

# Impact News

Regard us as an extension of your business...

**IMPACT**  
CONSULTING

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**Impact Consulting works towards adding value to New Zealand...**

*Businesses, Sporting Organizations, Industries, Regions and Individuals;  
through partnership and the development of innovative concepts.*

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## Get on your bike... Waitaki District Physical Activity Strategy Underway

With the recent completion of the Central Otago Physical Activity Strategy (not yet available to the public), the Impact Consulting Team is now focused on a new project in association with the Waitaki District Council.

The Physical Activity Strategy and Implementation Plans are working documents, aimed at developing recommendations to "maximise the uptake" and participation in physical activity for people in the respective regions.

This means all people, not just those inclined toward sport. Staying fit, active and healthy may be as simple as going for regular walks. SPARC recommends at least 15 min of vigorous activity (makes you "huff and puff") or 30 minutes of moderate activity (slight but noticeable increase in heart rate and breathing) at least 5 days per week as a minimum.

As with many of our projects, a key component of these plans is community consultation and input. For all those who have contributed, your thoughts and comments are much appreciated.



(Image by Kevin Tyree APSNZ)

## Customer Satisfaction... it counts!

**Customer Satisfaction Surveys – we do them but we don't...**

Over past years many small businesses have wisely introduced customer satisfaction surveys into their operations. Most customers are happy to complete them, as they understand that the information you are trying to gather will improve both your service or product and their experience.

Recently we have noticed, and have had our thoughts confirmed from other sources, that many businesses are obtaining information but not adequately analysing it – or in some cases, not analysing it at all.

If you only glance at responses or only address problems and negative comments, you often do not gain the full picture and are missing the opportunity to fully utilise the information available. Some simple modifications to questions and recording methods can enable you to:

- Keep a clear record of client numbers
- Improve Business Performance

- Identify common problems
- Monitor trends and market segments

Obtaining clear statistics and feedback will allow more informed decision making and improve your ability to both identify what is currently done well and areas for improvement.

At the end of the day this type of research is about improving service for your customers and the bottom line for your business.

When well implemented, customer satisfaction surveys are a valuable tool. Impact Consulting are experienced in this area and have seen the benefits to many of our existing clients. We are able to assist in the development, implementation or modification of surveys, or simply help in the set up of analysis for existing information. Please feel free to contact us.

## Did you know?

1. Latest figures show Japanese tourism market declining
2. Australian arrivals were up for August 2006
3. SPARC's investment in the 17 Regional Sports Trusts has increased by \$6.46 million since 2004
4. Farmers markets may be set to become more common in the South. Venture Southland is to host a 'getting started' workshop on 11th Oct
5. Construction of Queenstown's new \$17.8M Aquatic centre scheduled to begin in Oct.

## The Cruise Ship Market

### Positive outlook for the 2006-07 season

The cruise ship market is becoming an increasing revenue earner for New Zealand tourism. With direct spending in the 2005-06 year estimated at over \$136.9m (\$13.1m in Otago), the economic benefits are not going unnoticed.

At present, Dunedin already has 71 scheduled visits for the coming season (October 2006 to May 2007), up 27 on the previous season. For a detailed schedule visit [www.portotago.co.nz](http://www.portotago.co.nz)

## Tourism Projections Show Growth



Recent publications by both Westpac Bank and Tourism New Zealand indicate tourist numbers to our shores are expected to continue to grow over the next few years.

The Tourism Research Council predicts that by 2010, New Zealand will be drawing over 3 million international visitors per year (2.5m in 2005).

Despite a decrease in the amount of publicity generated indirectly through the film industry, Tourism New Zealand's marketing campaigns and 100% Pure NZ promotions are still drawing visitors.

Look out for an update on key factors in our next newsletter.

## Athlete Support - Helping Kiwi athletes make it on the world stage!

Impact Consulting is currently providing support services to three of New Zealand's top up-and-coming athletes. Our aim is to build a support team for these athletes, assist them in gaining sponsorship and the financial support they need to achieve their objectives. This presents a significant opportunity for your company to utilise the positive attributes, both of these athletes and their respective sports in your marketing and promotional activities.

Brief profiles of these promising athletes are included below. Please contact Joshua Bruce, [josh.bruce@impactconsulting.co.nz](mailto:josh.bruce@impactconsulting.co.nz), or (03) 477 8779 if you are interested in developing a sponsorship relationship or assisting them in any way.

### Nathan Seddon

NZ Representative Sprint Cyclist

Nathan is a dedicated cyclist with an impressive track record. He is the current New Zealand National champion in the 'Kerin' sprint event and was a member of the Sprint Team who placed fourth in the Melbourne Commonwealth Games.

Nathan is currently focussed on his build up to the cycling World Cup qualifying events and has Beijing 2008 Olympics firmly in his sights for the long-term.



© ASI/University of Otago

### Michelle Greig

NZ National Ski Team

Michelle Greig is currently one of New Zealand's top up-and-coming Female skiers.

At the age of 17, she has already won the Australia New Zealand Cup (ANC) once, has been a member of the National Development Squad for two years and this year made both NZ National Team and the discretionary qualifications to compete in Super-G at the 2006 winter Olympics in Torino, Italy.



### Andrew Greig

NZ National Development Team

Andrew Greig is an experienced skier, having been skiing since he was 3 years of age and competing internationally since 2002.

Andrew is currently a member of the New Zealand Development Squad, and with the 2010 Vancouver Olympics in sight, is pushing his way up the very competitive ranks of ski racing.



## Project Success - Nelson Hockey has positive first season on new turf

Those of you that regularly read this Impact Consulting newsletter will know that we have been working very closely with the Nelson Hockey Association, since 2003, on the development of a new all weather hockey surface.

We have assisted them with the feasibility stage, council negotiations, fundraising, development planning and finally project management.

On the 8<sup>th</sup> April, the turf was officially opened by mayors from both the districts bordered by the turf. Now, five months on, and a positive first season on the new turf under their belt, the association is looking towards development of the proposed onsite pavilion which is likely to be shared with other codes.

Impact Consulting is extremely proud of its involvement in this project and delighted for those from the Association that have spent so much time and energy in seeing this turf to completion.

Feasibility study ✓ Fundraising Assistance ✓ Project Management ✓

Before



After



## Nelson City Council Wise In Looking Forward

With various sporting developments happening in the Nelson region and strong growth in several sports codes in the Nelson Region, the Nelson City Council has been looking ahead and planning for the future.

Taking a pre-emptive rather than reactionary approach, the Nelson City Council has contracted Impact Consulting to undertake a feasibility study into potential future developments for the Greenmeadows recreation area, Stoke, Nelson. The feasibility study will incorporate:

- Community consultation
- Stakeholder review, analysis, focus groups and future requirement identification
- Land, site and building utilization review, including infrastructure assessment
- Development options, budgets and conceptual designs
- Financial modeling, cash-flow considerations and funding assessment
- Timelines and recommendations

This project will support both the Council and the major stakeholders (Stoke Tennis, Cricket and Rugby Clubs) in making an informed decision on the future direction for the area.



“ ... a  
pre-emptive  
rather than  
reactionary  
approach...”

Explore | Discover | Investigate | Analyse | Optimise | Implement

Seeking better solutions, providing assistance, and achieving objectives.

Tools, insight, experience, enthusiasm

... just some of our services - Impact Consulting

## Thought to Ponder:

**Fresh ideas, fresh thinking... get a fresh perspective**

*If you keep swimming in the same direction and doing what you have always done, you will more than likely get the same result you have always got. To change the outcome you often need to change the input.*



## Welcome to Josh

Joshua Bruce joined the Impact Consulting team in a full time Consultant and Project Development role earlier this year. Josh is a recent honours graduate of the University of Otago, in Design and Business innovation. With a broad skill base, he will be involved in a number of projects and has fitted in well as part of the consulting team.

## Contact & postal details

### CONTACT DETAILS

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## Client News in Brief

### The Success Partnership

The 'Success Partnership' is an organisation committed to providing high quality Professional Development, Training and Coaching.

Founder and professionally trained educator, Therese Hoyle is holding a workshop in Queenstown on the 2<sup>nd</sup> of December 2006. If you are keen to: reassess what is important in life; develop goals, and strategies to achieve them; build more passion or purpose in your life; or simply want to reach your full potential, then this may be for you.

www.successpartnership.co.nz



Left: Therese Hoyle

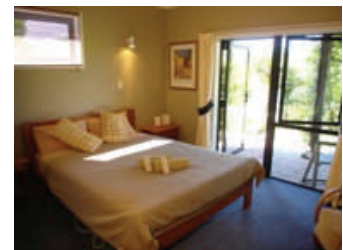
### 'Park Lane' Luxury Queenstown, NZ

'Park Lane' is a Luxury B&B right on the Wakatipu Lake front, Queenstown. Previously run almost exclusively for private reservations and groups (formally 'Rox B&B'), Park Lane is now open for bookings.

Built around one of Queenstown's original homes, this modern accommodation unit boasts double rooms with either ensuite or private bathrooms, a honeymoon suite, a two bedroom private apartment and one of the best locations in town.

- Quiet location right on lake front
- 10 min walk to town
- Exclusive group bookings available

Enquiries : info@parklanequeenstown.co.nz



### What's coming up:

- ⇒ Queenstown Jazz Festival  
14 Oct 2006 - 23 Oct 2006
- ⇒ Nelson Arts Festival  
13 - 23 Oct 2006
- ⇒ Dunedin Railway Centenary Celebrations  
21 - 23 Oct 2006
- ⇒ Southern Traverse Race  
4 - 5 Nov 2006
- ⇒ Cycling Tour of Southland  
6 - 11 Nov 2006
- ⇒ Melbourne Cup Race Day  
7 Nov 2006

Got something you would like to be included in our newsletter?  
Please feel free to contact us.

## Queenstown, Informal Visitor Survey

On a recent Queenstown visit, one of our consultants took some time out to talk to tourists about their holidays and informally survey a few aspects of their trips. Below are some of the points of interest.

- There is an increasing trend in people booking longer trips (up to a month). Shorter trips are being booked over the internet. - *Australian Travel agent on holiday in NZ*
- The majority of FIT's (free independent travellers) book accommodation before arriving in Queenstown and booked activities on the day.
- The highlight of travellers trips was predominantly activities and scenery. Tourists felt that they were "spoilt for choice" in terms of activities, thought both Queenstown and New Zealand were very tourist friendly destinations, and loved the landscape, scenery and snow.
- Homestay is a foreign concept to most UK visitors. They are unsure of the etiquette and rules and this can make them slightly uncomfortable.
- The perception of the word 'Lodge' has connotations of luxury for UK visitors. This expectation is not always met..

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