



We crushed it.

CORNERSTONE PARTNERS:

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From the CEO

It is hard to believe that I have only been in the role of Chief Executive at the chamber for six weeks; so much has happened already.

In that time, we have hosted three 'Speaker Series' events, six Business Building Blocks, two business seminars and a new member event. We have also started working on the programme for Aspire 2019. The date is set for 13 June so mark it in your calendars and take advantage of early bird tickets when they go on sale this month. The theme for this year's Aspire conference is, "Be prepared to PIVOT". This is in response to the necessity of businesses to be flexible and to be able to move quickly when faced with external disruptive elements. This may come in the form of natural disasters, as we have felt so keenly in this region with fires and drought over the summer months, but it may present as changing business models, buyer behaviour or the impact of new legislation. We certainly do live in interesting times.

I am also fortunate to have a great team here at the Chamber who have supported me (patiently!) through these first few weeks. Most of the faces will be familiar to you, but we welcome Britt Coker as our Communications and Events Manager and Jessie Creedmore

who is working on membership. I know that with these people in place, we are well resourced to deliver on the key areas of advocacy, networking events and business development and education. I personally feel pretty excited about some of the projects and speakers we have in the pipeline – watch this space.

Finally, we will soon be launching the 2019 Nelson Pine Industries Business Awards; we have already started receiving queries from a number of companies who are interested in entering. More information will be released over the coming weeks but if you are thinking that this might be your year to shine, please get in touch with us and we can take you through the process. It is not as daunting as you might think and certainly the feedback we consistently receive is that it is well worth the effort.

I look forward to seeing you soon at a chamber event. ☺

Ali Boswijk
Chief Executive

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Bay Dreams 2019, Trafalgar Park, Nelson.
Photo courtesy: NRDA



L-R, Carolyn Waghorn, Jessie Creedmore, Sandra Crone, Ali Boswijk, Britt Coker and Trina Zimmerman.

Reflecting on the last few months, it seems as if we lived through **The Summer That Was**. The Nelson Tasman region played the role of welcoming, generous host. We booked sunshine, (unfortunately more than was welcome for some) and headline acts, and it was this winning combination that would prove to be the out-doing of ourselves. We became proud witnesses to a throng of happy visitors that came and went. Most of them said good stuff about us and all of it was true.



Flying Dutchman World Champs

Large scale events in our community are a strong economic driver for the region. That is obviously one of the reasons we hold them in the first place. It's good to spend our own money locally, but even better when we attract people into the region to spend theirs as well.

What's also important is that we showcase diversity with our events. Sure, let's be the go-to spot for specialist activities. The mountain biking capital of New Zealand sounds awesome and we'll take it. But we also have a classical music venue that is envied by orchestras around the country. We have world class sports grounds at Trafalgar Park and Saxton Field. Sailors love our coastlines, singers love our wineries, street performers love our streets – especially the top of Trafalgar.

We are the sum of our parts, and diversity says we are creative, adaptable, interesting and vibrant. What has helped in the last year is the infrastructure we have in place. We built it and they came. Let's keep focused on what else we need to create and how we make it happen. Inevitably, building costs cause us to gnash our teeth but eventually the frustration is replaced by scenes of eclectic throngs, wearing payment bracelets and expressions of glee. Let's run our engines on their enthusiasm and as a collective, problem solve the obstacles, rather than create them.

We all want to live in an exciting and vibrant community. We want to go these big events too. The buzz in the streets of Nelson the week the All Blacks came to town, transcended our everyday experience.

The mass of youth that Bay Dreams drew in, showed us what Nelson would look like if the median age dropped by twenty years - lots more glitter and face paint.

And when those throngs arrive with their spending money, seeking diversity, we want them to share their Nelson stories with the people they left behind. Did all of Bay Dreams' 17,000 visiting millennials post images of our best side to their favourite social media pages? We know they did.

The regional brand is constantly evolving, but it feels like we are finally coming into our own. That year on year the stage is getting a little bigger, the volume is getting a little louder and first time visitors, with regret in their voices, are wishing they'd discovered us a little sooner. 07



Black Caps vs Sri Lanka



MarchFest (Photo courtesy Steve Hussey)



What's in a name?

When you first come into the world, you're given a name. Likely chosen by your family, this name will have significance and meaning attached to it. Perhaps you were named after a relative, a historical or prominent figure, or they simply liked the way it sounded. Whatever the story behind it, your name is highly valuable, and shapes your personal identity.

This is the same when it comes to naming a brand. Names can be historical, refer to a geographical location, be a family name, or an abstraction of an idea or a message. Most importantly, a brand name, like your own name, establishes identity and uniqueness.

The best names are those that are more abstract and can make a promise. For example, the battery brand Eveready makes a promise in its name; it provides energy when you need it. Names like this act as a mini advertisement and can help sell the brand or product. Names are also used as a proxy for what the brand represents; a piece of attention-grabbing communication that connects consumers to the brand and promises more to come.

Brand names that have a story or meaning behind them reinforce the unique advantages of the brand. Google,

for instance, was originally intended to be named 'Googol', referring to the number that is 10 to the power of 100, interestingly it was misspelled and became what it is today.

Names can create their own meaning. Where the word 'puma' was once only associated with large wild cats, it's now more commonly applied to sportswear. Taking a name from one context and re-appropriating it to a new context can be very beneficial when thinking about brand names.

Finding the right brand name is a complex and highly creative process that is underlied by marketing, research and trademark laws. Millions of names have already been registered by hundreds of thousands of companies, therefore creating and protecting a unique and recognisable name can be challenging.

When naming, it's important to establish criteria and objectives from the beginning, to ascertain what kind of name will suit the brand, and what associations will be attached to the name. It must align with the brand's narrative and strategy.

When you first begin developing a name there are no stupid ideas. Don't be afraid to think creatively. Throw all your ideas on the table, then examine the names in context — consider the sound, cadence and ease of pronunciation. Remember, meaning and association build over time. The carefully crafted combination of letters you develop now can become one of your most valuable assets in the future.

Eventually a name can become whatever you make it. Layers of meaning can be added to a name through the associations you put around it, the stories you tell, and the interactions people have with the brand.

Changing an existing brand should not be done lightly. Once a name is in someone's mind it can be very difficult to change it. A name might need to change when it no longer reflects the business you are in, for legal reasons or it's too generic or mediocre. Before you make the change make sure you have a clear strategy and the resources to make a name change effective.

An out-of-date brand name may need to be changed in order to better reflect the brand's evolving identity. Apple was originally known as Apple Computers, but changed its name in 2007 to facilitate their move into a broader field of electronics that encompasses more than just computers. This change also made the name more streamlined and contemporary, while still being easily recognised.

Coming up with a name is a start, giving it positive meaning and making it stand out in the crowd comes next. **o7**



Tony Downing is the Owner and Director of Downing Creative Marketing.
www.downing.nz

Work trials – Can you use them?

A café worker was recently awarded \$9000 for one day of ‘work’ when she was undertaking a work trial as part of the recruitment process. This is not the first decision to reach a similar conclusion. It raises the question of when does a pre-employment assessment cross over to be ‘employment’?

In this case the applicant, Mawhinney, had attended an interview with the café owners and was asked to come back the next day to work in one of their cafés. Mawhinney was told at the end of the day it was a work trial and she wasn’t going to be paid. She was also offered the job but turned to it down, asking to be paid for the day. The café refused. Mawhinney raised a personal grievance claiming she was an employee and had been constructively dismissed. She was awarded \$7000 in compensation for distress, plus \$119 for the one day of work and four weeks pay in lieu of notice (\$1890) because she was deemed to be an employee.

This case is a reminder of the 2013 Employment Court case *The Salad Bowl Ltd v Howe-Thornley*. The Employment Court found Howe-Thornley had become an employee because she had done more than simply observe the operation or even undertake practical tests. Rather than undertake, for example a test to make a coffee, she had “*actually performed the work that needed to be undertaken in the business ... She was required to dress in the business’s uniform, to present herself as a permanent employee would*”.

In the Salad Bowl case the owner Randi Westphal advertised for an employee, and Amberleigh Howe-Thornley applied for the position. At the end of an interview Howe-

Thornley was told there would be a three hour work trial. On two consecutive days she worked 1.5 hours and 1.75 hours.

Westphal cashed up the till on the second day to discover \$50 was missing. She concluded Howe-Thornley had taken it. She contacted a referee that had been provided by Howe-Thornley, and that referee raised concerns about Howe-Thornley’s conduct when she was serving friends. No job was offered.

The first question for the court was whether Howe-Thornley was an employee, and therefore entitled to raise a grievance. The ERA and court in their rulings had determined that it was normal practice for Westphal to pay people who did a work trial, and the only reason she didn’t on this occasion was the missing \$50. As such, because the person is paid, they are an employee. The authority concluded also that ‘trial periods’ are required under the legislation to be in writing before employment begins. The ERA stated: “... They are also, according to this statutory scheme, paid employment and there is no facility for unpaid experiments. It is arguable the industry practice Ms Westphal evidenced of a short unpaid trial followed by a formal 90 day paid trial is an unlawful [device] which deprives prospective employees of their statutory rights. Finally, and putting aside, the

debate about what was said in the interview, there is an argument Ms Howe-Thornley was a person intending to work and may pursue a personal grievance in any event.”

It is important to treat work trials with caution. They may be deemed to be employment depending on how the employer conducts them, which would mean they should be paid. Once the applicant is paid they become an employee. If the person is subsequently employed the employer can’t utilise the 90 day trial period because the person has previously been an employee.

In the judge’s final comments he said ‘*I do not underestimate the practical consequences of this decision to employers in the retail food and beverage sector wishing to assess the merits of prospective employees.*’

Our advice is to keep any work trial to a very structured process, ensuring you are testing specific skills, keep it limited in time, and be very clear to the applicant at the beginning of the process that their time is part of the recruitment process and will not be paid. ◻



Kay Chapman is the Owner and Director of Chapman Employment Relations. chapmaner.co.nz



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Cyber security and social media

Social media has become a way of life for many people. We use it to keep in touch, plan events, share our photos and comment on current events. It's replaced email and phone calls for a lot of us. But, as with anything else online, it's important to be aware of the risks. Check out our advice on how you can keep your social media accounts safe and secure.

Look after your login and password details

- Use bookmarks or favourites to access social media sites, or type the URLs into your browser. Don't access your accounts through links that someone else has sent you, or links on other websites. These could lead you to fake sites, allowing attackers to access your personal details or even install malware on your device.
- Make sure you haven't set your PC or your apps to remember your social media login details so they log you in automatically. If you do, and someone else gets access to your phone or your PC, they'll get access to your social media accounts too.
- Have a different password for each one of your social media accounts. Don't use the same password for your Facebook account as you do for Instagram, for example. That way, if someone gets access to one of your account passwords, they won't get easy access to your other accounts as well. Aim for passwords of eight characters or more, and use numbers, letters and symbols in them. Don't share them with anyone, and think about changing them from time to time.
- Be cautious of logging in to your social media accounts using a hotspot or free WiFi - if you're logging on at a cafe, for example. These networks are untrusted, meaning that it's possible that others could see what you're doing when you use them. You're also at risk of people 'shoulder surfing' - looking over your shoulder to try and see the login details for your account. So while it's ok to check the news or the weather, try to keep social media use to a minimum.
- If you access your social media accounts through an app on your phone or your tablet, make sure you lock it when you're not using it.

Understand your privacy settings

- Get to know the privacy settings for each of your social media accounts - you'll find them in your account settings. Think about who you want to see your profile, and what kind of information you want them to see.
- Check your settings regularly. They're often updated so review them from time to time to make sure that nothing's changed.
- Some social media sites let you share updates and posts to your other social media accounts. For example, you can have your Twitter posts display on your Facebook timeline as well. Make sure you know if your account is set up to do that and if so, that it's what you want.

Be smart about making friends

- Only accept friend invitations from people that you know in real life. This means someone you know personally, or someone that you know is a real person, like a celebrity or public figure.
- Look out for verified accounts on social media. Verified accounts usually have a blue tick next to the account name. Business accounts, or those of celebrities or public figures, are often verified because they have a high likelihood of being impersonated. The blue tick lets you know that an account is authentic.
- Remember that if you don't want to be friends with someone, or let them see what you're posting on social media, you can block them.

Watch out for scams

- Be on the lookout for social engineering and scams on social media. Social engineering is when an attacker:
 - gains a person's trust and tricks them into giving them access or information they shouldn't have.

- researches a person and gets enough information to be able to either guess their passwords, or get them reset to something the attacker chooses.
- Be wary of opening links and attachments in social media. Links asking you to visit another website to claim a free offer or a prize are often scams. These can be used by attackers to get hold of your personal details, or even install malware on your device. Think before you click - if something sounds too good to be true, it probably is.
- Look out for fake friend requests. Scammers often set up fake profiles to get information from you that they could use for their own gain.
- Don't log in to other websites or apps using your social media login details. For example, some sites will ask if you want to create an account with them using your Facebook login details. If you're creating a new account, always choose a new username and password.

What goes online, stays online

- Don't reveal too many personal details on social media. About me fields are optional - you don't have to fill them in.
- Don't share anything that could embarrass you, or someone else you know. Only share things that you'd be happy for anyone to see, or that you'd be prepared to say in real life. Keep an eye on what others post about you too.
- If you're using Twitter, remember that it's open to everyone - anyone can see what you're posting.
- Think about who could see the things you post other than your friends and family. For example, potential employers could see what you post online. Social media provides as much of an opportunity to create a positive online reputation as it does a negative one.
- Remember that anything you post online stays online, so think before you post.

Close your old accounts down

- If you have any old social media accounts that you don't use anymore - remember Myspace? - close them down. Don't leave your personal information out there unused and unloved. Otherwise, you run the risk of someone else using it without your knowledge. 07



Upcoming Chamber events

Business Building Workshops

Financial Awareness Coaching
Malloch McClean

Tuesday 30 April, 9.30am-11.30am, Nelson

Sales – MindRich – Winning the Mental Game of Business
ActionCOACH

Wednesday 15 May, 5.30pm-7.30pm, Motueka

Technology – The IT puzzle – What goes where?
BlueberryIT

Tuesday 21 May, 5.30pm-7.30pm, Richmond

Marketing – Your Messaging and Developing Content
The Marketing Studio

Wednesday 29 May, 9.30am-11.30am, Nelson

Finance – Cashflow Freedom
Malloch McClean

Tuesday 11 June, 9.30am-11.30am, Richmond

Marketing – Using Today’s Marketing Platforms
The Marketing Studio

Wednesday 19 June, 9.30am-11.30am, Nelson

Legal Risk – Employment Law Update
Duncan Cotteril

Tuesday 25 June, 5.30pm-7.30pm, Motueka

Chamber Speaker Series

Ezel Kokcu, Tech Entrepreneur

Nelson Venues & Events

Monday 15 April, 5.30pm, Nelson

Meg Matthews, the Blue Economy

Wednesday 22 May, 12 noon, Tahunanui

Crowe Horwath BA5

Pics Peanut Butter World

Tuesday 30 April, 5.30pm, Stoke

For more information, go to our Events page at commerce.org.nz



Crowe Horwath BA5 on Spirit of Adventure, hosted by Bowater Hyundai.



We had 40 attend our Export Documentation Seminar, presenters Monica Sheppard from CECC and Christine Palmer from GVI Logistics enlightened us on the complicated compliance processes required of local exporters to get their products around the world.

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The real cost to businesses of breaching minimum employment requirements

Three recent decisions of the Employment Relations Authority have emphasised the importance of employers complying with minimum employment requirements - and the significant penalties employers can face by failing to do so.

Silviculture Solutions Limited decision:

FAILURE TO PAY MINIMUM WAGE

Silviculture Solutions Limited, a large forestry company which employs up to 250 staff has been ordered to pay \$35,000 after failing to pay its workers minimum wage.

As a result of this penalty the company has been placed on the Immigration Employer Stand-down List preventing it from employing migrant workers for 18 months. It is noteworthy that approximately half the company's workforce normally comprises of migrant workers.

The Employment Relations Authority held that the company used an "illegal system of calculating pay" because it only paid employees for their "productive hours" – being the time that the company expected the work to take – not the actual hours worked by the employees. In addition the company

failed to pay workers for their attendance at safety meetings, or time spent preparing equipment and travelling to various work sites in the forest.

Golden Spring Takeaway decision and Modern Floor and Wall Limited decision:


VARIOUS BREACHES

Napier based restaurant Golden Spring Takeaway has been ordered to pay \$30,000 for breaching a number of minimum requirements including failing to keep wage, time, holiday and leave records and failing to keep copies of employment agreements for its staff.

Likewise the Auckland based flooring company Modern Floor and Wall Limited and its director have been fined a total of \$25,000 for failing to pay the minimum wage and holiday pay and failing to keep holiday and leave records.

What you can do to protect your business?

The Employment Relations Authority is sending a firm message that breaches of minimum employment standards will not be tolerated. It is vital that employers understand their minimum employment requirements and apply them correctly to avoid penalties and being placed on the Immigration Employer Stand-down List. Both actions can have a significant impact on the bottom line and reputation of a business.

If you are unsure whether you are complying fully with minimum employment requirements Pitt & Moore Lawyers can help by completing an employment compliance health check for your business. 



For more information please contact:
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Be ready to **PIVOT**

Thursday 13th June

8:45am - 5:15pm | Rutherford Hotel, Nelson

Be inspired, be informed and be ready to PIVOT.

These are times of increased business disruption with impact from climate change and natural disasters, fast-changing business models, new trends in buyer behaviour and the effects of legislation. Now more than ever, local communities - and businesses as the economic vitality of those communities - need to be agile, flexible in their approach and quick to pivot. This is more than being resilient and protecting business as usual, this is about having a clear view of the threats that face the status quo and the ability to refocus your thinking and act quickly.

ASPIRE 2019 is a one-day conference that will look at this in the context of the Nelson Tasman region.

- What are the real issues we face as a region and as the business sector?
- What does a dynamic, climate-resilient, buoyant CBD look like?
- How do we retain a flexible talented workforce?
- Speaker: Business commentator and award-winning journalist Rod Oram
- Earlybird Registrations now open - More info at www.commerce.org.nz

"If you run a business, work in a business, have any connection to this region - this is one event you will not want to miss".

- Ali Boswijk, NTCC Chief Executive

**NELSON TASMAN
CHAMBER OF COMMERCE**

**ASPIRE
CONFERENCE 2019**



Why Business Building Block Workshops are Key

Standing still can kill your business, so by making sure you and your staff are constantly advancing, performing, embracing technology and learning new skills, you will continue to move forward and remain competitive within the marketplace.

Through continued investment from businesses, staff can;

- have a much higher sense of job satisfaction
- can have improved motivation towards their work
- have an enhanced perception of their worth to the business and sense of security
- be kept abreast of changing methodologies and how best to incorporate new technologies

Investing in staff training affects the success of your business by;

- preventing competitors from taking away your best employees by offering training incentives
- helping you develop practical plans to meet your medium and long-term business goals
- saving time and money on external recruitment
- reducing employee turnover, absenteeism and arguably worst, presenteeism.

LEGAL RISK SPONSOR



Brian Nathan and Stephen Galbreath delivered an Employment Law Update in Richmond which was a sell-out event. We saw a wide range of businesses attend from poultry, seafood, forestry, electricity sector, hospitality, transport, manufacturing, HR and horticulture in the one room. All varied but with the common goal of wanting to provide outstanding working conditions for their businesses, and understanding how to meet their legal obligations. There were great connections made with a number of attendees exchanging business cards. We will take this out to Motueka businesses in June and by then, with the introduction of these changes being implemented further down the track, we expect to have examples of how businesses are finding ways to address the new requirements.

“Very relaxed session, discussed real scenarios relevant to business”.
Natalie Gallagher, Resus Nelson Ltd
“Great presentation and very helpful with every question asked”.
Tabatha Kingi, Monaco Resort

SALES SPONSOR



Forty-five people attended the SalesRICH BBB workshops last month and unfortunately, we had to turn people away. Bruce has gone in-house with several businesses with this presentation and the feedback about this approach has been that having the whole team learn a streamlined

approach to a sales plan was beneficial. Investing in this area alone can make real changes to your bottom line. In May we will deliver the MindRICH BBB workshop in Motueka, this workshop focuses on building a suite of practical mindset techniques which relieves pressure and builds your ability to respond when change is demanded.

“The SalesRICH workshop was one of the best workshops I have ever been to”
Andrew Smith, Aon Insurance
“Bruce kept it simple & true”
Shane McCrae
McCrae’s Blinds & Screens

TECHNOLOGY SPONSORS



BlueberryIT

The IT Puzzle - What goes Where? Is the next BBB workshop in this stream. IT is a costly and these days, vital investment. Protecting this business investment and getting your systems right from the start can save you headaches and huge expense in the future. Any business would be mad not to seize the opportunity to learn how to avoid the pitfalls in this area. We will deliver this informative workshop in Richmond in May. Send your IT person to this one!

“Alan was very open and inclusive, a great casual, easy approach, he had a good way of turning IT topics into digestible format for non IT people”.
Hannah Norton, NRDA
“Tailored the session to what we wanted to know”.
Stacey Daily, Stevens Orchard

ACCOUNTING SPONSOR



Malloch McClean

Previous attendees tell us Manoli Aerakis is a fantastic presenter and has an easy simple style of delivery. Businesses should continue to challenge their status quo, upcoming BBB workshops, Financial Awareness and Cashflow Freedom offer a fresh look. These may be areas you have previously looked at but the landscape constantly changes, have your practises changed too?

“Manoli is enthusiastic, personable and knows what he is talking about.”

Carla Jehle

Sound Choice Business Care

“Provides a fluid and open environment that allows all attendees to communicate with confidence”.

Andrew McGlashen,

McGlashen Pharmacy

MARKETING SPONSOR



Chris Butler has a loyal following. His workshops attract repeat attendees with several pre booking on all four marketing workshops. Your Messaging & Developing Content and Using Today's Marketing Platforms are filling up. These workshops have been designed to differ from others offered in the region that are more specific. These workshops will address the question of what an individual business should focus on and invest in, and which options will get the best return for their particular situation, rather than committing to a specific platform without more insight. These workshops can be a starting point or use them if you feel you need to reconsider your approach.

“Informative and well presented, suited to the audience and practical, I would recommend this to my clients”.

Michael Parker

Crux Advice & Accounting

“Provided real world help for each business that attended”.

Kelly McLeod

Tasman Bay Food Group

A big thanks to Crombie Lockwood Richmond for supporting the BBB Series by allowing us to use their boardroom for our Richmond workshops.



Are you interested in becoming a presenter/sponsor of the Chambers Business Building Block Workshops for 2019-2020?

The Business Building Blocks series looks to raise training awareness, enable providers a platform to promote services and offer membership value to attending businesses.

The concept is to deliver, short, sharp, micro learning sessions on essential business management skills, updates on industry changes, compliance requirements and other specialty business areas.

Training providers have the opportunity to express an interest in sponsoring the area of their expertise from 1 July 2019. We are looking to engage chamber members who are experts in business related areas to deliver valuable content.

Why become a Business Building Blocks Workshop Sponsor?

- this is an effective way to profile your business and services
- grow your client reach
- offer businesses a taster of your full paid services
- raise awareness of potential gaps and highlight risks to a business if the lack of skill is not addressed
- give back to the business community

Our present sponsors enjoy having a prime level of profile within the Chambers' suite of offerings, this is because we place value in this arrangement which helps lift the capability of our membership and businesses beyond.

How to register your Expression of Interest

If you are interested, please contact the Chamber to request an Expression of Interest application form and tell us what you would like to offer.

Email: trina@commerce.org.nz

Expressions of Interest open 15 April 2019

and close 15 May 2019. ☺



Taking a long hard look at yourselves

Why entering the 2019 Chamber of Commerce Business Awards is good for business.

“Entering the awards was about measuring our business. We thought we’d been doing not too bad a job but wanted to test this. The entry process forced us to take a long hard look at ourselves and we picked up bits that may have otherwise been missed.”

Jason Monopoli – Orange Dog, Supreme Business Winner 2018

An anyone can come up with a reason not to enter the Nelson Pine Industries Business Awards but there are plenty more reasons why you should.

Benefits listed by previous entrants include helping them assess their business, clarify their goals, raise their profile and recognise and reward their staff.

The 2019 Nelson Pine Industries Business Award categories are:

- **Emerging Business Award**
- **Small Business Award**
- **Medium Business Award**
- **Large Business Award**
- **Community Impact**
- **Clever Business**
- **Business Person of the Year**
- **Young Business Person of the Year**

Businesses entering the Emerging, Small, Medium and Large Business categories must demonstrate excellence in management and strategy, sales and marketing, sustainability, investing in people, customer experience, health and safety and overall success.

The Business Awards are open to any business in the region, whether you are

a Chamber member or not. We want to celebrate excellence across our region, so if think you, or someone you know, deserves some recognition, visit our website or come along to one of our upcoming Business Award entry seminars to find out more. This year Business Award entries will again be accepted online.

All entry material is kept strictly confidential. Winners are decided solely by an independent panel of judges based on information provided in the entry.

To find out more about entering this year’s awards go to the Events section at commerce.org.nz.

Entries close: 14 September 2019.

**Do you know an
extra ordinary
business person?**

**NOMINATE THEM TODAY
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Judges are looking for someone who inspires our business community, demonstrates leadership, vision and business excellence. Visit commerce.org.nz and tell us in 500 words or less why they deserve to be awarded this title.



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Ken Allan 027 440 7307
Brendon McQuinn 027 243 4312
Craig Fenemor 027 088 17769
www.bowaters.co.nz/honda



Meet our members

Every issue we profile some of our new Chamber members

D'Luxe Distinctive Gifting



Sourcing the finest handcrafted products from artisans across New Zealand, we create beautiful gift boxes, so you can give someone their very own magical moment.

Carefully curated and thoughtfully put together, our gift boxes are the perfect combination of forever-after keepsakes and in-the-moment treats.

Featuring ethically and sustainably made products chosen for their quality and craft, each order is elegantly wrapped in all-natural packaging and comes in a bespoke wooden box that can be cherished forever.

We have gift boxes for clients, birthdays, weddings, newborns and everything in between. If you can't find the right gift on our website, we are happy to work along side you to create a custom gift to suit your budget and occasion.

Shipping anywhere in New Zealand, we believe a little luxury goes a very long way. Locally owned and operated in Nelson.

A: 1/11 Burn Place, Nelson
T: 027 293 5148
E: hello@dluxegifting.co.nz
W: dluxegifting.co.nz

Evolving Health



At Evolving Health we have a combined 40 years diligence in health care including naturopathy, nutrition, chiropractic and genetic analysis, we are equipped to support your health needs. As experienced health professionals in clinical practice, and working in various capacities, including nationwide consultation with allied health professionals, conference presentations and lecturing at universities we pride our in-depth understanding of disease prevention and health promotion.

We know that our patients are looking for ways to support their health, often seeking other options to strengthen their wellbeing. We are passionate about supporting powerful lifestyle changes, through alternatives to care, whilst encouraging active participation in your treatment.

We take time to see you as an individual, to really get to know you and understand your health concerns. We customise and evolve treatments over time to be effective for you, the person behind the symptoms rather than focusing on the symptoms alone.

A: 22 Nile Street West, Nelson
T: 03 929 8508
E: info@evolvinghealth.co.nz
W: evolvinghealth.co.nz

Mountain Valley Honey



Mountain Valley Honey is family owned and operated by Murray and Nicky Elwood and is based in Spring Grove.

Murray's passion for the beekeeping industry was sparked after working a summer job as a beekeeper with his father, which then turned into a career.

Now with over 25 years' experience, Murray and our field team work across the top of the South Island, tending to 2,500 beehives from the Marlborough Sounds, Nelson Tasman and Buller regions.

Nicky enjoys the extraction, packing, distribution and marketing of the honeys with our team in Spring Grove.

Mountain Valley Honey provides quality honey and a variety of seasonal flavours unique to our region.

Our people, the health of our hives and the nature that surrounds this beautiful region are at the heart of what we do. This is reflected in our natural and delicious honey.

A: 259 Main Road Spring Grove RD1, Wakefield 7095
T: 03 541 8930
E: info@mountainvalleyhoney.co.nz
W: mountainvalleyhoney.co.nz

Nelson Marlborough Rescue Helicopter



The Nelson Marlborough Rescue Helicopter Trust administers a professional rescue helicopter service in the top of the South Island. They are supported by highly trained crew, pilots and intensive care paramedics for the treatment and recovery of people needing urgent medical care.

Each year the service responds to over 500 missions including outdoor accidents, medical emergencies, motor vehicle accidents, search and rescue, industrial and rural accidents. With their base in Nelson being surrounded by three National Parks, numerous world class mountain bike tracks, a ski field within driving distance and the beautiful coastal waters which surround them, outdoor accidents account for approximately 40% of these missions.

With approximately 60% of funding required from the community, they are proudly supported by their sponsors, and the community.

As a community based, self-funded operation, the Trust gratefully welcomes businesses to help them save vital lives in the community.

A: 5 McLaren Drive, Nelson
T: 03 547 7278
E: paula@helirescue.co.nz
W: helirescue.co.nz

Nelson Venues & Events



Nelson Venues & Events works with a broad portfolio of venues in the Nelson/Tasman region, catering for events big and small.

With over 30 years of experience & local knowledge, using Nelson Venues & Events is a great way to get the best result for your investment and a great way to reduce the stress of planning an event locally, nationally or international.

We offer consulting services in pre-event planning including finding you the perfect venue, all pricing of equipment, catering, AV and additional services.

From conception to completion, we're there to ensure everything goes smoothly.

Whatever the event, we're your on-the-ground team ready to roll up our sleeves and make it a huge success.

Our recent events include: Marchfest, NZ Cider Festival, Sealord Tokatu boat launch and more.

Talk to the team at Nelson Venues & Events for Venue Hire, Venue Support, Event Management, Bar Management, Casual Bar Staff, Event Marketing & Support for your next event in Nelson.

Contact Shelley Haring & Lea Boodee
A: 1/23 Alma Lane, Buxton Sq, Nelson
T: 03 546 6330
E: info@nelsonvenues.co.nz
W: nelsonvenues.co.nz

Nick Dalgety MPI Nelson

Ministry for Primary Industries
Manatū Ahu Matua



I work with the Ministry for Primary Industries. Our business is diverse, fulfilling both a protect and grow mandate for New Zealand primary industries.

I have lived in Nelson now for 15 years, spending much of that time work-wise partnering with the wine industry locally and nationally to advance their sustainable goals eg I am involved with the Lighter Wines programme noted below.

In the last 15 months my focus has turned to enabling regional development in the Top of the South Island and also the West Coast and Canterbury. This is an area I love because it allows us to help advance our region's provenance story and hence foster economic livelihood. I and members of the MPI team look forward to meeting with many of you in upcoming Chamber events.

Lighter Wines:

This programme, with co-funding from MPI's Primary Growth Partnership, is the largest research and development effort ever undertaken by New Zealand's wine industry. Lighter Wines is designed to position New Zealand as number 1 in the world for high quality, lower alcohol and lower calorie 'lighter' wines.

A: 118 Vickerman Street, Nelson Marina
T: 021 679 380
E: nick.dalgety@mpi.govt.nz
W: mpi.govt.nz

The Car Concierge



A New Experience in Car Care

The Car Concierge is a vehicle service centre located at Nelson Airport, offering not just airport customers but all customers and businesses in the wider Nelson region a convenient car service at a competitive price.

The Car Concierge is owned and operated by Barry Dixon, an expert in the field with over 20 years' experience as an international BMW technician. Barry prides himself on passing the savings from this efficiency centred experience onto the customers, saving both time and money every step of the way.

Exceptional customer service is Barry's main driver, building long-lasting relationships through trust and clear communication and most importantly keeping customers informed every step of the journey.

Contact Barry today to find out how easy car care can be.

A: Trent Drive, Nelson Airport
T: 021 1000 007
E: barry@carconcierge.co.nz
W: carconcierge.co.nz
FB: thecarconciergenelson

Tourism Business Advice (TBA)



Tourism Business Advice (TBA) has over 35 years' experience in the tourism industry specializing in destination management, destination marketing, PR and new product/business development. TBA's primary focus is on assessing merits of capital investment in new tourism development, assisting existing and emerging tourism businesses and collating tourism insight reports. TBA offers practical advice, actions and solutions.

Directors of TBA are Lynda Keene and Lesley Immink. Nelson based Director Lynda was the former CEO Nelson Tasman Tourism (2010-2016), CEO Scottwood Trust and CEO Tourism Waikato. Lynda also worked as a consultant in the Cook Islands for the UN World Tourism Organisation, the South Asian Tourism Council and Deloitte NZ.

Clients include: NZ Māori Tourism, Destination Kaikōura, Ngāti Awa Group Holdings, Activate Tairāwhiti, Te Māhurehure Marae and ChristchurchNZ.

If you would like a realistic and honest appraisal of your business or project, TBA are the people to talk to.

T: +64 21 279 5395
E: keenel@xtra.co.nz
W: tourismbusinessadvice.co.nz
LI: lynda-keene-43490316/

NMIT continues to flourish in 2019

While the Reform of Vocational Education works its way through the Ministry of Education and Parliament, it is full steam ahead for Nelson Marlborough Institute of Technology this year.

NMIT's financials, student enrolments and graduate numbers are extremely healthy. NMIT Council Chair, Daryl Wehner, says the Government proposals are positive for NMIT in that it supports the important role tertiary institutions have in the regions. "We can see there are opportunities to build on our obvious national strengths in the region, such as viticulture, aquaculture, maritime and aviation engineering," he says.

Daryl also highlighted the flexibility NMIT currently can employ "When regional employers' needs change, community demographics change, or local opportunities arise that would benefit our students and Te Tau Ihu, we can move quickly and collaboratively."

In the past year, NMIT set up a predator trapping short course to help conservation businesses and groups involved with helping New Zealand reach the Predator Free 2050 target. A collaboration has also seen the launch of Project Moturoa earlier this year. It involves ten iwi-supported learners completing a modular conservation-based Level 4 with an emphasis on mātauranga Māori. It is intended to build capacity within iwi for expertise in conservation.

Other learning opportunities designed to meet regional employers' needs are: online programmes, including video production and graphic design for branding and identity with flexible starting dates. Mandarin evening classes are



DOC Partnership Manager, Matt Hippolite addressing the gathering at the pōwhiri for Project Moturoa.

also available from beginner to advanced. Beginner classes start in May. The next intake for the Masters in Applied Management is also in May. The Masters includes courses such as Managing in a Digital World, Critical Issues in Management and Finance for Managers.

nmit.ac.nz

What is your brain up to?

Add to your CV with a skills focused postgraduate qualification
Take advantage of our 2019 \$3,000 postgraduate study scholarship

NMIT is where I need to be NMIT ko reira au!

APPLY NOW nmit.ac.nz/postgrad : 0800 788 391

nmit
Nelson Marlborough Institute of Technology
Te Whare Wānanga o Te Tau Ihu o Te Waka a Maui