

BUSINESS ROTORUA NOW

PAKIHI ROTORUA TAU ANA

ROTORUA CHAMBER OF COMMERCE E-MAGAZINE

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NZ CHAMBERS OF COMMERCE

R O T O R U A



The Westpac Rotorua Business Excellence Awards
Supreme Winner – Wildlands

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The 2017 Westpac Supreme Business, Winner of the Year, is Wildlands!

Many of you are wondering who are Wildlands? What do they do? and what is their story that has led to them to securing the 2017 Supreme Business of the Year? Well - I am delighted to share their story with you because they wholeheartedly deserve this award.

Wildlands started 30 years ago, with the current Director - Sarah Beadel, Ecologist, as a sole operator consultancy. Their core business is "providing outstanding ecological services to sustain and improve our environments."

If we consider 30 years ago, sustainability and the environment was not a "hot topic" - in fact you could argue no-one really cared about it. Within this context, Wildlands were a market leader back then, and absolutely are today because the most important issue facing New Zealand and the world is the sustainability of the environment.

From humble beginnings - Wildland's today - have two directors, Sarah Beadel and William Shaw; they employ 80 staff nationwide, have 500 clients with ten offices located throughout New Zealand; operate as a carbon neutral company, and are currently experiencing significant growth after winning a major Auckland contract in July of this year.

Take a bow Wildlands!

It is fantastic to have a company who, from small beginnings adopted the attitude of "do what is right for our environment"; to making the decision to build their company from Rotorua; to becoming a market leader in our city who contributes so much to the vibrancy of our economy; to representing the Rotorua.Inc brand on a national scale, and the thing I am most pleased about is bidding and winning major contracts from Auckland based companies. Fabulous!

So, it was fitting the business community of 600 people celebrated in style on Saturday night acknowledging all the Finalists and Winners of all the awards.

The winners were: Westpac Supreme Business, Winner of the Year Award - Wildlands; Red Stag Timber Rotorua Business Person of the Year - Gregg Brown; Holland Beckett Law Innovation Business Award - Pipi Ma; The Hits 97.5 Community Organisation Business Awards - Rotorua Multicultural Council; Rotorua Lakes Council Emerging Business Award - AJS / Strike Zone, Mega Zone, Time Zone; Deloitte Service Provider Business Award - Wildlands; Rotorua Daily Post Hospitality Business Award - Rotorua Top 10 Holiday Park; Rotorua Weekender Attractions Business Award - Adventure Playground; Pukeroa Oruawhata Trust Retail Business Award - Artisan Café; the Arista Group Social Responsibility Award - Professionals - McDowell Real Estate; Trust Power Customer Service Award - Holiday Inn Rotorua; Bay of Connections Excellence in Sustainable Practices Award - Rotorua Drycleaners & Apparelmaster; ID Talent Employee of the Year - Gretchen Livingston; Ministry of Education Young Entrepreneur of the Year Award - Sophie Glasgow; Toi-Ohomai Institute of Technology Emerging Young Leader of the Year - Jasmine Adams.

Allison Lawton
Chief Executive



www.rotorua-chamber.co.nz



Chief Executive:
Allison Lawton



Office Manager:
Jos Pemberton



Business Development Manager:
Ruth Goldsbury



Regional Business Advisor:
Phil Becker



Regional Business Advisor:
Tatiana Kiwi-Knight



Westpac Rotorua Business Excellence Awards 2017

Ngāa Tohi Kairangi Pakihi Westpac Rotorua

NZ CHAMBERS OF COMMERCE

R O T O R U A

Business Vitality

Award Winners



Customer Service Award
Holiday Inn Rotorua



Excellence in Sustainable Practices Award
Rotorua Drycleaners



Employee of the Year
Gretchen Livingstone



Young Entrepreneur of the Year Award
Sophie Glasgow



Emerging Young Leader of the Year
Jasmine Adams



Rotorua Business Person of the Year Award
Gregg Brown



Innovation Business Award
Pipi Mā



Community Organisation Business Award
Rotorua Multicultural Council



Emerging Business Award
AJS / Strike Zone, Megazone, Timezone



Service Provider Business Award
Wildlands



Hospitality Business Award
Rotorua Top 10 Holiday Park



Attractions Business Award
Adventure Playground



Retail Business Award
Artisan Café



Social Responsibility Award
Professionals – McDowell Real Estate



The Westpac Rotorua Business Excellence Awards Supreme Winner
Wildlands

Diversity of Perspective

Rebecca Wright, Deloitte Private Director - rebwright@deloitte.co.nz

As we celebrate this business awards season I am delighted (but not at all surprised) to see the diversity of perspective to be a vital ingredient in the formula for success.

Curious of this trend, I interviewed award winning business leaders to hear what they are doing to bring a diversity of thought and in doing so I opened a floodgate. I heard of fundamental step changes in management philosophy with a focus on creating a culture of empowering employees to influence improvements.

They talked about training the leaders of the business (often themselves) to develop a culture of innovation and ideas generation. By taking on external training, applying a mind-set of change they then were open to a broad set of generic operational ideas that cut across industry and regions.

Diversity and inclusion (D&I) is of huge importance to us at Deloitte, it is a journey we deliberately embarked on four years ago. In that time we have made discernible progress but we are far from where we want to be.

The diversity of thought that comes from D&I is a key strength for us in the market. At Deloitte, it is a priority that our employees are treated with respect, feel valued, and work in an environment that fosters growth and advancement. Diversity and inclusion is firmly integrated in our business strategy and Deloitte's leadership has created a global governance structure that supports a diverse and inclusive workplace.

What are you doing? Ask yourself what is your natural bias and has that affected who you use for a business sounding board? What does diversity do to strengthen your business? How do you ensure you are not blindsided by an unknown unguarded weakness? It is vital for the strength and development of this region to bring together people of different perspectives for social and economic change.

We can help. Use the strength and diversity of our team. Thinking strategically is hard, it is so easy to be drawn into the day to day operations.



WHAT DOES DIVERSITY DO TO STRENGTHEN YOUR BUSINESS?

Acting strategically can be harder. You will need a different perspective, a different lens from when you are imaging the possibilities of your business to the skills you will need to implement the systems and processes. If you would like to change the way you look at things contact me rebwright@deloitte.co.nz to learn how to build diversity of perspective and create an award winning business.



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**A Word From
Steve's Desk**

Steve Lovegrove
Principal/Auctioneer

The latest REINZ stats show the continued growth of Rotorua real estate and consistent improvements in the market. We are still seeing properties sell quickly and with exceptional buyer interest at all levels. However, those home owners that are expecting and demanding an exorbitant sale price are often finding their properties sit idle with severely reduced buyer sentiment.

As a company, we are experiencing some fantastic results. A great example of for this is the successful sale of 4 Caulfield Place in Pukehangi. This property, marketed by our own Anne Tregilgas, was sold under multiple-offers in just three weeks. Effective advertising, combined with a hard-working salesperson and realistic vendors led to a superb result.

As winter settles in and makes its presence felt, it is important to remember that with fewer listings comes fewer options for buyers. It is this dynamic that creates increased buyer competition over this period. By listing your property in Winter, you can truly capitalise on this fact and beat other homeowners looking to list in Spring.

At McDowell Real Estate we pride ourselves on providing top level service and utilising industry-leading techniques and systems, to help you sell for more, in less time and with less stress involved. If you're looking to make a move or think property investment could be on the books, give us a call today on 07 222 5222. We would love the opportunity to make your real estate dreams come true!

Kind regards, Steve

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Outlook for NZ Forestry Looking Firm

Shyamal Maharaj - Economist

Commodity prices have made a significant comeback during the course of this year. This is due to the firming global economy that has seen demand for the suite of commodities that we export rise. A notable out-performer has been the forestry industry.

Rotorua is the undisputed hub of New Zealand's forestry industry and plays a vital role in the performance of the central North Island's economy. Log prices (according to the AgriHQ index) have been operating 30% better on average than their long-term trends. Export log prices in particular have sustained their strength from the beginning of the year and shown little signs of giving in.

Demand for forestry products appears to be at record highs, globally and domestically driven by construction sector activity. Economic conditions in China and wider Asia play a vital role in the longevity of our export returns. We are forecasting Chinese GDP growth of 6.7% for 2017 and a slightly softer rate of growth in 2018 of 6.2%.

Chinese economic performance has affected commodity prices in the past. Rural economies felt the pinch through commodity demand declines following China's economic woes in 2015. However, a key difference between 2015 and now is that the global economic environment is noticeably improving. Our view allows for some pullback in commodity prices, but we expect global economic activity will sustain the above average export prices of logs in the year ahead.

Domestically, we are seeing record population growth, which has revealed a significant shortfall in housing availability. Although the pace of building has stalled facing a range of constraints, we expect that construction activity will pick up at a gradual pace. Notably, with pine as a key input in housing construction and building set to pick up going forward, we expect the forestry industry to be well supported in the domestic markets.



Turning to export returns, the NZ dollar plays an important role. Our trade-weighted index (TWI) has eased slightly from its highs of late due to election uncertainty and some relative strength in other trading currencies. Despite this, the NZD/USD is expected to level off around \$US0.70 this year. For 2018, we expect the USD will be supported by improving US economic conditions and this should improve the competitiveness of our exports on the global stage.

Overall, the outlook for New Zealand's forestry industry is looking firm. We expect prices to remain high underpinned by broad-based demand. The regions in the central North Island are certain to reap the rewards of the favourable conditions in the domestic and global markets.



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Risks of small companies operating a current account

Contact: Blair Shepherd - Law Clerk

Many small companies – especially family-owned or “owner/operator” businesses – have the same directors and shareholders. In these companies, it is common practice for shareholders to have a “shareholder current account”, also referred to as “drawings”. The current account is a debt that can be claimed by the Company against the shareholders. While most shareholders do not view their drawings this way, when a liquidator takes over a company, shareholders may suddenly find themselves being pursued for an overdrawn current account.

Calculating the Value?

In practice, the value of the shareholder current account is the net balance of transactions between the Company and the shareholder. When a shareholder injects funds into the Company, this results in a credit in the shareholder's favour. If the injection is greater than any previous drawings, the Company will owe money to the shareholder, meaning the current account is a liability of the Company. On the other hand, if the shareholder withdraws more money from the Company than he or she puts in, then there will be a debt in favour of the Company. This would be an asset of the Company (so long as the shareholder was able to repay it if required).

It is not unusual for a company to convert all of a shareholder's drawings into a salary at the end of the financial year. If done correctly, this can “wipe” any outstanding debt. However, directors need to be careful that doing so does not make the Company insolvent. In order to be valid, directors also need to comply with a number of bookkeeping requirements in the Companies Act.

Where is the Current Account?

If you operate a small company, the first suggestion is to check that your company's current account features in your company's annual accounts. When it does appear, it is normally listed as a non-current asset (or liability – depending on the balance). However, the current account may simply be included in the shareholders' equity – meaning it is not always clear what the balance is at a particular point in time.

This can cause problems on two levels. First, because the current account is an asset (or liability, depending on whether you have injected cash) of the Company, directors must consider it when making judgments about the Company's solvency and its overall value as a business. Second, it means that a shareholder who does not have a clear understanding of the current account may find themselves being



pursued for a surprisingly large debt if the Company is liquidated.

The importance of good bookkeeping

Current accounts are a useful way of keeping track of how shareholders are drawing money from a company and ensuring that any money is accounted for, but they can also create problems for shareholders if a company becomes insolvent. In order to protect themselves, directors need to make sure that they keep accurate records and that they are proactive in declaring salaries. Otherwise, the current account can become a major risk for the shareholders.



Get the full team behind you.

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



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Innovation – the way forward – ignore it at your peril!

Innovation is essentially all about continuous breakthrough via experimental problem solving to create value. It's about moving past “business as usual”. It's about changing the existing status quo and creating new things.

The world is constantly changing. The retail environment we know today is going to be fundamentally different in the future. Amazon is entering Australia with the stated objective to destroy retail. Ignore this at your peril. In the USA in the last 15 years 52% of S&P cos have disappeared.

The world as we know it is changing. In 1776 Adam Smith produce a theory of economics the fundamental basis of which was clarity in understanding the use of:

- Land (resources)
- Labour (skill)
- Capital (money)
- Entrepreneurial skills (ability to think differently).

Fundamentally this hasn't changed in over 240 years. What has changed is the availability of the different types of resources we have. Business environment in the past 20 years has changed so dramatically. Most of us cannot even think about the tools we may have in the next 20 years.

The Internet is so common now it is almost blasé. Virtual reality is the new thing, where one can view things in the 3-D world. However, even before it started virtual reality is almost dead. We now live in a world of augmented reality. Where the 3-D world is superimposed on a current



Regional Business Advisor:
Phil Becker

environment. Surgeons are using this to take 3-D images of bodies and superimpose the skeletal form and all the organs on a body while they operate so they can physically see through the skin and fat to pinpoint total accuracy in terms of what they are trying to achieve in the surgery. Virtual gamers are taking the world of “larping” to a new extreme where games are actually enacted in real time in a virtual world. (Yes – larping is a real thing).

Go figure! It's all definitely changing whether you like it or not. The question is how business begins to embrace this new world we are living in.

In a business context to drive the application of innovation you do need to take Adam Smith's baseline and re-write it. In the future the drivers, from a business context, will be

- Leadership
- Having a clear business model
- Behaviours and culture
- Fresh thinking
- Investment.

If you want to know more about how innovation can help drive your business into the future please contact:

Philip Becker
Regional Business Partner - Business Advisor
P: 021 420 991
E: philb@tauranga.org.nz



Something NEW is coming.....

Our members will have noticed that we have not held a Kikstart breakfast for a while. There were good reasons for this – we didn't seem to be attracting new attendees so we questioned if this networking session was relevant.

After listening to your feedback we have discovered that YES – a breakfast networking session is a valuable asset for our members – so we have developed a brand new breakfast networking event.

Welcome to



Our 7am breakfast, to be held monthly. The format will be refreshed – no more bell ringing and compulsory changing tables, “speed dating” has gone and will be replaced with a more modern approach to networking.

Breakfast will be simple – a choice of cooked or continental, \$15 cost with the venue Third Place Café.

We look forward to seeing everyone at our launch – on Thursday 23rd November.

Please help make this a success by joining us. Register no at www.rotorua-chamber.co.nz.



Are you Under Insured?

“Most small businesses are under-insured,” says Insurance Council of New Zealand Chief Executive, Tim Grafton.

“It’s partly because owners are too busy sailing into the wind to keep ahead to think about what could hit them from the side or beneath. Insurance doesn’t make risk disappear, but is one tool in your resilience and continuity planning.”

Types of insurance to think about

Liability insurance

This protects you and your business if someone sues you or an employee. It also covers you if accidentally you:

- break the law
- make a professional mistake, eg giving bad advice.

Business interruption insurance

This covers you against losses resulting from an interruption to your business, eg when you can’t trade after a disaster, like a fire or an earthquake.

Commercial property insurance

This covers you for damage to buildings you own, eg from fire, flooding or an earthquake. Note: If you work from home, household insurance does not automatically cover your property if you’re using it for work.

Asset insurance

This covers items your business owns, eg computers, furniture, tools and stock, from things like loss and damage. Make sure you know what your policy covers you for. There are two main types:

- indemnity — the most common policy type, which takes wear and tear into account when paying your claim.
- replacement — this policy pays full costs of replacing an item.

Commercial vehicle insurance

If you use a vehicle for work — whether you’re a company, sole trader or contractor - you may need a commercial vehicle insurance policy. Check with an insurance broker.

Transit insurance

This covers you if equipment or stock is damaged when you or a freight company is moving it.

Talk to a broker

It’s best to talk to a professional insurance broker about which policies are right for you. They can also help you to assess how much you can afford to pay for a policy and find the best deals.

The sort of policy you’ll need will differ depending on the kind of work you do and where you do it, eg if you’re:

- a tradesperson working on building sites
- offering professional services, eg IT or accounting
- working from home, eg in your spare bedroom or garage
- a retailer.



Health and Safety: Workplace Bullying

If left unchecked, workplace bullying can affect your workers’ health, and damage your culture and profit. Here’s how to prevent bullying, and keep your workspace healthy and safe. It’s good for your business, your workers, and it’s the law.

Why it matters

Staff who feel safe and healthy are happier, more focused, and more productive.

It’s easy to think of bullying as something that only happens in the school playground, but workplace bullying is a real issue in New Zealand. It can have a negative impact on everything from people’s wellbeing, creativity and innovation, to staff retention and profit.

Being bullied can cause psychological harm, and businesses must effectively deal with bullying at work. No one should be made to feel threatened, fearful or unsafe at work. It can create a challenging environment for all, and leaves the person being bullied unable to focus.

Bullying is repeated unreasonable behaviour that makes someone feel picked on, humiliated, threatened, offended or upset.

Bully behaviour

Bullies may intimidate people openly — in extreme cases making violent threats, or actually lashing out. But sometimes behaviour is more subtle, or indirect.

Here are some direct and indirect bullying behaviours to watch out for.

Direct bullying

Constantly criticising

Making belittling remarks

Giving someone the silent treatment

Ridiculing or attacking someone’s lifestyle, beliefs or appearance

Being told what to do by a manager is not bullying if it is reasonable, and it’s done in a reasonable way.

This might include giving work instructions, or warning or disciplining workers in line with the business’s code of conduct.

Indirect bullying

Taking credit for other people’s work

Giving impossible deadlines

Setting people up to fail, eg purposely holding onto information that would help them do a task well

Repeatedly giving people belittling tasks that are not in their job description, eg emptying the bins

Keep your workplace bully-free

Having a positive culture is about more than social activities like shared lunches or quiz teams. Healthy workplaces are safe — both physically and mentally.

Bullying is a health and safety risk. As a business owner, you should minimise the likelihood of bullying in your workplace. You must also have processes to effectively deal with it if it happens. Even if someone doesn’t mean to offend or upset, a person can still feel bullied. You still need to act.

To reduce the risk of bullying, you should:

- Have an anti-bullying policy every employee is aware of when they sign their employment agreement.
- Create a workplace culture that encourages people to support one another.
- Educate workers and managers about bullying.
- Make sure your workers know how to report unreasonable behaviour.

Help our young people on pathway to success

Mike Bryant, Regional Commissioner for Social Development

Seven young people from the Bay of Plenty graduated from the Limited Service Volunteers (LSV) course at Motu Moana, in Auckland, on 30 September. They've come home determined to succeed. They're fit, confident, motivated, and ready to work.

LSV is a six-week residential course for young people aged from 18 to 24 years. The course is funded by the Ministry of Social Development, run by New Zealand Defence Force and supported by New Zealand Police.

LSV was established to help young people develop the attributes needed to enter the workforce: motivation, self-awareness, time management and self-respect.

These young people came from all walks of life and share a common goal – they want to work. There are no other courses for young people that can do all this.

LSV is voluntary. They chose to attend because they were each committed to undertaking six challenging weeks to help better prepare for the work place. The course provided an opportunity for each of them to think about their life, their future and the kind of work they'd like to do.

While the course took place in a military environment, there was a strong focus on achieving employment-related outcomes.

20-year-old Rotorua man, Cage Poi, was one of the seven young people to graduate last month. He found the experience life changing and has returned feeling happy, confident and wanting a job.

"LSV has given me a different outlook on life and has helped me focus on what's important. I now have the confidence and motivation to make something of myself".

Cage admits to the first two weeks of LSV being particularly challenging but he carried on and achieved a lot in the six weeks he was there. "I've worked really hard on my fitness, time management and communication skills. Getting up at 5:30 am every morning isn't even that hard anymore". "My family are so proud of me for doing LSV and I want to keep making them proud".

If you're interested in offering an LSV graduate, like Cage, a job we can work with you to develop a package of support which may include wage subsidies, training, mentoring or in-work support. You'll be helping them shape a positive future.



We also have many other positive, motivated people looking for work so if you would like to give someone a chance or would like to find out more about how we can help with your employment needs, call our Employer Line on 0800 778 008.



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.



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



Congratulations to Rotorua Business Award Winners, Finalists, Rotorua Chamber and Sponsors

The recent annual Rotorua Business Awards were a great celebration of success underpinned by many businesses that had shown significant commitment and focus to achieve as finalists and ultimately, some as winners.

Congratulations to all finalists and the winners, but also to the Chamber and sponsors who made the awards such as success. To those that did not make the final selection as finalists and to finalists who were not ultimately successful, you will be disappointed, but take the learnings and continue to reflect and develop your businesses.

There were a few common themes from the evening that stood out for me listening to the category award winners and key speakers which were:

1. Authenticity and an integrity around the goods or services sold that will make a difference to their customers.
2. Multidimensional approaches to business success including a very strong focus on people development, a shared vision that staff are part of forming and supporting, a real passion shared by all in the business and understanding that the business has a wider set of commitments to sustainability and other business performance metrics.
3. A genuine belief and commitment at the core of the business around the long-term success of the business.
4. A wider connectivity of the businesses to the community, reflected by the engagement of business in the community and support for staff and their wider community involvement.

There was a diversity of finalists reflected by the categories that they were finalists in, but also in the types of business,

the scale, their business missions and the longevity of the business. It was interesting to again note some recurring themes around innovation (where they found a need in the market), investment in their staff (I don't think that there was one business owner/manager who did not thank their staff!), the sacrifices that they had made along the way (often at the expense of family), the agility to continue to respond to changes in demand for goods and services and business operating conditions and in a recognition of other people that had contributed to their success.

The awards are extremely valuable because they provide a spotlight on business and offer the wider community the opportunity to gain insights into success, demonstrate business role models and are just a great time to celebrate.

There are also lessons from the awards for Rotorua. Firstly, no city/district can rest on its laurels around success. The district has enjoyed very positive growth in recent years and there has been a lot of private and local and central government investment.

Rotorua has generally been good at "flying in formation" and now is the time to ensure that key organisations such as the Chamber and Council (particularly through its economic, infrastructure and regulatory arms) stay aligned and very connected to sustain the momentum.

This means that key leaders in the district maintain channels and continue to stay focused and agile to bring further prosperity to the community.

Lastly if you are thinking of entering the awards next year, don't hesitate because the process will make your business more resilient and if you did not go to the awards this year, get in early for 2018 because it is a great night out!



What Makes A Business Sale Fall Over?

1. The Seller
2. The Buyer
3. Acts of Fate
4. Third Parties

Heinz Fett, Trusted Adviser, ABC Business Sales



There are several reasons why the sale of a business doesn't close successfully; these multiple causes can however be broken down into four categories: those caused by the seller, those caused by the buyer, those that just happen ("acts of fate"), and those caused by third parties. The following examines the part each of these components can play in contributing to the wrecked deal:

The Seller

1. In some instances, the seller doesn't have a valid reason for entering the sale process. Without a strong reason for selling, he or she has neither the willingness to negotiate nor the flexibility to see the sale to a conclusion. Without such a commitment, the desire to sell is not powerful enough to overcome the many complexities necessary to finalise the sales process.
2. Some sellers are merely testing the waters. As detailed above, they are not at that "hungry" stage that provides the push toward a successful transaction. These sellers merely want to see if anyone wants to buy their business at the price they would like to receive.
3. Many sellers are unrealistic about the price they want for their business. They may be sincere about wanting to sell, but they are unable to be realistic about how the marketplace will value the business. The demand for their business may not be there.

4. Some sellers fail to be honest about their business or its situation. They may be hiding the fact that new competition is entering the market, that the business has serious problems or some other reason the business is not saleable under present circumstances. Even worse, some sellers do not disclose that there is more than one owner and that they are not all in agreement about selling the business.
5. A seller may decide to wait until a buyer is found and then check with their outside advisors about the tax and/or legal consequences. At this point, the terms of the deal must be altered, and the buyer won't agree. Sellers should deal with these complications ahead of time. Nobody likes changes... especially buyers!
6. Sometimes sellers don't understand that almost all businesses are seller-financed. Buyers must be able to make the payments while still making a living from the business. If the business cannot offer this necessity, no one will buy it.

The Buyer

1. The buyer may not have an urgent need or a strong desire to go into business. In many cases the buyer may begin with positive intentions, but then doesn't have the courage to make "the leap of faith" necessary to go through with the sale.

2. Some buyers, like sellers, have very unrealistic expectations regarding the price of businesses. They are also uneducated about the nature of small business in general.
3. Many buyers are not willing to put in the hours or do the type of work necessary to operate a business successfully.
4. Buyers can be influenced by others who are opposed to the purchase of a business. Many people don't or can't understand the need to be "your own boss."

Acts of Fate

These are the situations that "just happen," causing deals to fall through. Even considering the strong hand of fate, many of these situations could have been prevented.

1. A buyer's investigation reveals some unmentioned or unknown problem, such as an environmental situation. Or, perhaps there are financial deficiencies discovered by the buyer. Unfortunately, these should have been on the table from the beginning of the selling process.
2. The seller may not be able to substantiate, at least to the buyer's satisfaction, the earnings of the business.
3. Problems may arise, unknown to both the seller and the buyer, with local governmental agencies.

Third Parties

1. Landlords may become difficult about transferring the lease or granting a new one.
2. Buyers and/or sellers may receive overly-aggressive advice from outside advisors. The advice is always given with the best intentions, but at times the goal to put the deal together becomes over looked. In some cases, so many roadblocks are erected that the deal can only fall apart.

Most of the problems outlined here could have been resolved before the selling process was too far advanced.

There are also some problems that could not have been avoided...people do sometimes enter situations with the best of intentions only to find out that this is not the right answer for them after all.

These are the exceptions, however. Most business sales can have happy endings if potential difficulties are handled at the appropriate time.

Business brokers are aware of the various ways a deal may fall through. They are experienced in resolving issues before the business goes onto the market or before a buyer is introduced to the business. To buy or sell a business successfully, sellers should resolve any potential deal-wreckers, following the advice of a professional business broker. Although business brokers cannot provide legal advice, they are familiar with the intricacies of the business sale. Most Brokers are happy to discuss your plans at a no obligation, confidential chat.

Buying or Selling a Business should be positive experience for all parties.



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FROM THE DESK OF
MICHELLE TEMPLER

Famously Rotorua Campaign

Destination Rotorua, along with leaders in the visitor economy, first launched the Famously Rotorua domestic marketing campaign in late 2013.

The aim was to turn around negative perceptions of Rotorua as a place to visit and developing an authentic, trusting and long term relationship with the domestic market, specifically targeting Aucklanders.

Over the past few years this campaign has been a huge success, highlighted when it won the Industry Alignment Award at the 2016 NZ Tourism Award for the partnership between our visitor industry and Destination Rotorua.

Since the campaigns inception research commissioned with Delve has shown significant improvements in the number of respondents that had recently visited Rotorua and intend to come back and respondents that had recently visited, each up more than 7%. The same research also showed dramatic improvements in their sentiments towards the destination.

However, after a successful few years in market with industry we decided to step back and review Famously Rotorua with fresh eyes. While it was determined that the brand had a lot of goodwill and momentum, all agreed that it was certainly due for a refresh.

That said - I am excited to announce that the new and improved Famously Rotorua brand that has just been launched with the help of new agency partner, NZME.

The new Famously Rotorua brand includes a clean and fresh new logo and a DNA brandmark that, among other things, represents the caldera in which Rotorua sits, our lush forests and the region's lakes and rivers. Other elements include a refreshed colour palette, typography, photography style, web design and the spectacular new 'superlative' based advertising campaign.

Our vision as we move forward is to build on the positive impact of the previous campaign and to continue to firmly cement the Famously Rotorua brand identity in the minds of our prospective visitors and businesses.



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