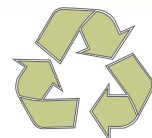




The Chamber

A publication of the Wellington Regional Chamber of Commerce www.wellingtonchamber.co.nz



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Issue 65 – March 2008

Wellington companies taking on the world – but don't put up the barriers at home

A handful of good news stories about Wellington businesses expanding offshore caught our eye recently. On page 7 you will read of SilverStripe's success in being selected to manage the US Democratic National Convention website.

Also making the news is Government-owned MetService buying a 50% stake in a British forecasting firm, with plans to buy the remaining 50% in three years; Opus International, the global infrastructure consultancy, acquiring UK based, Joynes Pike Group; and Whitby-based Explorer Graphics Limited (EGL), one of New Zealand's leading Geographic Information Systems (GIS) consultancies, opening an office in Hyderabad, India after opening its second US office in Los Angeles.

These are just four examples of local companies hitting the headlines for their cross-border activity. But on a negative note, also making the headlines in the last month, was the government's signal that it was opposed to an offshore interest increasing its stake in Auckland International Airport.

At the Chamber we are strongly supportive of local companies venturing offshore. Raising the level of New Zealand's international economic



Local Wellington businesses are embracing the world.

Photo: Echo Zhu

activity - not just through exporting but investing and expanding offshore - makes a positive contribution to our balance of payments and is crucial to enhancing our economic performance. Just as the Chamber is a champion of New Zealanders investing offshore, we are equally keen on overseas companies investing in New Zealand. Foreign investment is essential because it gives our companies access to a larger pool of investment funds, and also because it is often accompanied by access to new technology and links to global marketing and distribution systems.

So it is for this reason, we were very critical of the government's decision last month to tighten the overseas investment regulations while Canadian Pension Plan's offer to shareholders in Auckland International Airport was still open.

The decision has significant implications for overseas perceptions of New Zealand's openness to foreign investment. Coming as it did half way through a private sector transaction, it may also serve to deter future share market activity if the government is perceived as being prepared

continued on page 3 ...

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BOEING	WLG	SIN	NON-STOP
Flight	Gate	Name	Date
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EDITORIAL

Historic Free Trade Agreement with China

In a few days the Governments of China and New Zealand will sign the first ever free trade agreement (FTA) between China and a member of OECD. Not only is this historic from this global perspective, this will be the most important bilateral agreement that has been signed since New Zealand and Australia signed the CER Agreement 25 years ago.

With the US economy looking increasingly unwell and with the prospect of a global recession looking increasingly real, it is Australia and China that stand out there as beacons of hope for New Zealand. Australia is now our major trading partner, and it seems to still be growing strongly. China, has some inflation worries, but it too is showing continuing robustness. China is now one of our major trading partners – almost as important as the US. Growth in these two FTA partners

might just be enough to pull New Zealand through the difficulties in the months ahead, until the US rights itself.

We don't yet know the detail of the China New Zealand FTA but we are assured that it has the type of coverage of goods and services that we have been calling for. This is pleasing news.

The Chamber has arranged an opportunity to quiz Trade Minister Phil Goff in late April on the China deal and on the latest from the WTO talks in Geneva (some might even have some questions about New Zealand politics!) In late May we are working with NZTE and others on a major seminar to explain the detail of the China FTA to our members. We want you to be as well equipped as possible to take advantage of the opportunities opened by this deal. Arranging some specialist training programmes on topics such

as the new rules of origin under the arrangement might also be necessary. To change the subject completely, can I say how pleased I was to see a much larger number attending the second free seminar by Cullen Law this month than attended the first. Clearly word of mouth has helped here. These seminars are incredibly valuable for anyone interested in employment law. Larger members should be ensuring that their HR managers are aware of this programme. This programme is a good example of the value that Chamber membership can bring to our larger members. □



Charles Finny
CEO

THE CHAMBER

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YOUNG ENTREPRENEUR AWARD

Nominations open for 2008 Asia-Pacific Young Entrepreneur Award

The Wellington Regional Chamber of Commerce is calling for potential candidates for the Asia-Pacific Young Entrepreneur Award.

The award is run by the Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI), of which the Wellington Regional Chamber of Commerce is a member.

Conducted every two years, the award aims to recognise "excellent young entrepreneurs in Asia-Pacific who are not only successful in their business but also advocate corporate social responsibility". Entrants will be sought

from Chambers of Commerce across the Asia Pacific region.

The winner will be selected from a list of nominees submitted by the Primary Members of CACCI. Judging is to be based on four major criteria, namely: business acumen, involvement in non-profit business organizations or associations, leadership qualities, and integrity.

The short-listed finalists will travel to Manila for the final selection process which will include an interview to be conducted by a Board of Judges.

The winner will be presented with a



trophy and a cash prize of \$US2,000 at this year's 22nd CACCI Conference in late October in Manila.

If you are interested in being considered for this award, please contact jeremyh@wellingtonchamber.co.nz

Wellington companies taking on the world

continued from page 1

to change the rules midway.

If we want New Zealand companies to own offshore assets, we should not be xenophobic about foreigners owning a stake in New Zealand companies. Wellington-based Infratil, for example, owns three airports overseas. One in Lubeck, one in Glasgow and one in Kent. So why shouldn't overseas entities be entitled to have a stake in New Zealand airports?

It is true that at the moment the foreign investment balance is not in New Zealand's favour in that the aggregate profits of foreign-owned companies operating in New Zealand are greater

than the profits of New Zealand-owned firms operating offshore.

The solution is not to prevent foreign firms buying New Zealand companies but is to encourage New Zealand firms to expand offshore. Increasing the number and profitability of New Zealand companies operating offshore has to be the goal not preventing foreign companies from operating in New Zealand.

In this vein it is particularly interesting that of the aforementioned companies, MetService, is a State Owned Enterprise. We were very pleased when the government changed its SOE

policy 18 months ago, providing greater encouragement for SOEs to expand and diversify offshore. Notwithstanding the need to manage the risk to taxpayers' capital, this is good policy because New Zealand's largest companies tend to be SOEs and if they aren't going to be privatised, holding them back is a lost opportunity for the economy. It is also good for Wellington because many SOEs are based here. Let's hope we see more examples of SOEs taking MetService's lead and taking on the world.



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Straight 2 Work – programme update

Introduction

Our March Straight 2 Work course was held in Porirua. We are pleased to introduce the following attendees from this programme who are all looking for work now and can start immediately in most cases.

Please contact Daphne Karati on 04 494 6642 or daphnek@wellingtonchamber.co.nz



Adele Erasmus

Adele is a specialised CAD operator and has experience in Office Administration and Drafting. She has a background in basic legal office reception and is seeking full time employment in the Porirua Area.



Elaine Joiner

Elaine is a mature person who seeks a position in Office Administration in the Porirua area. She has a high standard of communication, organisational and computer skills and is available for an immediate start.



Gina Solomon

Gina is a confident person with excellent organisational, time management and people skills. With a background in training, Gina shows a passion for traditional weaving. She seeks work in administration in the Porirua area.



Julian Emmett

Julian is a keen and motivated person who has excellent computing and customer service skills. He is well organised and is looking for a position in Administration and Customer Service in the Porirua area.



Linda Yum

Linda is an honest and hardworking person with great communication and organisational skills developed during many years of office administration experience.



Michelle Knowles

Michelle is a motivated person who has a National Certificate in Computing (Level 2). She has excellent administration and communication skills and is seeking full time employment in the Porirua area.



Olga Hemi

Olga has a background in Customer Service and is looking for full time employment in an administration role. She is a motivated person with excellent people skills and available for an immediate start.



Oliver Goulden

Oliver is an extremely talented individual who enjoys a challenge and excels in computing and communication. He seeks employment in the Porirua area and enjoys working in either a team or an unsupervised environment.



Queenie Aporo

Queenie is an enthusiastic person who is looking for an administration role in the Porirua area. She has experience in various computer applications and has a basic knowledge of MYOB Accounting package.



Tracey Ukarangi

Tracey has a NZ Diploma in Business, a NZIM Certificate in Management and a National Certificate in Computing. She is a confident person who is looking for a role in administration and is available to start in the Porirua area.



Xarissios (Harry) Dinou

Harry is an enthusiastic person who has excellent communication, computing and people skills. He is seeking full time employment in an administration role and is available for an immediate start in the Porirua area.

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The Public Transport Management Bill – right destination, wrong map

Imagine a public transport system of such quality that people choose to use buses and trains instead of driving their cars.

That's the vision NZ Bus shares with government, regional councils and the public transport industry. But while we all want excellent public transport, we just don't agree on how to achieve it.

The Public Transport Management Bill, now before the Transport and Industrial Relations Select Committee, proposes some of the most significant changes to bus public transport for 20 years.

Some changes to the existing regime were needed, and the proposed legislation was supposed to walk the line between helping regional councils achieve Land Transport Management Act objectives, and leaving room for entrepreneurial behaviour. It has skewed off course.

The Bill's provisions would disenfranchise private operators, and transfer complete control of all aspects of public transport to local government.

The involvement by local authorities in the minutiae of private operators' businesses proposed in the Bill would be moderated only by a very generic consultation mechanism.

Partnership

The way forward for public transport will not be found in past models of centralised control of services; it lies in substantial investment within a framework of productive and durable partnerships



between private operators and regional transport authorities.

The goal of the regulatory regime should be to acknowledge the different priorities of each partner and encourage each to work on what they can do best. The focus of the private operator is on the passenger as an individual on a specific bus. The regional transport authority perspective is primarily on the functions of the network. At NZ Bus we're making substantial investments to improve customer experience and help us grow patronage. In the past 12 months alone NZ Bus has committed to \$70 million additional investment.

We are putting more dollars into staff recruitment and training for customer service; the first of the 62 new electric trolley buses are now in service in

Wellington; delivery has commenced of our new low-emission diesels; computerised scheduling and rostering (after a rocky start in 2007) is allowing regular service enhancements; we've successfully launched our Valley Flyer brand; we're enhancing Hutt Valley – Airport services and terminal facilities are being improved; we're launching our Go Wellington brand; and a smart card ticketing pilot is underway.

Much of our innovation is taking place in our commercial services where we must find new ways to make buses attractive to prospective passengers. We run these services at a lower profit margin and back ourselves that over time we can grow patronage by investing in the service. What we learn from these services will help us continued on page 9...

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MEMBERS' CORNER

Connecting Wellington business with students

In the most highly mobile, non-loyal, shortest attention span target market possible, how do you create relationships and build loyalty? A lot of businesses will tell you that by getting in the face of students with flyers, posters, radio advertisements, endorsements and vouchers they are reaching them in the best way possible for their business.

What if there was a way to reach students on their level, in their preferred medium, with their permission? What if instead of throwing your valuable marketing dollars on ineffective, overpromised, and under delivered advertising initiatives, you could have your business recommended to the entire student community from a trusted source?

Starting a business was a decision that has put my university career on hold, stolen my social life, deprived me of sleep, but ultimately has been highly rewarding. From the people I have met, the things I have learnt (the hard way or not) and the direction we are heading, each day new challenges become that little bit easier.

After sourcing seed capital, the first major decision was choosing our

system to communicate with students. We looked at a number of website development companies and compared price, usability, track record, deployment time, and our general feelings towards how we were treated. The one company that stood out was the Wellington based Silverstripe. Their platform has been utilised and extended well beyond just a CMS; we have now deployed a fully operational direct marketing system.

Get Yourself Out Ltd (GYO) is the newest direct marketing medium available in Wellington, and nationwide. After 15 months of development we have ascertained that students do indeed want a membership system that will connect them with only the best businesses and brands. They want their membership to cover both their impulses and necessities. They want somewhere to find out about everything happening in the student community. They want somewhere they can go for trusted advice, not a lecture. Overwhelming, however, they want it for free!

Once it was determined that these were the core components for a student membership system, we set about



Kieran Donnelly
Managing Director
Get Yourself Out Ltd

implementation. Our website (www.gyo.co.nz) reflects our understanding of the student aesthetic, and highlights our alignment with the student market. A student who signs up is then able to receive their GYO card (similar to a Fly Buys Card) and delve into the wealth of information GYO has to offer. They receive weekly newsletters, and we are constantly in contact, online and offline, ensuring we keep the GYO brand fresh. The administration for businesses has not, however, been neglected. A business is able to login to the website, post new deals, set the validity period, edit the conditions, and select the target demographic. Businesses are also able to request special communication with GYO. For example, you may be running a competition in a month's time, and you wish to market it to our database through the website, e-newsletter, or street team. Maybe you have an absolutely crazy idea that you want us to run for you! Whichever way you look at it, there has not been a system such as this available to businesses in New Zealand before. The membership card has a barcode printed on the reverse, allowing it to be programmed and scanned into your businesses computer system. In our first year, proving the value of being a GYO advertising member is paramount to ensuring the long term success of GYO. To this end, everything we do is geared towards putting more students, more dollars, and more exposure into your business. ■



Students are the future generations of our businesses.

To contact GYO call 027 322 9799, email Kieran@gyo.co.nz, or Skype (Kieran.gyo).



BUSINESS SUCCESS

SilverStripe – Taking it to the world

Two years ago Sigurd Magnusson, Sam Minnee and I (the founders of SilverStripe) spent a weekend over in Martinborough to consider the direction of our business. In the five years prior, we had finished high school, taken a crack at university, and managed to build a web development company that by many measures was 'successful'. We had a superb team behind us, good clients, and were tracking for triple digit growth for that year, as we had done consistently for several years.

Looking forward, we thought about the type of company that we wanted SilverStripe to be. We wanted it to be globally respected within our industry, and for it to make a positive impact on people all around the world. We also needed it to be profitable. Under our business model at that time (which was based on selling licences of our software), these things seemed to be mutually exclusive. There was another business model that had the potential to offer all of the above, however it was very risky: only a handful of companies before had ever done it, and it directly threatened an important source of revenue – our licence based sales. The new business model we were considering was to open source our software (effectively giving it away for free) which would in turn massively increase the number of people who would be exposed to our software and by proxy, our company. It was our hope that some of these people would in turn want to do business with us. In November 2006, we took a deep breath, made the jump, and waited.

The first real validation that we were doing the right thing came a few months later when Google started to support us. Having seen the quality of our software, we were invited to join their Summer of Code program (the first company in New Zealand to be invited, and one of only one hundred worldwide). Following the



Tim Copeland
Co-founder
SilverStripe

success of that, we were invited into a more exclusive program in which only ten companies around the world participated. Since then we have established relationships with other major players, such as the database vendor MySQL who has invited us to speak at their conference later this year.

Within six months, we'd had tens of thousands of downloads and we made our first trip over to Silicon Valley at the request of Google. As part of this, we spoke at several of the local web events. Ironically, it seemed that we had a bigger reputation in Silicon Valley than we did in Wellington, with many in the audience being well acquainted with our software and many assuming we were based in Silicon Valley. Back in Wellington, we had a series of amusing phone conversations with people who were surprised to learn that the reason they were seeing "644" on their Caller ID was because we were based across the Pacific, and not because they were having a problem with their phone system!

In the year or so that we have been active in the US market, we have spent only

about four weeks on the ground; the bulk of communication has been done from our office in Wellington. Aside from a few conference calls at 4:00am on Saturday morning, we have managed to do this during our normal work day.

While it is early days in our international expansion, we have had some major wins early on such as winning a contract for a website with the US Democratic Party (that will be visited by millions of people per day in the lead up to the US elections – several times bigger than the largest site in New Zealand). These sorts of deals are all a direct result of us making our software freely available via the web. They are providing us with a very strong platform from which to launch more aggressively into international markets and ultimately to make a meaningful difference in the way in which the web is experienced.

SilverStripe is a Wellington based web development company, employing 14 people, and was ranked as the 113th fastest growing technology company in the Asia Pacific region last year by Deloitte. They are former residents of Grow Wellington's business incubator, Creative HQ, participants in the Export Wellington programme, and finalists in the upcoming Wellington Gold awards. For more information contact Tim Copeland at tim@silverstripe.com or visit their website www.silverstripe.com





CHAMBER SERVICES

Avoid duties – use a Carnet

The Wellington Regional Chamber of Commerce is part of a global chamber network that spans almost every country in the world. It is well placed to help with exporting, importing and other matters related to your business here and overseas.

One of the services we offer is the issuing of ATA Carnets. Have you considered taking samples of your company's products or services overseas to a trade show but are not sure where to start? The Chamber can help. We can arrange a Carnet to allow you to take your samples overseas without paying any duty or tax. We can also advise you on trade shows and fairs taking place around the world.

The ATA Carnet system continues to grow and expand its acceptance internationally. Chile and Pakistan have been accepting Carnets since late 2007 and now Ukraine has joined the system to allow temporary imports/exports for all goods categories covered by ATA Carnets.

If you are thinking of traveling to many destinations or trade shows in the European Union a Carnet makes even more sense. Under the system the EU is treated as one country which saves you money when using a Carnet. Even if you are taking your goods to a non-member country a Carnet can save you having to fill out import and export entry forms with customs when leaving and re-entering New Zealand.

We will continue to expand the country information available to you on our website (www.wellingtonchamber.co.nz) over the coming months to make planning your trip as easy as possible.

As well as Carnets, the Chamber's International Department offers a range of other services:

- Certificates of Origin and Certificates of Free Sale.** These are required to export goods to many overseas countries.
- Letters of Introduction.** We introduce our members to foreign chambers to avoid the prospect of cold calling.
- Letters of Invitation.** Have you thought about bringing a business delegation to New Zealand? The Chamber can help with

invitation letters to the members to support Visa applications where needed. We also certify our members' and non-members' visa applications for Saudi Arabia business travel.

- **Weekly Trade Bulletin.** Our international trade bulletin, www.global-link.co.nz, contains information about events and trade fairs happening both in New Zealand and abroad.

- **ICC books.** We have ICC Incoterms and a number of other International Chamber of Commerce publications available for purchase.

For more information, check out our International Business page on our website or contact our info line, info@wellingtonchamber.co.nz

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ELECTRONIC ELECTION

Electionz.com – ‘a job well done’

The Chamber used to grind to a halt in the October/November period in preparation for the annual board elections. Nominations were called for. Once nominations were received ballot papers were printed, candidate biographies were posted with the ballot papers to members, votes were returned by mail - having to be stored securely once received, then the votes had to be counted and victorious candidates decided. The whole process took too long, and involved too many people. There had to be a better way in the modern age to conduct our Board elections. Aside from the time factor we thought that an electronic voting system would set a good example in terms of sustainable business practice. But we were not exactly sure how to run a best practice electronic election.

The first step was to make electronic voting legal in terms of our constitution. Once this was agreed we took some time to explore options. Part of that process was to ask other Chambers around the country how they handled the issue. The Canterbury Employers Chamber of Commerce advised

us that they had been using the same company that ran the local body elections for their survey. They had used them for several years and that as well as achieving an incredible productivity gain, the number of members voting increased significantly.

The company concerned was Electionz.com

So we contacted Electionz.com, and the rest is history. Our first electronic election was held in November 2007 and the process was hugely simplified from a Chamber perspective. The process wasn't perfect, but it was a huge improvement on our previous paper based system.

One issue to be reconsidered is the way larger members vote under the electronic system. For a Category 5 member, for example, being issued with 5 e-mails with 5 pin numbers seems a pretty cumbersome way to proceed. We will talk through options before this year's election.

We were very pleased with the service provided by Electionz.com and would not hesitate in recommending the service to others who have to undertake this type of election. ■

The Public Transport Management Bill

continued from page 5

be a more effective public transport partner in the medium to long term.

The changes we need

NZ Bus supports regulatory changes which promote network integration, quality standards and coordination with the regional passenger and transport plans. Regional councils need information to optimise their planning and management roles. The tender system must also be transparent so private operators can't manipulate the system to over-earn at the expense of ratepayers and taxpayers.

As bus operators, we need a fair legislative framework, and

incentives, risks and returns appropriate to a commercial organisation making long-term investments in plant, equipment and people.

The commercial uncertainty produced by the Bill and the excessive scope of the potential controls are likely to result in greater costs to ratepayers, less investment by operators and less innovation.

We need a better map to get to our destination – a world class public transport system for New Zealanders. This Bill requires substantial revision. ■

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CHAMBER EVENTS

Momentum Breakfast with Nick Baylis, CEO of M&C Saatchi New Zealand, 22 February

Nick Baylis, an expert on marketing and communications in New Zealand, particularly for government agencies, talked about marketing and communication in the public sector and why it is vital and should not be confused with advertising. Illustrating with a Jamie Oliver campaign to improve lunches at schools in the UK, he showed his point that social marketing campaigns need more than just the creation of advertisements to achieve changes in attitudes and behaviour.



Lunch with Tim Harford, UK Author of 'Undercover Economist', 29 February

This was the only public engagement for Tim Harford in New Zealand (apart from an interview with Kim Hill on Radio NZ). Tim was in Wellington to promote his new book, The Logic of Life, which sets out to prove that nearly everything in life – even when we least suspect it – has its basis in rational decision-making (from speed dating to increased juvenile crime). It is about people, the things they do, choices they make and how they are influenced by incentives and disincentives, payoffs and penalties.



Lunch with David Farrar, 7 March

David Farrar spoke about the impact that blogging will have on the 2008 election. In 2005, blogs did not have a major impact on the election, as they were still in their infancy in New Zealand. Today, however, not only do all political editors in the Parliamentary Press Gallery have their own blogs, the mainstream media are also using information from blogs.



A full recording of these events is available on the Multimedia section of our website under "Events" www.wellingtonchamber.co.nz

UPCOMING EVENTS

Lunch with Hon Phil Goff, Minister of Trade - Progressing our trade agenda & Engaging with China

To find out more about the current and evolving direction of New Zealand's trade policy and what this might mean for New Zealand businesses, we invite you to come and hear from Minister of Trade, the Hon Phil Goff. This luncheon will also provide an excellent opportunity to hear more about the shape of the NZ-China Free Trade Agreement, how businesses can look to engage with China, and what sort of opportunities an FTA with our third largest trading partner can offer.

Date: Wednesday 23 April 2008
Time: 12.15pm - 2.00pm
Venue: WRCC, Level 28,
 The Majestic Centre,
 100 Willis Street, Wellington
Invest: \$65.00 Members; \$90.00
 Non-members, Table of seven:

Members \$455.00;
 Non-members \$630.00 incl. GST
RSVP: lunch@wellingtonchamber.co.nz

Momentum Breakfast with Barrie Saunders of Saunders Unsworth Limited

Date: Wednesday 14 May 2008
Time: 7.15am - 9.00am
Venue: WRCC, Level 28,
 The Majestic Centre,
 100 Willis Street, Wellington
Invest: \$40.00 Members; \$60.00
 Non-members, Table of seven:
 Members \$280.00;
 Non-members \$420.00 incl. GST
RSVP: breakfast@wellingtonchamber.co.nz

Lunch with Hon Dr Michael Cullen - Budget 2008 Review

Date: Friday 23 May 2008
Time: 12.15pm - 2.00pm

Venue: WRCC, Level 28,
 The Majestic Centre,
 100 Willis Street, Wellington
Invest: \$65.00 Members; \$90.00
 Non-members, Table of seven:
 Members \$455.00;
 Non-members \$630.00 incl. GST
RSVP: lunch@wellingtonchamber.co.nz

Lunch with Bill English - Budget 2008 Review from the other side

Date: Thursday, 19 June 2008
Time: 12.15pm - 2.00pm
Venue: WRCC, Level 28,
 The Majestic Centre,
 100 Willis Street, Wellington
Invest: \$65.00 Members; \$90.00
 Non-members, Table of seven:
 Members \$455.00;
 Non-members \$630.00 incl. GST
RSVP: lunch@wellingtonchamber.co.nz

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