



EDITORIAL



Rural New Zealand is the cornerstone of this country's export economy yet is not fully supported by the infrastructure that is required to operate in this very connected world.

Farmers and those in rural communities require access to internet based tools to manage their businesses ranging from internet banking, accounting, supply chain resources and other essential communication services. There is an assumption from those providing services to the rural community that connectivity is the same as urban centres.

In discussion with various businesses and individuals across Otago a few issues have become apparent.

Availability: - Some industrial estates even a few hundred metres outside urban broadband areas are on waiting lists to get access to fixed line broadband. The issue is that exchanges built in the 1970's are not big enough to handle current connectivity expectations.

Usability: - The factors here are 1. speed, even if you do have access

RURAL BROADBAND - IS IT WORKING FOR YOU?

to some form of broadband the connection speed limits what activities can be done. Education and industry increasingly require access to resources such as video and other high graphic content information which require speed and large data capacity.

2. quality, in some areas and on some modems interference and distance from exchanges can cause issues with connectivity; even electric fences can cause interference and data dropouts.

Affordability: - Cost for rural broadband especially for satellite access can be extremely high for a limited speed/data cap service. There are a few Internet providers now starting to provide wireless services to the rural community but because of New Zealand's geography this can be still problematic.

The business community in New Zealand is increasingly being encouraged/forced into using online services ranging from government compliance processes to internet banking and connectivity with multinational head offices. All of these services assume that businesses have access to the internet but not just any basic access, most require quality high speed access and a large amount of data.

According to a Saïd Business School,

University of Oxford, paper (2010), New Zealand sits 24th equal behind countries like Spain, Portugal and Romania for broadband leadership with a ranking of application preparedness only just meeting the needs of today's applications. South Korea, Hong Kong and Japan lead the way where it comes to broadband infrastructure preparedness for future application requirements.

It is imperative that New Zealand improves the broadband capacity, quality and availability if we want to compete in a global, information rich economy. To encourage growth in the rural sector it must provide the same quality infrastructure that matches urban centres to avoid bottlenecks and lack of productivity due to infrastructure restraints.

How satisfied are you with your rural broadband connection? How important is it to your business? To find out the speed and quality of your connection you can use a service like www.speedtest.net to give you some indication of speed of connection including upload and download speeds and quality.

Contact Paul Allen at the Chamber to discuss your rural broadband issues and to share your speed test results.

WESTPAC INTERNATIONAL TRADER SERIES WITH THE HON TIM GROSER

A captive audience attended a presentation with the Hon Tim Groser, held at the Dunedin Club on 23 August.

Tim Groser is the Minister of Trade, the Minister responsible for International Climate Change Negotiations, and the Associate Minister of Foreign Affairs. He was elected to the New Zealand Parliament as a List MP in the 2005 General Election and again in 2008.

A recent compliment regarding the Minister, suggested that we should encourage him to stay out of New

Zealand and that we should revel in the fact that he will accrue the highest travel spend of any minister. Why, because we are in the fortunate position of having a Minister of Trade who understands the international trade agenda so well, having previously worked for the Ministry of Foreign Affairs and Trade as a trade negotiator, and someone who is hugely respected internationally for his knowledge and ability in these matters.

Jonathan Ling, CEO of Fletcher Challenge spoke to the New Zealand Chambers of Commerce conference last month and made comment that New Zealand has

become gun shy at internationalisation and that if we are to increase our GDP there are three ways to achieve this:

- Increase domestic revenue
- Export more goods and services, and
- Increase overseas direct investment.

The latter two of these form a major part of the brief for the Minister of Trade.

We would like to thank the Minister for speaking with the Chamber. We value the role he plays and the great work being undertaken in the international arena for the benefit of New Zealand.

OTHER VISITORS TO THE CHAMBER...

A presentation was made recently by Hon David Cunliffe, Labour's finance spokesperson who discussed Capital Gains Tax and the wider economic package policy.

The Chamber has invited Leaders from the current political parties to speak to members leading up to the election in November. The following Leaders are still to meet with Chamber members as part of our 2011 Political Leader series:

- | | | |
|----------------|---------------|-----------------|
| - Labour Party | Hon Phil Goff | 12 October 2011 |
| - Act Party | Dr Don Bash | 19 October 2011 |

Along with this Political Leaders Series, the Chamber will be coordinating in conjunction with the Star Community Newspaper a forum for the local declared candidates to speak to members and the public. This is to be held at the Dunedin Public Art Gallery on Monday 7 November 2011. Call us for more details on 03 479 0181.

ARE YOU SEEKING STAFF?

We can help you with these programmes on offer from the Chamber.

Call our team on 03 479 0181 or visit www.otagochamber.co.nz



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The Chamber in partnership with QuaySkills is delighted to offer you computer software training.

We have half day, full day courses and personal tuition available in:

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QuaySkills courses are presented by a certified tutor with a maximum of eight participants, which means that you receive one on one attention from a fully qualified trainer.

The courses are available from an introductory to an advanced level which means that you can choose the right one to increase your current skills.

Call the training team about your computer training needs on 03 479 0181 or email training@otagochamber.co.nz. We look forward to working with you.

OTHER TRAINING AND DEVELOPMENT FOR YOU IN SEPTEMBER INCLUDES:

13 SEPTEMBER 2011

- Accounting for non accountants

14 SEPTEMBER 2011

- Social media marketing for your business

14 SEPTEMBER 2011

- Write for more business success

15 SEPTEMBER 2011

- Be a better PA or senior secretary
- Project management and planning

28 SEPTEMBER 2011

- Letter and report writing - including emails, memos and faxes

28 SEPTEMBER 2011

- Advanced Customer Service Skills - Part 1

Many of our training and development workshops on offer are eligible for discounts of up to 50% through the Capability Development Voucher Scheme. Call us to see if you qualify on 03 479 0181.

MEMBERSHIP BENEFITS

Chamber member to member benefits are available to any member organisation and their staff. The current benefits are regularly updated on our website and available as a flyer to download and pin on your staff room wall so that everyone can share in the opportunities.

Here's an example of 6 of our current offerings:

BEACON FINANCIAL SERVICES (OTAGO) LTD

Free initial consultation and discounted fees

Contact: Hugh Anderson
Phone 03 477 9269
Email hugha2@gmail.com

CUSTOM SIGNS LTD

5% discount when goods paid for on completion.

Contact: Terry Soper
Phone: 03 467 7446
Email: customsigns@xtra.co.nz

MAGOO MUFFLER AND BRAKE LTD

20% discount on any exhaust parts fitted in Dunedin for chamber members

Contact: Malcolm Dore
Phone: 03 474 5111
Email: wharfst@magoomuffler.co.nz

PASTA D'ORO LTD

10% discount on products we manufacture. Fresh and dried pasta, frozen ravioli and sauces, heat and eat meals and pesto sauce.

Available from our factory shop: 616 Kaikorai Valley Road, Dunedin
Open Monday to Friday
Contact: Penny Dawson
Phone: 03 488 5371
Email: pasta@pastadoro.co.nz

SCOTT FARMER – INTERNET SOLUTIONS

Free initial consultation and 10% discount on website development services, design, database development, content management systems, SEO and e-commerce.

Contact: Scott Farmer
Phone: 03 742 1021
Email: solutions@scottfarmer.co.nz

WHY NOT HAIR AND BODY

10% discount off all Hair and Beauty services. Discount not available on retail items or in conjunction with any other special deals/offers.

Contact: Julie Addis
Phone: 03 477 6230
Email: whynohairandbody@xtra.co.nz

CHAMBER ACTIVITIES

To register for any of these activities call us on 03 479 0181 or 0800 42 49 68.
Email office@otagochamber.co.nz. Register online at www.otagochamber.co.nz and click on the calendar on the top right hand side.

13 September 2011 - Celebrate 150 Years of the Chamber



On 13 September 2011, the Chamber will celebrate 150 years with a birthday party. Mark your diary now and make sure you join us for this auspicious event. We have booked the historic Garrison Hall on Bell Hill for our function and will be inviting current members to join with past business people and organisations that have made a significant contribution to the growth and life of the Chamber.



Date: 13 September 2011.

Venue: Garrison Hall, Dowling Street, Dunedin

Time: 5.15pm

13 SEPTEMBER 2011

HOME AND BUSINESS WITH THE LAPTOP COMPANY

Time: 10:00am — 11:30am at the Chamber offices, 10 George Street, Dunedin
Discussion on a wide range of IT issues and lots of cool gadgets to interact with

29 SEPTEMBER 2011

BA5 WITH THE OTAGO POLYTECHNIC

Time: 5.15pm - 7.00pm, Harbour Terrace, Dunedin

REGIONAL ACTIVITIES

6 SEPTEMBER 2011 -

CLUTHA DISTRICT NETWORKING 'A BEER AND A YARN'

Time: 5:15pm — 7:00pm at the Captain's Bar and Cafe

7 SEPTEMBER 2011

CROMWELL BREAKFAST CLUB

Time: 7:30am at the Pisa Café, Golden Gate Lodge, Cromwell

21 SEPTEMBER 2011

CROMWELL BIZ @ 5.30

Time: 5:30pm at the Pisa Café, Golden Gate Lodge, Cromwell

23 SEPTEMBER 2011

THE OTAGO CHAMBER OF COMMERCE BLOSSOM FESTIVAL GOLF TOURNAMENT

Tee off at the Alexandra Golf Course at 12 noon

Enjoy Ambrose rules, shot gun start, prizes, on course refreshments. Non golf players welcome to join us at prize giving from 5pm on at the Alexandra Golf Course Clubhouse for networking and celebrations. A cash bar will operate from 5pm.

MEMBER TO MEMBER BENEFITS

Take advantage of the national partnerships the Chamber has with



Westpac OfficeMax®

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

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CHAMBER OF COMMERCE

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