

BUSINESS ROTORUA NOW

ROTORUA CHAMBER OF COMMERCE E-MAGAZINE

ISSUE 2 - DECEMBER 2016

NZ CHAMBERS OF COMMERCE

R O T O R U A



Rotorua Canopy Tours

 **Professionals**

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Welcome to our QUIZ

Each issue we will ask you some questions which will relate to an article or advertisement somewhere in this e-magazine.

Simply email your four answers by 15th December 2016 to officemanager@rotorua-chamber.co.nz

All correct answers will go into a draw to win a surprise prize.

Winner of our last Quiz – Lyn Maner, Toi Ohomai Institute of Technology

1

QUESTION ONE:

Which business provides courses for a Dangerous Goods License?

2

QUESTION TWO:

Who should you contact to place an advertisement on a bus?

3

QUESTION THREE:

Who has the nickname "beef"?

4

QUESTION FOUR:

How much did Rotorua Lakes Council spend on Facebook advertising in the last financial year?



NZ CHAMBERS OF COMMERCE
R O T O R U A

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Regional Business Advisor:
Phil Becker

CHARITY HOUSE AUCTION

4 DECEMBER

Going once,
going twice...

ARTIST'S IMPRESSION



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2
Bathrooms

Generous
137sqm
transportable
home

Colour steel roof, timber weatherboard cladding, double glazing, fully insulated to twice the building code requirements, creating energy efficiencies and lower power bills

Proudly built by Toi Ohomai Institute of Technology carpentry, electrical and interior design students under thorough training and supervision of expert tutors. All proceeds go to the Rotorua community.

When: Sunday, 4 December 2016, 2pm
Where: On site, Toi Ohomai Institute of Technology
465 Old Taupo Road, Rotorua
0800 86 46 46 | toiohomai.ac.nz

TOI-OHOMAI
Institute of Technology



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NZ CHAMBERS OF COMMERCE
R O T O R U A

Introducing the Coffee, Chat, with the CE (the 3 CCC's)

Firstly, it is a privilege that I have been given the opportunity to be the interim chief executive. I am looking forward to my time in this position and it is very important for the Chamber that we hear from you. Your views, comments, vision for the future of the city and how your business can be a part of that, challenges, opportunities, in fact it could be as simple as just having a coffee.

To enable these discussions to occur we have developed the "Coffee, Chat, with the CEO" – the three C's. I will have one standing appointment every week to have a coffee and a chat with up to three members. I extend the warmest invitation to you to join me. Please contact Jo Keefe to make an appointment in the first instance. Jo will also be working through our members to issue an invitation as we would love to chat to all of you, over time. This is one initiative, of several initiatives that we will be rolling out to encourage more conversations with you.

I do want to put on record, however, that while the Chamber is here to advocate on your behalf, there will be times when we cannot solve your issues, when the mandated voice may differ from your view. But I absolutely encourage diversity in discussion because this allows broader thinking and leads to much richer solutions.

I look forward to chatting with you soon.



www.rotorua-chamber.co.nz



The importance of business planning.

Every business has a vision, an idea of how they see themselves operating and where they want to go. However, to turn this from a dream and into a reality action needs to be taken. The business must identify what it's going to do to achieve this vision and identify what resources it needs. Also, the assumptions made must be checked and realistic. These are the building blocks of developing a business's strategy. From there it needs to understand what can impact on the business's ability to deliver. What are things the business can control and what other things it cannot control, and what the risks are?

This all leads in to the business planning process. A business needs a business plan!

One only has to Google the words "business plan" and there are a multitude of templates and ways of presenting a plan. But it is important to do something that works for your business. It need not be complicated but it must drive activity.

A fundamental part of business planning is managing the finances. This involves understanding where the finance is going to come from to run the business. And a fundamental issue of the planning process is that the business owners/leaders understand the relationship between activity, net profit and return on investment generated. They need to understand the impact this has on cash flow and cash flow forecasting is a fundamental 101, along with knowing where the breakeven point is. Net profit, return on investment and cash flow must be managed in sequence. The business planning process needs to understand the costs of delivering the product or service, this highlights the important of gross profit/margin.

A business plan is a working tool that helps drive the business forward. It is not an academic exercise to be done to pacify the bank manager or just to look good.

It's worthwhile just having a look at the website www.business.govt.nz for access to a range of information that helps all businesses in a variety of ways. If you click on the following link it will take you directly to a quality template to help your business planning - <https://www.business.govt.nz/getting-started/business-planning-tools-and-tips/how-to-create-a-business-plan/>.

If you want to know more about how business planning can work in your business and need help call the Rotorua Chamber of Commerce business advisor Phil Becker on 021 420 991 or email philb@tauranga.org.nz. Eligible businesses may qualify for Regional Business Partners co-funding through the NZTE Capability Development Voucher Scheme.

Phil Becker | Regional Business Advisor



Temporary signage on Mokoia Campus in Rotorua proudly displays Toi Ohomai Institute of Technology's new name and branding.



The best gift this Christmas could be unwrapped at Toi Ohomai

Whether you're aiming for the Bachelor of Applied Management or the Master of Management, it's a great time to select a business management course to upskill or gain new skills for the New Year.

Courses such as accounting, business communications, computing, marketing, project management and much more, from Levels 5 to 9, will give you the skills and knowledge you need to be successful in your career. The courses can be studied part time, and some can be studied online, giving you the flexibility to fit study into your busy life.

Call us today to discuss your needs and how we can help. And take advantage of our 50% OFF* Chamber discount!

APPLY NOW FOR SEMESTER 1, 2017

0800 86 46 46 | toiohomai.ac.nz

*Conditions and some course exclusions apply. Offer valid for New Zealand residents only and for one 15-credit course per employee per annum. Additional fees may apply.

TOI-OHOMAI
Institute of Technology



Creating Purposeful Connections

Contributed by: Dr Neil Barnes, Interim Chief Executive, Toi Ohomai Institute of Technology

The year 2016 has been one of transition for tertiary education in the Bay of Plenty region. On 1 May, Waiariki Institute of Technology merged with Tauranga's Bay of Plenty Polytechnic. Needless to say, the impacts of such an evolution, particularly the change of name, have been felt by many.

We needed a new name for this institution as both of the old names were unacceptable to at least one part of this region. We also wanted a name that made it clear that this is something new, not a rehash of the two existing institutions.

We talked to as many stakeholders about this new institution as we could to determine what they were seeking for our students, industries and communities. We also needed to ensure that we could work in partnership with iwi to support the educational aspirations they have for their people. Gaining a shared view for the new institution hasn't been easy, but it has been worth it. This is now a new era, with a new name, identity, vigour and way of working together across the wider Bay of Plenty.

The name Toi Ohomai Institute of Technology was crafted and gifted to us by the iwi who call our rohe home. We accept that it is not a name that everyone would have wanted for us. However, it has a powerful and symbolic meaning. It reflects the aspirations, dreams, and complexities of two important shared tupuna (ancestors) of this region. These couldn't be encapsulated into one easy-to-translate word. Toi Ohomai is a name that is unique to this region. I am proud of this name, along with our

staff and students, to have a name has a depth to it that conveys what we are about as an institution.

One part of this is 'purposeful connections.' Toi Ohomai will strengthen the connections between the people and places of this region. Part of our branding is a constellation of stars. This references a map of the region in which we teach – with one star illuminated per teaching site – that is also inspired by the night sky and the appearance of Matariki. It is not intended as just a map of the region though, it also means constellations of excellence, knowledge, connections and innovation across this region.

Toi Ohomai already has nearly 14,000 students, 1,000 staff and 150 programmes delivered at 68 sites around the Bay of Plenty and South Waikato regions. Toi Ohomai is also the largest tertiary provider in our region, and now the third largest institute of technology in the country.

There is much for this region to celebrate as 2016 comes to an end, and a lot to look forward to as we head into the New Year. We look forward to working with you, further supporting the work that you do to enhance the prosperity of our communities and region, and enabling more purposeful connections. Have a merry Christmas and a safe festive season.



Dr Neil Barnes

What's in a Name?

Our name, Toi Ohomai, has been gifted to us by iwi and means to aim high and achieve great heights. Its story has been woven from our whakapapa, history and the aspirations of our communities.

What is different?

At first glance, not a lot has changed apart from our name. Toi Ohomai Institute of Technology is continuing to offer the same high quality programme taught by the same great people throughout the Bay of Plenty and South Waikato regions. Over time you'll see changes in what we teach in order to meet what the region needs to sustain economic prosperity, cultural identity, and growth.

How does this affect our community?

Business has continued as usual. As our community stakeholders, whether you're a past, current or potential student, we value the relationship we have built with you and will keep you informed of any changes that may affect you.

How can you find us?

We're now at www.toiohomai.ac.nz and our new number is 0800 86 46 46. Email reaches us at info@toiohomai.ac.nz. We're still on all of our social networks like Facebook, LinkedIn, Twitter, Instagram and more. We welcome your questions and comments any time.



The Canopy team after winning the NZ Tourism Awards



Rotorua Canopy Tours



Like all good things they take time – the concept for Rotorua Canopy Tours began way back in 2008.

An idea that ziplines could be a fun and exciting way to transport people through a truly awesome New Zealand environment. James Fitzgerald was stuck in a job – dreaming up his idea of a zipline tour company. It would be in a native forest full of ancient trees, birds singing everywhere and people laughing, learning and having the time of their lives. But there were a few hurdles – firstly where was this forest? How would it get built? How would it be paid for? And how do you run an adventure tourism business?

As the years went by the pieces of the puzzle started falling into place – James found the perfect native forest on the outskirts of Rotorua. He also found someone to share his dream, university mate Andrew Blackford, who happened to be an engineer! Andrew had some great ideas and believed he could design and build the zipline system. With a few research trips overseas they also learnt that with a bit of trial and error they could also run this company.

The real work began on 1 March 2012, James and Andrew left their jobs and walked into the Dansey Road Scenic Reserve to build what would become Rotorua Canopy Tours.

They discovered very quickly that the secret ingredient to building a zipline course in this forest was a spud gun – that's how the lines were launched and the heavy duty wire pulled into place.

After 6 months, with a bit of luck, a fair bit of weight loss, a few arguments and a bit of help from family and friends it was ready!

Next requirement was some staff and luck remained when some strangers looking for a new path in life – Gary, Dan and Alex became newly inducted

zipline guides! Now bring on the customers...

These proved hard to come by in the beginning – Charlotte and John from England were our first. James found them brewing soup in their campervan at the lakefront. In fact that's how we found our first few days of customers, banging on windows and not letting them get away until they agreed to come on this new Canopy Tour thing. Filling the Canopy Tours was hard work – while it looked cool, people weren't prepared to take a risk spending a few hundred dollars on something they hadn't heard of before!

Slowly we gained momentum, papers started running stories, news channels started playing footage and people started arriving and writing incredible reviews online and we started to grow. In fact our little team went from 4 to 8 to 12 to 20 to 30 to 35 all within 3 years. It was awesome!!!

We outgrew our premises in the suburbs so we bought some land and developed a purpose built headquarters at the entrance to Rotorua (and closer to the forest). With the amount of customers coming through we could get on with our conservation dream also – that's a different story in itself

And that brings us to today Rotorua Canopy Tours is 4 years old and is now well and truly entrenched as an exciting and educational adventure for holidaymakers to Rotorua with not just the Rotorua business of the year title under its belt – but the Supreme New Zealand Tourism Award also.



James (left) and Andrew with Department of Conservation Director General Lou Sanson after winning the Environmental Tourism Award at the New Zealand Tourism Awards.

THE HISTORY

James & Andrew

James Fitzgerald and Andrew Blackford met way back when they were 18 at the University of Otago. Andrew was studying Geology and would eventually graduate as an engineer from the University of Canterbury while James was studying towards tourism and marketing qualifications. Years later after losing touch and meeting up every now and again at various weddings through their late 20's James shared his vision for an eco tourism company in the Central North Island. James's big problem in turning the dream into reality was how to build and maintain such a system. After a few weeks of weighing up James's proposal versus his flourishing engineering career Andrew decided to take the plunge. And the rest is history. Andrew proved his engineering abilities in designing, building and overseeing all the technical aspects of the business while James took on the roll of finding customers, growing the business and driving the conservation dream. It's been a very effective partnership with both having total trust in each others abilities and understanding the role each other plays keeping the business flourishing day in, day out.



THIS WAS SUCH A WELL ORGANISED, EDUCATIONAL, EXCITING TOUR I HAVE DONE IN NZ (AND I HAVE DONE A FEW) OUR GUIDES SHANE AND EMMA WERE FANTASTIC AND IT WAS A TRULY UNIQUE EXPERIENCE.

Welsh Family - Auckland

SUPREME WINNER
New Zealand Tourism Awards 2016

SUPREME WINNER
Rotorua Business Excellence Awards 2016



Currently ranked #1 Outdoor Activity in New Zealand on TripAdvisor - November 2016



Provider of Driver Training courses & licenses for:

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Flipping Out!



Positive customer feedback from locals prompted Flip Out owners Stephen Thompson and Renae Baker to enter the 2016 Westpac Rotorua Business Awards.

Flip Out Trampoline Arena is renowned around the world and has over 55 Arenas worldwide. The trampoline arena in Ti Street is the Flagship for Flip Out NZ, which opened on 24 December 2015, this had only been in operation for nine months and the busy couple admits it was challenging for them both entering the award process. "We persevered and made it happen," says Renae. "By doing this we not only learnt more about our business but also learnt how much we played a big part in supporting local charities and non-profit organisations".

Both locals, they acknowledge that schools and sports clubs play a huge part in what drives their passion. Stephen started his schooling at Selwyn Primary, Kaitao Intermediate following onto Western Heights High School. He started his first job at 16 years of age working his way up to Operations Manager with the large food Distribution company Food Stuffs and stayed with the company for over 23 years. At 42 years of age, Stephen who's known to everybody by his nickname (Beef), is still a keen sports enthusiast and currently plays cricket for Eastern Pirates.

Renae, 32, started her education at Te Kura O Whakarewarewa then going through intermediate and secondary school attending John Paul College. Her previous role as a Customer Advisor with Rotorua Lakes Council

for 7 years gave her the ability to learn about Rotorua, the surroundings and its people and I think its because we have been brought up in this town we know who our customers are and how to interact with them.

The other passion they both share is Texas Holdem Poker; they met at the poker table. The experienced pair have both run deep in National Competitions and cashed in big on a number of events. Renae is also a Regional and National Women's Poker Champion.

To be finalists in 3 award categories and going on to win the Rotorua Lakes Council Emerging Business Award was a sign of hard work and endless hours spent submitting their presentation which in their eyes was an achievement in itself. They both know the ethic of hard work and were driven to open the business in order to offer locals an affordable and healthy all-weather pastime for all the family to take part in.

Stephen and Renae would encourage any new business to join the Rotorua Chamber of Commerce as they open a gate full of opportunities for local businesses from networking to business career development.

Flip Out have currently had Work Safe through and they are very satisfied that the business is doing all it can when it comes to the health and safety of our customers and staff. Unlike other Trampoline Parks, we do have a more

strict policy around rules that have been put in place. We are setting a very high standard on how a Trampoline Park should operate, there are no shortcuts and safety procedures are taken seriously as this plays a large part in why our customers return. Parents feel at ease knowing their children are safe.

The staff have contributed hugely to the success of Flip Out, with two Ninja Coaches who are national gold medallists so kids are able to be a part of the Little Ninja Programme that encourages local children to upskill, build up their self-esteem and learn how to motivate and encourage others. Many of the staff are still at school so it's a good feeling for them when kids see them out on the street waving at them. They are inspiring the younger children to be the best they can be.

"Everyone here lives and breathes the Flip Out Culture, and we believe everyone that supports our Local business has contributed to our success!"



Alliances

– Making Partnerships Work

John McRae, Deloitte Partner

Your company is growing rapidly. Resources are stretched. You need additional resources and expertise, yet you've got to reserve capital. A merger or acquisition would solve a lot of the problems but you can't bear the thought of somebody else making the decisions. Sound familiar?

What's holding you back?

A business alliance could hit the spot. Imagine teaming up with a like-minded partner who might be an individual or organisation sharing your core values. This partnership, if properly managed can provide the resources your business needs to make the next quantum leap.

But beware. Like personal relationships, business alliances can be a two edged sword.

Lack of quality time, the daily grind of managing the relationship, bickering over future direction and a general feeling of incompatibility all lead to a dysfunctional business relationship or worse a breakdown that can ricochet through your company with disastrous results.

Rotorua's Great Collaborators

Through the Westpac Business Excellence Awards we witnessed and

were reminded that this region is full of clever collaborators. Teamwork is the driver for success; we watched Flip Out Trampoline Arena galvanise and engage a community to build their business, opened to the public on Christmas Eve and win their emerging business category all before celebrating their first anniversary.

Each relationship has to be built on trust with complete faithfulness to the goals and aspiration of the alliance. Pita Pit has identified a common healthy eating aspiration collectively educating with Healthy Families Rotorua about good food choices. As for more healthy choices collaborations watch this space...

Each partner in the alliance contributes strengths to the relationship including scale, capital and technical excellence. Vortex Group strengthened their supply chain when they worked with a funder to deliver their hydro solutions.

Abracadabra strengthen their good food good vibes brand when they are deliberate about their whole foods ethos and carefully collaborate with local suppliers who's priority is the same.

To overcome what might otherwise be a lonely position it is becoming



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**THIS REGION IS FULL
OF CLEVER
COLLABORATORS**

increasingly common for business owners to work together. Nduro Events recognised the value in collaborating with other event managers to ease the capital investment required. They share essential event infrastructure equipment to manage a safe and enjoyable mountain bike event and support other business bringing active tourists to the region.

At Deloitte we support our clients in setting up their competitive position and encourage growing their business through collaboration. Contact me on jmcrae@deloitte.co.nz for some tips for making your business success easier including developing and managing successful alliances.



Deloitte. Private

Impact matters

The marketplace is your blank canvas. It's the place where you can really make your mark. The problem is... it's all too easy to just blend into the background. For business, we know that impact matters.

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Forklift training with some of the team from Mitre 10 MEGA Rotorua

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.... 'putting the challenge for knowledge to the test'

Most companies have a mission statement. We emphasise through our delivery to 'Empower a safe work force through structured mentoring, 'Providing peace of mind and confidence to our clients'.

Workplace Safety Solutions Ltd aim is to provide the best Driver Training and Health & Safety Solutions to the small and medium business owner or manager. Our professional and friendly team will work with you to create a complete training solution, that will set the benchmark for your Driver Training and Health & Safety.

Like the All Blacks, if you want to stay on top of your game – you have to train. You may not have the Richie McCaw's or Sonny Bills in your team but a little training will go a long way.

The Health & Safety at Work Act says "If you are an employer you must have trained competent employees for the tasks they undertake. For most small businesses training is an ongoing cost and time consuming, and there is no guarantee that an employee will stick around long enough for you to get a return for your training investment, WE GET THAT.

We know small business, we understand the pressure to keep the wheels turning, the difficulties with managing training into your operations and the need to stay productive.

So, we like to be flexible, we train at our place, your place or where the work is. We'll hop into your trucks or machines, day shift or night shift, we even work weekends.



Log Truck Driver Industry Course – Workshop held Rotorua



INTRODUCING

Beau Maru

Beau Maru, the business owner of Workplace Safety Solutions has been in the business of Driver training for many years. He has built a credible business from his years of experience in the industry.

1. 15 years as a Transport Training provider.
2. 23 years as a Live Stock, Bulk, Log, General Freight, Transport and Forest Roding contractor.
3. Logistics Consultant, Off-Shore Mining, Oil & Gas exploration projects in, PNG, Malaysia, Fiji, Laos and Thailand.

From his work experiences overseas, Beau has worked with non-English speaking groups and has had to teach to those with language, and reading & writing disabilities. We have many trainees that we have put through our courses that have required the extra time, and have had to have one on one sessions because their English is not that good, or they have difficulty with their reading and writing.....they have all been assessed as 'competent'. We will also provide comprehensive reporting for those clients that require them.



Providing peace of mind and confidence to our clients





Sales staff

Don't miss out on Christmas Advertising Opportunities

Kiwis are spending more, with total household spend increasing by \$43 million from 2014 to 2015[^].

**NZ
ME.**

We can expect the figures from 2016 to rise even higher as we move into the Christmas period.

If you haven't already, now is the perfect time for Rotorua companies to lock down advertising plans for Christmas 2016. This will help to ensure that increased spend comes your way through seeking out and engaging with consumers.

NZME can help by effectively targeting consumers through the right media channel - Brand awareness is best built by creating meaningful connections through multiple media touch points.

New Zealand Media and Entertainment (NZME) is a result of bringing together three New Zealand media brands, APN NZ, The Radio Network (TRN) and GrabOne and unifying them under one overarching banner. The result is an organisation with a portfolio of radio, digital, e-commerce and print brands producing fantastic content,

targeting New Zealand audiences.

Each week we connect with over 3.3 million* Kiwis. Whether they're reading, listening, or watching, we deliver them the content they need wherever and whenever they want it, across digital, print, radio and on-demand video platforms.

Prime among these are iconic Kiwi brands such as The New Zealand Herald, Newstalk ZB, The Hits, ZM, and our e-commerce platform GrabOne. In all, we have a network of over 80 media brands, fronted by home-grown talent, reaching audiences the length and breadth of the country.

In Rotorua, NZME brands reach 92% of the population* through the aforementioned brands, along with local publications the Rotorua Daily Post and Rotorua Weekender. Whether you want to speak to Household Shoppers, Business Decision Makers, Millennials or those interested in purchasing a novelty Christmas

sweater, NZME has the tools to help you capture your audience.

Through NZME, traditional integrated advertising is twinned with the non-traditional. Our NZME team can present powerful, out of the box promotional openings for local clients. Some alternative solutions include branded content, bespoke digital services, video production, radio brand engagement and experiential campaigns. All of these designed with your business' target consumer in mind.

Book your holiday advertising campaign now to ensure you have an enjoyable break, knowing all is well at work.

Get in touch with the Rotorua team today on 07 348 9089 to see what results they can achieve for you.

Source: [^]Nielsen CMI Q1-Q4 2015 v Q1-Q4 2014.

*Nielsen CMI Fused Q2 15 - Q1 16 May 16 AP15+

COMPLYING WITH IMMIGRATION & EMPLOYMENT LAW

Dharmen Prasad, Solicitor, Holland Beckett Lawyers

As an employer, before hiring a foreign worker, you have an obligation under the Immigration Act 2009 ("the Act") to check if the candidate has the legal right to work in NZ.

The Act is clear that employers must not hire migrants who are ineligible to work in NZ. The onus and obligation to ensure the candidate is eligible to work in NZ is placed on the employer.

Whether a migrant is eligible to work in NZ can be easily determined by checking the candidate's passport, or accessing an online system called VisaView. VisaView allows registered employers to verify that prospective and current employees hold a valid visa, the conditions of the visa, and the date of expiry. Enquires are saved in the employer's VisaView account, and these records can be used as evidence of compliance with the Immigration Act 2009. To access VisaView, you need a RealMe account. If you have created a RealMe account for another purpose, you can use that for VisaView.

An employer can be penalised with a fine and/or imprisonment for:

- (a) hiring a foreign national who is not entitled to work in NZ; or
- (b) allowing or continuing to allow a foreign national to work while knowing that person is not entitled to work in NZ; or
- (c) exploiting a foreign national who the employer has allowed to work

while knowing that person was not entitled to work in NZ.

Employers cannot:

- (a) Say "I didn't know they didn't have a valid visa to work in NZ";
- (b) Give immigration advice to a candidate unless you are a Licenced Immigration Adviser, or exempt from being licenced (for example being a lawyer);
- (c) Hire a migrant with a temporary visa to provide commercial sexual services;
- (d) Hire migrants and pay them less or offer them conditions below New Zealand's workplace [Dharmen you need to add to this sentence??].

New Zealand Employment law applies equally to migrant workers as it does to New Zealanders. You must offer work conditions to migrants that are no less than the legal minimums for New Zealanders.

These minimums include:

- (a) A written employment agreement;
- (b) At least minimum pay;
- (c) Appropriate break entitlements;
- (d) Annual and public holidays;
- (e) Sick, parental and bereavement leave;



(f) A safe workplace;

(g) Accurate pay and holiday records.

Dharmen Prasad of Holland Beckett Lawyers is an experienced employment and immigration lawyer who is able to assist employers and individuals in relation to all employment and immigration matters. If you require any assistance please contact Mr Prasad on 07 349 5564 or email dharmen.prasad@hobec.co.nz.

The information contained in this article is general information only, and does not constitute specific legal or other professional advice and should not be relied on as such. Readers should obtain specific advice before making any decisions or taking any action based upon information contained in this document.



www.hobec.co.nz

Size Matters!

Whatever your business goals, it's important to have access to legal expertise in all the issues that matter. With an office in Rotorua and around 45 lawyers working throughout the Bay of Plenty, our integrated team is large enough to offer you specialists in logistics, contracts, resource management, employment, health & safety, leasing, and more. Contact our team for all your legal requirements.

**Holland
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GOOGLE ADWORDS. ARE THEY WORTH IT?

Royston Bartholomew, 0800 000 855

An effective online strategy is an essential part of any business's marketing plan and usually combines a number of e-marketing techniques; Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing and Direct Electronic Marketing (DEM Newsletters) to name but a few.

In the first of a series of articles I'll be touching on Search Engine Marketing and one of the most frequent questions that I get asked. 'Google Adwords. Are they worth it?'

Let's think about how Google works. The whole purpose of a search engine is to connect users with quality web pages that are relevant to their search query. Google's algorithm is exceptionally good at doing that. If your website is well Search Engine Optimised (the subject of a later article) there's a good chance that your business will enjoy a favourable organic presence in Google's search results.

Google's Adwords platform also offers businesses a paid advertising opportunity on the search results page. Your relevant Google Ad' is activated and displayed to a motivated user exactly when they are in 'research' or 'buying' mode and searching for your products and services.

I cannot think of any other paid advertising medium which offers such

a targeted marketing opportunity. If that wasn't enough, your ad doesn't cost you a cent unless the user actually clicks through to your website, which is where you have the opportunity to convert them into a paying customer.

This is why my answer to the question is frequently a resounding 'Yes'.

As with any marketing initiative, a Google Adwords campaign has to be well implemented. A SEM campaign also has to be seen as an investment into generating new leads and not an expense to be farmed out to the lowest bidder. I cannot stress how important it is to engage an Internet marketer who takes the time to understand your business. They will work with you to understand your desired outcomes as well as the motivating factors behind your customers buying decisions.

Everything is measureable. Conversion 'flags' can be attached to important steps of the purchase path to track the actions of your customers from their initial AdWords click, right through to the completion of a key action, enquiry, sign-up or sale.

If you have the capacity for more customers and want to understand how Search Engine Marketing can be a valuable component of your online marketing strategy, give the Go Robot team a call. With 20 years of web development and Internet



marketing experience, we excel at optimising Search Engine Marketing campaigns for lower cost per click, better click through rates and higher sales conversions.



I CANNOT THINK OF ANY OTHER PAID ADVERTISING MEDIUM WHICH OFFERS SUCH A TARGETED MARKETING OPPORTUNITY. IF THAT WASN'T ENOUGH, YOUR AD DOESN'T COST YOU A CENT UNLESS THE USER ACTUALLY CLICKS THROUGH TO YOUR WEBSITE, WHICH IS WHERE YOU HAVE THE OPPORTUNITY TO CONVERT THEM INTO A PAYING CUSTOMER.



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GDF LTD YOUR ELECTRICAL SPECIALIST

GDF Ltd are a specialised Electrical Service Contractor. We carry out all types of electrical services to suit our customer's requirements.

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Power Lines Overhead & Underground Services - GDF Ltd can install all new overhead or underground services including repairs or alterations to your power supply from the pole to the meter board.

Health & Safety in the Workplace - Since the new Health & Safety Act has been in force GDF Ltd have seen a significant increase by farmers and landowners wanting us to carry out repairs to service lines that are hazardous to their place of work - low lines, leaning poles and vegetation.

GDF Ltd also has another arm to the business, we are also an **Electrical Line Contracting business** providing

services to the distribution and transmission power industries. We have a small team of registered line mechanic's and civil workers, a line depot and associated plant & equipment.

From our Rotorua base we service the Central North Island area including the Waikato, Coromandel, Bay of Plenty and King Country. The business has worked outside this area primarily in Auckland, Hawkes Bay and Taranaki.

GDF is authorised to work on the Unison Networks through their principle service providers and contracting arms, Downer for the past 3 years and Unison Contracting Services Ltd for over 10 years.

If you are looking for a company that is experienced and you can trust to get the work done, call GDF Ltd for an experienced electrical staff member who will give you an obligation free quote for all your electrical needs.

INTRODUCING

Paul Douglas

Paul Douglas is our Operations Manager - he has 32 years, experience in the electricity industry as a lineman. His experience encompasses distribution & transmission, asset condition assessment, aerial line work to underground and glove & barrier.

Paul is also a qualified helicopter pilot who has flown for leading aerial line companies in Australia and the UK specialising in all aspects of line maintenance, construction & condition assessments. In 2003 Paul kicked started the business he was working in by introducing the Corona camera to New Zealand.

Paul is a FLIR accredited Thermographer and is currently completing his National Certificate Level 4, Health & Safety - also his Work Place Assessors certification for the electricity Industry.

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MANAGING YOUR TRUST

Peter Farrell, Partner, Nairn Fisher



At Nairn Fisher we are strong advocates of family trusts if the circumstances are right. But circumstances change over time and that can present a risk for settlors, trustees and beneficiaries. The reasons for having a trust when young and setting out in business can be quite different for the couple once in retirement. Change also occurs in trust, family and taxation law as well as residential care means testing policy. For example, with the effective removal of gift duty in 2011 trusts are now generally better placed to support asset protection. On the other hand, changes to taxation law and residential care means testing makes trusts less relevant in these areas. In relation to residential care subsidies, the existence of the family home in a family trust may actually increase an applicant's asset base for means testing purposes undermining his or her ability to obtain subsidised residential care. We know of one leading Rotorua law firm winding up family trusts, in certain circumstances, due to changes in residential care means testing policy. On 10 November 2016 Justice Minister Amy Adams released draft

legislation for a new Trusts Bill for New Zealand. The aim of the Bill is to make trust law easier to understand and more accessible for settlors, trustees and beneficiaries. For trustees this will likely mean that beneficiaries will be better informed. Some trustees consider this is not a good thing! In our experience, many trustees do not fully understand their duties to beneficiaries including to manage trust property prudently. It's relatively rare but beneficiaries have been known to successfully sue trustees for trust losses. It's important that trustees understand the legislative framework, the trust deed itself and consider the beneficiaries' interests when making decisions. Having a professional trustee on board is a good step because a professional trustee is usually up to speed with current legislation. However, note that some lawyers and accountants are not doing this work because of the risks associated with being a trustee. At Nairn Fisher we are actively educating our trustee clients about trustee obligations and reviewing the purpose of their trusts and suitability of their trusts' trust deeds. With the right governance structure a properly managed trust can be a very useful tool indeed.



“ AT NAIRN FISHER WE ARE STRONG ADVOCATES OF FAMILY TRUSTS IF THE CIRCUMSTANCES ARE RIGHT. ”

Contact me on pf@nairnfisher.co.nz for a checklist of the items trustees should be thinking about on an annual basis.





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NEW ZEALAND ECONOMY HEATING UP

Sarah Drought

Conditions in the New Zealand economy have strengthened this year, with growth estimated to have picked up to 3.4%, from 2.5% in 2015. And as we head into the new year, momentum in economic activity looks strong. Nonetheless, interest rates look set to remain low for some time yet.

By now, the drivers of New Zealand's ongoing expansion are sounding very familiar. Population growth remains around 40-year highs, tourist arrivals continue to hit new record highs, and construction continues to grow at a solid pace as homebuilding increases in most parts of the country. But while the prospects for construction and tourism are still positive, the pace of growth looks to have slowed through the second half of 2016. This was almost inevitable after such a strong run – not least as limits on capacity hold back activity. In particular, construction firms are grappling with a shortage of workers, while for tourism, accommodation capacity is stretched. But at the same time, other sectors have strengthened to fill the gap. Firms in the retail, manufacturing, and services sectors have become decidedly more positive than they were earlier in the year about the economy, and the

prospects for their own business. This optimism has been backed up by strong growth in employment, resulting in the unemployment rate in September falling below 5% for the first time since 2008. The biggest change of fortune has been for the dairy sector, with global dairy prices surging more than 40% from August to November. After two seasons with incomes failing to cover costs, the higher milk price payout now expected will put most farmers back in the black, and in a position to begin repairing balance sheets. It will also help support broader spending, especially in dairy-exposed regions. Against this backdrop, the picture for New Zealand households has become increasingly positive, supporting solid growth in spending. The improving labour market is a big positive. And while wage inflation has remained subdued, it is expected to pick up gradually as the unemployment rate heads lower.



In addition, low interest rates continue to push house prices higher in most regions, albeit at a slower pace of growth since lending restrictions were tightened in July. But while the economy is heading in the right direction for now, the current trajectory of growth could falter. Conditions offshore remain fragile, with growth remaining lacklustre in many parts of the world. And the unexpected result of the United States presidential election adds another layer of uncertainty to the outlook. A key domestic risk is the high level of household debt, which makes households vulnerable to a downturn in house prices.





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INDUSTRY PARTNERSHIPS

Mike Bryant, Regional Commissioner for Social Development

Partnering to fill a labour shortage

We work with industries and employers to find and train workers to fill skill or labour shortages.

What are industry partnerships?

We can partner with you to create recruitment and training packages tailored to your specific needs.



Industry partnerships are a way for industries, employers and government to work together to minimise skill and labour shortages and maximise job and career opportunities.

We want you to be able to get workers with the right skills when you need them.

We partner with anyone who has a need for staff – ideally more than five at any one time. This can include, but isn't limited to, large industry employers, national industry associations, large retail chains or Chambers of Commerce.

Some of the industries we partner with include retail, roofing, shearing, bus and coach courses, civil construction, healthcare, office administration, warehousing and logistics.

Our partnerships generally include the relevant industry training organisations.

The service

A dedicated account manager will work with you to:



- learn about your present and future recruitment and workforce needs
- develop and tailor products and services to meet your needs
- provide a single point of contact for Work and Income and other government agencies.

We offer a package of products and services which may include:

- seasonal strategies
- recruitment seminars
- a dedicated work broker
- pre-employment training programmes

If you think your industry or organisation could benefit from becoming involved in an industry partnership or would like more information, email Pete Treanor at pete.treanor006@msd.govt.nz or give him a call on (07) 921 8090.



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We can make it easier for you to find the right people for your business. If you plan to recruit or grow your business, we can help—at no cost.

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Anne Hughes - (07) 921 8125 or email anne.hughes002@msd.govt.nz

Shona Patrick - (07) 921 8051 or email shona.patrick007@msd.govt.nz

www.workandincome.govt.nz/business



CHRISTMAS TIPS FOR BUSINESS



Claiming Christmas expenses

Staff parties

Throwing a staff party can be a great way to see out the year and celebrate successes, but there are tax considerations to think about.

You can claim some costs of a party or staff gifts, but they may be subject to fringe benefit tax. This is paid on benefits workers get as a result of their employment.

Half your holiday party expenses may be claimed in your GST and income tax returns if the expenses relate to your business. Expenses can include:

- food and drink
- entertainment
- venue hire.

Business Gifts and Entertainment

Generally, you can claim the costs of gifts as a business expense, eg hampers or gift vouchers. But you may need to pay fringe benefit tax on these gifts.

A meal out provided by the business is an entertainment expense and you can claim 50% as a business expense.

Giving to charity

You can deduct 100% of the cost of entertainment you provide to members of the public for charitable purposes. For example, if your business donates food to a party at a hospital.

Days in lieu

An employee is entitled to a full day off in lieu of working a public holiday — no matter how many hours they worked that day.

But they don't get a day in lieu if:

- they only ever work public holidays

- they wouldn't normally have worked that day
- they were on call but didn't work, and being on call didn't stop them doing what they wanted to with their day.

Read more about public holiday entitlements on the Employment New Zealand website.

Paying staff over the holidays

When there's a public holiday on a day your employee usually works, they're entitled to a paid day off — no matter how long they've worked for you.

You can only require employees to work a public holiday if it's written in their employment agreements. Also, if they agree to work, you must:

- pay them at least time and a half
- give them another paid day off later.

Mondayisation

When a public holiday falls on a Saturday or Sunday, employees who don't normally work then get the following Monday as their paid public holiday — this is called Mondayisation.

The public holidays for the upcoming Christmas break, with the day of the week they fall on, are as follows:

- Christmas Day — Sunday, 25 December 2016
- Boxing Day — Monday, 26 December 2016
- New Year's Day — Sunday, 1 January 2017
- Day after New Year's Day — Monday, 2 January 2017.

Any employee can ask to transfer a public holiday to another day.

You must consider requests unless you have a policy that prevents transferring public holidays.

Read Employment New Zealand's guide to transferring public holidays (external link).



FROM THE DESK OF MICHELLE TEMPLER

**Destination
ROTORUA**
A Rotorua Lakes Council CCO

Michelle Templer - Biography

In October 2016 Michelle Templer was appointed to the role of Chief Executive of Rotorua Economic Development Limited trading as Destination Rotorua, the recently formed CCO of Rotorua Lakes Council.

The purpose of Destination Rotorua is to contribute to Rotorua's 2030 aspirations through the growth of existing and attraction of new investment, businesses, residents, visitors and students to Rotorua. This is in partnership with our local people and the Rotorua business and investment community.

Prior to her appointment at Destination Rotorua, Michelle was Coalition and Sector Manager at New Zealand Trade and Enterprise supporting collaborative engagement with the private sector around international commercial opportunities. Previously, Michelle spent 10 years overseas as Regional Director Australia Pacific and Trade Commissioner UK and Ireland. These roles were centred around supporting the growth of New Zealand companies in the regions along with assisting strategic investors realise opportunities in New Zealand.

In her years at New Zealand Trade and Enterprise, Michelle oversaw the performance turn-around of several offices, the implementation of a private sector advisory board in Australia, opening an office in Papua New Guinea, developing a sustainability "masterclass" for New Zealand companies selling into Europe and dealing with hundreds of companies across a diverse range of sectors from fast moving consumer goods, healthcare, ICT, agribusiness to fresh produce.

Previous roles have provided Michelle the opportunity to collaborate with top international executives and New Zealand companies alike to develop and implement strategies for business growth and transformation. Michelle joined NZTE from a commercial background in FMCG and the Travel and Tourism sector and has an honours degree in International Business and Marketing from Waikato University.

Michelle is currently a partner of an agribusiness and loves being back in New Zealand and living in Rotorua. While she moved here in October, her partner Daniel and their two sons are looking forward to relocating from Auckland over the summer break.

NZME BRANDS REACH 92% OF PEOPLE IN ROTORUA

Newstalk ZB **RADIO HAURAKI** **RADIO SPORT** **ZM** **HITS** **Coast** **flava**
GrabOne **iHeartRADIO** **Daily Post** **Weekender** **The New Zealand Herald**

Source: Nielsen CMI Fused Q2 15 - Q1 16 May 16 AP15+

Title

Heinz Fett, Trusted Adviser, ABC Business Sales

With another year filled with challenges and successes, as we wind down 2016, many will reflect and look forward what the New Year will bring or what our personal goals will be. It's a great time to get your house in order.

This often requires change, with one of the more common changes we see is whether it is time to work towards your well-deserved retirement, which involves possibly selling the business. If that's what's on your list, here are some points which could assist you in exploring your options.

Selling a business and selling a house are similar in a lot of ways - and most people wouldn't ever let people tour their home without making some cosmetic changes and cleaning up before presenting it for sale. The same is true for your business, plus some very important additional factors.

- You'll need good financials, so keep your paperwork up-to-date and document everything.
- Outline all responsibility of each job and include key performance

indicators that clearly establish what is expected of your team. A prospective buyer will love systems and clarity, as often a buyer may not be familiar with the level of detail needed of the industry they plan to enter.

Now's the time to get your "house" in order. Over the next few months, give your business a fresh coat of paint, and get it tidy. Thinking like a buyer is one of the best pieces of advice I can share with you to help present your business in its most attractive form.

Create your game plan. Seek out and meet with business brokers in your area, as most deals come through brokers.

A good business broker is invaluable, and I typically coach companies to enlist the use of a professional as the best brokers do more than justify their fees, and can both guide and counsel you through the marketing-and-sales process. Remember when choosing a broker that you must be able to work together and have trust.



**CREATE YOUR GAME PLAN.
SEEK OUT AND MEET WITH
BUSINESS BROKERS IN
YOUR AREA, AS MOST DEALS
COME THROUGH BROKERS.**

In your initial discussion, you'll get a better idea of who your potential buyer could be, and how to best position your business to get the most value in the marketplace.

I look forward to sharing more about 'How to get the best price for your business' in the first edition of the 2017 magazine.

I wish you all a safe and happy Christmas and a successful start to 2017.

Time to sell your Business?

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Business Sales



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Winner



Manufacturing
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Volcanic Hills Winery



Service
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Business Award

Osbornes Funeral Directors



Westpac Rotorua
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NZ CHAMBERS OF COMMERCE
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Business Vitality

Winner



Employee
of the
Year

Sashah McLeod - Rotorua Top 10 Holiday Park



Emerging
Young Leader of
the Year

Richard Fullard - Osbornes Funeral Directors



Retail
Business Award

Domino's Rotorua



Hospitality
Business Award

Abracadabra Cafe & Bar



Social
Responsibility
Award

Professionals McDowell Real Estate



Customer
Service
Award

Osbornes Funeral Directors



Attractions
Business Award

Rotorua Canopy Tours



Judges
Acknowledge
of Excellence

Rotorua Museum



Health and
Wellbeing
Award

Ngongotaha Early Learning Centre



Excellence in
Sustainable
Practices Award

Rotorua Canopy Tours



Emerging
Business Award

Flip Out



Community
Organisation
Business Award

Rotorua Youth Centre



Young
Entrepreneur of
the Year Award

Loren Skudder-Hill - John Paul College



Red Stag
Business Person
of the Year

Ray Cook

ALL FINALISTS

IN MY OPINION

These articles are the opinion of the writer and do not reflect the views of the Rotorua Chamber of Commerce.

RON DUNHAM
CHIEF EXECUTIVE, LDHB

ntly get asked about the health of our community, what makes some of us healthy, some of us unhealthy. What (predominantly) makes us healthy or unhealthy is not the health system. It's not that simple.

The disparities in health in our community costs us all, it consumes resources and reduces economic productivity, it contributes to crime – the list goes on.

We have a lot of control over how well we do in life through the choices we make. But if you were born in a poor place, without a lot of resources and without a lot of education your choices are severely limited.

We need to stop thinking of health as something we get at the doctors surgery or the hospital but instead as something that starts in our families, in our schools and work places, in our play grounds and parks and in the air we breathe and the water we drink. The more you see the problem of health this way the more opportunities you have to improve it.

Health is a social good and we are social by nature and when the ties that bind begin to unravel so does our health. Health begins with health communities, with health relationships so we can live with dignity and respect with safe streets, freedom from violence and parks where children can play. It begins with good education – where children learn not only to read, write and prepare for life, but how to treat each other with dignity and respect.

Our health is significantly affected by our homes, our relationships, our jobs and our schools.

RACHEL WARRENDER
DUBBZ DIGITAL MARKETING

Recent figures obtained by the NZ Taxpayer's Union show the Rotorua Lakes Council spent \$20,845 on Facebook Advertising and \$8,010 on LinkedIn advertising in the last financial year. The Union claims this spend was being "wasted" on "social media propaganda" – which brings a valid question about the value of social media advertising for any business: Is social media advertising wasted money?

The answer is no. If done correctly, Facebook advertising is one of the most cost effective forms of advertising available.

For a matter of dollars, you can reach hundreds or thousands of people in the exact market you want to target. You can even target specifically by gender, age, location, marital status, education, and interests. This level of targeting means you don't waste marketing budget reaching your 'non-target' market, as is often the case in traditional media. Facebook is a modern communication channel used by over 2.5 million kiwis who on average visit the site 14 times every single day.

Facebook is a very useful tool for being able to promote a brand, product, service or destination, which has far reaching effects on the local economy.

Those labelling this 'propaganda' need to know that they are missing out on valuable advertising opportunities by ignoring the power of social media.

DERYCK SHAW

APR CONSULTANTS

What people say versus what they do - or polling – how did the pollsters get it so wrong.

The ability for a business to see into the future and predict human behaviour around customers and sales could be a nirvana for business. Company advisers such as market researchers invest a considerable amount of time and money endeavouring to understand customer preferences for goods and services for their clients.

What if a company could do this with a high level of accuracy? We have seen spectacular examples where researchers and pollsters have got things wrong such as the Trump US presidential victory or the recent Brexit referendum. In the case of the Trump election, there seemed to be a simple reliance on polls and not on endeavouring to triangulate the information. Irrespective of the polls, many of which were shown to be unreliable, commentators did not look at other information.

For example how often had the incumbent political party stayed in power after two presidential terms? Did the pollsters consider issues like the reluctance to tell a female surveyor that you support Trump or the extent to which voters were actually revealing their real preferences; or in the case of Trump and Clinton there were a number of voters who voted against a candidate as opposed to "for a candidate" and the



RON DUNHAM



DERYCK SHAW



RACHEL WARRENDER

likely demographics of Trump and Clinton supporters as below:

RACE AND GENDER		Clinton	Trump	Other/ No Answer
White Men	34%	31%	64%	6%
White Women	36%	43%	52%	5%
Black Men	5%	80%	13%	7%
Black Women	7%	93%	4%	3%
Latino Men	5%	62%	33%	5%
Latino Women	6%	68%	26%	6%
Others	6%	61%	32%	7%

So what lessons can we learn? Predicting human behaviour can be both hugely beneficial and deeply problematic depending on the context. Firstly do not believe everything you read or hear. Relying on a single source of truth is both risky and reckless. For example in 2007, economists projected only a 3% chance that the US economy would slide into recession in 2008 – a year that would feature the biggest downturn since the 1920s. In 2009, scientists didn't see the swine flu coming, then incorrectly forecasted its trajectory once they did detect it. Failures of prediction are extremely common.

Anyone who's ever had a temperamental friend or relative may not believe that it is possible to provide insights into human behaviour, but with large amounts of information and careful insights and analysis you can actually provide a high level of accuracy.

Understanding what motivates people is always important as motivation can often be contextual. For instance, money is not always a reliable way to motivate people. In a case to prove this point several years ago, an organisation asked a group of lawyers if they'd be willing to provide legal services to needy retirees, at a discounted rate of \$30/hour. They refused. But when lawyers were asked if they'd help out for free, they overwhelmingly said yes. Likewise, extensive research has shown that people often respond more strongly to so-called

social norms (like altruism and peer pressure) than to market norms (like cash bonuses or discounts). There is no shortage of counter-intuitive, seemingly irrational psychological patterns that characterise us as human beings. So if you're interested in predicting how people are going to behave in the future, then you've got to start mastering how they behave around current situations.

Understanding fields in which people operate is important. If you are considering entering a new field or new customer segment there is no substitute to know your product and what characteristics that people may respond to. There is often a group of people in a particular market area who get so called "first over advantage" because they enter the market early and are able to build knowledge and market share quickly.

Building knowledge is important. Local tourism attraction and activity operators in Rotorua who participate in the APR monthly monitor programme have built a strong knowledge of the industry and are able to assess their own performance against that of the wider industry in Rotorua and that of total international visitor arrivals in New Zealand. Monitoring their own activity along with local and international markets allows an understanding of how markets behave under different conditions. Having good data along with insightful analysis will provide "time series" data – which tracks the evolution of a single value (e.g. number of visitors from different markets by month) over time. In this case, you're better off using methods that are specifically suited to time series data, such as scenario forecasting.

Always with information understanding the difference between industry noise and clear market signals is important. Predictive models are all about determining statistical relationships between variables, then quantifying the implications for the future.

Finally in business it is about continuing the journey and improving at all times. As you obtain additional information you should constantly be evaluating the performance of your own business model and always be ready to update it to reflect new information and discoveries.

The more you continue to record, analyse, assess and validate predictions against performance the greater the propensity to achieve ongoing success in business.

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Te kaunihera o ngā roto o Rotorua



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ROTORUA, BAY OF PLENTY / WAIKATO MONTHLY
VISITOR'S GUIDE



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ORGANIC AND GLUTEN FREE STOCK

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