



This scroll commemorates the induction as a

***Laureate of the
Kāpiti Horowhenua
Hall of Fame***

of

Bruce Little

Inducted by
Business Kāpiti Horowhenua Inc
in November 2021

In recognition of Bruce's
long-standing contribution to:
business excellence,
leadership and standing in business,
innovation and entrepreneurship,
and service to the community.

Chair
BKH

Mayor
Kāpiti Coast District

Mayor
Horowhenua District

*-Business Kāpiti Horowhenua Incorporated-
-Horowhenua Hall of Fame Laureate-*

Bruce Little

November 2021

This year's recipient of the Horowhenua Business Hall of Fame is Bruce Little.

The Little name has been associated with optometry in the Horowhenua and Kāpiti regions since 1979. Bruce Little has been an active business leader in the Horowhenua district and a passionate advocate of his profession, supporting its development and training. He is an astute businessman, entrepreneur and investor. His endeavours in the community have been wide felt as he has been prepared to put his hand in his pocket and hand up into supporting ventures that are making a difference. He is a stand out candidate for this year's Hall of Fame honour.

After completing a Science degree at Victoria University, he and his wife Elaine moved to Auckland to allow him to attend optometry school. At the end of 1978, they moved to Levin where Bruce joined a practice and then went on to partner with Nelson Retter to form Retter and Little. In 1992 he took over the practice, re-naming the business Bruce Little and Associates. In the early 1980s Bruce operated a part time optometry practice in Paraparaumu Beach which was taken over by his youngest Brother, Neil in 1984. Sadly, Neil drowned in a yachting accident off Kāpiti in 1989. Later Bruce opened WaikanEYE Optometrists in 2011 with his son Simon who has worked in the practices for over 22 years now. Always the scientist and mathematician in Bruce, he will happily discuss the intricacies of ocular coherence tomography retinal scanning, but it is his attention to individual patients needs that has helped him to build up his optometry business. Bruce developed an interest in prescribing lenses for competition shooters, and after the success of some patients, word soon got around. Shooters from all around the country would come with their rifles into the practice to get their shooting lenses and spectacles. Every customer was important, and in a town like Levin where many could only afford the one frame, he would operate a service where they could bring their frame in, and he would cut, fit and replace their lenses while they waited in the reception.

Between 1994 and 2000, Bruce was an active member of the New Zealand Optometry Council. In that capacity he worked with the Land Transport agency to develop eye testing standards to ensure safety on the roads. He has regularly volunteered his time to assist with free eye tests at low decile schools in the region where correcting eyesight can significantly improve adolescents learning and ability to focus and read. Currently he is assisting with a research group at Mt Eden Prison to test vision and its relationship with crime.

He has been a big supporter of Auckland University's optometry programme, each year hosting and mentoring externship students so they can acquire valuable practical experience at his Levin practice.

Bruce has been a prodigious entrepreneur. His eye for the opportunity is as clear as the eye charts in his practice. He was an early investor in Oxford Finance, Radio Horowhenua and an electric golf cart company in Malaysia, as well as having several commercial property interests across the country.

Bruce has made notable contributions that has seen the local community benefit profoundly. He helped found and Chair the Horowhenua Charitable Trust. Its committee convinced businesses to support the community by levying a monthly contribution. The Horowhenua Charitable Trust has raised over \$175,000, seeding and funding multiple sports and creative facilities, including the installation of sound equipment for the recording studio in Te Takere.

He has been an active member of the Horowhenua Sports Turf Trust. An effort to build a world class artificial hockey pitch in Levin that has helped to produce a conveyor belt of hockey player talent from the district to reach the highest levels in the sport. The Bruce Little Lounge in the hockey pavilion is in recognition of his financial contributions and being a member of the Trust.

During his ten-year involvement with Crippled Children Society (now CCS) he helped produce a booklet that recorded facilities and buildings in Levin with wheelchair friendly access ways for the disabled. This was at a time when little consideration was given to the less mobile and was distributed through the Citizens Advice Bureau.

Bruce was co-opted on to the Board of Enterprise Horowhenua when Tony Rush was CEO. He is currently on the committee of Heritage Horowhenua.

Finally, he is Patron of the Pipes and Drums of Horowhenua and has been a long-standing supporter of the Horowhenua Scottish Society, and a committee member until very recently.

Bruce - we celebrate your incredible achievements in business, and acknowledge the wide impact you have made to our community. A worthy recipient of the 2021 Horowhenua Business Hall of Fame.