

## **Rod Oram – Biography (2010)**

Scarcity has to be the absolute crux of any corporate or country strategy. All resources - human, financial and natural – are in chronically short supply. This is particularly true for New Zealand. We are trying to run a full-service, developed country with only 4.3m people and a low-value economy in a remote part of the world.

Thus we need a laser-like focus on sustainability to ensure we can earn a better, more resilient living in the world economy, which in turn will help us improve our social and environmental performance at home.

This is the strategic imperative I bring to my work as a business journalist. To that end, I have long admired the Sustainable Business Network for the way it pioneers these business disciplines and helps companies adopt and develop them. I have greatly appreciated the chance to work with the SBN via conferences, awards, publications and other avenues for promoting these issues.

If I were elected to the board of the Sustainable Business Network, I would help fellow board members, staff, member companies and the SBN's wider community continue this important work to the point it became completely mainstream and the bedrock of New Zealand's economy.

I would contribute to the SBN my networks across sectors here and to some extent abroad. And I would contribute my skills in identifying key issues, learning a lot about them, making some sense of them, and then offering clear insights and practical advice on them, particularly to companies and their staff.

My main work commitments each week are a column in the Sunday Star-Times business section, a piece on Nine to Noon with Kathryn Ryan on Radio New Zealand and one on Newstalk ZB with Larry Williams. I also write a bi-monthly column in Good Magazine.

I have a full schedule of public speaking engagements ranging from keynote speeches at corporate and industry conferences to workshops, community meetings and pro bono presentations to the likes of Rotary clubs, U3A, schools, universities, charities and professional associations. I also work as a facilitator for strategy sessions of corporates, associations, non-profits, communities and other groups.

I'm an adjunct professor in the Department of Management and Marketing at Unitec; a trustee of the Hikurangi Foundation (a Stephen Tindall / John Todd initiative to develop grass-roots responses to climate change) and of the Council for Socially Responsible Investment; and I am a member of the Climate Change Action Group in the Anglican Diocese of Auckland.