

CURRICULUM VITAE

Geoffrey Lisle Cloake (Geoff)

Address 16 Te Weka Street, Timaru
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Date of Birth 12 April 1954

Marital Status Married with four children - three currently at school

Health Excellent

Education 1960 - 1966 Fairview School, Timaru
1967 - 1970 Timaru Boy's High School
1971 - 1996 Technical Correspondence Institute
1971 - 1972 Wellington Polytechnic
1975 Central Institute of Technology

Qualifications *School Certificate*
1969 Maths, Science, Geography, Technical Drawing
1970 English
1971 Chemistry

University Entrance - Accredited
1970 English, Maths, Physics, Geography, Technical Drawing

New Zealand Certificate of Engineering
1975 Telecommunications

Registered Engineering Associate
1981 R.E.A. Mechanical Engineering

Experience 1970 - 1987 Project Engineering and Draughting
1987 - 1998 Business and Regional Development
1999 - Freelance Enterprise

FREELANCE ENTERPRISE

1 January 1999 Present Time

Operating Company Aoraki Development Ltd
Managing Director Geoff Cloake service provider
Co Director Marthy Cloake - administration
Staff Roselyn Cloake (eldest daughter) - sales and artwork
Accountant Paul Johnston
Legal Tony Shaw of Timpany Walton

Role Manage the development and operations of the Company and:
1 provide business and community development and educational related services
2. develop 'virtual business' for own range of products

PROJECTS UNDERTAKEN:

Business development

Various businesses including Point Majck Ltd manufacturer of Denheath Custard Squares assisting national expansion and product development.

Strategic planning

For various organisations including the Maori Development programme 'Closing the Gaps". A major project was the redevelopment of the Hakatere Marae in Mid Canterbury.

Marketing/Promotions

Branding, multimedia and websites for two tourism operators
Image development strategy and artwork for a furniture manufacturer
Branding and supermarket packaging development for a consumer food manufacturer

Promotional projects for Health and Safety Programmes including local Road Safety Trust programmes

Branding and various promotional aids, mapwork and photography for Central South Island Tourism etc.

Development of a brochure promoting Rock Art in the region.

Education

Tutoring services to Christchurch Polytechnic for business management, marketing and information systems, including computing (databases, internet, website development and multimedia)

Research

Created database of 1000 artefacts and story lines relating to the Timaru Beach 1853-1886+ for the Timaru Civic Trust

LONG TERM VENTURE

'Virtual Business' marketing of artwork by Family Members

"Photography by Geoff Cloake" OUR LAND SERIES

See website www.geoffcloake.co.nz

"Fine art by Rose Cloake"

BUSINESS DEVELOPMENT

28 February 1992 31 Dec 1998

Employer	Aorangi Business Development Board
Position	Manager Chief Executive Responsible to Mr Don MacFarlane, Rick Ramsay (chairmen)
Role	Manage the operations of the Board under the Governments Business Development Programme and to assist people to develop their businesses.
Duties	<p>Administration of the Boards affairs in accordance with the Public Finance Act, Business Development Boards Act, and the Business Development Board Code. This required the preparation of:</p> <ul style="list-style-type: none">☐ Operational plans and budgets☐ Purchase Agreements with the Minister☐ Annual Statement of Objectives☐ Monthly Reports to the Board☐ Quarterly Reports to the Minister☐ Annual Reports to Parliament <p>Promotion of the Board and its services to key organisations, clients and the public by distribution of material, client visits, editorials and addresses.</p> <p>Provision of information by assessing the needs of clients and enquirers, sourcing and disseminating relevant business information and opportunities, and making referrals.</p> <p>Improvement of business capability by assessing or arranging assessments on business capability; discussing proposals and providing general business advice; providing leads to problem solving, innovative projects, development of business skills, techniques and procedures, and developing new offshore markets.</p> <p>Administration of the Business Capability Improvement Fund (BCIE) as per the Ministers guidelines for supporting training, education, etc., and Purchase Agreement. Also involved the provision of initiative and support to new business training projects.</p> <p>Administration of the Business Development Grant Scheme to assist innovation, R&D, management strategies and their implementation in new markets offshore. Also assist clients with applications to the Board.</p>

Administration and promotion of quality programmes and awards.

Liaison and coordination with other key organisations in the Region to exchange information and develop regional initiatives.

Provision of special programmes to women and Maori to improve their awareness of the Business Development Programme and examine ways to assist their business initiatives while informing Board members and staff about their special needs and aspirations. Also to provide practical assistance, programmes, workshops, hui etc..

Assistance to the Board to advise the Minister on matters relating to business development in the region including significant business development issues, and Boards progress and client successes.

Development and maintenance of Good Employer and Employment Opportunities Programme including fair management of staff and their duties, identification of learning, training and job related development needs, training, performance assessments, remuneration reviews, observance of the Employment Contract Act, observance of the Equal Employment Opportunities Act.

Assistance to national projects of the Business Development Board network.

Ongoing development support to the Business Development Programme including, reviews, the Business Information Network, data systems, and other projects determined and approved by Board.

Maintenance of the Boards assets for cost-effective and safe use. Continually improve operations, procedures, systems, documentation, measurement and reporting.

BUSINESS DEVELOPMENT ACCOMPLISHMENTS

- ☐ High profile and respectability gained for Board at low cost through editorials, features, function attendance and addresses etc.
- ☐ Approval of \$3.6 million funding for over 700 new business initiatives to a high level of client satisfaction. Grant support valued at over \$40 million in terms of increased turn over, foreign exchange and new employment with the tax potential matching Governments contribution.
- ☐ Advice and guidance provided to over 4300 enquirers who also indicated their high level of satisfaction.
- ☐ Development of numerous discussions/seminars/workshops covering topics such as: exporting, compliance issues, process and quality improvement, business networking, quality certification, quality awards, the millennium bug, Marae development etc.

- ☐ Research into business capability improvement.
- ☐ Member of 'Local Employment Committee assisting in the development of an economic and employment profile for the region, and strategies for lifting employment.
- ☐ Advisor to various organisations including two Aoraki Polytechnic Committees, Peel Forest OPC Eco-Village, etc .
- ☐ Fully developed liaisons and networks.
- ☐ Information technologies developed for BDB network.

REGIONAL DEVELOPMENT

17 October 1987 - 27 February 1992

Employer	Aorangi Regional Development Council (Ad-hoc to the Department of Trade and Industry/Ministry of Commerce)
Position	Executive Director Responsible to Mr Alan R Reith (chairman)
Duties	Advising the Minister on regional development issues. Promotion of the Investigation Grant Scheme. Assistance to applicants and advise Council on their recommendations to the Ministry of Commerce and monitor progress. Maintenance of knowledge and understanding of economic trends. Provide information and guidance to new and existing businesses . Investigation and promotion economic development opportunities. Administration of the Council affairs. Promotion of the Council role and profile. Maintenance and coordination with industry and other key groups.
Additional Roles	Board Member - Aorangi Public Relations Assn. Member - Timaru Fishing Liaison Committee. Adviser to Ministry of Commerce Innovation Programme. Delegate 1988 Sister City visit to Orange New South Wales.

REGIONAL DEVELOPMENT ACCOMPLISHMENTS

- ☐ 1500 (approx) enquiries assisted
- ☐ 182 investigation grants approved for \$1,062,000.
- ☐ Promotion of applicant successes through regular media coverage and addresses
- ☐ 3 Quality Assurance Workshops run for over 100 managers
- ☐ Organised the National Launch of Innovation Programme and ran

- two "Innovation Workshops" for over 60 managers
- ☐ Initiated and organised "Make It With Marketing" Seminar for 370 people
 - ☐ Office procedures streamlined to achieve a 40% cost reduction while increasing grant activity
 - ☐ Initiated a business directory
 - ☐ Assistance provided to Trade & Industry, Ministry of Commerce Projects
 - ☐ Reporting to Council Members streamlined
 - ☐ Developed computer-based ledger, budget, cashflow, and variance reporting, enquiry/client records and reporting, etc.
 - ☐ Assisted the establishment and initial promotion of Mount Cook Marketing Limited
 - ☐ Adviser/monitor Group Development Pilot - Department of Labour
 - ☐ 1990 Commemoration promoted and coordinated

ENGINEERING

21 March 1977 21 August 1987

Employer	J Wattie Canneries <i>1 March 1984 21 August 1987</i>
Position	Project Engineer - accountable for range of capital projects
Duties	Management of projects involving: <ul style="list-style-type: none">☐ Conceptual development and proposal☐ Financial control estimates & budgets, expenditure control and reporting☐ Planning, design and procurement☐ Liaison with authorities,☐ Training, Installation and commissioning <p><i>19 July 1985 21 August 1987 (management extension)</i></p> <ul style="list-style-type: none">☐ Management of site, building maintenance and staff☐ Management of plant and engineering staff for potato chip, frozen and dehydrated vegetable operations

ENGINEERING ACCOMPLISHMENTS

Plant Design:	Bulk potato trailers with automatic discharge system Potato chip bulk storage & conveying system Drum unloader and pallet turntables, telescopic conveyers, packing stations with carton dispensers, flumework
Projects	New snack food operation Redeveloped process lines for frozen/DHV form fill & seal packing operation Steam pressure processing Automation & control systems including: <ul style="list-style-type: none">☐ batch weighing, computerised weighing and packing☐ data logging systems☐ Materials handling & storage systems including:☐ Food pumping, carton conveying☐ Bulk bin conveying, vibratory conveying☐ Reorganisation and upgrading of plant services including:☐ Water reticulation & recycling☐ Compressed air, coal fired boiler, system upgrades☐ Refrigeration heating, ventilating upgrade projects☐ Energy recovery☐ Building & yard development☐ Relocation and re-installation of plant to Hornby

Management Productivity Improvement

- ☐ Streamlining of work processes and reduction of staff levels
- ☐ Introduction of maintenance shifts
- ☐ Training of engineers for maintenance backup
- ☐ Rebuilding staff perception of their role in the company
- ☐ Implementation of staff ideas
- ☐ Reduction of repetitive problems
- ☐ Preventative maintenance programme
- ☐ Engineering budget coordination
- ☐ Plant performance monitoring and analysis
- ☐ Management and interpersonal skills developed
- ☐ Computer skills developed
- ☐ Statistical databases, spread sheets, word processing
- ☐ Project management
- ☐ Registration as Engineering Associate (REA)

21 March 1977 1 March 1984

Position Design Draughtsman
Responsible to L Nolan, Chief Engineer

Duties General draughting duties
Plant design and layout involving:

- ☐ research and development
- ☐ purchase of plant and materials
- ☐ specification and implementation of work

1 February 1979 1 March 1984 (additional responsibilities)

Preparation of proposals and costings
Supervision of work and expenditure control
Troubleshooting
Training of staff and management trainees

DRAUGHTING

30 November 1970 - 18 March 1977

Employer Employer New Zealand Post Office

Position Draughtsman
Responsible to Mr C Robinson, Chief Draughtsman

Duties 1 February 1974 31 March 1977

General draughting
Planning
Site surveys
Plant design, layout and records
Specification & working drawings
Liaison with contractors & NZPO staff

30 November 1970 31 April 1974

Normal draughting training

Maintenance of draughting records

General draughting

DRAUGHTING ACCOMPLISHMENTS

Fulfillment of duties

Completion of training and cadetship

One year secondment to Head Office, Wellington

NZCE qualification in Telecommunications Engineering

PERSONAL INTERESTS & ACCOMPLISHMENTS

COMMUNITY SERVICE

Art Promotion

2002 - Present Tim

Founding Trustee - Canterbury Arts Incorporated

Development of aims, objectives and directions for a Canterbury wide promotional body for promoting visual and performing arts and artist.

Life Education

2001-Present time

Trustee Mid South Canterbury Life Education Trust

Fundraising & promotions

Rotary

1987 - Present Time

Timaru South Club member, past Secretary/Director etc

Contributed to or coordinated a wide range of projects

Heritage

1996 - 1998

Chairman The Landing Service Development Committee,

Development of historic building for public access

Fundraising and various promotional events

Development of new kitchen and facilities

1997 - Present time

Coordinator - Historic research into Timaru's landing services

Location of surfboat relic

Computer database compiled for museum.

Preparations for audio visual display

Geological Research - Mt Horrible volcanics

Mountain Safety

1986 - 1992

Vice Chairman for South Canterbury Committee

Qualified Mountain Safety Instructor

Trained Search & Rescue Controller

Reformed committee operations

Designed/coordinated outdoor risk management courses

HOME & FAMILY

Family Development

Supporter of wife's professional development

2001- Present time

Member and Chairperson for Timaru Girls High School Board of Trustees

1997 - Present time

Health Promoter for National Heart Foundation

Supporter of children's extra circular activities including, art, music, speech and drama, hockey, swimming, rowing

House Renovations
1980 - 1990
House design services
DIY home renovations and decor
Cabinet making for kitchen, lounge etc
Holidays & Travel
1987 & 1995
Two European tours with family to wife's homeland
Genealogy
1996 - Present Time -
Research and compilation of own family history
PHOTOGRAPHY Art sales
2000 - Present Time
Specialisation in landscape photography

Publishing
1985 - 1988
Co-authored with wife "Secret South Island", 35,000 words/63 full
colour photos
Miscellanies articles and photography
Book reviewing

Development and Promotion
1974 - 1988
Exhibitor receiving a number of National Awards
National/international judge
Lecturer & seminar leader

Guest Speaking/lecturing/judging
1974 - Present Time
Numerous presentations on photography/the outdoors/travel

COMPUTING *1988 - Present Time*
Proficient developer and user of databases, multimedia and internet
Competent in assembly of computers and networks

INVESTMENT Portfolio Development
1976 - 1999
Rental property, shares, etc.
Own Business
1999 - Present Time
Own business development and other business interests

SPORT & RECREATION *1973 - 1990 - Tramping*
South Canterbury Tramping Club Member
Leader of numerous trips up to-3 weeks in duration
1975 - 1978 - Rowing
1978 - 1990 - Basketball
1995 - 2000 - Tennis