

# QT BUSINESS



## This cake-making duo are taking a sweet new approach to business

*written by Bethany Rogers*

They say that when the going gets tough, the tough get going and that couldn't be more true for this dynamic baking duo.

Jenny Lamond and Anouva Settin have been creating delicious cakes and biscuits in Queenstown together for more than a decade. Now, they're launching a new business together, Zest Cakes Queenstown, selling their artisan cakes and biscuits directly to customers.

The pair have more than 50 years' experience between them and have worked as pastry chefs and bakers across New Zealand and internationally.

Jenny Lamond started Zest Kitchen 18 years ago as a wholesale bakery. From a bakery on Gorge Road, she supplied local businesses like the popular Mediterranean Market (now Raeward Fresh). Pastry chef and baker Anouva Settin joined the team 13 years ago; originally from Brazil, she fell in love with Jenny's traditional Kiwi recipes and began experimenting and developing new recipes too.

The business has been through a lot of challenges over the years, but passion and dedication have carried them through.

"It's been a lot of work," says Anouva, "Jenny has kept this business going through so many challenges. We got to a point where we decided it was time for the next step together."

Like many in Queenstown (and beyond), Covid-19

and the subsequent lockdowns presented a fresh challenge for the business. But they took it as an opportunity to develop Zest Kitchen into a new, bigger business called Zest Cakes Queenstown, with Anouva as a business partner.

"We survived! But we always have and that's through a lot of hard work, a lot of love and commitment and the fact that people keep coming back and buying our things means we are doing it right."

Zest Cakes will continue to supply outlets like Raeward Fresh, but as part of the new business direction they'll also sell directly to customers through online orders and at the Remarkables Markets.

"People already know us and they've been buying our cakes for so long, but now we're sharing them directly. We've changed into a new business, serving the retail market too. We love our baking and we want to share that with everyone."

To coincide with the new business model, Zest Cakes has a new logo and branding, and a new website ([zestcakes.co.nz](http://zestcakes.co.nz)). But the pair say that their dedication to artisan-made cakes and biscuits, crafted with real ingredients, will not be changing.

"When I started working with Jenny, she had so many great recipes which we've developed over time; we have recipes that no one else has. But there's nothing in our cakes that you wouldn't

recognise. We use real ingredients. Real oats, real butter, real golden syrup... it's the way we make it that's different.

"We make everything by hand. Every single biscuit is weighed, moulded by hand, placed on a tray, baked, then iced individually... that's why they cost a bit more, because there's so much labour and love that goes into everything we do.

"We've developed our own style and I think that's been a great success and we're ready to develop that more and expand. We're too good to be hiding in the background."

Specialising in wedding cakes, celebration cakes and traditional Kiwi biscuits and slices, the pair have a wealth of industry knowledge and experience. They've created recipes for different dietary requirements and preferences too – from vegan and raw products to gluten free and nut free.

"We've learned a lot over the years and have so much knowledge. We love what we make and we love our recipes. We love making delicious, beautiful things and we're good at it... so we're excited to make our business bigger and better and share what we do with more people.

"I'm often asked if I get tired of cake, or if I don't like eating it because I work with it and the answer is; I don't! I still love eating it. I love our carrot cake now just as much as I did 10 years ago."

## 2021, the year for a new business?

written by Lauren Prebble

2020, the year of the pandemic was a global shake up of epic proportions.

Forced lockdowns and border closures continue to have crippling effects throughout the world.

New Zealand's tourist industry came to a shuddering halt once the international visitors were unable to enter and our country is now faced with a \$12.9 billion dollar hole.

Nowhere has this been felt more than our own destination hot spot, where Mayor Jim Boulton predicted 40% shrinkage to the district's economy.

In September 2020, New Zealand had its highest number of unemployed in eight years (Stats NZ). Numbers worse than the global financial crisis in 2008.

But amid the chaos, many kiwis are choosing this time to start their own business.

Data from the Ministry of Business, Innovation and Employment [MBIE] showed there were 22,984 new NZ companies registered between June and September in 2020 – a record high for those four months in any of the past five years.

Quite the juxtaposition; international tourism in tatters, an employment crisis, and the pandemic still at large, however new business registration numbers track in line with 2019.

We've watched the upturn of the country's buoyant property market and now small business start-ups is the next trend to track.

As the old Chinese idiom goes, in a crisis look for the opportunity.

Start-up Queenstown-Lakes CEO, Olivia Wensley has seen this first-hand. Over lockdown, Start-up Queenstown saw its highest ever enrolments for its online business programme 'Kickstarter'.

"People have been forced outside of their comfort zones so they're having to think outside of the box" says Olivia.

"The future has slammed us in the face" says Trent Yeo, executive director and acting GM of Ziptrek Ecotours. "Everyone is a start-up right now".

As a result, business resources have become readily available for the public with local council and government aiding with the cost for start-up help services.

The government is propping up individuals with its small business cash flow scheme. The QLDC Kia Kaha Hub is scheduling no-cost workshops with business coach Melissa Jenner. At the same time Queenstown Chamber of Commerce saw 125 businesses sign up with their 'free' membership programme.

The increase in available business resources has gathered engagement, particularly from women. Olivia found that 70-80% of people in their business start-up courses were female. A figure that reflects the unemployment findings of stats NZ.

In the June quarter, there was 11,000 fewer people in paid employment. Of those, 10,000 were women.

Olivia Wensley refers to the Covid situation as "classic disruption" and believes this has made people re-address their priorities. The attitude shift of "I've got nothing to lose. I'm just going to go for it" has got people embarking on their start up dream.

For tourism business entrepreneur, Nigel Hobbs the idea to start his latest new venture came about completely by fear "20 years in tourism, I had all my eggs in one basket... in asset debt, we relied on numbers from tourism... I started [Go Local] out of serious concern for my other businesses and the industry".

Olivia from Start-up Queenstown is in agreement "These companies, the way that they're built. They're suffering now because they don't have the stream of people. We need to do things in a smarter way, there needs to be more diversity."

Nigel jumped on this very thought. "Years ago, we all used the yellow pages business directory. We've

digitized and modernised it. No other platform does this, providing a localized directory." He's built an online platform based on 'buying local' for small to medium sized local businesses to promote their products and service to customers. After a successful launch in 2020, he's now expanding it into the Auckland market.

"The old rules don't work anymore," Says Trent, whose business also relies on tourism. "You can either adapt to the new market or live in an old market that has significantly changed".

In the middle of the pandemic, Trent founded RemoteTogether NZ which is a business festival exploring the avenues of remote working. With Zipline still in tow, he's another local entrepreneur starting a new business. "People who are entrepreneurs just like doing that... it's a response to opportunity."

The number of new incorporated businesses in 2020 paints an optimistic picture but the national number of closures is also at an all-time high. Since lockdown 18,001 businesses closed compared to 9,825 in 2019 according to MBIE's statistics. The net increase in new business numbers shrunk from 86% in 2019 to just 22% in 2020.

The physical presence of empty shops in downtown Queenstown is obvious but comparing Queenstown's new businesses with the national average, Queenstown is actually looking better. Surprising, with all things considering.

"This constant stream of fast tourism is no good for anyone and this is what Covid is showing," says Olivia. She believes tech will be our next industry giant that has the scope, the ability to start small, experiment and scale up without the overheads that comes with a shopfront.

Diversity however is easier said than done according to Craig from Queenstown Chamber "You can't sum up the situation in one generic statement".



## Why you don't have to be a big organisation to make a big impact

By Yoseph Ayele (co-founder of Edmund Hillary Fellowship) and Trent Yeo

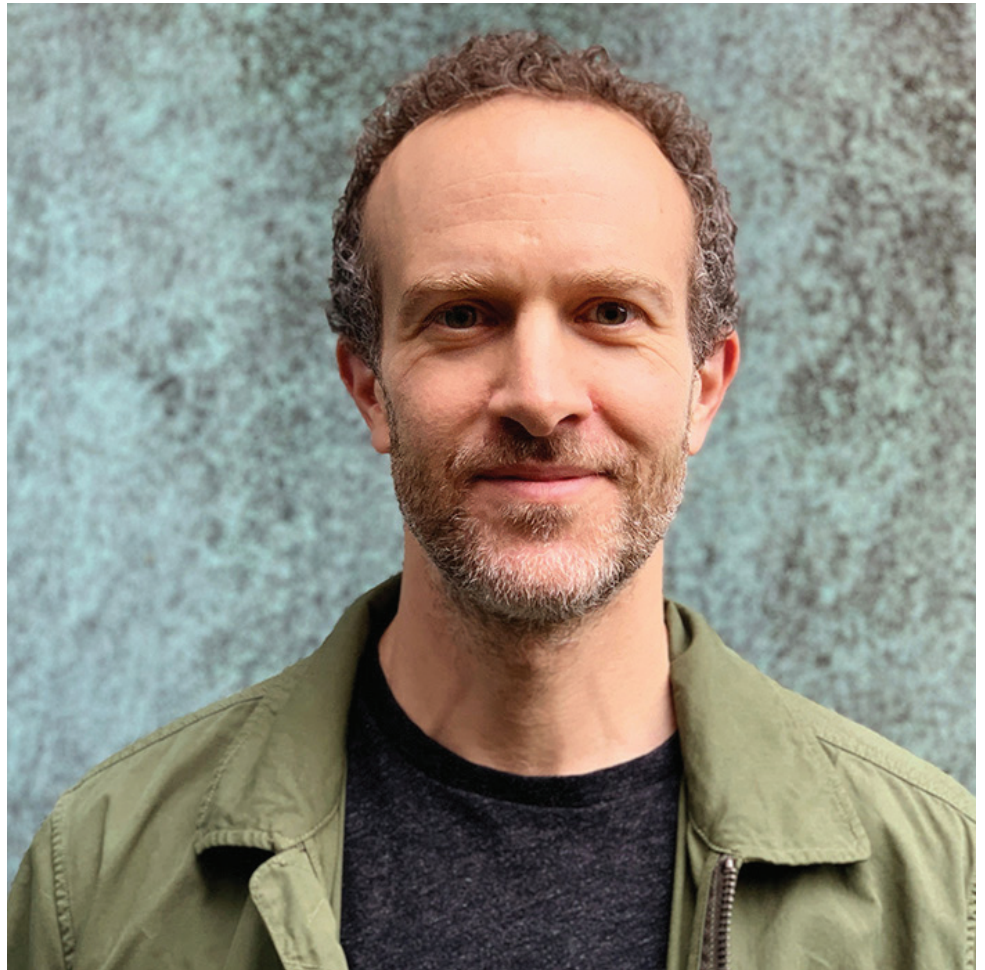
It's a new dawn, a new day, but the ongoing global COVID-19 pandemic is continuing to create uncertainty about what our lives and business operating conditions will look like. COVID-19 may subside as vaccines roll out but the impacts of the pandemic will likely last for some years.

As NZ rebuilds its economy, the role of entrepreneurs and innovators will be more relevant than ever. The NZ Government's priority for the post-COVID recovery focuses on retraining Kiwis for tomorrow's jobs, future proofing our economy through accelerating climate innovations, and building an internationally connected nation. NZ is ahead of the curve in its COVID response which provides a huge opportunity to rebuild a better, more resilient and inclusive workplace.

One direct global community that people of Queenstown-Lakes may not be aware of is the Edmund Hillary Fellowship (EHF). In the spirit of Sir Edmund Hillary's achievements and humanitarian work, EHF seeks out the most globally connected and future-focussed entrepreneurs and investors in the world to help boost the startup ecosystem and create international impact from NZ. The 532 Edmund Hillary Fellows, from 58 countries (including NZ), are using their unique entrepreneurial experience, access to resources, and far-reaching global networks to contribute to NZ's economic rebuild phase. And what's more, a huge number of them are doing it remotely.

The Fellows' diversity of expertise ([www.ehf.org](http://www.ehf.org)) includes technology-enabled innovation; education and employment; climate change; health; ecotourism; and access and connections to Asia and beyond. NZ is also gaining other areas of expertise including affordable housing innovations, international development research, human rights data, ecosystem building initiatives, Augmented Reality and Virtual Reality experimentations, and transportation innovation. In many ways the Queenstown-Lakes region is a microcosm of trends around the world with challenges of global relevance so this is a great opportunity for us to tap into the work of international experts.

That's why EHF and RemoteTogetherNZ are partnering up for Aotearoa's first 'future of work' festival in Queenstown from 8-13 March 2021. The 40+ events across various local venues will help businesses and individuals accelerate their learning and assist them in reviewing, redesigning and resetting for a new world of work. From digital nomads and the self-employed to returning Kiwis, small-medium enterprises and larger organisations, the roundtable discussions, masterclasses and networking sessions in the programme



are tailored to all stops along the remote work journey.

Yoseph Ayele, CEO of the Edmund Hillary Fellowship, says he's excited to collaborate on resources which accelerate big ideas from New Zealand.

"It's vital that there's a strong relationship with Kiwis who have the local and international talent we're gathering. RemoteTogetherNZ will build on our Fellows' world-class ideas and possibly even identify future global impact Fellows in the Queenstown-Lakes region."

RemoteTogetherNZ is delighted to welcome recent EHF Fellow Jason Fried to its speaker line-up. Jason is an expert in productivity and is known in the tech world as the CEO of Basecamp – a key project management and communication tool for remote #WorkFromAnywhere teams. He is the creator of an early software-as-a-service web apps, co-founded open-source web application framework Ruby on Rails, and is 20 years ahead of many organisations in running a remote company. He has also co-authored several books including New York Times best seller 'Remote: Office Not Required'.

RemoteTogetherNZ co-organiser Trent Yeo

says: "As a leading thinker in the art and practice of executing productivity from anywhere, Jason is an inspiration for work both in New Zealand and the Queenstown Lakes. This is a fantastic opportunity for us to probe the concept of creating global impact from wherever you choose and show that you don't have to be a big organisation to make a big impact."

To book your ticket to RemoteTogetherNZ or view the programme, speakers and COVID-19 policy/refund guarantee, visit [www.remotetogethernz.com](http://www.remotetogethernz.com). The Festival Early Bird Pass is available at \$185+GST until 31 January via the website, along with a Team Pass option of 'buy two tickets and get one free'. From 1 February, festival passes increase to \$255+GST.

For the latest updates, ideas and discussions, follow @remotetogether on Facebook, Twitter, Instagram, and LinkedIn.

## KEY NUMBERS



## Airport - November Passenger Movement

Total	Growth [on PY]
108.432 [100%]	-47%
Domestic	Growth [on PY]
108.432 [100%]	-28%
International	Growth [on PY]
0 [0%]	-100%

Source: Queenstown Airport



## Queenstown Real Estate

No of Sales [Nov]	Growth [on PY]
60	-16%
No of Sales [6 Months]	Growth [on PY]
351	+20%
Days to Sell [Nov]	Growth [on PY]
29	-43%
Median Sale price	Growth [on PY]
\$1150,000	+21%

The above data relate to all Real Estate agency transacted urban Residential Sales for the Queenstown and Arrowtown area. Residential Sales are Houses, Apartments, Units, Townhouses, Villas and Condos



## Situations Vacant

No of Open Roles [Nov]	Growth [on PY]
421	-45%
No of Open Roles [6 Months to Nov]	Growth [on PY]
1624	-71%



## NZ Auto Sales

New Commercial Vehicle Sales [Nov]	Growth [on PY]
3852	-16.7%
New Car Vehicle Sales [Nov]	Growth [on PY]
8029	-8.5%

Source: MIA Motor Industry Association



## Business Start Ups and Removals [July - Sep]

Queenstown Registrations	Growth [on PY]
39	-4%
Removals	Growth [on PY]
11	-26%
Net Growth	Growth [on PY]
28	+7%

Source: MBIE

## Starting a business in 2021

written by Robin Martin

Welcome to 2021

As the days go by and you read the headlines about C19 experiences around the world you realise that, in the main, the economic and fiscal position in New Zealand sits pretty well for most sectors.

And then there is Tourism and other volume associated enterprises

With the borders still closed, and plenty of uncertainty, it is going to be some time before those sectors see any change to their fortunes.

Maybe you have asked yourself, what should I do? Find a job or create a business? When giving serious thought to what you might do, you might like to consider the top economic indicators for 2021 as suggested by Liam Dann:

- C19 – vaccine and border opening
- House prices
- Business Investment/Confidence
- Inflation
- Crown Accounts (Fiscal position)

Are these issues critical to your business success? If so, you may want to think again.

Having accepted the reality of the situation you may want to proceed with the creation of a business. There are lots of examples, articles, advisors, mentors – use them to help you decide what is best for you.

If you decide to build a business rather than get a job, here are some basic and fundamental actions you must take to ensure you are successful:

- Look forward to hard work, long hours, shortage of cash, problems etc.
- Have passion for what you do, know your motivation, know your why
- Have perseverance to overcome the obstacles put in your way
- Base your decisions on DATA – not a gut feel for the issue
- You must do Market Research to ensure your idea is what the market wants
- Create a Unique Selling proposition (USP) – to answer the question – Why should I buy your product and service and not your competition?
- Have a Plan – a series of plans actually – a business plan, a cash flow plan, a financial plan, a budget, a sales development plan, a marketing plan, an IT plan and so on.
  - Go on. Do it!
  - It is essential
  - Have pride in them
  - Don't leave them in a drawer – make sure they are a 'living being' and are regularly referred to on a regular basis
- Use what ever technology is available – look for professional support if you are uncertain
- Are you a risk taker? you probably are if you want to build a business. Talk to others to help you refine your ideas.
- Finally expect some problems delays; bad decisions, external forces, budget overruns etc

Remember – most businesses fail due to lack of capital, insufficient cash flow and lack of relevant current data.

If you would like a hand, contact me, for a business assessment and report.

Email me for a summary of my recently completed projects.

A resume of my skills, experience and qualifications are on my web site.

Good luck for 2021.



0275 212 728 | robin@martinbusinessconsulting.co.nz

www.martinbusinessconsulting.co.nz

Thanks to Liam Dann, Aimee Shaw and Pita Alexander