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ISSUE 21

Contact us

Tania Simpson - ADVERTISING.
advertising@bizhamilton.co.nz
027 552 5344
07 839 1101

Mark Nogaj - EDITORIAL.
info@bizhamilton.co.nz
027 552 5345
07 839 1101

Dwayne Hansen - ADVERTISING.
marketing@bizhamilton.co.nz
027 552 5346
07 839 1101

Offices 17/18, The Homestead,
Ruakura, Hamilton.

Private Bag 3123, Hamilton 3240.

bizhamilton.co.nz

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Mark Nogaj - EDITOR

Policy To Increase Housing Supply Approved

Increasing housing supply in Hamilton is one step closer with the approval of a Special Housing Areas Policy.

Hamilton City Council staff presented two policy options for the Mayor and Councillors to review at a Council Meeting on 24 August.

Special Housing Areas are areas of land in the city (including sites not currently zoned for residential) that can be put forward for housing development by landowners or developers for consideration by the Council.

Hamilton City Council's Economic Growth and Planning Manager Luke O'Dwyer says the criteria outlined in the Policy include aspects of demand, location, infrastructure and scale.

"The feedback from the community has played an important part in shaping the policy. We listened to the key themes which came through and made changes to make sure the policy works for potential applicants as well as the Council."

In September land owners will be able to present proposals for their land to become a Special Housing Area for assessment by the Council. All proposals submitted will be viewed by the Mayor and Councillors then approved proposals will be presented to the Minister for Building and Construction to make the final decision.

"Consents for approved Special Housing Areas to begin development could be submitted as soon as January," says Mr O'Dwyer.

Defining Special Housing Areas (through the policy) is a way for the Council to deliver on its commitments for increased housing supply and affordability outlined in the Housing Accord.

Hamilton City Council and the Government signed a Housing Accord in December 2016 as a way to increase housing supply and improve housing affordability in Hamilton.

How To Remove Bias From Job Ads

By Lindy Alexander, seek.co.nz

Jobs advertisements create an important first impression for candidates. A job ad is often seen as a reflection of an organisation, and it's vital that job ads attract, rather than deter, quality talent.

If you are having trouble finding the right candidate or a certain number of great applicants you may want to consider whether you are inadvertently disconnecting top candidates from a role due to bias.

WHAT IS BIAS?
Bias is when there is an inclination or prejudice for or against one person or group. Often bias is unconscious – it tends to come from stereotypes, beliefs, attitudes and opinions we have but that we are unaware of.

"Unconscious bias happens automatically and is triggered by our brain making quick decisions," says Nicola Laver, SEEK's Associate Client Training Manager. "When it comes to a job advertisement there is a chance that bias happens prior to writing the ad."

Laver suggests reading through job ads carefully before they go live to ensure employers pick up on any bias and convey their commitment to creating an inclusive and diverse workforce.

Signs of bias in job ads: Laver says there are particular things employers can focus on when looking to uncover unconscious bias in job ads.

1. Organisational terminology - "Have you removed company jargon from your ad?" Laver asks. Using jargon can turn off or distance potential candidates because it disadvantages those who don't share the same highly specialised vocabulary. SEEK research shows that job seekers prefer ads that have clear, direct and simple language. Similarly, while you might want to use fun and playful words in your job ad, these too can send a subtle message to applicants about whether or not a candidate is a good fit. "Conveying quirkiness can also create a bias," says Laver.

2. Stereotypes - A crucial step in ensuring inclusive hiring practices is being aware that stereotypes play a role in inequity. "Not all women are nurses - they can be engineers and a foreperson working on a construction site," says Laver. Laver suggests ensuring a role is gender neutral by using language that is not associated with stereotypical attributes.

3. Gendered job titles - According to Laver, employers need to be mindful of the job titles they use in advertisements. "We still see gendered role titles being advertised - Foreman, Salesman and even Girl Friday, she says. "These titles can be perceived as discrimination or even stereotyping. Do women [automatically] make great nurses and men are great engineers? I would suggest this is not true."

4. Overly long job ads - "We've recently learnt at SEEK through our analytics that anything over six bullet points can be a turn off for female candidates," says Laver. Women don't tend to apply for jobs unless they're 100% qualified (whereas men are happy to apply for a job when they meet only 60% of the qualifications). Keeping your job ad concise means you'll have the best chance of attracting quality candidates.

5. Inclusion of volume - based application insights- Seeing how many other candidates have applied for a job has an impact on whether or not a jobseeker applies for a role - particularly for women. SEEK research shows that where there were lots of applicants for a role females (Australia & NZ) were 47% less likely to apply.

6. Adjectives matter - A study published in the Journal of Personality and Social Psychology found job ads in male-dominated fields, such as software programming, tended to use masculine-themed words such as 'lead', 'compete' and 'dominate' at a much higher rate than job ads in female-dominated fields.

Importantly, the inclusion of such words meant that those job listings were less appealing to women. Using gendered adjectives in your advertisements can inadvertently signal to particular people that they would not be a good fit within your organisation.

Examples of masculine words include:
- 'independent'
- 'assertive'
- 'determined'
- 'analytical'
- 'lead'
- 'competitive'

Examples of feminine words include:
- 'responsible'
- 'connect'
- 'dedicated'
- 'support'
- 'sociable'
- 'conscientious'

While you may still want your candidates to be dedicated or independent, culling these gender-laden adjectives from your job ad will give you a much better chance of benefiting from 100% of the talent pool.

"Keep using action words in your job ad," says Laver. "It gives your candidates a sense of connection. People want to feel like you're talking to them."

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New Website Provides Investment Hub For Hamilton

There's a new website for Hamilton's investment and economic related news and information – HAMILTON INVEST, www.hamiltoninvest.co.nz

HAMILTON INVEST provides a hub for economic related information, resources (videos, documents, economic data, images, and partner organisation links) and investment opportunities in Hamilton and its surrounding areas.

Hamilton City Council's Acting General Manager City Growth **LUKE O'DWYER** says the website pulls together the most recent Council information and the great work partner organisations do to support economic development in the city.

"The format was kept simple so it's easy for people to use. The website will be continuously updated with significant investment news from around the city to keep it relevant and have the information people are looking for and find useful," says Mr O'Dwyer.

Hamilton is a growing city with a range of opportunities for businesses and investors. Focusing on Hamilton's strongest areas - including health, freight and logistics, and information technology and research and development sectors – allows the Council to focus energy on building on what's already strong and part of the city's competitive advantages.

"Coordination is a big part of the success of economic investment and we continually work closely with other organisations and neighbouring districts to make sure we make the most of any opportunity coming into the region. This includes getting the right people in the room when there's an investment lead, which we did recently for a Chinese delegation," says Mr O'Dwyer.

"When any leads come through from the website, the Council will make sure it's connected with the right people in the city to be able to make the most of the opportunity. That's the best way the Council can act as a coordinator and make the best of the resources available in the absence of a dedicated economic development resource or agency in Hamilton."

Hamilton Invest

www.hamiltoninvest.co.nz

Vero, Tower Merger Heads For High Court Appeal

Suncorp has lodged an appeal over its denied bid to acquire Tower through its Vero brand.

The firm has lodged the appeal via its wholly owned subsidiary, Vero New Zealand, after the Commerce Commission refused to grant permission for a merger between New Zealand's second and third largest personal lines insurers.

In its rationale for denying the deal, the Commerce Commission said it feared the merger of the two businesses would reduce competition in the market and could see "coordinated effects," in both pricing and product quality, impact consumers.

Tower has said that it will "fully support Vero with its appeal."

Tower also intends to file its own cross-appeal within the coming weeks.

Tower noted that Vero wants its appeal heard before the end of the 2017 calendar year as the target insurer "supports a prompt resolution of the matter."

New Parking Plan To Revitalise Hamilton's CBD

A trial of a new parking system to help revitalise Hamilton's CBD will commence on 1 October this year.

The plan includes free on-street CBD parking for the first two hours and then $6 per hour for the third and subsequent hours and was approved by Hamilton City Council. The current parking charges are $2 per hour with a maximum two-hour time limit.

New parking technology including sensors and development of an app to allow payments on mobile devices are also planned, although parking meters will remain for now. The effectiveness of the trial will be reviewed before the end of June 2018.

The new system followed public submissions and hearings as part of the Council's Annual Plan process. During the consultation period a free parking proposal was suggested. This was proposed to be funded in part through a targeted rate on households and a targeted rate on central city commercial properties.

Hamilton City Council Chief Executive RICHARD BRIGGS says the revised plan adopted today is designed to consider issues raised by submitters and address the main purpose of the Parking Task Force, which was to look at ways to revitalise the CBD.

"The decision today means the originally-proposed targeted rate on CBD businesses will remain, which will offset some of the cost of the initiative, while parking revenue will also contribute. The remainder of the cost of this trial will be met through the Council's existing operating budgets, and there will be no additional targeted rate for residential ratepayers," Mr Briggs says.

"Research shows us the majority of our city carparks are utilised by people for less than two hours, so from 1 October most of these people will be able to come into the central city and have no parking charges. If people want to stay longer than two hours they can choose either off-street parking options or pay an extra charge," Mr Briggs says.

Councillors voted 9-3 to approve the proposal. FOR: Mayor Andrew King, Crs Gallagher, Pascoe, Taylor, Casson, Southgate, Macpherson, Bunting, Henry. AGAINST: Crs O'Leary, Tooman, Mallett. Absent: Cr Yeung.

Demand For Aged Care Candidates Continues To Grow

By SEEK Insights & Resources New Zealand

By 2020, one in four New Zealanders will be over the age of 65 and this represents challenges for the healthcare and medical sector. Experts say employers must focus on building a positive culture to attract the best talent to this multifaceted industry.
The latest data from SEEK Employment Trends shows job ads in the healthcare and medical industry grew by 9% from April to June year-on-year and the average advertised salary was $72,339. Job ads for high-acuity nursing grew by 21% while paediatric nursing was up by 19% and pharmacist roles rose by 47%.

Demand for healthcare workers is growing in line with the ageing population. SEEK data shows job ads in aged care nursing grew by 8% year-on-year in June.
Ryman Healthcare is one of New Zealand's leading providers of retirement living options for New Zealanders over the age of 70 and it is experiencing strong growth. It employs more than 4,700 staff across its New Zealand and Australian operations, including a range of healthcare professionals, such as registered nurses and carers.
David King, Corporate Affairs Manager at Ryman Healthcare, says the business plans to open two new villages a year over the coming years. "We're expanding fast and we need kind and motivated people to help run them," he says.
King explains that the company focuses on career development to attract and retain talent. "We have a 'grow our own' philosophy and invest in developing our people," he says. "For those who are interested in leadership, we run a comprehensive leadership-training program so people can improve their skills and advance their careers. We also offer a staff share scheme so that our employees can share in our success."
Building a caring culture

A growing awareness of mental health is leading to greater investment in the sector and this is having an impact on demand for skilled candidates. The latest data from SEEK shows job ads in psychology, counselling and social work rose by 31% year-on-year.
The New Zealand Government recently dedicated $100 million from its $321m social investment program to fund early interventions trials for mental health.

Business Events Waikato Showcase A Stunning Success

By Amanda Graham from Hamilton & Waikato Tourism

A bright spotlight has been cast on the Waikato region as an ideal place to host business conferences and events following the success of the second annual Hamilton & Waikato Business Events Waikato Showcase.

Held at Claudelands Events Centre, the showcase had more than 50 venues and suppliers from throughout the Waikato region exhibiting with more than 140 conference and business event organisers through the doors, an increase from the inaugural event last year.

The event was a positive reinforcement of the growing popularity of Hamilton and wider Waikato region as the best place to hold a conference or business event.

In the past few years we have seen a growth in business events in our region and we are right up there as one of the top four destinations in New Zealand for both domestic and international conferences.

Our exhibitors included conference and social function venues, accommodation, audio-visual and transport suppliers; activities, entertainers, theming; and team building companies. It also showed how well we all work together here to create a seamless approach to business events.

Purposely created as a one-day event to suit the busy schedules of organisers and buyers, the showcase has been gaining attention from around the country as a new way to present a region's wares.

This year's showcase also included The Speaker Showcase with Tourism New Zealand sponsoring the panel discussion "Redefining Hamilton & Waikato as a Leading Business Events Destination" led by speakers University of Waikato Associate PROFESSOR RYAN KO; Hamilton & Waikato Tourism chief executive officer JASON DAWSON; and SparkTank Director RACHEL KELLY.

Guest speakers drew good crowds, with television and radio host DUNCAN GARNER, and endurance athlete ROB HAMILL speaking to a packed room.

A hosted buyer programme for 15 buyers from throughout New Zealand was also introduced this year. A two-day famil programme of venues and suppliers will follow their attendance at the Showcase.

Hamilton & Waikato Tourism is responsible for destination marketing by promoting the region to international and domestic visitors, travel trade and media. We also provide support for business events & conventions, destination management and product development. Find out more about us:

For further information:

AMANDA GRAHAM Business Events Manager,
Hamilton & Waikato Tourism
phone 843 1853
amanda@hamiltonwaikato.com
www.hamiltonwaikato.com

Design Boosts The New Zealand Economy By $10.1 Billion

Ground-breaking research into design's economic contribution to New Zealand's economy has shown that during the last year alone design contributed $10.1b to New Zealand's GDP (approximately 4.2%).

The research launched by **HON. STEVEN JOYCE MINISTER OF FINANCE,** was undertaken by PwC and commissioned by a national design consortium (DesignCo). DesignCo comprises, Massey University's College of Creative Arts; the Designers Institute of New Zealand; Otago Polytechnic School of Design; NZTE (Better By Design programme); AUT School of Art and Design; the Auckland Co-design Lab; Callaghan Innovation, and Victoria's University's School of Design.

PROFESSOR CLAIRE ROBINSON, convenor of DesignCo, said at the launch of the research: "There is a strong correlation between national prosperity, economic growth and a thriving design sector. International evidence confirms that design leads to more competitive firms making and selling higher value products and services.
"The research reveals that if design were treated as an individual industry its contribution to the New Zealand economy would be larger than agriculture and on a par with retail trade ($10.6b), and food, beverage and tobacco product manufacturing. The sector also provides approximately 94,200 FTE design positions in New Zealand, roughly 4.4% of employment," Professor Robinson said.

The research shows that the manufacturing industry contributed the greatest amount to design-related economic activity in 2016 with $2.7b. Product design and interactive design disciplines are the two biggest individual contributors towards design's GDP, with over $4.5b of economic activity coming from these two disciplines (46% of the total).

The study indicates a broadening use of design as an effective process; in exporting firms, technology, health, conservation, the public sector and within cities.

Ludo Campbell-Reid, GM of the Auckland Design Office and Design Champion for Auckland said: "There is a global movement that is centred on cities that are transforming themselves through people centred urban design. Think Melbourne, Vancouver, London, Barcelona, Bilbao, Portland, Seattle, Helsinki and Copenhagen. Each of these cities has pursued a deliberate programme of economic revitalisation and urban renewal based around design led thinking. Great design is all about the value add: good for the environment, good for business, good for attracting talent and critical for social cohesiveness.

"Good design really matters. Well-designed schools discourage truancy, well designed hospitals help patients recover their spirits more quickly and well-designed cities are safer, more productive, more competitive and more sustainable. Without it quite the opposite occurs and we need to make sure that the public and key decision-makers are fully aware about the positive impact that design can have," Ludo Campbell-Reid said.

Design in the 21st century, with the rise and rise of technology and interactive and open-source consumer platforms, is being harnessed more frequently, for a wider set of purposes and with increasing impact," Ludo Campbell-Reid said.

In the private sector, the study highlights through case studies design's significant impact on firms such as Gallagher in New Zealand's agricultural sector, Xero, Fisher & Paykel, Air New Zealand, Imake, Allbirds shoes and Goodnature. In each, design has played a significant role in their success.

Photo: Launch of The Value of Design to New Zealand, the first study to measure the economic contribution of design to New Zealand. (Photo by Mark Tantrum)

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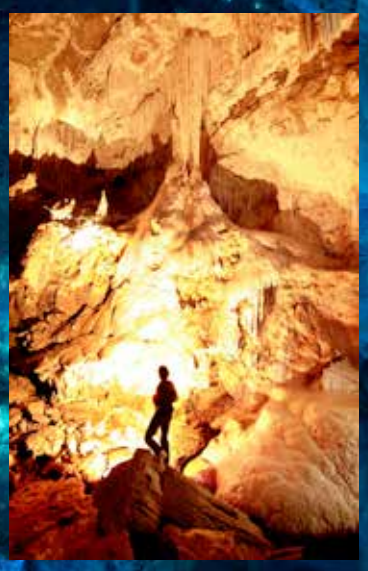

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Nick Rado is the Head Writer for TV3's award-winning panel show *7 Days*, Head Writer and Associate Producer for *7 Days of Sport* and has recently just finished a nationwide NZ tour opening for Danny Bhoy. He's won the NZ Comedy Guild's Best MC award four times. He also appeared in Netflix's Rhys Darby show *Short Poppies*.

Raybon Kan (Best Comedian, Metro; Best Comedian, North & South) has performed at major comedy festivals such as Montreal's Just for Laughs (twice), Edinburgh and Melbourne, where The Age declared his show 'Dazed and Confucius' one of the festival highlights. His shows have sold out throughout NZ.

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New Indoor Recreation Centre Opens

Hamilton's newest sports facility is formally open.

THE PEAK is a 3470sq m indoor sports venue on the site of the Rototuna Senior and Junior High Schools. The $9.2 million facility is the result of a partnership between the Ministry of Education, the Rototuna High Schools' Establishment Board of Trustees and Hamilton City Council.

Opened on Monday 28 August, it is the first priority achieved under the Regional Sports Facilities Plan, a Waikato Mayoral Forum initiative.

Hamilton Mayor Andrew King says The Peak meets the needs of a growing city, increasing Hamilton's available indoor court space for competitive and community sports such as netball, basketball, volleyball and the fast-growing indoor football code futsal. A wooden sprung floor and changing rooms are other features of what will be a key venue for the region's indoor sports.

Mayor King says the collaboration between the schools, the Council and the Ministry of Education is a crucial feature of The Peak.

"Partnering with other organisations delivers some significant benefits for the city and for the Council," he says. **"The costs of major projects are shared, and by having a range of stakeholders around the table ideas can be shared and actioned in a spirit of true collaboration. Such a partnership ensures use of this excellent facility is maximised and provides an opportunity for Hamiltonians to be even more active."**

The Peak will be managed by the Rototuna Indoor Recreation Centre Trust, comprising representatives of the partner organisations and regional sports organisation Sport Waikato.

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Local LINK Business Sales Clean Up Awards

LINK Waikato and Bay of Plenty have yet again come away from the LINK New Zealand annual awards with outstanding results. After 8 years of significant and consistent growth, the success story behind selling businesses continues.

The company took out awards in the following categories.

- New Zealand 2017 Franchise Office of the Year - LINK Waikato and Bay of Plenty (Franchisee)
- Largest Single Deal of the Year - Mike Fraser
- Runner up "Top Performing Broker" - Mike Fraser
- Runner up for "Broker of the Year" - Theresa Eagle
- Company Excellence Award - Kyla Scholes (Sales & Marketing)

General Manager, Steven Matthews commented that "The growth of the company has been phenomenal since its foundation in 2009 when we operated with just two sales brokers. With offices now in both Tauranga and Hamilton, the team at LINK consists of over 26 highly professional and motivated individuals, all striving to provide our clients with outstanding service and results."
Steven puts the success of the company down to having a great office culture, professionalism and a team environment where the focus is always on providing a win-win outcome for business owners and business buyers. Steven and Nuree believe that results and success are a bi-product of genuinely caring for people, especially as they go through a life changing process of buying or selling a business.

The population in the golden triangle (between Auckland, Hamilton and Tauranga) continues to show strong growth and combined with the baby boomer wave of business owners looking to sell up and retire, the future for LINK over the next decade looks very promising.

"From all the team at LINK Bay of Plenty / Waikato we would like to take this opportunity to thank everyone who has engaged with our office over the last 12 months. We look forward to a healthy and prosperous 2018."

For more information Contact:

Steven Matthews, General Manager,
LINK Waikato & Bay of Plenty
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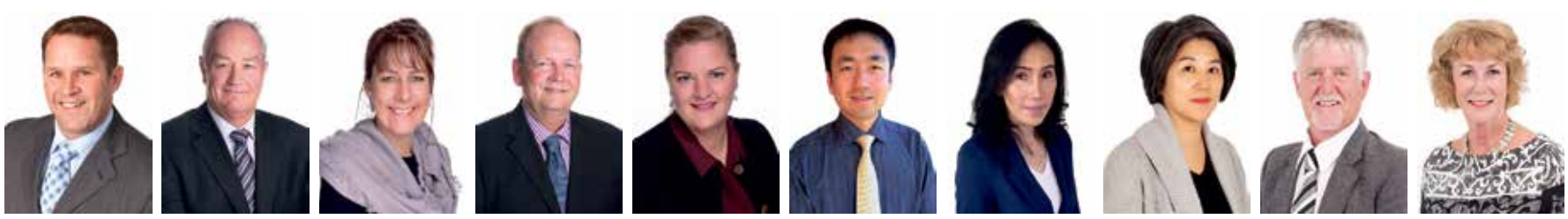

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Soda Inc Launches Regional Partner Initiative

Waikato-based business incubator SODA Inc. has launched a Regional Partner Initiative, which further expands its incubation model.

"As founders with good ideas and business growth advisors with the right experience can be found anywhere, our programmes can be run remotely," says SODA Operations Manager RACHEL ADAMS. "This means our clients can be based anywhere in New Zealand and our advisors can be based anywhere in the world."

This flexibility in the delivery of the SODA programme presented an opportunity for the incubator to create a partnership with regional business hubs who will join forces to provide support for start-up projects in their area. Initial partners are in the Bay of Plenty, Hawkes Bay, and Gisborne.

"SODA has always worked with clients based all across New Zealand," says Adams. "But by partnering with regional hubs who know their regions better than anyone else means we can make more of an impact-especially in regions that don't yet receive central government funding for incubation services.'

Adams emphasises that the Regional Partner Initiative is not intended to take over what is already happening in the local start-up eco-systems: "We aim for SODA's programmes to be another option on the menu, complementing the support that is already offered."

Response from business hubs in the region is enthusiastic. "We're pleased to partner with SODA to make the Lift and Boost founder-focused incubation programmes available to entrepreneurs across the Bay of Plenty," says Jo Allum co-founder of Tauranga's Venture Centre. "It's an exciting time and a great next step in the evolution of both organisations."

Business Hawke's Bay acting CEO, Carolyn Neville, also welcomes the new initiative and believes that the region's start-up entrepreneurs will significantly benefit from the new partnership with SODA.

A key action in Matariki, the Hawke's Bay Regional Economic Development Strategy, has been identified as establishing an incubator programme for the region, delivered through the Hawke's Bay Business Hub.

"We're excited to have the opportunity to partner with Soda, who have a proven programme for founders and access to world class advisors" says Ms Neville. "This is a valuable addition to the other support that is available and will enable qualifying founders with start-ups to build their capability and grow their companies."

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The Government recently announced that SODA has secured funding for a further two years from Callaghan Innovation. This will allow it to run up to 32 customised programmes over the next two years for high-quality start-ups in need throughout the country.

SODA Inc. works with founders from all industry sectors as good ideas and opportunities can be found anywhere. SODA also runs a vibrant co-working space with over 30 commercial client companies housing over 80 people in Wintec House in the centre of Hamilton. Founders located in the Waikato can access these services as a benefit while in an incubation programme.

CONTACT:

Rachel Adams - Operations Manager at Soda Inc.,
Phone 021 243 2631
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SODA Inc is a Hamilton-based founder incubator established eight years ago by Wintec, that positions itself 'on the side of the entrepreneur'.

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THE EMPLOYER FILE

The Cost of a Personal Grievance

In business, it's normal to have an ever-present concern that at some stage you may need to deal with a personal grievance matter. It's a fact that sometimes employment relationships don't go smoothly and if an Employee feels aggrieved; this is a common way to raise their issues under current New Zealand employment law.

The Statistics

Latest statistics show that the cost for Employers to manage a personal grievance are very high. For the 2016 calendar year, the average costs to Employers who went to the Employment Relations Authority were:

- **To Win:** An average total of $11,781, to defend the Employer's position.
- **To Lose:** An average total of $50,501, including legal costs, hurt and humiliation costs and lost wages awards.

The chance of a win (in 2016) were heavily weighted towards Employees with a 77% success rate in Wellington, 71% in Auckland and 69% in Christchurch.

Interestingly, most personal grievances occur in relation to the first 12 months of employment and an Employee's chances of success are highest within the first six months (at 82-83% on average). Also, EMA membership improved an Employer's chance of defending a claim, with members having a 5% higher success rate than non-members.

Additional Costs

Of course, these official statistics don't account for the hidden costs of management stress, the effect on workplace culture, the cost to rehire, the cost to productivity and all the time spent on grievance matters.

Risk Mitigation

As an Employer there are some things you can do to mitigate the risk of a staff member (or past Employee) raising a personal grievance:

- **Recruit effectively** – often the person should never have been hired.
- **Document everything** – from the offer of employment and contract, through to feedback and meetings, the more you have recorded the better if things go bad.
- **90-day clause** – note the 70-day point in your calendar for all new hires so that you have options. Make sure your 90-day clauses are up-to-date and managed effectively.
- **Seek advice** – if you're not 100% sure, seek advice. It's better to spend a few hundred asking advice than thousands because you got it wrong.
- **Move fast** – if you know there's an issue and don't address it, it will snowball. Get in early and the issue will normally be easily resolved, rather than grow to be a huge problem.

Russell Drake Consulting Limited

At Russell Drake Consulting we work with Employers in all industries on Human Resource and Employment Relations. Don't hesitate to get in touch if you'd like some advice on any of the topics in this article, we'll be happy to help.

The Employer File is written by Rose McVeagh, of Russell Drake Consulting Ltd., Specialist Employment Relations Consultants who act exclusively for Employers - see **www.russelldrakeconsulting.co.nz or phone (07) 838 0018.**

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Be Prepared

By Jenni Murphy-Scanlon

Every organisation in New Zealand has a potential external impact this year from the result, whatever it turns out to be, from this year's General Election.
Government has a huge influence on business and every aspect of our lives, and you would be wise to be considering the opportunities and impacts that could be on their way after September.

Whatever mix of parties we have in Government, there are likely to be some impacts that are helpful and others that are not. It's useful to take a broad and longer term view of the changes that a returning, or new, party makes.
Some of the changes that might not seem so helpful for your organisation, may cause challenges in the short term, but in the medium term, might create a larger market, or better skilled pool of potential employees, for instance.

The trick, as with all business planning, is to have thought through more than one scenario – and by that I don't mean whether you'll need umbrellas or bullet-proof vests. I mean looking for the possibilities in the change.

It's highly likely that your competitors, if they have considered these scenarios at all, will have taken the "minimising risk" approach, not the "how do we benefit from this?" approach. The major parties, and likely 'king/queen-makers' are getting quite specific now about what their priorities are. Spending a bit of time in a facilitated think-tank now, considering how you could benefit if those key priorities were to be legislated, means you are likely to be well ahead of the competition, whichever scenarios come to fruition.

This is the real work of strategic thinking and planning. Done well, it removes the need for knee-jerk reactions to change, and allows you to be well ahead of your competitors because you are ready for more than one outcome. The sure thing is that the election is happening – and the selection of possible changes are already known. I think the Boy Scouts motto captures it well - "Be Prepared."

CONTACT: Jenni Murphy-Scanlon B.Bus, Adv Dip Mgt, MNZATD, Managing Director, Strategies Direct Ltd
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New Business Advocacy Group Launched: AGENDA WAIKATO

By Tracey Plank, Agenda Waikato

Agenda Waikato is a recently-formed incorporated society and initiative that is business-led and actively engages with other Waikato groups, local and central government, to achieve evidence-based action and outcomes. This group is a collective business voice for the Waikato sub-region that aspires to a region that is the best to live, work and play. It's a channel to provide business-led input and have your say.

Agenda Waikato's priorities come from an active business-centric membership that is passionate about the Waikato and is willing to strategically partner with others collaboratively, integrating and leveraging networks, knowledge and resources for the overall good of the Waikato. There are many groups in the Waikato to help the sub-region's success and with the skills and expertise of Agenda Waikato, there is a real opportunity for the business group to help drive change and push for action for the betterment of the region.

Agenda Waikato supports initiatives that strengthen the voice of the region on the political stage (both in public, in forums and by private influence) and that of potential business and investment opportunities as part of the sustainable growth of the region.

HOW IS AGENDA WAIKATO DIFFERENT TO OTHER GROUPS?
Agenda Waikato is an unashamedly business-led initiative that works collaboratively and constructively with other groups to ensure the business voice is heard and acted upon. It will strengthen the region's position with Central Government. Agenda Waikato contains features of a think tank, and lobby group, ensuring businesses' priorities and goals are achieved for the betterment of the region. Other groups tend to focus on events and networking, submitting to local government, have a narrow industry-based focus, or a locational focus.

WHY WAS THERE A NEED FOR THIS INITIATIVE?
Currently there are many groups and plans in the region that have not had a strong influence, input or financial buy-in from the business sector. There is a clear gap where the collective business sector was not getting involved or providing input. This sector's input is crucial. Agenda Waikato is not interested in reinventing the wheel or duplicating what existing groups are doing. Agenda Waikato is a way to ensure the business sector's skills and expertise is listened to and is represented to a high-level. Evidence-based initiatives and position papers that flow through to timely action is essential for a successful region.

WHO STARTED AGENDA WAIKATO?
The founding members are Chris Simpson, Mark McCabe, Brent Goldsack, Graham Dwyer, Rob Dol.

WHAT DOES AGENDA WAIKATO WANT TO INFLUENCE?
It needs the Waikato to reach it's full potential and grab opportunities in a timely manner that benefit the region commercially and socially. Agenda Waikato's influence will strengthen Waikato's position when seeking support from Central Government and increase its competitiveness.

WHY SHOULD I SUPPORT AGENDA WAIKATO?
Given the type of people involved in the organisation, and their collective networks, there is very real potential to make a difference and strengthen Waikato's position. It is common for successful Waikato businesses to do their own thing. Collectively, the region can thrive. This is your chance to support an initiative that is calling for action with business sense. Agenda Waikato is the way for local government and initiatives such as Waikato Means Business to communicate with the peak-body business community.

WHO IS ON THE FOUNDATION BOARD?

Mark McCabe (PwC)
Graham Dwyer (Ace Training) - Chair
Rob Dol (Greenstone Group)
Richard Coventry (Perry Group)
Richard Carver (Jennian Homes)
Bob Weir (Pinpoint Business)
Jon Calder (Tompkins Wake)
Professor Alister Jones (University of Waikato)

There are two more positions that are to be filled with the appropriate people from the sub-region and differing sectors.

CONTACT: Tracey Plank
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Five Oversights That Can Kill Your Business

By Philip Wicks, Business Success Partners

Business owners usually have long term visions for their enterprise, but most business failures happen quickly, before the owner is able to change course or implement strategies that will correct the situation. The fatal gap between planning and performance is often the result of one of the following set of factors, although two or more of these can occur simultaneously and accelerate the organisation's demise. Take a close look at your own business and be sure none of these are taking shape under your nose while your eyes are focused on the horizon.

1. THE BUSINESS BECOMES UNDERCAPITALISED

Entrepreneurs are never risk averse to the same degree as bank managers and insurance companies. Their optimism can allow them to become exposed to a situation where the cash runs out and the business has to shut its doors. Most businesses operate on some sort of external finance, but the wise business owner has access to additional funds for those times when the cash on hand is inadequate. This gives them the option of tapping into extra funds if the shortfall is only temporary. You might have to sell part of the business or borrow against personal assets; whatever course you take, be sure to have it lined up well in advance of the time when it may be needed. A fall-back source of finance is an essential for any business.

2. PRODUCTS ARE AGEING OR BECOMING UNFASHIONABLE

All products have a life cycle, from their launch to eventual withdrawal from the market. During this time the price goes from premium when new, to discount when old. Businesses that hang on to the same old products and don't develop replacements or adjust their pricing policies throughout the cycle will eventually lose customers as better options come onto the market. New businesses often start up with older products or products that have peaked and are on their way down. Even if their entry into the market was inexpensive their future will be short. Monitor the marketplace constantly and know where your products are in their life cycle. Replace ageing products before they have to be discounted or written off.

3. SALES AND EXPENSES FORECASTS AREN'T BEING MET

Business plans always involve estimates of sales and the expenses required to achieve them. Because there usually has to be an investment before income is generated, it's easy for a business to spend too much before it becomes aware that forecast sales levels will never be reached. Your business should have in place a system of KPIs (Key Performance Indicators) that include monitoring of both sales and expenses and tracking them against the plan. Have strategies worked out to deal with variations from the plan; be sure the strategies are realistic and implement them without delay when the alarm goes off.

4. MARKETING IS BECOMING INEFFECTIVE

Even if your products are in demand you still have to market them well. The best products won't sell themselves; you have to create a marketing plan that will attract your target audience and convince them to purchase these products from you. Too many SMEs market in an unplanned, haphazard manner with poor media selection and badly communicated messages. They don't spend enough, and as a result what they do spend is wasted. Use the services of a marketing expert, at least to develop a marketing strategy when you're planning the year ahead. Work to a plan and monitor progress against it. Ad hoc marketing is usually a failure.

5. THE RISKS IN THE OUTSIDE WORLD ARE IGNORED

Every business is affected by conditions outside its control. Economic swings, the arrival of new competitors, natural disasters and supplier failures are just some examples of these. You should be aware of the potential risks and manage them appropriately. Workshop with your team and advisers to identify the risks your business faces. Create a response for each risk that will enable you to continue trading and minimise the impacts on your business. Take out insurance cover for those risks that can be insured against, and safeguard your premises, your people and yourself.

CONTACT
Philip Wicks, Director, Wicks Dorey & Associates – Business Success Partners

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phil@wicksdorey.co.nz
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Five Tips On Designing An Effective Customer Survey

By Tash McGowan

A customer survey can be a very useful tool to collect helpful feedback on your products, delivery, and customer service. We can however fall short of creating an effective survey. The key to receiving good data is developing a good questionnaire. It seems a fairly simple task to write up a set of questions to collect information, but there are some pitfalls to avoid. Here are some key elements to keep in mind when designing your next customer survey questionnaire.

1. DEFINE YOUR OBJECTIVES.
Before you begin, identify the objectives for your research and list the information you are trying to capture. This list of objectives and research goals will serve as your overall plan for the survey questionnaire.

2. COMMUNICATE YOUR PURPOSE OPENLY WITH PARTICIPANTS.
Include a brief introduction at the top of your survey explaining why you are collecting the information, (reassuring respondents the information collected will remain anonymous). Having a clear understanding of your purpose from the start will gain the trust your respondents. Building their trust means they are more likely to participate fully and answer honestly.

3. KEEP IT SHORT.
Aim to keep questions short and concise. Limit the number of overall questions, while ensuring you are able to capture all the information you need.

4. VARY THE TYPE OF QUESTIONS.
To create a comprehensive picture from your responses I recommend using a mix of structured and unstructured questions to form your questionnaire. You could use fixed response questions such as multi-choice, and rating or ranking questions such as options scaled from one to ten. Additionally, you could use targeted unstructured questions seeking an open response answer.

5. TEST YOUR QUESTIONNAIRE.
I recommend testing your questionnaire on a small group of respondents before you 'go live' with a larger group. This gives you a safe audience to iron out any kinks.

Crafted well, surveys can provide you with valuable information and feedback from your customers that you can act on to improve your company's operations and service. Contact Salt Collective for assistance with your next customer survey.

CONTACT: Tash McGowan. Salt Collective. Phone 021 265 2270. www.saltcollective.net. saltnz@orcon.net.nz

salt COLLECTIVE

Govt Has Listened To Tourism Industry Concerns About Work Visa Changes

New Zealand's fast growing tourism industry is pleased the Government has listened to its concerns about the proposed changes to temporary work visas.

Tourism Industry Aotearoa Chief Executive Chris Roberts says the temporary work visa changes announced by the Government today will be a relief to many tourism and hospitality employers who are struggling to find suitably qualified New Zealanders to fill vacancies.

"TIA's submission stressed that the proposed visa changes could stifle the tourism industry's growth potential by making it more difficult for employers to hire essential staff. Simply tightening immigration settings should not be done without first addressing the lack of suitably qualified New Zealanders" Mr Roberts says.

"Tourism needs both lower-skilled and higher-skilled staff. You can't manage a business back of house, if there's nobody to work front of house."

TIA is pleased to see the Government plans to develop 'a framework for further targeting of immigration settings by sectors and regions'. Tourism must be recognised as a key sector requiring migrant workers within this framework, Mr Roberts says.

"Our submission said the Government needs to take into account the substantial differences between local and regional economies, and labour markets. We look forward to working with immigration officials to define the needs of each region and sector of tourism.

"We also want to see WINZ work more closely with the tourism industry on how to identify and place the right New Zealand candidates into positions."

Tourism Industry Aotearoa Chief Executive Chris Roberts

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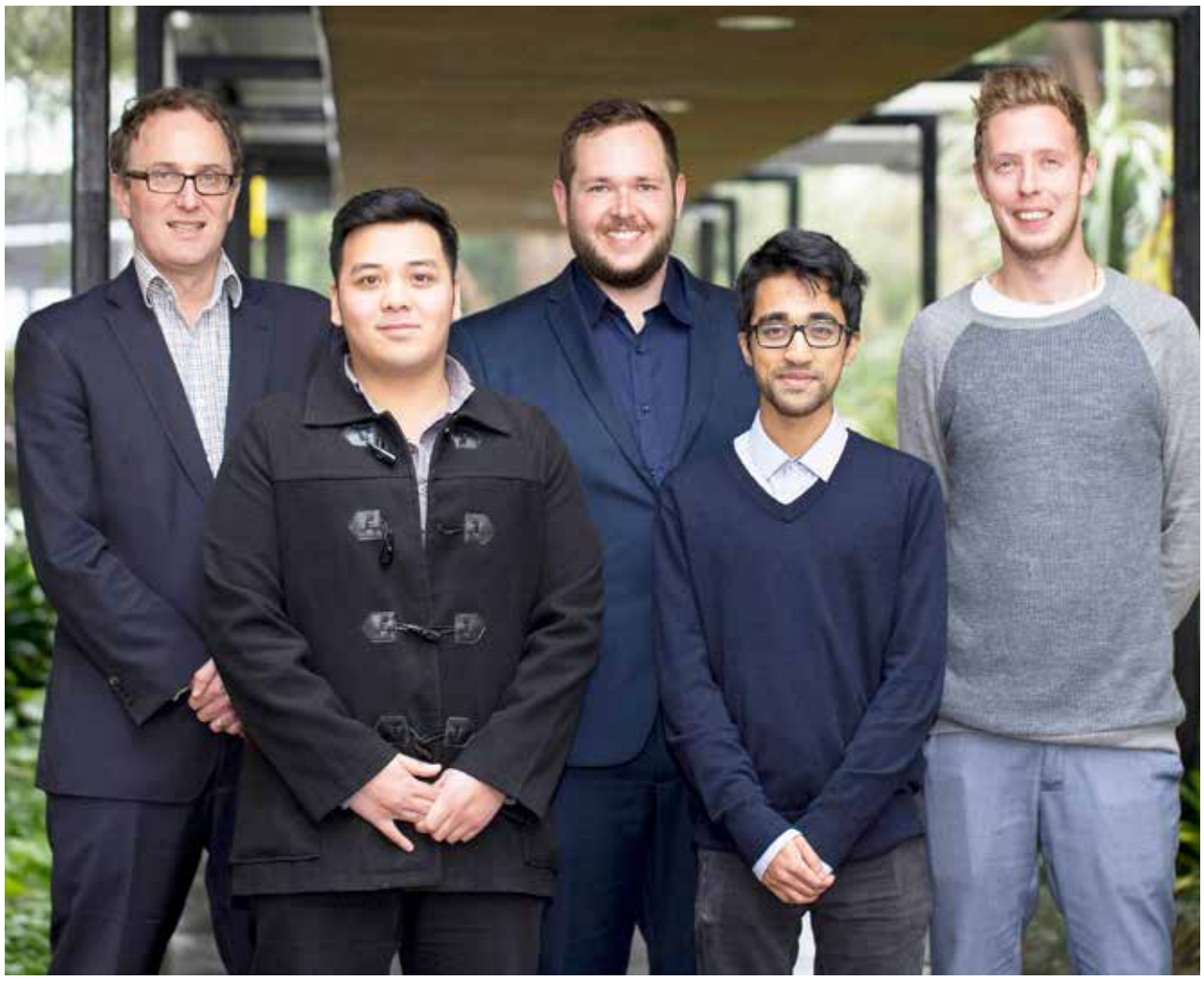
Wintec Students Set To Experience Business In China

Four Wintec students are preparing to embark on a learning experience as recipients of the Prime Minister's Scholarships for Asia.

The group of third year business students will set off for Tianjin University of Technology and Education in September, where they will spend five months studying Chinese language.



They join fellow Wintec students, Mason Holloway and Christopher Singh, who will also head to China in September to study at Chengdu University as second-time recipients of the prestigious scholarships.

The students, Jack Hawker, Chanatip Chatchawalit, Andrew Murray and Hanjun Nakauchi, make up part of a wider group of tertiary students from across New Zealand heading to educational institutes around Asia.
They will also complete work experience for PetroChina, one of the country's largest oil and gas companies, and likely have the opportunity to teach English.

Andrew, 28, and Chanatip, 24, were both excited about the opportunities the experience could bring to their future careers.

Wintec's international director, Jason Matangi said an experience like this would be invaluable to the students. "Encouraging students to study abroad is an important part of our internationalisation strategy and we're thrilled our students have been given this opportunity. It will allow them to bring back to New Zealand a new international perspective and global connections while experiencing the Chinese culture first-hand."

The students were chosen for their academic strength and personal attributes including independence, initiative, maturity, confidence and their ability to represent New Zealand positively.

The Prime Minister's Scholarships for Asia are funded by the New Zealand government and administered by Education New Zealand. They were established in 2013 and have since enabled more than 1000 New Zealand students to experience an international education in Asian countries.

Image: From left, Wintec international director Jason Matangi and scholarship recipients Chanatip Chatchawalit, Andrew Murray, Hanjun Nakauchi and Jack Hawker.

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What Is Your Online Presence Telling Potential Customers?

By Aaron Enright, Hypercube

HOW DO PEOPLE GET TO KNOW ABOUT YOUR BUSINESS? Statistics suggest that 54% of people learn about a new brand by doing a Google search and comiQng across a search engine listing that will lead them to a corporate website. By far, this is the most effective marketing approach in today's digital world.

People will also pay attention to traditional ads like billboards or those appearing in print publications such as this one. If they're interested, they'll probably want to learn more about the brand and, in order to do so, they'll visit your website.

You know that it's difficult to catch the attention of today's prospect. After all, people are bombarded with information via dozens of channels. **THE FACT THAT YOU'VE MANAGED TO GET PEOPLE TO NOTICE YOUR BRAND IS A MASSIVE SUCCESS ON ITS OWN.**

Now that you've made the first step, it's time to wow prospects and turn them into clients. In order to do so, you need a website that delivers the right message. A well-developed, original and functional website tells the story of your brand. This is why you can't leave website development to chance.

While this is the most important benefit of having a great business website, it's not the only one.

GREAT FOR SMALL AND BIG BUSINESSES

Some believe that a well-developed, custom-made corporate website is solely needed by big businesses. This isn't necessarily the case. Companies of any size can reap the benefits of this advertising approach.

First impressions do count. So a small company that wants to grow needs to make the right impression. People are passing judgments and making purchasing decisions on the basis of what they see. If your brand doesn't stand out, chances are that they'll move on to something else.

Consider website browsing as a type of a modern "window shopping" approach. In this sense, is your digital shop bright, clean and attractive? Does it put emphasis on your biggest strengths, the unique proposal that you have for customers? High quality and effective websites can accomplish these goals.

While website development used to be pretty costly a decade ago, things have changed a lot over the past years. Today, even start-ups can afford a professionally made website. The return on investment is high. A simple website that is professionally designed isn't going to cost a fortune but it will quickly start bringing potential buyers in.

THE ABSENCE OF A WEBSITE MEANS LOST BUSINESS

There's another very important reason why every single business needs an effective website.

Everybody has an online presence in today's world and your competition is probably active online. If you don't have a website, chances are that you don't really exist for many people who could become loyal customers otherwise.

A polished website that's updated regularly shows that you care. It answers the questions of potential customers. It gives them convenience. People are lazy because we live in a highly consumerised society. If they don't get what they want quickly, they will probably move on to the next best thing.

A 2016 survey by GoDaddy suggests that 60 percent of small businesses questioned don't have a website. At the same time, 91 percent of people questioned in another survey suggested that they visited a brick and mortar store because of an online experience (including visiting a company's website).

Almost 37 percent of people do online searches to find a physical store at least once per month. The behaviour of potential clients is highly suggestive of marketing approaches that will do the best job. Obviously, a website is an integral component.

People are probably looking for you but are you reaching them? Having no online presence or alternatively – **HAVING A SLOPPY LOOKING WEBSITE ISN'T DOING A LOT FOR BRAND ESTABLISHMENT.** Think about the message you want to convey. Are you an innovator? Would you like to establish yourself as the authority in the respective niche? If so, you need a well-designed, effective website that gets filled with new content on a regular basis.

CONTACT: Aaron Enright, Hypercube, DDI 07 282 0700, M 022 350 4078, 23 Jellicoe Drive, Hamilton 3216, www.hypercube.co.nz, aaron@hypercube.co.nz

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Want Well-Trained Staff? Hire An Ex-Prisoner

By The Ministry Of Business, Innovation And Employment NZ

A criminal record isn't traditionally the kind of experience bosses look for when hiring new staff. But savvy business owners know that released prisoners can be a huge source of untapped and work-ready talent — particularly in industries short of skilled labour. Corrections staff work with employers to get the right person with the right skills for the business.

Many ex-offenders have attributes that make them ideal job candidates, including resourcefulness, resilience, loyalty, and a strong desire to work. Most have also upskilled in job training programmes while in prison.

Too few qualified workers in your industry? Released prisoners could be suitable candidates for your job vacancies. The Department of Corrections studies market trends to identify industries short of skilled labour. This data focuses programmes to improve prisoners' employment skills, training and formal qualifications in these areas. Current examples include:

- Construction
- Farming And Horticulture
- Catering
- Grounds And Asset Maintenance.

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Free recruitment and HR support- Corrections provides a free end-to-end recruitment service with the option of ongoing support from a professional HR advisor for you and your new employee. This means in-work support and opportunities to tap into tailored training. Corrections can also help you gain quick access to a pool of skilled workers through the Release to Work programme. This places suitable prisoners in paid employment in the community, with a view to them gaining (or continuing) employment upon release. Prisoners get work experience in the outside world, and employers get the opportunity to work with trained, skilled, motivated workers on a fixed-term basis.

Contact: info@business.govt.nz, 0800 424 946, www.business.govt.nz

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Pick of the bunch
Unique home and business opportunity to enter the niche flower market. Situated on 2.0156ha land with greenhouses, as well as a four bedroom home, double car garaging, and support buildings.

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Substantial land and building
Substantial industrial property provides high stud clear span warehouse or workshop facilities with well-appointed offices, amenities and a fully sealed and fenced yard.

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Latest Data Shows Growth Remains Strong

The Hamilton City Council has expanded its quarterly growth data reporting to include more commercial and industrial information.

The Growth Indicator Reports present the latest summary information about Hamilton's economy and its residential housing market, using the Council's most recent data and analysis of historic trends in consenting and development. It also provides an overview of the local economy.

Following feedback from the public, those quarterly growth indicator reports have been beefed out to two versions – one focusing on the housing market and one on the commercial market.

Acting Economic Growth and Planning Manager GREG CARSTENS says the documents make the Council's data and information easy to understand and accessible for the public.

"This is the third round of quarterly reporting and this set contains even more in-depth information. We received a lot of feedback from the development community about wanting more information about commercial and industrial growth, so we've made it happen," says Mr Carstens.

"The Council's data collection and analysis is the best it's ever been, and regular reporting helps the Council and our community to understand the current growth happening in our city. This information is critical to be able to plan and make decisions about the future of our city."

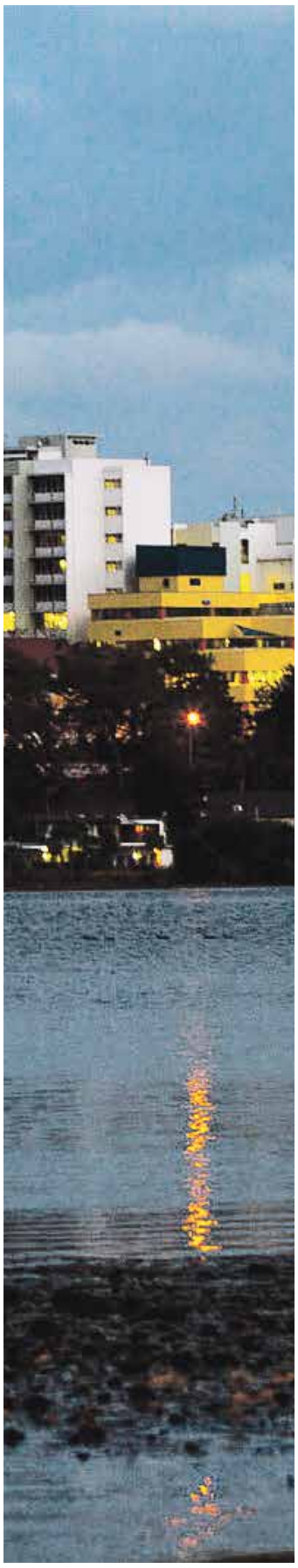
The new commercial market report provides summary information and analysis on Hamilton's industrial economy including consenting and development activity.

New commercial and industrial building consents for 2017 so far are tracking ahead of 2016 in both dollar value and amount of floor space. Electronic transactions in the city, for 2016, show spending in the central city was $616M and sub-regional centres (including The Base and Chartwell) has a combined total of $451M.

The housing market report provides analysis of recent and historical trends in Hamilton's residential consenting and development activity, and in the wider housing market.

Land use and subdivision consent numbers are on the rise which is strongly connected to the current housing market, reflected in high levels of development activity in the city.

Both documents are available to view on the Council's website: www.hamilton.govt.nz/growth



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This workshop is for Small Business Owners providing insights to create clarity around the key fundamentals that are needed to build a strong, vibrant and profitable business.

Business Owners will learn how strategic concepts like personal vision, business vision, strategy and structure are critical to creating organisational and personal focus, managing change and delivering real increases in business performance and value. The workshop is interactive and attendees will get real value through the process and exchanges with both the facilitator and other business owners.

LEARNING OUTCOMES:

- Understanding the eight dimensions of a successful business.
- How things like personal vision, business vision, strategy, culture and structure create focus and real value.
- How to reduce a business into chunks to identify opportunities, focus energy and deliver change.
- The power of a Task Log and focus to deliver positive change.
- Understand the drivers of business value.
- How to take the first steps on the journey to Building an Awesome SME Business.

REGISTRATION: $35.00 **WHEN:** Thursday, September 21st, 2017, 9.00am - 12.00pm
WHERE: Conference room Innovation Park, 9 Melody Ln, Hamilton East, Hamilton 3216

FOR MORE INFORMATION OR TO REGISTER CONTACT:
Business Success Partners e. info@businesssuccesspartners.co.nz p. 0800 287 266 Online registration
https://www.businesssuccesspartners.co.nz/page/workshops/

Hamilton Becomes A 'Neat Place'

Hamilton Central Business Association in conjunction with Hamilton & Waikato Tourism and Hamilton City Council, is excited to bring NEAT PLACES to Hamilton.

NEAT PLACES, an independent city guide to New Zealand, has profiled over 50 Hamilton businesses on their website (www.neatplaces.co.nz), smartphone app for Android and iOS and have produced a printed guide to the central city, with more places to be added over the coming year.

The partnership between three key Waikato organisations: **HAMILTON CENTRAL BUSINESS ASSOCIATION, HAMILTON WAIKATO TOURISM and HAMILTON CITY COUNCIL,** and Neat Places was formed to showcase Hamilton to the rest of the country, to encourage New Zealand residents to visit this cosmopolitan city and offer them the tools so they can have the best experience possible.

"We love Hamilton so it has been a goal of ours for many years to celebrate the 'neat' restaurants, cafes, shops, bars and galleries of this city", says Neat Places' managing director, MARCIA BUTTERFIELD.

"We are known for selecting businesses based on their uniqueness and customer experience. This is our point of difference in the growing industry of city guides; a business cannot choose to be on Neat Places, instead we make that selection ourselves, ensuring that we produce a truly curated guide to a city."

One of the objectives of the partnership was to give Hamiltonians the opportunity to feel proud of their city. V**ANESSA WILLIAMS,** general manager of the Hamilton Central City Business Association says, "As a resident we know the 'neat places' Hamilton has to offer and now with a suite of collateral from Neat Places including a printed map, an app, website and social media coverage, people visiting Hamilton will know where they are too!"

JASON DAWSON, CEO of Hamilton & Waikato Tourism is excited with the launch of the new Neat Places Guide for Hamilton.

"To be able to showcase some of the best places in Hamilton which are unique and special to us, really offers visitors to the city the chance to 'live like a local'.

"Hamilton offers a cosmopolitan mix of local and international boutiques, unique retail offerings, an established coffee and craft brewery scene and some of the most awarded regional restaurants in the country."

"The launch of the Neat Places Guide really adds to the buzz of the city and celebrates the reasons why we truly #lovethetron. It will also provide locals a chance to explore and celebrate some of the best new places in town."

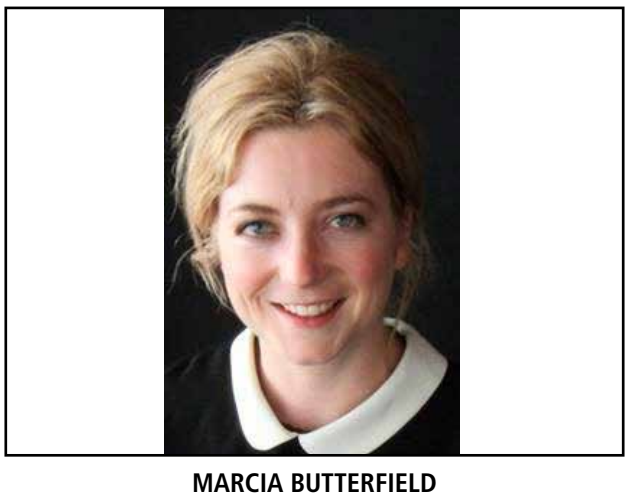
Hamilton & Waikato has emerged as a key visitor destination over the last few years, achieving the fifth highest regional visitor expenditure in New Zealand bringing in $1.419 billion annually into the local economy.

The Hamilton Neat Places pocket guides are available via the Neat Places website (www.neatplaces.co.nz/pocket-guides) and will be distributed around Hamilton, Christchurch, Wellington and Auckland.

CONTACT: www.neatplaces.co.nz, hello@neatplaces.co.nz, phone 022 631 9128

neatplaces

JASON DAWSON



MARCIA BUTTERFIELD

VANESSA WILLIAMS

LOCK UP YOUR WEBSITE

Big news from Google this week. Google have made an announcement that starting in October, the new version of Chrome will show a "NOT SECURE" warning when users enter text in a form on an HTTP page (HTTP is the protocol over which data is sent between your browser and the website that you are connected to), and for all HTTP pages in Incognito mode. Now this will include contact forms as well as checkout forms on ecommerce sites. Google for the past year have been recommending that website owners update their sites to HTTPS (HTTPS differs from HTTP in that it encrypts data between the browser and the website server) to secure users data. But many website owners have still not updated their websites including some big names like realestate.co.nz and The Body Shop (just two example I found).
Come October websites that have not installed a SSL certificate (this is the encryption certificate that is unique to your website) and have become secure are going see their leads and sales from their website drop. Customers coming to the site to buy are going to run a million miles because they see a big 'NOT SECURE" warning at the top of their screen and right next to the form they are filling out. Scary stuff for those that rely on website leads and sales.

These changes will probably not have too much of an impact on service based businesses, but if you are an online retailer or are asking people for a lot of sensitive information in your form you need to watch out.

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So do you want to wait to see what will happen in October? Do you want to wait and see if this change will affect your leads, sales or enquiries? Or do you want to act now and get your site secure.

The process of adding an SSL certificate to your site is reasonably straightforward, but if your site is ranking well you need to be careful that the change from HTTP to HTTPS goes smoothly and you do not lose your well earned rankings.

If you need help checking if your site is secure or if you need help moving from HTTP to HTTPS without losing your search rankings please give **Unbound Digital Marketing a call on 07 808-5071.**

Feasibility Report Into New Waikato Regional Theatre To Replace Founders Theatre

A comprehensive feasibility report for a new Waikato Regional Theatre has been presented to the Hamilton City Council, recommending a river-facing performing arts centre with flexible functionality.

The design proposes an 1,100-seat theatre, shared public spaces and a public art gallery, to be located at the old Hamilton Hotel site on Victoria Street. The new theatre is intended to replace Founders Theatre - closed for safety reasons in March 2016 - and provide an opportunity to utilise the best approaches in modern, multi-functional spaces.

The feasibility report, compiled by international theatre consultants Charcoalblue, was presented to Hamilton City Council's Mayor and councillors on 24 August by Momentum Waikato Community Foundation Chair Leonard Gardner, Waikato Regional Theatre Governance Panel Chair Dr Julian Elder and representatives from Charcoalblue.

Dr Elder says the theatre is much more than a replacement for Founders Theatre. "We need a modern-day theatre and we're lucky that modern-day theatre design offers so much scope. We've used every opportunity here to build a world-class theatre, the best possible for the broader Waikato region."

THE DESIGN OF THE NEW THEATRE - The new Waikato Regional Theatre has been designed as a top performing and visual arts hub that will co-exist with a proposed separate, privately developed lifestyle art hotel, public art gallery and retail space, allowing for shared spaces for meetings, conferences and events.

The cost of incorporating the hotel, gallery and retail spaces are not included in the Momentum Waikato recommendation, as these will be developed privately, but sharing facilities with these provides many synergies and economies of scale.

The theatre's strong connection with the Waikato River provides an obvious access point for a new pedestrian bridge across the river, as investigated in the Hamilton City Council CBD Transformation and River plans.

COSTINGS FOR PROJECT - Mr Gardner says the estimate to build the theatre is $72.9 million, and includes a 20% contingency, which he hopes is not necessary but says is sensible, given the high levels of uncertainty in the current construction market.

He says initial cost estimates covered only the delivery of a new theatre without the community spaces and river activation proposed in the new development. Mr Gardner says the building cost and specialist theatre fit-out costs are benchmarked against the recent ASB Waterfront Theatre project at Wynyard Quarter in Auckland's CBD. The estimates include an extra $1.2 million for the deep pilings needed on the 5,395m2 site, which is common for all major CBD structures in Hamilton, whether located on the riverbank or elsewhere.

PROPOSED LIFESTYLE ART HOTEL - The site overlooks the river and currently contains restaurants and bars. The existing property owners would look to include a lifestyle art hotel alongside other commercial activities alongside the theatre development project. The hotel would restore the original façade and some internal elements of the old Hamilton Hotel, which is recognised as a heritage building.

CONTRIBUTIONS TOWARDS THE PROJECT - The Charcoalblue report estimates that design processes and resource consent for the new theatre would take place in 2018, with final detailed designs ready in 2019. The theatre would be expected to open in 2021.

Funding of $30 million for the theatre is planned to come from local councils, a further $30 million from generous families and organisations in the Waikato region, and $10 million from central government.

Many generous families and organisations have already indicated significant support for the Waikato Regional Theatre, even before seeing plans or images.

Hamilton City councillors were supportive of the theatre study at the 24 August meeting, and agreed to put $100,000 into planning the next stage of the theatre

MULTI-FUNCTIONAL USE: An artist's impression of what the interior spaces of the new Waikato Regional Theatre building could look like and how they would connect to the river. Spaces would be designed for performance, including dance, and performers could hire these spaces, rather than the full theatre. Image: Jasmax.

WAIKATO REGIONAL THEATRE: An artist's impression of what the new Waikato Regional Theatre could look like from the river. Full designs are still to be done.
Image: Jasmax.

Letter To The Editor

Garden Place

It was called Garden Place since there were green grass with lovely large trees, which gave shade for the general public to sit and read or have lunch or even a picnic with children. It looked like a garden. During the lunch break you can see number of people sitting in the bench under the tree or in the grass having a chat and lunch. Some borrow the books from the library sit there and read them.

All that is gone with the air. I can remember once the Hamilton City Council got down two consultants from UK on ratepayers expense to decide what improvements they could make to Garden Place and made slight improvement to it. Then the next Hamilton City Council decided to redesign it, broke the lovely memorial wall and put some dancing tuktuk paving stones to permit cars to go thru garden place. If you travel by car you get the tuktuk noise from paving stones.

Now once again they want to redesign the garden place. As long as no ratepayers money is spent on this project and no vehicles permitted to go thru the garden and make it environmentally unfriendly it is good. But if you want to call it Garden Place make it more green with trees to look like a garden and not a car park.

By Mano Manoharan

Biz Hamilton now offers the opportunity to submit/ publish Letters To the Editor, Email to: info@ bizhamilton.co.nz

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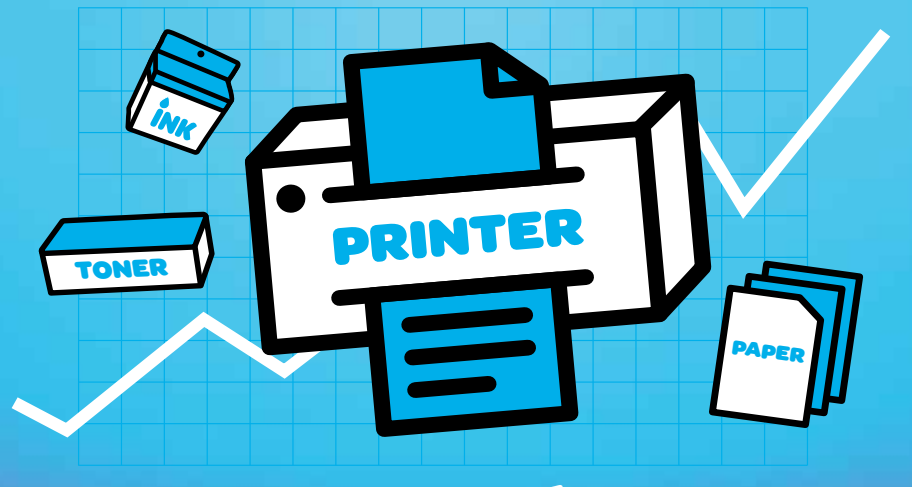

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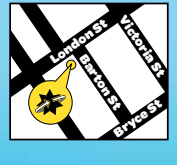

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Quantum Finance was founded by 2 Waikato based businessmen, property owners and investors who have first-hand personal experience in acquiring finance for their own growth, this being the case the infrastructure of Quantum Finance is passionate about ensuring the clients it represents both now and in the future are well informed and educated so they can make the best financial decisions they possibly can.

We noticed a need in the New Zealand market place for a company who is willing to go above and beyond for its clients and offer a One stop shop for Acquisition from a first home to an investment or commercial property a new car or purpose built articulated tipper even a business be it new or established we decided you deserve one company to help you make it happen.

Acquisition of course led to a need to provide our clients Insurance, although we always wish for everything to run exactly to plan it is fair to say life doesn't always agree and unfortunately our crystal ball is only as good as yours, this is why we have an insurance team at the ready who provide a layered safety net if things ever turn pear shaped.

At Quantum we respect that choosing a financial partner is not an easy task, disclosing the information we hold so dear to us, however working with down to earth, real people who will listen to your needs and requirements, work hard to achieve the desired result and insure you are protected along the way, we hope, makes that choice as easy as it can be.

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Working Capital or need capital to keep working?

Lets be honest here we are talking about cash. Cash being the lifeblood of any business to keep it trading and to help it grow. We know the saying "growth sucks cash" well so does a reluctance of your customers to pay in a timely manner. So whether you are planning on growing or just happily trading within this ever stretched financial environment, read on.

So what is cash flow? "Your cash flow is the money coming in and going out of your business — and how much of the money sitting in your bank account is yours to spend. A healthy cash flow is having enough money to pay what you owe when it's due". (business.govt.nz)
To achieve a healthy cash flow you need to be able to release the money you have tied up in debtors in a timely manner. So what happens when they are taking longer and longer to pay?

What happens when the gap between your ever increasing sales and your overdraft is getting too wide and the Bank cannot give you more money?

What happens when the new lending rules means you might not be able to use the equity in your property to put money into the business? Or what happens if you have a spouse/partner or family that want to keep the house separate?

This is where invoice finance can help your business.

The benefits of invoice finance will ease your cash flow and enable you to grow, even if your financier cannot help you.
The many benefits include:
- The ability of taking on additional businesses as the company expands - you need a constant cash flow to enhance how your business runs. Invoice finance helps you by providing the cash that could help you improve your marketing and advertising. You can now say "yes" to all your clients even those who take up to 3 months to pay. After all, you know that your cash flow is supported by the invoice finance company.
- Time and money are saved. Once you embark on invoice finance, you get to eliminate supplier constraints. Your business can now pay suppliers quickly and often gain discounts by paying early. You can buy goods ready for the next big order.
- You get to improve your cash flow. Financing invoices for cash gives you the power to get cold hard cash immediately. This reduces the strain that would have been induced on the business by waiting 60 to 120 days for payment.

It's a simple process and easy to apply and take on. It is far more flexible than a standard overdraft and Lock Finance work alongside your existing bankers in support of your business; so your banking relationship remains.

Lock Finance can even help improve the collection of your debtors by using our full factoring service. This not only saves you time but also cost in employing someone to collect the debt or even taking away from another vital company roles, such as sales, whilst a debt is chased.

Michael Gerber, author of "The E-Myth: Why Most Small Businesses Don't Work and What To Do About It", says that 40% of businesses fail in their first year. 80% fail within their first five years.

BECAUSE THEY RAN OUT OF CASH.

There are a few ways you can help yourself to improve your cash flow, such as invoicing quicker, shortening your payments terms, chasing regularly, manage your stock and look into staff productivity and management.

If you are interested in finding out how Lock Finance could help improve your cash flow so you can get on with the business of making profit simply give us a call.

Sarah Lochead-MacMillan 027 700 2065 for a free chat.

Our prime goal is to help New Zealand businesses grow through the use of a number of business lending tools. As New Zealand's leading independent business finance and factoring service provider we set ourselves apart through three key factors, ownership, people and a flexible product portfolio.

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Our service is available nationwide. This lending platform enables us to cover the needs of our diverse customer base including:

- Developers
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ASAP Finance specializes in offering funding solutions without the hurdles and cumbersome requirements of banks.

Over the years, Hamilton has been consistently the company's second biggest market after Auckland. They have funded a wide variety of projects in Hamilton from spec houses, commercial buildings, land bank, infill subdivisions and large greenfield subdivisions.

With the market changing, it is getting increasingly difficult for builders, developers, investors and self-employed clients to obtain funding as banks tighten up their lending criteria. While banks often take a 'tick the box' approach, ASAP will work with clients at a personal level. Each client's circumstances is different and each project has different merits; ASAP's approach is to try to understand all aspects of a loan so that an appropriate solution can be tailored to fit the client's requirements.
Many of the company's clients are turned down by banks for reasons such as not being able to meet servicing ratios or being unable to meet pre-sale requirements. However, ASAP rely more on the inherent quality of the asset and the experience of the client rather than standard bank parameters like pre-sales, quantity surveyor reports and valuations.

Their philosophy is to make things simple and easy for the clients; for example, interest could be capitalized within the loan facility so that the client can get on with the project without worrying about making monthly repayments. Progress payments can be made based on site visits instead of expensive progress valuations or quantity surveyor reports. The site visits are always free to clients.

ASAP Finance has a well-established track record; since 2004 they have settled over $1billion in loans. With loans from $150,000 to $20million, ASAP can help with funding simple house builds or large greenfield developments. They offer construction and development funding on residential, commercial and industrial properties as well as bare land finance. They also assist clients with underwriting sales which can help clients in securing mainstream funding for their building or development project by removing the need for pre-sales.

The nature of construction and development finance is such that projects can often experience delays or run into unexpected problems. At such times, many lenders may panic and stop funding or levy penalties which can derail a project. However, at ASAP, the emphasis is always on working with the client and finding a fair and practical solution to manage the situation. They have earned a reputation for being fair and reasonable over 13 years of funding projects all across the country.

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Smart Waikato's Secondary School Employer Partnerships Programme

Hamilton Central Business Association (HCBA) is looking to participate in Smart Waikato's Secondary School Employer Partnerships programme (SSEP).

Vanessa Williams from HCBA attended the Smart Waikato Summit and was really impressed with this ground breaking initiative that has been developed to strengthen relationships between schools and employers and create 'real world' learning opportunities for students.

There are businesses in the CBD who have already signed up to be a part of this programme and any business who would like to impact some younger minds should consider it as well.

Under the SSEP business studies model, a range of people from local businesses mentor small groups of Year 9 and 10 students as they work through the experiential learning process of creating and running a small business. During the business studies unit students research a business opportunity (product or service) and develop a real business around the product or service from product development to marketing and sales, accounting and winding up the business at the end and distributing any profits. While the teachers provide students with the 'lessons' as such, each student group is assigned a business mentor from the local business community to support them through the experience.

Employer Commitment:

- The business mentors must have at least six points of face-to-face contact with their student group and be available by phone and email.
- There is a possibility that teachers may ask some mentors with expertise in particular areas of business to speak to the wider class group about that area when students are learning about it.
- Mentors can meet with the students either at school during their business unit lesson time or students can come to the mentors for business meetings in your workplace.
- At least one of the meetings you have with students is in the workplace and give them a tour of the office, meet and chat to the other staff about their jobs and show the students how what they are learning in their business unit is applied in the 'real world'.
- The time involvement for each mentor would be approximately 6-8 hours including planning.

FOR MORE DETAILS CONTACT: Phone: Sally (021) 0811 4647, Email: sally@smartwaikato.co.nz, www.smartwaikato.co.nz

SmartWaikato EducationBusinessNetwork

Waikato Endorses Local Government Climate Change Approach

Waikato regional councillors have endorsed an updated Local Government New Zealand position statement on climate change, with a staff report noting most council activities are affected by climate change or moves towards a low-carbon economy.

"The coming decades will not be business as usual," the report said.

"We will need to review, reassess and recast all previous assumptions and be prepared to take a far more long-term view on activities and investment than in the past."

Councillors were told the region is highly exposed to the projected impacts of climate change with, for example:

- More than 800 kilometres of national and local roads within 1.5 metres of current sea levels
- 266 square kilometres of land already below sea level in the waikato and hauraki catchments
- In excess of $2 billion of commercial and residential coastal property within one metre of current sea levels
- The region having 21 per cent of national greenhouse gas emissions, with the government's policy of transition to low carbon economy expected to affect carbon emitting activities and industries in the waikato.

Also, more severe weather extremes are expected with more frequent dryer (drought) conditions in the north and east and higher intensity rainfall events in the south and west of the region.

Under the updated Local Government NZ position statement, councils are expected to take a lead on improving collaboration on climate change, taking change into account in long-term planning and hazard management, and looking at security of water supplies under climate change.

Waikato REGIONAL COUNCIL Te Kaunihera ā Rohe o Waikato

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EVENTS GUIDE

4 SEPTEMBER MONDAY

HAMILTON CITY COUNCIL. HARROWFIELD RMA HEARINGS. Committee Room 1 Meeting Room, First Floor, Municipal Building Garden Place Hamilton. RMA Hearings for Harrowfield resource consent

6 SEPTEMBER WEDNESDAY

HAMILTON CENTRAL BUSINESS ASSOCIATION, CBD AWARDS NIGHT. Contact: vanessa.williams@hamiltoncentral.co.nz, ph 838 3905

7 SEPTEMBER, THURSDAY

THE NEW ZEALAND TOURISM AWARDS programme culminates in the prestigious black tie Awards Dinner. Finalists will be recognised, winners announced and the recipient of the coveted Air New Zealand Supreme Tourism Award revealed. The Awards Dinner will be at the The Air Force Museum, Christchurch. www.nztourismawards.org.nz

8 SEPTEMBER FRIDAY TO 10 SEPTEMBER SUNDAY

RED CROSS BOOK FAIR. Come along to

Hamilton's three-day book fair! You will find thousands of books covering all genres at low prices. Te Rapa Race Course, Hamilton. Free parking available on site. Methods of payment: Cash and EFTPOS. Entry is free. Friday 8 September, 9am - 6pm. Saturday 9 September, 10am - 5pm. Sunday 10 September, 10am - 3pm

9 SEPTEMBER, SATURDAY

SHAPE YOUR WORK – SHAPE YOUR FUTURE. Waimarie Hamilton East Community House. Small Business Owners. Drop in session for small business owners:

- Staff management and performance
- Marketing
- Business planning
- Preparing for growth

$5 entry, 10-11.30am, Waimarie : Hamilton East Community House, 53 Wellington street Hamilton, admin@waimarie.org, ph 858 3453

13 SEPTEMBER, WEDNESDAY

SILVER FERNS VS ENGLAND ROSES at Claudelands Arena. Game start 7:30pm

15 SEPTEMBER FRIDAY

NOMINATIONS CLOSE FOR THE HAMILTON CITY COUNCIL'S 2017 CIVIC AWARDS, which recognise the invaluable work of dedicated members of the Hamilton community.

"Outstanding things are achieved every day by people in our city," Mayor Andrew King says.
"Each year the Hamilton Civic Awards recognises the achievements of these exceptional people and now is the time to nominate someone you know for one of these prestigious awards. Whether they are involved in the arts, environment, education or sport, or dedicated to people and wellbeing, if you know someone who is making a significant contribution to the community, then we want to hear about them."
The awards will be presented at a civic reception on Friday 8 December. Nomination forms are available online, or from the Council's Customer Services Centre.

Go to myhcc.nz/civicawards for more information or to make a nomination.

17 SEPTEMBER, SUNDAY

TRAIL TRILOGY - The Trail Trilogy is a fun run/walk held on the Hauraki Rail Trail and organised by Sport Waikato. The 2017 event has all new course offerings, with five events using the entire length of the rail trail.
The new format covers every common race distance from 10k through to 100k and caters for individual runners, teams and individual walkers. There are 5 events, all starting at different locations, and all finishing at Waihi's historic train station.
Events start at Kaiaua, Thames, Te Aroha, Paeroa & Waikino and all finish at the Waihi train station. www.trailtrilogy.com

19 SEPTEMBER TUESDAY AND 2-SEPTEMBER WEDNESDAY

THE 2017 OFFICE & PA SHOW is the premier event for PAs, EAs, and Office Managers to come together to connect, learn, and be inspired to bring new life to your career! ANZ Viaduct Events Centre, Auckland. www.Office-PAshow.co.nz . 70+ exhibitors, 4 amazing keynotes, 36 engaging, seminars.

20 SEPTEMBER WEDNESDAY

WESTPAC WAIKATO BUSINESS AWARDS - FINALIST ANNOUNCEMENT EVENING. The Waikato Chamber of Commerce is pleased to present the Westpac Waikato Business Awards 2017!

Come and find out who has made it as a Finalist for the Westpac Waikato Business Awards. Time: 5.30 Arrival l 6.00pm announcements. Venue: Gallagher Academy of Performing Arts, The University of Waikato. Drinks and Nibbles available on arrival, cash bar operating. Category winners and the overall winner will be announced at a black-tie Gala Dinner on Friday 3rd November.

21 SEPTEMBER THURSDAY

CONFERENCE: GO GLOBAL 2017 – Auckland. With major political and trade shifts across the world in the last year, change remains the only constant for exporters. Go Global 2017 brings the brightest exporting minds together to explore issues in product development, the future of retailing, shifts in manufacturing relationships, the art of collaboration, and scaling up production for export. www.goglobal.nz. 0800 300 362, conferences@ema.co.nz. EMA Business Hub. 145 Khyber Pass Road, Grafton, Auckland

BUILDING AN AWESOME SME BUSINESS. Inspiring Success and Business Transformations. This workshop is for Small Business Owners providing insights to create clarity around the key fundamentals that are needed to build a strong, vibrant and profitable business. For more information or to register contact: Business Success Partners e. info@businesssuccesspartners.co.nz p. 0800 287 266 Online registration https://www.businesssuccesspartners.co.nz/page/workshops/. REGISTRATION: $35.00 WHEN: Thursday, September 21st, 2017, 9.00am - 12.00pm. WHERE: Conference room Innovation Park, 9 Melody Ln, Hamilton East, Hamilton 3216.

NZ MARKETING SUMMIT 2017. Designed with the senior marketing executive in mind,

the annual NZ Marketing Summit is the key opportunity for New Zealand's leading marketers across all major industry sectors to examine issues, share insights and benchmark best practice. $1499 + GST. SKYCITY, Auckland. www.conferenz.co.nz/events/nz-marketing-summit-2017-nzms. This year we explore trends and opportunities for reaching customers in new and innovative ways, creating lasting experiences and strengthening your brand in today's competitive marketplace.

24 SEPTEMBER SUNDAY

DAY LIGHT SAVINGS STARTS

ONE WONDERFUL DAY - WAIKATO WEDDING FAIR. The Atrium, WINTEC Hamilton. All the best Waikato caterers, photographers, celebrants, planners, decor, teepees, cake makers, food trucks, flower walls, photo booths, stationary designers, makeup artists, bridal wear and much more will all be in one place for the One Wonderful Day – Waikato Wedding Fair. www.onewonderfulday.co.nz

27 SEPTEMBER WEDNESDAY AND 28 SEPTEMBER THURSDAY

A FESTIVAL OF RUSSIAN BALLET. Clarence Street Theatre, Hamilton. Following their sell-out performances of Swan Lake and The Nutcracker, the Imperial Russian Ballet Company return to Australasia. This diverse and stunning programme in three awe-inspiring acts is proudly presented by Russian Ballet Ltd. www.russianballet.com.au. www.clarencesttheatre.co.nz, 59 Clarence St, Hamilton Lake, Hamilton
Phone: 07-834 1023, jason@clarencesttheatre.co.nz

29 SEPTEMBER FRIDAY

LAST DAY OF TERM 3 FOR PRIMARY, INTERMEDIATE, SECONDARY SCHOOLS. Returning 16 October.

LOUD SHIRT DAY. Winger Hamilton are proud to be supporting Loud Shirt Day 2017! Loud Shirt day is the annual appeal of The Hearing House and the Southern Chochlear Implant Paediatric Programme, two charities dedicated to enabling deaf children with chochlear implants or hearing aids to listen and speak like their hearing peers. These charities do not charge deaf children or their family for these services. September 29th 2017 is the day to wear your loudest shirt and this year's theme is "At the Beach". Winger Hamilton has an online donation page set up: https://lsd2017.everydayhero.com/nz/wingerhamilton where you can donate with a message or anonymously. Please spread the word to your family and friends.

WINGER

5 OCTOBER THURSDAY TO 7 OCTOBER SATURDAY

LAST LEGS BY ROGER HALL, Clarence St theatre. See this edition of Biz Hamilton for more details. www.clarencesttheatre.co.nz. PH 07 834 1023, jason@clarencesttheatre.co.nz

6 OCTOBER, FRIDAY

RED CROSS RACEDAY CORPORATE LUNCHEON. Te Rapa Raceway. Come along to the Red Cross Raceday and enjoy a fantastic luncheon to raise money to support New Zealand Red Cross. The corporate luncheon is the perfect Friday afternoon treat featuring guest speaker Rez Gardi Young New Zealander of the Year, silent auctions, and much more. Table of 10: $1450, Individual Ticket: $145. Sponsorship opportunities available contact - kathy.maling@redcross.org.nz.

Ultrafast Fibre Reaches 80,000 Connections

Hamilton based Ultrafast Fibre has reached a major milestone having recently completed 80,000 customer connections.

The high speed broadband infrastructure company is continually expanding its network and is seeing a consistent demand for connections.

WILLIAM HAMILTON, CEO of Ultrafast Fibre, says there is no question that the demand for high speed fibre broadband is accelerating with 80,000 connections now in place, meaning 40% of end users able to connect have now done so.

"It is also apparent that the level of technological understanding in the wider community about the benefits of fibre is on the rise and much more sophisticated.

"When Ultrafast Fibre first got underway as a company about six years ago, the task wasn't just rolling out fibre, it was also about making the case for the technology and explaining the benefits. We've found even in the last 12 months, with the advent of more on-line TV/video streaming and multiple device households, that there is now a far greater understanding of the benefits," says Mr Hamilton.

He says high speed fibre broadband has for many people become an expected part of their life with average monthly data usage per home now over 150Gb, doubling in the last 12 months.

Think Google, Think Reviews

By Tony Allwood

With the growth of people using Google via mobile phones to search for products and services, Google itself has started to put far more importance on the localisation of website content and in the reviews that people leave on the Google review system.

If you haven't noticed, over the past few months if you do a search on google for a company or a service the results will contain some listings with star ratings. These ratings are added to Google by clients of the company. These ratings are very important.

The reviews add a new dimension to Google's results as they offer peer review of a company or product. We all like to have recommendations from our friends, family or colleagues about whether a company is worth using or will provide a good service. The Google review system takes this to a higher level as the reviews are perceived as independent and unbiased.

When people place a review on Google, as opposed to your website, it has a direct implication for your placement in the organic search results in Google. Quite simply the more 5 star reviews you have, the more credibility Google gives your site and company. Additionally, when potential customers see the reviews in the Google search results and listings, they will give your company more credence and will more likely contact you than someone with no reviews.

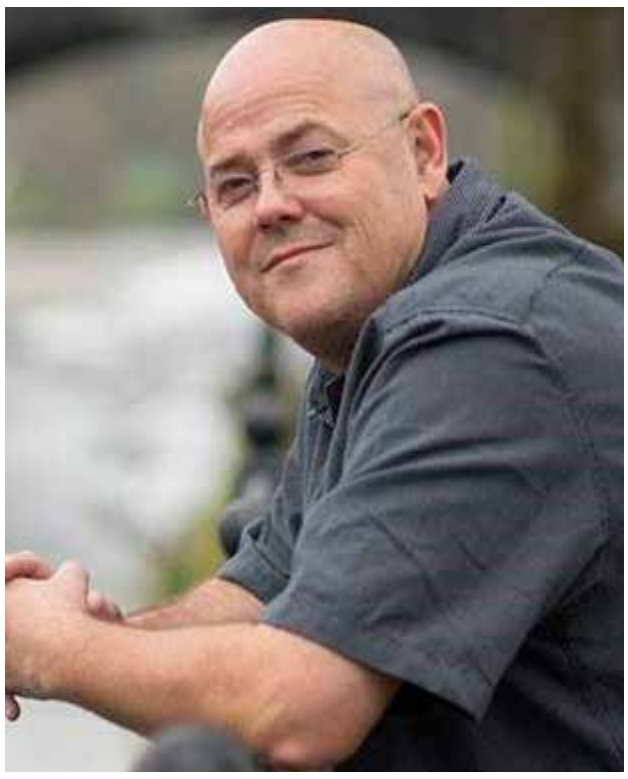
You shouldn't leave this important aspect of your marketing to chance. Don't be afraid to ask people to review you on Google. I would go so far as you can make it part of your post-sale customer service to do so. You can send people an email with a link to your Google listing and ask if they are happy to do so could they leave a review. Even create a page on your website to explain to them how to do so (or include instructions in your email). Another way is to have a poster in your shop or offices that ask happy customers to give you Google Reviews.

There is a downside to the Google Reviews, and that is you cannot control them or alter them. Which means if someone gives you a bad review it will show on Google. The person can change or remove it but you can't. If this happens, it is where your customer service switches into high gear, and you find out why they person left the review they did. It may be the first time you hear about their complaint is on Google. So you need to keep an eye on your Google reviews.

Having great reviews in Google will boost you in the search results and improve people's perception of your company so take some time to learn and understand how to use them effectively in your marketing effort.

If you would like to discuss your activity on Google, or any other aspect of your marketing, please call us on 0800 933 374.

TONY ALLWOOD, Director, W3, www.w3.co.nz, tony@w3design.co.nz, 9 Perclo Place, Hamilton 3200, 0800 933 374, 021 065 9934



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