

chamberPULSE

Hawke's Bay Chamber of Commerce newsletter - November 2010

b business news

b key information

b topical issues

b helpful advice

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b Big night for Hawke's Bay businesses

Westpac
HAWKES BAY
CHAMBER OF COMMERCE
2010
Business Awards



Westpac Hawke's Bay Chamber of Commerce Business Award judges



Peter Holley of Mission Estate Winery

Mission Estate Winery took out the supreme award at the Westpac Hawke's Bay Chamber of Commerce Business Awards on November 4. See centre pages for photos and category winners and back page for further photos on the night.

b Collective power and forward thinking required

By Murray Douglas CEO



Murray Douglas

The results of the local body elections last month gives the successful candidates throughout Hawke's Bay a real chance to provide leadership in securing the future of the region.

There are several changes to elected representatives sitting around the various council tables and business will be looking to new councillors and the returning ones for initiatives that will drive economic growth.

Several opportunities exist but without some concerted effort, some of these could languish without sound forward thinking.

Above all, the current drift around Venture Hawke's Bay (VHB) has to be addressed by the regional council. The role of VHB in facilitating and building coalitions around many opportunities is central to the Bay's future growth and prosperity. Not only do we continue to have very challenging times in tourist numbers coming to Hawke's Bay with the resultant knock on effect on commercial accommodation and hospitality, we also have to address issues associated with destination development, conferences and events outside the high period of February/March.

Other economic agendas include raising our employee educational levels, which in turn leads to higher value jobs, growing the opportunities around the airport business park, and strong genuine partnerships with leading businesses in order to create real productive jobs.

On the job front the statistics are also confronting. The future of the ratepayer base is a

key consideration here let alone the personal effects of 'un' or under-employment. Without retaining people in the Bay and attracting new residents, the region could slide further.

In the pre-election candidate survey undertaken by the Chamber, it was notable that Napier candidates were acutely aware of the need to promote and develop the local economy. We will hold them to this and expect some strong clear action. Importantly this action should represent the region's interest as much as Napier's.

Within the wider region there needs to be clarification about land uses and particularly more certainty about water, its allocation and its value. We need to reduce the cost of doing business in the Bay - or put more directly, councils should be seen to be more pro-active in assisting businesses being established and growing rather than sources of fee income.

Councils have to be realistic about their role in the economic space. It is an important aspect, but only in partnership with the wider community and focused on facilitation rather than direct provision.

Now is the time for imagination and opportunities. We greet the new councillors and encourage them in the economic journey.

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HAWKES BAY
CHAMBER OF COMMERCE

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b Tourism award win for Kennedy Park

Popular Napier holiday destination Kennedy Park TOP 10 Resort took top honours at this year's National Tourism Industry Awards, winning the 'Accommodation – Holiday Parks' category.



Kennedy Park general manager David Aflallo accepts the category award joined by members of his team.

When it first opened in 1937 Kennedy Park provided campsites, huts and caravan sites.

Today it has an extensive range of accommodation from motel units and eco-friendly modern cabins with ensuites, to traditional cabins and tent sites.

The park has a well-equipped playground including an extremely popular jumping pillow as well as its own swimming pool, sky theatre, conference facilities, restaurant and bar.

General Manager David Aflallo was delighted with the win, which follows winning the 2009 Westpac Chamber of Commerce Business Awards for Excellence in Sustainable Business and recent enhancements to their Qualmark ratings.

"We've just had our Enviro Gold rating renewed, making us one of the first holiday parks in the country to achieve this and our strong five star rating has also been renewed. This award confirms we are on the right track with what we're doing at the park," he said.

The theme for this year's awards was 'Innovation and Creativity' – something David said was at the heart of Kennedy Park's operations, with the team always looking to offer its customers a complete holiday experience.

One project the team is extremely proud of is its growing relationship with a New Caledonian mining company which pays for a group of its employees' children to holiday at Kennedy Park every year.

"We have built on this existing relationship and each year the group arriving gets bigger and bigger. It has been a fantastic experience for everyone involved. We even arrange a park staff versus visitors' soccer game and have staff learning French so they can more easily converse with the visitors!"

David said the team is now looking for similar opportunities in other parts of the world.

"We live and breathe innovation on a daily basis in our business and it's been so exciting to showcase that to the judging panel."

b Top radio results

The Radio Network Hawke's Bay has been announced the region's leading commercial radio company for 2010 attracting 57,000 listeners each week.

The Research International Commercial Hawke's Bay survey also found that four of The Radio Network's stations were in the top six most listened to stations in the Bay.

These were Classic Hits 89.5FM, Newstalk ZB, Coast and Radio Hauraki.

Classic Hits and Newstalk ZB had top ranking breakfast shows for all people aged ten and over, and Classic Hits was the most popular for women over 30, while Newstalk ZB was most popular for all people over 30.

Eastern region manager Rebecca Johnson thanked all listeners, clients, the community and their business partners for their support and their contribution to The Radio Network's continued success in Hawke's Bay.



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Venture Hawke's Bay Update-November

The Cruise Ship season is upon us and in 2010/11 is expected to bring over 70,000 visitors on 49 ships, starting with the Sun Princess carrying approximately 1950 passengers.

The 2011/2012 season already has 66 ships booked to visit the port with an estimated 100,000 visitors.

With such large growth potential in the cruise market we have facilitated Cruise Hawke's Bay - a group of key stakeholders working together to discuss and address key issues facing the cruise industry to ensure the region is prepared to deliver a world class visitor experience.

Next year, with the significant increase in numbers, this group will be focusing on how to prevent capacity constraints within the region on large cruise ship days, for example when there are two larger cruise ships in port.

Currently Hawke's Bay has a port rating of 87.62% placing us 3rd in NZ for port satisfaction behind Fiordland (87.8%) and Tauranga (87.63%).

The rating reflects the overall visitor experience for a passenger from the time they arrive into the Port of Napier through to when they leave, and includes every part of their interaction while in the region.

The large volume of cruise ship passengers will also play a vital part in the Hawke's Bay Visitor Research project with the potential for them to participate in our visitor survey.

The Visitor Research project is a key piece of work for VHB in conjunction with local industry, and we have partnered with the New Zealand Tourism Research Institute at AUT to facilitate this.

This project will help the region gain a deeper understanding of who is coming to Hawke's Bay, why they are coming, what kind of experience they are having while they are here and whether we are meeting their expectations.

The results will influence the future direction of tourism development, marketing programmes and assist to enhance the experience of future visitors.



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b Pastoral and pip fruit enterprises big players in HB economy

The ministry of Agriculture and Forestry's annual national commentary confirms the importance of the primary sector to the regional economy and the pressure it has been under since 2007.

and logging industry is 3.5%, food processing 0.4%, textiles and apparel processing -1.8% and wood/paper products processing 0.8% annual average real GDP growth.

The "Situation and Outlook for New Zealand Agriculture and Forestry" analysis was released in June and in regional terms showed that total agricultural sector GDP in Hawke's Bay fell 1.8% in real terms over 2007-2009, with forestry sector GDP increasing by 9.2%.

Over the year to March 2010, agricultural sector GDP rebounded by 2.1% whilst forestry sector GDP fell marginally.

Chamber of Commerce CEO Murray Douglas said that since 2007 total primary commodity processing real GDP in Hawke's Bay has fallen steadily, overall by 11.8%.

Food processing GDP has fallen by 15.1% and textile processing by 12.4%, while the stand out area has been forest products processing GDP, which has increased by 4.8%.

"The data shows that the region is still heavily dependent on rural production which accounts for nearly a third of regional GDP. The significant areas are still pastoral product processing, pip fruit growing and rural support activities. Within this, however, there has been a substantial shift in employment," Mr Douglas said.

The latest industry growth forecasts from the New Zealand Institute of Economic Research point to 4% annual average real GDP growth for the national agricultural sector as a whole, over the next five years. The forecast figure for the national forestry

Industry	Economic Indicators		
	Number of Enterprises	HB GDP in Current Dollar Terms (\$M)	Total Full/Part Time Employment
Vegetables	118	40.8	530
Other Horticulture	123	16.9	220
Pip fruit Growing	297	317.0	4,120
Grape Growing	217	51.6	670
Other Fruit Growing	171	81.5	1,059
Pastoral Farming	2,232	227.0	2,950
Rural Support Activities	379	289.4	3,760
Forestry/Logging	313	36.2	470
Pastoral/Product Processing	26	379.0	3,045
Fruit/Vegetable Processing	23	225.3	1,810
Wool Scouring & Tanning	21	105.8	850
Log Sawmilling	15	16.2	130
Other Wood Processing	8	52.3	420
Agricultural Manufacturing	21	22.4	180
Commercial Agricultural Services	351	128.0	1,886
TOTALS	4,315	1,989.4	22,100

b Slight hint of better times?

The September quarter of the NZIER survey of business confidence suggests that Bay businesses are slightly more optimistic than in the last three quarters.

means that the market can take a slightly improved form.

Chamber CEO Murray Douglas said it's a small hint that business in the region is improving, albeit modest and patchy.

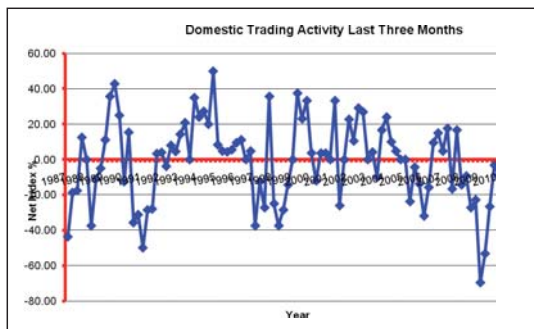
"Domestic trading activity in the last three months has been tight and this last quarter suggests that there is a slight lift - perhaps the pre-GST effect."

Last month some of Statistics NZ's latest reports indicated there has been a further decline in the Hawke's Bay commercial accommodation sector.

In addition, the annual NZ income Survey for June showed Hawke's Bay continued to languish near the bottom of the regional tables.

"Notwithstanding the still hard times, the NZIER survey suggests that businesses are contemplating investment in plant and machinery over the next 12 months, employment has been slowly picking up, and selling prices are moving slightly upwards - all of which

"The bottom line is that firms in the survey are saying that profitability in the last three months has been slightly better," said Mr Douglas.



He added that businesses must be conscious, however, that conditions are still challenging with the survey indicating that the general business situation over the next six months will remain restrained.

The Hawke's Bay results covered some 100-200 regional businesses operating in many different sectors of the regional economy over the period since 1987.

Firms contacted are asked whether each particular business operation factor has increased, stayed the same or increased/improved over the past quarter.

The graph shows Hawke's Bay's domestic trading activity from the latest Hawkes Bay business opinion findings of the NZ Institute of Economic Research, covering up to the September quarter 2010. The results were provided by the Institute and reworked for the region by Economic Solutions Limited.

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Bits and Bytes By Wray Wilson

Drop your files and run!

If you are anything like me you have a large number of very important files stored on your computer. Anything from personal information, CV's and photos to business quotes, contracts, photos and backups of critical files.

Thanks to a handy little free service called Dropbox you can access these files from any computer you choose, from a website online or even your mobile phone, iPad or PDA if it is supported!

What is Dropbox?

Dropbox is a free online storage service. Think of it as a folder on your computer that happens to be backed up online. You can store up to 2GB (gigabytes) of files with the free version. The files are copied to the Dropbox server and then replicated on every device you install Dropbox on.

The files are also version controlled which means if you delete, add new or edit existing files the change is automatically copied to ALL your devices using Dropbox.

Plus if you refer friends and family to the service you can get up to 10GB of storage, all for free! That's approximately 3,500 photos or 10,000 documents!

What else can I do with Dropbox?

Dropbox allows you to create special folders to share with your colleagues, making it easy to collaborate and share files even while on the go.

The software will alert you whenever a change is made to your files or folders as well so you can easily keep up to date. You can use Dropbox to share business documents between colleagues in different offices or countries, whether they are at their desk or on the go and keep them up to date automatically.

What do I need to get Dropbox?

You will need a computer or supported mobile phone with a high speed internet connection. You will need to sign up with your email address at www.dropbox.com and download and install the software on each computer, phone or device.

How do I use it?

To store files, simply drag them to the Dropbox folder in My Documents. They will be uploaded to the server and copied to the other devices immediately.

To access your files, open the Dropbox folder on your device or sign in to the website to view a list online.

Workfit Healthy Workplace Award



Winner: Heinz Wattie's Ltd.

Xplore.net Online Award



Winner: Mission Estate Winery

Unison Service Provider Award



Winner: Kinetic Electrical Hawke's Bay

Te Puni Kōkiri Māori Business Excellence Award



Winner: WIKI Design and Consultancy Ltd.

Classic Hits Excellence in Retail Award



Winner: Best Travel

Hawke's Bay Chamber of Commerce/Employers & Manufacturers Association Business Person of the Year



Winner: Peter Holley



Stuart McLauchlan - Partner

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3R Group Sustainable Business Award



Winner: Diamond Drycleaners Apparelmaster Ltd.

Barnes Mossman Emerging Business Award



Winner: Waimārama Māori Tours at Hakikino

Hawke's Bay Regional Council/Venture Hawke's Bay Business Innovation Award



Winner: Agri-labs Co-Products Ltd.

NZT&E Exporter of the Year Award



Winner: Wood Mallets Ltd.

Hawke's Bay Chamber of Commerce Service to Business Award



Winner: Ian Ritchie

Hawke's Bay Today Business of the Year



Winner: Mission Estate Winery

CRM Tools Made Easy

In my last article I talked about the importance of Customer Relationship Management, a way of selling products and services by recognising the value in building a relationship with prospects and customers.

There are a large number of CRM tools on the market which will help you build a relationship with your customers. These will enable you to maintain contact details throughout your company, create e-mail, telemarketing or mail-merged marketing campaigns, automate your sales process (by setting up pre-designed e-mails, tasks or appointments with automatic follow-ups), synchronise jobs and quotes on your accounting software to boost your business pipe-lines and automate your sales reporting to ensure you never run out of work as well as maximising each sales opportunity.

However, the better systems allow you to "harvest" the data on your accounting software to instantly create communication-ready contact lists of customers. For example:

- Identify all customers who've bought a particular item, have spent over \$1,000 with you over the past year and offer them an exclusive price on a complimentary item.
- Identify all customers who've spent more than \$5,000 with you and invite them to a function to say thanks.
- Identify all customers who haven't bought from in the last two years and then lure them back by offering a special package of added-value benefits with a time-limit.

Given the benefits they bring, CRM packages are not expensive and enable you to work more efficiently on increasing your revenue. In the current climate, there are not many business owners who don't need to do that!

If you have any tax or business queries of any kind telephone 0800 ASK NICK, e-mail me at nick@abac.co.nz or use "Contact Us" on 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 Alice in Television

When it comes to making corporate DVD's it pays to do it right, says long-time researcher, director and producer Tessa Tylee – owner of Hawke's Bay production company Alice in Television.

Whether it is for a promotion, induction training, or development of a new product, DVD's are a great way to showcase product or service, she says.

"They are a very effective, easy form of marketing for people to understand, but although a lot of people think they would like to make a DVD, they are often quite daunted by the process."

This is where Alice in Television comes in.

Tessa has been in the business since 1994, in which time she has built up a CV that ranges from establishing, producing and directing the TV series Mucking In, to directing Kete Aronui – a Maori arts programme, and making non-media DVDs for such organisations as the Hawke's Bay Regional Council and Department of Conservation.



When it comes to doing corporate DVD's she says a lot of emphasis goes on understanding the client's needs to work out exactly what is needed and structure a budget and time line.

"I'm really happy to do all this up front - explain the process to clients so they can go away with a bit of an idea without having already committed to anything."

Born and bred in Hawke's Bay, Tessa was based in Auckland until three years ago, and is enjoying her return to the Bay where her business constantly provides a variety of challenges and experiences.

"I love learning about new stuff and dealing with new people – I have got a lot of experience and it's really rewarding to pass my knowledge on and make products companies can be proud of."

Director: Tessa Tylee
Phone: 021 320 964
Web: www.aliceintv.co.nz

President's message

By Stuart McLauchlan

The 2010 Westpac Hawke's Bay Chamber of Commerce business awards was another hugely successful event with worthy finalists and winners acknowledged and celebrated.

Congratulations to the Supreme Award winners Mission Estate and all the category winners who are an inspiration to us all.

This is a very important event for the Chamber so thank you all for supporting it.

Hawke's Bay has some incredible, world-class businesses – they often stay under the radar – so it's important to celebrate and promote their success.

The Awards are also important to promote Hawke's Bay as not just a great place to live but also a great place to do business.

As we all know, being in business presents challenges and opportunities, and I would like to thank all of the businesses who stepped up and had the courage to take the opportunity to enter this year's awards.

For those who did not make it to the finals or did not win their category, you will have learned from the process and hopefully gained some value from the feedback given by the judges, please consider entering again next year.

Over the years we have seen many businesses who have missed out the first time come back again even stronger to win.

I personally want to thank all of our judges for the significant time, effort and integrity they have put into the judging process.

A huge thank you to all of our category sponsors and in particular the overall lead sponsor, Westpac, for its continued support of this event. Without you this event just wouldn't be possible.

b YES - Regional Awards 2010



YES students celebrated the end of the year with the regional awards at the Mission Estate Winery on October 19.

Napier Girls High School team Fiore took out the grand title of Hawke's Bay Young Enterprise Company of the Year with their edible bouquet product.

Managing Director of Fiore Lauren Stone was named Entrepreneur of the Year.

On November 3 the Fiore team went to Wellington to

take part in the National Awards competing against other teams from around New Zealand.

YES co-ordinator Erin Carter congratulated the winners and said all the students had a successful year thanks to their innovation and passion.

"The overriding feeling at the awards was that we were watching our entrepreneurs of the future and we wish them all further success in the future," she said.



The winning Napier Girls High School team Fiore

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b Snapped

Photos supplied by Alphapix.

The Westpac Chamber of Commerce Business Awards was held at the Hawke's Bay Opera House on November 4.



The Chamber of Commerce held Business After 5 at the Napier War Memorial Conference Centre.



The Chamber of Commerce held Business After 5 at Skyline Aviation.



b Events

RSVP: admin@hawkesbaychamber.co.nz

Business after 5: BNZ Partners

Date: Wed 24th Nov 2010 - 5.30 - 7pm
Venue: BNZ Partners, 205 Hastings Street, Hastings
Invest: Complimentary. Pre-registration essential.

Business after 5 - Mangapapa Petit Hotel

Date: Tue 22nd Feb 2011 - 5.30 - 7pm
Venue: 466, Napier Road, Havelock North
Invest: Complimentary. Pre-registration essential.
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