



## Rates- an ongoing issue

Last year the Chamber welcomed the new councillors following the local government elections. During the election we had surveyed the candidates and had a mixed response although generally there was a recognition, very strongly in Napier, of the key role that a prosperous and vital business sector played in producing a growing and thriving community.

Previously we have been critical of the rate increases over the last 10 or so year particularly and until very recent times, these increases have been significantly in advance of inflation. As business pays a significantly higher proportion of the rates levied than an equivalent residential valued property, the amount levied has often been disproportionate to the level of services they receive.

Thankfully in the last two years these calls for rate moderation have been heeded and there has been a greater focus on restraint (and hopefully efficiency).

The use of business differential remains the glaring problem for this higher rates burden on business. In the case of Napier and Hastings this is more than three times a residential property of similar valuation. Despite the lack of disciplined economic basis for applying differentials,

councils continue to apply them because, it seems, they can. Differentials tend to be set arbitrarily with little transparency around the criteria being used or explicit justification in terms of the services funded.

To be fair, Napier City has tried to provide a detailed council activity by activity argument. This is not convincing as among other things it suggests that the net costs of cemeteries, for example should have 5% paid by the business sector! And there are other equally curious justifications in other areas.

An argument often used to support differential is that business have an advantage over residential in that they can deduct GST for tax purposes. Reputable economists discredit this notion as a GST registered firm charges GST on their output, deducts GST paid on inputs and pays the net GST to the government, so there is no real advantage to businesses.

The former Auckland Regional Council commissioned an independent review of its differentials in 2006, and this study could not substantiate the claim that businesses receive additional benefits from council services that justify the differential.

The Chamber calls on the new Councils to tackle this issue this year when new



valuations are available, and over time move to a mix of direct rating, user pays and if specialist rating is required, to have economic principled and fair targeted rates rather than broad brush differentials.

Murray Douglas  
CEO

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**Amanda Gray**  
Bachelor of Business Studies and  
Bachelor of Computing Systems  
Concurrent Degree  
Student

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# A New Zealand Trade and Enterprise Business Support Programme

The Regional Partner Network Scheme is a joint initiative between New Zealand Trade and Enterprise (NZTE) and Technology New Zealand. It is aimed at providing businesses with a single point of access for advice, support, funding and expertise targeted at growing their business and research and development activities.

The scheme will be delivered throughout Hawkes Bay by a partnership of the Hawkes Bay Chamber of Commerce and the Hawkes Bay Regional Council (Venture Hawkes Bay) which will be the primary contacts for government business assistance in the region.

The Regional Partners will work with businesses in Hastings, Napier, Wairoa and Central Hawkes Bay to build business capability in the areas of business management and research and development.

The Hawkes Bay Chamber of Commerce will provide specialist services for businesses that wish to enhance their business capability and have the potential to innovate and grow. The Chamber of Commerce will undertake business capability assessments, develop action plans and provide specific business assistance. They will also administer the NZTE voucher scheme which will enable qualifying businesses to access government funding for training, coaching or other business capability up-skilling services.

Capability building services will be delivered through approved training and coaching providers.

Venture Hawkes Bay will assist businesses to link into support available through TechNZ, FORST's business investment programme.

The NZTE Capability Development Voucher Scheme is designed to support business owners to take that next step to grow their business and to export. Under the scheme, businesses are eligible if they meet the following criteria:

- Have fewer than 50 full time employees;
- Are operating in a commercial environment;
- Are registered for GST in NZ;
- Are personally owned by an individual or individuals; or are a Maori Trust or incorporation under the Te Ture Whenua Maori Act 1993 or similar organization managing Maori assets under multiple ownership; and
- Have undergone a capability assessment with the Regional Partner

To access the scheme, businesses will need to complete an on-line self assessment questionnaire and to participate in an in-depth interview with the Regional Partner. Partially subsidized training and coaching services may be available and can be accessed through a voucher system. Vouchers are available for business owners or senior level managers up to a maximum of \$5000 in any one year. The business owner must provide matching funding of 50% of the value of the capability development service.

A range of other Government services are also available to assist business owners to grow their business and to upskill.

For further information contact:  
Karen Cooper  
Regional Partner Network (Hawkes Bay)  
Hawkes Bay Chamber of Commerce  
Phone: 06 876 5938  
Mobile: 027 406 6526

## Venture Hawke's Bay **significant changes**

Happy New Year, we hope the year is off to a great start for you all.

2011 has seen some significant changes for Venture Hawke's Bay, with the Hawke's Bay Regional Council agreeing to a new collaborative effort between the tourism activities of Venture Hawke's Bay and Hawke's Bay Wine Country Tourism Association. (HBWCTA)

Operating in the interim period as "Hawke's Bay Tourism", the collaboration will be the official Regional Tourism Organisation (RTO) and will fulfill those roles and responsibilities. Hawke's Bay Tourism will be jointly funded by the Regional Council and private sector investors within the local tourism industry through HBWCTA.

An establishment group has been appointed to oversee the initial six month management and transition period. The group comprises of Paul Drury, Group Manager Corporate Services for Hawke's Bay Regional Council, Sam Orton, Chair of HBWCTA and George Hickton, ex-CEO of Tourism New Zealand.

Annie Dundas has been appointed acting GM of Hawke's Bay Tourism and is responsible for all of the RTO activity. Annie has spent the last 10 years representing New Zealand offshore with Tourism New Zealand (TNZ). Her most recent role was Regional Manager of North America and was responsible for the delivering TNZ's strategic plan in North America. This included the 100% Pure New Zealand campaign and extensive PR activity including The Bachelor and America's Next Top Model broadcasting from New Zealand. She was also heavily involved with trade marketing and partnership activity with airlines, cruise liners and incentive and luxury sectors. She also managed the Paris operation of the Rugby Ball Project during the Rugby World Cup 2007.

Annie and George bring a wealth of tourism experience to the new RTO and we are thrilled to have them on board. It's an exciting time for tourism in Hawke's Bay and we look forward to sharing our activity and achievements with you.

If you have any questions please don't hesitate to contact us on (06) 834 1918



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# High **dollar** concern for Bay

Hawke's Bay should be concerned about Finance Minister Bill English's recent predictions that the New Zealand dollar will remain high for the next 12-18 months, says Hawke's Bay Chamber of Commerce CEO Murray Douglas.

The New Zealand dollar hit nearly US80c before Christmas and remained in the range of US75-77c. Mr Douglas said a high currency reduced the competitiveness of Hawke's Bay exporters and threatened to

slow the regional economy, much of which was denominated in United States dollars.

"The Government must be more involved in both trying to manage the exchange rate down and assisting exporters to remain competitive in significant markets," he said.

"The Government is taking a very hands-off view – even though the New Zealand dollar has risen about 25 per cent in the last nine months – and seemingly relying on agricultural price rises to work our economy

out of recession.

"The high dollar simply erodes the benefits of this rebalancing approach, as we are now seeing with increased exports but not necessarily increased return to farmers.

"The prospect of higher domestic interest rates in the near term, as the Reserve Bank reduces the stimulus effect of a domestic economy recovery, is also likely to continue to elevate the NZ dollar."

# Record keeping and our **limitation** laws

Records should be kept until there is no longer a risk of a claim being brought against your business. It is very difficult to defend a claim adequately when relevant records have been destroyed. Limitation laws prevent claims being brought against a business after a certain period of time.

On 1 January 2011, the Limitation Act 2010 came into force, replacing the Limitation Act 1950. Generally under the old act a party was prevented from bringing the claim for a breach of contract or negligence once 6 years have passed from the date the claim accrued. This general rule was subject to some specific legislation dealing with certain matters.

The effect of the New Act is that businesses will need to consider retaining certain records for longer. The purpose of the new act is to create more certainty about when claims will be time-barred.

There are of course additional rules that continue to apply e.g. certain accounting records must be kept for seven years under the Tax Administration Act 1994. The effect of other legislation for particular sectors of business necessitates holding records for 10 years.

Changes under the New Act

Under the New Act the 6-year limitation period will continue to apply for most types of claim. However:

- The 6-year limitation period will begin to run from the date of the act or omission on which the claim is based (the 'primary period'), instead of the date the claim has accrued. This is intended to provide more certainty about when the primary period begins to run;

- Claims can be brought within three years after the date the claimant knew or ought reasonably to have known certain facts giving rise to the claim (the 'late knowledge period'), even if the primary period has expired. Therefore, a person can bring a claim within three years after they discover they have a claim, even if six years have elapsed since the date of the act or omission on which the claim is based. This addresses the concern that valid claims may previously have been time-barred because the claimant did not discover the facts giving rise to the claim until after the limitation period had elapsed;

- However, in no circumstances can claims be brought more than 15 years from

the date of the act or omission on which the claim is based (the 'longstop period'). From a record keeping perspective, these changes mean that from 1 January 2011 businesses will need to consider keeping records for 15 years.

- While the New Act will apply to most types of claim, specific limitation rules contained in other statutes will continue to apply in the situations covered by those statutes. For example, the new rules will not affect the specific limitation rules under the Fair Trading Act

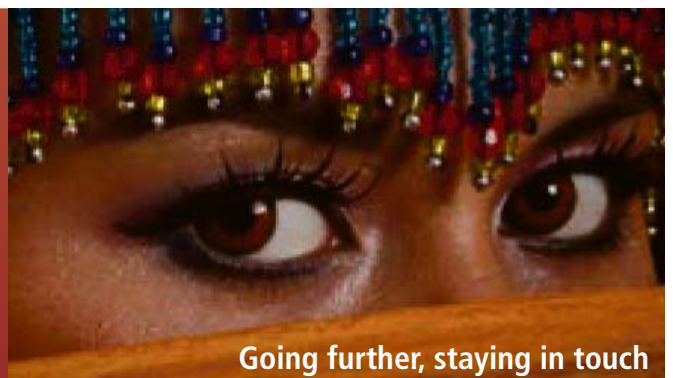
## Summary

Businesses may need to update their record keeping practices. As a general rule, businesses will need to keep records for 15 years. However, specific limitation rules will still apply, and could mean in some sectors records should be kept for longer.



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# Imported workers **key** to local success

Although 2011 has just begun, the peak involving ground crops, apples, pears and kiwifruit is almost upon us. With the absence of serious frosts last spring, all crops look promising and it's looking like a "big one" for the Bay.

For many years in Hawke's Bay, horticulture and viticulture employers struggled to obtain and retain reliable labour to enable crops to be harvested at the optimum time. The Hawke's Bay Labour Governance Group was established in May 2007 with the objective of investigating the problem and identifying solutions to the labour shortages. The group is chaired by me. Since 2007, the group has surveyed the industry annually to identify the labour demand and supply in the region. This information is analysed and used to determine appropriate levels of seasonal labour sources for the following years.

The bulk of seasonal labour comprises New Zealanders, including permanent horticultural staff, transient staff who move from one grower to another providing themselves with work year round, and temporary staff such as students, those filling gaps between jobs or those wanting to supplement their income.

The Recognised Seasonal Employer (RSE) scheme was introduced to enable employers to access labour, mostly from the Pacific Islands.

This labour source provides growers with a layer of reliable staff who remain for the whole season, many of them likely to return the following season. RSE labour has given horticulture and viticulture employers the confidence to expand their businesses with the knowledge that they will be able to harvest their crops on time. This creates more permanent positions for New Zealanders within the industry. There is now a need to establish minimum baselines of this essential RSE labour to give employers surety of supply to base their business



Ru Collin director of Horticultural Enterprises, trustee of Charitable Trust and an elected member of Horticulture NZ.

decision making on. About 25 per cent of the total workforce employed in the Hawke's Bay at peak periods are RSE.

Another source of labour for the industries comes from overseas visitors. They can come to New Zealand on the working holiday scheme and can work in any industry.

This scheme, known as WHS, comprises government-to-government agreements that allow New Zealanders to work and live in those same countries under similar conditions as those visitors are afforded here.

Horticulture and viticulture employers can supplement their staff with some of

Continued on page 5

Off-the-shelf vs. custom build

## So you need a **new** computer

Treat your new purchase like a new suit or dress. Be sure it's the correct specifications, or measurements, before you buy. And if you can't find something off-the-shelf consider getting one tailor made. It can sometimes be cheaper and will certainly fit better.

Only rarely does a pre-built system come with the exact specifications you need for home or business computing.

Perhaps the processor is a wee bit slow, maybe there's not quite enough memory (RAM) to run that essential piece of software, or maybe there's far too much hard disk storage space for what you need.

Pre-built machines often need customising, or upgrading, at point of sale. Before you decide which option is best for you, do some research.

The key thing to consider is the software you want to run on your new system. If you plan to run photo or video editing, computer games or graphics design software on your new computer, check the software manufacturer's website for the minimum specifications for running such software. Also check if a new version with more capabilities is on the horizon and if you think you might buy it then check the specifications for that too.

If it's graphics based software it may need a dedicated graphics card. It might require a more powerful microprocessor and more RAM than those pre-installed in an off-the-shelf machine.

Whatever you decide for your purchase, be sure you know where you stand as far as the warranty is concerned. Most off-the-shelf systems come with a one year warranty which can be upgraded to a two or three year warranty at time of purchase, and these typically require you to return the computer to the manufacturer.

With custom built machines make sure you know (and negotiate) who will fix the machine, where they'll fix it, and how quickly the repair will be done - this is especially important for a business computer and you may need to insist, before you buy, on a loan machine in such a case. Above all else, get your guarantee in writing.

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Continued from page 4

these visitors. In previous years there were seasonal work permits available for visitors to New Zealand who wanted to work in the industry, but last year and this year, during a time of high unemployment, these permits are not being issued.

Hawke's Bay led the way in regional groups being established to help manage labour issues. The Hawkes Bay Labour Governance Group established the PickNZ office as a hub for labour supply to the horticulture and viticulture industry. The office is at the PGG site, Maraekakaho Rd, Hastings, 400m south of the Stortford Lodge roundabout. The PickNZ brand is now well-known to travellers, attracting more than 1400 visitors to the local office each year.

PickNZ can also help them to obtain IRD numbers, extend working holiday scheme visas and apply for seasonal work permits, when they are available. At the coalface of this office is Christa Van Staden, who has recently immigrated to New Zealand from South Africa with her family.

PickNZ has developed good relationships with employers and works closely with Work and Income to place suitable New Zealanders into seasonal and permanent positions.

PickNZ promotes careers in horticulture and viticulture via the office, its website and at career expos, and connects suitable candidates with the Horticulture Industry Training Organisation (HITO).

The labour group also instigated the establishment of Pick Hawke's Bay, a not-for-profit society that procures RSE labour from the Pacific Islands for the benefit of its members.

The PHB operations are managed by Felicity Moore. Membership is open to any horticulture or viticulture employer and cost-effective labour solutions are provided for them. PHB began operations in the 2009 season with 26 workers from Vanuatu who were transferred to Hawke's Bay from Blenheim. In the 2010 season PHB staff numbers increased to 76, sourced from three Pacific Island countries. This season PHB will have 202 staff from five different Pacific Island countries working in the region.

The labour group meets bi-monthly and will continue to monitor the seasonal labour situation in Hawke's Bay, through changing economic and social environments, to ensure an adequate supply of suitable seasonal labour is available in the region.

The group was established as a partnership with Government, principally with the Department of Labour and the Ministry of Social Development. It has a policy of "Kiwis first" and quantifying problems involving labour. The Hawke's Bay group comprises of members representing industry - Hortnz, PipfruitNZ, HBWinegrowers Association, HB Fruitgrowers Association - as well as government (DoL, MSD) and other important stakeholders such as NZ HortITO, EIT, and the HB contractors group.

## Databases made easy

In previous issues I've talked about CRM and CRM tools but perhaps I put the cart before the horse, as CRM requires an up-to-date and accurate database of customers. So what are the secrets of a successful database?

- Just keep one database, not one on Outlook, one on your accounting system for invoicing and one on Excel for mail merges, otherwise they'll all be different and updating them will be a nightmare.
- Your database should also contain prospective customers and useful contacts such as referrers. You may send them something different but at least they'll all be in the same place.
- Keep it as simple as possible but decide whether you want a list just for mailing purposes or whether you want to record sales information against customers. The latter will be much more useful but if for example, you're a retailer you'll have to invest in a decent Point of Sale system.
- Keep it up to date. Harder than it seems as you probably won't be told that customers' contact details have changed!
- Use it effectively. If it's just to remind your customers you still exist, keep in contact at least six times a year by sending out useful and targeted information. Don't overdo the adverts as these are a real turn off!
- If you're emailing invest in a web-site or email marketing software to avoid using blind cc's or even worse, showing everyone's email addresses to everyone else! Outlook is not enough!

I've heard loads of excuses over the years but they're starting to wear thin now. No database = no customers = no goodwill = poor business resale value!

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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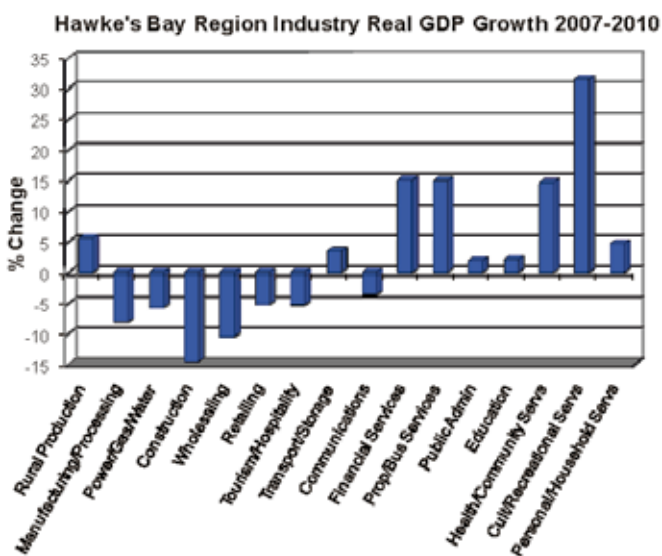
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# Economic **growth** sectors in Hawke's Bay.

The Chamber has been undertaking quarterly economic monitoring analysis of Hawke's Bay for the last three years. In the middle of last year Venture Hawke's Bay has also contributed to these reports which are prepared by Economic Solutions Limited.

Real GDP growth for Hawke's Bay industry sectors over the period of major international economic downturn since 2007 has been highest for the finance/insurance, business services, health/community services and cultural/recreational services. Negative growth has been most pronounced for the processing/manufacturing, construction and wholesaling industries. The graph below shows real GDP % growth over the last three years for the different Hawke's Bay industry sectors

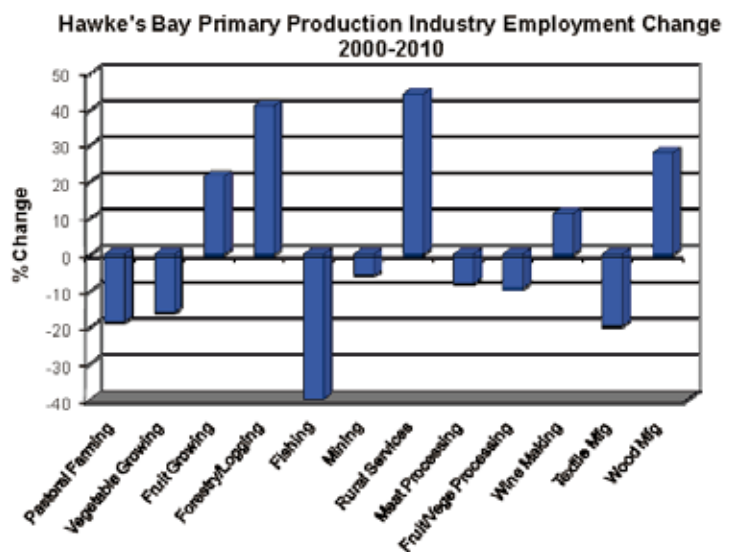


The table top right hand corner indicates the current economic size and overall district economic contribution of the different industry groups in the region. The region's largest industries in GDP terms, as indicated in the table, are in order processing and manufacturing, business services, retailing and wholesaling, fruit and vegetable growing, and health and community services.

The rural production sector accounts for approximately 19% of total industry GDP in the Hawke's Bay region, with the processing and manufacturing sector, which is heavily linked to the rural production sector, accounting for a further 22% of total processing, textile manufacturing, wine-making and forest product processing. Employment has increased noticeably in the region over the past decade in forestry/logging, rural sector services, wine-making, wood product manufacturing and fruit-growing.

Industry	Nominal GDP (\$M)	% of Total
Fruit/Vegetable Growing	464.2	7.7
Sheep/Beef Farming	183.3	3.0
Dairying	24.2	0.4
Forestry	199.7	3.3
Rural Services	234.9	3.9
Mining/Other Primary Industries	25.7	0.4
Processing & Manufacturing	1347.6	22.3
Electricity/Gas/Water	96.8	1.6
Construction	188.0	3.1
Retailing/Wholesaling	587.2	9.7
Accom/Transport/Communications	366.2	6.1
Business Services	865.8	14.3
Government/Public Administration	243.2	4.0
Education	193.9	3.2
Health/Community Services	355.8	5.9
Cultural/Personal Services	110.8	1.8
Other1	564.4	9.3
TOTAL	6,051.7	-

Employment has increased noticeably in the region over the past decade in forestry/logging, rural sector services, wine-making, wood product manufacturing and fruit-growing.



For further information contact the Chamber office or for a historical record of these reports and the latest study go to <http://www.hawkesbaychamber.co.nz/news/articles.htm?articleId=95>.



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New Zealand Government

# snapped

RIGHT: Jason Tong from Diamond Drycleaners Apparelmaster Ltd and his winning team of the - 3R Group Sustainable Business Award in the Westpac Hawke's Bay Chamber of Commerce Business Awards.



LEFT: Peter Holley CEO Mission Estate Winery – won Hawke's Bay Business person of the year 2010 in the Westpac Hawke's Bay Chamber of Commerce Business Awards.

LEFT: Robert MacDonald and Denise Prentice, from Waimarama Maori Tours at Hakikino winners of the – Barnes Mossman Emerging Business Award in the Westpac Hawke's Bay Chamber of Commerce Business Awards.



BELOW: Paula, Alison, and Christine Sheppard front, rear Raj (left) and Bill Sheppard winners of the – Classic Hits Excellence in Retail Award in the Westpac Hawke's Bay Chamber of Commerce Business Awards.

LEFT: - Winning Way – The Cats team of Heinz Watties (left to right) John Bostock , Ruwhiu Lawrence, Matekino Maxwell, Charles Jenkins, Rob Freeman, Hiku Rangihuna and Mary Foley winners of the Workfit Healthy Workplace Award in the Westpac Hawke's Bay Chamber of Commerce Business Awards.

# events

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

## Green Drinks

DATE: Wednesday February 2nd  
VENUE: The Thirsty Whale- Harpoon Bar 5.30-7p.m.  
INVEST: \$2 gold coin at the door- cash bar  
RSVP: [dmin@hawkesbaychamber.co.nz](mailto:dmin@hawkesbaychamber.co.nz)

## Business After 5- Mangapapa Petit Hotel

DATE: Tuesday February 22nd  
VENUE: Mangapapa Petit Hotel 466 Napier Road Havelock North  
INVEST: Complimentary  
RSVP: [admin@hawkesbaychamber.co.nz](mailto:admin@hawkesbaychamber.co.nz)

## Business After 5- Mindpool

DATE: Thursday March 9th  
VENUE: Mulligans Cafe, Mangateretere Golf Club, Karamu Road  
INVEST: Complimentary  
RSVP: [admin@hawkesbaychamber.co.nz](mailto:admin@hawkesbaychamber.co.nz)

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