

# BUSINESS ROTORUA NOW

ROTORUA CHAMBER OF COMMERCE E-MAGAZINE

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NZ CHAMBERS OF COMMERCE

R O T O R U A

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ROTORUA



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## Get excited about knowledge and skill

This week the Lion Foundation Young Enterprise Scheme (YES) was officially launched in Rotorua, and what a fantastic concept of learning this is.

The programme is based on experiential learning for high school students and takes them through the knowledge and skill sets required to run a company.

The journey starts at the company formation, leading through to setting up and running a real business. Young people learn how to develop their own product or service and take it to the market. This includes developing a business plan and understanding the financials.

The students are put into competitive situations and learn the skills of persuasion, teamwork, governance, and decision-making. Finally, they learn how to reflect, assess their performance, and importantly how to improve their business going forward.

Oh, how I would have loved to have had the opportunity to be involved in the YES scheme when I was at school. I am sure by now I would be retired, living the life of a millionaire in some exotic location. But sadly, no. For many of us we have learnt our skills and knowledge on the job, and perhaps some of us are fortunate to have a qualification. So how can we reap the benefits of the YES scheme while working in our businesses?

At the Chamber, we are developing a model which we hope will allow people to engage and easily identify what type of skill, knowledge, and/or inspiration they need to inject enthusiasm into their business.

Ultimately, I believe high energy leads to a positive work environment, leading to better financial results and a more balanced lifestyle. Broadly the model will outline four levels of thinking starting at the base level of building knowledge: get inspired, find out what you don't know and get excited about it.

The second level is applying knowledge both technical and soft skills, it includes customer service, budgets, how to use business applications, etc. The third level is analysing and assessing: how to develop a business plan, what are KPIs, people management, HR legislation.

The fourth level is at the governance, senior leadership level: how do we govern effectively? What is happening globally and how will this impact our business?

We are working on this model and developing supporting workshops, seminars and programmes which will be launched soon.

Nga mihi  
Allison Lawton  
Interim Chief Executive Officer



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Allison Lawton



Office Manager:  
Jos Pemberton



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Phil Becker





“  
**HELLO JOHN & FIONA,**  
**I BOUGHT A VOLTO BIKE FROM YOU**  
**A COUPLE OF WEEKS AGO AND JUST**  
**WANTED TO LET YOU KNOW HOW**  
**ABSOLUTELY DELIGHTED I AM WITH**  
**IT. AND ALSO THANKS FOR ALL THE**  
**ADVICE IN GETTING SET UP. I AM**  
**USING JUST THE THROTTLE AS YOU**  
**RECOMMENDED AND IT SUITS ME**  
**JUST FINE. I AM CURRENTLY ON A**  
**THIRD ROUND OF CHEMOTHERAPY**  
**SO AM LOW ON ENERGY. THE VOLTO**  
**MEANS I AM STILL OUT CYCLING**  
**AND ENJOYING IT VERY MUCH.**  
**MANY THANKS,**  
**PETER SMITH - TAUPO**”

Electric Bike Rotorua is a new Electric Bike sales and rentals shop that officially opened in September 2017 at 1265 Fenton Street. It all started in May 2015 when Fiona and John, the founders, decided to let everyone experience the fun of Electric Bikes and by securing distribution rights for Volto Electric Bikes. A year later, they moved the business out of the garage and into a shop situated in the heart of Rotorua.

Due to popular demand, Fiona and John started renting Electric bikes in addition to selling them. For tourists or locals, Electric Bikes are the perfect way to discover the city of Rotorua in just a few hours or to use as a daily commuter. The high capacity batteries in their rental fleet allow customers to ride a distance of up to 125km and enjoy a full day out. Bikes with even longer range abilities are also available.

With sales increasing by 20% per annum in the last two years in Europe, the trend is continuing in New Zealand and across the developed world. Electric Bikes are now considered, the future of everyday biking.

Since opening the retail shop for Electric Bike Rotorua the range has expanded considerably, offering a wider selection of Electric Bikes for sale. Brands now include Volto, Focus, Kalkhoff and Vintage Electric. Used as commuters, cruisers or for mountain biking, and with prices starting from under \$2000, there are Electric Bikes to suit every style requirement and budget.

Electric Bike Rotorua also hosts Tuesday Rides once a fortnight where people from all around Rotorua gather to ride for a few hours around town and further afield. We always manage to find a bit of time in between the riding to stop for a coffee and a chat!

Fiona and John are very proud to be selling a range of Electric Bikes that quite often have profound effects on people's lives. Electric Bikes are changing people's lives as those who couldn't ride are now back on track, and those who didn't ride are giving it a go!

## 10 REASONS TO BUY AN ELECTRIC BIKE

- 1 Fun – Just about anyone that hops on one of these beauties and gets to feel the ease of peddling mixed with the comforting hum of a powerful electric motor is sold on its fun factor. Turning the simplest jaunts into an electric cruise that will keep the wind in your hair and a smile on your face, you will find that no one takes just one ride.
- 2 Climb the hill smiling – Eliminate the 'groan' factor when a gradient comes into view! With a simple flick of a switch, the Electric Bike will effectively flatten hills and make it a pleasant memory.
- 3 Save Money – Forget all the hidden costs of the car (fuel, vehicle maintenance, parking fees or fines and speeding tickets). With an Electric Bike the only hidden cost is just a few cents of electricity to recharge the battery.
- 4 Start getting fit again – You think that a conventional bike will keep you fitter? Well, not necessarily! Figures show that Electric Bikes get used at least twice as often as a conventional bike. Because they are fun, users tend to make more use of them and therefore exercise more.
- 5 Explore new areas – Electric Bikes effectively increase your average speed and carry you much further distances with the same effort. This opens a whole new world of cycling destinations!
- 6 No sweat - No need for a shower when you arrive at work. Electric Bikes allow you to exert less force to get to where you want to go. Hills become a breeze and distances are much more manageable. Less strain, especially on those hot summer days, equals less sweat.
- 7 Good for the environment – Electric Bikes will get you to most places a car will but with much less of a carbon footprint. Every time you opt to ride your bike you aid in cutting down on emissions and congestion. You still think electricity is not green? A 100 watt electric light bulb burning unnecessarily for an evening is enough energy to propel an Electric Bike for 35-70 km...
- 8 Control over pace – Whether you are injured, a little older or simply not confident about your strength, Electric Bikes enable you to exercise in a safe and easy environment. With the ease of mixing in a motor power to match or replace your peddling, let yourself be in control of how much exertion you give and make exercise enjoyable again!
- 9 Many models to choose from – No matter what requirements you are looking for, there is an Electric Bike built just for you. Whether you want to wander around town or go downhill mountain biking, you have as many choices for your Electric Bike as you do for a conventional bike. Simply choose the battery, the frame and the motor you want!
- 10 No more excuses - At the end of the day, the most important reason to get an Electric Bike is that you don't have any more excuses! For all of the above reasons, Electric Bikes take away all the hesitation and frustration of daily exercise or commuting, and add more fun to those activities than before. You will never be too tired, too hurt, too lazy, too young or too old to hop on an Electric Bike!



# Viva La Robot Revolution!

Royston Bartholomew, 0800 000 855

In this, the second in a series of Internet marketing articles, I will be touching on the two types of Search Engine Optimization (SEO): **on-page SEO** and **off-page SEO**.

To be successful at SEO we must first resign ourselves to the fact that we are ruled by robots, at least on the web.

All of the major search engines like Google, rely on automated software robots (or 'bots') to browse the web in order to search out, review and download your website content into a database in readiness for future searches.

Robots will read your page titles, meta content, image tags, content headings and text. They will log your business name, address and phone number to later validate your business credibility. The robot will look for links to your social media channels (although social signals do not directly affect SEO) as well as search for the existence of analytics packages and even check the age of your domain name to see how long you've 'been around'.

This is just scratching the surface! Google currently incorporates approximately 200 factors of varying importance into its organic ranking algorithm.

**On-Page SEO** involves putting relevant content, in the correct format, in just

the right quantity onto your website in order to 'tick all the Google boxes'. Done correctly, your website stands an excellent chance of obtaining a favourable (or improving in) organic rank in Google's search results.

If Google's robots can't understand your business website, it will find it difficult to connect your business with Google users.

**Off-Page SEO** is the process of enhancing or generating credible links to your website from external websites in order to improve rank with techniques that can vary widely depending on your business and is maybe reserved for a later article.

That all sounds very 'robotic', but layered on top of the technology there's the human factor.

Google, have long strived to soften their analytical processes in order to read and evaluate website content just like humans do.

After all, Internet marketers are not writing content for search engines, we are writing content for people who use search engines.

An experienced SEO professional will ensure that your website content blends the technological requirements of a search engine ranking algorithm with engaging and valuable 'human friendly' content. Good Internet



**TO BE SUCCESSFUL AT SEO  
WE MUST FIRST RESIGN  
OURSELVES TO THE FACT  
THAT WE ARE RULED BY  
ROBOTS.**

marketing is all about connecting people to your business and converting them to customers by delivering an unparalleled user experience.

If you have the capacity for more customers and want to understand how Search Engine Optimisation 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 just love shaping the web.



[www.GoRobot.co.nz](http://www.GoRobot.co.nz)

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ANLS, RFDS Cert

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mo.box/mobile cosmetic medicine offered in the comfort of your own home by registered nurse Jonathan Lawson / contact us in the strictest of confidence



# mo.box

/ MOBILE COSMETIC MEDICINE

science / art / symmetry

Hi, I'm Jonathan, director of mobox (pictured with my son Isaac George).

I have been a registered Nurse since 1996 graduating from Paisley University in the west of Scotland. Since then I have predominantly specialized in both paediatric and adult intensive care, working in many of the world's largest units, emergency work and aeromedical retrieval / rescue helicopter/air ambulance field, culminating in the completion of the royal flying doctor course in Australia.

Inspired by my time in LA in 2012, I developed an interest and burgeoning passion for appearance medicine.

After completing an appearance medicine course here in NZ under the guidance of a eminent physician and receiving intensive training in the administration of BOTOX and dermal fillers I began working in a cosmetic appearance clinic.

Inspired by the many clients whom seemed to have complete confidence in me due to my many years at the highest clinical areas and after many requests for a mobile service, mobox was created with medical director

Doctor Kathleen Going, a dynamic young GP whom I worked with acutely in Rotorua Hospital.

I am now able to offer appearance medicine in the comfort of your own home or direct to your clinic.

Setting up the business has been somewhat of a labour of love for me and has been especially heartening to receive the support from all my clinical colleagues as well as the invaluable advice and support from both the NZNO and the medical board.

I have found that clients respond very favourably when they discover I have worked in an incredibly high complex and clinically demanding autonomous role.

Certain clinics will label a nurse a "specialist" after a two day course with little or no clinical background, however, we will not only ensure our staff have all the adequate training in the cosmetic field but also come from a high acuity clinical background and whom have proven that clinical autonomy is second nature.



**Having had Botox overseas and locally in my home town I have never been more impressed than the work Jonathan has done ... and he's mobile! Thank you so much I am definitely a very happy woman. See you next treatment.**



**I am so happy with my treatment, there was no pain or bruising at all. Jonathan has done many procedures on me and I sincerely rate him the best. My lines and frown have softened and I look totally refreshed. I have had many treatments both in Beverly Hills and Hollywood and I have found Jonathan far superior.**







## Bio: Dr Leon Fourie

### CE at Toi Ohomai Institute of Technology

In September last year, the Bay of Plenty's largest tertiary provider, Toi Ohomai Institute of Technology, welcomed its new chief executive, Associate Professor Dr Leon de Wet Fourie.

"We are absolutely delighted to announce Dr Fourie's appointment as the new chief executive," said the institute's council chair Cathy Cooney. "He is a proven leader within the tertiary sector with keen vision and the ability to bring people together."

"I am inspired by [Toi Ohomai's] bold intent to improve access to applied education and training throughout the region, focussing on rural communities and specifically achieving successful outcomes for Māori as tangata whenua," said Dr Fourie.

Dr Fourie comes to Toi Ohomai most recently from Unitec Institute of Technology in Auckland where he had worked at Unitec since 2009. He simultaneously held the positions of executive dean of the Faculty of Creative Industries and Business, and Faculty of Technology and Built Environment, and Northern Campus director until 2015, before becoming deputy chief executive.

While at Unitec, Dr Fourie successfully lead multiple transformation projects

and change programmes; he is well-known as a values-based leader who is experienced in working across multi-cultural environments.

Previously Dr Fourie held the position of executive dean, Faculty of Management Sciences and campus director, Edu city, at Vaal University of Technology in South Africa. He also held various executive positions at Tshwane University of Technology from 1995 to 2006.

Dr Fourie served 8 years in the South African Air Force and retired at the rank of major.

Dr Fourie's appointment at Toi Ohomai came after a robust recruitment process that attracted a large number of high calibre applicants from New Zealand and internationally. Dr Fourie officially took up his new role in December 2016.



### In Brief

Dr Fourie involves himself in community outreach – over the past 4 years he coordinated a golf day event for Men's Health Trust that annually raises more than \$40,000 for MHT and in 2016 he raised the third most funds in New Zealand for the September Challenge supporting cerebral palsy.

Dr Fourie is an avid angler, rugby coach and wine collector.

He is married to his soul mate, Cathi, for 26 years and they have 2 children, Lauren and Robert.



## SUNNY WITH CLOUDS ON THE HORIZON

Sarah Drought

New Zealand's economy grew by an estimated 3.3% in 2016, and growth is expected to pick up further this year. Domestic activity continues to be buoyed by rapid population growth, a large pipeline of construction, strong tourist inflows, and low interest rates.

The prospects for the global economy are also looking a bit brighter in 2017, although the outlook is marred by significant uncertainty – especially the path for US fiscal policy. The administration has a strong desire to boost output through tax cuts and infrastructure spending. However, to avoid a blowout in the budget deficit there are likely to be some offsetting influences that would blunt the overall impulse.

Countering this potential upside to US (and global) growth is the risk that global trade conditions deteriorate. Protectionist measures have increased over the past decade, and President Trump appears intent on pushing the US further in that direction, whether through higher tariffs on imports or other barriers. This would be another blow to an already-sluggish global trade environment, which has created headwinds for the trade-orientated economies in the Asia/Pacific region in recent years.

The US economy also has important implications for global financial conditions. US long-term interest rates

rose sharply following the election, and this was quickly reflected in interest rates around the world, including in New Zealand. If US growth strengthens substantially this would likely be accompanied by a stronger US dollar, and therefore a weaker NZD/USD.

We expect higher mortgage rates in New Zealand to lead to slower house price growth this year, after an estimated 15% rise in 2016. Over the past year, house prices accelerated in a broader range of regions, including the Bay of Plenty. This may reflect population pressures moving beyond Auckland, and improving prospects in regional New Zealand.

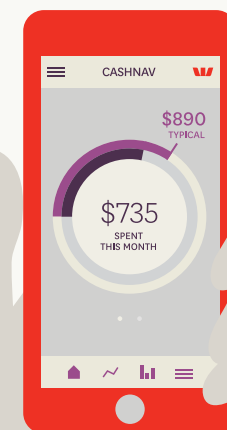
Indeed, many of New Zealand's exporters are currently experiencing firm demand, although the high NZ dollar remains a headwind. The big improvement in recent months has been for the dairy sector. After two very poor seasons, we're forecasting the farmgate milk price to improve to \$6.20/kgMS for this season and \$6.50/kgMS next season, slightly above the average of the last decade.



Horticulture continues to perform strongly, with apple and kiwifruit exporters taking advantage of technological developments to improve productivity and produce new varieties to meet the preferences of Asian markets in particular. And forestry exporters are having a bumper run, with a rebound in Chinese demand driving log prices back near record highs. However, conditions are mixed for meat exporters. Competition is increasing in key beef markets, and the sharp depreciation of the UK pound following last June's Brexit vote is creating challenges for lamb exporters. Tourism remains in a strong growth phase. There were 3.5 million international visitors in 2016, up 12% from 2015, and this year's Lions tour will provide an additional boost.



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# Partnering with Industry

Mike Bryant, Regional Commissioner for Social Development

Industry Partnerships are an effective way for industries and government to work together to minimise skill and labour shortages within industry, and maximise sustainable job and career opportunities for Work and Income clients.

The approach is demand-led, with the needs of industries and employers providing the starting point for the design and development to the programmes – they are designed for industry by industry. This ensures the training is relevant to the needs of the employers within that industry.

Janine Keating and Trevor Maaka are now in full time employment thanks to an industry partnership. Janine and Trevor were two of five job seekers that



Connor Mear (left), Janine Keating (centre), Trevor Maaka (right).

completed an industry partnership with Reesby's Rotorua earlier this year. They are now the new faces on Rotorua City Ride busses.

With a background in airport security, Janine had never done anything like this before. "I was totally out of my comfort zone", she said. Janine described her first time driving a bus a terrifying, but with the support of her colleagues she's away laughing. "You only need to ask if you're not sure, the other drivers are really supportive."

Trevor has a background in truck driving so the training course was more of a refresher for him. "The delivery of the course was really neat", he said. One thing he has taken away from the training are the friendships he's made. "You bond with everyone in the course, you get to know each other really well".

Connor Mear, cadet depot manager for Reesby's Rotorua, said there's a huge shortage of drivers nationwide. "Across the country everyone is calling out for drivers." Connor believes one of the main barriers to people becoming a bus and coach driver is the upfront cost. A minimum of a Class 2 licence



and passenger endorsement are required to drive the smaller busses, and a Class 4 licence is required for the coaches.

The future is looking bright for Janine and Trevor and they are both enjoying the financial freedom. "Life has changed for me dramatically, I'm on top of my finances", Janine said. "You have a purpose, you're getting up for something", Trevor said.

There are more bus and coach industry partnerships planned for the future to address the shortage of local bus drivers.

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](mailto:pete.treanor006@msd.govt.nz) or give him a call on (07) 921 8090.



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# SOME POINTERS TO HELP KEEP YOUR SMALL BUSINESS FINANCES ON TRACK

asap  
BOOKKEEPING

Robyn Park, Manager, ASAP Bookkeeping

Many business owners have found that doing their monthly bookwork is frustrating for either themselves or a family member. With this in mind we have listed some pointers to help you cut down on your paperwork and ease the pressure.

## 1 Be organised in your administration

This includes ensuring you have a calendar of key times and events. It's much easier to plan ahead and be organised than to do your finances at the last minute.

## 2 Manage your cashflow

Failing to monitor cash is a major reason for business failure which can happen with a business that seems to be successful. This also includes living within your means. Some businesses fail simply because the owner draws too much cash. Keeping up with tax obligations is also important. Not paying taxes in order to pay creditors is often a sign of a business that is in real trouble. Putting aside a percentage of income for income tax payments works well.

## 3 Keep your personal and business finances separate

Work out how much you need to live and draw that from the business in regular intervals. If you have trouble with this then pay yourself a wage at the same time deducting PAYE. Resist the temptation to use the business to make personal purchases which blurs the line between business performance and personal spending.

## 4 Use good business software and tools

There is a revolution in accounting software at the moment. Small business owners are able to approve accounts, make payments, generate invoices and monitor business performance on line and without the need for paper. This allows an owner more time to make sales, deliver products or services or be home earlier.

## 5 Work with trusted advisors

This includes an accountant, lawyer, banker and insurance broker. It can be hard working



away day to day in a business. Getting advice and sharing problems can ease the burden.

## 6 Use a good bookkeeper

Try us at ASAP bookkeeping... enough said!

Nairn Fisher has launched ASAP Bookkeeping that sits between your accountant and a more traditional bookkeeping firm. At the helm of ASAP Bookkeeping is Robyn Park, a Rotorua local who has many years of experience providing bookkeeping services.

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## MY FUTURE ROCKS

“My Future definitely rocks,” says Hoani, a recent graduate from Toi Ohomai and now an apprentice with Powell Building Contractors Limited. “It’s very cool to be working in a job that gives me an amazing future.”

He gives the thumbs up.

When Hoani began his pre-apprenticeship course at Toi Ohomai in 2016 he dreamed of becoming a building apprentice.

Never did he think his dream would ever come true. But he always hoped.

Travelling a different course, Bruce Howat also had a dream that serendipitously dovetailed into Hoani’s. His was of setting up a scheme that matched school and tertiary graduates with satisfying jobs that promised them secure and fulfilling futures.

Towards the end of 2016 Bruce Howat CEO of My Future Rocks (MFR) realised his dream of matching trainees, particularly apprentices, with employers.

Based on a scheme Bruce successfully ran for almost five years in 2005.

“Back then we had a 96 per cent success rate with completions within the required time frame. MFR will

operate in exactly the same way.”

The big plus for the companies is that they get the trainee without the hassle of paying wages, making sure they consistently observe OSH rules and attend block courses. MFR is the employer and it is their job to make sure the trainee understands his or her responsibilities in the workplace.

“And we take that responsibility very seriously,” says Bruce.

The employing company pays a fee for the service and the peace of mind that comes with only having to focus on making sure the apprentice gets the job done each day.

MFR makes sure the training meets industry standards.

On Job Navigators (mentors) become the apprentices and trainees guides. They meet at least once a month and the On Job Navigators make sure the apprentice meets all the requirements of his or her apprenticeship or training agreement.

“

WE DO EVERYTHING WE CAN TO MAKE SURE OUR TRAINEES SUCCEED. IF THERE IS A MISMATCH WE TAKE ON THE RESPONSIBILITY OF PLACING THE APPRENTICE WITH A NEW EMPLOYER. OF COURSE, WE AIM FOR THE PERFECT MATCH IN THE FIRST PLACE.



They are also always available to answer any questions or resolve any issues that arise.

“This ensures that there is always someone independent to turn to,” says Bruce.

“We do everything we can to make sure our trainees succeed. If there is a mismatch we take on the responsibility of placing the apprentice with a new employer. Of course, we aim for the perfect match in the first place.”

My Future Rocks does this by conducting in-depth interviewing and personality profiling.

“Our mandate is to guide our trainees to their perfect future, a future that really rocks,” says Bruce.

If you want to positively shape a young person’s future give Bruce a call on 021671 566 and check out [www.myfuture.rocks](http://www.myfuture.rocks).



[www.myfuture.rocks](http://www.myfuture.rocks)

Deloitte.

## Accelerating change – make 2017 our best yet

Rebecca Wright, Deloitte Private Director - [rebwright@deloitte.co.nz](mailto:rebwright@deloitte.co.nz)

**H**ow will this year be different than last? This is the year to break records, Rotorua. The change of year gives us reason to pause and take stock of what we have achieved and what we hope to celebrate in the period ahead.

As I contemplate my cycling diary, I am struck by the parallels with business whether I am pedalling or peddling. I plan to get braver, faster, fitter.

I plan to break records (albeit personal high water marks). I can’t get enough of the technology that tells me where I’ve been, if I’m improving, how I rank in my league. These tools focus my attention on what’s important. As monotonous as hills and repeat are, I can see the benefit that fitness, familiarity and continuous improvement brings.

Cruelly, the more gruelling and winding the path to the top, the more I appreciate the journey. I’ve built a network of cheerleaders and experts to challenge me to do better. They lead the way when I’m presented with new trails and whoop for joy when I’ve reached the goal or conquered a steep descent intact. I’m hungry for information about how to fuel my ride and make the most of my energy and activity.

These fundamentals are just as important for business.

### Plan to win and celebrate milestones

What’s your ultimate goal in business, where do you want to be in a year’s time? What records do you want to break, what accolades do you want to earn? Get the right plan, value proposition, people and tools in place, because Rotorua you need to be ready and agile. Surround yourself with people who have the knowledge and ability to get the very best out of this busy-ness and recognise that team at the prize giving.

### Prepare, be ready for those obstacles

There are valuable lessons learned in repetition, from eliminating wastage to making the most of cash and other resources. Cash is the lube that keeps the economy and business running. As you scale, the more the gears turn, the more important good cash flow, visibility and management becomes. Create a profit and loss budget and forecasted cash position to ensure that you have enough fuel to capitalise on the increased activity.

“

**THIS IS THE YEAR  
TO BREAK RECORDS  
ROTORUA**

### Embrace technology

With accurate information and confidence in the numbers, technology can help you measure and report on what is important. Search for good data on performance in your business and industry, measure and report on the levers that create value in your business. Recognise and celebrate improvements and milestones by using a dashboard that is simple, fast and focused.

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# WHAT IS YOUR BUSINESS WORTH?

Heinz Fett, Trusted Adviser, ABC Business Sales

Selling a business is the most popular exit strategy for business owners. In some cases, there are no successors who want to continue the business; in others, it was always the business owner's plan to convert the business into liquid assets at a certain point. Whatever the reason you want to sell yours, following these tips for selling a business will help ensure that you get the best price and that your business sells. Determine what your business is actually worth.

When thinking about selling their business, usually the first question a businessperson asks is "How much is it worth?" Unfortunately, there is no cut-and-dried answer to the question. Entire books have been written about valuation, and there are so many variables involved (and many of them are very subjective) that different experts looking at the same company could end up with different selling prices.

Facetiously but truthfully, your business is worth as much as it will fetch in the marketplace. But determining just what that price is the trick. There are several different business valuation methods ranging from asset-based to future earnings approaches. Of course, no one approach can be used in isolation; the current market, economic trends and

what other similar businesses have sold for also need to be considered.

If I was only going to give one piece of advice about selling a business, it would be to have a professional business valuation done. While legally anyone can do a business valuation, a business valuation done by a professional will be regarded more favourably by potential buyers

Broadly speaking, there are three groups of professionals that you should rely on when it comes to selling your business. Each of these experts can help you in a different way and each of them will require access to your important business documents.

Your Accountant can provide you with a clear picture of the business you are planning to sell. Help you establish a complete list of your assets and liabilities

Your Lawyer – to compile all contracts, trademarks and descriptions of intellectual property held by your company

Your Business Broker – to compile a comprehensive information memorandum on the business, more specifically, giving you a geography in which you operate. Population growth, neighbourhood dynamics and any proposed developments should form part of a market analysis.



There may be costs that can be trimmed or small investments required to make the business compliant before a sale. Here, a business broker plays a valuable role in assessing the true value of your business and what you need to get the best return on your years of hard work.

A vital part is marketing your business to the widest possible audience to achieve the best price possible in the shortest time frame. Remember, you can't sell a secret.

Get your business ready for sale with a team of experienced New Zealand business brokers. ABC Business Sales can advise you on strategies that will help you to achieve the best price possible. We will help you to navigate the paperwork and effectively market the business to achieve the best results. Call me any time for an obligation free chat.

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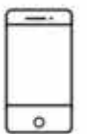


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## We're introducing a new partner



We're proud to announce the promotion of David Fraundorfer to our partnership team.

David's commitment to our Bay of Plenty clients is matched only by his international experience. He is qualified both in England and New Zealand.

David grew up in Tauranga and has been with Holland Beckett since his return to New Zealand in 2014. David specialises in commercial litigation and is also an expert in sports law.

David Fraundorfer - Partner  
DDI 927 2750  
david.fraundorfer@hobec.co.nz

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WAVE26/9

## HOW TO COMPLETE A SUCCESSFUL COMMERCIAL CONSTRUCTION PROJECT

Simon Collett, Holland Beckett Lawyers

A construction project might be a multi-million dollar commercial complex, a modest residential renovation or something in between, but there are similarities in the reasons why the project is a success or failure. At the heart of a successful outcome is a high level of collaboration between the project, construction and professional teams.

### Risk Factors

Large scale projects often contain multiple risk factors that can be divided into the following categories:

- Commercial** - the funding, construction contract and leasing terms for the new building.
- Timeframes** - commercial projects are usually time sensitive.
- Construction** - these include variation price risk, health & safety, design, construction standards, insurance and disruption to neighbouring properties.
- Regulatory** - managing compliance with the District Plan and Territorial Authority consent conditions.

### How to mitigate risk

The failure to identify, allocate and manage risks can have serious consequences in construction projects.

- Identify commercial drivers from the outset** - It is necessary for parties to understand and articulate their own commercial objectives, as well as understand the objectives of other parties.
- Identify the risks early** - Risks which are not recognised and dealt with from the get go mean that certain parties in the construction process will have risks imposed on them that they are unable to manage.
- Good drafting** - Poorly drafted, ambiguous and inconsistent contract documents can lead to project failures as parties have different understandings of terms, obligations and entitlements.

### 4. Price expectations must be clear

- Another key area of failure is unreasonable expectations around the price of construction projects.

5. **Produce detailed design early** - Problems arise when the designs are incomplete at the front end of a project. Often a contractor will be required to tender a fixed price and methodology on the basis of designs which are little more than preliminary plans.

6. **Project team communication** - Poor communication and inadequate project management and coordination of the works between construction parties will be detrimental to a construction project.

7. **Be clear on the timeframes** - Most construction projects have critical timeframes which, if breached, have serious consequences to all the parties involved.

### How to measure success

Each party will have its own success criteria for the project. The best way to manage the various criteria is to deal with these matters:

- Time, cost and quality** - The three traditional heads of success. A project completed on time, on budget and to the quality standards agreed between the parties will go a long way to achieving a successful project.
- Relationships** - A project will often be successful if parties build good relationships. This usually means that there are clear lines of communication and quick and effective means of resolving disputes.

3. **Compliance with standards and specifications** - The works should be built in accordance with all architectural, engineering, mechanical and other specifications.

4. **Health and safety** - Success can be measured by having good health and safety systems and no serious incidents or accidents.

5. **Environmental** - Sustainable construction has already become a key point of differentiation among professional services and construction firms in describing successful construction projects.

6. **Profitable to the owner/tenants** - Building owners and tenants want to achieve their value expectations in terms of the higher value of the capital asset, an improved return on rent, and/or the increased business they will achieve as a result of the upgrades.

7. **Functionality and use** - The building needs to meet the functional and operational needs of users. This should extend to future-proofing the building to be able to cope with changing technology, ways of working and communications.

*Simon Collett is a partner specialising in the commercial property space with an emphasis on retail and office development, construction, acquisition and leasing.*

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Photo Credit: The Daily Post.



Some of the team from the Arista Group enjoying wine tasting at Volcanic Hills at Skyline Rotorua.

## NEW ROTORUA ACTIVITIES WEBSITE LAUNCHED



Mike and Annemarie from the Arista Group have just recently launched their new website [www.rotoruatouristattractions.nz](http://www.rotoruatouristattractions.nz).

Over the years, we have experienced numerous guests leave Rotorua disappointed because they had no idea how much there is to do in Rotorua because their entire itinerary was pre-booked and paid for in advance.

There are so many cool activities on offer here in Rotorua so we thought "how can we create a product that emphasises the message that Rotorua requires more time; therefore, enticing tourists to stay longer. This forum needs to show times frames and information at the same time."

We also wanted products that embrace not only the cool paying attractions which include great deals but also the free stuff like lakes, walks, markets and our beautiful parks which encourage people to stay longer, therefore spending more on accommodation, eating in restaurants, and visiting more attractions.

The concept is suppliers give a value add or discount to the user in the format of coupons. The user downloads the free coupons where time frames are listed. Other information listed on the coupon are local tips, contact details, website addresses and a map. When a user enters their details these coupons are emailed to the end user and supplier.

The supplier then has the opportunity to reach out to the user and make contact so now it has become an effective marketing tool. At this point the user has downloaded a coupon that they may or may not use, but a "seed" has been planted and it's a lead for the supplier. The secret and challenge is being found on the Internet before people arrive in Rotorua and New Zealand. This is often extremely challenging given you are competing with multinational overseas companies who operate aggressively in tourism online marketing.

Which leads to the other reason why we developed the website, these multinational overseas companies are taking millions of dollars out of the country where the funds are paid into off shore bank accounts. Many are paying no or limited GST and tax. It would be nice to see some of these bookings made within New Zealand.

The website is free to join. If coupons are used then a moderate commission is paid of which GST is claimable. This makes it a great option for those "start-up" or small tourist attraction companies that don't have a large marketing budget.



**WE THOUGHT HOW CAN WE  
CREATE A PRODUCT THAT  
EMPHASISES THE MESSAGE  
THAT ROTORUA REQUIRES MORE  
TIME; THEREFORE, ENTICING  
TOURISTS TO STAY LONGER. THIS  
FORUM NEEDS TO SHOW TIMES  
FRAMES AND INFORMATION AT  
THE SAME TIME.**

There have been opportunities presented already to introduce payment gateways and to sell products but for the mean time we will maintain the current business model and see how it goes. At the end of the day it's a product that compliments the Arista Group Motels and other accommodations that come on board.

Written by  
Mike Gallagher  
[mike@thearistagroup.co.nz](mailto:mike@thearistagroup.co.nz)  
[admin@touristattractions.nz](mailto:admin@touristattractions.nz)



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Pukeroa Oruawhata Holdings Ltd	

<b>Where:</b>	Rotorua Golf Course (Arikikapakapa)
<b>When:</b>	Friday 17th March 2017
<b>Time:</b>	11.30am for 12noon shot gun tee off
<b>5.00pm:</b>	Speaker
<b>5.30pm:</b>	Prizegiving
<b>6.00pm:</b>	BBQ

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# Bringing Young Workers On Board



Hiring a young person can bring real benefits to your business such as fresh ideas and valuable tech knowledge. How you work with young people can also make a real difference in how they develop and ensure they become a real asset.

Here are simple steps to help you to hire younger staff and get them performing well.

### Getting the interview right

To find the right young staff, it's a good idea to adapt your interview style and process. Here are some tips for successful interviews:

- For young people not used to talking to employers, put them at ease with an information session first, or suggest they bring along a support person, eg a parent.
- Use text messages to communicate before the interview — many people do not respond to phone calls from an unknown number. Text messages often increase the number of people that respond.
- To find out about their skills, eg leadership and communication, ask about what they've done in sports and for the community. Young people assume that you only want to know about their work experience. However they

may be able to demonstrate key skills through their community work or sports teams if prompted.

- Give them a specific checklist of things to talk about or include in their cover letter, eg specific experience and skills.
- If you don't hire them, give them clear feedback on their CV and the interview to help them on their job search.

Employment New Zealand has a guide with tips and practical advice to help you find, hire and develop young staff. It also explains what government support is available. You can find more resources, information and a new youth-focused page on the Employment New Zealand website.

### How disabled workers can help your business

Hiring people with disabilities is easier than you might think and comes with a range of benefits for your business. Here are tips and information to help you grow more confident about hiring a diverse range of people.

Many employers feel they don't know enough about hiring disabled workers, so put it in the "too hard" basket. The government's Disability Confident campaign aims to correct that by:

- highlighting the benefits of having workers with disabilities
- making it easy to get practical information on hiring and retaining disabled employees.

"We want employers to know there is a range of existing support and initiatives available to help them," says Disabilities Issues Minister Nicky Wagner.

"It's not just an opportunity for employers to tap into talented staff, it also gives employees more confidence and economic independence."

### Benefits for your business

There are many reasons to hire disabled people, including:

- It gives you a larger pool of talent to draw from — one in four New Zealanders has some form of disability.
- Workers with disabilities take fewer sick days.
- There's no difference in performance from able-bodied workers once disabled workers are in the right job.
- It's easy to accommodate staff with disabilities — most don't need anything different to do the job.
- It increases diversity in your workplace.



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**UN WOMEN'S EMPOWERMENT PRINCIPLES and Protecting Victims of Domestic Violence in the Workplace**

Rotorua Chamber of Commerce, Zonta Club of Rotorua and NZ UN Women's Empowerment Principles Committee Invite you to an introduction of UN WEP's led by two prominent women speakers covering topics of gender equality and safety in the workplace.

**Suzanne Snively**  
Chair of Transparency International New Zealand

**Dr Jackie Blue**  
Equal Employment Commissioner with Human Rights Commission

**VENUE:** Novotel Rotorua  
**COST:** \$25 per head

**DATE:** 30th March at 5.30pm  
**DETAILS:** Cash bar, nibbles provided





## FROM THE DESK OF MICHELLE TEMPLER

Destination  
**ROTORUA**

A Rotorua Lakes Council CCO



2016 has been a positive year for Rotorua. Our visitor industry statistics have been exceptional, population growth continues to surge and the Bay of Plenty regional confidence is the highest in New Zealand and the strongest it has been in a decade.

However, after a sustained period of such positivity now is certainly not the time for the Rotorua business community to rest on our laurels. As a region we need to be thinking long term to ensure that we continue to meet the needs of our customers, three, five and ten years from now.

It has been a whirlwind start to my tenure as chief executive of the newly formed Destination Rotorua CCO.

We recently launched the 'Love Life. Live Rotorua' campaign, designed to ensure that Rotorua is seen as a genuine option for relocation. This stemmed from the local business community telling us that attracting and retaining the right talent was a key limiting factor in growing and developing your businesses. Finding the right skills is also a key driver in investment attraction and business relocation so we will be looking at not only how we attract people to the region, but also profile the talent and opportunities already here.

After a few months in market this campaign has driven strong initial results reaching hundreds of thousands of viewers and visitors to our 'Live' section of RotoruaNZ.com spiking 225%.

However, I can speak first hand on some of the issues that the region is facing around residential real estate availability, having just relocated into a home myself. The council is working on a plan to free up land for subdivision and we look forward to this taking effect and helping further to grow our local economy.

The tourism trade team has been working in conjunction with Auckland Airport, Flight Centre and Emirates airline on a winter campaign to promote touring New Zealand's North Island to independent professionals and silver surfers living on the East coast of Australia. Dubbed 'Fire and Ice', Rotorua's geothermal wonders and unique culture will feature heavily in stark contrast to the white snow-capped mountains of Ruapehu as a key reason to 'tour the north'.

I am excited by driving forward our purpose to attract visitors, talent and students to the Destination for the benefit of the people of Rotorua.

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## A Word From Steve's Desk

Steve Lovegrove  
Principal/Auctioneer



The team at McDowell Real Estate has, as ever, been busy at work listing and selling property.

Since the start of the 2016 financial year, 350 owners have entrusted their property assets for sale with the team at Professionals at a total value of over \$110 million.

Through the use of intelligent and effective marketing, continual communication and expert negotiating we have ensured that each and every one of these customers has not only achieved a superb result, but also received the greatest customer service that Rotorua real estate has to offer.

With the tail end of summer approaching and everyone back from holiday, now is a superb time to consider a move and we at McDowell Real Estate would relish the opportunity to give you any help you need – get in touch and call your McDowell's agent today!

Kind regards,  
Steve

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



# IN MY OPINION

**DERYCK SHAW - APR CONSULTANTS**

## Alternative facts – Customer perceptions – Business change processes

Businesses evolve over time, some explicitly and others gradually through the preferences of their customers as demand for goods and services change. Information is crucial for businesses to understand the nature of any changes in business models, staff employed and product and service lines and other areas to focus on. What sets some businesses apart from others is their ability to accurately respond and set strategic focus areas around the deployment of resources to meet the requirements of customers. How do they do it on an ongoing basis and how do others seem to get it so wrong? If we knew all of the answers, all of the time, we would be absolutely revered in business. As we know there are a huge number of factors, some can be considered just business housekeeping such as looking after staff and customers through health and safety and other measures, ensuring compliance around business operations, holding adequate insurance cover, ensuring all plant and equipment is fit for purpose, getting adequate financial and sales reporting, ensuring that the business has the resources to support its activities and so on. The second focus is more strategic – this is by asking the questions, such as what does this financial and sales information tell us about the state of our business and what do we need to do to respond? This is where “alternative facts” can rear their head and where some owners/managers will use the information to support a predetermined view on the business response. In this regard if the facts are unclear or seem to provide different interpretations or “alternative truths”, it is important to try and validate these views through other ways such as considering:

1. What are the trends in the industry and is this just a short term variation or part of a longer term change?
2. How much risk is involved in accepting the current information available and acting on it?
3. Are there other factors that we have not considered on this matter?
4. Are there subject matter experts who can assist?
5. What are some of the scenarios and options we have to consider?
6. Do we have the tools to be able to respond?

Business is imperfect and while the process can prove challenging when there is a lot at stake, not making a decision is a decision to accept the status quo, which could be problematic over time. Like all areas of life the continual learning process of business and successful ability to respond to changing business patterns will bring increased satisfaction for customers and managers/owners and staff.

*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**

## Why Children Matter - because our report card says we can do a lot better

It's obvious isn't it? Well if it is obvious why do we fail in almost every measure of social deprivation and health status for the children of our community? Yes I know there are many children doing well who grow up to be successful adults. Well done, I congratulate those families who achieved great outcomes for their children often in very difficult circumstances.

But ..... there are increasing numbers of children in our community who don't do well, don't achieve their full potential. Many people will know that the Lakes District Health Board, in conjunction with the Rotorua Lakes Council, are building a Children's Centre – Library combined facility. The Centre is much more than a building, it is a philosophy where we (our community) can act as a village and take a collective responsibility to care and protect our children as we would in a village. The concept will extend wider than the walls of the building. We want to make changes that ensure that our children are:

- Safe no matter where they are in the city
- Enjoy good mental and physical health
- Achieve their educational potential
- Have a voice and make a positive contribution
- Make a successful transition to adulthood
- Are recognised and their rights respected
- Are positively connected to their families and communities

When a child connects with the new service we want every individual who comes into contact with that child to take responsibility for the whole child, not only to check his / her teeth but check their emotional, physical and mental well-being and to take responsibility to ensure the child is connected to the best support available. Why do we want to make changes? because our report card says 'can do better'.

**Children are 30% of our population  
– 100% of our future.**

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## Charity House funding applications now open



**Thanks to a record year for the Charity House Project, \$46,000 is up for grabs by Rotorua community charities.**

Late last year the fourth Charity House was sold at auction for a record \$200,000. Toi Ohomai Institute of Technology and Rotary Rotorua Sunrise Charitable Trust are inviting local organisations to apply for a share of the sale's proceeds.

The annual project is one of the highlights for students in the construction, electrical and interior design programmes who work on its build under expert supervision. Construction of the fifth Charity House will commence in a couple of months.

The 2015 Charity House delivered \$30,000 in proceeds, which was shared among 13 deserving community groups, including Ngongotaha Community Patrol, Spoonful of Sugar, and Rotorua SPCA.

Toi Ohomai is thankful for all the local businesses who supported this project. These businesses can be found at <http://bit.ly/2kfzAck>.



Applications for funds from the 2016 Toi Ohomai Charity House can be made before Monday, 10 April, at <http://rotaryrotoruasunrise.co.nz>.

**TOI-OHOMAI**  
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