

chamberPULSE

Hawke's Bay Chamber of Commerce newsletter - **October 2010**

b business news

b key information

b topical issues

b helpful advice

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b Finalists announced for Westpac business awards

Thirty five businesses will contest nine categories of this year's Westpac Hawke's Bay Chamber of Commerce Business Awards, with the winner to be announced at a glittering Gala Dinner in November.

A Finalists Function was held on September 8 at the National Tobacco Building in Ahuriri, and with the Business Expo being held at the same time there was a real buzz around the event.

Head judge Rick Cranswick said the finalists' entries represented a high level of innovation and organisation among businesses in Hawke's Bay.

"Selecting finalists is a rigorous process and the judging panel held long discussions before making our selection. Already we know there are many excellent finalists across the categories and every winner is sure to be a top quality business.

"We are now looking forward to meeting the businesses over the coming weeks for the detailed part of the judging process."

Several businesses are in two categories with the largest number of finalists in the Barnes Mossman Emerging Business Award and the Unison Service Provider Award, both with eight finalists.

The Workfit Healthy Workplace Award has some of the region's most well known companies as finalists such as Enzafoods New Zealand, Heinz Watties and McCain Foods Ltd.

Winners of each category along with the Hawke's Bay Today Business of the Year and the Hawke's Bay Chamber of Commerce/Employer Manufacturers Business Person of the Year will be announced at the Business Awards Gala Dinner at the Hawke's Bay Opera House in Hastings on Thursday November 4.

"We look forward to announcing the winners when the region's business community turns out to celebrate excellence in award winning style," said Chamber CEO Murray Douglas.



Westpac Hawke's Bay Chamber of Commerce Business Awards finalists 2010



Tickets to the Gala Dinner are now available from the Chamber. See the full list of finalists on page 3.

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HAWKES BAY

CHAMBER OF COMMERCE

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b Business boomed at UnisonFibre Business Expo

The UnisonFibre Business Expo the Chamber hosted at the National Tobacco Factory in Napier has been dubbed a huge success.

Numbers were up in all directions from last year: more exhibitors, more visitors, more speakers and more leads for the participants.

Nearly three times as many exhibitors participated this year and the EXPO Cafe was a great success



meaning people stayed for longer at the EXPO: 75% of the 2,000 visitors stayed for longer than 2 hours .

Most exhibitors appreciated the combination of the finalist announcement for the business awards as well, with over 200 present for that event alone.

The good mix of speakers was well worth the effort, and thanks go to OfficeMax for sponsoring some of the out of town speakers.

Adam Smith from Google had to be moved onto the main stage as

the seminar room appeared to be too small for the 150 people who turned up. As David Sorensen from Reaman Industries Ltd put it: "Thanks for a great two days at the Business Expo. From it we got...

1. Exposure from the Business Awards ceremony
2. A 10% reduction in our ACC levies we didn't know we were entitled to - that alone more than paid for my time away from the office during the two days
3. Great advice from Mark Robotham and the team at NZTE
4. A free audit of our IT systems from Gen-I - a much needed review we had been thinking about getting done
5. Renewed contact with some old business contacts, which I think will have future value for both sides, and more and more - the benefits are just starting looking at my emails today".

Feedback from the exhibitors suggests the Chamber should host it again next year, but maybe in a different venue where there is enough parking and better seminar rooms.

Venture Hawke's Bay Update-October

It's been a busy month on the Regional Promotion and Marketing side of Venture Hawke's Bay.

We were in Auckland last week for a three-day promotion at the Number 1 Queen St Cafe. The aim was to create awareness and excitement about Hawke's Bay. We showcased our fabulous wine and food and highlighted upcoming activity on the summer events calendar.

We were joined by local operators including Hawke's Bay Racing, Art Deco Trust, CHB Promotions, several wineries, food producers and accommodation providers.

We painted the cafe yellow inside and out, complete with Hawke's Bay Wine Country branding, and the promotion included stickered coffee cups, Hawke's Bay rays of sunshine glowstick giveaway, merchandise, Art Deco themed people, and a life size fake horse to promote Hawke's Bay Racing's Spring Carnival.

Hertz brought along a rental car, Grabseat had Napier-specific deals on the three days, and Channel 9's "The Today Show" - Australia's longest running news programme - broadcast live from Hawke's Bay on September 11.

Hawke's Bay and Auckland were the only regions selected for the broadcast on the show that attracts over 450,000 viewers to its Saturday show. The focus of their visit was to profile what activities Australian female visitors can do during the Rugby World Cup 2011.

The crew broadcast live from Craggy Range Winery between 9am and 11am New Zealand time (7am-9am Australia time). There were four live crosses where weather host Emma Freedman delivered Australia's weather report whilst showing pre recorded segments.

These included an Art Deco Vintage Car tour, luxury spa treatments at Mangapapa Petit Hotel and Spa, and a "GI Jane" adventure with On Track Adventures including quad biking, claybird shooting and archery, and a live activity at Craggy Range. The live activities covered cycling, cooking, wine tasting and food sampling.

FLYING HIGH IN BUSINESS



DON'T MISS THE BUSINESS EVENT OF THE YEAR!

The 2010 Westpac Hawke's Bay Chamber of Commerce Business Awards will be held on Thursday November 4th at the Hawke's Bay Opera House

To book go to www.hawkesbaychamber.co.nz or call 06 876 5938



















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b Building Māori business relationships

Businesses keen to foster stronger relationships with Māori organisations are invited to participate in a new Māori language programme “Māori in the Office”.

Run by Cultureflow, the programme is endorsed by the Hawke’s Bay Chamber of Commerce and will provide participants with:

- An absolute beginners introduction to te reo Māori (Māori language), and tikanga Māori (Māori culture) in a non-threatening, positive environment
- Quality, tailored, focused classes for busy people
- A comfortable environment to ask questions about Māori language/culture that can then be applied back to a business setting
- A venue/vehicle for active networking with Māori organisations.

The programme will be run over four weeks, with one 1.5 hour class held each week, and participants will receive a “Māori in the Office” workbook and Cultureflow introductory interactive CD ROM to keep.

All classes will be held at BNZ Partners Building, Level 1, 205 Hastings Street South from 2.30 – 4pm.

For bookings contact the Chamber office 06 8765938 or admin@hawkesbaychamber.co.nz.

Dates	Class Subjects
Monday October 11	Quick introduction to basic te reo Māori pronunciation and greetings, and a brief “when and how to hongiri” guide for use in a business environment.
Monday October 18	Learn and practice greetings in te reo Māori with templates for letter writing, emails and phone conversations in a business environment.
Monday October 25	Labour Day – no class
Monday November 1	Basic etiquette of powhiri (welcome) onto a marae, and explanation of how this can be applied to a non-marae business environment to assist with hui (meetings).
Monday November 8	Recap of previous sessions and practice introducing oneself in te reo Māori (mihimihi) within a comfortable and safe setting.



Finalists 2010 Business Awards

Classic Hits Excellence in Retail Award

- Kilt Clothing Ltd
- Hawthorne Coffee Roasters
- Best Travel
- Revolution Bikes (2010) Ltd
- Specsavers (Hastings)
- Mphosis Hair Studio

3R Group Sustainable Business Award

- Diamond Drycleaners Ltd
- Hastings District Council

Barnes Mossman Emerging Business Award

- Driving Miss Daisy NZ Ltd
- Enliven
- Piper Construction Ltd
- Waimarama Māori Tours at Hakikino
- South Pacific Educational Courses Limited
- Boss Group Ltd
- Lawson Robinson Ltd
- Flowers by Chilton

Unison Service Provider Award

- Driving Miss Daisy NZ Ltd
- Napier Collision Repair Centre
- Lawson Robinson Ltd
- Specsavers (Hastings)
- Best Travel Ltd
- Kinetic Electrical
- Enliven
- Hawke’s Bay Document Technology

Te Puni Kōkiri Māori Business Excellence Award

- One Red Thread
- Wiki Design and Consultancy Ltd
- Flowers by Chilton

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

- Agri-lab Co-Products Ltd
- Reaman Industries Ltd
- Nature Green (NZ) Ltd
- Wood Mallets Ltd

Workfit Healthy Workplace Award

- Pernod Ricard NZ - Hawke’s Bay Health and Wellbeing
- ENZAFOODS New Zealand Ltd
- Heinz Watties Ltd
- McCain Food NZ Ltd
- NZ Corrections – Psychological Service

NZT&E Exporter of the Year

- Elephant Hill
- Wood Mallet Ltd
- Agri-lab Co-Products Limited

Xplore.net Online Award

- Mission Estate Winery
- Upstart Magazine
- Rembrandt Fine Arts - My World
- NZ Law Ltd



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b Golf, Clients, Staff, Fun, Health, ENJOY!

Sport Hawke's Bay is inviting businesses to take a break and get out on the golf course with a few clients or staff - and raise money for the Heart Foundation to help fight cardiovascular disease.

The annual Biz Golf tournament is being held on Friday October 15, and is the perfect opportunity to reward key clients and staff, build on business networks, profile your company amongst key Hawke's Bay organisations, win spot prizes, and support a great cause.

BizGolf 2010 is an ambrose competition for teams of four people and will again be held on the beautiful Waiohiki Golf Course, where the course fees have been kindly sponsored by the Napier Golf Club.

The day begins at 11:00am with registration and an early buffet lunch before a shotgun start launches the

30 teams into action.

In addition to the ambrose tournament there are novelty holes and refreshment stops situated around the course. The day concludes with prizegiving including handicap winners, best gross, novelty hole winners and some great raffle prize draws.

ENTER NOW - For more details, or to receive entry information contact Kevin Murphy at Sport Hawke's Bay - phone 06 845 9333, email kevinm@sporthb.net.nz

The tournament is proudly supported by Speights Ale House, Duke of Gloucester, Wilson Golf, Classic Hits 89.5FM, Lion Beverages, Air NZ Holidays Napier & Hastings and Westpac.



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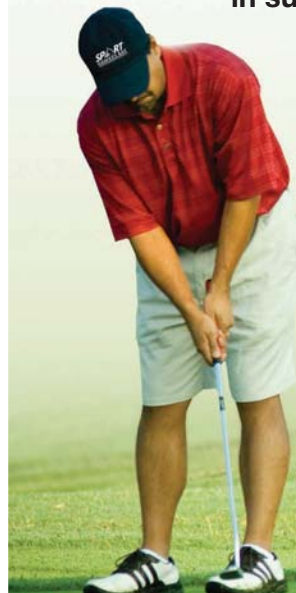
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**Friday 15 October 2010
Napier Golf Club
Waiohiki Course**

**Ambrose Rules
4 member teams
Limited to 36 teams
Handicaps collected for all players pre-tournament
Maximum Handicaps: Mens 24 - Women 40**



Stuart McLauchlan - Partner

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How to detect and get rid of spyware

By Wray Wilson

Whether you know it or not, you are being watched.

Spyware that spies on your internet browsing habits is everywhere and although most antivirus software will detect the worst offenders, the most innocent, tracking cookies, usually slips under the radar.

Tracking cookies are small text files downloaded to your personal computer when you visit a website. They are a harmless form of spyware designed to help websites recognise your preferences and reading patterns.

In most cases they are completely harmless, but other computer users and websites can use them to see where you have visited online. You can avoid tracking cookies by setting your computer to delete your browsing history when you exit the browser. In Internet Explorer 8 find the setting under the Browsing History tab found via clicking on Tools>Internet Options.

If your system has slowed, pop-up advertising frequently appears on your screen, or toolbars you don't remember downloading appear in your internet browser, you're probably infected with more malicious forms of spyware. They can arrive via websites, email and instant messaging services and even as an add-on to new software.

Piggyback spyware, as it is called, often arrives through the back door with other new software that you do want, but the unwanted guest can reset your home page or fill your screen with advertising and too much of it can slow your system down

Most reputable software does not come with spyware, but anything you have downloaded from the internet for free probably does.

Symantec, which publishes Norton Internet Security, recommends against accepting free deals and urges users to always read the End User License agreement which will probably detail any extra software you are installing. It also warns against opening suspicious error messages in the web browser which can lead to the download of spyware.

Running a regular scan through your antivirus software will detect and remove spyware. But the best cure is prevention - being vigilant about what you are downloading and installing.

If your antivirus software does not include a firewall, and you're not already running Windows Defender, download it from Microsoft at: <http://bit.ly/9o2B9B>



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b Cole Murray – The full range of financial services

From financial and investment planning, to mortgage finance, health and 'living' insurance, long-established Hawke's Bay business Cole Murray offers a huge range of services and products.

Director Jeremy Cole says a particularly active area for the team of experienced professionals is KiwiSaver.

"For business owners who do not have the time, Cole Murray welcomes the opportunity to visit and talk to staff about KiwiSaver.

"Joining this Government subsidised scheme simply entails completion of a form and proof of ID. Easy as!"

Cole Murray also offers insurance services and Fire and General insurance specialist Keith Thomas said the Christchurch earthquake is a reminder to Hawke's Bay businesses to review insurance policies regularly.

Many people receiving their renewals often simply sign and return when, in fact, they should be reviewing policies on their anniversary.

With domestic insurance it is imperative to ensure the square meterage on dwellings is correct and that contents and buildings have true replacement value, he said.

"When insuring commercial properties it is imperative to insure them as per an 'insurance' valuation and not a 'real estate' valuation as building costs have dramatically increased over the last 10 years."

Other considerations include business interruption insurance, which is designed to put your business in the same financial position prior to a claim. When reviewing your business interruption cover it is extremely important to review annually each sum insured, including the indemnity period chosen, said Keith.

"Business interruption can be the life blood of your company should you ever have a major loss. Without it, many companies could wind-up due to not having sufficient insurances.

"We recommend talking to a specialist about the above policy components and options – there are many in Christchurch right now who will be impacted by not being adequately covered."

Cole Murray Group is offering free evaluations on commercial insurance, as well as its other expert solutions.



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Accountancy + Business Advice Centre By Nick Roberts

CRM Made Easy

So what exactly is CRM? One of the best definitions is "a method of selling products and services by recognising the value in building a relationship with prospects and customers".

Building an effective relationship requires trust, consistency, honesty, a willingness to give, doing what you say you are going to do and in particular, frequent contact and communication.

In these tough economic times CRM matters more than ever, so what can you do to ensure your prospects turn into customers and your customers keep coming back?

- Send personally addressed and signed thank you letters to new customers so that they will feel good about you and will remember you the next time you contact them
- Send customers information relevant to their needs
- Send only personalised emails or letters individually addressed
- Collect customer information at the time of sale
- Contact all customers who have not bought from you in the last so many months or years depending upon your business
- Advise your best customers of special offers or new products before the rest or non-customers
- Use just one database to collect information about your prospects and customers which allows effective communication on one-to-one basis
- Send special, personalised greetings on special occasions

In my next article I shall cover a couple of useful CRM tools at the lower end of the market cost-wise since as usual, automation and systemisation are the keys to saving time and money and effective and consistent implementation!

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 Cautious Economic Growth Forecast

A high unemployment rate and forecasts that Hawke's Bay's economic growth will slow suggest that the region's recovery from the recession is likely to be shallow and take a longer time than was predicted three months ago.



Murray Douglas

The latest NZIER Consensus Forecasts, which are an average of New Zealand economic forecasts compiled from a survey of financial and economic agencies, were released recently and are generally less optimistic across all factors than three months ago.

In addition, these forecasts have not fully taken account of the effects of the Canterbury earthquake which may further weaken some of the growth figures.

Business surveys since February, although still positive, have shown regressing confidence. This easing trend is

also reflected in a recently released Auckland Chamber of Commerce survey that confirmed a significant drop in business confidence in that region.

Hawke's Bay Chamber of commerce Chief executive Murray Douglas said that of concern to Hawke's Bay, apart from the delay in the recovery of the labour market, is a forecast slowing in export returns due to lower commodity prices and the ongoing weakness in some of our trading partners' economies.

"The bright hope is that these days 63% of New Zealand's merchandising exports go to Asia and Australia - and these economies are still strongly growing.

"As we go into the next export season Hawke's Bay traders and manufacturers will continue to watch every cost.

"Although there might be slight benefits from the view that inflation may be marginally lower than forecast despite the GST increase of October 1, this is offset by predicted ongoing volatility of the NZD, which may put pressure on export incomes," he said.

Oarsome!

By Stuart McLauchlan

In less than one month's time, the largest sporting event to be held in New Zealand this year kicks off. Langley Twigg Partner and Rowing New Zealand Board Member Peter Twigg will be setting the stage for the 2010 World Rowing Championships to be staged at Lake Karapiro, near Cambridge, throughout the first week of November.

The Rowing World Championships were last held here in 1978, attracting a crowd of 22,000. The best that a New Zealand crew could do that year was a fourth placing by the New Zealand men's eight.

Over the last decade, New Zealand crews have become a force to be reckoned with. Rob Waddell won New Zealand's only gold medal at the Sydney 2000 Olympics, followed by Caroline and Georgina Ever-Swindell winning world championships and back to back Olympic gold medals in Athens and Beijing. Many of our current crews are current or former world champions.

Following these successes, Rowing New Zealand tendered for and won the right to stage the Rowing World Champs at Karapiro and have embarked on a \$14 million project. The race course and facilities have been massively upgraded into a rowing facility that is second to none in the world.

With tickets ranging in price from \$20 per day to sit on the bank, through to \$80 for the grandstand on finals day, huge crowds are expected. Parking, transport to the lake, and an entertainment programme featuring local bands such as OpShop are all part of the ticket price.

For more information, check the K2010 World Rowing Championships website: www.wrch2010.com

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b Special Chamber offer

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Wendy Schollum,
Director – Xplore.net Online Solutions and Web Wand



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b Snapped



Photos supplied by Alphapix.

The Westpac Chamber of Commerce Business Award Finalist Function was held recently at the UnisonFibre Hawke's Bay Business Expo in Ahuriri.



The Hawke's Bay Chamber of Commerce held Business After 5 at the Crown Hotel in Napier (first row below) and at Hawthorne House in Hastings recently (second row below).



b Events

RSVP: admin@hawkesbaychamber.co.nz

Green Drinks

This is a great networking opportunity and a chance to discuss sustainability with other professionals. Bring a friend! A cash bar will operate and a \$2 gold coin donation is required to cover cost of nibbles. Saving the world one drink at a time...

Date: Wed 6th Oct 2010, 5.30p.m.
Venue: Chamber offices
Invest: \$2 plus cash bar

Business After 5: Skyline Aviation

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

Business After 5: A&P Showgrounds

Date: Wed 20th Oct 2010, 5.30-7p.m.
Venue: Equestrian area-Showgrounds- Hastings
Invest: Complimentary
 Drinks on the Embankment

Business Awards Cocktail Party, Awards Ceremony and Gala Dinner

Date: Thu 4th Nov 2010, 6.00pm
Venue: HB Opera House, Hastings
Invest: Tickets for the Awards ceremony are now on sale from the Chamber.



Business After 5: BNZ Partners

Date: Wed 24th Nov 2010, 5.30-7p.m.
Venue: BNZ Partners, 205 Hastings Street, Hastings
Invest: Complimentary

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