

BUSINESS ROTORUA NOW

ROTORUA CHAMBER OF COMMERCE E-MAGAZINE

ISSUE 1 - SEPTEMBER 2016

NZ CHAMBERS OF COMMERCE

R O T O R U A

“The Future of Rotorua Real Estate - A New Star Has Arrived”



McDowell Real Estate Ltd
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Welcome to our QUIZ.....

Each issue we will ask you some questions which will relate to an article or advertisement somewhere in this e-magazine.

Simply email your three answers by 10th October to officemanager@rotoruchamber.co.nz

All correct answers will go into a draw to win a prize..... lunch with ????? (You will find out who will be your lunch date when the winner is contacted).

1

QUESTION ONE:

How much was the manager of a motor camp awarded in unpaid wages?

2

QUESTION TWO:

Who can help you in unlocking the potential, thinking outside the square and above all making it fun?

3

QUESTION THREE:

What 3 local businesses have merged their teams together over the last year or so?

4

QUESTION FOUR:

Where can a small business find FREE data to help your business plan for growth?



PO Box 385, Rotorua 3040,
The Business Hub,
1081 Hinemaru Street,
Rotorua 3010
Ph: 07 3463657

E-mail: admin@rotoruchamber.co.nz



Chamber CEO:
Darrin Walsh



Office Manager:
Jos Pemberton



Membership & Business
Development Officer: Jo Keefe



Regional Business Advisor:
Phil Becker

A Change Will Do You(r City) Good

Alex Hardy
Charity
House Project
Carpenter



Alex Hardy had been working at McDonald's in Rotorua for five years, when he decided to make a change. Enrolling on the pre-trade carpentry certificate at Waiariki Bay of Plenty Polytechnic (WBoPP), he never expected as a student to be building a house.

"I'm enjoying the programme so it doesn't feel like work. Everyone gets along really well, I'm learning a lot of new things and it's good to be able to give back to the community."

WBoPP's annual Charity House project provides students with hands-on learning opportunities while benefiting Rotorua's wider community. Project partners include; Rotary Club of Rotorua Sunrise Charitable Trust, Rotorua Lakes Council, Rotorua Chamber of Commerce and the business community. We would like to thank the full list of project partners listed at waiariki.ac.nz for their support.

WHAT AN AMAZING 'REAL WORLD' STUDENT EXPERIENCE!

Creative arts student, Egenia Aucamp recently helped to measure up her winning kitchen design, set to be built into the 2016 Charity House! WBoPP carpentry tutors Ray Ellis and AJ Smith joined project partner, Paul Ingram from Lee Brothers Cabinets and Joinery in consulting with Egenia about how to turn her multi-functional design into a reality.



Arts student, Egenia Aucamp helps bring her kitchen based interior designs to life!

Watch www.facebook.com/waiariki.tangata for more Charity House news - including the auction date!

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1261 Pukuatua Street, Rotorua



Welcome to the Rotorua Chamber of Commerce revamped online version of Business Rotorua Now.

NZ CHAMBERS OF COMMERCE
R O T O R U A



The Chamber is very excited to be relaunching this new look E magazine as it opens itself to far more opportunity than the printed version. Obviously by sharing the link electronically with our membership base via emails, social media, our website, and using our national Chamber connections we create a readership that far exceeds our reach with the printed version. This of course gives far more value to our members who contribute by way of articles and advertising and providing opportunity to create markets outside of Rotorua.

We intend to provide new content and you will see some new regular features. These include personal profiles on the people who operate businesses in Rotorua and an "in my opinion" piece where prominent business leaders will share their opinion on topics of interest.

I hope you like the new look and the new medium we have chosen to present this magazine. As always there are sponsors, contributors of content and advertisers who have all supported us in putting this first publication together. I thank you all for your support without which we would not have this magazine. We encourage you all to support this venture and look at ways your business could contribute.

Please feel free to contact Jos Pemberton in the Chamber office to discuss how you can contribute.

Darrin Walsh | CHAMBER CEO



Knowledge management - is a key business issue!

In forthcoming publications for this e- magazine I will be writing short articles addressing key business issues. The first subject chosen is knowledge management.

Most businesses are orientated to the delivery of a particular skill or production of a particular product. This requires knowledge. Many don't actually recognise that knowledge management is a key business issue. Understanding your business is vital for business success.

Some businesses can be in danger of have a blinkered view of the world and not considering the needs of the target markets. Knowledge management requires an open mind set. Essentially divided into two specific areas:

- tacit knowledge - things you automatically know and understand which are quite often hard to explain or transfer to others
- explicit knowledge - is knowledge that is easily articulated, coded and vocalised and repeatable

In a business it's important to understand the differentiation between tacit and explicit knowledge. Understanding this will help create your point of difference in the marketplace.

If you want further information on help to develop this capability in your business please contact Philip Becker - RPN Regional Business Advisor 021 420 991 or contact Rotorua Chamber of Commerce.

Phil Becker | Regional Business Advisor



THE NAME CONTINUES...

...McDOWELL REAL ESTATE...

...THE EXCITING NEW ERA HAS BEGUN!!!



“A Fresh New Look with the Same Faces and Service!”

A new and exciting chapter in Rotorua real estate has just begun and the team at Professionals are ready to show the local community exactly what they can expect from a modern, service-oriented real estate agency. New owner and principal Steve Lovegrove says “we here at McDowell’s understand that our sole focus is to provide exceptional and unparalleled service when it comes to dealing with our sellers and buyers.” He then continues, “our goal from day one is to help our clients and customers to ‘make the move’. There is simply nothing more important.” Having previously operated in the heated Auckland real estate market, Mr Lovegrove has seen some of the very best that the industry has to offer. His hope is to bring that same level of service and expertise to the

exciting and vibrant Rotorua market. He likes to think of it as a “winning combination of modern, industry-leading ideas backed by 105 years of experience”. After 6 months Steve and Mel Lovegrove are loving every aspect of their new life in Rotorua and are both proud of the McDowell legacy laid before them, and excited for the future to come. “We’re here to stay and can’t wait to help more people make their move in Rotorua. Watch this space!”



A Recent Customer Testimonial

Dear Steve,

On behalf of us both, I am writing to give feedback on our recent purchase through you.

We had never experienced an Auction before, so we were naturally apprehensive. However, Charles Sturt was so helpful and friendly with us throughout and I felt I could trust him. When we arrived for the auction we noticed that many of the Professionals team were there so to my relief, they were not bidding and were there in a supportive role. We managed to secure the purchase thankfully and we feel very happy about it. The process afterwards was a celebration and we appreciated being able to chat with the vendors and Charles and Denise.

Your sincerely
Pat and Paul Gellatly



steiners

interiors by reputation.

Mike Steiner

My 50 Year Career in Interior Design

50 years ago a chance conversation with a chap called Ray Waugh, co-owner of Curtain Textiles, a recently new business to Rotorua, led to a whole new direction in my life.

From that conversation, Ray recognised the flair and sense of interest I had in interiors, house design, building and architecture and that I very much enjoyed colour and had a natural instinct for design.

Interior Design in those days aka, 1966, was not a career path sought out by many but Ray was fairly persuasive in convincing me that it was an industry just starting to gain momentum. This to my way of thinking was more a career for larger, more cosmopolitan cities overseas, rather than NZ and particularly Rotorua.

Well, in mid 1966 I started work with Curtain Textiles and as is often said, the rest is history.

Within the first week I was making contact and building a client base. Within 3 weeks I boldly told a client (later to become one of our closest family friends) - 'no problem, we would come to Tokoroa'. Through this client, many great friendships were made. I was introduced to their contacts, friends and colleagues, I travelled twice a week to Tokoroa for 15 years - in those days, a very wealthy forestry and agricultural town. I often say Tokoroa helped build my career and our business.

Rotorua in those days was the major city and service centre for the Bay of Plenty, Waikato and South Waikato. I soon became a shareholder in Curtain Textiles and we expanded quite quickly moving further up Eruera Street and changing our name slightly to Curtain Textiles Furniture. In 1971 Trevor Phillips retired from the

business and I became a 50% shareholder with Ray Waugh until he retired in 1981. Marie and I took over the full running of the business and in 1991 we decided to change the Company name to Mike Steiner Interior Design, a more appropriate name to the style of business we were conducting. In 1999 we changed location to Amohia Street where we stayed until 2010, then moved to our current location and another name change to Steiners - Interiors By Reputation.

I have seen many changes in styles and designs over the last 50 years - many of those styles and designs have been repeated, reinvented and reinvigorated.

One of the greatest sources of pleasure for me is the enduring friendship and constant contact we still have today with so many of those people who were our customers of that time and with their children, and in a number of cases, grandchildren.

A wonderful compliment paid to me recently by a former client returning after 20 years overseas - 'Gosh, how wonderful you are still here and what's more, you are still relevant'. Quite amazing after 50 years to still be engaged and interested and still presenting the very best of style and interior design.

There have been many highlights and extraordinary experiences over the last 50 years - through the wonderful friendships and work we have done, the exciting interiors we have helped create, the variety

of homes, hotels, lodges - the small rooms, the large rooms, the fun, the magic - but it all comes back to the relationships I think; that and the love of what I do has made a very wonderful 50 years of working life pass in a flash.

The fact that I can remember most colour schemes, designs, fabrics and textures I have used for so many people over these years is a great source of pride.

“GOOD DESIGN IS TIMELESS!”



Mike Steiner





FROM THE DESK OF
PETER STUBBS

Destination **ROTORUA**

A Rotorua Lakes Council CCO

As many of you will know, Destination Rotorua and GROW Rotorua now form a new CCO; Rotorua Economic Development Ltd operating as Destination Rotorua. This CCO will have a new focus on business development, building strategic partnerships and expanding from purely destination marketing into destination management, while continuing to promote investment attraction opportunities and tourism growth.

It has been a busy first two months with a focus on creating the building blocks for the future. Michelle Templer has been appointed chief executive, standing out from a strong field of candidates because of her breadth of relevant experience.

Michelle is currently working in Auckland as Coalition and Sector Manager for New Zealand Trade and Enterprise and comes with more than 20 years' experience working in New Zealand, Spain, the United Kingdom and Australia. Previous roles have provided her the opportunity to collaborate with top international executives and Kiwi companies to develop and implement strategies for business growth and transformation, and help strategic investors realise opportunities here in New Zealand. She will take up her appointment effective 31 October 2016.

Mere George and Chris Auld were also recently appointed to complete the board, joining myself as chair, Michael Barnett, Bruce Thomassen, Quinton Hall and Kiri Atkinson-Crean. Mere and Chris bring a tremendous amount of business experience and come from backgrounds outside of tourism with a fresh approach and an outlook that I believe will strengthen our ability to perform.

We have agreed our Statement of Intent with the council. This critical document gives us direction and purpose and will guide everything we do and has been published on our website - RotoruaNZ.com.

MINIMUM WAGE AND WAGES RECORDS

Jim Wynyard, Senior Solicitor, Holland Beckett Lawyers

All employees must be paid at least the minimum wage for every hour that they work.

Minimum wage requirements apply equally to salaried employees. Problems can arise where salaried employees are employed in circumstances which require them to be available, or on call all day 6-7 days a week, and sometimes in to the evening or throughout the night.

Problems may also arise with the process of averaging, a process commonly adopted in the dairy industry. Averaging does not preclude the obligation to pay the minimum wage for each hour worked.

The consequences of getting it wrong can be costly. In a 2014 Employment Relations Authority case (Hill v Shand, [2014] NZERA Christchurch 66), the manager of a motor camp was awarded some \$69,000.00 in unpaid wages.

The question is what an employer requires of an employee, and whether that constitutes work. Factors considered include:

- what constraints were placed on the employee's freedom, i.e. would he/she have otherwise been able to do what he/she pleases;
- the nature and the extent of an employee's responsibilities;
- what benefit there is to an employer by the employee performing that role.

The Employment Relations Authority's determination is made on the individual facts of the particular case. If what an employer requires constitutes work, an employee must receive the minimum wage for that work.

If accommodation is provided, the value of the accommodation (for minimum wage purposes) should be agreed and recorded in the employee's Individual Employment Agreement. If it is not, the default provisions of the Minimum Wage Act will apply.

A wage and time record is required for each employee, recording:

- the name of the employee;
- the employee's age, if under 20 years of age;
- the employee's postal address;
- the kind of work on which the employee is usually employed;
- whether the employee is employed under an individual employment agreement or a collective agreement;
- in the case of an employee employed under a collective agreement, the title and expiry date of the agreement, and the employee's classification under it;
- the number of hours worked each day in a pay period and the pay for those hours;



- the wages paid to the employee each pay period and the method of calculation;
- details of any employment relations education leave taken;
- such other particulars as may be required.

A wage and time record must be in written form, or in a form easily converted to written form. Records must be kept for 6 years and must be provided to a person authorised to request them.

This article is only a general overview of the law in this area. If you require specific advice or assistance, please contact one of the lawyers in the Employment Team at Holland Beckett on 07 578 2199 or email jim.wynyard@hobec.co.nz.

This article does not constitute legal advice. Readers should obtain specific legal advice before making any decisions or taking any action based upon information contained in this article.



NZME BRANDS REACH 92% OF PEOPLE IN ROTORUA

Newstalk ZB RADIO HAURAKI RADIO SPORT ZM Hits Coast flava

GrabOne iHeartRADIO ROTORUA Daily Post ROTORUA Weekender The New Zealand Herald

Source: Nielsen CMI Fused Q2 15 - Q1 16 May 16 AP15+

Size Matters!

Whatever your business goals, it's important to have access to legal expertise in all the issues that matter. With an office in Rotorua and around 45 lawyers working throughout the Bay of Plenty, our integrated team is large enough to offer you specialists in logistics, contracts, resource management, employment, health & safety, leasing, and more. Contact our team for all your legal requirements.

HOLLAND BECKETT LAWYERS

Private Bag 12011, Tauranga 3143
T 07 578 2199 F 07 578 8055
www.hobec.co.nz

Tauranga 525 Cameron Road T 07 578 2199
Rotorua 1108 Pukaki Street T 07 349 4400
Whakatane 189 The Strand T 07 308 8325
Opotiki 125 St John Street T 07 315 6058

STANDING OUT FROM THE CROWD

Sarah Drought

The New Zealand economy is growing at a solid pace, with growth of 3.2% and 2.9% expected in 2016 and 2017. However, inflation remains subdued and interest rates are set to remain low for some time yet.

New Zealand's population is growing at its fastest pace in 40 years, providing a significant boost to economic growth. Strong population growth reflects an increase in foreign migrants and more New Zealanders staying put or returning home.

While the rapidly rising population boosts demand for goods and services across the spectrum, stripping out population growth reveals a less impressive picture, with per capita growth forecast to be only 1% in 2016.

Construction remains important driver of growth, even though the Canterbury rebuild has levelled off. Home building is rising strongly in most regions, including the Bay of Plenty, and there is a large pipeline of non-residential building planned nationwide.

Record low interest are also boosting demand. Not only is it cheaper for households and businesses to fund spending, low interest rates have provided a powerful shot in the arm to house prices nationwide. The eye-watering pace of house price growth has prompted

the Reserve Bank to tighten lending restrictions, which will temporarily help to constrain the rate of price growth.

Solid growth off the back of these factors has made New Zealand stand out among some of our developed country peers. Indeed, New Zealand has seemed like an oasis of calm in recent months given the issues the rest of the world have been grappling with, including the United Kingdom's decision to leave the European Union.

However, this doesn't come without consequences, and has shown through in a stronger New Zealand dollar.

Against a fragile global backdrop and a stronger dollar, conditions among exporters are mixed. The outlook for the dairy sector remains challenging due to ongoing weakness in global dairy prices. However, other parts of the primary sector are doing better, and this is having positive spin-offs for the Bay of Plenty. Horticulture is enjoying a purple patch, with fruit exports surging, and forestry exports have remained resilient despite weaker industrial activity in China.



Meanwhile, tourism is enjoying an unprecedented boom with annual guest nights up nearly 18% in three years. This has been a boon for the Bay of Plenty, although the region hasn't cashed in as much as the other tourist hot spots in the South Island.

Overall, these conditions have resulted in households and firms in the Bay of Plenty being among the most optimistic in the country regarding the economic outlook. However, while growth looks set to be healthy for the next couple of years, slower growth looms beyond this as the Canterbury rebuild winds down, and with population growth assumed to slow.



Rotorua Building and Landscaping

Brand new name, but well known faces and same great service

Mark Pemberton, formerly of Traditional Landscapes Ltd and Campbell Mills, Certified Builder & Licenced Building Practitioner, have joined together to provide a comprehensive building and landscaping contracting service, covering Rotorua and the Lakes area.

There is nothing that these operators and their team cannot undertake, from major renovations to small home landscaping and fencing jobs.

Their combined experience, (with Mark having owned and operated his business in Rotorua for over 30 years, and Campbell for 6 years) means they have sustained an excellent reputation for quality work over a long period of time.

Their work around the lakes includes bach renovations, jetty upgrades, walkways, concrete paths, retaining walls, landscaping and overall project management of renovations for out of

town owners. Mark and Campbell have offered a service that others would not even begin to undertake with the logistics of carting materials and waste to and from the job being a major consideration. Isolated locations are a challenge this company is well equipped to handle.

Construction and landscaping around town includes landscaping and landscape building for many private residences as well as undertaking repairs and maintenance work for Rotorua Lakes Council and Pukeroa Oruawhata Holdings Ltd.

This team have a "can do" attitude and offer fair and competitive rates, while complying to all Health and Safety requirements needed under today's legislation.

Don't hesitate to phone Mark on 027 477 9974 or Campbell on 027 474 3934 to discuss your building or landscaping requirements.



ROTORUA BUILDING & LANDSCAPING



A RECENT CUSTOMER

Testimonial

Acting on a recommendation from a trusted friend we engaged Mark Pemberton and Campbell Mills to undertake some renovation work. Like my grandparents, in the late 1920s and '30s (when the original bach was built), they had to assemble a team of fit problem solvers and rely on those same pioneering skills in getting the materials across the lake by boat and carrying them up a steep slope to a site without power. The finished works have exceeded our high expectations, and significantly enhance the original design.

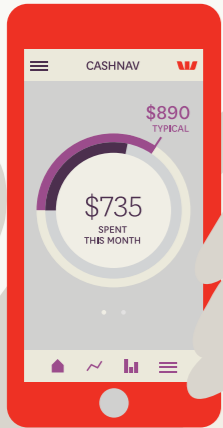
Like all good problem solvers they only ever discussed solutions. Their commitment and unstinting good humour made the task a pleasurable one, and the end result has been fantastic. We unreservedly recommend Mark and Campbell for anyone contemplating similar work.



THE FINISHED WORKS HAVE EXCEEDED OUR HIGH EXPECTATIONS, AND SIGNIFICANTLY ENHANCE THE ORIGINAL DESIGN. LIKE ALL GOOD PROBLEM SOLVERS THEY ONLY EVER DISCUSSED SOLUTIONS. WE UNRESERVEDLY RECOMMEND MARK AND CAMPBELL FOR ANYONE CONTEMPLATING SIMILAR WORK Nick Rogers QSO




Mark Pemberton (Left), Campbell Mills (Right)




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GECKO

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**“BUSINESS THINKING MEETS
ECO-FRIENDLY, AND FOR THE FIRST TIME
EVER BOTH COME OUT WINNERS!”**

An exciting story of a home grown Rotorua business with a passion for both Business growth and protecting our environment is spreading across Rotorua.

What does Rotorua mean to you. For me it is an exciting place. A place of strong traditions, and connection to our past, but also a place of growth and looking forward into an exciting future.

And of course when we think of Rotorua we also think about tourism. Rotorua is truly one of the jewels in the New Zealand tourism crown.

Our passion for our cultural heritage, our exciting adventure tours, our breath taking thermal attractions, just to mention a few.

But what good is it trying to attract tourists to a dirty city. Fortunately for us we have a council who realises this and has made major efforts to “Keep Rotorua Beautiful”. They have also put in place many regulations to cut down on pollution entering our waterways and lakes.

But what about our businesses. What about our vehicles, those thousands of mobile billboards that run around our city dirty every day.

What message is that sending to our tourists, and to your customers.

We all know that in business today you HAVE to make a good impression, but many feel they are left with the impossible choice to either ignore the regulations, and wash their vehicle where they can, or not clean their vehicles.

Even some of our largest infrastructure providers are driving around our “Beautiful” city in dirty looking vehicles.

This dilemma attracted the attention of Mr Frank James. A passionate design engineer who loves a challenge.

The answer was simple... create a new way of washing vehicles that was:

- Ecofriendly
- Did not use any toxic chemical
- Did not waste any water
- Was easy and convenient
- Could wash any vehicle

But it also must:

- Protect the vehicle
- Be 100% scratch free
- Leave it clean and Shiny
- Leave NO MESS at all
- Wash anywhere you park

Unfortunately although the answer was simple, achieving all of those goals was not. Four years later GECKO Waterless Mobile Car Spa was born.

Gecko is a revolutionary new washing system that uses our unique eco-friendly washing solution derived from plant based materials to clean and nourish your vehicles paint, leaving it shiny and protected.

To keep carbon emissions to a minimum we use no electricity to wash your vehicle, just 100% Kiwi hand power.

The GECKO washing system is so far ahead of the competition that we can confidently offer you our GUARANTEE.

“This is the BEST car wash you have EVER had or your money back”



**IF YOUR BUSINESS WOULD
BENEFIT FROM CLEAN SHINY
VEHICLES AND A MORE ECO
FRIENDLY IMAGE... WHY NOT
GIVE US A CALL**

EmployAbility

Mike Bryant, Regional Commissioner for Social Development

Disability Issues Minister Nicky Wagner is encouraging Bay of Plenty employers to hire more people with health and disability issues.

Minister Wagner launched EmployAbility in Rotorua last month - a programme to help get more disabled people and people with health conditions into work.

Minister Wagner says increasing the employment of disabled people is her top priority.

“I want disabled people to be independent and live connected and respected lives within their communities. Employment plays an important role in this.

“Disabled people tell me they want the same opportunity to work that other people have, and that having a job is important to them.

“We want to ensure that EmployAbility meets the needs of employers, since they are critical to providing disabled people with the opportunity to get into the workforce.

“It’s about matching the right person with the right attitude to the right job”, she said.

The programme

The programme is an extension of the Project 300 pilot in Christchurch which was hugely successful in showing that with the right support people with health and disability issues can get work.

Project 300 almost doubled its target of getting 300 people with disabilities into

employment, with 505 people now in full-time work, 79 in part-time work, and 36 moving into study.

EmployAbility is administered by the Ministry for Social Development and funded from within the Ministry’s existing resources.

We’re supporting clients with a health condition or disability to become work ready, developing their skills and confidence, so they’ll do a great job for you. Having a job gives them independence and helps them build a better future and connect with their community.

Helping you become a disability confident employer

Employing disabled people and people with health conditions makes good business sense. Many businesses find having a diverse workforce improves staff culture and profitability.

We’ll work with you to find out what you need when you employ someone with a disability or health condition. Our aim is to match clients with a health condition or disability to jobs that suit their particular skills. It’s about matching the right person with the right attitude to the right job.

Making recruitment easy

Our recruitment service is free, and we’ll work closely with you to get to know you’re



business and what you’re looking for. We’ll provide you with a shortlist of clients we’re confident are great candidates.

We may also be able to:

- provide training or wage subsidies
- arrange for modifications or equipment should it be needed (there is funding available)
- support you and your new staff member to help ensure it is a successful placement for everyone.

Give Anne Hughes a call on (07) 921 8125 to find out how EmployAbility can help you, your business and our community.



Looking for staff?

We can make it easier for you to find the right people for your business. If you plan to recruit or grow your business, we can help— at no cost.

We have a pool of suitable people with a range of skills and abilities who are available to work full or part-time, or on a casual basis.

You’ll receive our full support and maybe even financial assistance to help with wages, training or other costs.

To list a vacancy or find out more, contact

Anne Hughes - (07) 921 8125 or email anne.hughes002@msd.govt.nz

Shona Patrick - (07) 921 8051 or email shona.patrick007@msd.govt.nz

www.workandincome.govt.nz/business



A service of the Ministry of Social Development

Growing your business? Think Deloitte

John McRae, Deloitte Partner

Rotorua is in the midst of an extraordinary change. To take advantage of this economic upturn will require careful planning, risk assessment and analysis, knowing the competition and above all having the determination to carry out your vision right to the wire no matter how difficult it might become.

Deloitte Rotorua is a fast growing business like yours and we asked ourselves: where do we want to go, how will we get there, and what do we need on the journey? At the heart of our plan lays an executable strategy, founded on vision, planning and commitment.

Sound familiar? You're right – they're the same ingredients you've probably identified as essential to your success.

Should I or shouldn't I have a strategic plan?

Of course you should.

How else are you going to make your vision a reality? Developing a plan that turns a good business into an awesome business is not rocket science, but it requires realism and aspiration in equal measure.

A strategic plan is the beginning, not the end, of a never-ending growth cycle.

It's a blueprint for action that should influence every action of every person in your organisation every day.

Don't be bamboozled by the jargon – this is your common sense guide on how to succeed at being awesome. It's about growing your business faster in your target market.

To start with, take a critical look at what's happening outside your business, ask yourself:

1. What's happening in the market?
2. What are my competitors up to?
3. Where's the technology going, and what effect is it having?
4. What legislation or regulatory issues are coming up; could they make or break us?

Sounds simple? It is and it isn't.

At Deloitte we support our clients in setting up their competitive position and provide a team of talented people, a sounding board who encourage, support and help guide the way to the top.



“ THIS IS YOUR COMMON SENSE GUIDE ON HOW TO SUCCEED AT BEING AWESOME. ”

Contact me on jmcrae@deloitte.co.nz for some tips for making your business success easier including getting your best people to help you, unlocking the potential, thinking outside the square and above all making it fun.



Breathing new life into business
Innovative problem solving to get you in good shape.

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Introducing ... Peter Faulkner

Pukeroa Oruawhata Group has appointed Peter Faulkner to the role of General Manager for the Group.

Peter's appointment reflects the growth that the Group has achieved over the last 20 years, with the assets now in excess of \$200m and a number of other exciting projects in train. All of these new projects will not only increase the asset base of the group, but also support the growth of the City and employment opportunities within our community.

Peter previously provided general management support on a part time basis through his role of Associate Director, Deloitte however the future needs of the Group dictate that a full time General Manager is required.

Peter brings to the role 6 years' experience in providing general management services to the Group plus secretarial and general consultancy to a number of Maori Economic entities whilst engaged as Associate Director of Deloitte in Rotorua.

Prior to joining Deloitte in 2010, had 28 years in the Banking & Finance industry

in a range of management & specialist business banking roles in Auckland, Waikato and the Bay of Plenty.

Peter's appointment marks a 20 year connection with Pukeroa Oruawhata which has seen his involvement transition from the Group's banker, then their client manager, and now as General Manager.

Peter is married with two adult sons and has lived in Rotorua for 20 years. Over this time he has played an active role within the community as:

- Past Treasurer & Chairman of Mokoia Intermediate
- Past Treasurer & Chairman Rotorua Lakes High School
- Mentor with Business in the Community and Business Mentors NZ
- Past member of Rotary Club of Rotorua
- Past Trustee Rotorua Continuing Care Trust
- Trustee Rotorua RSA Poppy Trust

In his spare time, Peter enjoys keeping fit (running), playing the occasional game of golf & fishing. In Peter's words "Rotorua is a City with an exciting future and it's both humbling and an honour to be given the opportunity to work with the Group as it continues to play its part in bringing the future into reality."

Peter Faulkner

General Manager - Pukeroa Oruawhata Group
Pukeroa Oruawhata House,
1/1176 Amohau Street, Rotorua



JOHN MCRAE, DELOITTE

While it is sad to see Peter leave our team here at Deloitte it is fantastic that Pukeroa Oruawhata are moving to the next phase of their growth cycle. Peter is a very experienced and skilled leader. He will be a catalyst to everything that Pukeroa Oruawhata are wanting to achieve. Their story of growth is an amazing story in its own right and we are proud to be part of their history but more importantly honoured to continue to be part of their future.



NZME – Transforming Three Businesses Into One

Media boundaries are being pushed every minute of every day, in every country around the world.



Justine Knowles, Sales Manager NZME
Janine Davies, Advertising Manager, NZME

Whether it's new entrants to market, the role traditional media plays, or how quickly media organisations can adapt to changing audience consumption patterns, sitting still is not an option.

NZME sits about 18 months into the transformation of our business by merging three operations into one – the tangible evidence of a wholesale shift by New Zealand's best-known media company.

It's been a unique process and result – the country's only single 'creative home' of digital, radio, print, e-commerce, experiential, video and events.

There's no doubt the act of bringing the businesses together in 14 locations around the country, including the New Zealand Herald, the nation-reaching Radio Network and e-commerce operation GrabOne has fuelled the fire of integration. It has taken our business into new territory, allowing client campaigns to integrate across platforms and channels as never done before.

At a local level merging the teams from The Rotorua Daily Post, The Radio Network

and GrabOne has many benefits, including the collaboration of content across these main media channels. Advertisers gain, as they can now access a much larger and broader audience for their campaigns through one company, NZME. Our sales team work as one, and recommend solutions based on the audience each advertising client is trying to reach.

"The first question we ask our clients is who are you trying to reach? We then look for that audience across our channels and platforms and formulate a proposed campaign solution designed specifically for that business," says General Manager – Central Region, Greg Murphy. "With our local content attracting and engaging our audiences more than ever before, clients can tap into this audience across our audio, video, print, digital, events and experiential platforms."

Justine Knowles and Janine Davy are the local managers driving campaigns for clients. Coming from radio and print respectively, their combined knowledge ensures advertisers get the most from their campaigns.

Transformation is enabling NZME to navigate the ever-changing media landscape. For now. But as they say, there is no rest for the wicked. Standing still is not an option and our Rotorua team is in the thick of it all. Give them a call on 07 348 9089 to find out what results they can achieve for you and your business.



NZME SITS ABOUT 18 MONTHS INTO THE TRANSFORMATION OF OUR BUSINESS BY MERGING THREE OPERATIONS INTO ONE – THE TANGIBLE EVIDENCE OF A WHOLESALE SHIFT BY NEW ZEALAND'S BEST-KNOWN MEDIA COMPANY.

Working In Partnership

Dr Neil Barns, Interim Chief Executive, Waiariki Bay of Plenty Polytechnic

It has been just over four months since the merger of Waiariki Institute of Technology and the Bay of Plenty Polytechnic. To most of the public and to businesses, very little, if anything, will appear to have changed.



This was our intention. We wanted to ensure our communities, businesses, iwi, city, staff, and, of course, our students, that this merger would not change business as usual. We needed to give everyone confidence that the merger did not mean that they had lost their tertiary provision from either their city or the region.

Behind the scenes, we are working hard to make the two historical organisations operate as one that can deliver even better educational outcomes for the region. This will take time to achieve but we are already making progress. One of the priorities for us is to develop meaningful partnerships with our iwi, businesses and communities to deliver results not just words.

One of the main reasons for merging two financially sound tertiary institutions was the understanding that the future success of this region is linked to the educational and economic success for Māori. We needed to do more through tertiary

education delivery to contribute to that success, and to do this in partnership with those to whom this matters most deeply. Therefore, one of the first set of actions for the new institution has been to start the process of rebuilding relationships and trust, particularly with the iwi, hapu and whānau of this large region. This won't happen overnight and will be an on-going process.

We also understand the need to connect meaningfully with all of the local authorities across the region to ensure that what we do supports their ambitions for their constituents. One of the first new partnership agreements that we have in place is with the board of the newly combined Grow Rotorua and Destination Rotorua. The agreement includes a requirement for biannually reporting on what has been achieved to ensure that this is an action-orientated partnership rather than a token one.

From the outside, particularly from a business perspective, the merged institution may appear to be doing little that is new for them. As I have said, our starting point has been to rebuild confidence and relationships with iwi and local authorities. We are also aligning internally our many duplicate systems and processes so that we can truly operate as one organisation. We know that we need to start soon to further develop the many business and industry relationships that are already in place. We also need new ones and to ensure that these become true partnerships. That will take a major effort on our part and will require some news ways of working to ensure that business sees the value in what we can jointly contribute to. We look forward to that challenge.



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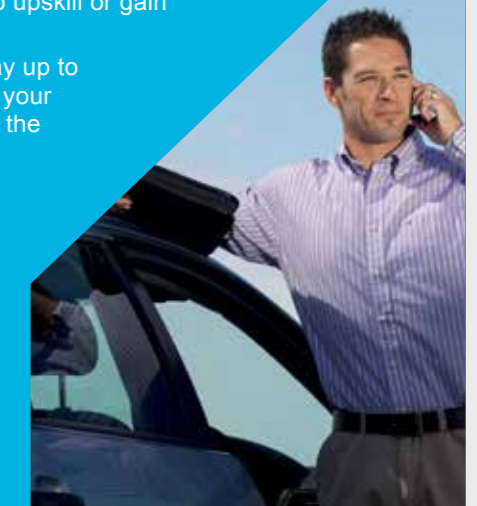
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Getting Into Business

- Don't Start It! Buy It!!

Heinz Fett, Trusted Adviser, ABC Business Sales

Many of us have felt that entrepreneurial pull to operate our own business at one time or another. The desire to be your own boss can be very appealing.

Business ownership and its operation can be one of the most financially and intellectually rewarding achievements, giving you the opportunity to be a master of your own financial destiny.

It can also be very frightening for those just starting out! We have all heard about the high mortality rates for new business ownership; 50% do not make it through the first three years and 70% will be gone after only five years.

There are many reasons for this including; insufficient operating capital, poor management, an unworkable business concept, inability to develop a strong customer base, and just plain old bad luck. It would be great if these potential problems could be eliminated or at least minimized for you as a new business operator - they can!

Buy an existing profitable business instead of trying to start one from scratch!

There are several key advantages to this. An existing successful business has a proven track record of profits. These profits will most likely continue long after the business sale. You will get to apply your new ideas, expertise, and renewed energy to take the business to even higher profitability.

With a newly purchased business you will have established customers for immediate cash flow. No suffering through a long start-up period where you struggle to attract customers to your business. Use these customers as a building block for future business growth.

Although I do not know of any tangible statistics that exist to quote, it has been my experience and that of my many business broker colleagues that the vast majority of profitable businesses that are purchased, continue to operate successfully for many years to come.

There is no question in my mind that the success rate for new business owners that buy an existing business, is much higher than for those who start a newly formed business. This makes good sense.



THERE IS NO QUESTION IN MY MIND THAT THE SUCCESS RATE FOR NEW BUSINESS OWNERS THAT BUY AN EXISTING BUSINESS, IS MUCH HIGHER THAN FOR THOSE WHO START A NEWLY FORMED BUSINESS.

An existing profitable business has already proven that it is successful. As long as you continue to follow the basic business approach, you too should be able to operate the business successfully.

4 STEPS to get your growth moving



Helping New Zealand's small businesses grow would benefit our economy — but many lack the time, confidence or both to set their sights higher. Andrew Hamilton, chief executive of The Icehouse, offers his tips.

Kiwi business owners are the heroes of our economy. We know small business owners and operators tend not to sit back and relax — running a small business is really hard work, leaving little time to think about how to grow.

But if you set yourself an achievable goal that will add value to your business — whether it's a boost in sales, building a high-performing team, better engaging with your customers, or simply to free up more of your time — this will give you the confidence boost needed to think about more ways to grow.

Step 1: Where you want to go

Don't know where to start? Think about something that hasn't gone so well. Diagnosing a problem is easy — solving it is where the value lies.

It can also be helpful to look back at what your business has achieved so far to give you some context for your goals.

Create goals you can visualise and measure. It's what we call the aspiration and dream phase. A quote I often repeat to the business owners we work with is: "Once I could picture the goal, everything started to happen." Once you define this goal, you and your team can set out on the journey to ensure your business gets there.

Step 2: Keep pushing towards your goals

We know many businesses create great long-term goals, eg those that might take five years to achieve. But you should also think

about how to keep momentum going and how to measure performance against this long-term vision for your business.

Ask yourself how you'll do things differently. Make sure you don't revert to old ways that don't help your business improve and flourish.

Online tools and resources from Business.govt.nz

New from Business.Govt.NZ is the Business Planning 101 section which can help you plan your business and set goals, including:

- How to create a business plan
- Business planning tools
- Keeping track of key metrics
- Mentoring services

Step 3: Answer to someone

One way to help you reach goals is to get others to hold you to account.

Take on a business coach, mentor, an advisor or even family members.

- Use your co-owner, if you have one, and visa versa.
- Form a peer group of non-competitive business owners.

You could also attend workshops on keeping your momentum..

Step 4: Remove roadblocks

The most powerful inhibitor to your growth can be you, the business owner. Find a way to create a new vision, a new goal and a dream. Build your confidence, your belief and start growing. Keep pushing and find an accountability tool to help you keep up the momentum.

Looking for customers? Free data tools can help

To make the most of tight marketing budgets, find out as much as you can about your target customers. Here's how one small business used free data from Statistics New Zealand to plan for growth.

When Peter Fraser started his photography business Foto Diem, specialising in family portraits and weddings, he was following his passion — but he wanted the business to satisfy him financially as well as creatively.

"I wanted to know what regions I should be focusing on, with which services."

Fraser used Statistics NZ's free data for businesses on the advice of a friend.

Defining a market

He started with the Market Mapper tool, which refines searches for customers by factors like age, income, family type and location.

Fraser found areas with the greatest numbers of families, which showed him where to focus his marketing efforts.

Next, he looked at opportunities for wedding photography across the country. Using the Infoshare and NZ.Stat tools he estimated:

- potential number of marriages by region
- number of photography businesses in each region
- regions with higher average incomes.

The results meant he quickly saw which regions had the greatest potential for this service.

Finally, he explored opportunities for baby portraits, using Infoshare to find the number of births in each district health board region.

Success in business depends on investing your time and money wisely. "Using data can help you get the best bang for your buck," says photographer Peter Fraser.

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The World Of Working Anywhere

Jackson Lee, Cloud IT, 1489 Eruera Street 0800 256 831

In this day and age, you hear about people working from home, or sitting in a café and working remotely. New Zealand Businesses are adopting the work from anywhere approach, it has both positives and negatives, here are two:

1. Creates efficiency and productivity, whereas previously you needed to be in the Office to work, now you can be sick at home, and still work.
2. Creates a workforce that never stops working – this can decrease the quality of the work that comes from your staff

A lot of businesses are moving towards “hot desking” – This means you can go to any desk in the office, and start working – studies have shown that this way of working can increase the productivity of staff because they aren’t looking at the same wall, day in and day out.

It also gives a modern image to your company. We have a number of clients that use this technology and one that doesn’t even have Dedicated Offices within their building.

Another approach that is mainly used in Education is BYOD (Bring Your Own Device) – it is now starting to make

inroads into New Zealand businesses – even though there is no direct benefit to this way of working, there are Advantages and Disadvantages:

Advantages:

- Some reports have indicated productivity gains by employees
- Increases employee morale and convenience by using their own devices and makes the company look like a flexible and attractive employer.
- Can significantly decrease the cost that is invested in IT Hardware Desktops/Laptops/Phones

Disadvantages

- Security is a large issue, having company data end up the wrong hands is the worst nightmare for all companies.
- If personal phones are used, questions can be raised about who owns the phone number. The issue becomes apparent when employees in sales or other customer-facing roles leave the company and take their phone number with them. Customers calling the number will then potentially be calling competitors which can lead to loss of business.



A LOT OF BUSINESSES ARE MOVING TOWARDS “HOT DESKING” – THIS MEANS YOU CAN GO TO ANY DESK IN THE OFFICE, AND START WORKING – STUDIES HAVE SHOWN THAT THIS WAY OF WORKING CAN INCREASE THE PRODUCTIVITY OF STAFF BECAUSE THEY AREN’T LOOKING AT THE SAME WALL, DAY IN AND DAY OUT.

Businesses are continually moving toward Working Anywhere using Cloud Technologies. If you want to learn more, give Cloud IT a call to have a free consultation.



CHAMBER OF COMMERCE EVENTS

1. Attendees to BA5 @ Holiday Inn: Ken Lamb (McDowell Real Estate) and the team from Personnel Resources Ltd (Angelique, Ann and Anna) 2. Attendees to BA5 at Holiday Inn: Colin Wood (Rotorua Club), Brian Wilmshurst (Richmond Foods), Carol Cass (Iles Casey) and Lesley Fitness (Scion) 3. Pam & Murray Jones, winners of the Business Card Draw at The Holiday Inn BA5 4. Speakers at the Audience with the Candidates meeting Tamati Coffey, Mike Steiner, Tony Jacques, Gareth Jones, (Darrin Walsh, CEO Chamber) and John McRae 5. Attendees to the Chamber Audience with the Candidates meeting 6. Some of the Dancing with the Stars dancers who performed at the recent BA5 at Holiday Inn.

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IN MY OPINION

These articles are the opinion of the writer and do not reflect the views of the Rotorua Chamber of Commerce.



EZRA SCHUSTER



RON DUNHAM



DERYCK SHAW



RACHEL WARRENDER

EZRA SCHUSTER MINISTRY OF EDUCATION

In my opinion the school students of Rotorua and in across our region are pretty stunning and achieving some fantastic results. More Māori 18 year olds than ever across the Bay of Plenty are achieving NCEA Level 2. Last year 76.1 percent of Māori 18 year olds gained a minimum of Level 2, a huge improvement on the 61.5 percent rate in 2011. In fact NCEA Level 2 achievement rates for all Bay students aged 18 rose by nearly 10 percentage points in the same period, to 84.3 percent.

NCEA Level 2 is an important measure as it's the minimum qualification young people need to get a good job or go onto further training. Every percentage point increase represents the hard work of students, schools, teachers, parents and whānau.

There is a concerted effort in Rotorua to improve student achievement, with the majority of schools coming together to form Communities of Learning. This involves approx 11,500 of Rotorua's students in plans to raise engagement, achievement and retention.

While these results are pleasing, we can't afford to be complacent. We have a growing number of young people who are disengaging from education and they're getting younger.

The business community plays a critical role in supporting our young people and identifying and celebrating our young entrepreneurial talent in the upcoming Business Awards is an example of this.

RON DUNHAM CHIEF EXECUTIVE, LDHB

I frequently get asked about the health of our community, what makes some of us healthy, some of us unhealthy. What (predominantly) makes us healthy or unhealthy is not the health system. It's not that simple.

The disparities in health in our community costs us all, it consumes resources and reduces economic productivity, it contributes to crime – the list goes on.

We have a lot of control over how well we do in life through the choices we make. But if you were born in a poor place, without a

lot or resources and without a lot of education your choices are severely limited.

We need to stop thinking of health as something we get at the doctors surgery or the hospital but instead as something that starts in our families, in our schools and work places, in our play grounds and parks and in the air we breathe and the water we drink. The more you see the problem of health this way the more opportunities you have to improve it.

Health is a social good and we are social by nature and when the ties that bind begin to unravel so does our health. Health begins with health communities, with health relationships so we can live with dignity and respect with safe streets, freedom from violence and parks where children can play. It begins with good education – where children learn not only to read, write and prepare for life, but how to treat each other with dignity and respect.

Our health is significantly affected by our homes, our relationships, our jobs and our schools.

DERYCK SHAW APR CONSULTANTS

The Olympics of Business

Many of us will have absolutely enjoyed the success of the New Zealanders who participated in Rio at the Olympic Games. People often draw parallels between business and sport and success and failure. There are certainly a lot of parallels in terms of planning, organisation, mobilising resources, taking good advice and ensuring that the people involved have the skills and experience to deliver on the day. Critical also is having the resilience to succeed, sometimes when it looks like the odds are stacked against you. So what can we learn from our Olympians success and failure from a business perspective – here are a few of my observations:

Firstly note the reflections after the games about whether an Olympian will commit to the next Olympic cycle. This is a smart move and the parallel in business is always to take some time out of your business to critically evaluate where you are and what your next plans are. This is often referred to "working on the business" instead of what we always do in "working in the business".

The second thing is to assess how the performance of the

athlete(s) was against expectations. Did they live up to their ranking and perform as expected. If they didn't why was this the case? There are plenty of parallels here around competitive environments for businesses. Sometimes athletes perform at the highest level and ahead of predictions and yet may not medal because the competition has stepped up another gear beyond that of the athlete. This is often the case in business where in spite of a business performing at the highest level either a disruptive technology and/or significant developments in the sector and investments by competitive businesses can lead to a very challenging business environment.

The third parallel I would draw is that as a nation we "punch well above our weight" on medal per capita basis yet our investments in sport are not necessarily at the same high levels on a per capita basis. This means we have to be smart about what we do and how we do it. This is a very close parallel with business as it forces us to focus on what we do and innovate and to be smarter about the things we do.

The final parallel is the ongoing learning and development that we all have to do whether it be in business or sport. If we think that we have enduring success because we have had record sales or major investments, you know it is time to step back from the business. Like a gold medallist the opposition is always close and you cannot for a moment step back from your commitment to ensure that you are meeting your customer's needs.

RACHEL WARRENDER DUBBZ DIGITAL MARKETING

Recent tourism spending data from MBIE has indicated that spending in the Bay of Plenty for 2016 to date is up 7% compared to the same period for 2015, with July spending up 12% compared to July 2015. This is a fantastic boost to the local economy, and a trend that we should try and maintain.

The increase in spending in the Bay of Plenty provides a direct benefit to businesses in the tourism and hospitality industry, including attractions, activities, accommodation, bars & restaurants. With the increased volume of customers, these businesses need to ensure they maintain a high level of service, and continue to reinvest in their staff, their property, and their offering.

This buoyant tourism market also has a flow on effect to many other businesses and individuals in Rotorua. Development of properties benefit the trades industry and suppliers. Retail gets a boost as there is increased foot traffic on our streets, service providers experience an increase in demand, and more jobs are created.

Rotorua is on track for a fantastic summer tourism season - it is the responsibility of all Rotorua residents to look after our visitors, and ensure they continue to return for years to come.

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