

## Round Up from the Top

### Team and Office Changes

Since our last newsletter we have farewelled Denise Wiggins (B Loyal Coordinator). Denise and Neil have their first baby due at the end of March. We wish them both the very best and thank Denise for her valued contribution to ENC for the past 3 years. Cat Hannah will pick up the B Loyal project as part of her labour market and economic development projects.

We've also welcomed Robyn Eyles (our new Office Manager). Robyn has capably stepped into her full time role with ENC; as such she looks after accounts, administration and event logistics (including ETP workshops and our other networking events). She's also guardian of our database and website.

We have found tenants for the back third of our building and so you will now find Cathy and Tracy of Visit Waimakariri, sharing office space with the ENC team (all their contact details remain the same).

### North Canterbury Exceptional Business Awards 2010

Mark May 17th, 5.30pm into your diaries for the launch of the 2010 North Canterbury Exceptional Business Awards, and join us at Pegasus Golf Club.

MainPower is once again our main sponsor supporting the North Canterbury Exceptional Business of the Year Award for the business that best demonstrates exceptional all-round performance. A sneak preview of our category sponsors:

- Department of Labour Exceptional Employer of Choice
- Enterprise North Canterbury Exceptional Sustainability
- Hanmer Springs Thermal Pools and Spa Exceptional Tourism Provider
- Community College North Canterbury Exceptional Service
- Continental Exceptional Niche Marketing

- Hellers Exceptional Emerging Business
- Northern Outlook Exceptional Retail

We welcome two new businesses as sponsors (Continental and Hellers) and welcome back our committed sponsors from our inaugural Awards. We look forward to the even greater number of entries now we have two new categories while continuing our popular categories.

### Canterbury Regional Food and Wine Trail (CRFWT)

Following on from the success of the North Canterbury Food and Wine Trail (a compelling self drive touring experience [www.foodandwinetrail.co.nz](http://www.foodandwinetrail.co.nz)), South Canterbury, Ashburton and Selwyn districts have approached ENC to assist them with the coordinated development of a regional food and wine trail that will span Canterbury. The specific intention is to attract more visitors, both international and domestic, to lengthen their stay in Canterbury. ENC will support and advise the development of this trail to deliver a strong marketing regional cluster of food and wine trail businesses.

### Enterprise Training Programme Review

New Zealand Trade and Enterprise are undertaking a comprehensive national review of their business support services, including the Enterprise Training Programme (assessments, workshops and coaching) of which ENC is one of their contractors. The results of this review and its future direction will not be known until at least May 2010, but we'll keep you informed.

### What's on the horizon for ENC?

- A refreshed Visitor Strategy and Business Plan for the promotion of Waimakariri District
- A new rural technology transfer project commencing May 2010

- Facilitating the new regional governance group established to address seasonal labour needs in North Canterbury
- Preparation of a status report on North Canterbury business demand for fast broadband
- Six monthly local business confidence survey being conducted in April
- A new business development / improvement programme in design to roll out July 2010
- Also go to our ENC 'Calendar of Events' for workshops and functions <http://www.northcanterbury.co.nz/business/BusinessTraining>

Go well and do keep us informed of any issues or concerns you perceive as barriers to your business growth.

*Heather*

Heather Warwick  
General Manager



As of February 2008, 471,000 businesses were operating in New Zealand.

12% started up in the February 2008 year, putting business numbers up by 1.5% on the preceding year.

Self-employment is a growth area – you are not alone in pursuing your dreams of being your own boss. **Where to start? Right here, with Enterprise North Canterbury's business development team.** Phone Carol Taplin on 03 310 6860 to make a time to talk about what's available.

## Demystifying “LEAN” - Jo Birnie

The core idea of a lean organisation is to maximise customer value while minimising waste. Simply, lean means creating more value for customers with less resources. A lean organisation understands customer value and focuses its key processes on continuously increasing it. The ultimate goal is to provide perfect value to the customer through a value creation process that has zero waste.

Eliminating waste along entire value streams, instead of at isolated points, creates processes that need less human effort, less space, less capital, and less time to make products and services at far less costs and with much fewer defects, compared with traditional business systems. Companies are able to respond to changing customer desires with high variety, high quality, low cost and with very fast throughput times. Also, information management becomes much simpler and more accurate.

A popular misconception is that lean is suited only for manufacturing. This is not true. Lean applies in every business and every process. It is not a tactic or a cost reduction programme, but a way of thinking and acting for an entire organisation. Basically, lean is centred around creating more value with less work.

- Sourced from Issue10 Jan 2010 HR News, by Jo Birnie, Prestantia Consulting Ltd. P: 03 579 2116 M: 021 757 822 E: jo.birnie@prestantia-consulting.co.nz

## Expert says business workshops a MUST

Mark Inglis, celebrated mountaineer and motivational speaker, was recently in New York to take part in the Creative Leadership Summit. Mark was part of a panel entitled 'Education: Cognitive and Digital Tools for the Minds of the Next Generation'. Mark is the first New Zealander to be invited onto the panel and so is recognised as a future thinking educationalist. He's also a North Canterbury based entrepreneur with a few things to say about business education and learning.

An attendee at Enterprise North Canterbury's Funding and Investment seminar, he is out to promote ENC's fully subsidised workshops that run regularly throughout the region as a MUST DO business development activity for all proactive business people.

Mark says "The difference between running our own businesses for the last 7 years and my previous senior winemaking roles is that there I had access to huge support with a large company. By ourselves we didn't, until we discovered the workshops. Every time we go to these workshops we walk out wishing we'd had the value of the information years ago!"

"It's free exceptionally high quality advice at no cost other than a few hours of your time. Every business owner in the region, whether retailing, farming, consulting or in trades will get value. It is never too late to learn" says Mark.

Enterprise training workshops are fully subsidised and available to all trading

businesses with fewer than 50 employees. Enterprise North Canterbury has delivered 31 workshops for North Canterbury firms in the past 12 months, including a leadership workshop for tourism businesses presented by Mark in September.

### Enterprise Training Workshops Coming Up:

- Training your Staff to work Effectively and Perform Well - Agriculture Sector – 16 March
- Business Planning for Growth & Succession for Agriculture Sector – 16 March
- What to Give the Taxman – 31 March
- Pricing and Costing and Cash Flow Planning – 22 April
- Financing Business Growth – 27 April
- Accomplishing your Business Goals – 11 May
- Time Management for the Business Professional – 18 May
- Marketing your business for FREE – 25 May

Go to [www.northcanterbury.co.nz/business/BusinessTraining](http://www.northcanterbury.co.nz/business/BusinessTraining) for full information and to book on line.

## The Sustainable Tourism Adviser Programme (STAR)

This programme involves making sustainability simple and practical so tourism operators can make positive changes that show early results on bottom lines.

- Improve your water use, energy demand and reduce waste to reduce business costs and so improve your financial viability
  - Take advantage of the Qualmark joining fee waiver for STAR businesses new to Qualmark
  - Access tools, resource, seminars, workshops and advice
- Meet or exceed the needs of the growing number of environmentally-aware visitors
  - Utilise the outside perspective, genuine care and professional support of your local STAR Adviser

Register NOW - Places NOW AVAILABLE  
for the 2010 programme.

Phone Carol Taplin, STAR Adviser, Enterprise North Canterbury  
on 03 310 6860 for full information.



Have you registered for the  
**North Canterbury Business  
Update** on March 31st yet?  
Come and join us for a couple of  
hours after work (refreshments  
provided). Discuss with other  
experts, their perspective on  
'lean' and be part of the launch of  
the Minister of Labour's  
(Kate Wilkinson) Big6.  
Ph Robyn Eyles on 03 310 6860  
for more information and  
to register.

# What to do with spent household batteries?

It is estimated that there are 120 tonnes of batteries land filled just in Christchurch each year. Globally, there are well-established methods for the recycling of most batteries containing lead, nickel-cadmium, nickel hydride and mercury. Both non-rechargeable and rechargeable batteries are able to be recycled and wherever possible all should be disposed of safely. However, the infrastructure for recycling smaller batteries is relatively small in New Zealand.

## What can you do?

- Plug appliances into the mains power supply as often as you can.
- Use rechargeable batteries and a battery charger rather than non-rechargeable batteries. Not only is this environmentally preferable, it also saves energy because the energy needed to manufacture a battery is on average 50 times greater than the energy it provides. This will also save you money in the long run. Note that rechargeable batteries are unsuitable for smoke alarms as they tend to self discharge, preventing the alarm from warning when the battery power is low. Nearly all other battery operated equipment can accept rechargeable batteries.
- If you have to use single-use batteries, choose brands with the longest life and, whenever possible, purchase low-mercury or zero-mercury batteries.
- When buying a new product or appliance, choose models that can use power derived from alternative energy sources such as solar-powered calculators or wind-up clocks and radios.
- Participate in local authority battery collection schemes, such as the Hazmobile, or drop off at your local transfer station. If your local council does not currently provide a battery collection scheme, find out if it is planning to do so in the future.
- If you are in a workplace with significant volumes of used batteries, check for details of collection and recycling services they may be able to provide. We've discovered that \$88 buys a postage paid 4 litre pail for businesses to fill up with batteries (about 5kg worth). Check out Recytech: [www.recytech.co.nz/en/battery-recycling.php](http://www.recytech.co.nz/en/battery-recycling.php)

- Sourced from the Ministry for the Environment website [www.mfe.govt.nz](http://www.mfe.govt.nz)

# Confused about Hiring Casual Staff? - Department of Labour

As a business owner or manager, employing casual staff may be an option to meet business needs. There is sometimes confusion about the terms and conditions of employment for casual staff.

## What is casual employment?

Usually this is employment "as and when" required, with no guaranteed set hours or continuation of employment. This is sometimes referred to as intermittent or irregular employment.

In practice, sometimes employees are referred to as 'casual' when in fact they have ongoing regular patterns of work.

## Does my casual employee need an employment agreement?

All employees are required to have written employment agreements under the Employment Relations Act, and this includes casual employees.

For more information check out the Department of Labour Employment Agreement Builder <http://www.ers.dol.govt.nz/relationships/>

## Health & Safety

All employees, including casual workers, should be provided with information, appropriate training and supervision, and the personal protective equipment required to keep them safe.

## How do I calculate casual employees' holiday pay?

All employees are entitled to at least four weeks' annual holidays after 12 months continuous employment. For casual employees who work on a 'strictly as needed' basis, their hours of work are unpredictable. This makes it impractical to calculate their four weeks' annual holidays.

In this case, you may agree with your

employee to pay 8% of their gross wages as annual holiday pay in addition to their regular wages.

This arrangement must be included in the employment agreement, and the 8% annual holiday pay should appear as a separate and identifiable amount on the employee's pay slip, wage and time records.

At the end of the employment relationship, no additional pay for annual holidays is due.

If the pattern of the work develops to a regular cycle of work then you and your employee should agree to alter the employment agreement so that the 8% payment for holiday pay is replaced by an entitlement to four weeks' paid annual holidays.

For more information on pay-as-you-go arrangements [http://www.ers.dol.govt.nz/holidays\\_act\\_2003/pay\\_as\\_you\\_go.html](http://www.ers.dol.govt.nz/holidays_act_2003/pay_as_you_go.html) What about Public holidays?

All employees including casuals are entitled to at least time and a half if they work on a public holiday. It doesn't matter whether they are paid on a salary, wage, piece rate, or commission basis. If you are unsure what to pay a casual employee on a public holiday, you can use our online holidays tool.

## Are casual employees entitled to sick and bereavement leave?

Employees whose employment is intermittent and ongoing after six months may be entitled to sick and bereavement leave entitlements if, during those six months, they have worked for the employer for:

- an average of at least 10 hours per week, including
- at least one hour per week or 40 hours per month.

For more information, go to [www.ers.dol.govt.nz](http://www.ers.dol.govt.nz)

## Successful Business Course Available again in North Canterbury

The Certificate in Small Business Management course that began running in Rangiora in October 2009 is being offered again in March 2010.

The course is suitable for both those who have recently started up a business and those who have a great business idea they would like to explore further. During the course you write a comprehensive business plan that covers a wide range of the skills and

requirements of starting and running a small business such as business law, marketing and your financial plan.

The course is offered at no cost to the participants, classes are Thursday night 6:00 - 8:00pm and it runs for 36 weeks.

For further information call Mark Doyle 027 204 9773 or 03 3776 547, or email him at [mark@medltd.co.nz](mailto:mark@medltd.co.nz)

## WAIMAKARIRI DISTRICT DEVELOPMENT UPDATE – Quarter ended Dec 2009

- In the last quarter of 2009 consents for new dwellings were 140 - up by 40 from the 100 recorded for the comparable last quarter of 2008 and a reflection of the recession recovery. Overall however, new dwelling consents for the whole of 2009 in the District were 329 - down by around a quarter on 2008.
- The value of non-residential building work consented for the District in the last quarter of 2009 was \$10.6 million - also up from the \$6.1 million for the same quarter in 2008. Overall for 2009, \$40.4 million of commercial, industrial, farm and government building work was consented, almost double the \$23.9 million for 2008.
- This includes for example the Ministry of Education's investment of \$3.6 million in new school buildings in this District in the last year at Kaiapoi High School and the country schools of North Loburn, Loburn, Swannanoa and Cust.
- Pegasus continues to develop with the completion of the lake and suspension bridge and opening of the Golf club rooms, Pro shop and the general store in the last year together with work underway on the lake edge restaurant. To date 95 dwelling consents have been issued for the town.
- The Dudley Park Aquatic Centre in Rangiora had its official opening in February 2010.
- The Department of Conservation has just opened new area offices at Millton Reserve, Rangiora. This provides an operations base for the Department including depot facilities, car parking and office space, while planning for the balance of the reserve as a dog park incorporating a mountain biking area was included along with a perimeter walking track.
- The District Council recently released its first Progress Towards Community Outcomes report. This report acknowledges the good things that are happening in the District while highlighting issues on which continuing effort is needed to make progress across sixteen areas including section 4 on business. Go to [www.waimakariri.govt.nz/publications](http://www.waimakariri.govt.nz/publications) to view/download the report by section.
- Submissions to the Draft Annual Plan are due 31 March 2010

## Property “Trends” in perspective

**R**esidential sales plummet” or “House prices double” – which is true? Either or both?

Well, actually both have an element of truth, but desperately need expanding!

Total Residential dwelling sales volume dropped to a surprising low level for January 2010 throughout New Zealand, on the back of uncertainty over what actions the government intended to take on the recommendations of the tax working group. However, now the Prime Minister has indicated the government has ruled out proposals to introduce a land tax, comprehensive capital gains tax or new tax on residential investment properties, we expect the market to pick back up again, and so far in February 2010, that's what it's done.

This hiccup in activity didn't prevent the median residential house price to rise in 11 out of 12 districts for January 2010 (compared to January 2009). The largest gains in Otago, then Taranaki and Canterbury/Westland enjoying a 12.1% increase to \$319,500.

In summary, values are holding nicely, increases seem steady and sustainable and despite global grief over recent years, Canterbury/Westland median prices have increased 125% in the last 10 years. Good ol' bricks and mortar!

Provided by Devlin Real Estate  
Contact Kane Hampton E: [kane@devlin.co.nz](mailto:kane@devlin.co.nz)



## What is the best marketing you can do as an accommodation business?

**T**he best marketing you can do is with your existing customers. Surprisingly, it's also the cheapest. Learn to convert one night stayers into two or more visitor nights. How? By totally understanding and knowing everything that is going on in your community.

Learn more about our local attractions, walks, shops, museums, art galleries, events etc.

Switched on operators keep an eye on an up to date calendar of events (you should be receiving each month's What's On Waimakariri Event Guide), have a supply of the latest tourist brochures and maps and the latest information about what to do. These operators not only know about these things but have usually been there and experienced it as well.

Set a goal to increase the ratio of visitor to bed nights. 1000 visitors staying 1.5 nights equals 1500 bed nights. 1000 visitors staying 2.1 nights is 2100 bed nights. The cost of increased bed nights is much less than attracting more visitors.

Cathy Batchelor, Visit Waimakariri.  
P: 03 310 6860  
E: [cathy@visitwaimakariri.co.nz](mailto:cathy@visitwaimakariri.co.nz)

# PM unveils the Government's '6-pack' plan - EDANZ

The Prime Minister's state of the nation speech at the opening of Parliament on 9th February 2010 covered important issues for business. The focus is on the Government's '6-pack' plan (improvements in regulation, infrastructure, public services, skills, innovation and tax).

## Tax

The Government has clearly signaled that proposals for a land tax, a capital gains tax, and a risk-free return method will not go ahead.

What is on the agenda: an increase in GST (no more than 15%), lower personal tax rates and changes to the way property is taxed - with more details to come in the Budget.

While there was no overall reform of Working for Families announced, there was an indication that there will be changes to prevent high income earners from abusing the system.

One glaring omission was any discussion on the Australian Henry tax review. Any moves by the Australian Government to lower their company tax rate would need to be met by

the same change on this side of the Tasman. We would expect the Government to be ready for such an eventuality if it arises this year.

## Regulatory Reform

The Prime Minister's remarks on regulation highlighted the work programme of reviewing existing regulations to identify and improve or remove those that are unnecessary or ineffective, but there was no significant detail announced e.g. around a Regulatory Responsibility Bill or the establishment of a Productivity Commission.

## Emissions trading

Comments on emissions trading stressed the need for a balance between environmental and economic concerns. Business NZ will continue our advocacy towards making this a reality.

## Access to natural resources

The intention to better utilise New Zealand's significant petroleum and mineral resources was outlined.

## Labour Law

The Government will look at whether labour laws are imposing excessive costs on business and hindering job creation.

The PM indicated that legislation to improve the Holidays Act will be introduced later in the year and that problems with personal grievances under the Employment Relations Act will be investigated.

## Education and skills

The statement included a focus on young people and pre-employment education and training and greater opportunities to learn trades and practical skills in schools.

In tertiary education, the statement focused on getting more value from the dollar and more relevance to the workforce.

## Trade

The government wants to further progress the Single Economic Market with Australia and progress the many trade deals currently under negotiation.

# Cash Management after Tough Times - Nicola Culver

As the recession hit, cash was king and one should not be too quick to lose this focus. While it's being reported that the recession is over, the aftershocks will continue to be felt as businesses and individuals recover. It's because of these aftershocks that keeping a good handle on cash flow should remain an important focus.

For most, the next thought is where do I start, and what and how do I do it?

To help answer this, here are some simple tips.

1. Invoice your customers frequently and be direct about payment terms. Even consider offering a small prompt payment discount as often just a couple of percent will have customers paying on time if payment is an issue.
2. Don't give credit to just anyone. Unless you know they are capable of paying, then you could be exposing yourself to the risk of never collecting your cash.
3. Have a budget, and just as important, stick to your budget. So many people will spend without understanding whether there is a real need for the expenditure. As you set your budget,

take the time to really re-examine spending habits and priorities.

4. Know when suppliers require payment and pay to this date not 2 weeks earlier. By doing this you now create the opportunity to invest that money for a couple of weeks.
5. At minimum have an on-call savings account and use it. There is no point having high balances in a cheque account earning you nothing. Make your money work for you.
6. Don't over stock yourself on inventory. This ties up money. Be sure to review inventory and keep old stock moving.
7. Review your financing. Ensuring that you have the right source of funding is critical.
8. Understand your business trends. Many businesses have a seasonal trend, therefore cash flow needs to be managed around this to ensure sufficient funds exist in the low times. A monthly profit and loss or cash flow analysis, together with a budget is a great way to do this.

9. Understand and cost out your growth strategies first, as growth requires cash.
10. Don't be fooled into thinking your accounting profit is cash, as some businesses can post healthy profits but be cash poor.
11. Above all else, making sure you get the right advice can make the difference and leave you to get a good nights sleep!

*Nicola Culver is Director of Evolution Accountants Ltd. Contact her on:  
E: [evolutionaccountants@xtra.co.nz](mailto:evolutionaccountants@xtra.co.nz)  
P: 03 313 2201  
M: 0275 11 22 22*



## Get to know the emissions trading scheme obligations

The passage of the moderated emissions trading scheme into law in early December gave rise to a number of new legal obligations on businesses. All businesses should familiarise themselves with the new Act. Check out <http://www.legislation.govt.nz/act/public/2002/0040/latest/096be8ed804d7369.pdf>.

## ANZAC day entitlements

This year Anzac Day falls on a Sunday. Employees who do not normally work on Sunday do not have an entitlement to payment for Anzac Day. Shops are not permitted to open before 1pm on Anzac Day. [http://ers.govt.nz/audienceinfo/shop\\_print.html](http://ers.govt.nz/audienceinfo/shop_print.html) for more information.

For additional information on Public Holidays, or to use Holidays Online Tool to work out your staff entitlements, [http://ers.govt.nz/holidays\\_act\\_2003/public\\_holidays.html](http://ers.govt.nz/holidays_act_2003/public_holidays.html).

## New guide to commercialising R&D released

A guide to commercialising research and development (R&D) has been released by the Capitalising on Research & Development Action Group (CRAG).

The booklet, Idea to Impact, puts research and development into plain language and provides information to help firms realise their plans for innovation. It contains the success stories of eleven New Zealand companies that have gained market share with innovative products and services.

CRAG chairman, Business NZ's Phil O'Reilly, said the companies in Idea to Impact are all typical New Zealand firms. Some started out as backyard operations but all have grown because they utilised clever ideas and importantly brought them to market.

Idea to Impact can be downloaded from [www.businessnz.org.nz](http://www.businessnz.org.nz) Business NZ.

- Snippet sourced from the Canterbury Employers' Chamber of Commerce, Make It Trade It newsletter Jan2010.

## Creating value in your business

A new book published by New Zealand Trade and Enterprise (NZTE) is designed to help businesses create value, grow profitability and develop exports.

Creating Value in Your Business is edited by Professor Mike Pratt, Dean of Waikato Management School and Chairman of the Manufacturing Vision Group.

Since August 2005 more than 500 people around New Zealand have participated in workshops and contributed insights about what businesses could do better to create more value. This feedback, as well as theory and six case studies, form the basis of the Creating Value in Your Business book.

The ideas about creating value don't just apply to manufacturers. In fact, the Value Creation model promoted through the NZTE Manufacturing+ programme has been used by businesses in many industries.

Creating Value in Your Business will be useful to existing exporters and to businesses that plan to export in the future. The concepts covered in the publication are also important to domestically-focused companies. Through the model they can stay more aware of global trends and business models that successful overseas companies are using.

You can download *Creating Value in Your Business* from the NZTE website: [www.nzte.govt.nz](http://www.nzte.govt.nz)

## Business Mentors for Athletes

New Zealand sport is looking for new business mentors to play a role in the professional development of athletes. This programme has run in cricket for the last three years and includes 150 individual mentors and around 20 key businesses across New Zealand. Through this programme mentors meet with athletes to talk about a range of professional matters including team culture, leadership, business management and career transition.

The success of the programme means from 2010 it will be extended to other sports including rugby union and netball.

Given this growth, the programme would like to extend an invitation to high-achieving Kiwis across the Canterbury region who would like to advise and support our best athletes. This mentoring role would ideally suit successful New Zealanders who are passionate about Kiwi success on the world stage, who have

experience in mentoring and who have a strong understanding of business locally and internationally. Our long-term goal is to create a programme that links, with mutual benefit, the best of New Zealand business and sport.

If you would like to work with some of our best athletes in this way, please contact: Aidan Hobson, Career and Personal Development Manager, New Zealand Cricket Players Association on 021 455 677 or email to: [aidan.hobson@nzcpa.co.nz](mailto:aidan.hobson@nzcpa.co.nz)

## New SBAG announced

The new members recently appointed to the Small Business Advisory Group have been described by the Minister for Small Business, Maurice Williamson, as providing "a wealth of talent and experience".

The new members come from a diverse range of sectors and regions, and most importantly, all have direct hands-on experience in small business and strong networks within the small business sector.

Over 220 applications for the positions were received, and the following nine members have been appointed:

- Graham Dockrill, Canterbury, information technology and export
- Rae Finlay, Canterbury, event management
- Jeannette Samundsen, Hawke's Bay, food manufacturing and health services
- Mark Duxfield, Auckland, manufacturing
- Nancy Beck, Auckland, horticulture and export
- Peter Clinton-Baker, Nelson, tourism
- Herani Demuth, Wellington, education services
- Bryan Nunweek, Auckland, building services
- Suzanne Hall, Northland, health services and manufacturing

Members have been appointed for a term of three years from 1 January 2010.

These members will be consulting with Business NZ on all issues related to small business. To enable this forum to discuss issues that are relevant to you, please continue to send your views or speak to Business NZ direct, contact, email Steve Summers at [ssummers@businessnz.org.nz](mailto:ssummers@businessnz.org.nz).

- Sourced from the ChamberPot, Thursday 21st January 2010

## NZ Hiring Expectations Up As Employers Put Painful 2009 Behind Them

According to the latest Hudson Report: Employment Expectations (which surveyed 1200 employers):

- 27.7% are looking to increase permanent staff levels
- The IT industry showed particularly strong growth, with over 40% of employers expecting to hire
- Professional services hiring expectations rose from just over 18% of employers last quarter to 31%
- Employer sentiment in the construction, property and engineering industry is steady; 15% intending to increase permanent staff.
- There is an expectation that residential construction will be a key driver of economic activity, as well as the \$50m national cycleway and Roads of National Significance project announced by the Ministry of Transport.
- Unemployment rate rose to 6.5% in the September 2009 quarter, with almost 150,000 people unemployed nationally

"Many businesses have put the difficulties experienced during 2009 behind them and the Hudson Report confirms a continuing cautious confidence among New Zealand employers," said Marc Burrage, executive general manager, Hudson New Zealand. "Although there is broad recognition that the economic recovery will be a gradual affair, employers are increasingly looking for opportunities to protect and grow their business."

## Minimum wage to increase from 1 April 2010

Following an annual review Government has announced that the statutory minimum wage for employees aged 16 years and over will increase to \$12.75 per hour. The 'new entrants' and minimum training wage will increase by a corresponding 2% adjustment to \$10.20 per hour.

Labour Minister Kate Wilkinson says: "Government is focused on the need to find a balance between protecting jobs and ensuring a fair wage. "We do not want to see workers priced out of the market, but we are confident that a 25c increase, in line with inflation, will not overly harm or discourage businesses from taking on new staff."

## Statistics NZ Releases Tool for Business

Statistics New Zealand has just released the Business Toolbox, a free suite of online tools that provide quick and easy access to information for businesses.

- Market Mapper – businesses can visually pinpoint their target markets using 2006 Census data.
- Industry Profiler – provides details on industry performance over time, staff turnover, and survival of similar-sized businesses.

For example, using the Market Mapper, you can create a population density map by selecting a number of characteristics such as age, income, household composition, and family type.

Using Industry Profiler, you can search a particular industry and view information such as survival rates, and new and ceased businesses by region over the last five years.

To access the Business Toolbox, go to: [www.stats.govt.nz/business\\_toolbox](http://www.stats.govt.nz/business_toolbox)

Statistics NZ can also arrange for its Outreach team to demonstrate the tool and its uses at your place of work. For further information, contact Graeme Simpson P: 04 931 4066 or E: [graeme.simpson@stats.govt.nz](mailto:graeme.simpson@stats.govt.nz).

People over 50 will make up almost 40% of the population in the next 12 years or so, commanding 70% of the nations disposable income.

## KiaOraMai Essential Skills

KiaOraMai Essential Skills is the new entry-level standard training programme for employees working with visitors and customers across tourism and services industries, including hospitality, accommodation, travel and transport, tourism events and activities, retail, hairdressing, beauty and spa.

KiaOraMai provides employers with a programme that helps them train and retain people who can deliver a unique and memorable New Zealand visitor experience. This is a cross industry initiative, developed by Tourism Industry Association and the Services Industries Training Alliance, with funding from the Ministry of Tourism and Te Puni Kokori.

For more information see: [www.kiaoramai.co.nz](http://www.kiaoramai.co.nz)



The Kelly Global workforce index recently surveyed 100,000 people in 34 countries, including more than 3000 New Zealanders. Over 83% of New Zealand respondents are more likely to want to work for an ethically and socially responsible company and 75% would prefer to work for an environmentally responsible company.

## Have you been to [www.northcanterbury.co.nz](http://www.northcanterbury.co.nz) today?

Enterprise North Canterbury launched the new website at the end of August last year and it has been a huge success. The site gets on average 1,000 visitors each month and on average half of the visitors to the site are people who have visited more than once! ENC have put all their workshops, seminars and networking events on the website and are encouraging people to keep their eye on the site for information on business events. The other great feature of the website is the JobSearch section. Here North Canterbury businesses can register their vacancies FREE and attract applications from local job seekers. This is the most popular area of the website at the moment and each month the number of visitors increases. So go to [www.jobsearchnorthcanterbury.co.nz](http://www.jobsearchnorthcanterbury.co.nz) to list your vacancy today!



# Deciphering “Business Speak” Part 1

**Accounts Payable** - short term debts incurred as the result of day-to-day operations, paid within the current financial year.

**Accounts Receivable** - monies due your enterprise as the result of day-to-day operations and usually paid within the current financial year.

**Accrual Based Accounting** - an accounting method that enters income and expenses into the books at the time of contract versus when payment is received or expenses incurred.

**Amortization** – The gradual payment of a debt through a schedule of payments or the writing off of an intangible asset against expenses over the period of its useful life.

**Assets** - all real or intellectual property owned by the enterprise that has a positive financial value.

**Balance Sheet** – A listing of a company's assets, liabilities and net worth at a fixed point in time. The strength of a balance sheet refers to having assets well performing and adequate finance (but not overly indebted) to carry your operations.

**Barriers to Entry** - conditions that create difficulty for competitors to enter the market. For example, copyrights, trademarks, patents, dedicated distribution channels and high initial investment requirements.

**Break-Even Point** - the point at which revenues are equal to expenses.

**Business Case** – Document supporting the case for a proposed new enterprise with background information on the product/ service, market, financials, players etc.

**Business Plan** – Description of the business objectives, strategies, market and financial forecast.

**Business Services** - services offered to commercial enterprises, such as: equipment maintenance, supplying of part time personnel, engineering, design and management consulting, etc.



## Kaiapoi i-SITE Visitor Centre

Our Kaiapoi i-SITE trained staff provide locals and visitors with planning assistance, forward bookings for travel, accommodation and activities throughout NZ. They provide a free booking service for Tranzscenic, InterIslander & Bluebridge Cook Strait Ferries, Buses, and Shuttles. They stock brochures, maps, DOC back hut tickets, souvenirs. Get your fish & game NZ license and hire rods for the kids. Open everyday except Christmas.

Kaiapoi i-SITE Visitor Centre  
Waimakariri's Official Visitor Centre

Kaiapoi Wharf, Charles Street  
Kaiapoi 7644  
North Canterbury  
Phone: 03 327 3134  
Email: info@kaiapoivisitorcentre.co.nz

Our Hours:  
Mon - Fri 9.30am ^ 5pm  
Sat - Sun 10am ^ 4pm  
Public Holidays 11am ^ 4pm  
Xmas Day Closed



## Are you struggling with your internet provision? Unable to access broadband? Find your connection frustratingly slow? Or are you happy with your internet connection?

Enterprise North Canterbury is working on a status report on broadband provision in North Canterbury. The purpose of the project is to

- map the actual supply and demand in our region and
- get information from local businesses on their broadband requirements.

ENC invites you to register your business on [www.broadbandmap.govt.nz](http://www.broadbandmap.govt.nz) so that an accurate picture of the needs of businesses in our region can be seen. This website maps broadband, fibre-optic, cable, wireless and satellite provision of internet around our region. This information can provide a clear picture of the existing supply in our region because it's collated on one site. ENC will then be able to use this information in their report which will feed back into the government's evolving strategy on rolling out broadband.

If you have any other comments, please e-mail [catherine@enterprisenc.co.nz](mailto:catherine@enterprisenc.co.nz)

**Business Gems** is produced by  
Enterprise North Canterbury.

Contact: Carol Taplin  
Business Development  
83 Ivory Street, PO Box 436  
Rangiora 7400.  
P: 03 310 6860  
E: [office@enterprisenc.co.nz](mailto:office@enterprisenc.co.nz)  
[www.northcanterbury.co.nz](http://www.northcanterbury.co.nz)



**If you have a good news story you'd like to see get out to over 1700 North Canterbury Businesses, contact Carol today to talk about contributing – it costs you nothing!**

Disclaimer: While Enterprise North Canterbury has endeavoured to ensure the accuracy of information in this newsletter, the contents are for general information only, and should not be acted upon without specific advice. Users of the information must make their own assessment as to its suitability and/or the appropriateness of the services and information for their particular use. ENC does not accept responsibility for any decisions made as a result.