

11/7/9  
2023

地点

Auckland's  
Aotea Centre

# 华人中小企业 振兴论坛

**Chinese Medium-Small  
Business Resilience and  
Recovery Forum**



**CDEM Resilience Fund Project 2023**

# 华人中小商业论坛

**Chinese Medium-Small Business Resilience and Recovery Forum**

2 November 2023

[aem.org.nz](http://aem.org.nz)



**Auckland  
Emergency  
Management**  
Tokonga Mate Ohotata o Tāmaki Makaurau



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## 华人中小商业论坛

# 免费参加——为华商业主和经理人量身定制

通货膨胀，员工短缺，供应链挑战，洪水及疫情……在动荡时期从事小本经营确实不易。而眼下正是为您的商业未雨绸缪的时机。

发言嘉宾包括副总理、中央和地方政府官员、社区和商业领袖、以及应急服务方面的专业人士。通过参会您可以：

- 获取可持续性经营的宝贵见解
- 建立与政府官员、行业领袖以及专业人员的关系
- 多场研讨会将以普通话进行
- 所有材料都以简体中文书写
- 提供午餐

现在就登记并参与抽奖活动，可以赢取价值\$1000的在天维网上刊登广告的广告费以及其他多种奖品。

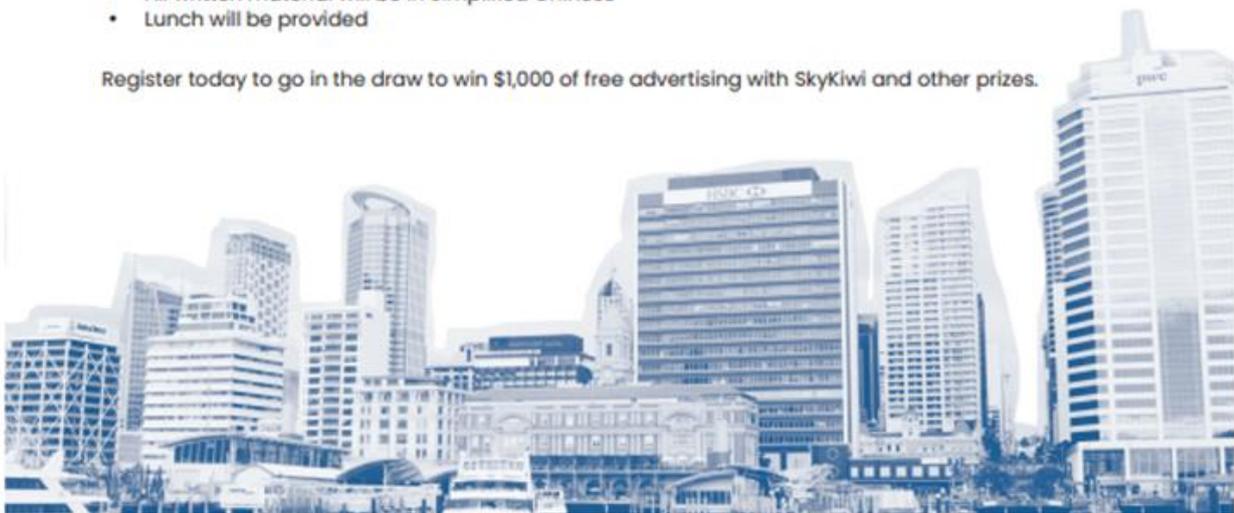
## FREE business forum for Chinese business owners and managers

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Speakers include the Deputy Prime Minister, Central and Local Government officials, community and business leaders and emergency service professionals.

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- Network with Government officials, leaders and professionals
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- Lunch will be provided

Register today to go in the draw to win \$1,000 of free advertising with SkyKiwi and other prizes.



华人中小  
商业论坛

Chinese  
Medium-Small Business  
Resilience and Recovery Forum

01



# Acknowledgements

Auckland Emergency Management (AEM) would like to acknowledge the following people for the time, passion, expertise and knowledge they gave to ensuring the success of this project.

The Specialist Advisory Group members:

- Lisa Li - China Chamber of Commerce
- Gloria Gao - CNSST Foundation
- Gavin Zhang and Cheng Goh - Balmoral Chinese Business Association
- Yanan Yang - Business North Harbour
- Cozy Tsui - representing South Auckland's Chinese business community.
- Jessica Phuang and Kevin Deng - NZ Police
- Jasmine Yang - NZ Chinese Women's Association.

Yongie Li, Specialist Advisor with Auckland Council, and Joy Saunders, Recovery Specialist with Auckland Council.

## Introduction

This project was funded by the National Emergency Management Agency (NEMA) via the Civil Defence Emergency Management (CDEM) Resilience Fund.

The project was led by Auckland Emergency Management's (AEM) Principal Business Resilience Advisor, Bridget Vercoe, and supported by the wider AEM team and Auckland Council.

Workshop host partners included:

- Insurance Council of New Zealand
- Ministry of Business Innovation and Employment
- Ministry of Social Development
- Employers and Manufacturers Association
- Accident Compensation Corporation
- New Zealand Police
- Auckland Regional Public Health Service
- Asian Family Services
- Balmoral Chinese Business Association
- Business North Harbour.

SkyKiwi, Auckland's leading Chinese media outlet, sponsored the forum. A number of other Auckland Chinese businesses supported the forum by providing product for the spot prizes and lucky draw.

# Background

At the 2019 census, 28.2% of Auckland's population identified with an Asian ethnicity, with over a third (36.0%) of those identifying as Chinese. Many are small business owners.

To build the resilience of Auckland's Chinese small business community to emergency events, AEM has a dedicated programme of work – <https://www.aucklandemergencymanagement.org.nz/zh/work-ready>. A comprehensive engagement and media strategy has been developed to support the business resilience resources.

However, it remains increasingly challenging to engage with this time poor and hard to reach section of Auckland's business community and often low to nil attendance at business engagement events we offer.

Chinese business owners are hesitant to engage with Council, mainstream business associations and business support organisations which are often seen as culturally irrelevant.

The 2021 Colmar Brunton Disaster Preparedness Survey repeatedly identified Asian New Zealanders as being one of the least prepared, especially Chinese business owners and/or managers. They have few business connections outside the Chinese community, often struggle with English and have little understanding of how emergency management works.

*“Planning will not make a lot of difference. My wife and I are always here, there is no need to involve other people. If the power went out, we could not run our restaurant. The Government would have to help us.”* (Auckland Chinese restaurant owner).

## Project objectives

The objective of this project was to reduce the barriers for engagement by piloting a new engagement model which empowered Chinese business owners to build their emergency preparedness capacity in an environment which was familiar linguistically and culturally appropriate.

The one-day, free forum focussed on emergency preparedness, resilience and recovery. All sessions were tailored specifically for the Chinese small business owner and/or manager. Most sessions were in Mandarin and all written material in Simplified Chinese.

There are few opportunities for Chinese business owners to hear from Central and Local Government officials and the emergency services and ask questions in Mandarin. This novel engagement approach aimed to draw the attention of this hard-to-reach group motivating them to attend and participate.

It also aimed to increase the Chinese business community's trust in the emergency management sector, ensuring more positive outcomes from future resilience building and response activities.

If successful, the hope was the forum could become a regular annual or biannual event and may be replicated to support Auckland's other ethnic business communities.

This project related to the National Disaster Resilience Strategy priority of enabling, empowering, and supporting community resilience. More specifically it related to the objectives of enabling and

empowering individuals, households, organisations, and businesses to build their resilience, paying particular attention to those people and groups who may be disproportionately impacted by disasters.

It also related to recognising the importance of culture to resilience, including support of cultural places, institutions, and activities, and to enable the participation of different cultures in resilience building activities.

## **Project deliverables**

A Working Group, including staff from AEM and Council's Connected Communities team, was set up in May 2022 and a survey seeking feedback on the conference programme sent to Chinese business organisations.

In September 2022, a Specialist Advisory Group, involving representatives from Auckland's Chinese business communities, was established to provide advice, information and direction to the Working Group, and support the provision of speakers and promotional activities.

Members of the Specialist Advisory Group were invited by the Working Group as nominated representatives of their organisations and because of their connections and standing in the Auckland Chinese business community.

Membership of the Group included:

- Lisa Li – China Chamber of Commerce
- Gloria Gao – CNSST Foundation
- Gavin Zhang and Cheng Goh – Balmoral Chinese Business Association
- Yanan Yang- Business North Harbour
- Cozy Tsui – representing South Auckland's Chinese business community.
- Jessica Phuang and Kevin Deng – NZ Police
- Jasmine Yang – NZ Chinese Women's Association

Monthly meetings were held with the Specialist Advisory Group to seek their advice and thoughts on the programme, speakers, venue, catering, promotional activity and all other aspects of the forum. For the forum to meet the needs of the Chinese business community, it was imperative that the planning was owned and led by Chinese business and community leaders.

A conference organising company, Cracker Jack Events, was employed to handle the logistics of the event. Rooms at Auckland's Aotea Centre were booked for 2 May.

Following the Auckland Anniversary flood and Cyclone Gabrielle and on agreement from NEMA, the date for the forum was moved to 11 September. The forum was renamed, and the programme refreshed to include recovery support for business.

## Forum programme

The final programme, based on feedback of the business survey results, featured an official opening by Auckland Councillor Maurice Williamson followed by a keynote address by the Deputy Prime Minister and Minister for Auckland, Hon Carmel Sepuloni.

The workshops focussed on the following topics and involved the following organisations:

- Business continuity and emergency planning – AEM and the Insurance Council of New Zealand.
- Financial support and advice for business – Employers and Manufacturers Association, Accident Compensation Corporation, Ministry for Social Development and Ministry for Business Innovation and Employment.
- Crime prevention and safety – New Zealand Police.
- Public and environmental health – Auckland Regional Public Health Service and Auckland Council.
- Everything building (property) related – Auckland Council
- Wellbeing and benefits of strong, supportive business networks – Asian Family Services, Balmoral Chinese Business Association and Business North Harbour.

See Appendix one for a copy of the printed programme.

## Promotional activity

A webpage on AEM's website was created in English and Chinese to promote the forum. The page hosted links to the forum programme, speaker profiles and registration page on Event Finda.

To reduce promotional costs, a sponsorship agreement was signed with SkyKiwi, Auckland's largest Chinese media outlet. SkyKiwi provided \$5,000 worth of free promotional activity along with a voucher for \$1,000 of free advertising on SkyKiwi's channels to be given to the winner of the lucky draw.

Key emergency preparedness messages were drafted to guide the promotional activity. These messages were created by AEM staff in collaboration with the Specialist Advisory Group to ensure they spoke to and met the needs of the Chinese business community.

SkyKiwi's promotional activity included stories promoting the forum and emergency preparedness on its website and WeChat channel, a Webzalink headline article and banner advertising.

A web story, social media stories and a video (in English and Chinese) were developed and given to Auckland's Business Improvement Districts and Associations, the EMA and other business and Chinese organisations to help these organisations promote the forum to their business members.

Emails about the forum were also sent to the Auckland Chamber of Commerce, Naisi Chen's office, Chinese Consulate and Auckland Council's Local Boards and Connected Communities team.

Flyers were developed and shared with the Business Improvement Districts and Associations with large numbers of Chinese businesses in their area, the Restaurant Association, NZ China International Trade Association, Asian Patrol of East Auckland and New Zealand Chinese Building Industry Association for distribution at its annual conference. More than 700 flyers were distributed.

Media stories featured on Our Auckland, TV33, Go Kiwi, Ausnz news site, Discover Auckland, Careengine.us, Stuff Events, Mpages.co.nz, New Times Net, ausnznet.

We Chat articles were shared widely amongst the Chinese community.



## 华人中小商业论坛

特为华商量身定制 政府主办历史首次

免费与会 欢迎参加

通货膨胀，员工短缺，供应链挑战，洪水及疫情.....在动荡时期从事小本经营确实不易。眼下正是为您的商业未雨绸缪的时机。

本论坛由国家应急管理委员会资助、奥克兰市政府和奥克兰应急管理处主办，与华商经营密切相关的多家行业组织协办。发言嘉宾包括副总理、中央和奥克兰市政府官员、社区和商界领袖、以及应急服务方面的专业人士。

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2023年9月11日 星期一

上午9.30至下午3.00

奥克兰Aotea中心

[aucklandemergencymanagement.org.nz/event/chinese-forum](http://aucklandemergencymanagement.org.nz/event/chinese-forum)



**Auckland  
Emergency  
Management**  
Tokanga Mata Ohaitia o Tamaki Makaurau



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Monday, 11 September 2023

9.30am to 3.00pm

Auckland's Aotea Centre



**National Emergency  
Management Agency**  
Te Kaitiaki Whakamauatanga



**He Kaitiaki. He Manaaki.  
He Whakawānanga.**  
protection, care, recovery



**Auckland  
Emergency  
Management**  
Tokanga Mata Ohaitia o Tamaki Makaurau



## 华人中小商业论坛 (**Chinese Medium-Small Business Resilience and Recovery Forum**)

The Forum was held at the Aotea Centre on Monday, 11 September.

More than 200 business owners registered for the free event. Largely due to the terrible weather on the day, only about 120 people attended.

The forum went extremely well. Attendees were engaged, with many asking questions during the Q and A sessions at the end of each workshop.

Journalists from SkyKiwi and TV33 attended and interviewed both speakers and attendees.

CNSST, Fire and Emergency New Zealand and SkyKiwi hosted information stands in the lobby area and their staff were on hand to chat with attendees.

The attendee packs contained a range of emergency preparedness resources in Chinese, such as the Business Continuity Guide, Emergency Response Template and Emergency Checklist.

A number of Chinese businesses donated product for spot prizes and the raffle at the end.

Recorded interviews with the forum's speakers along with preparedness messaging and the link to AEM's Chinese business webpage were forwarded to all those who registered following the event. The recordings are also hosted on AEM's website -

<https://www.aucklandemergencymanagement.org.nz/zh/work-ready>.

The feedback from participants was extremely positive with many stating they would like to see the forum become an annual event.





# Budget

| Activity  | Expenditure | Full year budget  | Budget forecast |
|---|-------------|---|-----------------|
| Conference management   | \$12,000.00 | CDEM Resilience Fund<br>\$43,000.00<br><br>AEM contribution<br>\$5,000.00 | \$20,000.00     |
| Venue hire, AV, security and catering                           | \$30,034.00 |   | \$16,000.00     |
| Promotional expenses – programme, flyers, translation costs etc | \$3,735.19  |   | \$5,000.00      |
| Filming speaker interviews                                      | \$3,000.00  |   | \$5,000.00      |
| Miscellaneous costs   | \$546.00    |   | \$2,000.00      |

# Evaluation

华人中小商业论坛 (Chinese Medium-Small Business Resilience and Recovery Forum) met its objectives:

- All sessions were tailored specifically for the Chinese small business owner and/or manager, with most sessions presented in Mandarin and all written material in Simplified Chinese.
- The forum provided Auckland’s Chinese business community with the practical information needed to build their emergency preparedness capability. Attendees left the conference with a greater understanding of how the emergency management system in New Zealand works and what they need to do to ensure their business survives and thrives during and following an emergency event.
- The forum provided a safe and comfortable environment for Chinese business owners to engage with Auckland Council, Central Government and the emergency services, to ask questions and network.
- Auckland’s Chinese community was humbled that AEM had gone to the effort to put on a forum specifically for their community, subsequently building trust and removing some of the barriers to future engagement.
- Learnings from this pilot will inform the development and help guide future engagement strategies for AEM’s engagement with the region’s Chinese and other ethnic business communities.
- Members of the Specialist Advisory Group have expressed support for the forum becoming an annual or biannual event and discussions are underway about how best to initiate a community/Council partnership delivery model.
- The strong working relationships developed with the members of the Specialist Advisory Group, key players in the Chinese community, will support AEM’s future readiness, response and recovery activities.

## Key learnings

The key learnings from this pilot project are as follows:

### Specialist Advisory Group's pivotal role

The support, advice and guidance from Yongjie Li, Auckland Council's Specialist Advisor, and the Specialist Advisory Group members and their respective organisations was pivotal to the forum's success. Involving Chinese business and community leaders from inception to delivery ensured the forum's content, delivery and promotion was tailored to the audience – Chinese migrants who own or manage small businesses in Auckland.

The calibre of people on the Specialist Advisory Group also lent credibility to the event and helped attract sponsorship and interest from high-profile speakers.

### Importance of hosting the forum in Mandarin

The success of the forum was largely due to the fact that the forum was held in Mandarin. Few Government-hosted business events are in any language other than English, making it difficult for businesspeople who struggle with English to get the information they need to successfully run their businesses in New Zealand.

Attendees were extremely grateful for the opportunity to hear from and be able to ask questions of key Central and Local Government representatives as well as the emergency services in their native language.

Most of the audience found understanding the English presentations challenging and were grateful for the Chinese interpreters available in some of the sessions.

### Mix of speakers providing practical advice

The mix of speakers from Central Government, Local Government, the emergency services, community groups and business organisations resulted in a programme which was of interest to business owners from a range of different sectors.

The focus on practical advice made a refreshing change from many business forums which tend toward the academic.

Speakers were asked to - *Please focus on providing practical advice and information that is key to the small business owner and/or manager who is new to New Zealand.*

*What would you say to a friend who has recently arrived in New Zealand and set up a small business? What are the key things they need to know about insurance? Where can they go for more information and support?*

A high-profile key speaker of status, like the Deputy Prime Minister, is important for creating a sense of excitement and motivating people to attend.

### Creation of strong working relationships between AEM and the Chinese community

The forum provided the perfect vehicle for AEM to build strong relationships with the organisations represented on the Specialist Advisory Group. Relationships which may prove highly beneficial for AEM's future readiness, response and recovery work.

The forum generated significant goodwill from within the Chinese business community for AEM and its work.

### The difficulty of engaging with time poor small business owners

Getting time poor businesspeople to engage is an ongoing challenge. Only about 50% of those who registered turned up on the day.

Ideas for increasing attendance include:

- Charging a nominal fee to attend (e.g., \$20) to encourage people who register to attend.
- Holding a half day rather than full day forum.
- Moving the forum to a Friday or weekend day.
- Starting the promotional activity earlier.
- Instead of having a media sponsor, support all relevant Chinese media outlets interested in the forum.

## **Next steps**

AEM to explore the opportunity of the forum becoming an annual or bi-annual event hosted by AEM, Auckland Council and the community. Several members of the Specialist Advisory Group have expressed an interest in their organisations providing financial support for future forums.

Costs could be reduced by holding the forum in the morning, hence eliminating the need for lunch to be provided and moving the forum to a more affordable venue.

The exhibition area could be enlarged, and companies charged to hold a stand. Likewise financial sponsorship could be sought from the Chinese business community.

AEM to use the learnings from the Chinese forum to plan for and deliver similar forums tailored to meet the needs of Auckland's Korean and Indian business communities.

# Appendices

年月日  
11/9  
2023 地点  
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Aotea Centre

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华人中小企业  
振兴论坛

Chinese Medium-Small  
Business Resilience and  
Recovery Forum



 华人中小  
商业论坛 | Chinese  
Medium-Small Business  
Resilience and Recovery Forum

 Auckland  
Emergency  
Management  
Emergency Management Services



## 华人中小商业论坛

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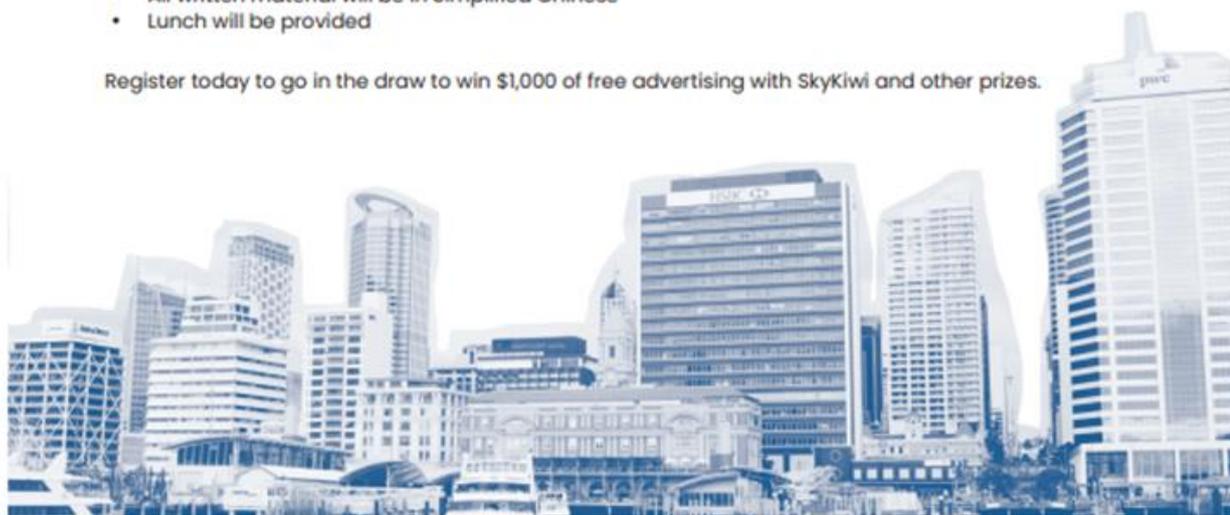
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华人中小  
商业论坛

Chinese  
Medium-Small Business  
Resilience and Recovery Forum

01

# 发言者及研讨会主持人

## Speakers and workshop hosts

### 主旨发言者

#### Keynote speaker

#### Hon Carmel Sepuloni

Hon Carmel Sepuloni 是一位母亲、妻子、移民的女儿、还是政府部长和Kelston(凯尔斯顿选区)的工党议员。

Carmel出生于Waitara(怀塔拉)，拥有萨摩亚、汤加和欧裔新西兰血统。

Carmel于2008年进入国会，此前曾在高等教育领域担任读写教育工作者、学生指导顾问、股权经理和太平洋岛裔健康研究项目经理。

在此期间，Carmel曾于2011至2014年暂别议会，成为Vaka Tautua的首席执行官，该公司是一家倡导“由太平洋岛裔运营，为太平洋岛裔服务”，专注于健康、残疾和社会服务的全国性供应商。在本届工党政府中，Carmel担任社会发展和就业部部长、职场关系部部长、奥克兰地区事务部部长、艺术、文化和遗产部部长以及外交部副部长（太平洋地区）。她还是新西兰第20任副总理，是第一位太平洋岛裔，同时也是第三位担任该职务的女性。她此前曾就职于意外事故赔偿局、残疾事务部和太平洋岛国事务副部长。

Carmel在历任职务中，致力于改革福利制度，使得民众能获得更加公平且有尊严地对待，同时为民众提供各种发展机会，包括更加有意义且可持续发展的就业机会。她还致力于建立一个可持续、多元化、富有包容性和适应性的艺术和文化领域，同时加强新西兰与太平洋地区的联系。

Carmel Sepuloni is a mother, wife, daughter of a migrant, a Government Minister and the Labour MP for Kelston.

Born in Waitara, Carmel is of Samoan, Tongan and New Zealand European descent.

Carmel entered Parliament in 2008, having worked in the tertiary sector as a literacy educator, a student mentor adviser, an equity manager, and a Pacific health research project manager.

A brief break away from Parliament in 2011-2014 saw Carmel become Chief Executive of Vaka

Tautua, a national 'by Pacific, for Pacific', health, disability and social services provider.

In the current Labour Government, Carmel serves as the Minister for Social Development and Employment, Minister of Workplace Relations, Minister for Auckland, Minister for Arts, Culture and Heritage and Associate Minister of Foreign Affairs (Pacific Region). She also serves as the 20th Deputy Prime Minister of New Zealand, the first Pacific and third female in the role.

She has previously held the portfolios of ACC, Disability Issues and Associate Pacific Peoples.

Across her portfolios, Carmel is committed to transforming the welfare system so that it's fairer and treats people with dignity, and providing opportunities for people to get ahead in life – including better opportunities to get into meaningful and sustainable employment. She's also committed to building a sustainable, diverse, inclusive and resilient arts and culture sector, and strengthening Aotearoa New Zealand's ties with the Pacific region.



## 研讨会简介 Workshops

### Yongjie Li

Yongjie Li是奥克兰市议会社区互动组的专家顾问。他自2007年便就职于奥克兰市议会，从事社区发展方面的工作。他在与不同社区打交道方面具有丰富的经验，他能找出社区问题产生的原因，提供解决方案，其中包括本地驱动倡议(LDI)的资金分配，职能机制的建立以及社区关系的确立等。

Yongjie Li擅长的领域包括社区间的包容及多元化工作。其中的倡议例如：跨文化之旅，地方政府组织结构及服务的研讨会，使他赢得了许多由政府颁发的奖项或提名。他能讲一口流利的普通话。

Yongjie Li is a Specialist Advisor with Auckland Council's Connected Communities team. He's been working in community development at Council since 2007 and has extensive experience working with diverse communities to identify community issues, deliver work programmes including local driven initiatives (LDI) funding allocation, capacity building, and community relationships.

Yongjie specialises in inclusion and diversity and his initiatives such as intercultural tours, local government structure and services workshops have won government awards/nominations. He is a fluent Mandarin speaker.

### Bridget Vercoe

Bridget Vercoe是奥克兰应急管理委员会企业振兴事务首席顾问。其职能包括与各商会及其他行业合伙人的密切合作，向这些合作单位提供各种准备突发事件的资源以及为小型企业量身定制的各类举措，其中包括为奥克兰地区华裔及韩裔商界提供的各类资源和活动项目。

Bridget 拥有商业持续发展学院颁发的商业持续发展专业证书，并拥有在公司、非政府组织以及中央政府部门应急管理方面的经验。

Bridget Vercoe is the Principal Business Resilience Advisor at Auckland Emergency Management (AEM). A role which includes working closely with business associations and other industry partners, to deliver a range of emergency preparedness resources and initiatives tailored to meet the needs of small business owners. This includes resources and activities for Auckland's Chinese and Korean business communities.

Bridget has the Business Continuity Institute's Certificate in Business Continuity and emergency management experience in the corporate, NGO and Central Government space.

### Tim Grafton

Tim Grafton 是新西兰保险协会的首席执行官，也是全球保险联合会执委会会员。在向公共机构以及私人企业主管提供战略、政策以及沟通建议方面均具备丰富的经验。他曾为不少前任首相、财政部长及领先的私人企业担任顾问一职。在加入新西兰保险协会之前，Tim 曾担任一家领先的市场研究公司的执行董事。

在所担任过的几个角色中，Tim还是深南科学挑战代表用户集团的前主席。该集团注重在适应气候变化方面的研究。Tim Grafton is the Chief Executive of the Insurance Council of New Zealand Te Kāhui Inihua o Aotearoa (ICNZ) and a member of the executive board of the Global Federation of Insurance Associations. Tim has extensive experience in providing strategic, policy and communications advice to public and private sector leaders and was an adviser to former Prime Ministers and Ministers of Finance as well as leading private companies. Prior to joining ICNZ, Tim was an executive director of a leading market research company.

Among several governance roles, Tim is the former Chair of the Representative Users Group of the Deep South Science Challenge which focuses on research to adapt to climate change.

### Anna Li

李荣晖 (Anna Li)

李荣晖是雇主及制造商协会华人商务中心的经理。Anna创建并发展了此中心，目前主管中心的日常运营。

她具备专业项目管理以及国际金融管理资质，拥有高级商科学位，在项目管理领域具备20年的经验。她的国际工作经历包括在新西兰、澳大利亚、马来西亚、中国以及美国担任过管理职务。

Anna Li is the manager of the Employers and Manufacturers Association (EMA) Chinese Business Centre. Anna established and developed the Centre and manages the day-to-day operations.



She is a certified Project Management Professional (PMP) and International Financial Manager (IFM) with an advanced business degree and 20 years of experience in project management. Her international work experience includes management positions in New Zealand, Australia, Malaysia, China and the United States.

### Rebecca Mitchell

Rebecca Mitchell是新西兰意外事故赔偿局商业客户战略合伙人，她与不同行业机构及组织共事，提供有用而又及时的信息，为雇主以及商业客户提供支持。此外，她也收集并分享与意外事故赔偿局以及商业客户有关的信息，审时度势，提供符合该行业所需且具有价值的建议并协调相应活动的安排。

As a Strategic Business Customer Partner with ACC, Rebecca Mitchell works with industry bodies and organisations to provide helpful and timely information to support employers and business customers. She also gathers and shares insights relevant to both ACC and the business customer, identifies opportunities to deliver value and co-ordinates activities that align with the needs of the industry sector.

### Wendy Lin

林文静 (Wendy Lin)

林文静是2006年加入社会发展部的。她的职责是帮助移民及难民找到工作以及接受就业培训。她能讲普通话、粤语以及英语。林文静热衷帮助他人从而实现他们的目标。

Wendy Lin joined the Ministry of Social Development in 2006. Her role focusses on assisting immigrants and refugees into employment and training. She speaks Mandarin, Cantonese and English. Wendy is passionate about helping people to achieve their goals.

### Tui Rutherford

Tui Rutherford是政府商业、创新及就业部下设小型企业服务部主管。该部门的职能范围如下：

- 建立地区商业合伙人联络机制 - 帮助新西兰各商家获取有效建议，介绍合适的人员，获得所需资金以及相应的资源。
- Business.govt.nz网站 - 这个网站有助于新西兰小型企业更好地了解政府相关条例并遵守这些条例从而使企业发展获得成功。

- 为企业助力 - 这是一个专为支持新西兰企业而制定的项目。
- 新西兰企业商号 - 这个企业商号是全球独特的商业标识号，所有新西兰商家均可使用。

Tui对新西兰小型企业有深刻的了解，他在过去的30年里一直为支持和扶持小型企业成长而不懈努力。Tui Rutherford is the Head of Small Business Services with the Ministry of Business, Innovation & Employment (MBIE). The Small Business Services portfolio includes:

- The Regional Business Partners Network - helping New Zealand businesses connect to the right advice, people, funding and resources.
- Business.govt.nz - Business.govt.nz makes it easier for small businesses in New Zealand to understand and comply with government and succeed.
- Better for Business - a programme developed to champion New Zealand businesses.
- The New Zealand Business Number - is a globally unique identifier, available to all Kiwi businesses.

Tui has a deep understanding of Kiwi small businesses- and has spent the last 30 years working to support and grow small businesses.

### Matthew Tierney

Matthew Tierney 是服务于新西兰警署的全国零售商调查及援助部经理。这是一个新成立的部门，旨在针对那些对零售商进行严重侵犯并长期实施偷窃的要犯进行打击。

Matthew在警署服务了16年，2020年年初退役。2022年年初返聘于警署以设立这个新部门。Mathew与零售业密切合作以此减少因犯罪活动而带来的伤害，并希望达成其心目中建立新的合作伙伴关系之目标。

Matthew Tierney is Manager of the National Retail Investigation Support Unit for the New Zealand Police. This is a new unit which targets the most violent and recidivist retail theft offenders.

Matthew was a police officer for 16 years and left in early 2020. In early 2022 he was reemployed by the police to establish this new unit. Matthew works very closely with the retail sector to reduce harm from crime and is looking forward to forging new partnerships with this goal in mind.

### Kevin Deng

Liang Deng, 也叫Kevin, 是新西兰警署少数族裔社区关系事务部警员。Kevin是2009年参加警署工作的。他在一线工作了约七年, 之后被调入社区治安部工作。

2018年, Kevin加入了毛利, 太平洋岛裔及其他少数族裔服务组。该小组向各族裔社区提供文化方面的建议和援助, 并与各族裔社区联手, 献计献策, 以减少犯罪活动的事发数量以及受害人人数量, 并建立了支持各族裔社区的伙伴关系。

Liang Deng, also known as Kevin, is the Ethnic Peoples Community Relations Officer for the New Zealand Police. Kevin joined the Police in 2009, where he worked on the front line for about seven years before moving to Community Policing.

In 2018, Kevin joined the Maori, Pacifica and Ethnic Service Group. The Group provides cultural advice and support, creates initiatives in partnership with ethnic communities to reduce crime and victimisation, and builds partnerships that support ethnic communities.

### Shanshan Li

李珊珊 (Shanshan Li)

李珊珊自2008年起就在奥克兰地区公共健康服务部工作, 开始时担任一名健康保护部官员, 后来晋升为项目主管。

李珊珊曾经全方位地参与奥克兰地区公共健康服务部所展开的疫情防控活动, 其中包括空中及海上边境的应对, 疫情跟踪以及人群管理。2021年, 她被任命为新冠疫情应对组组长, 成为新冠疫情应对行动领导团队中的一员。

李珊珊目前担任奥克兰地区公共健康服务部系统与信息项目组组长, 领导此信息团队维护该服务的数据管理平台。

Shanshan Li has been working for the Auckland Regional Public Health Service (ARPHS) since 2008, first as a Health Protection Officer and then as a programme supervisor.

Shanshan was extensively involved in the ARPHS' COVID-19 public health actions, including its air and sea border response, contact tracing and cluster management. In 2021, she was appointed to the COVID-19 Response Unit as Operations Manager, an integral part of the Covid Response Operations Leadership Team.

Shanshan is currently the System and Informatics Programme Manager at ARPHS, leading the informatics team in maintaining data management platforms for the service.

### Bonnie Fan

Bonnie Fan是2008年作为环境健康部官员而就职于奥克兰市议会的。2017年, 市议会食品安全及健康执法组宣告成立。Bonnie作为执法员/食品安全监管员而被调任到该新成立的团队。其工作重点在于处理有关因对食品, 健康妨害以及危险物品引起的各类投诉。

Bonnie Fan joined Auckland City Council in 2008 as an environmental health officer. In 2017, the Council Food Safety and Health Enforcement team was formed. Bonnie transferred to this new team as an enforcement officer/ food safety officer, primarily focused on dealing with complaints about food, health nuisance and hazardous substances.

### Jason Wang

王宁 (Jason Wang)

王宁是奥克兰市议会中区项目评估以及建筑许可签发部经理。他从1999年起就在市议会工作, 并在建筑许可签发部门担任各种职务, 其中包括建筑工地检查以及建筑许可签发方面的职务。

Jason Wang is Manager Project Assessment Central, Building Consents for Auckland Council. He has worked for Council since 1999 and held a variety of roles in the Building Consents Department, including roles in inspection and building consents.

### David Pan

David Pan 在奥克兰市议会担任首席规划师一职。

工作重点是提供专业的规划建议, 包括在签发许可业务方面提供专业的规划建议。另外, 他参与了对法律法规以及相关政策修改方面的监督, 分析以及实施等工作。同时, 他还参与各种土地使用以及土地分割资源许可申请的处理业务。

David Pan works at Auckland Council as a Principal Planning Specialist. A role focussed on providing professional planning advice, including specialist planning advice on consenting matters. He also monitors, analyses and implements legislative and policy changes and is involved in processing a wide range of land use and subdivision resource consent applications.

### Ivan Yeo

Ivan Yeo是亚裔家庭服务部副主任以及公共健康部主管。自2004年完成社会科学学位课程以后，Ivan一直在心理健康领域方面工作。Ivan参与过许多项目，包括Like Minds, Like Mine (志同道合，共生共荣) 项目，预防自杀及自杀事后介入工作以及亚裔健康周等活动。

Ivan坚信提高移民社区精神健康的意识与福祉的重要性，并希望每个人在新西兰社会中都被赋予力量从而过上幸福的生活。

Ivan Yeo is the Deputy Director and Public Health Lead at Asian Family Services. He has been working in the mental health sector since he completed his Social Science degree in 2004. Ivan has been involved in many projects, including Like Minds, Like Mine, Suicide Prevention and Postvention and the Inaugural Asian Health Week.

Ivan believes in raising awareness of mental health and well-being for migrant communities and hopes to empower individuals to flourish in New Zealand society.

### Gavin Zhang

张國棟 (Guodong (Gavin) Zhang)

张國棟目前担任奥克兰Balmoral街区华人商会副会长一职，在Dominion Rd华商社区的发展方面具有丰富的经验。

他是“我家厨房餐饮集团”的创始人。在餐饮业开发方面具有14年以上经验。同时，也有与奥克兰市议会，Albert Eden区议会以及Dominion商会共事8年的经验。他是Dominion Rd中秋节活动指导小组的一位主要成员，积极参与了2019年，2020年以及2022年三届每届为期3天的中秋节筹备组织工作。

Guodong Zhang is the Vice president of Auckland Balmoral Chinese Business Association (ABCBA) with experience in development of local Dominion Road Chinese business community.

He is the founder of the My Kitchen Restaurant Group, with over 14 years' experience in hospitality and food business development and eight years' experience working with Auckland Council, Albert Eden local board and Dominion Business

Association. He is a key member of the Steering Group for Dominion Rd Moon Festival and was actively involved in establishing and organising the three-day moon festival in 2019, 2020 and 2022.

### Yanan Yang

杨亚楠 (Yanan Yang)

杨亚楠是“北港商会”的公关大使。职责是与各企业主及主管人员密切合作，从而使这些企业在北港商会提供的服务中获得最大的益处。他具有市场营销，以及商业协会的工作背景。

Yanan Yang works as a Relationship Ambassador at Business North Harbour. A role which requires him to work closely with business owners and managers to ensure they are making the most of the opportunities and services that Business North Harbour provides. He has a background in marketing and working for business associations.



# 华人中小企业振兴论坛

## Chinese Medium-Small Business Resilience and Recovery Forum

### Time | 时间 Topic | 议题

9.30am  
上午 9:30

**Registration Open**  
**Welcome Morning Tea and Exhibition Space**

开始登记入场  
迎宾早茶和大会展区

10.15am  
上午 10:15

**Welcome (karakia)**  
**Official opening:** Councillor Sharon Stewart, Chair of Auckland's Civil Defence and Emergency Management (CDEM) Committee

欢迎仪式  
正式开始：市议员Sharon Stewart女士兼奥克兰民防及应急管理委员会主席致开幕词

10.30am  
上午 10:30

**Keynote:** Deputy Prime Minister and Minister for Auckland,  
Hon Carmel Sepuloni

主旨发言人：副总理兼奥克兰事务部长, Hon Carmel Sepuloni

11.10am  
上午 11:10

**Business continuity and emergency planning**

企业的持续发展以及应急规划

*This session will give you the information and skills needed to develop an emergency response and business continuity plan that is relevant for your business and unique circumstances. It will also give you a greater understanding of the support available during and after an emergency event.*

本场研讨会将为您提供与您事业及独特经商环境所需的相关信息和方法，协助您制定一项应急及事业持续发展规划。另外，还有助于您更好地了解在突发事件发生期间及之后您可能获得的相应支持。

Auckland Council, Specialist Advisor - [Yongjie Li](#)  
Auckland Emergency Management, Principal Business Resilience Advisor  
- [Bridget Vercoe](#)  
Insurance Council of New Zealand (ICNZ), Chief Executive - [Tim Grafton](#)

奥克兰市议会，专业顾问 - [Yongjie Li](#)  
奥克兰应急管委会，商业发展首席顾问 - [Bridget Vercoe](#)  
新西兰保险协会，首席执行官 - [Tim Grafton](#)

(This session will be in English and Mandarin)  
(本场研讨会将以普通话和英语进行)



11.40am  
上午11:10

### Financial support and advice for business

资助及商务咨询

*This session outlines the financial support and advice available for small business owners.*

本场研讨会将概述小型企业业主所能获得的资助以及企业咨询服务

Employers & Manufacturers Association (EMA),  
Chinese Business Centre Manager - 李荣晖 ([Anna Li](#))

Accident Compensation Corporation (ACC),  
Strategic Business Customer Partner - [Rebecca Mitchell](#)

Ministry for Social Development (MSD), Work Broker - 林文静 ([Wendy Lin](#))

Ministry for Business Innovation and Employment  
(Head of Small Business) - [Tui Rutherford](#)

雇主及制造商协会，华人商务中心业务部经理 - 李荣晖 ([Anna Li](#))

意外事故赔偿局，战略商务客户合伙人 - [Rebecca Mitchell](#)

社会发展部，就业经纪人 - 林文静 ([Wendy Lin](#))

商业开发及就业部（小型企业事务主管 - [Tui Rutherford](#)

(This session will be in English and Mandarin)

(本场研讨会将以普通话和英语进行)

12.30pm  
下午 12:30

### Networking, Lunch and Exhibition Space

参会代表在展区进行互动，午餐和展会空间

### Concurrent workshops – Forum attendees to choose from one of the three options below.

同时举行的研讨会 - 出席论坛研讨会的代表可以在下列三个选项中挑选一项

#### OPTION 1

1:30pm

选项一

下午1:30

### Crime prevention and safety

预防犯罪及人身安全

*This session will provide you with strategies and advice to prevent crime and keep you and your employees safe.*

本场研讨会将为您提供如何防止犯罪活动并确保您及员工人身安全相关的防御措施及建议

New Zealand Police, Prevention Lead - [Kevin Deng](#)

New Zealand Police, Manager of the National  
Retail Investigation Support Unit - [Matthew Tierney](#)

新西兰警署 防御部主管 - [Kevin Deng](#)

新西兰警署 全国零售商调查后援部经理 - [Matthew Tierney](#)

(This session will be in English and Mandarin)

(本场研讨会将以普通话和英语进行)

#### OPTION 2

1:30pm

选项一

下午1:30

### Public and environmental health, including contagious disease prevention

公共及环境健康，包括如何预防传染病

*This session focuses on handling hazardous substances, contagious disease prevention (COVID, noro and rotavirus, flu, measles etc). As well as legislation*



|   |  |
|---|--|
|   | <p><i>that regulates food businesses, beauty salons and hairdressers and the licenses needed to operate these businesses, how to get them and the consequences of trading without a license.</i></p> <p>这场研讨会主要讨论如何处置危险物品，预防传染病（如新冠、诺如病毒、轮状病毒、感冒、腮腺炎）等问题。另外，会上还将讨论食品行业、美容美发业有关的法律法规，从事这些行业所需的营业执照，如何申领这些执照以及无照经营的后果等问题。</p> <p>Auckland Regional Public Health Service, Programme Manager Systems and Informatics - 李珊珊(<a href="#">Shanshan Li</a>)<br/>Auckland Council, Enforcement Officer Alcohol and Environmental Health - <a href="#">Bonnie Fan</a></p> <p>奥克兰地区公共卫生服务部，系统与信息规划部经理 - 李珊珊(<a href="#">Shanshan Li</a>)<br/>奥克兰市议会 酒精管制与环境执法部官员 - <a href="#">Bonnie Fan</a></p> <p>(This session will be in Mandarin)<br/>(本场研讨会将以普通话进行)</p>   |
| <p><b>OPTION 3</b><br/><b>1:30pm</b><br/>选项一<br/>下午1:30</p> | <p><b>Everything building (property) related</b><br/><b>经营场所（物业）有关的所有议题</b></p> <p><i>This session will give you all the information you need to ensure your business property is legal and fit for purpose. It will also look at the process for inspecting the safety of buildings after an emergency. This session is relevant for people who own, lease and rent property.</i></p> <p>这场研讨会将提供所有您所需的信息，来确保您经营场所的合法性以及适用性。另外，研讨会上还将涉及突发事件发生后如何检查确保楼宇安全性的步骤。本场研讨会与物业业主及租赁物业的业主有关。</p> <p>Auckland Council, Manager Project Assessment (Council Building Consents) - 王宁(<a href="#">Jason Wang</a>)<br/>Auckland Council, Principal Planner - <a href="#">David Yue Pan</a></p> <p>奥克兰市议会，项目评估部经理（市议会建筑开发许可证）- 王宁(<a href="#">Jason Wang</a>)<br/>奥克兰市议会，首席规划师 - <a href="#">David Yue Pan</a></p> <p>(This session will be in Mandarin)<br/>(本场研讨会将以普通话进行)</p> |
| <p><b>2:00pm</b><br/>下午2:00</p>                             | <p><b>Ten-minute tea and coffee break</b><br/><b>休会10分钟·茶点及咖啡时间</b></p>  |
| <p><b>2:10pm</b><br/>下午2:10</p>                             | <p><b>Wellbeing and benefits of strong, supportive business networks</b><br/><b>建立强大而又能获得后援的商业网络之益处</b></p> <p><i>This session will focus on the importance of building strong business networks, intercultural communications and strategies for dealing with stress and racist behaviour.</i></p> <p>这场研讨会着重讨论建立强大商业网络，跨文化交流及相应机制以应对压力及种族歧视行为的重要性。</p> <p>Asian Family Services, Deputy Director and Public Health Lead - <a href="#">Ivan Yeo</a><br/>Balmoral Chinese Business Association, Chair - 張國棟 (<a href="#">Guodong (Gavin) Zhang</a>)<br/>Business North Harbour, Chinese Ambassador - 楊亞楠 (<a href="#">Yanan Yang</a>)</p> <p>亚裔家庭服务部副主任及公共卫生事务部主管 - <a href="#">Ivan Yeo</a><br/>Balmoral街区华商协会会长 - 張國棟 (<a href="#">Guodong (Gavin) Zhang</a>)</p>  |

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北港地区商委会华人大使 - 杨亚楠 (*Yanan Yang*)

(This session will be in Mandarin)  
(本场研讨会将以普通话进行)

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2.40pm  
下午2:40

**Forum close and prize draw**

论坛会结束和抽奖活动

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3.00pm  
-4.00pm  
下午3:00至4:00

**Networking, Afternoon Tea and Exhibition Space**

参会代表在展区进行互动，下午茶和展会空间

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# 鸣谢

## Thank you to:

本次论坛官方赞助单位和合作伙伴  
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National Emergency  
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## 本次论坛专家顾问委员会

### Our Specialist Advisory Group

Cheng Goh, Albert-Eden Thriving Town  
Centres - Cross Cultural Specialist



Auckland Balmoral  
Chinese Business  
Association

BUSINESS  
EAST  
TĀMAKI



新西兰中国商会  
CHINA CHAMBER OF COMMERCE IN NEW ZEALAND



Formerly known as Chinese New Settlers Services Trust



NEW ZEALAND  
POLICE  
Ngā Pīnimanu o Aotearoa



华人中小商业论坛  
Chinese Medium-Small Business  
Residence and Recovery Forum

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## 本次论坛主持研讨会的合作伙伴 Our workshop host partners



## 向本次论坛慷慨捐赠者 Our generous donors

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New Zealand Chinese Entrepreneurs Association

New Zealand Chinese  
Entrepreneurs Association



Aiyoyo



AUNEW



Good Health

心 | 美 | 楼 ♡ SUM MADE

Sum Made Restaurant



CHINZ | LOGISTICS 秦遠國際物流

Chinz Logistics



AI Snack



老虎證券  
TIGER BROKERS

纳斯达克上市公司

Tiger Brokers



James Law Realty



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