

BUSINESS ROTORUA NOW

PAKIHI ROTORUA TAU ANA

ROTORUA CHAMBER OF COMMERCE E-MAGAZINE

ISSUE 6 - AUGUST 2017

NZ CHAMBERS OF COMMERCE

R O T O R U A



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NZ CHAMBERS OF COMMERCE
R O T O R U A

The 2017 General Election is on the 23rd September, and it is coming up fast. I must say I am enjoying the narratives by all parties, and as the Chamber we have hosted several events to hear from a range of politicians both sitting and from opposition parties.

It is also interesting to see a new political party, The Opportunities Party, enter the "ring". They bring a different perspective and thinking to us, as everyday Kiwis, about how we want our New Zealand to be in the future.

Regardless of your political allegiances, it is timely for businesses to think about what policies are needed to ensure there is the ability to grow.

The Rotorua Chamber is part of the NZ Chamber of Commerce – Northern Region and Industry (NZCCI), who represents 30 regional Chambers of Commerce, supporting more than 22,000 businesses across New Zealand. In preparation for the upcoming 2017 election 992 business owners from across New Zealand were surveyed. The results highlighted key needs as being;

- **Regional focus** – Central Government to share the tax revenue more equitably with regions. For Rotorua, this means investing in infrastructure so we "get ahead of the growth curve" and have the infrastructure in place to attract and support sustained economic growth. One example is providing government funding of \$60m for the eastern corridor four lane project from Iles Road to the Airport. This will assist in unlocking land for housing and developing new industries in, and around, the airport.
- **Collaboration** – Making it easier for positive, results driven discussions between Central and Local Government to develop solutions to address local and regional economic growth constraints and to kick start new growth opportunities.
- **Policy** – Having policy settings that are nimble and flexible to ensure any policy changes are fast to meet changing business needs. Priorities for policy review include reducing business compliance costs; better alignment of current and future labour skills to meet job requirements; and reforming the planning environment to make it easier to get things done.

With four weeks to make your decision, it is time to reflect on which political party you want in government to assist in growing your business sustainably.

Allison Lawton
Chief Executive
Rotorua Chamber of Commerce



www.rotorua-chamber.co.nz

NZ CHAMBERS OF COMMERCE
R O T O R U A

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Interim CEO
Allison Lawton



Office Manager:
Jos Pemberton



Regional Business Advisor:
Phil Becker

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central

This year Credit Union Central celebrates the exciting milestone of serving the Eastern Bay of Plenty and Rotorua for 50 years. That's 50 years of providing financial services to our members, as well as supporting our local communities through sponsorships and other funding.

We've undergone some big changes in Rotorua, relaunching ourselves with a fantastic new look and products. On August 28, Credit Union Central was rebranded to NZCU Central and we moved into great new premises on the corner of Tutanekai and Pukuatua Streets – a high foot traffic location especially during the city's popular weekly night market. The NZCU brand will be gradually rolled-out to all branches in the Eastern Bay of Plenty in due course.

The NZCU branding has national coverage and will provide our members with a greater opportunity to transact outside Eastern Bay of Plenty and Rotorua. While NZCU Central will continue to provide its members with a great mix of retail products, as part of the new look we will now provide business purpose products. Legislation currently prevents credit unions from lending directly to limited liability companies. However with a business purpose lending facility, we lend to the individuals behind the company. The legislation is currently up before a parliamentary select committee and we are hopeful that proposed changes will be adopted in 2018 which will allow us to lend directly to companies.

Headed by Darrin Walsh and Hana Sisay, NZCU Central's Business Banking team can assist your business with its capital requirements. Whether it's longer term lending to purchase business assets and equipment, or short term/seasonal working capital requirements, Darrin and Hana will have the product for you.

Darrin has 30 years banking experience - much of it in business banking - servicing a wide range of businesses and their owners. He prides himself on providing great service and assisting businesses to meet their goals. Darrin was also CEO of the Rotorua Chamber of Commerce from 2014 – 2016, so he knows Rotorua business well and understands the challenges local businesses face.

Hana is a wonderful new addition to the NZCU Central team, coming on board to assist Darrin in providing businesses with fast and efficient service. The Rotorua local provides a new face to the brand, and will be a real asset to the Business Service team. Hana is aiming to complete her Bachelor of Commerce degree, and is looking forward to acquiring more skills to assist with your business needs.

One of the real benefits of bringing your business requirements to NZCU Central is that you don't have to bring all your transactional accounts to us, which is often the most frustrating part of changing banks. NZCU Central can provide finance options without you having to change banks entirely.

Business purpose term loans are available to assist your business purpose capital requirements and can be taken out



DARRIN AND HANA ARE AVAILABLE TO MEET WITH YOU TO DISCUSS YOUR BUSINESS REQUIREMENTS.

There are no limits – nothing is too big or too small, and you won't be referred to credit managers in other cities to make assessments. We understand the frustration of being pushed from pillar to post when you need financial assistance from your bank – sometimes not even knowing who to speak to. At NZCU Central all decisions are made by Darrin and the local team. There are no cut-off limits. You will communicate directly with the decision-makers, who will support you every step of the way. Contact Darrin on 027 4575727 to discuss your business needs.

for a maximum term of 15 years. Competitive interest rates are available and are dependent on the security given.

Business cashflow problems are solved with an Easy Cashflow for Business overdraft facility – whether you need permanent/temporary or seasonal cover, NZCU Central can provide cover up to \$50,000 with minimal requirements.

So whether you're setting up in business or require assistance with your existing business, make our business team part of your business. We look forward to another 50 years of developing further financial opportunities for our members and community.

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Credit Union Central is the issuer of debt products, called accounts. A current Product Disclosure Statement (PDS) and other information about the accounts and the Credit Union is available to you by searching under the name of Credit Union Central on the online Disclose Register www.companiesoffice.govt.nz/disclose. As well as being able to access information from the Disclose Register you can obtain a copy of the Credit Union's PDS from any branch and on our website www.nzcucentral.nz. This information may help you to make decisions about whether or not to open accounts with us. Credit Union Central is not a registered bank under the Reserve Bank of New Zealand Act.

New Zealand Economy is Growing

Shyamal Maharaj - Economist

The New Zealand economy is growing at a firm pace. However, the major drivers of growth from recent years are changing and this opens the economy up to a few challenges, including higher financing costs, household debt and slowing house price growth.

Strong population growth continues to support the firmness we are observing in economic activity. Monetary policy has continued to underpin activity in sectors like construction and exports and this is passing into better labour market conditions. However, the economy is also facing headwinds in relation to the provision of housing and infrastructure, amplified by construction sector constraints.

However, the story is changing a bit, as we wrestle with some challenges facing the overall economy towards the end of this decade. On a per capita basis, economic growth has actually been quite modest, with much of the increase in domestic demand in recent years coming on the back of

rising household debt, tied closely to house price growth.

A critical part in the changing economic landscape has been the rise in borrowing rates and its role in the housing market slowdown, particularly in Auckland. Even though interest rates are at low levels, increasing funding costs both domestically and globally have bottlenecked the savings from these benchmark rates to retail rates. However, outside of Auckland, the regions remain on firmer ground, largely on the back of population growth and a recent recovery in rural incomes.

Despite facing constraints, construction is set to remain a key driver of growth and employment, with a large pipeline of work planned over the coming years. Much of this is centred on Auckland, but residential construction has also been increasing strongly in areas such as Northland, Taranaki, Manawatu and Wellington. On top of this, there is a large amount



of non-residential work planned nationwide, including a substantial amount of infrastructure spending.

Helping to offset some of the softening in parts of the domestic economy are improved conditions in export sectors. The persistent strength in soft commodities like dairy, meat and horticulture have been foundational to the high confidence levels flowing beyond the farmgate. This has boosted rural incomes, which over time will flow through to increases in downstream spending, although for now many farmers remain focused on repaying debt.

We expect the recent strength in the NZD to ease over the next few years. We agree with the RBNZ that interest rates will remain on hold for quite some time. Additionally, with the US economy expected to firm going forward, rebounding strength in the USD will limit any current upside in the NZD.



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Our dedicated and professional event planners can assist in organising every detail, from catering menus to decorations, to fit all needs and budgets. We have an intimate knowledge of the local area and are experts in making your event a memorable occasion.



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HOW TO LAYOUT A *Cafe*

How to Layout a New Cafe or Restaurant

What sets apart a great café, bar or restaurant? How can hospitality owners ensure that customers will have a great experience and want to return, and how can the design of a hospitality space contribute to a meeting business targets?

There are a plethora of factors to be considered when contemplating how to design a restaurant. The space needs not only to be inviting and comfortable for diners, but it must also be efficient and functional for employees, and meet all legal requirements. When planning how to design a café or restaurant, having a clear idea of what you want to achieve can make things easier, but be prepared to be flexible. Consult with existing restaurant layout guidelines to give you coffee shop layout ideas and to help get you on the right track.

Local Regulations

Before starting on your dining room design be sure to investigate fire and building code requirements which may require a fixed number of square feet per customer and minimum passage dimensions. Also, remember that a certain percentage of tables and

the bathrooms must be wheelchair accessible. Rotorua building application forms and building requirement information is available from the Rotorua Lakes Council, while New Zealand fire regulations are available here.

Layout

Look at the space you have available and begin working on the design basics for your eatery. Decide on the location of the kitchen and prep area, counter/display or bar area, dining area and bathrooms. If you are working with a totally new space, you can have lots of fun with the architecture and interior design for cafes to create a completely unique space. Most people, however, will be adapting an existing space to include the essential basics of a restaurant layout and to express their individuality.

While having as large a seating capacity as possible in your hospitality space can be advantageous, be cautious not to sacrifice too much comfort and atmosphere to get more people in. A coffee shop design for a small space can require better planning and more inventiveness than a large restaurant design to make the best possible of use of the available area.

You should also personally sit in every single seat to be sure that each one offers your diners an agreeable experience. Make sure that they do not feel crowded, or that access is difficult and that none has an unpleasant view, like the bathroom door or the washing-up area!

Furniture and Furnishings

Consider the type of furniture that suits the style of your establishment when planning your seating layout. Always purchase commercial grade furnishings and hospitality furniture that is well made and easy to wipe down and keep clean. Depending on your coffee shop design concepts small square tables can offer an efficient way to create compact dining spaces for couples while allowing you to join them to create extra seating for larger groups as required. Booths are a very space efficient layout and design option, which can offer a more private dining experience and can be specially built to make full use of odd shaped corners and spaces between columns. Use lighting and artistic embellishments to create different ambiances, and pay special attention to the entrance to create a welcoming first impression.

Work Flow and Function

Ensure that your waiting staff can move freely between tables and have sufficient space to put down trays.

The kitchen should be designed so that everything is close to hand and easy to keep clean. For a restaurant kitchen layout design think carefully about the positioning of each element to create a workspace which is safe and comfortable to work in and which minimises the need to walk from one part to another. If possible, consult with your chef to help you design a functional kitchen space which can accommodate the number of kitchen staff necessary to attend your proposed number of tables.

Designing a coffee shop or a restaurant can be enormous fun, and creating a unique space can set you apart from the competition and offer your diners an original and enjoyable dining experience, that will have them returning again and again.

Motivations To Buy A Franchise

Heinz Fett, Trusted Adviser, ABC Business Sales

Buying a franchise can be a life-changing experience. Ensure it's a positive experience by doing your due diligence before signing the franchise agreement. A properly designed and executed franchise system can be a brilliant means of expansion, on the other hand, franchise systems that are poorly designed or not well managed can have negative effects.

Many entrepreneurs have the skillset to run an existing successful business, but don't have expertise in all that it takes to get a business up and running.

Buying an existing franchise in a well-designed system can eliminate much of the hard work; choosing a territory, finding a location, negotiating a lease, finding reliable & competent contractors, establishing vendor relationships, the list goes on!

When you buy a franchise, you buy a system - an entire method of doing business. Franchises have an established system in place that you must follow to distribute the franchisor's products or services using the franchisor's trade or service marks. Having a proven system already in place eliminates the guesswork and the errors a common business owner would normally face.

In addition to exercising some control over franchising operations and the franchisee's adherence to brand guidelines, the franchisor provides franchising leadership, guidance and support.

There are numerous positives of buying into an already established franchise system - having the corporate image and brand awareness already recognized is especially helpful. Customers are typically more comfortable purchasing items they are familiar with and working with companies they already know and trust.

In the consumer's mind, a franchisor's brand equates to the company's reputation. Great franchisors want to ensure their customers have a positive experience every time they shop at a franchised location, and that the franchisee delivers on the franchisor's brand promise.

Buying a franchise is very different from starting a small, independent family business. Since there is an already established system in place, there is an increased likelihood of success. If you invest in a proven franchise opportunity and follow the system the franchisor has put in place,



you should be on your way to running a successful business.

Additional benefits could include ease of finance, ongoing training and support, marketing strategy, exclusive territories and possible multi-site ownership.

Franchise Businesses are a large part of New Zealand's growing economy. If you are considering buying or selling a Franchise operation give me a call and have a chat.



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The Fenton Agreement - The Contract That Created Our City

Contact: Simon Collett, Partner - simon.collett@hobec.co.nz

Tourism Gateway

The “Thermal Springs District” has always been a tourism hotspot. In the 1870’s the Government sought to gain access to land in the District. Its vision was to create a township that would be the gateway to a thermal wonderland including the world-renowned Pink and White Terraces.

The Contract

In 1880, 295 members of Ngati Whakaue entered into a contract with the Crown to set aside land so that this vision could materialize.

The contract became known as the “Fenton Agreement” after Native Land Court Judge Francis Dart Fenton. Fenton negotiated with the original owners and entered into the contract on behalf of the Crown. The Thermal Springs District Act 1881 ratified the contract.

The concept was that:

- Ngati Whakaue would gift land to the Crown for recreation, sanatoriums, railways, hospitals and other amenities
- The Crown would control the thermal waters
- Maori would retain ownership of their land and receive perpetual income through 99-year leases.

The total area of land included in the new township was around 12 square kilometres. It ran from the “west end of Te Pukeroa to Puarenga Stream and from Lake Rotorua up to the mountains, excluding the native village of Ohinemutu”.

Contract Breached

Following the Tarawera eruption in 1886, tourism naturally declined. So too did the Rotorua economy, and many leaseholders defaulted. The system contemplated by the Fenton Agreement failed. This put Maori into a position of relative weakness.

In the early 1890’s the Crown compulsorily purchased the leasehold land. This was a breach of the Crown’s

obligations under the Fenton Agreement.

Settlement

It was not until 1993, that the people of Ngati Whakaue reached an agreement with the Crown to settle their contract grievance (known as Claim WAI 94).

As part of the Settlement Agreement, the Crown agreed to a process whereby it would return the gifted lands that were no longer required for their original use. The Crown transferred ownership of the railway reserves to Pukeroa Oruawhata Trust (the entity mandated to receive the reserves back on behalf of Ngati Whakaue).

Development

The first of these was the former railway station and marshalling yards where Rotorua Central Mall is now located. Trade Central is also established on former railway reserve.

Protocol for Excluded Reserves

A considerable area of land gifted to the Crown for reserve purposes under the Fenton Agreement was not included in the 1993 Settlement Agreement. Kuirau Park, the Rotorua Public Cemetery and Government Gardens are a few examples of excluded reserves.

In 1996, Rotorua Lakes Council and Pukeroa Oruawhata Trust agreed to



protocol for the use and management of the excluded reserves. This protocol requires Council to obtain the consent in writing of Pukeroa Oruawhata Trust before it changes the status of the excluded reserves or takes steps to dispose of them. If the excluded reserves cease to be used for their original purpose then they should be returned to Pukeroa Oruawhata Trust (unless there is agreement otherwise).

Pukeroa Oruawhata Trust Today

Pukeroa Oruawhata Trust continues to play a leading role in shaping Rotorua into a vibrant destination city and a great place to live. Holland Beckett is proud to partner the Trust and its related entities on this journey.



Rotorua in 1885 from Pukeroa Hill (where the Rotorua Hospital is now located)



The excellence you know. The look you don't.

Don't be confused by our new brand, we're still the same firm with exceptional legal expertise and a resolute focus on creating more value for our clients.



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NZME BRANDS REACH 92% OF PEOPLE IN ROTORUA

ACROSS RADIO, PRINT AND DIGITAL
















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



If money is stressing you out

GET ADVICE

A problem shared can help you find the best way forward. An accountant or bookkeeper can help you avoid common mistakes and set up good systems, including getting customers to pay on time. A budgeting advisor can help you cut costs and slow debt growth.

It's particularly important to get advice when you are:

- starting out
- having trouble paying your bills
- looking to grow
- closing or selling your business
- getting ready to seek investment
- considering large bank loans
- dealing with tricky tax issues.

PICK UP BUSINESS FINANCE BASICS

Business finance is about knowing what's coming in and going out. It helps you make smart decisions about spending your money — and make sure you earn enough.

By staying on top of your finances you can:

- understand how your business is performing
- make informed decisions about spending
- make sure you have enough money to pay the people you need to, when you need to
- see when you are owed money
- stay on top of tax payments
- set key business milestones.

WEIGH YOUR OPTIONS

Many small businesses have borrowed money at one time or another, but that doesn't mean it's always the right decision.

Generally speaking, taking out a loan is reasonable if you:

- need the money to grow, rather than as a bailout
- are confident you can make repayments on time, every time
- are likely to pay it off early, reducing the amount of interest owed
- understand all the terms and conditions.
- Use an online tool to model repayments for different terms and interest rates — try the debt calculator on the Sorted website.
- Debt calculator - Sorted <https://sorted.org.nz/tools/debt-calculator>
- Then factor loan repayments into your cash flow forecast. Is it worth taking on debt?

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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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Working With You To Make A Difference

Mike Bryant, Regional Commissioner for Social Development



Working with our clients is just part of what we do.

We also work with employers to help our clients into sustainable employment. We need your support with that but we realise we need to provide a good service and, importantly, good employers.

We offer a free recruitment service — no other organisation provides this. We match your vacancy with our job seekers, either on a local or national level; which also means we can help you manage bulk recruitment projects. We're happy to manage the full recruitment process, end-to-end, taking the stress off you.

We form industry partnerships — This is an effective way for industries and government to work together to minimise skill and labour shortages and maximise sustainable job and career options for Work and Income clients. Right now we have partnerships with

hospitality, building and construction, retail, horticulture, truck driving, and more.

We may be able to help with workplace modifications if the employee has a disability.

We get to know your business and what you're looking for. At times we may also assist you with staff training and wage subsidies.

Our support doesn't stop when one of our clients starts working for you. Our in-work support service helps resolve any issues you or your new employee may have.

We welcome the opportunity to work with you, to make a difference in the lives of Kiwi's and their families, and give children a better future.



WE MATCH YOUR VACANCY WITH OUR JOB SEEKERS, EITHER ON A LOCAL OR NATIONAL LEVEL; WHICH ALSO MEANS WE CAN HELP YOU MANAGE BULK RECRUITMENT PROJECTS.



www.workandincome.govt.nz

Looking for staff?

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.

We have a pool of suitable people with a range of skills and abilities who are available to work full or part-time, or on a casual basis.

You'll receive our full support and maybe even financial assistance to help with wages, training or other costs.

To list a vacancy or arrange for a work broker to visit your business, please call our Employer Line 0800 778 008.





The 1st of July marked the start of Destination Rotorua's second year as an Economic Development Agency. The last 12 months have seen continued strong growth in the visitor economy, with the latest tourism figures indicating that Rotorua is now contributing \$799 million to the Rotorua economy. This shows an increase of \$49million over the previous financial year with commercial visitor nights climbing to over 2.2 million. I'm also happy to report that these positive figures continue to attract new investment enquires in the commercial accommodation sector and supports ongoing reinvestment into existing attractions and activities.

The release of the 2017 Rotorua Visitor Perception Report also shows positive results for the year. Rotorua has attracted over a quarter of all Kiwis that travelled over that period and almost one third of Australian visitors to New Zealand. When asked what travellers know about Rotorua both

New Zealanders and Australians most commonly associate the region with the attributes of geothermal activity and Maori cultural experiences, while Kiwis also strongly associate Rotorua with scenic sightseeing opportunities and engaging with the natural environment. The announcement that Rotorua will be New Zealand's first bilingual city will further develop our rich and authentic visitor experience.

The Visitor Perception Report also highlights Rotorua's competitive advantages. The destination again dominates the association with geothermal and Maori cultural experiences, but Rotorua also has a significant strength over other regions for its association with spa and wellness whilst competing closely with Nelson-Tasman and Queenstown for being 'A Place to Relax and Unwind'. For both Australian and domestic visitors Rotorua also shares with Queenstown an association of having lots of nature-based activities. These survey results highlight the



FROM THE DESK OF
MICHELLE TEMPLER

opportunities for Rotorua to increase travellers' desire to visit and awareness of the range of experiences available.

In August the largest ever contingent of local tourism operators accompanied the International Trade team on their annual Australia Roadshow. This year the shows in Brisbane and Sydney include a fashion show run by local designers Mereana Ngatai and Khari Wirepa showcasing contemporary elements of our culture. These events were well attended by the travel industry and key Australian travel media.

In the domestic market we are excited to partner with Industry in the relaunch of the Rotorua Tourism Investment Partnership which includes a Famously Rotorua domestic campaign refresh with our new strategic partner. It will be fantastic sharing what a stunningly, breathtakingly, beautiful and engaging destination Rotorua is to visit.

Start-up Business Mentoring Programme

It takes a lot more than a good idea to start a successful business.



Our Start-up Business Mentoring Programme provides six months of accelerated mentoring for people who have a new business idea or are looking for help in starting a new business.

Mentors with experience in business start-ups offer guidance, act as a sounding board, test your thinking, help you to validate your idea and support you in the development of a robust business plan.

WHO IS THE START-UP BUSINESS MENTORING PROGRAMME FOR?

The programme is designed for people who have a business idea and:

- Want to explore the idea in a confidential environment
- Want to know where to start and who to talk to
- Want to assess the feasibility of their idea
- Want to put the right foundations in place for their business
- Want to build a business plan for the new business and to be able to share the plan with funders, service providers and other stakeholders
- Want help to understand legal obligations
- Don't want to make easily avoidable mistakes

Read our case studies to hear what some of our clients say about the programme.

WHO ARE OUR MENTORS?

Our Mentors are experienced business people with expertise in new ventures and have an understanding of the steps needed to validate a business idea or get a new business off the ground.

Mentors volunteer their time to work alongside a Start-up client for a six month period. A mentor will step you through a feasibility assessment and support you to build a robust business plan if you decide to proceed.

If your business plan is already formed we can review, revise and recommend stepping stones to success.

WHAT'S THE COST?

Clients pay a registration fee of \$300 plus GST.

After registration there is no further cost during the six-month programme as our volunteer mentors have the desire to help you grow and develop your ideas with their support.

The registration fee* helps to cover the operational costs of the programme.

After completing registration, clients of the Start-up Business Mentoring Programme will be eligible to receive the following benefits provided by sponsors and supporters:

- Free membership of participating Chambers of Commerce (Auckland, Northland and Marlborough one year free membership; Bay of Plenty wide and Manawatu six months free membership).
- Easy online accounting with MYOB Essentials free for six months
- Build your own website with MYOB Atlas free for the first 12 months

Register now or take a look at our start-up mentoring frequently asked questions

Still not sure? Call 0800 209209 ext 1 to speak with Ruth - or request a call back.

Go to this link to download our brochure.

<https://www.businessmentors.org.nz/BMNZWeb/media/websiteimages/refresh%20images/PDF/Start-up-brochure.pdf>

**BMNZ is a not for profit organisation that relies on volunteer mentors to provide support and guidance to business owners. A registration fee is payable but should not be considered a fee for service.*



IN MY OPINION

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

DERYCK SHAW - APR CONSULTANTS

Insights – what can make a difference in your business?

In these articles over recent months in this Rotorua Chamber of Commerce publication I have endeavoured to try and add value to those in business or thinking about going into business. This could be considered straightforward if you think about the conventional elements in any business (eg, ensuring that you have a product or service that you can deliver in a sustainable manner).

There are a number of things to consider when looking at going into business. As a lot of business owners often note – “if I knew all the things about business I know now, before I went into business, I am not sure if I would go into business now! There are a lot of matters such as: do I have a good idea for a service or product that someone will buy; can I make it work financially (eg, produce it in a profitable manner?); have I considered all of the things involved (eg, compliance, business structure, resources required to purchase the

required plant or equipment, leases, ongoing costs etc.) and what happens if the business does not work out – eg, do I have a plan B? While understanding all of the elemental parts of the business are very important, having the focus and drive to work extended hours over a long period is also critical. I have met few business owners and managers that have not invested heavily into their businesses in terms of time, focus, resources or energy.

If you are in business, you always should be taking time to think about the business and step out of your day to day business activities. The old adage “if you always do what you have always done, you will always get what you have always got!” is very relevant. This does not necessarily mean that you need to make wholesale changes; it is merely taking the time to think about what you want from your business and whether the business is currently delivering these things and then understanding how it is doing it and whether some things may need to change. The reality these days is that for these processes



DERYCK SHAW

to be effective, you need to think about this in a process with staff and customers and suppliers. High levels of engagement with these groups can also lift productivity, aid in customer satisfaction and potentially reduce costs and/or create more value. The reality is that these things are much easier to write about than they are to do and so when you do this work, think things through and get some independent advice from a trusted person who has some track record in this area.

When you see start-ups succeed and businesses do well, it is like watching great teams, artists and athletes achieve. You can do this on October 7th this year by attending the Rotorua Business Awards, which celebrates those who have dared to succeed through focus, hard work, dedication and ongoing commitment!

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Presented by JO WILLS

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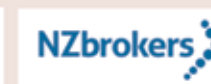
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Student designer wins invaluable apprenticeship



The collaborative community culture established between teaching and research staff, and industry professionals drives innovation forward year after year on the Toi Ohomai Charity House Project.

While Toi Ohomai students benefit from learning about and implementing the new technologies in housing and design, they also take part in classroom challenges that stretch their skills and imagination.

One such student, Jessie Luke, took part in a “Dragon’s Den” style competition where she and five other New Zealand Diploma in Arts and Design classmates presented house designs to a panel of judges. Jessie’s design, based on shipping containers, has earned her an internship with John Chittenden Design for next semester.

Competition judge Daiman Otto, managing director of Tall Wood Limited in Auckland, said Jessie’s design concept took the use of containers to a whole new level through her innovative ideas.

The Charity House Project is tuakana-teina (partnership) working at its best.

TOI-OHOMAI
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