



In This Issue

[NZ Budget 2011](#)

[Our Friend TED](#)

[My 2 Cents - by
Garth Partridge](#)

[@ Basca](#)

Quick Links

[Visit our Website](#)

**"Fashion is a form
of ugliness so
intolerable that
we have to alter
it every six
months."**

Oscar Wilde



[Find out more about
10X](#)

Welcome



Seasons change. Fashions change. In Otago, even Rugby Jerseys change. You change. I change. We even change the time! So change is a constant. Shift happens.

Things will be different from what we're used to, but that's ok. Change is ok. Different is ok. Sometimes even necessary.

We've changed the way we send out our End of Year Questionnaires. They're sent out via an email link and the questionnaire is online now. It's different from what everyone is used to, but that's ok.

The information in these questionnaires is vital in order for your accounts to be accurate. Providing the information required helps us complete these for you sooner.

You may have received your email already and started the process. Or you may have received your email and put it in the too hard basket. Or maybe you don't have any idea what I am talking about.

If you received your email and started the process, thanks. Don't forget to gather the information listed on your check list.

NZ Budget



The word used to describe this year's Budget has been "austere". Well that's just a poncy word for sombre & uncompromising. And yeah, maybe a little boring.

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baldry+
sanford
CHARTERED ACCOUNTANTS

"Success - a few
simple disciplines
practiced every
day.

You might have thought that this year's Budget didn't really have anything in it that was going to affect you.

But did you read the part about the Government investing \$1.5B (that's right- B as in Billion) on ultra-fast broadband? And did you know that increased bandwidth brings even more opportunities for ecommerce (online sales) and web presence (telling more people who you are & what you do)?

Now as a business owner, you have to know this is going to affect you. Because if you aren't doing something about it you need to know that your competition mostly likely will be, or maybe, already are.

At our **Budget 2011 Seminar** we touched lightly on this subject. If you would like to see the notes from that evening, click on one of the links below.

[View](#) Budget 2011 notes - Looking at the Budget

- Cool Charts about where the Government is getting its revenue from and where it is spending the most.
- Analysis of Taxpayers
- KiwiSaver
- Working for Families
- Student Loans
- Increased Investigation and Audit by IRD

[View](#) votes about IT Trends & Solutions

Here is what we are discovering about:

- Search Engines
- Social Media
- Cloud Computing

Our Friend TED

We would like to introduce you to TED



No. he's not a bear.

TED Ideas worth
spreading

TED is a nonprofit organisation devoted to Ideas Worth

Spreading. Riveting talks by remarkable people - Leaders in the fields of technology, science, health, business, physics, just to name a few - free to the world. TED's mission: Spreading ideas. "We believe passionately in the power of ideas to change attitudes, lives and ultimately, the world."

This isn't just your feel good warm fuzzies skipping down the rainbow path. World changers take the stage for 10min and share from their wealth of knowledge and experience. Bill Clinton, Jane Goodall, Madeline Albright, David Blane, Bono, Stephen Hawking, Jamie Oliver, and hundreds of others.

Visit www.ted.com and have look for yourself. You won't be disappointed.

Here's one of our favourites. Click [here](#) to to see Nigel Marsh, author of "Fat, Forty and Fired" and "Overworked and Underlaid" talk about How to make work-life balance work.

My 2 Cents

By Garth Partridge



Hold the Sushi

I've been reflecting on the news that we are less than 100 days out from the rugby world cup. The promotional activity level has jumped up a notch or three. All over the newspapers, the radio and the tv news, the rugby marketing machine is gathering momentum.

So what's happening here in the Rodney District, Auckland's beachland playgrounds? Well we should know that the teams that are to be hosted locally are Japan, Samoa and Namibia. Their supporters will want to catch up with their teams during training and will be looking to bump into their players on the beaches, cafes, gyms and bars of Rodney.

Destination Orewa had embraced the Japan team and has announced that the shopping centre will be decked out with white and red bunting, there will be display competitions and events promoting the Japanese culture and experience. And no doubt there will be more than normal levels of sake consumed.

Supporters from all the other teams will no doubt have the Hibiscus Coast on their list of must see places, or do we forget what incredible beaches, reserves, parks and walkways that we have scattered throughout our backyard. And how easily accessible the coast is to campervans, day trippers and the travelling fans. So less than 100 days to go. Well so what?

So what are you and your business doing to leverage the biggest sporting event ever to be hosted in New Zealand? It matters not if you are a rugby fan or a non rugby fan. It is an opportunity to tune in and leverage the biggest promotional spend that has ever flashed through this part of the world.

So what are you doing to promote the sporting event within your company? Staff competition, staff incentive, themed events and decorations? And what can we all do to embrace the occasion to communicate to our clients and customers, show that we are a progressive organization that demonstrates innovation and grips the chance to promote.

100 days out from the event they started to hype up the promotion. With the advance planning it sounds like it will be a success. A huge logistical challenge that cannot be left to chance nor to the last minute. Seems to me that it indicated there is a plan being implemented.

So how's your 100 day plan for your business? And how are you going with the implementation? Does your business have the X FACTOR? Do you have the motivation? Do you need a hand with accountability?

Or maybe it all sounds too hard. Perhaps it would be easier to pop out for some sushi and some sake. Hold the sushi!!

Want a hand with your 100 Day Plan?

Talk to Garth today 09 421 9020 or email at garth.partridge@10x.co.nz

@ Basca

We'd like to introduce you to Lynette Clouston. Originally from the Hawkes Bay, currently in Orewa, Lynette joins the team until December when she will return home.

She brings 30 years of experience as a chartered accountant. With an easy going manner and cheery disposition she fits right in and is very approachable. Lynette's experience and knowledge is an asset to our team and to you, our clients.

