

Mike McDonald

2006 Ernst and Young – ‘Young Entrepreneur of the year’

- Born in Te Anau – New Zealand
- Last formal education: 6th form – no University education
- Completed a five year apprenticeship with Ansett NZ
- Gained a Diploma in Aeronautical Engineering
- Formed MACTEC Aerospace International in 2000 with Father Ken McDonald and took the position of CEO. This company is now in receivership.
- Currently CEO of AGM AEROPTY Limited

Business Background

Mike and his father started out in business the only way Kiwi blokes know how; by working out of their garden shed after knocking down the family orchard. Mike used his aeronautical engineering experience to design and construct aviation support services such as effluent disposal system. The pair took out a \$5000 dollar loan and formed Mactec Aerospace international 2000 which managed to grow from 2 to 80 staff over a short period.

Mactec moved their manufacturing plants to Indonesia and Australia because of high production costs in New Zealand. Mactec ran into trouble with growth spiraling out of control. With a lack of cash reserves Mactec was unable to purchase raw materials and therefore fulfill orders. Mactec went into receivership in early 2007.

Mike learnt many lessons from the failure of Mactec. He realized that his company didn't think globally enough and relied too much on the APEC markets. In March 2007 he got back on the horse and formed a partnership with American Global Manufacturing.

Following this a sub company called AGM AEROPTY Limited was formed in partnership with Caterpillar to provide high-end aviation support services all round the globe. The thing that makes his new company different is that their products are constructed completely with Caterpillar parts. The company is able to provide quality aftermarket support because Caterpillar is such a large company with parts readily available in almost every city in the world.

Mike on APEC

Mike's Business experience has mainly been in the Asia Pacific region, revealing APEC as a highly relevant and influential co-operation that has had a significant role in his companies day-to-day operations. In regards to future business endeavours he hopes his recent collaboration with the Caterpillar Company will ensure a further reach to those global markets not included in the Asia-Pacific region.

Memorable Quotes

- Back yourself, tell yourself you can do it!
- Think global – New Zealanders don't think big enough!
- Cash is King! Protect the pennies and the dollars will take care of themselves!
- Innovation – Kiwis are really good at it
- Your biggest failure in business is not getting back on your feet and trying again
- Talk to people not by email

**His Excellency John Dauth
Australian High Commissioner to New Zealand**

John Dauth has been the Australian High Commissioner to New Zealand since the date of his appointment on the 24th January 2006. He also holds a joint appointment to the Cook Islands. The post is only the latest episode of an illustrious diplomatic career spanning almost four decades to date.

Mr Dauth has previously held a great number of positions all over the world, including the post of Australian ambassador to the United Nations in New York, the High Commissioner to Malaysia, the First Secretary of the Australian embassy in Islamabad, Turkey among many others.

He was also present at the very first APEC meeting in Canberra in 1989, and thus has seen this great forum from conception. However, the subject of this experienced diplomat's address to us young Voices participants was not one of high politics or the intricacies of global power broking, but that of how all these talks and conferences and meetings affect the everyday Australian or New Zealander. In his words, 'Where's the beef?'

The beef, we were to be told was not in some high and mighty place that we have to climb up to, but right in the nuts and bolts of business. Of the minutes wasted in customs, the money spent on complying with long meaningless regulations and the barriers to e-commerce and mobility that businesses face everyday in trading across borders.

Mr Dauth also shared with us his vision of the future of the region, and his views of the agenda in the up-coming APEC meeting in Sydney. While the extremely optimistic view of an APEC-wide free trade agreement in the Asia-Pacific is not very likely at this point in time, great improvements can be made in terms of further reduction in trade tariffs further below the current average of five percent, a reduction in compliance cost for business, and, a oft-overlooked but nevertheless crucial point, the reduction of barriers to capital flow between countries, so the foreign direct investments can play a bigger part in the development of the APEC economies.

It was a great opportunity for us to hear Mr Dauth's experience and his visions of the future of APEC and trade in the region.

Prepared by Jia Du and Jacob and Sheehan

**Professor Pat Walsh
Vice-Chancellor
Victoria University of Wellington**

Personal history/achievements:

- Completed a BA and MA at the University of Canterbury
- Completed a PhD in Political Science at the University of Minnesota
- Appointed Head of School of Business and Public Management at Victoria University (now Victoria Management School) in 1997
- Currently Vice-Chancellor at Victoria University

Summary

Internationalisation of education

Education is an essential means of increasing productivity and hence economic growth. Professor Walsh believes that if APEC is to facilitate growth it should focus on the establishment of an outstanding education system between APEC economies. Professor Walsh complemented how APEC has long acknowledged the importance of education. It began initiatives to increase investment in education by member economies in 1993.

As the world becomes increasingly globalised education is following suit. Professor Walsh explained that increasing numbers of students are choosing to study overseas. Victoria University of Wellington for example has experienced a five fold increase in the number of international students enrolled between 1997 and 2007. Victoria University is also increasing its ties to foreign universities in nations like Vietnam, to increase the opportunity for students to complete part of their qualifications abroad Professor Walsh strongly supported this trend. He explained the benefits that forming friendships abroad and moving outside ones comfort zone can have, based upon his own experiences of studying overseas at the University of Minnesota.

Climate change

Victoria University is actively engaged in studying the effects of climate change through its Antarctica Research Programme. Professor Walsh explained that he believes climate change will have an enormous effect upon the world, though not only in a physical sense. He described additional projects underway at Victoria University to study climate changes social and political effects as well.

Financing education

Professor Walsh explained some of the challenges facing tertiary institutions in securing funding. Institutions like Victoria must seek alternative sources of income to government funding at a time when productivity growth is a topical issue.

Student thoughts

Professor Walsh's experience and knowledge regarding and enthusiasm for international education made him an extremely informative and engaging speaker.

Contributed by:

Alex Gordon and Scott Thompson

Liz Ward
Managing Director, Centreport

In Ms Ward's speech, we learnt many things about Centreport and how it runs, but also some valuable life lessons that we are able to take away with us. Her speech was captivating, insightful and well worth the time.

Centreport is owned by Wellington and Manawatu communities, something that Ms Ward sees as a challenge for Centreport. This is because the company feels obliged to continue its operations in Wellington, even though it may not be the best economic decision. In recent years, due to security access restrictions to the Port, Ms Ward feels that Wellingtonians have become disconnected from the port and waterside, but hopes that the approaching Harbour Quays development, which converts surplus port land into office and living spaces, will remedy that.

The greatest changes Ms Ward has seen in her time as Managing Director are the increased security of ports following international terrorist attacks, the ever increasing size of shipping containers and the ships which carry them, and the increasing reliance on computers to organise the logistics of loading the thousands of TEU that pass through each year.

Ms Ward sees the future of Centreport as being part of a number of 'spoke' ports throughout New Zealand which link with one central 'hub' port, possibly the Port of Auckland. She also raised the idea that if Wellington was able to be dredged, it could possibly be in contention as a 'hub' port. Further possible improvements include the creation of a land port, where goods could be organised on land rather than using dock space, and creating a single, direct link with the port.

She talked of the large community role that centre port plays in Wellington region. Being a labour employer, Centreport offers the region potential economic growth through employment. It also puts more revenue into the hands of New Zealand businesses with capital spending and by offering exporters access to work markets. They also give dividend contribution to rate payers, which subsequently reduce the amount of rates the people in the area have to pay, reducing their financial burden, while improving Centreport's image as a community provider.

Sustainability was one of the major issues that were addressed. Ms Ward is addressing this idea with Centreport through such things as the establishment of shipping economies, to reduce uneconomic freights, and reducing the time it takes for a ship to unload at port. The reason for this is to ensure that Centreport is able to sustain its competitive edge and potentially realize its potential to become an even larger port and potentially a 'hub'.

Ms Ward also gave some important lessons that should be adopted by business leaders and students such as us. Her words were, 'think about today, but also think about the next day and the future'. This was to promote the concept of planning ahead and sustainability for the future. Her other wise words were 'treat people how you wish to be treated,' highlighting the common idea that business is about people, and therefore they should be treated with utmost respect to get the most out of them for themselves, and the business.

By Daniel Steele and Jack Montgomerie

Ms Jane Diplock
CEO/Chairperson of the New Zealand Securities Commission

Background and Qualifications

- BA (Hons), LLB, Diploma in Education from Sydney University
- Diploma in International Law from ANU
- Barrister and Solicitor of the ACT Supreme Court, High Court of Australia
- Barrister of New South Wales Supreme Court
- Chairman of Executive Committee of IOSCO (International Organisation of Securities Commissions)
- Deputy Chair of the Asia-Pacific Regional Committee of Security Commissions

Role of the Securities Commission

Ms Jane Diplock currently holds two major positions in the securities industry. She is the Chairman/CEO of the NZ Securities Commission (NZSC) and the Chairman of the International Organisation of Securities Commissions (the first woman to be elected to this position), both of these jobs are in their second term. The NZSC aims to ensure a fair market for the trading of securities (locally and internationally), which include shares, bonds, some insurances and other investments offered to the public.

Ms Diplock's views on modern business

Ms. Diplock discussed how it was 'critically important' for New Zealand to have a 'world-class regulatory framework' that is properly enforced. She told us how she felt having such an infrastructure could attract capital to our productive businesses, which, as a result, would encourage the growth of our economy.

Ms. Diplock also felt it was important for people who are part of the business community to have fun (Jane has some clout in this area – the NZSC was named the Best Small Place to Work in New Zealand in 2007). Ethics, self confidence and a balance between work, family and relationship needs are all imperative; Jane explained that it was an employer's obligation to provide their employees with the tools to ensure they attained that balance (such as flexible work hours, accommodation of family-work relationship etc) as they guaranteed that people remained happy, making sure they are more productive – 'this is all important to the holistic person'.

Past and Future goals

Over a diverse span of work areas in her career, Ms Diplock shared that one of her past major goals was to head up an organisation, but she never imagined she would actually achieve such a high and global position as chairing IOSCO, an amazing privilege and huge learning experience.

One of her current future goals is to build a portfolio of interests, in all the areas she has been in and is heading into. She would love to do work in the international scene, also in the cartable sector – by being on the board of profit organisations, as a way to give back to the community of international scene, also in the cartable sector – by being on the board of profit organisations, as a way to give back to the community. Jane also mentioned that she wouldn't mind teaching, perhaps in tertiary levels, to share her understanding of international security frameworks and where is heading.

Quotes inspirations and tips

Inspiration....

For young people entering today's business world Jane advises to keep your options open for your dreams career and to gain skills and experience by constantly challenging

yourself. Continued learning and up-skilling yourself will result in a broader range of opportunities.

Quotes

- 'Happy relationship is an enormous core of strength' therefore 'take risks because there is a central part inside you that you know is safe and secure'
- 'Quantum Potero – to do as much as I am able to.' From public school motto in Australia from the latten
- 'It's not all about making money its about making a difference'
- 'Opportunities come via people and people are the secret to everyone else's success. Nurturing your relationships with people are the secrets to success. You must build trust with other people but most importantly you must trust yourself.'

Students summary of the interview

Our group was impressed by Jane's life experiences and her major achievement of becoming the first women in this chair position. She was enthusiastic and highly knowledgeable in her field of expertise we gained a lot form what she had to say. One member in our group felt strongly about many of the issues that Jane raised in regards to women in the business world and took from this opportunity something to aspire to.

Compiled by Bianca Symes, Kawiti Waetford, Alex Jebson and Adam Goodall.

David Prentice

General Manager of Business Development for Opus International Consultants

Born in Scotland, David Prentice went on to complete a Civil Engineering degree at Edinburgh University, and soon after PHD in this field. He started his career as a forensic engineer but gave up this much loved job when offered a position to work in New Zealand for Opus International Consultants in 1997. At Opus, David is responsible for client management, marketing, business development and forming strategies. His role is relationship based and he provides support to the operational general managers.

Opus is a firm that provides consultancy in engineering, architecture, planning and property management. They have 58 offices in New Zealand, UK, Canada and Australia all based on a 'local office' idea. These locally focused offices have a competitive advantage over firms with large impersonal offices. Opus does a lot of work through local authorities and aims to enhance customer relationships through meeting face to face with their clients.

The most important aspect of current APEC discussions that will affect Opus is the importance of being environmentally sustainable. The designs they provide and the work they do for people affect the environment dramatically. Things such as the design of smart, green buildings and compliance to the ISO14001 are commitments for Opus. APEC also indirectly affects Opus through disaster management and energy security.

Opus's current growth strategy is to expand in the four main countries they are currently set up in. their strategic plan is to double their current size of 2000 employees by 2011. Opus's main growth strategy is to acquire similar firms in the consultancy industry. To put this in perspective with their current attrition rate of 15% they would have to hire 300 people per year to be stable, let alone expand. This is why buying other firms is so important to be able to expand the company.

David was a very approachable, knowledgeable guy, light hearted and a down to earth family man. He taught us to 'do what you want', 'do your math' and if you forget your guests name, don't bother to give a presentation about them, 'one sentence that's all you had to remember'.....

By Ruth Pinkerton, Eshani Prasad, Daniel Steele and Mitch Edwards.

James McVitty **Trade Strategist, Fonterra**

The person

The eldest of five as well as growing up in Manawatu on a dairy farm with around 4000 cows. Jame's life seems to surround his chosen career path. From a young age. James was interested in the entire milk production cycle, and this passion for the agriculture sector has taken him into the position he is today. Studying at Palmerston North Boys achieving high academic success, and then eventually moving on to Massey in 1997. Jame's studies have varied into such fields as Science (Chemistry), Commerce (Economics), and in 2000 gained degrees in both of these fields. Although very accomplished, his studies and hard work took him to new heights when he gained the prestigious Commonwealth Scholarship and completed a Masters in International Trade and Economic Development at Reading University. In 2002 he undertook a position in Fonterra in the procurement team sourcing packing, where hard work, and natural leadership and management skills has seen him be given opportunities within the company, where he is now the Trade Strategist.

Position and Role

Fonterra's export destinations include USA, China, Australia, and Fonterra is currently investing in their relationship with Japan. Fonterra's main area of growth is to be Asia, specifically China and Japan. Japan is a main area of focus for Fonterra, with current tariffs (for example on butter) exceeding 500%. Leading the growth in demand for Dairy, Asia has exceptional growth potential; to cultivate this demand, Fonterra has over 500 bone scanning devices in supermarkets.

The role of 'Trade Strategist' is extremely hard to define as a position as it is not only extremely broad in terms of job description, but really there are no set roles as his job entails all types of research and management, not only in New Zealand, but on a global description. However, the five main areas of his job include:

- Advancing trade policy agreements
- Assessing diversifying and creating new trade opportunities in other global markets (especially in the APEC region)
- Defend and protect vested interests in current traded markets
- Liaising with the Government (through the Ministry of Foreign Affairs and Agriculture) in terms on Government's direction into the future of trade
- Creating a more favourable business environment for the future direction of Fonterra

Views on APEC

'I believed that APEC has great potential' was a point that James was quite passionate about. He really felt that forums such as APEC whereby the economies of the world try to achieve not only free trade, but better regulatory cohesion were of great benefit not only to Fonterra, but to all economies that are privy to such multi-lateral, regional economic development.

What was most interesting about James was the markedly different viewpoint that he takes in relation to the impact that APEC has had on Fonterra. He believes that although the agenda and vision that APEC has for regional development parallels that of Fonterra's goals into the future, active change is a major issue as the real value of APEC in terms of streamlining regional business and truly creating a regional preferential trading agreement has not yet been realised. It is this real lack of quantified success, especially in terms of agriculture where barriers to trade within many APEC countries is

still quite high, is something that needs to be addressed into the future to ensure that real progress is made in what is the most unique forum.

Quotes and tips

- 'If all else fails I could always head home and help dad milk the 4000 cows'
- 'Where New Zealand's competitive advantage lies we face the highest tariffs'
- 'Never underestimate your abilities'
- 'New Zealand doesn't have many horses to trade in this world'
- 'change takes a long time, you won't get the green light overnight'

Student thoughts

James was extremely approachable and very willing to discuss not only his views on APEC, but his vast range of knowledge in all areas of business, this not only made him much more interesting as a business person, but more as a person. This also allowed for a more discussion based, rather than question based style of interview, which was not only more enjoyable, but more connectable on a more personal level. James in-depth understanding of Fonterra's trade goals and needs was also interesting because learning more about the views of business and the future of trade was interesting as it was completely different from anything offered. His natural confidence and friendliness was a very enjoyable surprise as it showed just how genuine New Zealand business leaders really are.

Compiled by Rhys Mcliwaine, Rebecca Oliver, Frances Haycock, Andre Vandendungen, Mark Ryan

Phillip Meyer

Synopsis

DOB: 1st August 1950
Education: State High School
First job: Bank Teller
Occupations: Investor, Manager, Financier, Banker, Company director

Current business interests

Regulatory/mentoring roles:

- Chairman of Australian Financial Services Group
- Director of the NZ Institute of Management
- Board members of NZ Institute of NZ
- Board member of Enterprise New Zealand Trust
- Member of the Disciplinary Tribunal of the Institute of Chartered Accountants of NZ
- Member of the NZX Disciplinary Tribunal

Charitable/community roles:

- Member of the Development Council of the Heart Research Institute (Australia)
- Director of Wellington Zoo Trust
- Board member of the Wellington Regional Orchestra Foundation Inc
- Member of the Executive Business Council of the New South Wales Cancer Society

Commercial roles:

- Board members of Southern Cross Health Career Services director of Kordia Technologies Limited

Life Philosophies

'I am one of those people who is never satisfied with what I am doing. I always have to do something more.' This quote explains Mr. Meyer's diverse range of careers and current business interests. He has held such jobs as a bank teller, debt collector, property investor, and project manager. This philosophy has driven him to achieve his potential in a wide variety of fields. He acknowledged that the role of director gave him the power to improve the quality of governance across a range of businesses by doing the right thing.

'The key to success is looking over the horizon to discover new risks.'

In the 70s, while Mr. Meyer was in his early twenties, double-digit inflation was sending house prices through the roof under the Whitlam government. Mr Meyer noticed his savings were \$4,000 were quickly being whittled away. He borrowed \$17,000 from the bank and bought a house. Three years later he sold his house for \$80,000. Mr. Meyer's willingness to take risk enabled him to earn a 1500% profit in only three years.

'Think about what would look like through the other person's lens. It's all about the information advantage.'

Mr. Meyer illustrated this principle with an anecdote from his debt collecting days. He recounted how he would pretend to have a court summons to 'encourage' late payers to hand over their debt payment. His message was that in negotiations, by seeing things from the other people's perspectives, you find yourself in a more powerful position than you realised. If you can identify a knowledge advantage you should exploit.

'A decision to hold is a decision to buy.'

This quote concerns stock portfolios. Mr. Meyer advised us that with a portfolio one should continually reconsider whether to hold or to sell a stock. He told us about his investment decisions in 1986 when he considered his entire portfolio of shares to be overvalued. He sold every single share he owned just in time for the 1987 share market crash.

'Never ever ever give up'

Mr Meyer had a dream of bringing the Olympic Games to his home city of Sydney. This was seen as unrealistic by his peers. Adelaide and Melbourne had already had Olympic bids turned down and this contributed to the lack of support for a Sydney bid. Mr. Meyer however, knew that it was possible and worked hard on a bid. Having won the bid, he also worked hard to ensure that excess profit from the games was not sent back to the Olympic Committee in Switzerland. He collaborated in achieving this by setting up two different companies for the games, one that constructed venues and one that rented them for the games. Rent was increased if profits were high and this was then fed to the government rather than to the Olympic Committee. This story portrays his 'never give up' philosophy.

Written by Nicholas Gavey, Alice Osman, Sam French, and Alex Gordon.

Rupert Holborow

RUPERT Holborow is a Diplomat employed by the Ministry of Foreign Affairs and Trade in New Zealand

Past

- He was posted (by the Ministry of Foreign Affairs and Trade) in Canberra as a Diplomat from 1986-1989
- He was posted in Indonesia from 1994-1997 as Deputy Ambassador
- He was the Deputy High Commissioner in Canberra from 2000-2003

Ministry of Foreign Affairs and Trade

The Ministry of Foreign Affairs and Trade posts New Zealand officials around the globe to analyse the social, economic and political environment and to report back to New Zealand. These people are essentially the 'ears and eyes' overseas for the New Zealand Government. As well as reporting back any relevant information about surrounding countries, they also act as a vehicle to 'protect and prosecute New Zealand's interests.' He also said that one of his/their roles uses to put forward the views of the current NZ Government to the overseas government where they are posted.

Rupert Holborow's current responsibility within the Ministry is as New Zealand's Senior Official for APEC.

There are 21 Senior Officials representing the 21 APEC economies and they are responsible for developing key issues which are likely to go forward for discussion by ministers and leaders at the APEC summit. There are about fifty working groups each year in the APEC host economy (such as customs, immigration groups, counter-terrorism) and they report to these senior officials. The officials give these groups instruction and direction and are available to make decisions if the groups cannot resolve issues. Rupert Holborow will be spending considerable time in Vietnam this year, as this job requires frequent travel to the host country.
(But Vietnam is NOT the host this year)

Background on APEC

APEC is comprised of 21 economies (not countries). These 21 economies total some 60% of the global economy, and half of the entire world's trade. APEC contains large important countries such as the US, China, Russia, and Japan. APEC has had a moratorium on any new members joining since 1997, although this is now up for discussion.

Since APEC is comprised of economies and not countries, it focuses on trade and economic issues, and not issues which relate to national sovereignty. APEC is different from organisations such as the UN and the WTO in that it operates by consensus and cannot pass any mandatory decisions. The collaboration focus of APEC is necessary because of the very diverse nature of its member countries.

Main issues confronting APEC

- Climate changing – finding a balance between climate change and economic development
- DOHA world trade talks – attempt to resurrect a multi-lateral FTA's
- Promote greater economic integration within the region
- Reinvigorate the APEC agenda – look at trade barriers behind borders and increased integration between member states

- Counter terrorism – develop a trade recovery programme
- Stop deliberate contamination of the food chain
- Stop cyber-terrorism
- Look at admitting new members to APEC

The part APEC plays in the WTO

The World Trade Organisation (WTO) is essentially trying to create an easier and less costly trade environment in the world.

APEC is supporting that endeavor by encouraging free and open trade between economies in the Pacific Rim. This is a consideration effort towards achieving the WTO's goals because this area incorporate 21 economies, three of which are the world's largest and close to 50% of all world trade APEC then plays a crucial role in the World Trade Organisation.

Mr Holborow explained the relationship between APEC and the WTO like that of a soccer game. The World Trade Organisation is the referee trying to ensure the game is played fairly and well. APEC is a keen spectator offering support and guidance to the referee to help efforts to set fair and good rules.

Nicholas Gavey, 2007

Katrina Shanks

Biography:

Katrina grew up in the Dannevirke and Masterton region. Being educated at St Matthew's Collegiate then going on to study at Massey University. She then completed her ACA and Auditor qualifications, becoming an accountant for Newton Fund Management in the UK, then as a management account for Westpac Trust in New Zealand.

She gave up full-time employment to start a family. On the birth of her third child, she decided to commence her own practice as a self-employed accountant. She then decided to pursue politics, currently holding a position as an MP for the National Party.

Career profile:

- National Candidate for Ohariu-Belmont Electorate
- Associate Spokeswoman for Commerce and Economic Development
- Select Committee Representative for Social Services
- Qualified as a Chartered Accountant from Massey University

Issues:

Our group focused on four key areas: the environment, energy sources, education and the Kiwi Saver Superannuation scheme

Energy Sources:

During the interview, Katrina talked about the different options for New Zealand in regards to energy sources. She mentioned how there were many options New Zealand should consider such as wind turbines, solar panels, and using the sea tides to generate electricity. However, she noted that the lengthy and costly resource consent process would restrict the growth of the energy sector until this process was reformed. Katrina felt that change of resource consent legislation would be high on National agenda in the future.

Natural Environment:

Katrina raised some interesting points relating to the key theme of this year's 'voice conference'; sustaining our land and green environment. She emphasized the Governments need to 'lead by example.'

Sustaining New Zealand's unique environment was also seen as a key factor in attracting New Zealanders to return from their OE's, Katrina noting that returning citizens bring back a wealth of knowledge to aid in the development of our economy. In terms of adopting sustainable business practice Katrina saw the regulation of carbon criteria key to meeting Kyoto Protocol targets of 50% reduced emissions by 2050.

Education:

Being a member of the National party, Katrina Shanks is a firm believer that education is an integral part of any functional society. All students are aware of our Labour Government's policy to offer interest free loans to NZ residents, however we are equally aware of Nationals desire to review this policy. The topic of education raised some heated discussions during our interview with Katrina because it is something which has a huge impact on our lives. Despite the opposition in views, it was interesting to hear Katrina's perspective in regards to the abolishment of interest free student loans. She believes strongly that students should not be able to get a prestigious tertiary education with 'free' money. Therefore, she feels that introducing a programme where young New

Zealanders can both gain the essential numeracy and literacy requirements whilst training in a specialist trade would be hugely beneficial to New Zealand as an economy. However, there is currently a huge shortage of trades' people in New Zealand due to high start-up costs.

Kiwisaver:

Katrina implied that historically Kiwis have not been the best savers. She supports the Government backed Kiwisaver to a certain degree, so Kiwis have sufficient support in their retirement. Because Kiwi Saver is an optional scheme inequality is likely to occur. This is because as low income earners are unable to sacrifice money which is already a scarce commodity. She also highlighted the reality that Kiwi Saver funds were by no means secure and returns guaranteed. Finally, she touched on the idea that wages may not increase due to employers having to submit an extra 4% of their employee's wages.

Our views:

Katrina gave us another perspective, a National perspective, on views relating to political issues on a domestic and international scale. Her personal achievements inspired us to consider all view points, no matter where they come from. Our lasting impression was that of a woman with a passion for her country, and a commitment to make New Zealand a better place.

Quotes:

- 'Lead by example'
- 'New Zealand's what you want it to be'
- 'To me, life's about how you get up if you've been knocked down and what you do with that experience. It's just a matter of picking myself up, adding that to who I am and moving on with it.'

Alan Wilson
CEO, Robinson Seismic Limited

Alan Wilson began his career as an aircraft engineer after gaining a New Zealand Certificate of Engineering (NZCE) from Manawatu Polytechnic. He has since worked internationally in sales engineering, marketing, management, and information technology. In 2002 Mr Wilson was head-hunted by Robinson Seismic Limited, a company producing earthquake-proofing base isolators, and offered him a position as their Chief Executive Officer.

Since Mr Wilson became CEO, Robinson Seismic has grown exponentially, becoming the 10th fastest growing company in New Zealand in 2006. In June of 2007, Robinson Seismic was awarded a Wellington Region Discovering Gold award for their innovative RoGlider base isolators designed for smaller buildings.

Base isolators were invented in the 1970s by Dr. Bill Robinson. They protect buildings from structural and interior damage during earthquakes by allowing buildings to rock gently, rather than shuddering. He then sold this idea to Japanese and American companies, now two of Robinson Seismic's major competitors.

Manufacture of the base isolators has been 'forced' offshore to Malaysia because of the cheaper costs of labour and local access to raw materials. The design is still done in New Zealand and Mr Wilson insists that profits return here. The majority of Robinson Seismic's clients are based internationally with their biggest markets being Turkey, India and Taiwan.

Mr Wilson plans to help expand the business by shifting the head office to Hong Kong. This will cut down on traveling costs because of its central location. China is seen as the biggest emerging threat to Robinson Seismic because their seismic isolators are improving in quality and they have access to cheap manufacture. To combat this, Robinson Seismic is looking at opening an office and manufacturing plant in India. This is attractive because of the potential to match China's low costs and counteract high import tariffs into India. Mr Wilson is currently looking to expand his business with investment from venture capitalists. Scientists are key members of their team, meaning the business is constantly developing new technology.

The most striking thing about Mr Wilson was his understanding of global business and the business strategy he used. By talking to Governments in countries where he saw potential markets, his product became legally required in new buildings such as hospitals. This was how he managed to have the new RoGlider installed in Wanganui hospital.

Mr Wilson thinks that APEC is more of a political forum than a business tool. He believes that APEC does provide a level playing field and gives New Zealand a voice regardless of our small size. Mr Wilson also benefits from being an APEC travel cardholder gaining faster access through APEC member economy airports.

Advice:

In industries where you're selling 'public safety' export into strong middle class countries because their governments value public opinion about damage prevention.

- 'Don't go rushing off, do your research'
- 'Understand your market; understand what they need, what the demographics are, (and) who are your competitors'
- 'Go for the money, but have fun'

Contributed by Rachael Amundsen, Elizabeth Bakaric, Jack Montgomerie, Shay Wright
Last update: 12th July 2007

Don Christie

Position:

Director and Founder of Catalyst

President of the NZOSS (New Zealand Open Source Society)

Brief Biography:

Much of Don's childhood was spent growing up in Zambia. After relocating to England he completed a degree in computer science. He later moved to New Zealand where he founded Catalyst IT. He has recently completed a Masters in Environmental Studies, and been appointed president of the NZOSS (New Zealand Open Source Society).

Interview Summary:

Catalyst IT

Catalyst IT provides open source software development and support for clients ranging from Telecom to Education providers, both in New Zealand and offshore.

Open source software is software that can be freely modified and distributed by developers. By using open source software, Catalyst is able to tailor solutions to individual customers needs without experiencing the legal issues associated with modifying patented software. At present, Catalyst experiences minimal barriers to conducting business offshore, aside from reduced physical contact with clients. However, Don is looking to expand Catalyst by opening subsidiaries in overseas countries. He believes any action taken by APEC to reduce issues of double taxation on dividends and compliance costs associated with establishing a business offshore could assist Catalyst in becoming a truly multinational company.

Intellectual Property

Don believes the ease of acquiring a patent is currently damaging the software industry. Patents prevent software developers from building upon the 'ideas' of their predecessors, they have basis upon which the open source community is founded. These patents can put closed-source software companies in monopolistic positions, to the detriment of consumers worldwide. It is his opinion that APEC leaders should take the effects of patents on software into account when discussing the need to protect intellectual property.

Environmental Sustainability and Energy:

Having a Masters in environmental studies, Don is aware of the effects of energy generation on the environment. He believes it is near impossible for sustainable energy sources to meet increasingly insatiable global energy demands. The only means of achieve energy security whilst preserving the environment lies in controlling the demand for energy.

Student Thoughts

Don provided us an insight into an upcoming and important area of IT, and what APEC can do to foster it. His altruistic dedication to the open source community and the potential it has to benefit IT consumers throughout the world was impressive. Don's humility approachability allowed us to learn much from him.

Quotes:

- 'A patient is handling over a monopoly'
- 'Did Picasso need Digital Rights Management?'
- 'Can you limit the number of times you sing a song in the shower'

By Anna Charles-Jones, Jules Riley, Scott Thmopson, Kimberly Desmond

Hon Phil Goff

Current roles:

- Minister of Trade
- Minister of Trade Negotiations
- Minister of Defense
- Minister of Disarmament and Arm Controls
- Ministers of Pacific Island Affairs
- Associate Minister of Finance

Education and Background

The honorable Phil Goff was born and raised in Auckland, attending Three Kings Primary, Papatoetoe High School and then finally the University of Auckland. Mr Goff graduated with First Class Honours in Political Studies in 1979. Phil was awarded a Commonwealth Office Scholarship to Nuffield College, University of Oxford in 1992. he then joined the Labour party in 1969 and has remained a member since then. Mr Goff entered parliament in 1981 when he successfully won the Mount Roskill seat. He has remained in parliament with a brief break 1990-1993 when Labour suffered defeat.

Present views on the direction of the economy

Mr Goff signaled that the high exchange rate has had an extensive effect on exporters, primarily New Zealand's agricultural producers. However, he stressed that the export community must be resilient and patient during this time. Mr Goff continues to encourage exporters to compete on the international scene whether the dollar is high or low (being able to export successfully at both ends of the value scale). Emphasis was also put on the importance of diversification into other industries, while still relying on our agricultural strengths.

The Ministries' present focus is developing trade opportunities between Asia-Pacific Nations. He believes that positive progress in this region would be greatly beneficial to New Zealand's economic status and needs.

With regards to the recent rise of the OCR, the Government has introduced the Kiwi Saver Scheme with the aim of exerting downward pressure on inflation. However, it needs the full support of employers and employees to have a noticeable effect on the economy.

The advancement of international trade deals is, and will continue to be a priority for the New Zealand economy no matter what political party is in power at the time. Mr Goff realizes New Zealand is 'too small not to have a united approach' and that if the political parties do not come to agreement on present and future trades issues, advancement on particular trade deals may be hindered.

Quotes:

- 'If you want to get rich, be entrepreneur not a politician.' Advice to up and coming youth on job selection.
- 'Through skills and creativity, New Zealand can become world leaders.'
- 'Trade negotiations are important in opening the door for greater trading access.'

Student View point

Phil Goff came across as a very intelligent man and raised some important facts and issues with regards to trade. His time with us was limited, but very productive. He also gave our group some good insight into current political issues that are facing the youth of New Zealand. At the conclusion of this discussion we left with a sense of confidence in Mr Goff and The Ministry that they can move New Zealand forward in promoting trade and globalization.

Prepared by Frances Haycock and Jason Rolfe

Mr Michael Park
Sole New Zealand Importing agent for LG Electronics

Background:

Mr. Michael Park stands prominently as a major business force in New Zealand. Born in the late 1940s, Mr Park served compulsory military service in the late 1960s, and then joined his parents in their move to New Zealand. His father directed him to Victoria and an economics and Political Science Degree to complement the mechanical engineering degree that he pursued before his conscription. We can see the determination and persistence in his character since, despite the fact that English was his second language; he still received very high marks in his classes. Michael himself commented that 'I had to study twice as much as the Kiwi's here'.

Career:

Mr. Park began his business career in the late 1970s when he brought the company 'L.M Rankine', with the aim of importing electrical commodities from the company 'LG electronic' based in Korea. When the Labour Government came into power and abolished the import license, Michael seized the opportunity and became the sole New Zealand importing agent for LG Electronics. LG Electronics is now one of the top 100 companies in the world and is experiencing growth of 16% p.a. In many nations around the world LG Electronics is the leading white ware supplier. Mr Parks' main goal in New Zealand is now to make LG our leading supplier for white ware and audio visual products.

Views on APEC and Trade Relationships:

Mr. Park holds very liberal views towards trade and agrees with the aims of APEC to develop free trade agreements among economies. He believes that North Asia countries and India are the world's fastest growing economies and the biggest consumer markets in the world. Therefore New Zealand does not have many options but to understand the market and analyze how to capitalize on those opportunities. In order to do that New Zealand must engage with Asia.

Mr. Park is on the board for Asia NZ and contributes as much as he can to bring New Zealand and Asia closer together through involvement with the government and education in Korea. Mr. Park opened a NZ centre for culture and education in Korea to grow the relationship between the two countries.

Future:

Michael Park is satisfied with his current path and position as it stands at the moment. He will of course continue to pursue the promotion of Asian and New Zealand relations. He feels very strongly that the future of New Zealand rests with Asia, and through a close relationship, both areas can benefit. His company will continue to seek out the technological advances as they occur.

Quotes and Advice:

- 'The early bird catches the worm'
- 'Stay positive, confident, and diligent and embrace your given talents'
- 'We all have our strengths and we also have our weaknesses but are born with some amazing talents'

Student Viewpoint:

Mr. Park is a down to earth, well rounded person. He was willing and open to answering our many questions. He gave us some good insight into the necessity of New Zealand developing closer economic relationships with Aussie. His passion lay in the promotion of relations between Asia and New Zealand; this became quickly obvious in the interview. We found Mr. Park very informative and broadening our understanding and outlook on APEC issues.

Contributed by; Sonia Bertelsen, Nicole Lundon. Chris Earles, Toby Coxon and Jason Rolfe

Dianne Yates, Labour MP

Biography

List Member for Labour

Member, Education and Science Committee

Chairperson, Foreign Affairs, Defense and Trade

Community Activities

Asia 2000 Foundation

Member Amnesty International

Former Trustee, Tradeaid

Globalization Education:

Dianne Yates has strong views on the supposed brain drain in NZ, and does not see it exists. She is of the opposing view, believing that traveling and working in different countries is a positive experience. It is beneficial to us as a country, as the well traveled kiwis coming home have gained invaluable cultural and business knowledge making them aware 'global citizens'. Dianne has done this herself working in education and administration in NZ, UK, Zimbabwe, and USA.

Dianne strongly supports education as vital to our countries wealth and development. She believes it is important for secondary students to study math, science and a placed emphasis on foreign language in order to broaden their knowledge and keep their university options open. She notes that a growing amount of New Zealand's most successful business men and women are bilingual. E.g. Michael Park –CEO LG Electronics.

Views on APEC

Dianne views being an APEC economy as a positive attribute for our country. There are opportunities for us to make agreements on trade, she has found that bilateral and multi-lateral are a way in which we may be able to break down WTO tariffs. It is also a very important platform from which international relationships can be built, such as the current development on the Latin America Foundation which is currently being negotiated.

Nature of New Zealand business

Dianne has interesting views on the nature of New Zealand economy, stating we have a problem in New Zealand attitude as we state success as having the three Bs- 'the boat, the bach and the BMW'. She thinks we need to focus on succession, and investing in our future.

She believes that niche marketing is important in the New Zealand market, with such products as our wine and top quality tourist products. Throughout Dianne' travels she has noticed that compared to other countries New Zealand has the innovation and creativity to interact with the global market, and 'run businesses from tree houses'. She also believed that in a way the Kiwi lifestyle has added to our success.

Our thoughts

The views that Dianne shared were brought to us with an in depth knowledge of the topic, and were very thought provoking. We found Dianne supportive of the education of APEC and globalization for young New Zealanders which left us inspired and eager to learn more.

Quotes and tips

- 'Encourage investment and negotiate good deals'
- 'Small is beautiful'
- 'know your neighbour'
- 'Learn the language'

Compiled by: Rachel Brookie, Jason Herrick, Ashlee Heard, Hubert Cheng, Alberto Bustani

Phil O'Reilly

Bio

- Chief Executive of Business NZ, the largest business lobby group in New Zealand
- During the 1980s he was Industrial Advocate, Auckland Employers Association Inc
- In 1990 he became Executive Director of the Newspaper Publishers Association of NZ. During this period he also served as Chairman of the NZ Advertising Standards Authority.
- In 2000 he was appointed Head of Employment Policy and Communication at Westpac Bank in Sydney before returning to New Zealand to his role at Business NZ
- M.A. Hons in History from Auckland University

Past:

After acquiring his degree from Auckland University, Phil went on to study at Stanford University in U.S.A. Gaining this education opened a myriad of opportunities for the building business man. He quickly rose through the hierarchy of jobs in New Zealand, eventually securing Executive Director of the Newspaper Publishers Association of NZ. After a stint working for Westpac Bank, he was headhunted by for a high powered position in Business New Zealand; a position that he accepted with open arms.

Present:

Business New Zealand is the most powerful political lobby group in New Zealand. They represent 80% of the private market share in New Zealand. His position entails discussion with authoritative groups (mainly Government), usually on behalf of the private sector. The world is his oyster; he travels almost constantly.

Future:

It is his strong belief that although we look like a fully developed economy, much of our wealth is generated in the primary sector. Most fully developed nations have generated their wealth through the secondary and tertiary sector. Most fully developed nations have generated their wealth through the secondary and tertiary sectors. New Zealanders must embrace business life it in our social culture as an ally, not an enemy. Through this, and multilateralism, we will be able to punch above our weight on the international market, and establish ourselves as a fully developed force.

Phil strongly wishes to promote multilateralism for New Zealand. The reality is that New Zealand needs forums such as APEC to enhance its strength. To survive, business needs a successful, cohesive society, and APEC can great help to create and sustain this.

It is also Phil's view that although we must do our best to promote environmental sustainability, we must also sustain the businesses that are so detrimental to the sustainability to our economy and society. Environmental sustainability is best achieved by wealthy economics.

Quotes:

- 'We must slightly alter our views about sustainability'
- 'The world didn't leave the stone age because we ran out of stones'
- 'We must see business not just as profits, but as bricks and mortar'
- 'Business is not distinct from community; business is part of community'

Student Viewpoint:

Phil O'Reilly was definitely one of the most entertaining and succinct speakers we have had at the 'Voices of New Zealand'. It is obvious that he is extremely knowledgeable and influential speaker and lobbyist. His viewpoint was strongly communicated and it was very interesting to hear an opinion from a business perspective rather than a political perspective. He made the conference more objective rather than subjective.

Bill MacGowan

Background

Bill MacGowan was born in Scotland and emigrated to Auckland's North Shore at the age of 6. He attended Rangitoto College where he became a prefect. He did not seek tertiary education but notes that it was a different world then and that an emerging business leader today would struggle without some form of tertiary qualification. Like any good Kiwi male Bill found a passion for sport, particularly Football and Golf. This interest would later inspire him to take up top positions in New Zealand sporting associations.

Career Path

'You live or die every week' – Talking about his experiences with media during his time as CEO of the Warriors franchise

MacGowan stated his professional business experience at Villagegehire Television. His first significant management position was Managing Director at Yates, a corporation dealing in agriculture, seriously in the production of seeds, which boasted a 300 million dollar annual turnover.

He became the non-shipping Managing Director for P&O and was given the task of expanding the company into the airline catering area. However an executive from the London headquarters of the company pulled his project for unknown reasons. This move frustrated MacGowan with the bureaucracy of the corporate world, and prompted his departure. After 20 years in the corporate world, he decided to look towards applying his business background to sporting organisations.

'I hoped to bring business structure to the world of sport'

Since leaving P&O he has held the positions of CEO of the New Zealand Warriors; CEO of the New Zealand Soccer Association; and most recently, after being 'shoulder tapped' ahead of around 60 applicants, CEO of New Zealand Golf.

Current Role

'I am not a maintenance CEO, there has to be a challenge' – When asked why he left NZ Soccer following his success at the floundering association.

His current role involved recruiting staff, learning the systems of both national and international golf, and reversing the massive financial deficit, 1.7 million last year, that NZ Golf faces. He is going about the later by subcontracting the NZ Open golf tournament to an Australian company more equipped to deal with the task as well as creating new streams of funding including SPARC sponsorship.

APEC countries include some of the most enthusiastic golfers, and the largest number of players in the world, and are linked to NZ Golf through their citizens' interest in the sport. This interest serves to build the golfing market worldwide, and MacGowan realises the potential in APEC for NZ Golf.

Advice to emerging leaders

'An inventor doesn't want to hear what is going to happen'

MacGowan notes that in the modern, competitive business world a University education is critical. Beyond this he urges business leaders to know what their customers (in his case corporate sponsors) actually want from a transaction. Bill has an extensive set of goals and recommends that both personal and business goals be set for at least a 3 to 5 year period. Above all a business person must know their product and their market.

Our views

Mr MacGowan's extensive knowledge of the intricacies of business in both the sporting and general business worlds was very impressive. We believe his business advice to us will be valuable in our future endeavours and his passion for sport, in particular Golf, was particularly contagious. We found our meeting a memorable experience.

By Matthew Lynch, Ana Olvera, Nicola Clark, Erin Sampson and Joshua Knox

Brian Lynch

- Senior ABAC advisor
- Masters in History and Geography from the University of Canterbury

On Brian Lynch and ABAC

After graduating from Canterbury, Brian gained 20 years experience in Foreign Affairs in Singapore and London.

Brian attends the meetings as the senior advisor for New Zealand, and also acts as the alternate member for ABAC.

The APEC Business Advisory Council (ABAC) is constructed of representative business people from the 21 member economies. Its primary purpose is to act as a means of communication between the private sector and government leaders to influence and aid the setting of trade goals. ABAC provides APEC with a yearly report containing recommendations on specific issues concerning businesses in the member nations.

Challenging for ABAC

ABAC's scope is broad, but has limited time to discuss issues of importance; therefore the primary challenges for ABAC are (i) determining in which areas progress is desired, and (ii) deciding on which issues to concentrate government attention.

On Business

Brian believes business has several essential requirements, namely:

- Certainty and predictability
- Clarity
- Coverage
- Access to resolve for disputes

If APEC's aim is to provide economic opportunities between Pacific Rim nations, Brian believes these requirements must be met.

Students Views

Brian's knowledge on a broad range of matters concerning New Zealand businesses was evident throughout his presentation. We felt that ABAC provides an excellent means of communication for the private sector to provide awareness of issues them on a level that could provide (or work towards) resolution.

Quotes:

- 'It doesn't matter how big or small an economy is, they still have a voice.'
- 'English is the language of business.'
- 'Patience, persistence and perseverance.'

Compiled by: Sonia Bertelsen and Mark Ryan