

# chamberPULSE

lawke's Bay Chamber of Commerce newsletter - September 2010

b business news

b key information

b topical issues

b helpful advice

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## b Google part of the mix at UnisonFibre Business Expo

**This year's UnisonFibre Business Expo on September 8 and 9 is turning out to be the Bay's biggest business event yet.**

With over 80 businesses showcasing the best of their products and services at the National Tobacco Building in Ahuriri, an exciting range of speakers will feature with free entry to the expo and most speakers.

Chamber of Commerce chief executive Murray Douglas said there will be something for everyone.

"You don't have to be a nerd or a tech-head to listen to Google in New Zealand.

"Everyone will understand what he talks about and with more and more people using Google Applications, it will be relevant to so many people. We are very lucky to have Adam Smith speaking at the Expo."

Adam is talking on Thursday 9th at 11am in Seminar room 3 for an expected 100+ people and entry is free. Thanks to FX Networks, one of the sponsors, who organised for Adam to come.

The Minister for Small Business Maurice Williamson will visit the Expo on Thursday the 9th, and the Chamber is putting on a special meeting with the Minister.

"I am very pleased that the Minister is coming," said Murray.

"This is the perfect opportunity for business people to hear any plans straight from the Minister and to provide feedback about what we need here in the Bay."

For \$20 you get a finger food lunch and the opportunity to talk to the Minister on Thursday at 1pm.

Well known ANZ economist Cameron Bagrie will be the opening speaker on Wednesday at 10am.

"With the economy still very fragile, an expert like Cameron is always welcome," Murray said.

The Expo covers a wide range of business-related topics, from the impact of the GST change to four ways of getting paid, to the latest on technology. The event website [www.hbbusinessexpo.co.nz](http://www.hbbusinessexpo.co.nz) has all the updated details.

For entertainment I highly recommend is award-winning speaker and published author, Hannah Samuel.

Hannah works with businesses and individuals who want a reputation for being the best in their field.

Delivering original material, and a unique engagement experience as a keynote presenter, Hannah speaks, and writes, in a way that is refreshing, entertaining and full of common-sense. Hannah speaks on Wednesday at 2pm, entry is free.

The final event at the Expo is hosted by Church Road winery: a Business Wine Tasting Competition. Teams of four get the opportunity to pitch their wine skills against other businesses.

To enter a team of four go to the Chamber's website ([www.hawkesbaychamber.co.nz](http://www.hawkesbaychamber.co.nz)) and sign up for \$5 per head.

Murray said the Chamber first organised a Business Expo last year as a trial run, and this year it is at least three times as big.

To accommodate the extra people the venue has been changed to the National Tobacco Factory (Rothmans Building), parking is free and there is an Expo cafe on site.

"With free entry there really isn't a reason not to come."

**For more information on the expo go to [www.hbbusinessexpo.co.nz](http://www.hbbusinessexpo.co.nz)**



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HAWKES BAY

CHAMBER OF COMMERCE

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## **b** Top Civil Aviation Award for Hawke's Bay company

**Skyline Aviation Ltd has received the highest Civil Aviation Award for safety, recognising the Hawke's Bay company's efforts to recognise and implement its safety responsibilities.**

Director of Civil Aviation Steve Douglas said the organisation was an outstanding AOC holder with regard to facilities, professional operations, experienced staff, and had one of the best kept fleets in New Zealand.

Based at the Hawke's Bay airport, Skyline Aviation Ltd is a specialist provider of air ambulance services to the region and also operates the rescue helicopter service for the HB Helicopter Rescue Trust and the Eastland Helicopter Rescue Trust in Gisborne.

"They were the first helicopter EMS operator to have their aircraft officially certified to operate using Night Vision Imaging Systems.

"They also recently purchased a twin engine helicopter to enhance the safety of their day/night, air rescue/air ambulance services, and have demonstrated very robust risk management and risk mitigation procedures during the introduction of the new helicopter into their service.

"All senior personnel always maintain an open, honest

and constructive relationship with CAA, taking personal ownership of all regulatory issues. They have consistently demonstrated an understanding of the 'responsible operator' philosophy," Mr Douglas said.

Skyline Aviation managing director Mike Toogood accepted the award at the Aviation Industry Association Awards dinner in Palmerston North and said it recognised the commitment and professionalism of senior staff and pilots over the past 20 years the company has been in business.

"We are all thrilled and proud to be recipients of this most prestigious award especially at a time when there is a real focus on safety in the aviation industry," he said.

The company also provides both fixed wing and helicopter charter services throughout New Zealand from its Napier base.

Skyline's Piper Navajo is ideal for up to five passengers to travel to destinations around New Zealand for corporate meetings or events.

**More information on charter flights can be found at <http://www.skylineaviation.co.nz/charter/executive-transport>.**



From left, Brent Williams (Chief Helicopter Pilot), Mike Toogood (Managing Director) and Peter Kidd (Chief Fixed Wing Pilot) with the rest of the crew celebrate their award.

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## Venture Hawke's Bay Update-September

**We are pleased to have another significant project for the tourism industry underway, and that is the development of a regional event strategy.**

The purpose of the project is to review Hawke's Bay's activity in relation to the events sector and to develop an event strategy that delivers future economic growth to the region.

Supporting a coordinated stream of events is hugely important to the regional economy, attracting new visitors to the region and making the most of the tourism opportunities and the infrastructure we already have in place.

An extensive consultation process with regional stakeholders is planned and will include territorial local authorities, the accommodation sector, Iwi groups, the sports sector and regional event managers.

Scheduled for completion at the end of September 2010 the strategy will include recommendations for its effective implementation, using a governance and operational structure with the best fit for Hawke's Bay. We hope the end result will have regional buy-in and appeal, particularly for those making planning or investment decisions around events.

The next Escalator capital raising workshops are on Friday, 10 September 2010. These high impact intensive workshops are designed for business owners who want to know more about growing their business, how to seek external investment, and how to secure it. People come away enormously inspired. The workshops get rave reviews and are a great reality check! For more details contact Michael Bassett-Foss [michaelb@venturehawkesbay.co.nz](mailto:michaelb@venturehawkesbay.co.nz).

TechNZ's Undergraduate Student Internship programme for 2010/11 is now open for registrations. TechNZ could fund an undergraduate student to work on a technical project within your business over the Xmas break. All companies are eligible, both large and small where R&D is at the centre of your growth strategy. Registrations close on Friday, 10 September 2010. For more details contact Jenny Brown [jennyb@venturehawkesbay.co.nz](mailto:jennyb@venturehawkesbay.co.nz).



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## **b** Regional Partner Success for Hawke's Bay Business

**A joint venture proposal from Venture Hawke's Bay and Hawke's Bay Chamber of Commerce has been successful in being selected as the preferred provider for NZ Trade and Enterprise (NZTE) funding in the region.**

The joint partnership will strengthen business support in the region by coordinating NZTE services that the Chamber provides with the TechNZ services from Venture Hawke's Bay. Negotiations are still to be completed and a contract signed with NZTE.

Last year Venture Hawke's Bay was successful in attracting \$3.5m of TechNZ research and development funding across 45 businesses in the region. This is matched by local contribution in a 50/50 funding arrangements.

"Hawke's Bay is seen as having one of the better deliveries of TechNZ funding and the joint venture proposal strengthens our ability to deliver these services in the region," said Michael Bassett-Foss, Venture Hawke's Bay.

"The TechNZ funding reduces some of the risk for local businesses contemplating R&D work, which enables them to develop ideas to their full commercial potential."

Chamber of Commerce CEO Murray Douglas said that the joint venture approach has great value for small businesses in Hawke's Bay, and reflects the government's greater commitment to business growth as contributing to economic development.

"For the last eight years the Chamber has had some government funding to advise all businesses on start up options and ongoing support. This new programme will allow us to offer capability support through a list of private sector providers to all SME's and offers exciting prospects for local business growth.

"I am delighted with the success of this private sector /public sector partnership. It's good for local business and the regional economy, and the increase in NZTE funding will benefit even more businesses over the next year," said Mr Douglas.

## **b** Local employers invited to join work experience scheme

A unique Hawke's Bay scheme aimed at boosting the employability of Hawke's Bay's unemployed is seeking local businesses able to offer participants work experience opportunities.

EIT Hawke's Bay, Work and Income and the Hastings District Council have jointly designed Smart Start - a programme that offers a range of work experience opportunities and helps participants get a national qualification.

Businesses providing the work experiences are not required to pay the participants as they are eligible to remain on their existing Work and Income benefits.

The first of two 19-week pilot programmes was launched in late July, with a three-day induction at EIT's Hastings and Flaxmere Learning Centres. In the three modules that follow - two of five weeks and one of eight weeks - various work experiences are offered in tandem with mentoring and coaching classes run by EIT.

A typical Smart Start week involves four days work experience and one day at EIT's Hastings or Flaxmere Learning Centres. Hours worked are usually between 9.30am-2.30pm, although these can be negotiated.

While Smart Start is primarily about different work experiences and identifying the need for targeted learning resources, EIT Business Relationship Manager Paul Hursthouse says it also provides a great opportunity for the business community to employ people with competence.

"Smart Start prepares participants for work and doing the programme they receive wrap-around monitoring, support and coaching," he says.

Hastings District Council's new economic development officer Anne Rocard is the point of contact for businesses wanting to get involved.

She is confident that local businesses will embrace the opportunity to assist course participants who are often unemployed due to the recessionary climate and for no fault of their own.

"Businesses understand how difficult it is for unemployed people at the moment and are keen to help out where they can," Mrs Rocard says.

**If you think you can help with Smart Start, phone Anne Rocard at the Hastings District Council on (06) 871 5048.**

## **b** Hurford Parker Insurance Brokers produces Finalist for Emerging Broker of the Year

**Ryan McBrearty from Hurford Parker Insurance Brokers has made it into the finals of the prestigious Insurance Industry Awards.**

Ryan joined Hurford Parker in 2008 and has had to show measurable performance in his professional standards, acting ethically and with integrity in order to gain the achievement.

In 2009 Ryan won the Lumley Young Professionals competition, and would like to follow

the success with a win as the National Emerging Broker of the Year.

Ryan faces competition from broking firms in Auckland and Christchurch and hopes to bring the trophy home to the Bay.

Winners will be announced at the Industry Awards Gala Dinner in November.



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## **b** New structure for Export Hawke's Bay set to strengthen business

**Export Hawke's Bay has undergone a restructure and is now a joint venture between Export New Zealand and the Hawke's Bay Chamber of Commerce.**



Up until 2007 the body included Hawke's Bay Inc, NZT&E, Export New Zealand and the Chamber as an independent chairperson, but following recent changes at Venture Hawke's Bay and market conditions, NZT&E and Venture Hawke's Bay will now be 'ex officio'.

Chamber CEO Murray Douglas said from now the "back office" will be the Chamber of Commerce, but the strategic direction will be run by a group of exporters themselves who can determine the needs of local exporters and how Export Hawke's Bay can support them in their endeavours.

"The Chamber has a deep involvement in international

services through its international links and the processing of nearly 10,000 export certificates of origin each year on behalf of Hawke's Bay exporters," he said.

Export NZ Regional Manager Bruce Robertson said he was delighted to have formed this valuable alliance with the Chamber.

"Export New Zealand is the export arm of Business New Zealand with seven offices throughout NZ and will bring to the region the strengths of Business NZ who are committed to championing a productive, export-orientated competitive business environment in which enterprise can thrive."

Most recently Export Hawke's Bay was involved in a trade mission taking the products of nine fledgling food exporters to Sydney and Melbourne in association with Hawke's Bay Wine Growers and Food Hawke's Bay.

It has also been instrumental in the export side of the Hawke's Bay week at the Shanghai International Expo, a project managed by Venture Hawke's Bay.

Various exporters are currently being approached to be involved in the committee for Export Hawke's Bay.

## Internet Banking Safety

By Wray Wilson

**Internet banking is a great way to manage your money and has revolutionised the way we handle our finances both personally and in business, but there is a darker side to this great functionality.**

With the rise of online banking, banking frauds have become more common, sophisticated and believable.

You need to take action to protect yourself from being one of the unlucky few ripped off by a scam artist.

### Some Simple Rules for Online Banking

#### 1. Don't bookmark your internet banking page

Always visit your internet banking page by typing the address into your browser e.g. [www.kiwibank.co.nz](http://www.kiwibank.co.nz).

Scammers can use viruses and spyware to redirect you to a fake internet banking page that looks exactly the same as your login screen. Once you login they capture your details and can access your online accounts.

If the page looks unusual, or has any odd spelling (e.g. [www.kiwiSbank.co.nz](http://www.kiwiSbank.co.nz)) then do not login, double check the address and call your bank.

#### 2. Check the website's security certificate

Internet banking sites use "SSL" certificates to secure your login information and hide it from hackers. You can check the certificate by clicking the shield icon at the top of the screen. If you choose to View the certificate you can get information about the website and company it is issued to. If anything looks out of place or is misspelled, call your bank.

#### 3. Use a secure password

As with all passwords, make sure your internet banking password is at least 8 characters, contains a mixture of letters, CAPITALS, numbers and symbols. It should have no mention of any personal information such as your address, phone number, name or birthdate.

#### 4. Never check your internet banking on a public computer

This could be internet café, library or school. You never know if someone has installed software on that computer to spy on your activities and capture your login info.

#### 5. Your bank will not email you asking for account information

Never respond to emails purportedly from your bank asking for personal information, your password, account number or any other information that they should already have. If in doubt, give them a call.

## **b** FTA Certificates of Origin from the Chamber

**From September 1, the Hawke's Bay Chamber will be authorised to sign China FTA and ANZSEAN FTA Certificates of Origin.**

Prior to this date exporters have been required to go to Wellington for this documentation.

The Chamber will be contacting all known FTA COO

users in Hawke's Bay, however, if you want to speed up the process, simply advise the Chamber offices you wish to transfer your documentation to this region and we will be able to offer the full service again.

**For more information contact Helen on 06 8765938.**

## **b** Local Government Elections

**Each triennium the Chamber surveys all council candidates to determine their views in regard to business and the business environment in Hawke's Bay.**

**The Chamber president is seeking ideas of the types of issues that should be canvassed**

**in this survey. The survey is then published by the Chamber.**

**Please send your suggestions to either [admin@hawkesbaychamber.co.nz](mailto:admin@hawkesbaychamber.co.nz) or telephone Stuart McLauchlan on 06 831 0445.**



**Stuart McLauchlan - Partner**

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**b Glenn Cook**

**In a tough economic climate Glenn Cook Technologies has experienced strong growth picking up some major new contracts which is testament to the company's experience and promise to always over deliver.**

Sales manager Jon Spokes said the Hastings-based business, established in 1995, is going from strength to strength reporting a 42% increase in revenue for the last financial year.

"When businesses go through a tough financial period they try to reduce operational costs to maintain profitability so Glenn Cook Technologies has been helping businesses realise reduced costs. We also enjoy raising the bar in schools to help improve learning outcomes for our future generations."

Winning major contracts such as Radius Medical, Unison Networks and Hastings Boys High School has been a real boost for the locally owned and operated company.

Mr Spokes said Glenn Cook Technologies specialises in information and communications technology design, consulting, procurement, implementation and support services.

More and more businesses are using Glenn Cook Technologies' managed ICT services.

"This is as close as employing an IT specialist in your business without actually having to," said Mr Spokes.



"Quite often businesses with 5-30 employees find they need to employ an onsite IT person, but the in-depth expertise is hard to find and expensive to fund... that's where we fit in, providing those ICT support services, for a fixed monthly fee."

Over time we can re-build IT systems to work like a well oiled machine, rather than the constant headaches IT provides for many organisations, he said.

The engineering and support group at Glenn Cook Technologies are absolute specialists in IT consulting and architecture.

"They will provide a personalised infrastructure for each organisation's needs building it from scratch taking into account key requirements like performance, data integrity, security and resilience."

Other services provided by Glenn Cook Technologies include telephony systems, network design, Wi-Fi and data networks.

According to Mr Spokes the company's philosophies are the reason it is continuing its pattern of growth.

"We are the most trusted provider of information and communications technology in Hawke's Bay delivering world class solutions and exceeding expectations."

**Sales Manager:** Jon Spokes  
**Email:** info@solutions.net.nz  
**Phone:** 878 7636

**Accountancy + Business Advice Centre** By Nick Roberts

**Generating Cash Flow Made Easy**

Last month I mentioned some tips on cash management but how do you get enough cash to manage? Top tips:

1. Shoeboxes are not for business records. If you don't keep good records you'll never know who owes you money, who you owe money to and cannot track your income and expenses.
2. Speed up the receipt of cash. E-invoice immediately, don't let customers take liberties, make friends with whoever pays your bills, don't give them any excuses not to pay by pre-empting or dealing with any queries early and offer early settlement discounts if you need to.
3. Make it as easy to pay you as possible by asking for direct credits, automated payments and accepting eftpos and credit cards. Why wait for a cheque to be posted?
4. Put customers on retainers. You may have to offer a slightly better deal but you get security and can forecast your income.
5. Always be on the lookout for ways to cut costs or improve revenue. If something or someone doesn't save money or boost income, do something about it or them.
6. Monitor your inventory closely as overstocking can tie up huge amounts of cash.
7. Know what your break-even point is. If you're not achieving this and you can't currently increase your cash inflows cut your drawings or costs until you do.

There are many other ways to improve your cash flow. If you need help to boost yours I have developed a useful 60 point Cash-Flow Generation Checklist, just let me know.

**If you have any tax or business queries of any kind telephone 0800 ASK NICK, e-mail me at [nick@abac.co.nz](mailto:nick@abac.co.nz) or use "Contact Us" on [www.abac.co.nz](http://www.abac.co.nz). The information in this article is of a general nature and should not be relied upon as a substitute for specific advice.**

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## b Hawke's Bay Signature Dish 2010

The Hawke's Bay Signature Dish event will be kicking off on September 10 and this year promises to be another stunning showcase of the region's best food and beverages.



Food Hawke's Bay general manager Jane Libby said entries are up on last year, with 39 restaurant and cafes participating.

"It's a fantastic response – we were not expecting so many what with the economic downturn, but it has been helped by the introduction of the new cafe category to add to the casual and formal dining categories."

The prevalent protein this year is lamb, which has been presented in all kinds of traditional and unique ways, she said.

"It is such a great local product and we have seen some quite creative takes on it including one chef who has put together a very interesting tasting platter. Other entries have ranged from the likes of poached duck eggs to seafood."

Once again this year's contest will have a dedicated awards night at the Hawke's Bay Opera House in October where the winners will be announced and chefs and wait staff will have their chance of being recognised for their hard work.

"The whole event creates fantastic exposure for participating

restaurants and cafes and is a real draw card for food lovers. During the six weeks that the competition ran last year over 30,000 diners ate out at the 29 participating restaurants," said Jane.

The competition runs from September 10 to October 19 and the awards evening will be held on October 27.



2009 winner Terry Lowe of Black Barn

## Is your business in good health?

By Stuart McLauchlan

During the recession many businesses to their detriment have found out that their systems and documentation in and around their business are inadequate. Banks requirements for financing are tougher and they are undertaking a higher level of due diligence of businesses before lending money. Banks are also requiring purchasers to undertake a higher level of due diligence about businesses they intend to purchase. Any business for sale needs to make sure its documentation and systems are in order.

Many businesses have found themselves without the essential legal documentation such as terms of trade, employment agreements or other contracts to secure their business. These documents are crucial as they outline the rights and obligations with dealing to day to day matters. Some have discovered that when "things turn to custard" the lack of legal documentation has resulted in increased costs, difficulties and stress.

We believe that in law as in medicine prevention is most definitely better than the cure. So we have designed an accessible and user friendly business health check tailored specifically for the needs of and issues facing local businesses. The business health check examines the key areas of commercial operations from employment relationships and credit control through to compliance and funding.

Langley Twigg will be at the business expo promoting this service. If any chamber members are interested please come along and talk to us and we will give you a voucher for a free business health check which includes a 1 – 1½ hour long personalised private and confidential health check free of charge (value \$300.00-400.00).

See you at the expo

## b YES - Lions' Den

"What about security, what research has been done, what are your margins?"



These were some of the questions that were fired at the YES companies at the Mission Estate for the annual Young Enterprise Scheme Lions' Den, said YES co-ordinator Erin Carter.

The top seven companies had to convince the six Lions that their product was worth investing in.

"The Lions did not make it easy for these students, they had to be on their toes, but this was just another experience

about working in the 'real world,'" said Erin.

The products ranged from edible bouquets, magnets for study guides and bike stands to a dance party. All very original and saleable.....but it was the Lions that had to think they were worthwhile!

All the companies came away with some money to invest into their businesses, which is a much needed cash injection for the next step of their business journey....The Hastings Farmers Market.

"The Lions were impressed with the innovation and passion of the students.....I think there are some future entrepreneurs in the making!"

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## b Snapped

The Hawke's Bay Chamber of Commerce held Business After 5 at WHK in Hastings and Green Drinks at The Thirsty Whale in Ahuriri recently.



## b Events

RSVP: [admin@hawkesbaychamber.co.nz](mailto:admin@hawkesbaychamber.co.nz)

### UnisonFibre Business Expo

The Hon. Maurice Williamson, Minister for Building & Construction, Customs, Land information and Statistics will speak at the Expo. This is great opportunity to put to him those questions about the small business environment that you have always wanted to.

**Date:** Thursday September 9, 1- 2pm  
**Venue:** National Tobacco Building, Ahuriri- Seminar room  
**Invest:** \$20 finger lunch

### Business After 5: Hawthorne House

**Date:** Wednesday September 1, 5.30-7pm.  
**Venue:** Hawthorne House, 1420 Railway Road, Hastings  
**Invest:** Complimentary

### Finalists Function Westpac Hawke's Bay Chamber Business awards

**Date:** Wednesday September 8, 5.30-7pm.  
**Venue:** National Tobacco Building, Ahuriri (part of the Business Expo)  
**Invest:** Complimentary

### Business After 5: Napier War Memorial Conference Centre

**Date:** Tuesday September 21st, 5.30-7p.m.  
**Venue:** War Memorial Centre Marine Parade  
**Invest:** Complimentary

### Business After 5: Skyline Aviation

**Date:** Thursday October 14th, 5.30-7p.m.  
**Venue:** Skyline Aviation, Hawke's Bay Airport  
**Invest:** Complimentary

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