

Round up from the Top

Message from GM, Enterprise North Canterbury

This newsletter is focused on our work over the past 2 months, the North Canterbury Business Awards (NCBA) and the Canterbury Earthquake. The finalists and winners of the NCBA were truly representative of exceptional businesses in North Canterbury.

Four and a half hours after the Gala Awards Dinner the Canterbury Earthquake struck and tipped our lives upside down. We didn't even get a chance to languish in the celebration of our businesses but were thrust straight into response and now recovery mode. So forgive us if we seem consumed with both events in this edition of BusinessGems but this is what has consumed us.

Kaiapoi CBD and surrounds has been hit hard by the earthquake, disproportionately so. On the first days following the earthquake 20 commercial buildings were green stickered (25%); 35 yellow and 22 red stickered equating to a staggering 75% of the businesses unable to access their place of business. ENC are one of the buildings affected – the Kaiapoi Information Centre.

ENC is part of the Waimakariri District Recovery Management Team and Chair of the Economic Group (supported by KPA).

Five days post earthquake the top three critical issues for businesses were lack of customers, cash-flow and damage to buildings (structural engineers/insurance and the like). The majority of business surveyed thought that they would fully recover in 4 weeks. Two weeks later the top three critical issues were once again loss of customers, projected cash-flow difficulties and over 15 businesses seeking relocation. This time the majority of the businesses believe their full recovery will be over 1 year away.

ENC Board and staff pledge their commitment to supporting Kaiapoi businesses both in the short term and long term. We have put up a case to Cabinet requesting financial support.

A collaborative solution engaging the Kaiapoi business community, KPA and ENC alongside of Waimakariri District Council and Government will equate to a long term sustainable recovery.

Being subjected to the same threat pulls us all in the same direction. Change is inevitable. Kaiapoi has a chance to shape its future.

Heather

Heather Warwick
General Manager
Enterprise North Canterbury

'New Foundations' for Kaiapoi Town Centre

Message from CEO of Waimakariri District Council

It is a real tribute to the tenacity of Kaiapoi people that within a week or two of a damaging 7.1 magnitude earthquake, the town was again open for business.

While 22 commercial buildings in the centre business district were assessed as unsafe, others quickly opened their doors to start trading again.

The Kaiapoi Promotions Association is looking to the Council to take a lead in shaping the future of the town's centre. Enterprise North Canterbury is also working hard on behalf of the town's businesspeople.

The way forward will become clearer as a result of two planning meetings held with Kaiapoi business owners and operators this month on October 7 and October 11.

Planning new foundations for the future of the town centre requires a collective vision, focussed on business recovery, marketing and promotions and town centre planning. The Council will continue to involve key agencies, as well as affected owners and operators, in this planning process.

It is still early days, but creating a clear and practical plan that helps with business recovery and starts shaping the future form and function of Kaiapoi town centre is a top priority for this Council in the days ahead.

We want to see a vibrant business community in Kaiapoi, with people feeling like they have had their say in how they would like to see the town develop in the coming months ahead.

We welcome your ideas and look forward to working with Kaiapoi businesspeople as we develop and implement these plans.

Jim Palmer
Chief Executive
Waimakariri District Council

ENC Supporting Kaiapoi Businesses

In the days immediately following the earthquake, Waimakariri District Council, Enterprise North Canterbury and Kaiapoi Promotions Association have all come together to form the Economic Recovery Team. This team is committed to working together to support Kaiapoi Businesses.

The team have been dedicated to gathering information from business owners (surveys) and using that knowledge to provide the support required.

- We designed and produced; information checklists, factsheets and toolkits to give to businesses to help them focus their thoughts at this time.
- We worked with the various agencies around Canterbury to identify the various sources of help and provided these in the documents and put them on the website www.northcanterbury.co.nz and linked to www.recovercanterbury.co.nz
- We organized an information evening for businesses and invited a panel of organizations to come along, provide an update on how they could help and take questions from businesses.
- We provided a portal for businesses to request and offer help and are working with the businesses who need to relocate and identifying potential sites to act as temporary accommodation for portacoms and bringing together building/land owners with business owners who need to permanently relocate.

To fully support the businesses, The Economic Recovery Team have put a paper to cabinet requesting \$950 000 to support businesses in Kaiapoi.

The request covers:

- Business Recovery Adviser to work alongside Kaiapoi Businesses over the next 12 –18months
- Business Recovery Fund for business severely affected by the earthquake.
- Funding to produce a marketing strategy
- Funding to implement a marketing campaign.

Cat Hannah
Business Support Manager
Enterprise North Canterbury



The North Canterbury **Exceptional** Business Awards for 2010 were held at the Mud House Winery and Café on Friday 4 September. The evening was a great success with 250 guests in attendance to celebrate the finalists and winners of the awards.

Continental provided the beautiful marquee set in the magnificent grounds of the Mud House Winery and Café. The two worked together to match the local wines to the superb menu. All of this contributed to the perfect evening.



Congratulations to Karen and Karl Upston from Envirocomp Ltd, pictured here with their awards and shareholders. They really were "star of the show" winning two category awards:



Hellers Exceptional New Emerging Business Award and **Enterprise North Canterbury Exceptional Sustainable Award**. The judges were so impressed with this young North Canterbury Business that they also awarded Envirocomp Ltd the **MainPower**

Supreme Exceptional Business 2010.

"To take an environmentally friendly idea that few have thought about and develop it to a stage that works is a most difficult and innovative thing to do. But to take that idea and make it work commercially and profitably whilst providing the whole community with a great service is altogether outstanding, especially when there is a real benefit to the whole community in two different ways."

The winner of the **Continental Exceptional Niche Marketing Award** was



Blackhills Ltd who supply natural undyed 100% wool products to NZ and England. "They have built a vertically integrated business from running a sheep farm, through to selling premium wool directly to customers via their UK shop."

The winner of **Exceptional Employer of Choice Award** was **Patoa Farms** who run a birth to finishing pig operation that features a free-range breeding with free egress farrowing in huts. Finishing is in deep straw bedding that is then composted for sale. They are the largest pork producer in NZ and employ 43 staff. The Sterns and Ravn's made the decision to holistically train their staff which includes assistance with training and providing regular staff newsletters recognising business goals and achievement of staff. They have sound animal welfare values and practices".



The winner of the **Hanmer Springs Thermal Pools and Spa Exceptional Tourism Award** was **South Pacific Motor Cycle Tours** who provide guided motorcycle tours and rentals for individuals, couples, and groups catering for the luxury end of the market. Their bikes are mainly Harley-Davidson, BMW and Triumph. "South Pacific Motorcycle Tours recognise the importance of the personal touch through their "Lets keep it personal" campaign, and know clearly what business they are in and provided evidence to back up each and every claim made in their application"



The winner of the **Northern Outlook Exceptional Retail Award** was **The Mud House Winery and Café** which has a new tasting room, a large 'Made in New Zealand' retail shop, winery and vineyard tours, a biodiversity trail and hugely popular concert series which has attracted great acts from around the world and many thousands of visitors each year. "The success of the Mud House Winery and Café has come about through a meticulously detailed two year plan to build the winery into a NZ icon and from quality customer service and a highly professional team with real passion. The overall effect is a stunning and unique retailing experience"



The winner of the **Community College North Canterbury Exceptional Service Award** went to **Harris Meats (Cheviot) Ltd** who are based in Cheviot and one of the remaining few totally integrated licensed abattoirs and meat processing businesses servicing the NZ domestic market. "The exceptional products and service that Harris Meats have is reflected in the loyalty of their customers. Harris Meats have a great family business which is evidence throughout every part of their business that runs efficiently, profitably, is focused entirely on their staff and customers"



Enterprise North Canterbury will continue to run these awards on a bi-annual basis to celebrate the success and achievements of North Canterbury's Exceptional businesses, with generous support from MainPower and Category sponsors.

That concludes this edition of BusinessGems. We hope you understand where our energy has been focussed at this time and we look forward to working with you all again soon.