



Craig Rust, NDB, NDA, CA

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Summary:

Craig has over 15 years experience in the Chartered Accountancy and Business Development sector where he has worked with clients of all sectors and sizes on a wide range of work.

While working for Chartered Accountancy practices Craig studied by correspondence to gain his:

- National Diploma in Business Studies
- National Diploma in Accountancy
- Chartered Accountant

In March 2002, Craig formed Business Innovators, a business development consultancy practice based in Christchurch. Business Innovators specialises in providing strategic business growth, finance and management advice to a wide range of small to medium sized businesses New Zealand wide.

A fully qualified Chartered Accountant, Craig became a member of the Institute of Chartered Accountants of New Zealand (ICANZ) in 1997. He was named Young Accountant of the Year for the Southern Region in September 2005. Prior to setting up Business Innovators, Craig was a Senior Manager at PricewaterhouseCoopers where he was in charge of the business growth team.

Craig is a well known presenter who has delivered many workshops around New Zealand and is a regular speaker at business conferences. These workshops have included, Enterprise Training, The Investment Ready Scheme, specific training for Axa Insurance, National Bank, Motor Trade Association, Tourism New Zealand, New Zealand Vet Association and other private groups.

Craig lectures the small business entrepreneur papers to the Canterbury University MBA programme each year. The topics include:

- Strategic Planning
- Business Finance
- Business Expansion
- Capital Raising

- Marketing for small business

In 2004 Craig developed the 'Accelerated Business Growth Programme' which is a six part series covering the six core topics of growing a business. The programme has been delivered New Zealand wide both as part of the enterprise training programme and private training courses. It is widely regarded as one of the most comprehensive small business programmes available in New Zealand.

Craig launched his first book 'Where's the Money' in May 2005. 'Where's the Money' is a business skills book for New Zealand Businesses which educates business owners about:

- How to find the money in your business
- How to manage the money in your business
- How to create more money for your business

Building on the consultancy practice Craig has been chosen to provide ongoing governance services in the role as either Director or Advisory Board member services on a monthly basis for a number of companies. These companies include:

- Nelson based food manufacturing company for both national and export markets
- Timaru based honey packaging and export company
- Christchurch based:
 - electronics
 - manufacturing
 - tourism
 - viticulture
 - agriculture

In 2007 / 2008 a number of Craig's clients won various business awards throughout New Zealand. These included:

- A national Maori Business Award
- Supreme Business of the Year in the Nelson Business Awards
- First place on the Deloitte Unlimited Fast 50 list.

Craig and his wife Janine also own Divine Cakes and Desserts which is a Christchurch based commercial bakery and retail operation. Divine has grown significantly over the last three years and is now operating a commercial bakery, four retail cakes shops, a specialty wedding / celebration shop and wholesale clients and supermarkets South Island wide. In March 2008 Divine opened its first Divine Café in central Christchurch and is now preparing to franchise Divine Cafes New Zealand wide.