



*Supporting
business in
Otago for
150 years
1861 – 2011*

EDITORIAL

twitter

facebook

Social media is becoming an increasingly important tool for businesses as they seek to make the most of growth opportunities as the global recession recedes.

The Otago Chamber of Commerce has both Twitter and Facebook addresses and has been encouraging members to grasp the opportunities online.

Social media reduces the tyranny of distance we often get labelled with in the South. Your business can be spread well beyond the boundaries of Dunedin and Otago by the clever use of social media.

Business needs to be aware of the tools and use them as an enhancement to their business, but not as a replacement.

Twitter users will already recognise how quickly information can spread on the social network. Indeed, when the terrible Pike River mining tragedy unfolded, social media was reporting the explosions well before other broadcast media.

Twitter is the number 10 website in the world and is wonderful for getting out short messages with incredible speed. Retailers, for instance, can tweet short-period specials for followers, available

SOCIAL MEDIA A TOOL FOR BUSINESS

if they show the tweet. Followers can be called VIP customers to give the followers a sense of ownership and importance.

Hospitality outlets can offer short-term discounts if customers show the tweet. If a restaurant is having a slow night, the tables could be filled by letting Twitter followers know about a special with a quick tweet of 140 characters or less. Restaurants in the United States who use this tool fill a normally off period with diners with just one tweet. It is also free to use. Cafes can offer half-price coffee for followers.

Manufacturers who find their budgets are tight can find a use for Facebook and Twitter by promoting their products to followers.

Chamber members should be looking to reward loyalty and followers if customers take the time to join up to any part of social media.

Facebook is ranked as the top website in the world, recently knocking Google off the top of the rankings for the first time.

For business owners, if you do not have a Facebook with your own "fan page" you are probably gifting profits to your competitor. You can do fast and free research on the needs of your customers. Contests can be held to encourage engagement and loyalty, and you can use updates to let customers know of upcoming specials.

Paid Facebook advertisements are good ways of helping consumers find your business. However, one of the things business owners and employers need to recognise is that rules need to

be put around employee use of social media at work.

Just as employers earlier had to deal with the onset of mobile phones and texting by their employees, they now need to adjust to the use of social media.

Companies should put in place policies and rules to deal with the appropriate use of technology, including the use of the internet. Technology can be abused if rules are not in place. Businesses need to decide what the appropriate use of the internet, social media and mobile technology for their employees is and stick to the rules.

Employees have been recently dismissed from their positions for putting inappropriate comments about their workplace on Facebook. While they argued that it was in their own time, fellow workers were Facebook friends and it was ruled there was no distinction between the use of Facebook in a private or public sense in those circumstances.

Employees must not do anything to bring their place of employment into disrepute.

So while there are many advantages to businesses using social media, there are risks.

This year, the Chamber will be offering advice and ideas as to how social media can be used safely to promote businesses and their products. Follow us on Twitter and join the Facebook page for updates.

Twitter: @otagochamber

Facebook: <http://www.facebook.com/otagochamber>

Sir Peter Blake Trust 2011 Leadership Awards



Great leaders build great teams and great teams achieve great things. Recognising and celebrating our leaders inspires us all to achieve.

The Sir Peter Blake Trust is seeking nominations for New Zealand's

premier Leadership Awards, which identify the achievements of leaders who add value to our nation.

The Blake Medal celebrates a New Zealander who has made an outstanding contribution to the country. The Sir Peter Blake Emerging Leader Award recognises and encourages six younger leaders of considerable potential.

The Leadership Awards will be conferred on 1 July 2011, the first day of the Sir Peter Blake Trust Leadership Week (1 – 8 July).

For more information and to

request nomination forms, contact the Programme Director, Siobhan O'Kane at Siobhan@sirpeterblaketrust.org and find out more information at www.sirpeterblaketrust.org. Nominations close on 26 April 2011.

Westpac will be supporting these Leadership Awards and they will be highlighted at the Westpac BA5 to be held on 24 March 2011.



otago careersfestival *Your Future in Otago*

With your help, the 3rd Annual Otago Careers Festival is set to be the best one yet!

The Otago Careers Festival is set to take place throughout Otago in May 2011. The Festival is currently looking for community groups, organisations and businesses to take part in or hold Festival events. The Chamber strongly supports this event and encourages businesses to showcase themselves to their communities.

The Festival is your chance to raise awareness of the career opportunities and skills required within your industry. Whether you have an existing career-related event that you would like included into the Festival programme, or you're looking for a chance to increase your profile and promote your industry, this is the platform for it.

The Otago Careers Festival will take an 'any age / any stage' approach, meaning it's not just targeted at secondary school students and school leavers. The Festival aims to provide a diverse range of events to focus on a variety of groups: people in work, job seekers, employers, those returning to the workforce and migrants.

The sky is the limit as to what can be included in the Festival. There is just one criterion: the event must be free for the public to attend.

If you would like to find out more information on participating in the Festival please email victoria@sequelevents.co.nz or phone 0800 555 727. WEBSITE www.otagocareersfestival.co.nz

O T A G O

CHAMBER OF COMMERCE

Business Vitality

*Supporting business in
Otago for 150 years
1861 – 2011*

Over the last 150 years the Chamber has morphed through several incarnations including the "Dunedin Chamber of Commerce Incorporated" in 1908 and the Otago Chamber of Commerce and Industry Inc to its present title of The Otago Chamber of Commerce Incorporated re-registered in 2005.

Other business organisations which over time have been amalgamated within the Chamber include the Export Institute of Otago and The Otago Southland Manufacturers Association, along with the more recent amalgamations of the North, South and Central Otago Regional Chambers of Commerce. The current Otago Chamber of Commerce is now truly a significant and regional business voice of business.



Proud to be principal sponsors of the Otago Chamber of Commerce

All business banking enquiries

0800 177 377

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HOSTING NETWORKING OPPORTUNITIES



Each year the Chamber offers members and their staff the opportunity to attend functions and events for the purpose of networking and information delivery. These functions and events are initiated by the Chamber but also from members who see a benefit in partnering with the Chamber to maximise an opportunity.

We still have limited spaces available for hosts for our monthly BA5 functions during 2011. These functions can be hosted by one organisation or could be hosted in conjunction with up to three other complimentary organisations to which other chamber members are invited.

BA5s are often used by members to promote a special product, announce a new venture, celebrate new premises, launch a new product or service, or to communicate information.

Another reason would be to celebrate with the Chamber 150 years of business in Otago.

These functions are run regionally and not limited to the Dunedin City environs and are generally run on the last Thursday of each month.

If you would like to express your interest in hosting a BA5 or indeed any other function in partnership with the Chamber please call Linda on 03 479 0181 or email events@otagochamber.co.nz.

CHAMBER PROVIDES GOVERNMENT SUBSIDISED TRAINING

Many of our members will know of and will have participated over the past 9 years in training workshops run by the Chamber in partnership with New Zealand Trade and Enterprise (NZTE). These training workshops and programmes were known as "enterprise training".

Towards the end of 2010, NZTE developed a new programme which will be known as the Regional Partnership Network (RPN) which will continue to improve the management capabilities and performance of small to medium sized enterprises (SMEs). We gave you the background to this programme in our December 2010 newsletter.

The Chamber is pleased to have become an approved provider of training in the Otago region under this new Partnership Network and is ready to assist you with your training needs. We currently boast a training portfolio of over 170 different course titles but can also put together training courses and programmes that fit your individual requirements.

In conjunction with the RPN we can also offer the following for your business:

- A fully funded assessment of your training needs
- Capability Development vouchers which we can issue to qualifying

businesses once an assessment is done for you. These vouchers allow you access to a partial subsidy of up to 50% on any approved training workshop, course and/or coaching offered by a training organisation of your choice.

- A suite of approved workshops and programme options
- Access to the FRST Tech NZ programme which can assist companies with early stage research and development projects.

So call our training team first to discuss your training needs and options on 03 479 0181 or email us at training@otagochamber.co.nz

To see what we have scheduled already for 2011, visit our website www.otagochamber.co.nz

Regional Business
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New Zealand
TRADE & ENTERPRISE

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Investing in Innovation
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LEADERSHIP ACADEMY

Our second intake for our Leadership Academy is due to close soon.

The Academy is aimed at people in the early stages of their career who have some leadership experience and who have the potential for holding senior positions or governance roles.

The programme involves eight formal sessions that run over a four to six month period. It also includes attendance at some out of hours networking functions for the participants with presenters, mentors and employers.

Call Paul Allen now on 03 479 0181 for more information and to apply.



FEATURED CHAMBER ACTIVITIES FOR FEBRUARY

For a full list of Chamber activities visit our website
www.otagochamber.co.nz

DUNEDIN

11 February	Event	Annual Chamber Golf Tournament
24 February	Event	BA5 with the Emerson Brewing Company Ltd
24 February	Training	Xcellerate - Diploma of Human Resources Management

NORTH OTAGO

15 February	Event	Join the North Otago Branch Committee at "the Loan and Merc" for a "beer and a yarn"
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CENTRAL OTAGO

17 February	Training	Successful funding applications and sponsorships for not for profit organisations
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SOUTH OTAGO

17 February	Training	Strategic Planning - the basics for not for profit organisations
23 February	Training	Treasurer roles, risks and responsibilities

FEATURED CHAMBER MEMBERSHIP BENEFIT



Switch your business to Mercury Energy and get a \$100 credit

Mention you're an Otago Chamber of Commerce member when you choose Mercury Energy to power your business and you'll receive a \$100 credit. With this special deal available for our members until 30 June 2011, you'll also get:

- No energy price rises for two years*
- No estimated monthly bills#
- 10% discount when you pay on time.

Call Mercury's dedicated business team on 0800 20 18 20 and mention the "Otago Chamber" offer.

* When you sign a Fixed Energy Price Agreement, where the fixed price applies to Energy Charges only. Mercury Energy reserves the right to pass on changes in Other Charges (e.g. distribution and other lines company charges, and government imposed taxes, fees, and levies).

Provided Mercury Energy can access your meter(s).

MEMBER TO MEMBER BENEFITS

Take advantage of the national partnerships the Otago Chamber has with



Westpac OfficeMax®

For local benefits, contact the Otago Chamber if you would like to offer an exclusive discount to other chamber members or find out about the latest ones available to you.

O T A G O
CHAMBER OF COMMERCE
Business Vitality

Otago's BusinessHub

Look no further than the Otago Chamber of Commerce for all your business interests

Advocacy ✓
Networking ✓
Training and Development ✓
Business Information ✓

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ACKNOWLEDGEMENTS

Website hosted and supported by:

scottfarmer
INTERNET SOLUTIONS

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Website: www.scottfarmer.co.nz
Email: solution@scottfarmer.co.nz

Paper Supplied by



Designed and Printed
Dunedin Print Ltd
297 Vogel Street
Email: print@dunedinprint.co.nz

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