



## Book Early for Women in Business Forum

More than 100 business women are expected to attend the North Canterbury Women in Business Forum on Wednesday 10 October.

This year's one-day forum, to be held at the Kaiapoi Club, is being organised by Enterprise North Canterbury (ENC) in partnership with Essence Magazine. The day is jam-packed with speakers and workshops covering topics as diverse as women in leadership, local business success stories, marketing, keeping healthy, tax information, the local economy and creating an environmentally-sustainable business. There is also time for networking and a glass of wine. Thanks to the generosity of sponsors, the cost has been able to be kept to \$95 (incl. GST).

The forum concept, trialled successfully for the first time last year, was the brainchild of a group of local women brought together by ENC. "The women wanted a day to share ideas, learn

innovative new ways to create successful businesses, network and overcome the isolation of managing or owning a business," says ENC's business development manager Sue Lancaster.

The main forum sponsors are the Canterbury Employers Chamber of Commerce, Harcourts Kaiapoi and the Loan Society. Major inkind sponsorship is also coming from the University of Canterbury, Kaikoura Winery, Rangiora Florist and Essence Magazine.

Thanks too to Chirbury Manor, Robe., Serendipity and Hi Gorgeous.

Full information and registration details will be sent to businesses in the next week. For more information: [lynleigh@essencemagazine.co.nz](mailto:lynleigh@essencemagazine.co.nz)



## Two Loburn Businesses in Finals

Passion for their products, an obsession with quality and an ability to capture a niche market seem to be common traits in the two local businesses that have made it to the finals of the Champion Canterbury Awards 2007.

Campbell Aero Classics N.Z. Limited, owned and run by Ivan and Sandy Campbell (pictured above) in North Loburn, is a finalist in the Champion Global Operator Small Enterprise section of the awards. Combining kiwi ingenuity and sophisticated technology Ivan developed an exclusive hard shell flying helmet for aviators flying warbird, vintage, classic, open cockpit and other sport and recreational aircraft.

And Loburn's Karikaas Natural Dairy Products Ltd, which is a finalist in the Champion Producer/Manufacturer Small Enterprises, produces an award-winning range of boutique dairy products reflecting a blend of the natural rural surroundings with a unique European flavour.

The Champion Canterbury Awards are for businesses from throughout Canterbury to showcase the region's business talent and capability and to pay tribute to enterprises building the economy and community. The awards ceremony will be held on Thursday 13 September.

A promotional graphic for an E-Myth seminar. It features a portrait of Michael Gerber on the left. To his right, the text reads: 'MICHAEL GERBER WORLD'S NUMBER ONE SMALL BUSINESS GURU 18, 19, 20 SEPTEMBER 2007 CHRISTCHURCH • AUCKLAND • WELLINGTON'. On the far right, there are two book covers: 'The E-Myth Revisited' and 'E-Myth MASTERY'.

## E-Myth Author in Christchurch

North Canterbury businesses are invited to attend a day-long seminar in Christchurch on September 18 by best-selling E-Myth books' author Michael E Gerber.

Gerber gained world-wide recognition for his E-Myth books which transformed thousands of small business owners consumed by the day-to-day task of working in their business rather than on it. The E-Myth books are some of the most highly recommended must-reads for small business owners.

The **Business Workout with Michael E Gerber**, which businesses

on Enterprise North Canterbury's database can attend for \$360 plus GST, will include information on:

- systemic thinking to optimise management abilities and inspire commitment
- essential components of business development

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## Seeking Committed Staff?

Employers looking for reliable, committed staff may want to consider women returning to the workforce.

"This overlooked group of jobseekers have often juggled numerous tasks, been committed voluntary workers in a range of organisations and have organisational abilities to die for," says Enterprise North Canterbury labour market co-ordinator Denise Wiggins.

Women returning to the workforce often have good work ethics and skills and are keen to commit to businesses that can offer a little flexibility in return. "A good example is a recent advertisement ENC ran in which we emphasised our ability to be flexible for the right staff member. Not only have we been inundated with women, but also with men looking for a flexible, part-time administration role.

"In a tightening labour market, getting a fantastic staff member means thinking laterally about what might be really important to prospective staff. With it costing an arm and a leg to drive to Christchurch, locals are looking to stay closer to home for work opportunities."

Denise is working on a project funded by the Ministry of Social Development -- a part of which involves linking women returning to the workforce to businesses seeking staff.

Contact [denise@enterprisenc.co.nz](mailto:denise@enterprisenc.co.nz) or phone 03 310 6860 ext 5 if you might be interested in employing a woman returning to the workforce or know of women who are contemplating it.

## One-on-One Free Export Assistance

Businesses readying themselves for export or those that have taken their first steps to establish export markets may be interested in a new service which has just been launched.

Business Mentors NZ is offering a specialised export mentoring service in association with Export Year '07. Business Mentors NZ has mentors with proven knowledge and experience in exporting who can help businesses identify key points to get off to a good start and help them along the way with relationships/networks in key markets. To find out more go to: [www.businessmentor.org.nz](http://www.businessmentor.org.nz)

## E Myth Author

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- building equity rather than income
- identifying strengths and weakness in directing the work of others
- building an extraordinary business
- how to turn entrepreneurial dreaming to your best advantage
- why true entrepreneurs are rare
- biggest barriers to growth and how to overcome them
- the four dimensions of entrepreneurial personalities and why they are needed to successfully invent a stunningly unique business.

Theatre seats cost \$360 plus GST, VIP seats (with lunch) \$495 plus GST and corporate tables of eight \$3485 plus GST. The day, at the Christchurch Convention Centre, runs from 8.15am-4.30pm. For more info: [www.theknowledgegym.com](http://www.theknowledgegym.com)

To register either:

- Go to [www.theknowledgegym.com](http://www.theknowledgegym.com) and enter the unique Enterprise North Canterbury special pricing code (ENTNCTHEA)
- Email [workout@theknowledgegym.com](mailto:workout@theknowledgegym.com) and quote the ENTNCTHEA code
- Phone 0800 967 568 and register using the ENTNCTHEA code
- Fax 0800 967570 and use the ENTNCTHEA code.



## Loburn Businesses in finals

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Ivan Campbell says that a combination of three main events led to the development of his unique helmets:

- A personal desire to wear a helmet in keeping with the classic aircraft era, which combined today's sophisticated technology whilst retaining the authentic look of the early aviators
- His long-held passion and consuming interest in the golden era of aviation
- A strong interest in aviator safety.

The helmet gives the pilot a totally authentic look while discreetly using today's leading technology in providing head protection, comfort and quality avionics. Meeting a unique market niche, these made-to-measure, handcrafted, personalised helmets are now well-known in the aviation industry and are seen on the heads of aviators in the United States, United Kingdom, France, Australia, Europe, South Africa, and New Zealand.

The Karikaas range includes a selection of Dutch style cheeses made in a traditional manner and sold in a range of age categories from young to vintage; and European style fresh products; yoghurt, kwark, cultured buttermilk, cultured unsalted butter, and feta.

Karikaas uses a sole milk supplier to ensure quality standards are maintained.

General manager Diana Hawkins (pictured above) says it has taken time, effort and commitment to supply an authentic range of products to an increasingly health-conscious market. That is - products free of preservatives, stabilizers, emulsifiers and colourings.

Karikaas did it by refining recipes, and "sourcing the best ingredients in a way that exalts cheese and dairy food production in New Zealand. We are proud of the quality of our products and the fact that our ecological foot-print is as low as is reasonably possible in today's legislative environment."

## Migrant business training

If you know of any new migrants looking to start a business, they may be interested in a course run by the Christchurch Small Business Enterprise Centre targeted at their needs. The three-week migrant programme is free to new migrants who hold New Zealand residence of less than two years.

For more information on the Migrant Business Start-Up course contact: John Yii, CSBEC, (03) 366 9978, john@csbec.org.nz, www.csbec.org.nz

## A sustainable approach

The Shell New Zealand Sustainability Fund has been set up to help SMEs develop and implement systems that will enable them to operate in a sustainable, environmentally responsible way.

The fund is open to applications from SMEs requiring foundation funding to implement a new initiative/business practice that reduces their environmental impact and which is applicable beyond their own businesses. It is also open to organisations or individuals wanting to provide advice or education services to SMEs about practices that will reduce their impact on the environment.

For more information email: shellfund@nzbcsc.org.nz or visit www.shell.co.nz/smfund

## Guide to angel investing

A guide has just been launched for people interested in becoming angel investors in early stage and high potential Kiwi businesses.

The Business of Angel Investing has been produced by the New Zealand Venture Investment Fund and is particularly aimed at New Zealanders who could become angel investors but who are not aware of the opportunities or how to go about it. An angel investor is a person who provides capital and often expertise to early stage businesses. Some angels form networks to share research and pool investment capital.

For more details go to www.nzvif.co.nz or email venture@nzvif.co.nz for a guide.

Article sourced from Rural Bulletin: August 2007

## Brokering capital for growth

New Zealand Trade and Enterprise's Escalator programme is a means to help businesses raise equity to grow by preparing selected firms for a suitable deal. "Especially for a small or medium sized enterprise, getting investment-ready can be demanding enough -- never mind the loss of valuable business time pursuing the right deal," according to the Escalator information sheet.

Since 2003 the Escalator programme has helped 96 firms raise more than \$60 million and helped 12 firms sign significant licensing or strategic partnership deals. It has also provided advice, referrals and expertise to more than 1300 businesses.

For more information phone 0800 822 748, email: info@escalator.co.nz or visit www.escalator.co.nz

## Employer-school links

Businesses looking to work more closely with students may be interested in the Gateway Programme. The programme, which is run by a number of high schools throughout North Canterbury, supports students undertaking learning and assessment in the workplace.

"We co-ordinate this activity to ensure the educational and subsequent employment needs of students are met," says Rangiora High School Gateway Co-ordinator Bev Tomkies. Placements have included early childhood centres, engineering firm, farm, hairdressing business, building contractor and farrier.

"Students are working towards industry based unit standards in conjunction with time in the work place." Bev says employers also benefit from involvement with the programme. It is a way to:

- expose employees of the future to particular industries
- get extra part-time help
- strengthen business links to industry training
- give something back to the community
- assess potential employees before hiring them.

For more information contact your nearest high school and ask for the Gateway Co-ordinator.

## University linkages

If you have any engineering, management or marketing projects that may be suitable for University of Canterbury Masters students contact Sue Lancaster, Enterprise North Canterbury, email: sue@enterprisenc.co.nz and she will link you up with an appropriate university contact.

## E-Business Guide

New Zealand Trade and Enterprise's E-Business Guide has been redeveloped into a self-service product, which provides guidance, at no charge, to companies wanting to use the internet and online technologies to grow their business. E-business (electronic business) is doing business on the internet, such as buying, selling, servicing customers or collaborating with business partners. The guide features checklists, background information and good practice examples, and is presented in a "learn as you go" format so companies can progressively develop their capabilities.

## Employers guide

A free website is being set up aimed at helping small and medium sized businesses with business compliance issues. It also aims to develop a business to business online community (www.employersguide.co.nz).

(Note: Businesses seeking employment information should take advantage of the Employment Relation's Service's free infoline 0800 20 90 20).

## Marketing opportunity

Agricultural businesses with export-ready products or services may be interested in taking a space in the Ag Export Pavillion at the Royal New Zealand Show in Christchurch. The pavilion will be visited as part of a two-day International Connections programme organised by the Canterbury Employers' Chamber of Commerce. The programme is part of the chamber's role in facilitating business connections between local companies and those overseas.

If you have a high quality, innovative NZ-made agri-business product/service and would like to take part in the show, phone Paul Higgins (03) 343 3165, email: paul@theshow.co.nz

# Free Business Training Update

Enterprise training produces a range of perceived benefits for businesses, according to a survey of 76 participants who took part in training run by Enterprise North Canterbury (ENC).

Three quarters of respondents believed that taking part in the New Zealand Trade and Enterprise-funded Enterprise Training Programme (ETP) was extremely or very valuable in enhancing their business skills and improving their confidence. The more workshops they attended the greater the benefits.

The survey also showed that businesses that had increased their after-tax profits in the last 12 months were more likely to have attended a larger number of ETP workshops than others and that these participants perceived the workshops as being more valuable across a range of attributes than businesses whose after-tax profit had stayed the same or declined. However businesses whose after-tax profit had stayed the same or declined were more likely to rate the information, resources and linkages provided by ENC as being extremely or very beneficial than businesses that had increased their profits.

Businesses most likely to have taken part in the ETP were those involved in the retail trade, accommodation, cafés and restaurants and manufacturing. Businesses taking part were more likely to have one or two full-time people working in the business and more than half had been trading longer than five years.

The report concludes that there are extensive positive outcomes and benefits from running the ETP and in the other business services offered by ENC. Not one business surveyed believed their interactions with ENC were of limited or no benefit to their business and 86 percent rated their contact with ENC as extremely or very beneficial.

Free ETP business workshops planned for the North Canterbury region in the coming months are listed on this page. ETP workshops are free. They focus on improving the skills of owners and managers of small-to-medium sized businesses. The ETP, which has been successfully delivered locally over the past four years by Enterprise North Canterbury, is complemented by free one-on-one coaching with the presenter.

- ✓ Sep-05, 10am-1pm, Finding and keeping staff (tourism sector) with Cam Brinsdon in Hanmer Springs
- ✓ Sep-05, 2pm-5pm, Business growth through innovation (tourism sector) with Cam Brinsdon in Hanmer Springs
- ✓ Sep-12, 9am-12noon, Computer applications for business growth (general businesses) with Geof Franks in Amberley
- ✓ Sep-18, 4pm-7pm, An introduction to contract negotiation in the market place (general businesses) with Patrick Rottiers in Rangiora
- ✓ Sep-20, 9am-12noon, Making the money go round (general businesses) with Mark Pfeifer in Kaiapoi
- ✓ Sep-17, 10am-1pm, Are you giving away your profits? (general businesses) with Craig Rust in Kaikoura
- ✓ Sep-17, 4pm-7pm, Business planning made easy (general businesses) with Craig Rust in Kaikoura
- ✓ Oct-16, 4pm-7pm, Marketing and branding for land-based businesses (agricultural sector) with Patrick Rottiers in Rangiora
- ✓ Oct-23, 4pm-7pm, An introduction to contract negotiation in the market place (agricultural sector) with Patrick Rottiers in Rangiora
- ✓ Oct-25, 1pm-4pm, Improving your verbal communication skills (general businesses) with Leigh Tobeck in Kaiapoi
- ✓ Oct-30, 10am-1pm, Forecasting your business finances (agricultural sector) with Geof Franks in Amberley
- ✓ Oct-31, 10am-1pm, Health and safety -- your must-know guide (agricultural sector) with Leigh Tobeck in Kaiapoi
- ✓ Nov-01, 9am-12noon, Stress, Motivation and Time Management, (general businesses) with Sandy Brinsdon in Amberley
- ✓ Nov-07, 9am-12noon, Small business survival tactics (general businesses) with Craig Rust in Rangiora
- ✓ Nov-20, 9am-12noon, Business communication toolkit (general businesses) with Patrick Rottiers in Kaiapoi
- ✓ Nov-21, 9am-12noon, Business expansion -- is it right for me (general businesses) with Craig Rust in Amberley
- ✓ Dec-04, 4.30pm-7.30pm, Databases for small businesses (general businesses) with Geof Franks in Rangiora.

(Note: Limited places are available and places are not made on a first-in-first served basis. If workshops are oversubscribed, priority will be given to clients already identified as needing assistance with these topics and new clients who have not had a chance to take part in ETP in the past. If you want to register your interest in any of these free workshops email: [office@enterprisenc.co.nz](mailto:office@enterprisenc.co.nz))



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**Business Gems** is produced by Enterprise North Canterbury. Contact: Sue Lancaster, Business Development Manager, 83 Ivory Street, P O Box 436, Rangiora, Phone (03) 310 6860 ext 1 email [sue@enterprisenc.co.nz](mailto:sue@enterprisenc.co.nz) [www.northcanterbury.co.nz](http://www.northcanterbury.co.nz)

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