



# CooperAitken BalanceSheet

October 2021



Included this month;  
We're in Hamilton | Article from Chloe Hunter, Recovering from the Impact of COVID-19  
Surfing for Farmers | New Zealand Dairy Industry Awards



We are excited to share that we have geographically expanded our firm and opened a satellite office at Innovation Park in Ruakura, Hamilton.

As Rural Accountants, we are well known for our expertise and involvement in the Rural Agri sectors. With providing a wide range of specialist services we also work closely with a large number of Hamilton based clients and fellow professionals to provide support and guidance for the success of their businesses.

When the opportunity arose to set up at Innovation Park, we went for it! This expansion has been something we've hoped to do for some time. The Park is the centre of a growing agri-tech hub and we see this as a great fit for our firm.

Having a presence in Hamilton gives us the ability to work closer with our existing Hamilton clients and positions ourselves with other likeminded firms in the area.

The new office space aligns with our values; progressive, driven, community, empathy and approachable. The new office space model, going from a traditional branch model to a satellite office, also gives some of our Hamilton based team an opportunity to work across all our office locations.

Under the current Alert Level 3 restrictions, our Hamilton office is not open to the public, however we are available for all services. When we return to a lower Alert Level, if you wish to call in to catch up or see how we can be of assistance, you will find us at; The CRV Building, Innovation Park, Ruakura.

You can contact us anytime on; 07 595 0351 or on our new number for all offices; 0800 866 191

RAGLAN - NGARUNUI BEACH  
Every Wednesday  
24 Nov - 23 Feb

GET OFF THE FARM  
& COME ENJOY  
A SURF & BBQ

SURFINGFORFARMERS.COM

Surfing for Farmers is an awesome initiative that runs across 18 New Zealand surf beaches.

Launched in 2018, the initiative is helping improve mental health and wellbeing in New Zealand rural communities. The learn-to-surf programme provides an opportunity for farmers to step away from the farm, get some fresh air, exercise and interact with other farmers, rural families and industry professionals.

The program runs every Wednesday evening for 13 weeks, with a small break over Christmas and the first evening hoping to kick off on Wed 24 November (if regions are at Level 2). Come along at 5pm, get kitted up with a wetsuit and surfboard, enjoy a surf with a trained surf coach, and then a BBQ and catch up after, all at no cost to you. All welcome!

We are proud to support the initiative this year in the Raglan - Ngarunui beach area. As the initiative is getting busier and busier, bookings are essential. If you would like a surf session in Raglan, please contact James Nesbit.

If you'd like to surf anywhere else, head over to their website to see details on other areas and get the most up to date information.



INNOVATION PARK, HAMILTON



0800 866 191

Head to  
[surfingforfarmers.com](https://surfingforfarmers.com)





# RECOVERING FROM THE IMPACT OF COVID-19

Article  
Oct 21



CHLOE HUNTER

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## The past 19 months has taught us that the unexpected can and will happen.

With the unexpected has come challenges for businesses. How can we prepare for a challenge when the future is uncertain and all necessary information is not readily available? For many people, Covid-19 has changed priorities around what is important and the methods of connecting with Businesses is evolving.

Businesses are required to adapt to situations quickly and this includes undertaking tasks such as:

- Understanding the full impact of Covid-19 crisis on your business

- Identify risks and strategies available to mitigate these risks
- Identify areas to reduce personal spending to minimise the pressure on your business
- Set realistic targets to maximise cashflow and profitability
- Understand your new minimum viable sales levels
- Develop a plan to maximise opportunities and address your most critical challenges
- Understand Government support entitlements
- Considering tax obligations for a locked down workforce I.e. home office set ups, reimbursing employees, Fringe Benefit Tax on motor vehicles
- Adapting technology where required to enable teams to collaborate and service consumers desires where presence or travel is not permitted.

The most successful businesses pre-plan around risk management to ensure that they know what to do when challenges present themselves and a response plan is thought out.

There is an African proverb that states “Smooth seas do not make skillful sailors”. It’s the challenges in our life that shape us into something more superior and resilient.

“When written in Chinese, the word ‘Crisis’ is composed of two characters. One represents danger and the other represents opportunity.” Business Recovery Planning requires you to reconsider all aspects of your business to ensure its best chance of recovery.

Combine your expertise with ours to make the best possible plan at this critical time. We will work with you to develop a concise Business Recovery Plan and clarify the future direction of your business.



We are proud to support the NZ Dairy Industry - Waikato Awards again this year.

Entries into the awards programme are now OPEN.

The categories are;

- Dairy Trainee
- Dairy Manager
- Sharefarmer of the Year

The awards give you a chance to challenge yourself, earn a regional or national title, win some pretty cool prizes and the recognition you receive is so awesome!

If this sounds like something you’re interested in, we strongly encourage you to enter - you have our support!

For more information and to enter  
[dairyindustryawards.co.nz](http://dairyindustryawards.co.nz)



# SHOP LOCAL

## OUR COMMUNITY DEPENDS ON IT

**YOUR LOCAL SHOPS AND BUSINESSES  
NEED YOUR SUPPORT.**



**Herd of Cows?**  
Morrinsville Street Art  
Major Sponsor  
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