

Bruce Fraser – Biography 2010

Bruce is a public relations consultant working with businesses and organisations on communications and engagement with their clients and stakeholders. His qualifications include a BA and Post graduate diploma of Business and Administration.

He has been closely involved with the sustainable business movement in the Bay of Plenty for many years and has regularly emceed the annual Sustainable Business Awards.

For Bruce, a sustainable business is one that focuses on profitability while at the same time looks for ways of reducing its environmental footprint and how it treats staff and customers. “The Bay of Plenty has a proud record in this field with two previous regional winners (Design Mobil and Comvita) going on to become national winners as well. It is a great network to be part of.”

Bruce is married with four adult children and five grandchildren and lives in Tauranga.