

NELSON TASMAN
CHAMBER OF
COMMERCE

COMMERCE COMMENT

JULY 2019



Contents

- From the CEO2
- Aspire 3
- Business Awards 4
- Exporting for experts 5
- Findex 6
- How to beat Google 7
- Company data risks 8
- Paying your staff to be on call 9
- Buying to build - tips to get it right 11
- New BBB Workshops 12
- Bowater Honda 14
- Helping your business innovate 15
- Upcoming Chamber events 16
- Business snippets 17
- Meet our members 18
- NMIT 20

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From the CEO

We've had a couple of busy months for events with 250 people attending the PM's lunch and 200 coming to Aspire. Aspire was an interesting and thought-provoking day looking at some of the big issues facing businesses and the wider community. We are working through the points that were raised and will be coming back out to you with some suggestions for practical steps that can be taken to assist businesses in dealing with the impact of the changing environment.

As we rapidly move into the second half of the year, we are heading into the hustings season for local body elections. I think we are all aware of the significant impact that local government decision-making has on us as individuals, business managers and owners. From setting rates and regulations to investing in infrastructure. Given the non-political nature of local government in both Nelson and Tasman, meaning that (most) candidates stand as individuals as opposed to under a political party

banner, it is important to know who you are voting for. To assist with this, we intend to use this pre-election period as an opportunity to ask candidates where they stand on issues that are important to our business community and really get a sense of the individual. To help us, we will be coming to you to discover what questions you want answered. If you already have a burning issue you want included, please let me know, otherwise look out for the questionnaire in your inbox.

As in previous elections, we are planning a Chamber luncheon on 03 September where you will have the chance to ask questions directly of the mayoral candidates.

- | | |
|------------------------|--------------------------------|
| 19 July | Nominations open |
| 16 August | Nominations close |
| 21 August | Nominees announced |
| 20-25 September | Voting papers delivered |
| 12 October | Polling day |

Ali Boswijk
 Chief Executive OT

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Julie Baxendine



Jason Kilworth



Kauahi Ngapora



Sharon McGuire



Lianne Nichols



Judene Edgar



Alan Gray



Carla Jehle



Paul Morgan & Rod Oram



Matthew Dodd



Ged Svarc, Geoff Faulkner



Tony Downing



Gino Munro

Chamber of Commerce Business Awards

Is this your year?

If anyone asks how your business is going, you say:

- Pretty good.
- Quite good.
- Amazingly good, but don't tell anyone.

Is this the year you lift the public perception of your business from the good zone into the exceptionally awesome?

Is this the year you challenge the ethos of the great kiwi downplay?

Is this your year?

There is only one way to find out.

The 2019 Nelson Pine Industries Chamber of Commerce Business Awards are now open, We've made it easy to enter online. Slightly more time needs to be invested in putting your application together, but everyone who enters says it's totally worth it.

Benefits listed by previous entrants include helping them assess their business, clarify their goals, raise their profile and recognise and reward their people. Employees also feel proud to part of an organisation that has received formal recognition for its success.

Award categories are the same as last year:

- **Emerging Business**
- **Small Business**
- **Medium Business**
- **Large Business**
- **Community Impact**
- **Clever Business**
- **Business Person of the Year (nominated)**
- **Young Business Person of the Year (nominated)**

We are pleased to confirm our highly respected judging constellation is also returning. Their combined experience and expertise provides a fantastic opportunity for applicants who value independent perspective of their business model by esteemed mavens.

EUAN MCINTOSH

Financial advisor, Forsyth Barr.

LESTER BINNS

Online entrepreneur, founder of Mytax.co.nz, Supreme Business Award winner 2016

MEG MATTHEWS

Multiple directorships past and present. Director at Cawthron Institute Director, NRDA, Halberg Foundation and Meridian Energy. Meg is also a qualified accountant.

AL DUNN

Experienced corporate leader. Former Vice President of Operations at MacDonalds (Chicago HQ) and current board director of NZ Post, Z Energy and Burger Fuel.

JONNY HENDRIKSEN

Founder and CEO of Shuttlerock, Facebook's go-to business partner for data-driven mobile-optimized advertising.

All entry material is kept strictly confidential. An organisation does not have to be a member of the Chamber to enter.

To find out more, or to enter the awards go to the Events page on our website <https://commerce.org.nz/events/>.

Winners will be announced on Friday 1 November at our gala awards dinner.

ADVICE WORTH TAKING:

"Use the entry to tell the story of your business. Don't focus on hitting word limits or overly worry about what to write. Tell us what you are proud of and what makes your business awesome."

LESTER BINNS
JUDGE & PREVIOUS WINNER.

Exporting for experts

Richard Percy is genuine when he says, “Every client is important to us, when they grow, we grow”.

Richard is Regional Business Manager at TNL International. They're a locally-owned headquarters with satellite branches in three big cities – Auckland, Christchurch and Melbourne. For years TNL International has been quietly getting on with the not so simple task of getting customers' precious cargo in and out of the country. If there was a brownie badge for exporting, the Nelson team would have earned it long ago. Any optimistic soul who wishes to work their way through the complex rules and regulations that are part and parcel of exporting is almost destined to have more grey hair on their head than when they began it. The hoop jumping is there for a good reason of course, and not so complicated if you do it all the time.

Take your average export apple story. Fresh fruit doesn't have all the time in the world to get to the other side of it. According to Kylie Pratt at Golden Bay Fruit, “Apple season is very stressful, because everyone is madly running towards duty cut off.” When she realised her company was facing at a shortage of experienced staff at a crucial point in the apple season, she made a call to the team at TNL.




Richard Percy from TNL admires a very organised pile of export documents at Golden Bay Fruit.

“We were having so many problems, we were spending more time dealing with the problems than getting the documents out, so the stress levels were incredibly high. Both Micayla and David [from TNL International] have very cool heads, and were very patient, so I would definitely recommend them with anyone who was having issues or needed some guidance in terms of how to deal with export documentation and just getting through the season.”

“It's something quite uncommon in business these days for people to be so generous with their time and information

and getting people up and running, so I am extremely grateful for that.”

While TNL International is part of the TIL Freight Group comprising of over 1500 staff across their four branches, they don't just work for large local corporations that everybody's heard of. They also play a big part in getting products for small enterprises across the world too. So for those of you wishing to build a global empire, dreaming of the day your beloved merchandise scores the spotlight in prime locations around the world, you might discover that a call to your local TNL team ends up being one of the easiest, best decisions you make on your export journey. 

“It's something quite uncommon in business these days for people to be so generous with their time and information and getting people up and running, so I am extremely grateful for that.”



Same Faces. New Name.



Susan Schuler
Head of Financial Services (NZ)



Robert Williams
Senior Partner
Business Advisory



Andrew Smith
Partner
Business Advisory



Darren Mark
Partner
Business Advisory



John Rollston
Partner
Business Advisory



Alex Davidson
Associate Partner
Tax Advisory



Brent Cheyne
Associate Partner
Business Advisory



Bronwyn Monopoli
Associate Partner
Business Advisory



Julian Clark
Associate Partner
Business Advisory



Justine Kennard
Associate Partner
Business Advisory

Crowe Horwath is now **Findex Nelson.**

Our name has changed, but our commitment to helping clients achieve their financial goals very much remains. We are here to support you on your financial journey, so you can focus on the things that matter most.

FINDEX

findex.com.au/samefaces

findex.co.nz/samefaces



How to beat Google

If you've Googled your brand's website lately, you've probably noticed some things have changed. Perhaps your listing used to be near the top of the search results or at least made the first page. Now, it's halfway down the page, or not even on it. What gives?

Over the past several years, Google has made a lot of changes to the Search Engine Results Page (SERP), slowly adding more and more features that optimise the user experience. Information has never been easier to find. People want to know the age of a specific public figure? Instead of having to go to their Wikipedia page, Google will provide it in a 'featured snippet' or information card. Want to find restaurants nearby? Google will give you a list with reviews attached.

How do I get noticed by Google?

While these features make it easier for the consumer to find information, they've made it much harder for businesses to achieve organic listings, and therefore, organic traffic to their website. If you search up your brand's general industry, you'll likely see two paid listings first, a local pack, map, or a knowledge graph, then finally you'll see the organic listings - already halfway down the page!

Consumers can usually distinguish between paid listings and organic listings,

however, there is still a portion of people that will click on a paid listing instead. Ads are also becoming more expensive and difficult to spot. Where they once had a yellow ad icon beside them, the icon is now much less prominent, making it look at first glance more like an organic listing.

It's not your ranking that's the problem. More than likely, your ranking has remained fairly consistent over the past few years, even if your listing has moved down the page. It's because while rankings are fairly resistant to change, your placement on the SERP page isn't. Depending on what someone searches, different SERP features may appear for them, which will affect your listing's position on the page.

Thankfully, there is still a way you can achieve large amounts of organic traffic. How? By not focusing on trying to keep Google happy.

Play a different game

The fact is, you can't truly beat Google at their own game. If SERP listings are a game of chess, Google is a chess grandmaster and everyone else is, at best an amateur and at worst, unaware of the rules.

What you can do is play a different game. We have found that people will often search Google for brand names they know rather than generic product categories. Customers want to find out more info about the brands they are buying. Things like what ingredients you use and where they come from, your sustainability policy or what sort of service and support you provide.

Tips to build a brand outside of Google

- **Email lists are very effective for connecting with your audience** without relying on Google. Email lists are like a pneumatic tube of sorts from which your content is sent straight to your audience in a neat little package.
- **Create content that solves a problem for your audience.** Great quality content will keep people interested in what your brand has to say, and make them want to keep listening.
- **Social media is a great avenue** to build the story of your brand, and communicate with your audience directly.

If your branding is strong and effective, your target audience will search for your specific brand name. If you can make your brand known and remembered outside of Google, consumers will choose you over your competition - without having to look at a SERP page filled with ads, maps and reviews.

Build your brand

Building a strong brand is the key to success. Harness strong ownership over your brand's creative elements, and work on communicating with your target audience in the most effective way. Determine what makes your brand different from your competition; what unique offer or story your brand can give consumers that makes you stand out. Establish what your target audience wants, and how you can give it to them.

We are not saying that you should, give up trying to get higher rankings on Google. We're saying, don't focus on beating Google at a game you can't win. Focus on building a powerful brand, with effective marketing so people come to Google with your name in their mind already.

If you can make your brand known and remembered outside of Google, consumers will choose you over your competition. ◀



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

Worried about your company data? You should be.

If you aren't concerned about the amount of business data accessed on your employees' personal devices, you should be.

Cloud computing has enabled a new wave of freedom to work from any location, at any time on any device and while that provides more flexibility to both business owners and their staff, it comes with a number of significant business risks.

One of those risks is the access and storage of business intellectual property or confidential data on personally owned devices be they laptops or smartphones.

Many existing Office 365 users are now considering a transition to Microsoft 365 business plans which include all of the applications and services of the Business Premium plan along with the Enterprise Mobility and Security Suite.

Some of the capabilities of this subscription service are:



Protect against security threats

Go beyond passwords and protect against identity compromise, while automatically identifying potential breaches before they cause damage.



Protect business data against leaks

Use cloud applications without putting company information at risk by adding protection, ranging from access privileges to data encryption.



Control who has access to business information

Manage company and BYOD devices to encrypt data and ensure compliance, automatically detect suspicious activities, and quickly block, quarantine, or wipe compromised devices.



Business savvy way to reduce risk

Microsoft 365 Business provides a simply, cost-effective way to reduce risk with built-in privacy and compliance tools to securely run and grow your business.

For more information on Microsoft 365 Business and how it can help your business please get in touch with one of the BlueBerry bunch.
www.blueberryit.co.nz or phone 03 548 4923. ☎

60%

COMPANIES LEAVE THEIR
BUSINESS DATA ON
EX-EMPLOYEE'S DEVICES

40%

OF BIG DATA BREACHES
WERE CAUSED
BY LOST DEVICES

80%

COMPANIES ALLOW
EMPLOYEES TO USE PERSONAL
DEVICES FOR WORK

60%

OF ALL EMPLOYEES USE
THEIR OWN DEVICE FOR WORK,
WITH OR WITHOUT
COMPANY APPROVAL

 **BlueBerry**
Technology on your terms

Just on the off chance: Paying your staff to be on call

A recent Employment Court decision has confirmed if employers ask their staff to be available outside of normal working hours, the company must pay them, even if the extra work is never needed.

New Zealand Post was taken to the Employment Court by the Postal Workers Union, challenging them on the question of whether they could require their employees to work additional hours on top of their normal hours, and not pay them for keeping themselves available.

The postal workers had a clause in the collective agreement which is also reasonably common in individual agreements. It stated employees may be required to work reasonable overtime. If the postal worker did work, they were then paid overtime.

Compensation for availability provisions became a requirement in legislation in April 2017. An availability provision is any term in an employment agreement where an employee is required to be available for work, but the employer is not required to provide work. Compulsory overtime clauses and stand-by or on-call clauses are examples of availability provisions.

An employer must have genuine reasons based on reasonable grounds, and the employment agreement must provide for the payment of reasonable compensation

for the employee's availability if it is a requirement to work. The employee can refuse to work more than their guaranteed hours if this is not in place.

In the New Zealand Post case the court ruled that the requirement to be available meant an employee's personal life was affected. It stated in its decision that: "While it benefits NZ Post to have delivery agents holding themselves available to work overtime to enable it to meet its fluctuating business needs, this comes at a personal cost to the affected employee."

The court went on to say: "It seems to us to be self-evident that the value of an employee's otherwise private time applies equally whether they are waiting to be called in for work or on the off-chance they might be required to undertake additional hours of work at the end of their usual working day. In either case the employee is forgoing opportunities in their private life."

The union and New Zealand Post were sent back to mediation by the court to try to determine what level of compensation will be paid.

This decision will have a significant

impact on the large number of businesses who have not amended their employment agreements since the legislation changes. Fundamentally, if an employer wants to obligate an employee to work additional hours they must pay for the privilege of the employee simply being available in case they are required to work. The big question yet to be answered by the courts is what constitutes "reasonable compensation".

Fundamentally, if an employer wants to obligate an employee to work additional hours they must pay for the privilege of the employee simply being available in case they are required to work. 07



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

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Buying to build - tips to get it right

If you're thinking of building from scratch, doing your due diligence could end up saving you time, money, stress and heartache. Whether it's a dream home or a family bach, get the details right before you sign your legal documents. Here are a few areas to consider.

Plans and specifications

Give yourself time to properly review the plans and specifications. Check the measurements, materials and products that will be used, as well as the plan itself, right down to the number of electrical plugs in each room. If you don't feel confident doing this, ask your lawyer for a recommendation of an external expert. The plans you sign up for will determine what your future house will look like so it's important to take the time to check them off against your expectations and make sure it includes everything you discussed with the builder or developing company.

Land that doesn't have a certificate of title

When a title hasn't yet been issued, an agreement for sale and purchase will need to include a 'sunset' clause that the title will be provided within an agreed timeframe. This gives you the right to cancel the sale if there are significant delays. Your solicitor will need to review the head title and resource consent for the subdivision as well as the title plan, if available, to determine what easements, land covenants and consent notices will be registered against the new title. Your solicitor may have to review a large amount of documentation to identify what will and will not be relevant to you.

The land - are there any covenants?

With land that is being built on for the first time, it's important to check carefully if there are any covenants that may impact on your build. This could be around access, size and style of house and outbuildings, building materials and your proposed site, so it's critical for the design and planning of your property. Similarly, council consent notices may impose specific geotechnical and foundation requirements that could add significant building costs.

Unforeseen building problems

It's a regular occurrence that an unforeseen problem like bad weather or an increase in cost of materials impacts on the design, cost and/or timeframe of a build. That's why it needs to be clearly outlined in a written contract with the builder what happens in these situations. Often it can be external issues, so the sensible option is that both parties agree, at the outset, how these issues will be handled, what variation in timeframes are acceptable and if things do blow out time or cost-wise how that burden will be distributed.

Timing of payments

The timing of payments under your sale and purchase agreement and building contract

are critical and you will need to make sure that you can meet your payment obligations as they come due, especially if you are relying on bank financing. Most standard building contracts provide for progress payments to be made at each major stage of the build. However, if your build begins before title has been transferred you will not have any mortgage security to offer your bank. It is important that you talk to your bank before confirming your purchase even if you have pre-approval.

All these issues revolve around the documents – the sale and purchase agreement and any contracts with builders. These are the legal documents that state your rights and obligations and those of the developer and builder. It's vital that you consult a lawyer to make sure that each agreement meets your specific situation and that in the worst-case scenario you will be sure of the outcome. OPI



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NEW Business Building Block Workshops 2019 - 2020

There are many great benefits to being a member of the Chamber and one of those is our workshop series which runs throughout the year. We encourage members to take advantage of this Chamber offering, as the feedback from attendees over the years is that the BBB workshops are of a consistently high standard. They are a valuable resource to any organisation wanting to improve their business management capability and let's face it, that should be everybody.

The line-up of presenters and topic for the coming series promises to include something for everyone. Manoli from Malloch McClean received glowing feedback for his **Accounting and Finance** workshops and will continue these this year. We are delighted to welcome three new presenters to our line-up: Leon Jay of EthicallyMAD delivering **Digital Marketing** insights, Gemma Newburn (Physiotherapist) & Dr Scott Newburn (Occupational Physician) of Hemisphere Health educating local business on the importance of **Workplace Health and Wellness** and Ashlin Redpath of local company Iphany will advise businesses on the difficult topic of **Intellectual Property**.

As always, sessions will be short, sharp and punchy, offering plenty of takeaway gems that could be the catalysts for real change in your business. They are delivered throughout the region and are restricted to small groups to provide you with a comfortable environment for engagement, networking and interaction amongst attendees and the presenter.

A combination of modest cost and informative, practical topics means demand to attend our workshops is often high. We recommend to avoid disappointment that you pre-book while you think of it. The dates and workshop descriptions are already available, and we'll send you a reminder email closer to the time. Lock them in your calendars now and make new business knowledge your priority.

The Chamber would like to take this opportunity to thank the presenters of our previous series of BBB workshops.



EthicallyMAD LTD

EthicallyMAD (which stands for **Ethically Making A Difference**) provides web development, marketing consulting and digital marketing services to socially responsible businesses, both nationally and internationally.

Grounded in the experience of its founder, Leon Jay (author of five business books, an international speaker and serial entrepreneur), their focus is on achieving clearly defined and measured results for their clients.

Leon believes local businesses are the backbone of our community, delivering products and services that make our way of life possible. It is, for this reason, EthicallyMAD decided to partner with the Chamber, as we have been supporting local businesses for over 160 years.

With their knowledge and experience of online business, marketing and training, EthicallyMAD aim to educate and assist businesses to succeed at both local and international levels. And, through these workshops, you could be their next success story. We recommend you register for one (or more) of Leon's BBB workshops today. You'd be run-of-the-mill MAD not to.



Hemisphere Health

As workplace Health and Wellness specialist Hemisphere Health identify and resolve workplace health and injury problems before they become a cost to your business. We promote a proactive approach to H&S, Injury Management and Wellbeing in all workplaces, to improve employee health and business profitability.

The Nelson Tasman Chamber of Commerce is the cornerstone of the local business community. Partnering with them Hemisphere Health is working towards our vision of “Healthy thriving workplaces shaping New Zealand’s future”.

Hemisphere Health’s Business Building Blocks workshop series is focused on helping your business to increase confidence and ability to create a safe and healthy work environment. Business owners, managers and supervisors have key responsibilities in a business to understand what health issues are impacting your workplace. With knowledge and confidence leaders can not only minimise the impact of health and injury issues on your bottom line but build company reputation and workplace health and wellness culture.



Iphiphany

Iphiphany is a specialised New Zealand intellectual property (IP) practice providing services and advice relating to intellectual property, specialising in patent and design rights.

The value of intangible assets has become increasingly important to modern business and represent the largest assets by value of the world’s most valuable companies. For technology companies and start-ups, intangible assets can often represent more than 95% of a company’s value. Intangible assets include the non-physical assets of a company, including goodwill, franchises and intellectual property, i.e. confidential information, trade secrets, patents, designs, trademarks and copyright.

New Zealand businesses have traditionally had a difficult time understanding IP, often due to misunderstandings or lack of local information and expertise. Many businesses make costly mistakes that could have been avoided if they had received advice at the outset.

Iphiphany’s business building workshops will help you understand what IP is, the myths and mistakes and how IP may relate to your business.



Malloch McClean

Malloch McClean returns for a second year to deliver outstanding accounting and financial focused workshops to members and businesses around the region.

Manoli asks, *what is your definition of success? Is your definition measurable?* Here are some suggestions to help you clarify your definition:

Work out what is most important to you. Think about your relationships, your family, your health, stress levels and what you love doing both at work and away from work.

Define the lowest possible income level you need to survive. If we lower our income sights we can work less and therefore have more time for the things that we love doing out of work.


Define the hours of work you want to do each week. Remember that you choose to work the way you are now, and you are in control.

Define what holidays you want this year. Setting a clear vision and plan for holidays drives you to implement the strategies needed to make the holiday happen.

Set targets for the things you want to do outside of work. These may be the numbers of hours for exercise, reading hours or number of technology free hours.

Set up a measuring system. If you plan to read more then set a target and measure this as you go.

A great way to get clear on what success looks like is to develop or update your business plan. In your plan you should have a section defining ‘what you want to have.’

By attending the Malloch McClean BBB workshops, they’ll help you fill in the gaps and clarify your way forward, and in the process, help you run a smarter, better, business. 

Nothing but love

“Down to earth, practical and approachable presenters”
Kathy Lloyd, WAKA KUAKA

“The presenter explained and spoke in a language I found very easy to understand, not the usual accounting gibberish.”
Russell Blowers, AQUA FLOW SPA & SWIMMING POOLS

“Educational, inspiring very knowledgeable, will attend again.”
Claudia Forts Fortaleza, FORTALEZA ENTERPRISES

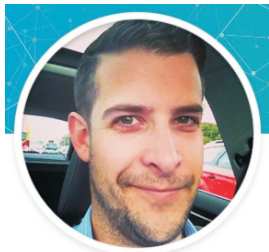
“Easy to follow, very good examples and activities, excellent engagement, highly recommend.” Maria Orozco, NELSPRAY

“Knowledge with practical solutions that I can start to use to develop my own skills.” Tony Mifsud, AON

YOU'RE INVITED



HONDA



Featuring an enlightening talk from Joseph Bond Manager of Financial Services for Honda NZ.

Bowater Honda

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Enquiries: ph 03 548 7179

You're invited to our Findex BA5, on 10th July. Enjoy our hospitality in our showroom, from 5:30pm.

PRO's + CON's Leasing *verses* Purchasing of your vehicles

“ If I knew then, what I know now, I would have leased my company cars from the outset. ”

Andrew Maitland is referring to his time as a business owner but he's now Finance Manager at Bowater Finance, where he has developed a greater appreciation of car leasing. The Finance and Sales team will be on hand for the evening to share knowledge, talk through options, and give advice on solutions, as well as to discuss a very special vehicle leasing offer available only on the night to those attending.

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www.bowaters.co.nz/honda





Helping your business innovate and grow

We want to tell you about a special funding programme we think is worth making a beeline for.

There's a not-so covert operation, called the Regional Business Partner (RBP) Network, that operates out of the Mahitahi Colab. It is overseen locally by the Nelson Regional Development Agency in partnership with the Nelson Tasman Chamber of Commerce. And why should this matter to our members? **Because the purpose of the RBP is to make it easier for businesses like yours to access support to innovate and grow.**

Nicky Elwood is owner/manager of Mountain Valley Honey. The company has been exporting to Asia for 12 years but have been eyeing up the US market for some time. They tapped into funding from the RBP programme to help make that happen.

"Our business is not really an 'out there' business locally, so it can be a bit of a lonely journey when you're not really sure who else is doing the journey with you. So that's where our approach [to the Chamber's RBP programme] was coming from."

One of the benefits of the RBP is an opportunity for businesses to receive up to 50% subsidy (maximum \$5k) to access third party coaching/training to help build their business. The coaching opportunities cover a wide range of areas, from assistance with business planning to marketing, exporting, governance, and raising capital.

The fancy title is Capability Voucher Funding and for Nicky and her busy bees, the networking connection and subsequent funding opportunity, has been business changing.

Nicky attended a Chamber presentation by Sell Global, a business affiliated with the

RBP programme that assists New Zealand businesses to list their products on Amazon.

"The hurdles that we had to go through were our food products so you need FDA registration, you need to be looking at trademark, all that kind of thing. And so we engaged with Sell Global who used their experience and knowledge to make that experience a little easier and during their presentation we learned they had a number of different people that they worked with and they're locals, so that's fantastic. We could have done it [on our own] but I think it would have taken us a lot more time and energy. So that process has been really great."

If you're interested in accessing funding, the process is easy. It involves an initial meeting with Sandra Crone at Nelson Tasman Chamber of Commerce. She asked a few pertinent questions, there's an application to fill out and if you meet the criteria, she'll be able to let you know in a short space of time.

For Nicky, the funding support covered 50% of the Sell Global cost and meant they could use the saved money elsewhere in their business.

"At the time it was a really fantastic thing because it meant that the other 50% that we might have had to pay could go toward getting our labels up to scratch for the US market. So we could put that other money to really good use on the same journey."

The programme is supported by New Zealand Trade and Enterprise (NZTE) and Callaghan Innovation - the government's business innovation agency. 

Is your business eligible for:

Capability Voucher Funding?

To be eligible for funding a business must:

- Have undertaken an assessment. If we think that an investment in your business would have an impact on your business' ability to grow and contribute to the economic development of the region, your business may be eligible for a voucher to cover up to 50% of the cost of that training or coaching (\$5,000 maximum);
- Be able to demonstrate both willingness and capacity to grow;
- Have developed an action plan together with us;
- Have fewer than 50 full-time equivalent employees;
- Be registered for GST in New Zealand;
- Operating in a commercial environment; and
- Be a privately owned business, OR a Maori Trust of incorporation under the TeTure Whenua Maori Act 1993, OR a similar organisation managing Maori assets under multiple ownership.

Businesses should also:

- Be exporting, have export potential, be involved in the export supply chain or have the potential to contribute to economic growth in the region;
- Demonstrate commitment to improving management capability. Indicators of commitment could include the fact they have sought advice, have worked through the assessment process and are willing to co-fund capability building activities and make the required time commitment; and
- Have an identified gap in its capability that can be addressed through management capability building and training.

For more information on the Capability Voucher funding service, contact Sandra Crone at the Nelson Tasman Chamber of Commerce - Sandra@commerce.org.nz or 021 870 447.

Upcoming Chamber events

Wed 10 July	FINDEX BA5: BOWATER HONDA Bowater Honda, 82 Achilles Ave, Nelson 5.30pm-7pm Find out the pros and cons about leasing or owning a car.
Wed 24 July	MEET THE CHAMBER TEAM & BUSINESS AWARD INFO Top 10 Holiday Park, 10 Fearon Street, Motueka 10am-11.30am Come along and meet the Chamber team. This event is for our new members, those thinking about joining or members that haven't been to an event with us lately. The second half of the session, for business owners and managers interested in entering the Chamber Business Awards this year, we will explain the process and give you some tips on putting together your entry.
Tues 30 July	EXPORT REGULATORY REQUIREMENTS SEMINAR Mahitahi Colab, NMIT, 322 Hardy Street, Nelson 2pm-4.30pm Presenters: MPI, Exporter Regulatory Advice Service (ERAS) and Appleby Farms, Mike Brown and Kristy Giles. New or existing exporters who want a better understanding of MPI's requirements should attend this export seminar.
Wed 31 July	INTEPEOPLE SPEAKER SERIES Speaker: Christopher Luxon, CEO Air NZ Trailways, 66 Trafalgar Street, Nelson 12pm-1.30pm Under Christopher Luxon's leadership the airline has delivered record profits, all time high customer satisfaction scores and achieved its highest levels of staff engagement.

For more information, go to our [Events page at commerce.org.nz](https://commerce.org.nz)

Health & Safety Expo

**FREE
ENTRY**

Putting the Health into Safety, supported by **PORT NELSON**

Thursday 8 August 2019 9-4.30pm

GREENMEADOWS COMPLEX, MAIN ROAD, STOKE

TIME	PROGRAMME SCHEDULE	SPEAKERS
09:30- 11:30	Health & Safety Systems 101	Jo Prigmore, Fulton Hogan & Josie Cairney, Hemisphere Health
10:00	Mental Health	Francois Barton, Business Leaders H&S Forum and Martin Byrne, Port Nelson)
11:00	5 Ways to Top Wellbeing	Wendy Strawbridge, Health Action Trust
11:30	Managing Health in the workplace	Scott Newburn, Hemisphere Health
12:30	Enforceable Undertaking	Brian Nathan and Nick Laing, Duncan Cotterill
13:30	Silicosis - Risk Factors, Control	Jo Prigmore, Occupational Hygienist
14:30	Work in and around vehicles	Ruth Cook, WorkSafe New Zealand
15:30	Topic tbc	Darren Handforth, WorkSafe New Zealand

Programme subject to change

**CPD Hours
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(*2017 figures)

Findex BA5 ShiftON & NRDA in Motueka



Peter Daebel and Susan Schuler



Jephany Barut

Findex BA5 Nelson Tasman Hospice



Christine Palmer and Doug Paulin



Shelley Carppe, Kenn Butler and Rachel Colett

Ezel Kokcu Talk at the Mahitahi Colab



Ali Boswijk introduces tech entrepreneur Ezel Kokcu

Intepeople Speaker Series



Lees Seymour and Meg Matthews



Rebecca Leach, Donna Adlam, Laura Duquemin and Sandra Crone



Jacinda Ardern and Dot Kettle

AGM and Findex BA5 Pic's Peanut Butter World



Chamber president, Lees Seymour addresses our AGM attendees while Pic Picot's body double poses for the camera

Meet our members



Alaron specialises in custom manufacturing of dietary supplements, complementary medicines, therapeutic goods and personal care products. Whether you have your own existing formulas or are looking to create a new range of natural health products Alaron can guide you through from inception to shelf.

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A: 13 Bolt Road , Tahunanui T: 03 548 5875 E: inquiries@alaron.co.nz W: alaron.co.nz



Independent Technology Specialists

Computer NetworkX Ltd (CNX) is an independent technology solutions provider, offering a full range of premium technology products and services to businesses in the Nelson / Tasman / Marlborough regions and nationally.

CNX specialises in managed services, business solutions, cloud and digital transformations, consulting, design, implementation and support of IT systems and networks for organisations of all sizes.

CNX focuses on delivering best practice, purpose fit business and technology outcomes for your business. CNX has extensive experience supporting and servicing companies over the last 25 years, is locally owned and operated and has a large team of specialist professionals dedicated to our regions.

For any business IT discussion or query please contact us.

A: 144 Collingwood Street, Nelson T: 03 545 6600 E: support@cnx.co.nz W: cnx.co.nz



Nelson based Day Out offers some unique and exciting tours with a touch of luxury. Day Out has determined to be be Nelson's CarbonZero Tour Company, with all emissions regularly audited and buying carbon credits to compensate for those. Operating luxury European vehicles capable of taking guests in comfort throughout the region, Day Out aims to create unique and memorable tour experiences; be it a tour of the region's best cellar doors or exploring our national park backblocks; tours can be part, all, or even multi-day.

With a range of itinerary suggestions, for both Luxury Group tours and Exclusive Private tours, Day Out has options to suit every pocket; as well as gladly accommodating guest proposals. While Day Out's primary market is visitors to the region, they can also offer local businesses an opportunity to offer staff or visiting business associates a tailor-made tour. See their website for itinerary suggestions.

T: 0800 329688 or 027 432 9688 E: jim@dayout.nz W: dayout.nz

Every issue we profile some of our new Chamber members



Saving the planet, one tree at a time, is the mission of Robert and Jan Fryer from FuturEcology.

They started the company in 2014 to focus on conservation and ecology projects.

Bringing experience in the field of nursery production, conservation, ecology, recreation, management and local government gives the business its uniqueness. Providing customers with practical solutions allowing them to make positive environmental gains is the key.

FuturEcology has developed a bio-degradable plant guard – The EmGuard, for use in forest regeneration and restoration projects. The guard was designed to be user-friendly, cost effective and replace plastic.

The guards are proving to be extremely popular with interest also coming from Australia.

The Fryers' are encouraged by the opportunities arising out of today's changing environmental consciousness, the chance to make a positive difference, while at the same time operating a successful and growing business working with inspiring clients who have a vision for the future.

A: 84 Ross Road, Hira, RD1, Nelson 7071

T: 027 545 1625

E: jan@futureecology.co.nz

W: futureecology.co.nz



Hawke Films produces videos on a wide range of subjects including: 'Marine Protection Areas.' The case of inshore fisheries against proposed legislation. 'A New Lease of Life.' Cardiac patients talking candidly about their experiences during rehabilitation. 'Those Left Behind.' Conversations with rural people affected by depression and suicide. 'Women of Influence with Opinions'. Practical advice for young women joining the workforce. 'Skill & Concentration.' Stevedores loading MDF timber.

They are accustomed to working in an international environment. Cathay Pacific. 'From Hong Kong to the World.' Best of Festival. Best Cinematography at BISFA in the UK. Caterpillar. 'Getting More Done'. Filmed in 10 countries. Rebuilding of Hong Kong Bank HQ. A 5 year project to document the totally offshore design and construction of the most expensive building in the world.

Current projects are under the banner: 'Retired. Now what?'

Keith Hawke, Producer & Director

T: 021 528 832

E: hawkefilms88@icloud.com

W: hawkefilms.com/

keetrax

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- Marketing planning & implementation

Clients from around all around the globe are reaching out to this Nelson-based company. Why settle for less, when you have a world class team right here?

T: 021 269 2855

E: hello@keetrax.com

W: keetrax.com

Introducing Pam Wood

Programme Lead Specialist, Viticulture and Winemaking

Pam Wood brings a lifetime of horticulture and primary industries experience to the Viticulture and Winemaking programme at NMIT.

Her award-winning networking skills will be an asset to the programme, helping NMIT and our students to best meet the needs of industry.

Wood was raised in a farming family on a lifestyle property in rural Northland where growing organic fruit and vegetables was a way of life.

"This absolutely inspired my love of horticulture and awoke my curiosity around plants," she says.

Since then, she has helped to teach horticulture courses in the community and has developed and managed horticulture programmes at tertiary institutions around the country, including Lincoln University and Manukau Institute of Technology.

Wood says she's excited to apply her knowledge and passion to the Viticulture and Winemaking programme at NMIT.

"I'm looking forward to building on an already healthy programme that has the potential to be taken out to other areas of New Zealand and offshore using our online capabilities, along with the opportunity to create

something very special in our own vineyard going forward at NMIT."

Wood's strength is networking and making connections with industry and stakeholders and allowing this to inform NMIT's programmes and develop "packages of learning" that are tailored to a particular employer or role.

She says Viticulture and Winemaking industry is ripe with opportunities for students and the NMIT programme is designed to prepare them for the workforce.

"It is an exciting time to be in this industry. The old perception of the industry having only hard, manual, repetitive labouring jobs is finally disappearing with the realisation that viticulture and winemaking is full of technology, science, business, logistics and more - there are so many opportunities. This is an industry in which you never stop learning and there can be great financial rewards for those who apply themselves and are not afraid to work hard."

Wood says she hopes to provide students with "accessibility and flexibility".

"I want them to have great access to a team of highly knowledgeable and well-regarded lecturers who are connected with this industry.



"I want each student to feel their learning journey is individually tailored to meet their needs and provides them with the flexibility to switch between full and part-time, on campus or online learning as their life journey dictates the need to change."

She says she's thrilled to relocate to the Marlborough region and plans to enjoy the climate, amazing local foods and wines, and the lack of traffic compared to Auckland.

To find out the range of Viticulture and Winemaking courses available at NMIT, see nmit.ac.nz/viticulture

Grow your career

- > **Bachelor of Viticulture and Winemaking**
Full time, part time and online
- > **Applied Viticulture**
NZ Certificate in Horticulture Production (Fruit Production)

- > **New Zealand Certificate in Cellar Operations (Level 3)**
Intensive programme on the basics of winemaking and finishing procedures

- > **new** **New Zealand Certificate in Cellar Operations (Level 4)**
Gain the skills and knowledge to carry out cellar work, supervise and mentor staff.

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