped the Museum towards its target of 50 Business Supporters.

Fundraising for the Rotorua Museum Centennial Project has now reached in excess of \$13.3 million. The \$13 million mark was reached when the Southern Trust announced a \$750,000 donation in February.

The Business Supporter Programme is still open and any businesses who would like to contribute to the project can contact either Mike, Margriet, Grant or Rotorua Museum Director Greg McManus.

New supporters from the Rotorua business community in recent months include First Sovereign Trust, Bright Wild and Thomas, Credit Union Lakeland, Iles Casey, Friend Wholesale Ltd, Gould Photographics, MTEC Consulting, Pukeroa Oruawhata Holdings Ltd, John and Rona Heaton and Mike and Sue Carson.



The detached pediment gable, which can be seen sitting to the left of the new wing, will be reattached when the exterior nears completion.

North Wing taking shape

After the delicate work of removing the ventilation towers and north facing pediment gables in February, the North Wing extension is now rapidly moving ahead. The shape and

size of the wing, which will include the new Rotorua Trust Gallery, is now clearly visible and work on the roof will begin soon.

Also clearly visible are the two new north facing gables where the pediment gables will be reattached towards the completion of the



Chairman of the Rotorua Museum Centennial Trust Lyall Thurston toasts the contribution made by the Chamber of Commerce to the Centennial Project at the Chamber Centenary ball.

exterior façade and roof. The pediments will be reconnected to the steel frames on each gable end. The refurbishment aims to retain as much of the original 1908 building fabric as possible. The new wing will open in November 2008.

Another Successful Chamber Golf Day

The Annual Chamber of Commerce Newstalk ZB Golf Tournament was an outstanding success. A maximum field of 120 golfers played in either a Medal Competition or an Ambrose Competition.

There was some good golf by some and some b..... awful golf by others. The Iron Maidens from Waiariki retained their coveted prize for playing the most golf on the day.

There was great support from the members of the Chamber and sponsors who provided an incredible array of prizes. Any golfer either had to be very unlucky or have played really bad golf not to walk away with a prize.

The drinks cart was very ably driven by the two Newstalk ZB Golf Dollies. As the photograph suggests they entered into the spirit of the day, keeping everyone well lubricated.

Refreshments on the course were also provided by Waiariki Institute of Technology and the Novotel Lakeside Hotel. Competitions were also staged for a hole in one, chipping and a horizontal bungy, just to keep the fun and entertainment going.

The list of prize winners is too long for this article, but there must be mention of the wining Ambrose team who walked away with the Guardian Trust Trophy: Te Puia.

Newstalk ZB again provided incredible support for the tournament. Willie Lose was a very entertaining guest speaker, and not too bad a golfer. Each of the sponsors were given a \$250 voucher for advertising in return for their support, and all went into a draw for \$1000 worth of advertising. This was won by The Tool Shed. The Chamber and Newstalk ZB thanks everyone who was involved in making this day so successful.

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Chamber Expands its Product Range for Members

With the amalgamation of SWAP Rotorua with the Rotorua Chamber of Commerce, the organisation is now able to offer a considerably enhanced range of products and services for the benefit of its members.

The Chamber of Commerce anticipates that the range of brands will add substantial value to its membership. The Executive Board of the Chamber in considering its strategic plan for this current year (commencing 1 April 2008) decided not to increase the level of membership subscription beyond a slight increase to allow for inflation. The base annual fee (for organisations employ up to 5 staff) has risen from \$185 to \$190 including GST.

The Chamber now offers the following products:



A networking session held twice a month normally on the 2nd and 4th Tuesday between 5.30 pm and 7.30 pm. Hosted on members' premises. Sponsored by More FM



A breakfast networking session held bi-monthly with a high profile motivational guest speaker. A great start to the day. Sponsored by Wakelin Harcourts Realty, Destination Rotorua Economic Development, More FM, and Vodafone.



A lunch meeting featuring a high profile business or political personality that has a strong influence on shaping the New Zealand business environment. A special 'Decision 08' series is sponsored by Carson Taylor Ford



Concentrating on capability development, these sessions bring a wealth of new knowledge to the business community. The sessions are normally held between 5.30 pm and 7.30 pm. The programme is sponsored by Office Max.



A celebration of excellence in business. The role of honour of previous winners of the premier Business of the Year Award reads like a Who's Who of Rotorua business. Westpac is the naming rights sponsor.



A bi-annual 'Big Day Out' for business. A series of presentations by personalities that have made their mark in the world of business. It focuses on highlighting the positive 'Can Do' approach to success in business.



The popular M2M programme offering over 270 unique discounts and 'value add' offers to members from other members of the Chamber. Adds real dollar value to the membership. Sponsored by Copies ETC.

Rotorua Chamber of Commerce membership currently stands at 610 and continues to grow. New members are welcome.



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New Law Underpins Flexible Work

The Employment Relations (Flexible Working Arrangements) Amendment Act comes into effect on 1 July.

It provides eligible employees with the right to request a change to their hours of work, days of work, or place of work. Examples of flexible work arrangements include but are not limited to part time work, reduced hours, job sharing, changes to start and finishing times and working from home.

Eligible employees may request a permanent variation or specify the period of time for a temporary variation. The eligibility criteria are that the employee must have been employed by their employer for at least six months and must have the care of any person. The Act doesn't provide a definition of "care". Advice on, and examples of "care" are likely to be included in guidelines for employers and employees being prepared by the Department of Labour.

Requests must be in writing and must specify the type of variation sought, how long it will be for, how the variation will help the employee better care for the person concerned and explain what changes, if any, the employee thinks may need to be made to the employer's arrangements if the request is approved.

Employers will be required to consider requests and notify decisions in a timely way.

The Act gives eight grounds for refusal of a request, which are inability to reorganise work among remaining staff or recruit additional staff, detrimental impacts on quality or performance, insufficiency of work during the periods the employee proposes to work, planned structural changes and the burden of additional costs.

The Act provides a dispute resolution process which can be followed if an employee believes that their employer has either wrongly determined that they are not eligible

to make a request, or has not followed the correct process. The Department of Labour will be able to assist employers and employees find solutions. The Contact Centre can provide information or refer the matter to a Labour Inspector if the disagreement cannot be resolved by information. If necessary, mediation is also available to help find a resolution.

Many employers already have flexible working policies in place for their staff. There's no need to change those policies, especially if they are working well for everyone.

However, certain employees now have the right to request a variation to their working arrangements and, if the employee chooses to make a request under the Act, employers must follow the process set out in the Act when responding to those requests.

It's also worth remembering that flexible working arrangements can be important for employees who don't have caring responsibilities but have other responsibilities or commitments that are important to them, like volunteering in their community or studying.

Employers might want to think about, and talk with their staff about how current policies will work alongside the Act.

The Department of Labour is preparing a set of guidelines and templates to help employers and employees understand and adhere to the Act. For more information, please visit our website www.dol.govt.nz or phone the Contact Centre 0800 20 90 20.



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The Eleventh Commandment

Motivators love to offer simple *Seven Step* solutions or *Three Small Things You Need* as the way to succeed in the competitive cut-throat world of business and commerce.

But as hard-working business people you know that vague *yee-ha* promises and uplifting talks, fun systems such as switching hats and colour-coding your days don't always translate to positive and concrete results. What does produce results is determination and hard work; knowing your onions; and maximising the potential of your staff, your product, and your service.

There are several general areas to consider when it comes to running a business... okay, I give in; let's call them the *10 Commandments of Business Success*. Thou shalt have...

1. Strong vision - a leader who knows where the business is going and can take it there, who can make decisions, measure competition, delegate tasks
2. A practical strategy - an ongoing business plan taking into account growth, alliances and business networks
3. Effective management - of product, people and risk
4. Business support - accountants, mentors and other professionals
5. Knowledgeable and trained staff
6. Teamwork
7. A fantastic product or service
8. Top of the line customer service
9. Effective marketing
10. Technological/ administrative support

But let's add another commandment: *thou shalt have effective communication skills*. Because it doesn't matter how effective your product, your service, or your systems are; if you can't communicate successfully with your staff and customers you will be undermining your purpose. Instead of maximising your potential, your efforts will be dissipated.

Confusion will reign, tasks will be left undone or you'll lift them on to your shoulders and do them yourself, because it's easier. Customers will be left bewildered or unimpressed by your promotional material: business reports could be muddled in meaning. Speeches can drone



on in rambling directions doing nothing more than sending your board to sleep with their eyes open.

No matter your level of skill or confidence, effective communication can be learned.

A series of communication and writing courses will be available through Waiariki Institute of Technology in the second half of 2008. These courses will go right to the heart of business communications. Management and staff of businesses can further develop their communication skills by taking an online paper or qualification.

Building strengths in communications is integral to successful business today. Individuals will learn how to identify key messages and develop communications and language to have the greatest impact on their target audience.

Consider maximising the potential of your business by improving your written and spoken skills.



Entries Now Invited for the 2008 Westpac Rotorua Business Excellence Awards

The search begins! The Rotorua Chamber of Commerce has announced the opening of the entry phase for the 2008 Westpac Rotorua Business Excellence Awards.

The nomination phase which closed on 31 March again attracted a high number and caliber of organisations that the community consider are worthy of recognition.

This year the closing date for entries is Friday 18 July. This provides a 15 week window for organisations to prepare and submit their entry.

The entry template which has proved successful for the past two years is again the

format for entry. This template is available from the Chamber of Commerce website on the Business Awards page.

For those organisations that do not have Microsoft Word to import the document, a hard copy may be obtained from the Chamber's offices.

Seminars for prospective entrants are being held. The first is on Tuesday 6 May, the second on Thursday 15 May. Interested organisations should contact the Chamber on 349 8356 to register for one of these seminars.

The Date of the Gala Event is Friday 7 November 2008.

Achievement for Local Event Management Company



Event Impressions and Audio Visual Techniques have achieved a major success. They were appointed as the joint event management company for the 2008 Halberg Awards held recently in Christchurch.

The Halberg Awards is sponsored by Westpac who are the major sponsor of the Rotorua Business Awards. Westpac's National Sponsorship Manager attended the 2007 Westpac Rotorua Business Excellence Awards Gala Presentation Dinner and was so impressed with the theme of the night and

profiling of Westpac that she invited Event Impressions and AVT to tender for the Halbergs.

The Rotorua Chamber congratulates Jacqui and Jeff of Event Impressions and Dennis from AVT on this wonderful achievement.

Both companies have again been appointed as Joint Event Managers for the 2008 Gala Dinner. They have already been working towards making this year's event another resounding success.

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Easter Retail Promotion A Big Success

Easter Shopping Spree

During the Week of Easter 8 kilograms of mini chocolate eggs plus 500 business card size information cards were handed out promoting 'Shop Rotorua and Win a \$500 Shopping Spree'. Over 120 stores displayed posters and participated in the Easter Shopping Spree. The concept of FREE participation in the promotion for all retailers was well received. This participation resulted in more stores investing in window displays, in store promotions and encouraging their staff to use the promotion to help increase sales.

Amazing School Holiday Race

The Amazing School Holiday Race attracted 51 teams with more than 175 people descending on the CBD from 11am to noon on Easter Saturday. The race started in the City Focus and required teams to race around the CBD looking for the answers to the clues, finishing back at City Focus. The first 50 participants across the finish line won a prize bag valued at over \$50. Prizes valued at over \$800 were awarded to the three fastest teams.

Shop Rotorua would like to thank the following businesses for the generous support to encourage such a great participation of teams: More FM, Te Puia, Agrodome, Skyline Sky Rides, Mc Donalds, Kiwi Encounter, Paradise Valley Springs, The Warehouse, Rotorua Review, and The Daily Post.



Unigames

The Unigames arrived in Rotorua on Monday 14 April. Cath Weston, the promotions coordinator, welcomed around 1600 students during registration to promote the Shopping Spree. More than 90 Stores were involved in a 'Uni-Games Shopping Spree' promotion. Thank you to the team at Bike Vegas for their support and presenting a fantastic brand new Mountain Bike from Diamond Back to Albany Massey student 'Frisbie Maniac', the winner of the Shopping Spree. The two winners of the categories in the Dress the City Contest were:

- Top Menu: Brass Bar and Restaurant who supplied a varied \$10 menu all week for the Unigames and served the Uni Bruni.
- Top Sport Theme: Little Monkey Kids very cleverly using their own stock and imagination to present a real fun window.

SPAM - What Can You Really Do To Minimise It?

By Russell Holland

Excessive spam is the biggest negative aspect about doing business on-line. This article will let you know a few strategies on how to minimise spam and reclaim your inbox from the deluge of spam.

We'll first look at minimising the spam you get, then we'll look at ways to minimise the chances of actually getting onto someone's spam list in the next article.

Spam comes in a few different varieties so we need to do a little research to see what kind of spam you are getting. To do this you will need to dedicate a little time to analysing how the spam arrives in your inbox.

Firstly open an obvious spam email by clicking it in your email program of choice. You may be prompted to allow blocked content. Don't allow the blocked content as this is often the tracking code that a spammer uses to test the effectiveness of a spam email.

Once the email is open we want to view the "Headers" of the email. In MS Outlook 2003 and MS Outlook 2007 this is under the "View" and "Options" menu items.

Look in the "Internet Headers" area and you see a lot of code. This is the lines to look for:-

```
Received: from mta02.xtra.co.nz (mta02.xtra.co.nz [210.54.141.253])
by mx2-in.webhost.co.nz (Postfix) with
ESMTP id C26FE930006
for <abc@e-c.co.nz>; Mon, 7 Apr 2008
10:19:18 +1200 (NZST)
```

In this example you can see a random email address with my domain name (e-c.co.nz) in it.

This is typically from a bounce back or returned email where a spammer has used my domain name as the "From" address in his spam emails and the email has been blocked by a spam gateway.

I'm getting the email because I have a "catch-all" or "wild-card" alias set up so that anything@e-c.co.nz will come to me. To stop this kind of spam ask the person that looks after your domain name to have specific email

addresses set up rather than using the "Catch-all".

If emails are being addressed to you at your ISP's email address then chances are the email address itself is on a spam list. In this case all we can do is minimise the number of spam we see.

Hopefully this spam is already getting put into the "Spam Folder" in your email. If not, right click on the email in the inbox and select "Add sender to blocked sender list"

This works especially well for those email lists that you may have got onto but no longer want to read. Some of these list operators may not respond to "unsubscribe" requests so this is one way of not seeing the emails.

If the email address that the spam is coming to is your "real email address" then it may be that you purchased a cheap deal or subscribed in a "Free" gift online and the operator of that site has sold your details.

As web users beware of "free" or "low cost" offers as often in the terms and conditions you agree to them on-selling your information to other marketers from which they get income.

In this situation we need to try and unsubscribe if the email looks like a real person (not an automated spam) or we need to install some anti-spam software to filter the spam emails.

I used Cloudmark (www.Cloudmark.com) for awhile but now just use the standard Microsoft products.

There are many other great products available online but do be careful as some of the "free" ones are actually spyware...!



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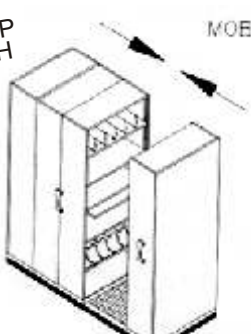
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