

Round Up from the Top

It's been a busy period!

Enterprise North Canterbury is assisting with the development of the 2009 Canterbury Regional Economic Development Strategy (CREDS) by consulting with North Canterbury's key businesses. This project is being undertaken Canterbury wide and is part of a Government project. CREDS will provide a current regional economic profile for Canterbury, identify key economic drivers, profile Canterbury's industries and performance and identify its potential growth sectors. ENC are asking North Canterbury businesses to tell us about their vision, achievements and opportunities for new or emerging markets or products. This information adds value and relevance to the Strategy.

We've completed our first business confidence survey seeking the views of a range of North Canterbury's larger businesses on the effects of and their response to the current economic situation. Key points to emerge were that most respondents were negative rather than positive about the effects of the economic situation on their business

over the next twelve months, however little net employment change expected, job losses are likely to be small, redundancy was not a preferred response, skill shortages still exist, business turnover is likely to be within $\pm 10\%$ of last year and business constraints persist. We conclude that the larger businesses in North Canterbury appear to be in reasonable heart, but are weighed down by the more general economic climate.

ENC made a submission to the Broadband Investment Initiative (BII) whose stated goal is to "accelerate the roll-out of ultrafast broadband to 75% of New Zealanders". North Canterbury however has not been included in the Governments \$1.5 billion proposed roll-out over the next six years. We objected as the alternative \$48m rural broadband initiative will not be enough for agriculture (who generate significant wealth) and that we do not want to be the rural 'party line' in broadband. We await their response to nationwide submissions.

Keep warm, busy and embrace every opportunity that comes your way, including our upcoming events; the Women in Business

Forum later this month, come along and do some B2B networking in July, and join us to celebrate our North Canterbury businesses who show exceptional sustainability, innovation, niche marketing, customer service, and employer or tourism excellence at the North Canterbury Business Awards & Gala Ceremony in August - Entries now Open! See you there.



Heather

Heather Warwick
General Manager

Bronze award for local manufacturer

For the North Canterbury-based professional skin care company, Oasis Beauty NZ, it was an easy decision to exhibit at the Ellerslie International Flower Show. Founder, Stephanie Kimpton said, "Whilst Oasis Beauty is recognised in Auckland and overseas, we are relatively unknown in our own hometown. This was a fantastic opportunity to show fellow Cantabrians what we manufacture here in Oxford".

"We had a great time at the show and the reception we received from the locals was fabulous", said co-owner, Donna Evans. "Receiving the bronze retail award was an added bonus and we will definitely be back next year - but this time we'll be after the gold!"

Oasis Beauty has been manufacturing professional skin care formulations for the last decade. A testament to the effectiveness of their products is the endorsement of professional mountain guide, Marty Schmidt, who uses two of their products. Marty has been climbing for over 30 years and last year ascended Mt Everest for the 5th time.

After his last expedition, Marty contacted Oasis Beauty to say that he had used their products on the trip and had not used anything that good in his 30 year climbing career. "We were the only ones at Base Camp who were not burnt or suffering from chapped skin from the altitude", said Marty. "We were amazed."



Marty at base camp



Ellerslie Display March 2009

WOMEN IN BUSINESS FORUM

Wednesday
June 17th 2009

Kaipoi Club
Raven Street
Kaipoi

Registration
\$95 +GST



Despite many small businesses hunkering down in uncertain times, North Canterbury's entrepreneurial women are embracing the chance to spend quality time in strategic business-to-business networking. Attendance numbers for this year's Women in Business Forum are expected to top last year's turn out, says Enterprise North Canterbury's business development manager, Carol Taplin.

"The quality of our presenters and support of our sponsors means we can keep costs down and meet the demands of our region's exceptionally proactive and positive women in business" she says.

The opportunity to grow networks, promote business to business and invest in professional development is the focus behind the 3rd North Canterbury Women in Business Forum being held at the Kaipoi Club on Wednesday June 17th.

This year's keynote speaker is Jane Hunter. Since 1987, Jane has been owner, viticulturist and managing director of one of New Zealand's better known wineries - Hunter's Wines. During that time, the vineyard has expanded to five times its original size and has increased its

annual output to around 80,000 cases of wine, with more than half of this production being exported. Jane provides a unique spin on life in the Marlborough wine industry through the eyes of a pioneer who has coped with unexpected challenges.

"Other speakers, including the Canterbury Employers Chamber of Commerce's Peter Townsend, multiple local business champions and award winners like Carol McGeady of Cariboo and Diana Hawkins of Karikaas Cheeses, plus eight different specialised workshops on subjects as diverse as money, marketing, optimism, communication and business law, provide exceptional value", says Carol.

"Our major sponsors, Harcourts Twiss-Keir Realty, Canterbury Employers' Chamber of Commerce, the Professional and Executive Development Unit of the University of Canterbury, Essence Magazine and Ataahua Winery show that business to business support and optimism is booming in North Canterbury".

Registrations and full Forum information are available via the website: www.northcanterbury.co.nz, or by phoning the Kaipoi iSITE on 03 327 3134.

Businesses phone for help

More businesses are picking up the phone and making use of government resources to help confront the challenging economy, says Economic Development Minister Gerry Brownlee.

In the government's SME package announced in February a range of enhanced business support programmes were announced, including the www.bizhealth.co.nz website and 0800 42 49 46 Biz help line for small and medium sized enterprises.

"When I've met business owners they've all said getting good advice is crucial and I'm pleased they are making use of what the government offers", said Gerry Brownlee.

980 phone calls were made to the free Biz help line in March, which is a 60% increase on the average call rate for the previous eight months. The advisers at the Biz help line have also made 4,200 referrals to other services and assistance for SMEs - such as the dozens of Enterprise Training courses, the Escalator service and the E-business guide.

The www.bizhealth.co.nz website is free to users and offers a simple questionnaire that can help a business identify any issues and access information and services to help.

Approximately 400 firms have completed online bizhealth checks since the new website was launched in February. Each firm that completes a bizhealth check has nine areas for improvement identified, and the relevant information is then sent to them.

"The need for these services is increasing as the business environment gets tougher", said Gerry Brownlee. "I hope business owners continue to make use of these advisory services" he said.

- Gerry Brownlee, 7 April, 2009

Are you using the Business Benchmarking Survey?

The New Zealand Business Benchmarking Survey has been run by The University of Waikato for the past 28 years. During this time they have worked closely with accountants to provide financial benchmarking information for client advice.

The Survey provides financial ratios covering income, profitability, overhead structure, ratios per person, liquidity, and capital structure for a range of NZ industries.

Businesses can purchase the 2007 NZ Business Benchmarking Survey, published in June 2008, as a full publication or by individual industry classification, or alternatively, encourage your accountant to participate in the survey so that they can provide you with an individualised comparison report for free!



North Canterbury
Business
Awards

The 2009
North Canterbury
Business Awards

Entries are
NOW OPEN

It's time to get
Exceptional

Entries close June 29th
Go to www.northcanterbury.co.nz
for full information
Or phone Carol Taplin on
03 310 6860

Treaty of Waitangi:

Questions and Answers, Network Waitangi

This 56 page publication is a revised and updated edition of 'Treaty Questions and Answers' which was first published by Network Waitangi in 1989.

Covering many historical and contemporary issues, it is for people who would like to gain a basic knowledge about the Treaty of Waitangi and its implications, as well as for those who wish to refresh and update their understanding.

The publication includes a summary of legislation and actions since 1840 which have breached the Treaty and a comprehensive reading list for further information.

Hard copies are available for \$5 each + p&p from Network Waitangi Otautahi

<http://www.nwo.org.nz/resources.html>

or email organisers@nwo.org.nz.

ISBN 978-0-473-13790-8

Training vital in uncertain times

Employers who continue to invest in staff and training during tough times may find they save money in the long-run, through greater productivity and staff retention, according to a recent article in ABTA magazine (On the Job, pg. 57).

It points out that training need not be costly and can help improve morale.

The fully subsidised Enterprise Training Workshops delivered by Enterprise North Canterbury have taken off after a brief lull at the beginning of the year, so it appears that North Canterbury's small and medium enterprises are on to something.

Recently the workshop Project Management for Non-Project Managers took just 6 working days to over flow with 25 registrations!

Watch out for online marketing and leadership workshops coming up soon.



Is your business in good shape?

Some businesses are finding it tough right now, but we're here to help you survive and thrive. We can help you identify any issues with your business and get things sorted.

Get your free business health check at www.bizhealth.co.nz

biz

business
information
zone

For free information and help with your business call

0800 42 49 46

or visit or call **YOUR LOCAL BIZ CENTRE**

Rangiora 83 Ivory Street

Ph 03 310 6860

Helping your business is our business

[New Zealand](http://www.govt.nz) Government

How Inland Revenue can make your life easier

Paying your tax is an essential part of running a professional business. But it's not always easy to keep up-to-date with the latest changes, especially when you've already got so much on your plate. Don't worry! One of Inland Revenue's key roles is to help business people meet their tax obligations and claim their full entitlements. Inland Revenue also offer free business tax seminars/workshops at our office at 224 Cashel Street Christchurch.

These include:

IR3 income Tax Return Preparation - How to take the information from your end of year accounting records (cashbook), determine your business profit or loss, and correctly complete the income tax return. The workshop includes information on calculation of depreciation, using our depreciation calculator, and the apportionment of expenses between business and private

GST workshop - for people who are new



Inland Revenue
Te Tari Taake

to GST, covering GST basics, bookkeeping, expenses, invoices, how to complete GST returns, filing online and Inland Revenue's electronic services

PAYE/KiwiSaver - for people who are new to employing staff covering wage records, manual and electronic calculations of PAYE and other deductions, KiwiSaver, completing the Employer monthly schedule (IR348) and Employer deductions forms (IR345), due dates and electronic filing of returns.

There's more information at www.ird.govt.nz. Times and dates are available on IR website. Please email advisory.christchurch@ird.govt.nz to book your seat or request more information. When you book this workshop please include your name, contact telephone number, and business IRD/GST number.

Green Business makes the move out of house & home

Kinley Education takes manufacturers waste and produces craft resource cartons and packs filled with recycled materials. Fiona Edwards takes up the story: "Our products are sold within the early childhood sector throughout New Zealand. So if you are a local manufacturer I may be able to help you with your waste diversion. I have clearly seen a down turn in the resources coming through from some of the manufacturers we work with. This has not only come about as a result of reduced production but also as businesses become more aware of their waste and the need to become more sustainable.

Regardless of the reasons for the reduction in available resources, I have needed to find ways to make my business (in the past, totally reliant on waste from others), more diverse. One such way has been to source and on sell good quality resources from other businesses, such as books and craft accessories to complement our existing product line.

Another way to address this issue has been to do as the larger businesses have done and look very closely at how the business is run. Just how efficient are we with our resources? It has been almost a year now since Kinley Education finally moved out of home. I am sure those who have made the big move can appreciate the elation at getting your home and some resemblance of a life back!

The move had a diverse range of impacts on my business and family. I've traded many old concerns for new ones. Having the house back is a big bonus for all but has created new challenges when the children are home sick. Old distractions are gone and replaced with new ones like "will we make enough to pay next months rent!" So again it all comes back to sustainability.

If you too are looking at sustainable business practices, are keen to see your business contribute back to your community, I am always looking for your waste items such as Cardboards, Papers, Plastics, Foams, Fabrics, interesting bits & bobs etc and if its bright or shiny that's even better! So please check those skips and give me a call".

Contact Fiona Edwards of Kinley Education. P: 03 313 3298

IF YOU'RE IN BUSINESS ... DO YOU HAVE ONE OF THESE?

Whether you're a new business starting up or an existing one and you have more than one party running the business, it always pays to have an agreement setting out the terms of your business relationship.

Business relationships, like any relationship, tend to go sour in a 'downturn'. If this does happen, it makes it a lot easier and less expensive for the parties to be able to follow a process to either resolve issues or get out.

For a company, we call this a shareholder's agreement, an essential ingredient in a closely-held company. This is different from the company constitution which is accessible by the public through the company's office website. Unlike a constitution, a shareholder's agreement is a private, confidential, non published document that sits behind the constitution. By its nature it is a contract

which provides the parties the opportunity to have anything they like in it e.g. how the business shall be run, how many shareholders are required to make the decisions and most importantly what process the parties are to follow when they are not getting on and either one or both want out.

For a partnership, as you've probably guessed, it's a partnership agreement. Unlike companies, partnerships do not have a public register and therefore any agreement is inherently private. Where a company may have a constitution, a partnership cannot and, without an agreement, is governed by the Partnership Act 1908. As this legislation is well overdue for updating it makes it even more important to have an agreement.

For more information contact:
justine@ashleylaw.co.nz.

CEDD Solutions Ltd 'the new kid in town'

CEDD Solutions Ltd are a hands-on company who offer a tailored service adding value to existing New Zealand businesses, individuals looking to invest in, purchase or set up a business, and those seeking employment here in New Zealand. Many of their customers are spread worldwide and to accommodate this they are set up and equipped to deal with business and decision making across multiple countries and time zones.

Directors of the company, Colin Edwards and Karen Dugdale say "we have been delighted with the positive response we have received so far and we look forward to working with many other businesses in the coming months".

Thinking outside the box is one fundamental element that CEDD Solutions brings to the table; they like to think differently! "We want to help people become more-pro-active, especially in their aspirations and motivation in the workplace" says Colin Edwards. "At CEDD Solutions we look at how we can escape our every day mindset and look to start achieving every last goal that we set ourselves".

Business migrants are a key element to the early success of this business; "There are many individuals from overseas who are looking for opportunities to invest in New Zealand". CEDD Solutions work closely with their clients, providing market intelligence on areas of industry that they are looking to invest in or purchase, whilst also closely working with Immigration Law Advocates who provide expertise on visas.

CEDD Solutions provide a range of business services designed to increase turnover, productivity and product value for existing business and new ventures:

- Business Organisation
- Training Workshops and Coaching
- Team Building Courses
- Business Information
- Marketing Material and Support
- Human Resources

For further information contact Colin Edwards M: 027 2333 241 or Karen Dugdale M: 027 2333 291 or e-mail info@ceddsolutions.com.

Cameo Gallery Opening June 1st

Kirsty Watson is inviting artists in Waimakariri to contact her for displaying artworks. She has taken a modern white walled 2 level complex opposite Cameo Fine Arts in Cone Street as an art gallery. Display will be on a signed agreement, commission basis only and the artworks will be changing monthly. If this venture is proved successful in the first 3 month period, Kirsty will be signing up for a one year lease so get in behind the venture early!

Contact: Kirsty Watson.
P: 03 313 5474, 5b Cone Street, Rangiora
Email: ovals@cameofinearts.co.nz

Only 29% of your Staff are Really with You

In a typical workplace environment during the best of times, only 29% of employees are actively engaged in their jobs, while 17% are actively disengaged. That's according to the most recent Gallup Management Journal's Employee Engagement Index.

There is no 'one-size-fits-all' approach; keeping employees engaged and productive is always daunting, however it is crucial in this type of economic environment. Improving employee engagement will help drive business results in the long run and develop a productive business.

Eight practices that can assist you in supporting your employees and improving employee engagement are:

- Instill an inspiring purpose
- Provide recognition
- Be an expeditor for your employees
- Coach your employees for improvement
- Communicate fully
- Face up to poor performance
- Promote teamwork
- Listen and involve

For more information, contact Jo Birnie at jo.birnie@prestantia-consulting.co.nz

Chartered Accountants provide Backbone

Finance is the backbone of a business and good financial structures are essential for business growth. Quality advice from an impartial professional can be the difference between success and failure. Professor Claire Massey of the NZ Centre for SME Research says "in our research with small firms, we found that not only are Chartered Accountants the advisers our respondents used the most, they are also viewed as advice and having the most significant impact on the firm's direction".

Anyone can call themselves an accountant. But only a Chartered Accountant:

- is a member of the New Zealand Institute of Chartered Accountants
- studied for seven years to achieve this professional qualification
- has a professional qualification from New Zealand that is internationally recognised
- is required to undertake on-going professional development training
- is bound by the Institute's code of ethics and professional standards
- must complete further requirement to offer services to the public
- is then subject to three-yearly review of professional standards.

For more information, visit www.nzica.com

Improving customer experience

ATTO'S new Customer Experience Award is designed to help employees gain a better understanding of their role in customer service, and how they can exceed customer expectations within their workplace.

Trainees learn skills in effective communication, team work and selling, and can apply these skills to their role in order to deliver a higher standard of support to customers.

The course is suitable for anyone who communicates regularly with customers, or who has a customer facing role in the aviation, tourism, travel or museum sector.

It is also valuable for non customer-facing staff, as it helps to raise their awareness of the responsibility that each person has within the workplace to deliver excellent support to all customers, including their internal colleagues.

Contact: thehub@atto.org.nz.

Meetings are not a luxury, Hilton survey shows

FACE-to-face meetings are where the real business gets done and the biggest breakthroughs are made," says Hilton Hotels Asia Pacific VP sales and marketing Andrew Flack. He was commenting on the results of a survey which shows 77% of senior executives considering offsite meetings as a necessity - not a luxury. And that meetings matter.

"Despite the advances in technology, face-to-face meetings still lead the way in areas such as building stronger teams, solving problems and motivating individuals, which are things that really move a business forward," Mr. Flack adds. Some 94% of respondents agree that meetings can build stronger business relationships and 91% feel that meetings build stronger bonds between teams. Meetings are also seen as providing solutions to business problems with 84 % believing they result in people feeling more inspired than through

other forms of communication. Some 85% claim meetings are more likely to result in breakthrough thinking, and 82% that meetings can bring the best out of people when compared to other communication forms. (Source: Inside Tourism, Issue 733; April 17th 2009).

So - Where to Start? MILLENNIUM Hotels and Resorts New Zealand has launched an initiative for people tasked with planning a meeting - a 168- page pocket size diary called Where to Start (and how to finish like a star). It is illustrated with inspiring New Zealand destination imagery. Sales, conferences and incentives national director Alison Rogers says the manual is designed for all sorts of people, and all sorts of meetings and events. "It's a plain English guide to cover every aspect of event organising."

Contact: meetings@millenniumhotels.co.nz

Business Gems is produced by Enterprise North Canterbury.

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