

Highlights this year

- ✓ **96%** of clients said they gain benefit from NTBT support
- ✓ **92%** of clients would recommend Nelson Tasman Business Trust (NTBT).
- ✓ **982 engaged** NTBT services –**3000** subscribe to the website and **3000+** connect via Social Media
- ✓ **616** referrals made to other service providers
- ✓ An increase in the number of **Consultations** partly due to the demands of the **Covid-19 pandemic**
- ✓ **50% of our clients were referred to by personal recommendation**
- ✓ **NTBT Business Training** – **9 workshops** attracting **83** on a broad range of business topics
- ✓ **59%** of clients reported difficulties due to Covid-19, with **6%** growing due to increased demand

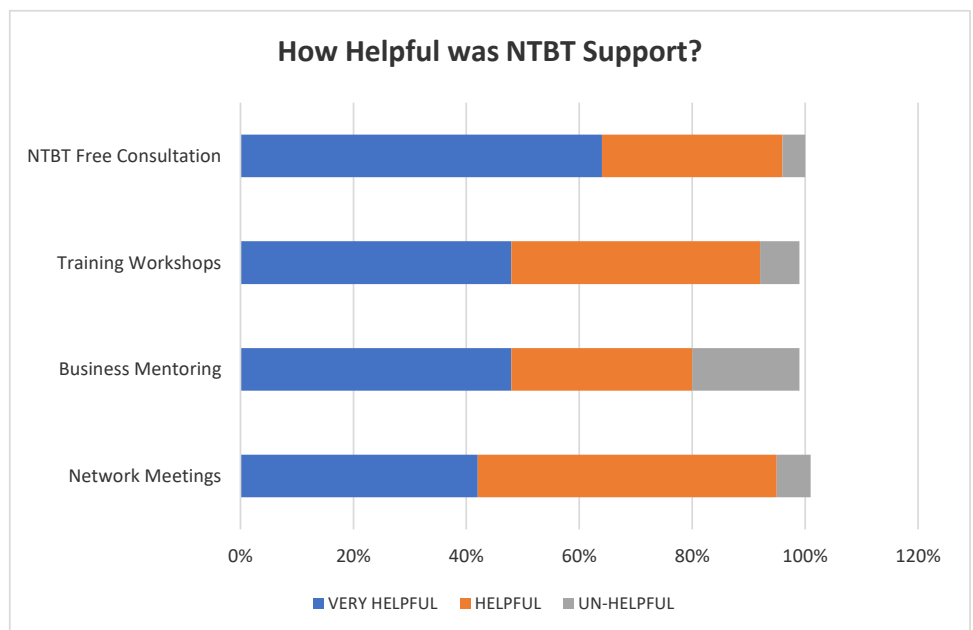
Summary of Clients - July 2019 to June 2020

Business Stage			294 CONSULTATIONS		Client Type		
Start-Up	Established	Non-Profit	NEW	REPEAT	WINZ	BMNZ match	Other
100	184	10	193	101	23	99	172
34%	62%	3%	66%	34%			

689 people attended NTBT Events							
Network Meetings	BizNet	Lunch&Learn	Lunch&Learn Coast	BizBreak			
545	141	208	33	163			
Workshop Training	Mentors	Kick Start	Website writing	Canva	LinkedIn	Marketing	Social Media
144	61	31	5	11	12	8	16

OUTCOMES – How helpful was the service provided by NTBT?

- ✓ **91%** say NTBT consultations, Events and Mentoring is helpful
- ✓ **92%** of clients would recommend NTBT
- ✓ *“There are a lot of people that have a business that really don't know what they are doing. It's best that there is an organization like NTBT to help them before they get into trouble”*
- ✓ *“Good to have an objective body to support local business with a local focus”*
- ✓ *“Awesome Support”*



NTBT Client Feedback Survey – September 2020

Client comments

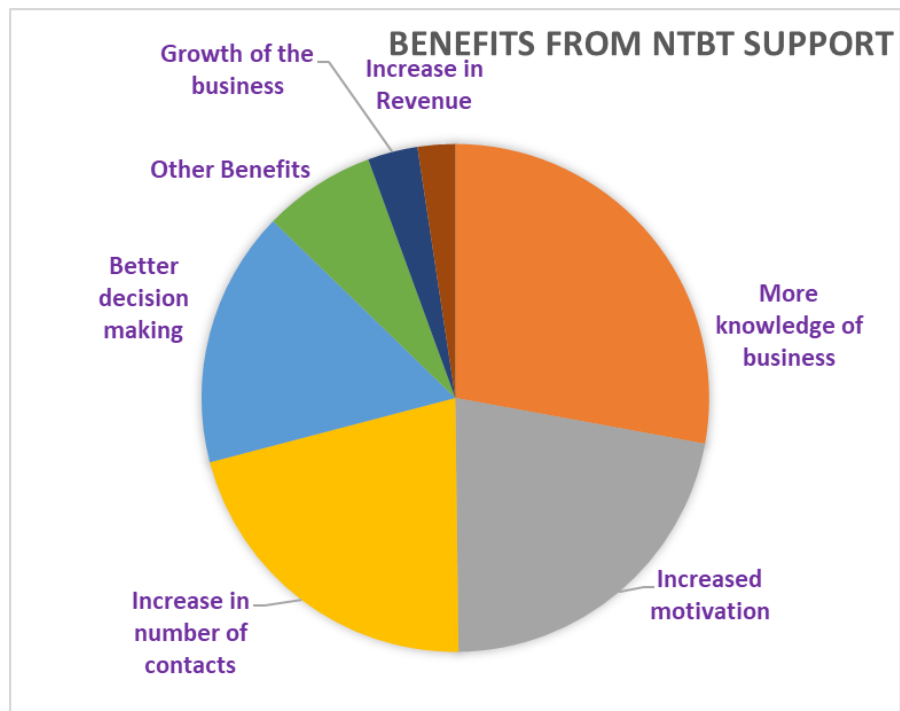
- ✓ *"Please continue with these valuable resources"*
- ✓ *"I have been sharing about your service with other".*
- ✓ *"I have recommended others to you as what you offer is always current and of a high quality"*
- ✓ *"Extremely well-run organisation with interesting topics covered. A very relaxed way to also network"*
- ✓ *"Really appreciate the contacts and advice I have made/ received out of the time I've been attending events "*
- ✓ *"It's important to share these valuable resources within our community as well as throughout the country. There are so many talented gifted people who are willing to share their experiences and NTBT provides various opportunities to accommodate most schedules so that we can learn from each other".*
- ✓ *"My friend who helps her husband run his business is passing on to me what she knows about taxation etc. This compliments what I heard from Sarah in person at NTBT at Halifax Street, Nelson. Thanks to your team for supporting us with cautiously optimistic and grounded business advice. People like me appreciate it. I am sure that I am not the only one who does"*

Benefits

96% gained a benefit from NTBT services

Business identified the main benefits of contact with NTBT:

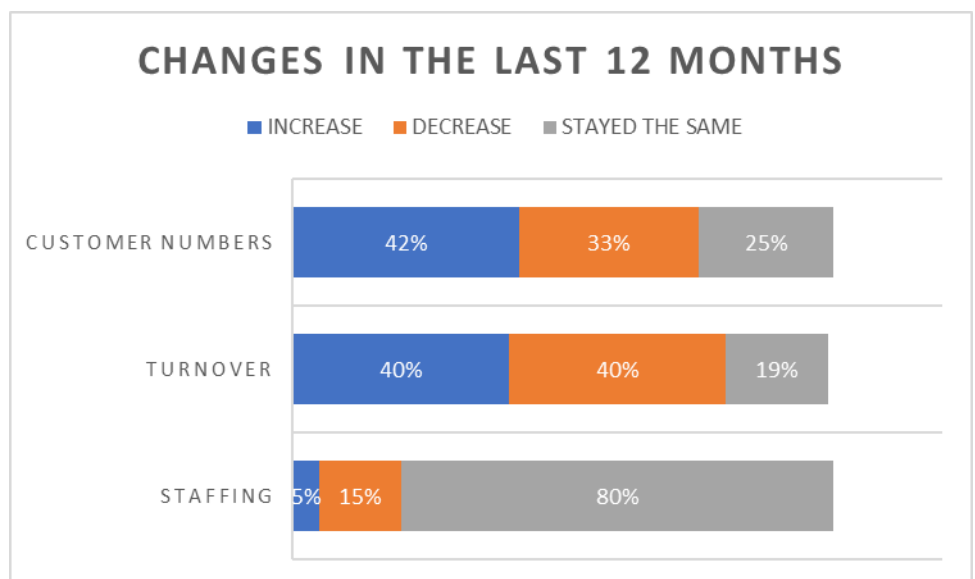
- ✓ increasing their knowledge of business (**70%**)
- ✓ better motivation (**55%**)
- ✓ increasing their number of contacts (**53%**)
- ✓ better decision making (**41%**)



NTBT Client Feedback Survey – September 2020

During the last 12 months how has your business changed? Businesses report less growth than last year

- ✓ **70%** of clients report that business has grown or stayed the same (92% last year)
 - ✓ **36%** a decrease in turnover and customer numbers
- In the Survey: **79%** of clients were optimistic about future growth, **8%** neutral and **13%** pessimistic –more pessimistic than in 2019

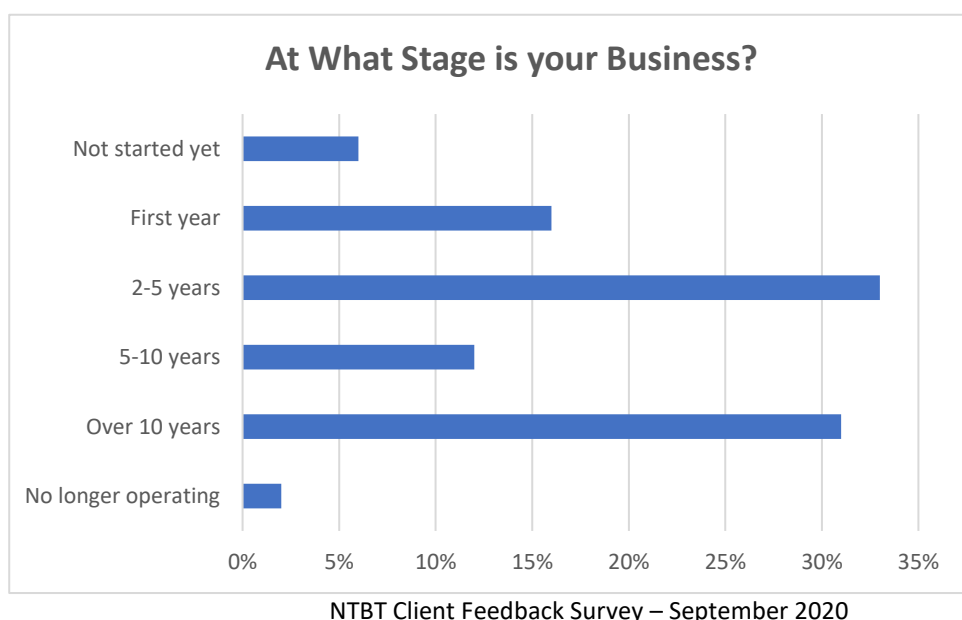


NTBT Client Feedback Survey – September 2020

Covid-19 caused difficulties for **59%** and growth for **6%** of client businesses

Who are our Clients?

- ✓ **294** business owners attended a free one-hour meeting with our client advisor for information, resources, and referrals to help support or build their business – **74** from the Tasman District, **216** from Nelson and **4** Nationally
- ✓ **100** clients were given advice to start a business
- ✓ **99** 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
- ✓ **78%** of our clients surveyed have been in business for at least 2 years with **31%** of these existing over 10 years



Some Client Businesses

CONSULTANCY - Engineering, Residential building, Equine lameness specialist & Farrier, Freshwater ecological, Accountant Contractor earthworks, Truck Driver, Teaching circus & theatre classes, Dyslexia tutor, Funeral service, Small homes development

FOOD – Café/bakery, New food cart, Superfoods, Maori kai & seafood, Winery, Distillery, Training & Verification

MANUFACTURING – Bamboo toothbrushes, Spray systems, Skincare products, Jeweller, Hemp apparel, Fashion Label

TOURISM – Accommodation, Wellness Tours, Travel Broker, Shuttle services, Kayak Company

And Not-for-Profit Sector

Child protection & safeguarding, Community development, Riding for the Disabled, Artisan woodworking, Health & Wellbeing, Meditation Centre, Coaching ADHD families, Personal safety programmes/ violence prevention, Adult Disability, Arts & Heritage

Training Workshops

attended by 83 businesses

- **Kick Start** – Barbican Training
- **Website Writing** – Tales Language Services
- **Canva** – Focus Marketing
- **LinkedIn** – B! Social
- **Target Marketing** – Good Honest Content
- **Social media Ultimate** - B! Social
- **Social media Advertising** – B! Social
- **Surfing the Wave** – Shine People Consulting

Networking

545 have attended NTBT monthly Network meetings in Nelson and Mapua.

- ✓ **BizNet** Monday evenings featuring a speaker on a relevant business topic
- ✓ **BizBreak** Wednesday mornings for people starting out in business
- ✓ **Lunch & Learn** Tuesday featuring a speaker on relevant business topic
- ✓ **Lunch & Learn on the Coast** – speaker and network event

What do you like about the meetings?

- ✓ *Good learning gained from workshops and connecting with others*
- ✓ *Absolutely brilliant! Support in a tough time and a sense that you are not alone*
- ✓ *The Tuesday and Thursday sessions were so helpful and greatly appreciated!*
- ✓ *Thank you! Helps to feel part of a wider network of small business owners.*
- ✓ *Enjoyed your series on Digital Marketing and Social Media*
- ✓ *Definitely worthwhile - no need to feel so isolated; Its lonely being a boss!*
- ✓ *Great motivational input to learn more skills & achieve better in my business*
- ✓ *Having the opportunity to test out and talk through ideas and programmes in the early stages was of enormous help and no doubt avoided a few pratfalls. The continuing networking opportunities offered by BizNet, etc continue to be valuable*

Who are our Volunteers?

Business Mentors

Nelson hosted the Regional Business Partnership Conference in 2019

71 mentors are now accredited to provide mentoring for businesses in the region - **45** reside in Nelson and **26** 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.

Network Meeting Speakers

Richard Cheeseman - Re-invent Your Business - Post COVID-19:

Gael Gordon - How we lead our businesses, our people and ourselves in the weeks and months ahead will determine our future:

David Pattinson - Time Management:

John O'Malley – The Meaning of Pain:

Katrina Kidson - Strategy for Summer - Managing your Energy, not your Time:

Scott Williamson - Six Point Business Basic Check Up:

Richard Cheeseman - Power up YOUR business with technology: **Niki Morrell & Brendyn Montgomery** - Why your business needs a Marketing Strategy:

Katrina Kidson - The Science and Business Advantage of Happiness at Work:

David Cairns - How to Have Your Best Year ever in Business:

Sustainable Business Network - Measure & Manage Your Carbon Footprint:

Ali Boswijk – Small Business & Regional Economic Development:

Bill Rainey – Fresh Steps; Strategies to bring positive change to your business:

Bea Pole-Bokor - LinkedIn, Facebook, Instagram

Helena Merschdorf - Importance of Digital Marketing

Stephen Caunter – Networking for your Business

NTBT Trustees 2019-2020

Ian Kearney (Chair) **Wayne Jackson**

Sacha MacDonald **Craig Smith**

Laura Loghry

Julian Clark CA

Nigel Teal

Clr Judene Edgar (Nelson City Council liaison)

Kit Maling

Anna Salek

Retired during the year - **Sam McSorley, Mike Rutledge (Nelson City Council liaison)**

Connections

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

NTBT collaborates with Nelson Marlborough Institute of Technology who provide the venue for Network meetings, Mapua District Business Association and Richmond Unlimited for Tasman based network events.

NTBT support the 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, NMIT, Start Up Weekend, Young Enterprise Scheme, BP Business Challenge, Marlborough Chamber of Commerce, Business Trust Marlborough, Findex, Barbican Training Centre, Nelson Angels Inc. and Nelson Enterprise Loans Trust.

NTBT Facts

NTBT is a non-profit Incorporated Society 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
NTBT holds a contract with MSD to support WINZ clients planning self-employment.

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

NTBT have secured commercial sponsorship from Chapman Employment Relations, Nelson Pine Industries, Nelson Building Society, New World Supermarket, Airsquare and Your Computer Guy.

NTBT is supported with much in-kind support from mentors, trustees, business experts, network speakers, Findex, NMIT. The value of this expertise is estimated to contribute around \$200 000 each year into the local economy

NTBT Staff and Contractors 2019-20:

Trust Manager/Client Advisor - Sarah Holmes, Gina Munro Administrator– Lisa McRae Price, Charlotte Souch
Client Advisor - Geoff Ormandy Business Support Manager – Christina Clifford

How did NTBT add value to your business?

- ✓ *The support is brilliant, and it's great to know it's there when you need it*
- ✓ *Contact to other business owners has been priceless*
- ✓ *Keep it up!! You are doing such a great thing for Nelson business thank you!*
- ✓ *You offer hands-on and relevant services. Your training workshops are ever-changing and of a very high quality - people who have excellent experience who are willing to share it with small businesses. You do a marvellous job and you make a difference.*
- ✓ *Emotional and personal mentoring with solid advice. This means that we all step into entrepreneurship with grounded expectations. People like me would not want to sink in the first year of trading. Thanks!!*

- ✓ *Receiving a Business Mentor helped me focus on the future of my business & was instrumental in keeping me motivated vs giving up on my dream. Thank you!*
- ✓ *The diverse range of meeting topics - many of which I would not have considered provided me opportunities for personal development assisting the running of my business. My mentor has been a great asset in assisting me work on the area I'm least comfortable/competent in.*
- ✓ *Learning from other businesses, great ideas going through Covid, marketing, media use - is all generic to both profit and no-profit so has been really helpful. thanks*
- ✓ *Thank you for your awesome work, and looking forward to next BizNet*

Sarah Holmes NTBT September 2020

**03 539 0824 manager@ntbt.co.nz www.ntbt.co.nz www.businessmentors.org.nz
NTBT Customer Feedback Survey – Here is your Chance to Give Back 2020 – September 2020**