

## NETWORKING GROUP TARGETS NON-PERFORMERS



A new networking group called One Network aims to take on the larger players and has firmly established its point of difference in the market by vowing to remove members that do not live up to its code of conduct, which includes generating at least two leads for other members each month. One Network director Grant Everiss started One Network out of frustration.

"I'd go along to other networking group meetings and pass on leads to people that were more than happy to take them but didn't generate any leads in return. The networking group didn't seem too worried as the focus was more on generating profits and growth for themselves at the expense of members," explains Everiss. Everiss initially started One Network to help generate more work for his web development business WebPartners but was surprised when

the idea quickly gained popularity. One Network was started just three months ago and already has a strong group in central Auckland where 27 members meet weekly. "We are interested in establishing successful chapters that meet the needs of our members and will never create a situation where people join and never get any referrals." Realising not everybody knows how to generate leads, the group also focuses on empowering and teaching members how to do this themselves and how to convert the leads and referrals it receives from other members into sales. "We teach members how to make the most of the weekly meetings and how to best present their business to other members and all the other contacts they meet. One Network is about being active and helping people to work towards improving their business knowledge." One Network members pay fees of \$50 per month on a month by month basis. Everiss is now setting up additional groups in Ponsonby, the North Shore and South Auckland and is looking at the possibility of franchising the business. He is interested in hearing from business people interested in joining or starting new groups. [www.onenetwork.co.nz](http://www.onenetwork.co.nz)

## Innovation Park gets funding injection

The Waikato Innovation Park should double in size within two years with the Government recently injecting another \$4 million into the successful economic development initiative.



The Park's primary focus, to date, has been on tenancing and assisting agricultural technology companies. Now the Park intends to expand its focus to assist agricultural engineering and food-related companies. Hamilton City Mayor Bob Simcock says the city's economy has benefited significantly from the Innovation Park and additional investment should boost economic benefits even further. "In a study conducted by the University of Waikato last year, it found the economic gains realised through the Park to be an additional 70 jobs that would not have otherwise been established and \$4.68 million injected into the local economy." The Waikato Innovation Park was established in February 2005. It is home to more than 50 companies and 350 employees, with increasing multinational investments in those companies totalling over \$50 million.

small business summit

2008



[www.smallbusinesssummit.org.nz](http://www.smallbusinesssummit.org.nz)

## Small Business - The Key to Tomorrow

Small to medium businesses in New Zealand are the foundation of our economy. To be successful, business owners need to engage with the key players and gain ongoing support from government. Issues on the Summit agenda include compliance costs, skill shortages, connectivity, and energy supply.

Day Summit - Friday 25 July, Sky City Auckland Convention Centre

Proudly brought to you by



Proudly sponsored by

