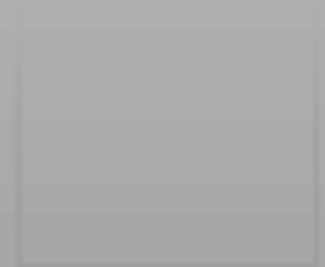
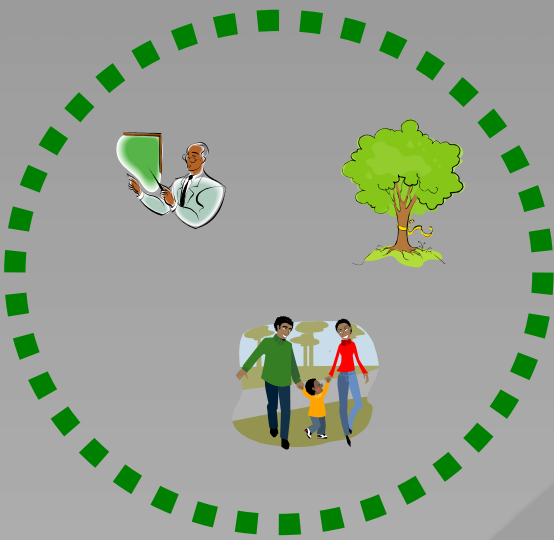


# APR CONSULTANTS

## TRIPLE BOTTOM LINE REPORT

2006/07



CONSULTANTS

## FOREWORD

Welcome to APR Consultants' first Triple Bottom Line Report. As a founding member of the Rotorua Sustainable Tourism Charter, and a company that is in the "sustainability business", APR Consultants has a commitment to sustainable business planning beyond the single bottom line of profitability. As a company involved in projects throughout New Zealand, APR Consultants makes a substantial long-term contribution to economic growth, social development, and environmental protection and enhancement. As a corporate entity and local employer, APR Consultants is committed to ensuring that this contribution goes beyond "business as usual".

2006/07 was an important year for APR Consultants. On 1 October 2006 the business was re-organised into a separate business unit from APR Architects (architecture and design) and APR Group (administration and accounting). The three companies not only increased their number of employees during the past year but also moved their main base to spacious new offices in Hinemaru Street, Rotorua, called The Business Hub. While APR's size and structure have changed, its sustainability values remain. For example, equipment and furnishings from the old office have been re-used where possible in the new office.

This inaugural Triple Bottom Line Report is by no means comprehensive. It is designed to provide an overview of APR and its sustainability performance to management, staff and stakeholders. A number of baseline indicators have been identified in this report which are to be monitored over future years. I hope you find the report informative.



Deryck Shaw  
DIRECTOR – APR CONSULTANTS



## 1.0 COMPANY OVERVIEW

APR Consultants Limited is an independent Rotorua-based company providing a range of professional services for private and public sector clients. As at March 2007, APR Consultants had nine full time staff plus contractors and fieldworkers. APR Consultants provides a range of services based around:

💰 Business and Economic Development;

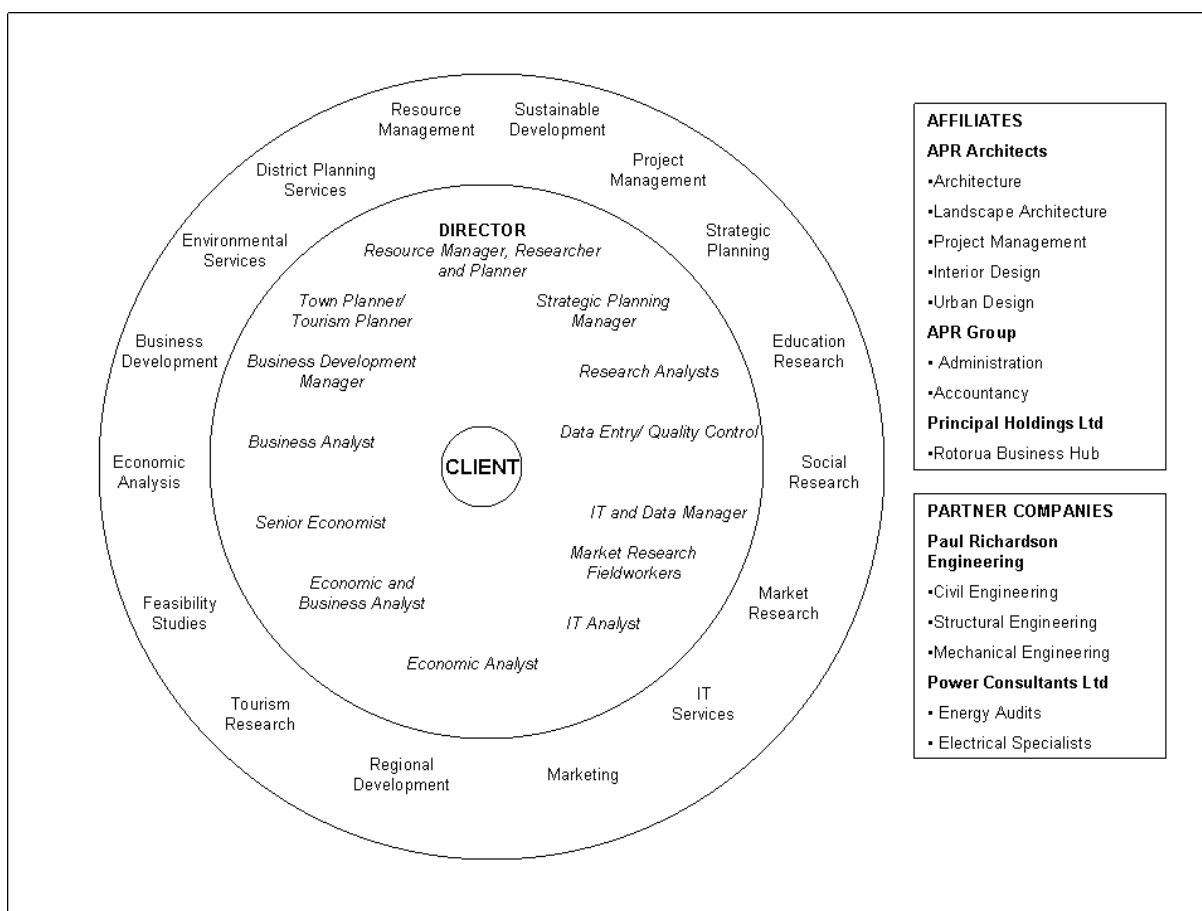
😊 Social and Market Research;

🌱 Strategic and Environmental Planning.

APR Consultants' Vision is:

*To be a client-focused, innovative and sustainable consulting practice.*

APR Consultants has a collegial corporate structure. Project roles are allocated to match specific client and project requirement needs.



## 1.1 Business and Economic Development

Launching and growing a business usually requires more time and information than a business owner has available. APR Consultants has the capability and experience to provide practical information to support successful business decisions. On the broader economic development front, APR Consultants regularly provide economic information and analyses at an industry, district and regional level. Services include:

- \$ Strategic Planning.
- \$ Business and product assessment.
- \$ Feasibility studies.
- \$ Economic analysis
- \$ Tourism monitoring and research.
- \$ Specialised research projects.
- \$ District and regional economic development strategies.
- \$ Marketing strategy development and implementation.
- \$ Market analysis.



## 1.2 Social and Market Research

APR Consultants has considerable in-house research and statistical capability. The company undertakes a full range of qualitative and quantitative research methods tailored to meet individual project objectives. Services include:

- ☺ Housing surveys.
- ☺ Local authority surveys.
- ☺ Recreation and leisure surveys.
- ☺ Regional, district and industry employment skills surveys.
- ☺ Educational surveys into achievement and schooling patterns.
- ☺ Social impact assessments.
- ☺ Customer satisfaction surveys for commercial and non-commercial organisations.
- ☺ Market share analysis.
- ☺ Media research.
- ☺ Product usage and market demand research.



## 1.3 Strategic and Environmental Planning

APR Consultants has extensive experience in planning processes and resource management practices. Some of the services we provide under this discipline include:

- ☹ District Plan reviews.
- ☹ Submission analysis.
- ☹ Preparing amendments to plans.
- ☹ Assessments of district community facilities and community needs.
- ☹ Preparation of recreation and leisure strategies and management plans.
- ☹ Land-use studies and assessment of urban and rural development options.
- ☹ Environmental impact and sustainability assessments.
- ☹ Environmental audits.
- ☹ Preparation of resource consent applications.



## 2.0 CONTRIBUTIONS TO ECONOMIC GROWTH

### 2.1 Major projects and programmes 2006/07

- \$ Monthly economic monitoring for a range of agencies throughout New Zealand.
- \$ Monthly monitoring of VFR (visiting friends and relatives) visitor patterns throughout various parts of New Zealand.
- \$ Monitoring of visitor trends and satisfaction for a number of visitor attractions.
- \$ Quarterly business and public confidence surveys in several districts throughout New Zealand.
- \$ Economic impact assessments, including the Rotorua Mardi Gras, Rotorua Festival of the Arts, and a variety of events in Levin.
- \$ Analysis of Northland visitor trends.
- \$ Hauraki District Economic Profile and Hauraki Regional Partnership Economic Development Strategy.
- \$ Market research, business plans and marketing plans for private entrepreneurs and companies.
- \$ Feasibility studies for various tourism proposals.
- \$ Research reports for an international market monitoring organisation, including reports on tobacco in New Zealand and financial cards in Australia.
- \$ Inventory, analysis and report on regional labour market research undertaken over the past five years in New Zealand (meta-analysis of 82 research projects), commissioned by Department of Labour.
- \$ Statistical monitoring of Tauranga/Western Bay of Plenty SmartEconomy 10 year goals.
- \$ Airport extension feasibility studies for Rotorua and Hawke’s Bay.
- \$ Rotorua Perception Survey/Marketing Strategy.
- \$ Cost-Benefit Analysis of the 2006 Opportunities NZ Expo.
- \$ Regional Impact Assessment of a major development.

### 2.2 Corporate performance indicators

The company’s direct economic value to local communities, primarily in Rotorua and Whangarei, can be assessed through the following two key indicators:

Indicators:	2006/07 values:
▶ Payments made for local products and services	▶ \$120,000 - \$140,000
▶ Employee wages and salaries	▶ \$400,000 - \$450,000



## 3.0 CONTRIBUTIONS TO SOCIAL DEVELOPMENT

### 3.1 Major projects and programmes 2006/07

- ☺ Northland Polytechnic Nexus Project and motivational research.
- ☺ East Coast Townships project (local community planning).
- ☺ Vocational training research plan.
- ☺ Eastern Institute of Technology market research project.
- ☺ Northland Region education provision project.
- ☺ Social impact assessments of Class 4 gambling in the Whangarei District and Auckland City.
- ☺ Strategic planning support for Waiariki Institute of Technology's new School of Computing, Technology and Communication.
- ☺ Sustainability monitoring (indicators) for the Northland Region.
- ☺ Community outcomes monitoring report for the Waikato Region.
- ☺ Feasibility study and business plan for a regional IT support service for the community and voluntary sector.
- ☺ Strategic planning support for regional community IT initiatives and local authorities.

### 3.2 Corporate performance indicators

As a knowledge-based company APR Consultants requires staff with high quality skills and expertise. As such, APR Consultants has a commitment to re-investing in staff through professional and personal development. APR also relies on the goodwill of communities to respond to surveys, become engaged in various types of research and have input to clients' proposals. Staff involvement in local activities makes an important contribution to the vitality of local communities.

APR has undertaken a number of activities to build relationships with the community. These include:

- ☺ Cornerstone sponsor of the Rotorua Sustainable Tourism Charter.
- ☺ Cornerstone sponsor of the Rotorua International Two Day Walk.
- ☺ Discounted rates for specific community-based projects.
- ☺ Sponsorship of media promotion for the Rotorua Social Services Council.

APR Consultants staff are involved as volunteers and board members in a number of community activities including Rotary, children's sports, community ICT initiatives and various social services.

The company's social contribution to local communities can be assessed through the following two key indicators:

#### Indicators:

- ▶ Percentage of staff actively involved in voluntary civic activities
- ▶ Organisations and causes supported

#### 2006/07 values:

- 40%
- ▶ Rotorua Museum (Bronze Supporter).
  - ▶ St Chads Communication Trust.
  - ▶ Mountain biking in Rotorua.
  - ▶ Heart Children NZ.
  - ▶ Rotary Club of Rotorua.
  - ▶ Angels Charitable Trust.
  - ▶ Chatty Chicks – Netball team.
  - ▶ NZ Family and Foster Care Foundation.
  - ▶ Epilepsy Foundation.
  - ▶ Coastguard Rotorua Lakes.



## 4.0 CONTRIBUTIONS TO ENVIRONMENTAL SUSTAINABILITY

### 4.1 Major projects and programmes 2006/07

In 2005 APR Consultants was appointed by the Ministry of Tourism to the role of Sustainability Assessor for the Rotorua Sustainable Tourism Charter. APR Consultants has had a long relationship with the Charter from its inception in 1998. Until the contract with the Ministry, APR has been providing 'in-kind' support in staff hours and administrative activities valued at more than \$10,000 per annum. As well as being a key sponsor of the Charter, APR Consultants is also an active member. Other major projects include:

- ☉ Analysis of economic impacts related to airport noise at two New Zealand airports.
- ☉ Development of open space strategies.
- ☉ Preparation of resource consents and provision of resource management advice.
- ☉ Analysis of submissions received by Ministry of Fisheries on its Shared Fisheries Discussion Document.
- ☉ Preparation of a submission on behalf of a local authority on proposed regional water allocation policies.

### 4.2 Corporate performance indicators

The company's key environmental impacts revolve around office related waste, electricity used for lighting and IT, and fuel used for work related trips (eg, meetings and site visits). Less critical impacts include chemicals used for washing dishes and cleaning surfaces, toner/ink used in printers and photocopiers, and other impacts. Environmental initiatives in 2006 include:

- ☉ Paper system of circulating memos was changed to an electronic system.
- ☉ IT supplier was contacted to ensure all toner/ink cartridges are recycled and contain no toxic chemicals.
- ☉ All organic waste (primarily at the lunch room) is either composted or provided to a pig farmer.
- ☉ Policy put in place to ensure documents are printed double sided where possible (some documents have to be printed on one side due to the type of document being produced or client requirements). All computers are set to print double sided as a default setting.
- ☉ Hybrid vehicle (Toyota Prius) leased to reduce the company's carbon footprint.
- ☉ Policy put in place whereby any new product or service purchased by APR is assessed for its sustainability performance as well as functionality and cost.
- ☉ Staff have access to Skype video conferencing however at present this is not widely used due to lack of awareness by clients about free VOIP.

The company's environmental impacts can be assessed through the following four key indicators:

#### Indicators:

- ▶ Average petrol consumption (litres per 100km) of the two company vehicles
- ▶ Proportion of use – Toyota Prius (Hybrid)
- ▶ Proportion of use – Volvo
- ▶ Quantity of refuse bags sent to landfill annually
- ▶ Amount of power used for computers and lighting (KwH per annum)

#### 2006/07 values:

- ▶ 7.5
- ▶ 90%
- ▶ 10%
- ▶ 52
- ▶ 5763.84



## 5.0 IN CLOSING

We hope you found this report interesting and that you now have a better idea of our economic, social and environmental commitment.

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