

Highlights this year

- ✓ 92% of clients would recommend Nelson Tasman Business Trust (NTBT).
- ✓ 96% of clients said they gain benefit from NTBT support
- ✓ 1162 engaged NTBT services –2500 subscribe to the website and 3000+ connect via social media
- ✓ 502 referrals made to other service providers
- ✓ 51% of our clients were referred to us by personal recommendation
- ✓ 27% increase in attendance at NTBT events
- ✓ 70% increase in the number of start-up businesses seeking help
- ✓ 49% increase in Tasman based clients
- ✓ Successful Community Connect programme to help strengthen the Non-profit sector

Who accessed our services in 2020-2021?			Where are they from?		
Total no. of client consultations	NEW clients	REPEAT clients	Nelson	Tasman	Other
286	149	137	170	110	6
We made over 500 referrals to other services					
What stage is their business?			How did they hear about NTBT?		
Start-Up	Established	Non-Profit	word of mouth	Contracts	
170	88	26	51%	49%	
What did they need help with?					
Mentoring	Start UP	Business Planning	Community	Operational	
82	145	25	15	19	
Established businesses reported		Community Connect Programme launched			
Average No. of Employees	1.3 per business	Participation from			
Average Age of Business	5 years in business	24 individuals	10 non profit organisations	6 Business Mentors	4 service providers
Average Turnover	\$ 91 919				
Networking	BizNet	Lunch&Learn	BizBreak	Tasman Networking	Lunch&Learn Mapua
662	223	190	111	84	54
Workshops	KickStart	Workshops	Community Connect		Mentor Events
114	25	42	47		100



Community Connect
Business Mentoring, Support and Workshops for Non Profits



Community Connect is a Capability Development Programme for Non-profit Organisations in the Nelson Tasman region, organised by NTBT with funding from the Rata Foundation.

The 2020-21 programme included

- Business Mentoring meetings over 12 months
- Four business training workshops in areas of Communications, Funding, Financial Management and Marketing
- 3 network meetings and ongoing networking through social media channels
- Participation by 24 individuals, 10 organisations, 6 mentors, 4 service businesses all involved in the not-for-profit sector.

OUTCOMES - how helpful is the Community Connect programme?

"The Social Media for Non-Profits Workshop with B! Social was very helpful, a great starting point. I'd definitely recommend others to join the Community Connect programme, it's a very supportive and safe space to learn and grow"

Nelson Environment Centre, Jo Pahl, June 2021

"I definitely recommend the programme! I know from experience that sometimes it's hard to justify taking the time out of work when you are always busy and often the only one doing the work, but the networking as well as the information shared is really important. I think networking with other community groups was really beneficial as even though we came from a wide cross section of the not-for-profit community many of our "issues" were the same. Excellent experience - congrats to NTBT and Rata for putting it all together **Centre for Fine Woodworking, Helen Gerry, June 2021**

NTBT Events attended by 876

Networking meetings (32)	BizNet	Lunch&Learn	Biz Break	Lunch&Learn Tasman
	BizBreak Tasman	Mentor MeetUP	Buddy Up Business	Community Connect
Workshops (8)	Kickstart your Business	Community Connect	Senior Entrepreneurship	

What Do You like about the meetings?

"I wanted to send an email to share how much of a highlight BizBreak was for me. Thanks again for providing such an epic space for networking and quality korero to unfold. It was awesome and certainly was the highlight of my week. Looking forward to more stimulating korero " **Astiana Trouland, Hauora Coaching, Upper Moutere, Tasman**

"I attended Finding Funding and B! Social. Both presentations were extremely helpful and enjoyable. I would absolutely recommend others to join the programme. It has certainly been a great help to our group. We really appreciate the support and connectedness offered by NTBT – such a great initiative". **Hearing Nelson, Liz Wright Manager, June 2021**

Who are our Clients?

- ✓ **286** business owners attended a free one-hour meeting with our client advisor for information, resources, and referrals to help support or build their business – **110** from the Tasman District, **170** from Nelson and **6** Nationally. **49%** more from Tasman this year
- ✓ **170** clients were given advice to start a business **70% more** than the previous year
- ✓ **73** enterprises including 10 community groups were matched with a business mentor. Mentors' meetings with clients over the 12-month period is estimated at around **1800** hours of voluntary expertise
- ✓ **31%** of our clients are established trading businesses: reporting on average turnover of **\$91 000** age of **5 years** in operation **1.3 employees**
- ✓ **10 WINZ beneficiaries** starting businesses in beauty therapy, land surveying, ethnic takeaway, labour hire, pharmaceutical, healing art Therapy, Maori Artworks, Recycling retail, construction, financial payment portal
"Fantastic Service! Geoff Ormandy did a fantastic job with us! We really enjoyed our meetings with him. Thank you! We will come back and visit you" 😊 5 star google review **Michelle Heremaia, Royale Eco Cleaning Ltd**

Selection of our Client Businesses

SERVICES - Technical Writer, Customer Experience Consultant, Coach/Public Speaker, Engineering Consultants, Health & Wellness Coaching, Horse Riding Therapy, Automotive Air Conditioning Service, Subdivision Maintenance, GP Medical practice, Ecological Consulting, Editing Services, Drug Detection, Electrical Marine, Construction, Joinery, Business process facilitation

FOOD – Handcrafted Cheese, Café/bakery, Winery, Distillery, Engineering

HORTICULTURE - Hop Farming, Drone, Agricultural Weed Control,

MANUFACTURING – Clothing Manufacture, Handmade Pearl Jewellery, Home based Cake Business, Merino Products, Eco products, Skin Care, Furniture making

CREATIVES - Author, Teaching Circus Skills, Maori Design Retail, Art & Design Store

NON-PROFIT SECTOR - Neighbourhood Support Trust, Adult Disability, Community Circus Workshops, Mentoring Troubled Youth, Social Service for Whanau, Adult Learning, Environmental Waste, Recycling, Health support

Who are our Volunteers? Business Mentors

75 mentors are now accredited to provide mentoring for businesses in the region - **45** reside in Nelson and **30** in Tasman District.

10 new mentors have joined this year volunteering their business skills and expertise to assist local businesses.

Mentors have a range of skills, and involvement in all aspects of business including several past winners of local and National awards. Their national and international experience provides invaluable assistance and knowledge to small businesses.

“We really benefitted by having some external unbiased help to make decisions. Furthermore, we knew that someone who had been in business could help us understand the pitfalls and avoid mistakes. Our Anna has helped us map out where we're heading. She's great at stopping us from dwelling on the wrong things and focus on what matters. Her support has allowed us to get on the right road” **Gareth & Kim Rosser, GK Events, Richmond.**

Network Meeting Speakers

Pic Picot – The Food Factory	Katrina Kidson – Business owner wellbeing
Bea Pole Bokor - Social Media marketing	Denise Hartley-Wilkins - 10 Behaviours for Success
Kay Chapman - COVID-19 - Employment Issues	Paul McGregor - Making the most of Zoom
Angelika Barnes - Thrive with Confident Communication	Daniel Pluck - PowerTalk for Business Success
Leah Keown - Bookkeeping Tips	Business Panel - Q&A ask the Mentors
Zoe Moulam - Food Compliance Tips	Leon Jay - The Power & Potential of Digital Marketing
James Samuel – Processes and systems	Brian Dawson - Building Sales Opportunities
Danielle Ferrier – Critical Alignment modelling	Cissi Hansson – Goal setting with the right mindset
Oleg Pakshin - Businesses & Young Professionals	Alan Mathews - Business Owners
Judy Celmins - Customer Insights	Helena Merschorf – Website content
Chris Butler – Social Media Marketing	Buddy Up Business – Nelson special support

NTBT Trustees – 2020 - 2021

Ian Kearney (Chair)	Wayne Jackson	Julian Clark CA	Kit Maling
Sacha MacDonald	Craig Smith	Nigel Teal	Anna Salek
Laura Loghry		Clr Judene Edgar (Nelson City Council liaison)	

Strategic Review 2020 – Six pillars

Sustainable Income and Funding	Delivering Funder Value	Operational Excellence
Services that Meet Client needs	Excellent Relationship Management	Strong Regional Brand

Outcomes achieved – Increase in funding from Nelson City and Tasman District Councils
 Launch of growth plan – providing more services in the wider Nelson, and Tasman district.
 Completed first stage with a successful trial of BizBreak Tasman starting in Richmond

NTBT is supported with much in-kind support from mentors, trustees, business experts, network speakers, local businesses, and sponsors.

The value of this expertise is estimated to contribute around \$300 000 each year into the local economy.

NTBT Facts & Connections

NTBT is a non-profit Trading Trust operating since 1993 administered from an office in central Nelson. NTBT offers one to one, free confidential independent assistance to new and existing businesses and non-profit organisations in the region, Business Mentoring, regular Networking meetings and a range of Business training workshops.

NTBT holds a contract with the Regional Business Partnership to provide Business Mentoring for Business Mentors NZ. NTBT has Level 4 Accreditation and holds a contract with MSD to support WINZ clients planning self-employment.

NTBT has a funding agreement with Nelson City Council and Tasman District Council; and applies for grants from Rata Foundation, Network Tasman Trust, and others.

NTBT have secured commercial sponsorship from Nelson Building Society, Nelson Pine Industries, New World Supermarket, Airsquare (web developer) and Your Computer Guy (IT support).

NTBT regularly connects to a database of **2500** business owners by email, with **3000+** engaging each month on Facebook, LinkedIn, Instagram, You Tube channel and blogs on the website.

NTBT collaborates with Mapua District Business Association, Motueka Our Town and Richmond Unlimited for Tasman based network events.

NTBT support the local Nelson Tasman community and engage regularly with Nelson Regional Development Agency, BMNZ, Social Impact Nelson Tasman, The Networkers, Bridge Street Collective, Sustainable Business Network, Uniquely Nelson, Richmond Unlimited, NZTE, Work & Income, Inland Revenue, Volunteer Nelson, Nelson Tasman Chamber of Commerce, Young Enterprise Scheme, Business Trust Marlborough, Findex, Barbican Training Centre, Nelson Angels Inc., and Nelson Women's Angel Loan Fund.

NTBT Staff and Contractors 2020-2021

Trust Manager/Client Advisor - Sarah Holmes

Client Advisor - Geoff Ormandy

Business Support Manager – Christina Clifford

How did NTBT add value to your business?

“Geoff's been a big help right from the start. He's helped me sort out planning issues, helped me network with great connections that have proven fruitful so far, and given very quick feedback on our grant applications. I've been very happy with his support so far and look forward to working further with him over the next year”

Aroha Discovery School, Anne-Marie Richards, Nov 2020

“I have been involved with the NTBT for a few years now and they have been instrumental in business changes. Sarah and the team are friendly and approachable, happy to help and have great ideas on how you can improve your business, network with others, and connect outside of what can be a lonely place at times.

I would highly recommend anyone who is starting out, wanting to reach out for ideas and connect with others in business to get in touch with the team.”

Leah Keown, Director Beyond Your Numbers, Upper Moutere

“I contacted the Nelson Tasman Business Trust for some assistance with how to build my small business. I was made very welcome. I attended workshops and courses. The trainers were experts, and the course content was presented professionally. I still see these trainers at NTBT events, and they are all very approachable. Even when I attend the coffee morning get togethers or the lunch and learn, I always come away with something. It is also a particularly good opportunity to network with other business owners. I fully support the NTBT. The staff are extremely easy to work with and they always have a positive attitude.”

Paul Aydon, EmbroidMe Nelson

“We both had businesses that were quite Covid affected. We decided to take a chance and start a new business together, something that we had not had the time for before and Launched Jamu New Zealand in May 2020. The Beverage industry was very new to both of us, we reached out to the Nelson Tasman Business Trust and Sarah and her team have been so welcoming, warm, helpful, and supportive.

They have provided us with excellent networking opportunities and connected us with other experienced individuals which has enabled us to grow and learn much faster than we would of otherwise.

We would recommend anyone in any stage of business to reach out and meet them and participate in the Nelson Tasman Business Trust community.”

Lisa Crockett and Amber Smith, Jamu New Zealand

“Having recently established a small business, I was challenged in the areas of Sales. This is well outside my area of technical competence so I began searching to make contact with somebody who might be able to assist.

Several people suggested Nelson Tasman Business Trust. What I found was that the Trust was not only able to connect me with a Mentor who has been immensely helpful to me in improving my skills in sales, but they also provide opportunities to connect and network with other business owners and attend presentations by experts in a wide range of business areas.

For anyone looking to work on their business skills or simply network with others, connecting with the Nelson Tasman Business Trust would be a great place to start.”

Mark Gornall, MPG Food Tech, Atawhai

Sarah Holmes NTBT October 2021

03 539 0824 manager@ntbt.co.nz www.ntbt.co.nz www.businessmentors.org.nz