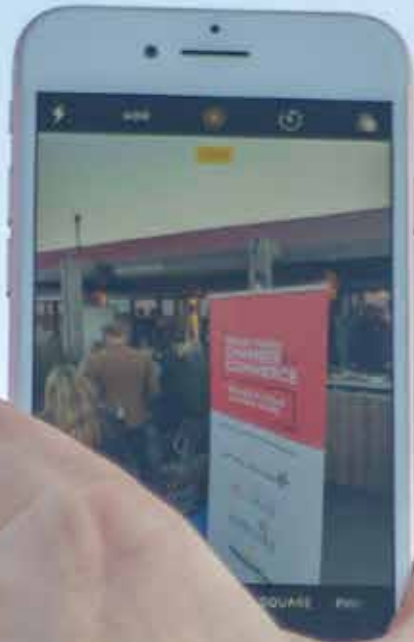


NELSON TASMAN
CHAMBER OF
COMMERCE

COMMERCE COMMENT

OCTOBER 2019



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From the CEO



Ali Boswijk
Chief Executive
Chamber of Commerce

The 31st Nelson Pine Industries Chamber of Commerce Business Awards are almost upon us and it is wonderful to see so many businesses and not-for-profit organisations enter this year. Also, we have a wonderful line up of talent for the Nelson Forests Business Person and Wakatu Incorporation Young Business Person of the Year. In total, we received 44 entries and nominations across all categories — you can check them out on page 4 - 9 of this edition of the Commerce Comment. The event itself is bigger this year (and an early sell out!), with 570 people joining us to celebrate business excellence in Nelson Tasman. I look forward to seeing all 569 of you there. I would also like to take this opportunity to thank all of our sponsors who are supporting the event — we really could not do it without you.

While the business awards are clearly the biggest event of the year (with Aspire a close second), we deliver dozens of smaller event which many of you attend. Some of these provide professional development and education through our Business Building Blocks series, while some are more focused on networking, like the Findex BA5, Intepeople Speaker Series, and Bowater Honda Business Women’s Network. The power of networking was really brought home to us recently when we received a message from the GM at the Nelson Marlborough Rescue Helicopter

Trust. As a result of attending one of our events - as she put it, long story short - they secured two new business sponsors. Great result!

By the time you read this, we will know who has been successful in the local body elections and who will be leading our local councils for the next three years. In the lead up to the next iteration of the long-term plan (and crucially, the ten-year budget) and in order to provide both councils with information on priorities for the business community, we are working on a number of “policy positions.” Over the next few months, we will be contacting our members to get your input before we finalise our positions for presentation to the councils.

Finally, and not before time, the Chamber is going digital! We are in the final stages of putting in place a digital version of our membership card. This is important for a number of reasons. Firstly, it means we no longer have to print cards, which is great for the environment. Also, more importantly, it means that the card can be easily distributed to every member of staff so that they too can take advantage of the various offers available to members of the Chamber of Commerce. Watch your inbox for information on how to access and distribute the digital cards, and contact me if you would like to offer member-to-member discounts.

CORNERSTONE PARTNERS:





BA5 at Rimu Grove Wine Bar, Mapua



Darren Mark talks Findex



Hon. Grant Robertson, Finance Minister



Marianne Delaney-Hoshek, Mainland Netball coach



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*Net Promoter score (NPS) is a customer loyalty metric that measures overall customer satisfaction. It is an indicator of brand health calculated by subtracting the percentage of brand detractors from the percentage of promoters. Crombie Lockwood's NPS score is +33 compared to industry benchmark for insurance brokers of +7.

CL290C

Meet our 2019



Business Awards Entrants

For this year's Nelson Pine Industries Chamber of Commerce Business Awards, we received a total of 44 entries and nominations across all the categories. That's an amazing response, reflective of an enterprising and active business sector. It sets us up for a wonderful awards evening on Friday, November 1st. Thank you to everyone who has invested time and effort into entering the awards, or nominating someone deserving of recognition.



Marahau based **Abel Tasman EcoTours** is a family-owned guiding venture with a business model that puts the environment and community first and trusts the rest will come naturally. This has been a successful approach, and the business has grown from strength to strength. The company's motto is 'Open your Eyes', and their tours offer an experiential insight into the natural world. Two years ago, the couple also founded the social enterprise **Tasman Bay Guardians** with a group of likeminded friends, and the two organisations are intertwined. The Guardians provide all manner of education and biodiversity outcomes in the aquatic places of Te Tai o Aorere – Tasman Bay, with ripple effect throughout the community and ecosystems.



AccountsDept is a team of 10 local bookkeeping superstars who support over 100 businesses in the Nelson region. Growing over the last six years in both client base and services, AccountsDept

offers traditional bookkeeping solutions, Xero training, marketing support and payroll processing. But they don't stop there, they assist with the day to day running of businesses in any number of capacities and treat each business as if it was their own. They also truly love bookkeeping – they admit they're a bit weird like that!



Age Concern Nelson Tasman is the leading charity dealing with the 65+ population, delivering services, information, advice and support across the region. It promotes positive ageing and works hard to ensure older people of Nelson Tasman have a vibrant, connected and supported community in which to live. Core services include: providing support and education around people dealing with elder abuse and self-neglect; running a volunteer visiting service and a carer relief service; and providing education around driving for older adults. In 2017 Age Concern launched its latest initiative, AgeConnect, which aims to create friendship and community support. At its heart is a passion for reducing loneliness and social isolation for older people.



Archery Park in Cable Bay combines a visit to a rare area of pristine native forest with a simulated archery hunting experience into a unique outdoor experience for all ages. Eighteen years of archery experience, coaching hundreds of people ensures a safe and rewarding experience for visitors with any level of archery experience. Their 3D archery course with lifelike dragon, troll and game targets placed along a tramping track in pristine native forest provides a "vegetarian" hunting experience and offers great vistas and fun shots uphill, downhill and over streams.



A-Temp specialise in all fields of employment and take the uncertainty out of employing staff for your business. For qualified roles, and unskilled labourers - A-Temp will screen and source people for you. A-Temp are providing employment solutions for short- and long-term team members. Locally owned and operated, A-Temp want to source the best people for roles right here in Nelson. Tried, tested, true!

FRIDAY 1ST NOVEMBER 2019 | TRAFALGAR CENTRE

CELEBRATING THE *NATURE* OF OUR BUSINESS



Formed in 2001 **Computer NetworkX Ltd (CNX)** specialises in managed services, business solutions, cloud and digital transformations, consulting, design, implementation and support of IT systems and networks. Because CNX is dedicated to Te Tau Ihu, their clients (including those with national and international branches), always get the best attention. The growth and success of CNX they attribute to their talented staff and the exemplary personalised service they provide. As IT professionals, their clients expect them to be subject experts, however what sets them apart is their calmness, persistence, integrity and natural proclivity to “always do the right thing” by their clients.



Martin Beskid’s vision was to introduce traditional roofing tools to Australasia, enabling roofing contractors to save money with time-tested, high quality products. In 2010, he and Alexandra Beskid established their company, **Fribesco**. The name is now familiar with a growing number of roofers because in addition to the range of European tools and products in its portfolio, Fribesco offers tool box sessions and training courses. They develop training courses in European standing seam roofing and last year they also began looking into the Australian market.

In August 2018 they subsequently opened their Warehouse in Melbourne which stocks hand tools and consumables. Sheet metal and roofing is Martin’s passion, therefore every two years Fribesco organizes a trip to Germany to visit the world’s biggest trade show alongside visits to museums, historic buildings with interesting roofs and facades i.e. church towers and factory tours.



Saving the planet, one tree at a time, is the mission of Robert, Jan and Emma Fryer and the team from **FuturEcology**. The company was created to focus on conservation and ecology projects. Bringing experience in the field of nursery production, conservation, ecology, and local government gives the business its uniqueness. FuturEcology 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. Made in New Zealand from 70% recycled cardboard and able to withstand the elements to allow for plant establishment, they are protecting young plants across the country from Kaitaia to Bluff, and in the process, changing the industry from its plastic dominated past and making trees grow.



Georgie Moleta Homekill is the only dual-operated butchery in Golden Bay, partnered with Ellis Creek Farms where they produce local products from locally grown animals they source and raise themselves on the land that they live on. Our region grows amazing animals and Georgia says she is grateful to provide the wider community with products from the paddock to the plate. She knows they have been respected through the whole process, which is something she is very passionate about.



Nigel and Michelle McMorran own and manage **Hardyards Water Delivery and Lifestyle Property Services**. As local lifestyle property owners they understand first hand the joy, stresses and work that owning a lifestyle property can bring. They deliver potable (household) drinking water to all areas in the greater Nelson and Tasman region, including Murchison, St Arnaud and Rai Valley. If you are time poor or lack the knowledge or equipment to maintain your lifestyle pastures, orchards or vineyards they have the equipment and expertise to do the hard yards for you.



Keith Hawke of **Hawke Films** was shocked to find that the largest number of suicides in New Zealand were amongst mature males in rural communities. He decided to make a film and researched, fundraised, interviewed the people, and produced the video. “Those Left Behind” looks at the effects of depression and suicide on the lives of people in rural communities.



Hearing Nelson is a charity committed to preventing hearing loss and improving the lives of people hard of hearing. They deliver a comprehensive range of intergenerational, educational programmes as well as hearing screening tests and sales of assisted devices. The team provides independent advice on hearing related issues. They run seminars and workshops to raise awareness of the connection between untreated hearing loss and wider health issues and give community talks to encourage people to take a hearing test as soon as they recognise signs of hearing loss. They raise awareness of the difficulties faced by people hard of hearing to interact and feel connected.



Their headquarters are in Nelson but they have a team that spans the globe, **Keetrax** is the go-to marketing and web development agency for clients from over 15 countries. Keetrax is the one-stop marketing and development studio that will help you achieve your business growth aspirations

by delighting your future customers. They help you turn your customers into raving fans with thoughtful marketing, a perfect checkout experience, and streamlined operations which will impact your bottom line. They handle everything from design to development, marketing and implementation, and measure the results of everything they do. By becoming the best at every technology and technique they use, they ensure that they can give you knowledgeable advice and deliver the highest quality with a fast turnaround time.

Lumiere

Lumiere is striving to be one of New Zealand’s leading digital content creation agencies. By producing outstanding photography and videography, their clients’ products and services are promoted, as well as being offered a range of other in-house services such as graphic design, and social media management. This means that not only is the content generated but it is distributed according to the strategic plan. They are a young, vibrant group of creatives pursuing their passions and that is evident in their team culture.



Nelson Airport is New Zealand’s busiest regional domestic airport, servicing over one million passengers on five airlines to six destinations and is owned 50/50 by Nelson City Council and Tasman District Council. The new terminal has a distinctive local feel, with the timber used in the construction locally grown and engineered right here in the Nelson Tasman region. The use of Laminated Veneer Lumber (LVL), natural ventilation, solar chimneys, natural light, electric car charging stations and recycling

initiatives are leading the way in the modern spacious terminal. Nelson Airport supports over 30 businesses that contribute more than \$80m to the region’s GDP and employs 1,500 people. The visitors to the region through the airport generate a further \$85m in GDP.



The **Nelson Environment Centre** is an independent non-profit organisation that has proudly helped the Nelson Tasman community live more sustainably and reduce its impact on the environment since 1976. They are focused on waste reduction, recycling and reuse, and building resilience in our community to meet environmental challenges of today and in the future. The priorities of the Centre are to provide facilities and resources for local groups, act as an information centre, provide skills and know-how through the establishment of a pool of expertise and to consider the feasibility of acting as a centre for recycling activities. We are proud of how far we have come since our inception and pleased to play an important role as a leader in the environmental and sustainability sector in our region and New Zealand.



The **Nelson Tasman Cycle Trails Trust** was established to promote and maintain designated cycle assets in the Nelson-Tasman region and to educate and foster appreciation of the advantages of our world class cycle trails. The trust’s objective is to develop the region into New Zealand’s leading cycle tourism and recreational cycling destination offering short or

multi-day rides as well as more challenging off-road riding. It aims to create tourist attraction in the Nelson region that is both economically and environmentally sustainable.



NZ Boat Sales Nelson has a small, dynamic team of sales, marketing and support staff who work very closely with their customers to market yachts, powerboats, multihulls and commercial boats in the Nelson Tasman area. They have just been appointed sole NZ agents for a range of fully solar-powered luxury Catamarans, aptly named “Silent Yachts.” NZ Boat Sales Nelson hold exclusive agencies for a number of leading worldwide luxury boat brands and are front and centre of a growing, collaborative network of boat sales professionals spread throughout NZ, Australia, Asia and the Pacific region.



As the world’s largest producer with more than 30 years of farming, processing and branding our unique breed, **NZ King Salmon** is incredibly committed to making sure their King salmon is grown in the safest, most sustainable way possible. They believe theirs is the highest quality, tastiest salmon you can get. The natural high oil content results in a wonderfully rich flavour and delicate texture that is renowned by consumers and chefs as their salmon of choice.



In the heart of New Zealand’s sunniest region a small community is forming that experiences life a little differently to everyone else. A group of people making the most of their lives everyday, in safe, modern and state of the art facilities where high quality and low maintenance is not only a lifestyle choice but also a way of life. **Olive Estate Lifestyle Village** encourages a community that promotes peace of mind and shared values. It is their strong belief that the ‘lifestyle’ phase of life should be about living life as you want to, with independence and freedom of choice that sets this village apart.



Project Janszoon is a privately funded trust and they are on a mission to restore and preserve the Abel Tasman National Park’s rich wildlife for all to enjoy. They are working with the Department of Conservation, Abel Tasman Birdsong Trust, Ngāti Tama, Ngāti Rarua and Te Ātiawa, and the community to restore the ecological prospects of the park. Together they are getting rid of pests and weeds, restoring eco-systems and reintroducing native flora and fauna, and inspiring a culture of care for the Abel Tasman National Park.



Safeguarding Children began in Nelson in 2011 by four volunteers who, through their work on the frontline, recognised something

had to be done to make our region a safer place for children. Safeguarding Children has gone from a concept in response to the voices of our community into a leading provider of child protection training in the country, and the only provider of child protection eLearning courses. Safeguarding Children has trained over 14,000 people how to recognise and report on child abuse and neglect, including 8,000 in our region. Their training has reached across hundreds of organisations including schools, colleges, kindergartens, youth groups, health providers, community centres, local councils and sporting clubs.



Socially NZ is the socially good marketing company making waves. Owners Rhi and Sinéad challenge the norm, choosing to work with businesses whom they feel proud to align with, respect their environment, their community, and drive social change for good. You may recognise them for their local efforts to normalise second-hand shopping and support of slow-fashion. You might also know them as the team supporting sustainable business innovation through their work with recycling solution companies and true kiwi brands with international market reach. Their business is fledgling but they are fast-tracking to become the storytellers for those who want to make a difference, to launch products, innovations or companies that are doing environmentally friendly, socially good, sustainable things – and making a profit.



Tasman Bay Guardians are a dynamic team of passionate ocean and fresh water experts. Formed in 2017 in a collaboration with Abel Tasman Eco Tours and Experiencing Marine Reserves, the guardians provide experiential education, snorkelling, stream monitoring, litter audits and work with iwi, councils and government to forge a path ahead for marine conservation in Te Taihū. The Tasman Bay Guardians' strategy focuses on solutions to environmental problems through community collaboration and they want to take everyone along for the ride.



The **Tasman Rugby Union (TRU)** has responsibility for the delivery and administration of grass roots rugby at junior level schools, clubs, and senior clubs across the top of the South Island (Te Taihū). TRU was formed in December 2005 as an amalgamation of the Nelson Bays and Marlborough Rugby Unions, thereby becoming New Zealand's newest provincial union to field the Tasman Mako men. In 2017 the Tasman Mako women's team entered national competition. The Nelson Regional Development Agency (NRDA) exists to enhance the sustainable economic vitality of our region by partnering with the

public and private sectors in the attraction and retention of talent, visitors and investment who want to add value to the identity of the extraordinary Nelson Tasman region. The NRDA is a Council-Controlled Organisation. Together TRU and NRDA delivered the first ever All Blacks Test in Nelson on 8 September 2018.



Tasman Transcription is a locally owned and operated audio transcription business, transcribing digital audio into text document, both nationwide and globally. Tasman Transcription has successfully positioned itself to compete on a global scale, whilst also remaining accessible to small and large businesses and individuals. Their service is 100% recoverable and adds value to businesses through focus and industry expertise.



Whenua Iti Outdoors is a charitable trust that has been designing and delivering outdoors-based programmes for over 30 years, with a vision to achieve positive change in individuals and communities. Working with over 2000 young New

Zealanders every year, Whenua Iti Outdoors is one of the most well-respected experiential education providers in the country. The programmes are centred on the philosophy of experiential learning, where the outcomes from each course centre not only on academic and skills-based benefits, but provide essential personal and social development outcomes for the groups and individuals that take part.



Victory Boxing was set up with the aim of having a positive impact on young kids in the community, teaching them life skills, honesty, respect, determination and to be caring. In its first year, the programme had 20 children involved. Due to the popularity and success of the programme, Victory Boxing now has over 450 children registered. They also offer a very successful and popular adult fitness programme, classes for adults with Parkinsons Disease, a womens only class, and classes for breast cancer survivors.

Award categories: Nelson Weekly/Waimea Weekly Emerging Business, NZME Small Business, Mediaworks Medium Business, NMIT Large Business, New Zealand King Salmon Community Impact, Datacom Clever Business and Nelson Pine Industries Supreme Business Award.

Winners will be announced on Friday 1 November at our gala awards dinner, and in the next issue of the Commerce Comment.

Introducing our Finalists for Business Person of the Year

In addition to celebrating the notable businesses in our area, we also wish to celebrate some extraordinary individuals who, as business people, inspire our business community, demonstrate an excellent level of business standards and ethics, and have proven business achievement. We are proud to introduce our finalists for Business Person and Young Business Person of the Year, an accolade decided by public vote.

2019 Nelson Forests Ltd Business Person of the Year



MANOLI AERAKIS
Principal
Malloch McClean



LEA BODEE
Managing Director
On-Cue Conferences



BIRGIT NEUMANN
Managing Director
Study Nelson



CHLOE VAN DYKE
Founder
Chia Sisters



NITA KNIGHT
Owner & Manager
Nelson Mark

2019 Wakatū Incorporation Young Business Person of the Year



JOHNY O'DONNELL
Owner
ShiftOn



SAMANTHA BELL
Owner
AccountsDept.



FLORENCE VAN DYKE
Founder
Chia Sisters



MIKE COWLIN
Manager of Deliciousness
YUM Granola



BEN COMAN
Owner
Coman Construction

2019 Business Awards Judges & Sponsors

Our highly-respected judging constellation is returning for another year, along with two new judges. We would also like to take this opportunity to thank all of our sponsors who have contributed towards this year's Business Awards. Without their support, our upcoming event would not be possible. We are proud to see local businesses and individuals stepping up to encourage innovation and business in the region we all call home.



EUAN MCINTOSH
Financial advisor
Forsyth Barr



LESTER BINNS
Founder
Mytax.co.nz



MEG MATTHEWS
Director
Cawthron Institute



AL DUNN
Board Director
NZ Post & Z Energy



JONNY HENDRIKSEN
Founder & CEO
Shuttlerock



SHARON MCGUIRE
Director
Smart Array



GABRIELLE HERVEY
Board Member
NMIT & Suter Art Gallery

Special Thanks to our Sponsors:



Are you in the wrong business ... or in the business wrong?

If you're working long hours and feeling the stress, it may be time to reevaluate your approach. Here are some tips to help with managing that seemingly endless to-do list.



I'm lucky to see the inside of many businesses. I've owned 10 myself and have worked with many business owners over the years, so I like to think that I have a good understanding of what makes businesses, and their owners, tick. Too often I see business owners spending their time on tasks they could be paying someone else to do. Valuing your time is not a new concept, and you aren't selfish if you do so. One of the biggest concerns among those that I work with is the toll that long working hours can take on work/life balance. Here are some tips on how to handle it.

Get your tasks down on paper

Grab a clean sheet of paper and write down everything you do in a typical month. No task is too big or small. For example, your tasks might be: read emails, answer the phone, talk to suppliers, sign off payroll, complete an ad for the newspaper, write customer letters, go to the bank, and sign off monthly payments.

Assess your valuable tasks

If I told you that you were only allowed to do three activities in your business, what would those be?

Look at your list and ponder what three activities you enjoy, are good at, and that add the most value to your business. By now, you should have circled three things that you know are the big rocks in the business and that are of the highest value to you.

Delegate

Here's where you get honest with yourself. Identify the tasks that are not the best use of your time, do not make best use of your skillset, or that someone could even do better than you. These are the tasks you should be delegating.

Stop

Now you need to look for the things that you do not need to be doing — at all. Ask yourself, is this adding value to my business? If not, strike a line through it.

Systemise


This fourth one is where it gets quite interesting. These are the tasks that you repeatedly do again and again. There's some great technology out there now that allows you automate tasks like these. Look for what automation options are the best fit for you.

Take Stock of It All

If you can delegate, stop, and systemise tasks, you'll free yourself to do the things you're passionate about in your business. Those three things you circled on your list? You're now going to be able to be on top of those three things. They might be:

- Deal with your top 10 customers
- Lead my team
- Develop new products

It's great to have a can-do attitude, but the reality is that it's often not productive to do everything in the business yourself. Just because you get good at it doesn't mean you should continue doing it. Consider hiring someone to assist you with the tasks you've identified on your list.

In tough times, many people think they're in the wrong business, but they're actually just in the business wrong. Don't forget the skills, talents, abilities, and most importantly, the passion that you went into business with in the first place. 



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Should I have a social media page instead of a website — or both?

As social media platforms like Facebook and Instagram have become increasingly popular the relationship between brand and audience have become easier to navigate. This has led some businesses to use social media exclusively to promote their business instead of a website. There are a few important factors that need to be considered before making this decision.

Control

While a social media page is yours, it is owned by a third-party site, and so must follow their terms of service. If you violate their terms of service your page could be blocked or even shut down. In comparison, a website and its content is owned by you and is yours to control. A website also won't be affected by the same social media algorithms that affect engagement.

Also, to use social media as your main digital communication tool, your potential customer will also need to have a social media page of their own. A website is ready and available to anyone.

Design

Social media restricts how you can set out content and information. While your page will be unique to your brand, it will have the exact same layout and design as every other brand. A website allows you creative freedom to show off your brand through a multitude of avenues.

Revenue

A website allows you to not only sell your product or service, but also sell ad space to generate revenue. This is not always an option through social media platforms.

Stats

On many social media platforms your page statistics are visible for anyone to see. This can be great, but also detrimental if you haven't yet built up a large following. The more followers you have, the more likes you will receive.

Your website's statistics are your own. You're free to do with them what you will, and your audience doesn't know how many visitors your site has each month.

Delivery

Social media pages need you to read through the content to find out what the brand is and what they do.

A website gives you control of what you want your audience to see and can provide them with all the information they need quickly. Your website may also increase perceived credibility to your brand.

Engagement

Social media allows you to easily interact with your audience. Yet, if people stop engaging with your posts as much and visit your page less, social media algorithms may remove your content from the feed.

A website makes it a lot harder to build and engage audiences, but you're not going to lose engagement due to algorithms.


Competition

On social media your competitors are everywhere. There's more content on social media than anyone has time to read or view. If your content isn't the most engaging thing in someone's NewsFeed they're going to scroll right past it.

A website is your own territory. If someone is on your site, they're there to see you. Keeping them on your website and engaging with them is your next challenge.

The Verdict

We aren't saying you shouldn't have a social media page for your brand at all, but it's not going to be enough on its own. A website is a necessity. Both - working together - are great!

Your website should be the 'hub' of your online presence, whereas social media platforms should be used as a marketing tool for your brand. This way, you're in control of your brand and what you want your audience to see. Use social media as a tool to drive traffic back to your website and engage with your brand. 



Tony Downing
Owner and Director
Downing Creative Marketing
www.downing.nz

We are fortunate to have four great businesses contributing to this year's series, and their expertise is reflected in the customer experiences shared with us here.



Image source: Freepik.com

Business Building Block Workshops 2019 - 2020



Accounting & Finance

Manoli Aerakis
Malloch Mclean

Manoli Aerakis from local accountancy firm Malloch McClean has already run two incredibly well-attended workshops. The feedback received after “7 Ways to Grow Your Business” and “Financial Awareness” made it evident that Manoli provides valuable tips and guidance to business owners — so much so that many attendees are going on to engage Malloch McClean for further help following the workshops.

Manoli had this to share about a happy client experience:

“An import business came to us in search of something different from what they were getting with their previous accountant. They had only met once a year! The first thing we did was create a business plan. It covered all aspects of a typical business plan: their purpose, values, vision, key performance

indicators, ideal client, and value proposition. These, along with an overlapping cash flow forecast, enabled us to work together to measure and plan for what was important personally and professionally to this particular client.

We now meet quarterly for a coaching or focus session and this allows us to keep the plan alive, discuss challenges, and grow the things that are working well.

This particular company now has a clear organisational struture with an engaged team, and has produced 53% growth from last year. Being part of their team and enabling them to run a better, smarter business is truly rewarding and we hope those who come to our workshops come away feeling motivated and inspired to take real action following the sessions.”

In the client's words:

“We feel in control of our growth and find that we are spending more time with our family than we ever have.”



Digital Marketing

Leon Jay
Ethically MAD

Leon will be delivering his digital marketing workshop “How to Make Google Ads Profitable” on Wednesday 23rd October at Mahitahi Colab. In this session, he will be teaching attendees how to:

- Avoid getting ripped off by Google Ad agencies
- Know whether campaigns are making or losing money
- Grow your business using highly targeted leads
- Reduce the cost of acquiring leads
- Get better results from your website

Leon helped local business Nelson Car Hire ramp up their results, and he wants to share their story as an example of the difference that digital marketing can make.

“Nelson Car Hire asked us to look over their Google Adwords Express account and their website. We started with their website and could see it was not converting well. It was actually losing them business due to poor usability, poor conversion rate optimisation, and not being mobile-friendly. The poor choice of platform also limited options and site speed.

We rebuilt the website on a platform that allowed the client to manage website changes, updates and security, and, using a conversion-based design approach, were able to analyse what the competition was doing right and wrong. This gave us the information needed to redesign the site in a way that gave them a competitive advantage. As a result, we were also able to increase their Google rankings (SEO) significantly, thus generating more site visits and more bookings. We then moved the client from Google Ads Express to Google Ads, giving us more control over their campaigns and allowing us to pursue better quality leads at less cost.

Nelson Car Hire is now expanding its fleet to include hybrid cars as a way of reducing their carbon footprint. They have also seen an increase in rental time from two to six days, with the added bonus of less time cleaning cars and less trips to the airport to collect customers.

In the client's words:

“These guys are absolutely amazing!”



Intellectual Property
Ashlin Redpath
Ipipihany

If you are in business, you will almost certainly have some degree of intellectual property (IP) attached to it. You may not be fully aware of what you have, what it's worth, and what you need to do to secure its value, but this knowledge is incredibly critical to your business. Here are a few basic steps that every business should follow:

1. Identify your intellectual property:

Identify your IP as early as possible. Most mistakes made by businesses occur because their IP is not identified and assessed early enough, leading to lost opportunities or costly errors. Your IP can include: your brand and brand assets, knowledge, designs, inventions, and the resources you provide to your customers, staff, and suppliers.

2. Assess the potential value and what's required:

It's important to recognise and assess the potential value in your IP and work out what subsequent steps are required to realise and protect that value. A conventional business with modest goals may only need to secure trademarks for the brand (trading name and logo), while large or innovative businesses may need to assess value in potential patents or design registrations.

3. Secure your IP:

Take steps to seek advice on securing formal intellectual property rights for your IP that you've identified and assessed as having value. Getting it wrong is often irreversible.



Health & Wellness
Dr. Scott Newburn
Hemisphere Health


Staff welfare should be the number one priority for all businesses. Establishing a partnership with a workplace health and wellbeing business like Hemisphere Health will enable you to create a health, thriving workplace. As workplace health and wellbeing specialists, they identify and resolve workplace health and injury problems before they become a cost to your business. Hemisphere Health consists of medical doctors, physiotherapists, and counsellors who can train and treat your team.

By attending their next BBB workshop, you will learn:

- How to define the physical and cognitive requirements of your work roles so you can be more confident in matching the roles with suitable applicants.

- How to build a streamlined recruitment process that factors in candidate health
- The benefits of understanding and managing health

A recent partnership with ITM highlights some of the benefits of bringing them onboard:

ITM has been working with Hemisphere Health to improve the physical and mental health of their employees over the past two years. They've worked with management to be confident and proactive in dealing with health issues, and to support staff with access to expert health care that allows them to stay in productive work where possible. One area of significant impact has been the support for the pain and discomfort in manufacturing workers, where they have been able to provide early intervention physiotherapy, workplace advice, and task alteration. Hemisphere Health has worked with the company to manage sore bodies and minor sprains and strains. The benefits for ITM have been a significant drop in injury claims and lost time injuries, approaching a 50% decrease for the year following changes to the management of workers' symptoms. It's always worth investing in health! 

SAVE THE DATE
Upcoming Workshops

Digital Marketing
October 23, 2019
9:30am - 11:30am
Mahitahi Colab

Workplace Wellbeing
November 5, 2019
5:30pm - 7:30pm
Hemisphere Health

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- > New Zealand Qualification Authority assured.
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- > Tailored training for your industry.
- > Assessment so you know your staff have gained the knowledge.
- > Flexible – can be as little as 50 hours to 390 hours. Credits fit the skills your staff need.
- > New Zealand and regionally focused to meet your needs.

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new

Introduction to Artificial Intelligence for Society and Business Micro-credential (Level 5)

If you want to understand artificial intelligence (AI) and its potential, this programme is for you. You will learn about the three main techniques used in AI today and how to apply them in a wide range of contexts, including your specific industry or interest area.

For more information and to apply see, nmit.ac.nz/AI

To learn more and find out how we can work together to help your staff and your business call us

0800 422 733

Third party personal grievances is coming

Is your business ready for the legislative changes to third party personal grievances? Kaye Chapman discusses the implications for businesses that use labour hire.



Many employers use agency workers as part of their workforce, or contract in other companies to carry out specialist work. These workers are the employees of the agency or contractor and have no employment relationship with the third party engaging their labour. Currently the worker is prevented from raising a personal grievance against the third party.

This way of engaging employees has been used as a way to mitigate employer obligations and risk of personal grievance. It also enables an employer to simply cease engaging an individual for pretty much any reason they like. That is all set to change.

The Employment Relations (Triangular Employment) Amendment Bill was passed into law in July and will come into force in July 2020. The changes to the legislation introduce a definition of a “controlling third party.” This bill enables employees employed by one employer but working under the control of a third part to join the other party to a personal grievance claim. The Employment Relations Authority (ERA) or Court can then require the third part to contribute to any remedies awarded to the employee, including lost wages and compensation.

The “controlling third party” is defined as a party (person or organisation) who exercises or is entitled to exercise control or direction over the employee, and that person does work for the benefit of the third party.


That definition will encompass employees from “temp” agencies and could also include employees who are seconded or contracted to another organisation to carry out specialist tasks. For example, a construction company may have a contract with a plumbing company to do the plumbing in the houses they build. When the plumbing company sends their employee to the construction company to work at the project site, the plumbing employee could raise a personal grievance against the plumbing company and the construction company.

The employee will still in the first instance need to raise the personal grievance with their employer. Either the employer or the employee can then apply to the ERA or Employment Court to have the “controlling third party” joined to the personal grievance. The “controlling third party” has to be notified within 90 days of the grievance being raised. As the employee has already had 90 days to raise the personal grievance in the first instance, it could be up to 180 days before the “controlling third party” become aware they have an issue.

To further complicate matters, the ERA or Court can order a controlling third party to be joined to the personal grievance at any stage, whether or not the employer or employee request it. In view of the several months it is currently taking for an ERA hearing on a case, the third party may not become aware they are involved in a dispute for many, many months after the issue has arisen.

In the most extreme circumstances, if a grievance is appealed and the matter is before the Employment Court, the third party conceivably may not be advised of their involvement for over a year.

The authority and court have an obligation to direct the parties to mediation in the first instance, and including third parties in a mediation is going to create some new challenges. We are yet to find out what will happen if the employer wishes to reach a settlement but the third party doesn’t or vice versa.

This legislation is going to create a new set of challenges and obligations. If you have any concerns or questions about how this may affect you or your business, please contact one of our consultants. 



Kaye Chapman
Owner and Director
Chapman Employment Relations
www.chapmaner.co.nz

CHAPMAN
EMPLOYMENT
RELATIONS 

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.



Going for Cold

Despite their involvement in the dairy industry, you couldn't accuse the management team at Appleby Farms of suffering from even a moment's brain freeze. As only a relatively recent newcomer to the ice cream market, they set their sights on exporting from the get-go. To navigate this rewarding but complicated path, they employed Mike Brown as CEO last year. Mike is a man with over 20 years of export experience, including three years working for New Zealand Trade & Enterprise (NZTE).

Despite Mike's experience with overseason markets, every industry requires a different strategy and cashflow is always a challenge at the beginning of a business, so he tapped into a capability funding opportunity through the RBP programme provided by the Chamber.

The Regional Business Partner (RBP) Network is overseen locally by the Nelson Regional Development Agency in partnership with the Nelson Tasman Chamber of Commerce. It's an opportunity for members to access support to help their businesses innovate and grow.

In the case of Appleby Farms, the subsidy contributed to the services of Katabolt, a company that specialises in among other things, market analysis of export channels.

"We did some quantitative research with Katabolt using the RPB voucher. We looked at a whole number of factors to try and enumerate the opportunity in the market to see how attractive it was, but also what was our

competitive strength in the market based on who we were. Was there space for us to play in, etcetera. It's understanding which market is the best fit for you."

Once Katabolt had investigated three of the identified market opportunities for Appleby Farms, Mike then went in on the ground to see the reality and more fully research the opportunities. He says Katabolt provided more than just quantitative analysis.

"It wasn't just market research. It was a good sharing of ideas around export strategy and what that would look like. It definitely helped me with some of that thinking. You always get to a better position by having a group of people in a room, some challenges, and diversity of thought. Katabolt was really useful in that regard, as a project management team essentially."

For Mike, the funding support is a logical next step for business people who have a great product that they want to share with the rest of the world.

"There are a lot of people who've set up a food or beverage business and they don't have the export experience. They've got experience at producing a great product and working out the route to market comes after that. NZTE is very conscious of that and has a suite of services designed to help those early stage companies."

If you'd like to access funding, the process is easy. Simply get in touch with Sandra Crone at the Nelson Tasman Chamber of Commerce. ☎

Windows 7: End of Life Countdown

Support for one of the world’s most popular operating systems is ending, and soon. Here’s what you need to know about the changes.



Even though Microsoft has released seven versions of Windows 10 since its official release in 2015, the market share of one of the most popular operating systems, Windows 7, remains strong.

However, in our world of constantly evolving technology, there was always going to be a day where we say goodbye to Windows 7. That day is January 14th, 2020.

The countdown is on, and if you are a Windows 7 user, this is how it will likely affect you once Microsoft ends support of our once-loved operating system.

No more security updates or service packs will be offered.

This means that any vulnerabilities or security issues that are discovered after January 14th won’t be patched or fixed. Essentially, any computers or personal devices running Windows 7 may potentially become threats, just as Windows XP devices did when it was the preferred OS.

It will become difficult to find supported devices.

New hardware such as printers, scanners, cameras, and other computer accessories may no longer be compatible with Windows 7. There’s a chance that manufacturers will stop writing the corresponding drivers for Windows 7, meaning that brand new printer you just bought may be rendered completely useless without an upgrade to Windows 10. If you choose to continue with Windows 7, it would be wise to thoroughly research what hardware will still be accessible to you.

New software will only work on newer operating systems.

Just like with hardware, new software and application updates are not likely to work with Windows 7. It is not conducive for developers to create alternative versions for outdated operating systems when most users are updating to the latest and greatest.

In spite of these implications, you will actually still be able to use Windows 7 on your devices after January 14. However, it is important to understand that by doing so, your business will be more vulnerable to security risks, will likely not have access to new and improved software and hardware, and will not have any support from Microsoft in the event you need it.

If you have any concerns about what security risks you might be vulnerable to, or if you would like help switching to Windows 10, please contact one of the Blueberry Bunch.



03 548 4923
support@blueberryit.co.nz
www.blueberryit.co.nz

New Challenges Require a New Platform

Windows 7

Windows 10

Identity Protection

Password theft is unfortunately increasingly successful, and today’s multi-factor solutions are cumbersome and costly to deploy on an older system.

Easy-to-use and easily deployable multi-factor solutions come with anti-theft and phishing features. Enjoy the convenience of a password with the security of the best solutions available.

Data Protection

While optionally configurable disk encryption is available, there is a lack of integrated data loss prevention. Use of third party solutions has varying experiences on mobile and desktop.

Market-leading disk encryption is increasingly enabled out of browser, and is highly manageable. Data loss prevention and separation is fully integrated into the experience.

Threat Resistance

Apps are trusted until they’re determined to be a threat. There is no realistic way to detect the typical 300,000+ new threats per day, and it requires frequent use of a third party solution.

Mobile level of lockdown is possible for desktop machines. Devices operate under a trusted app model where untrusted apps are unable to run.

Device Security

Platform security is built on software alone and creates the opportunity for malware to hide from security solutions, embedding instead in the device itself.

Integrated platform and hardware security provides protection from power-on to power-off, reducing the opportunities to tamper with and hide from the system.



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Coming Your Way: Compulsory Employer Accreditation

Back in December 2018, the Minister of Immigration, Iain Lees-Galloway, released consultation documentation containing proposals which will significantly impact New Zealand businesses who employ or might employ migrant workers.

The Minister signalled that it is the Government's intention to scrap the following six temporary work visa categories and replace them with a new framework:

- Essential Skills including the Essential Skills in Demand Lists
- Work to Residence — Long term Skill Shortage List occupation
- Approval-in-Principle
- Talent (Accredited Employer)
- Silver Fern (Practical Experience)
- Silver Fern (Job Search)

The new framework would require employers to hold "Employer Accreditation" status with Immigration New Zealand before a work visa could be approved for a migrant worker. This requirement is likely to include employers with existing employees on a work visa who require a visa extension.

Briefly, the proposals indicated that a new employer-led framework for employer-assisted temporary work visas would consist of three gateways:

- Gate 1: The Employer Check (Accreditation)
- Gate 2: The Job Check (Labour Market Test)
- Gate 3: The Migrant Check

This means that under this proposed framework, the onus of providing information at the initial stage shifts from the migrant worker to the New Zealand employer. Employers would need to follow a process of submitting an application to Immigration New Zealand with a range of prescribed supporting evidence about their business and playing an applicable fee.

Feedback was invited on the proposals, with consultation running for three months. We understand that 641 submissions were received by the deadline of 18 March 2019, many questioning the need for the drastic overhaul.

So when is the new framework likely to come into effect?

The Minister has indicated at a recent New Zealand Association for Migration and Investment conference held in Auckland on 24 August that he is aiming to announce the new employer-led framework including the requirements for compulsory employer accreditation within the next two months. He acknowledged that the new framework would be a big change for New Zealand employers and said that the new provisions would be phased in to give employers time to come to grips with the new requirements.

He also said that many employers in the hospitality industry in particular need to lift their game if they want to retain the right to employ migrant workers. He stressed that good employers would be rewarded.

In the consultation documentation released for comment, it was flagged that the new framework with compulsory employer accreditation would be implemented between **April and June 2020**. This timeline is yet to be confirmed by the Minister. However, given that 2020 is an election year, the government will no doubt want to have any snags in the employer accreditation application process addressed before voters go to the polls.

Impact on your business

It would be prudent for New Zealand businesses who already employ migrant workers, or intend to in the near future, to plan for this major change by reviewing their processes and practices to ensure that they would be able to meet Immigration New Zealand's requirements for accreditation.


In fact, it would be prudent for all New Zealand businesses to make themselves "accreditation-ready," given that they may need to employ migrants in the future even if that need is not there now.

Employers and migrants predicted to be impacted by the changes:

- approximately 16,000 New Zealand employers supported visa applications under the Essential Skills Category alone in 2017/2018. That is around 80% of the total number of New Zealand employers who supported employer-assisted temporary work visa applications that year.
- 47,000 temporary work visas issued in 2017/2018 were employer-assisted — approximately 20% of the 230,000 temporary work visas issued in that same period.

All New Zealand businesses should carefully consider whether they:

- meet all immigration and employment law standards
- have the requisite workplace policies and processes in place
- understand the consequences of being placed on the Ministry of Business, Innovation, and Employment's stand-down list
- want to offer a pathway to residence for prospective migrant workers.

Once the compulsory employer accreditation comes into effect, we anticipate that there are likely to be processing waiting periods which could have a detrimental impact on your business. As a result, we recommend that employers don't leave applying for accreditation to the last minute. 

As this article was going to print, an announcement was made by the Minister of Immigration. For details, please go to Pitt & Moore's publications page or contact Elly Fleming.



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Pitt & Moore
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03 545 6714

Meet our members

Every issue, we profile some of our new Chamber members.



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T: 021 728 344 or 03 539 1411

E: shane.adamson@nzhl.co.nz

W: nzhl.co.nz



Tasman Transcription is a locally owned and operated audio transcription business, transcribing digital audio into text documents.

Founded by Miriam Lynch in 2016, the team combines 25 years of experience and are a trusted provider of transcription services to clients nationwide and globally. They transcribe dictation of professional correspondence for small and large businesses, and they also transcribe live audio into intelligent and strict verbatim transcripts. They work to individual clients’ requirements to add value through focus and industry expertise, and their service is 100% recoverable.

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Holiday Nelson is a boutique holiday home and apartment management company operating since 2008. They offer quality guest hosting services, together with marketing and property care for their homeowner partners across Nelson and Tasman.

Their operating philosophy is simple: deliver accommodation experiences that they themselves would relish, and provide property management and care that they would wish for their own homes, holiday homes, or investment properties.

If you have a complementary business offering or need assistance in hosting family, friends, or staff for short or medium-term stays, get in touch with Holiday Nelson. If you are the owner of a special property and would share their enthusiasm for creating great accommodation experiences, then they would love to talk to you about the benefits of becoming one of their homeowner partners.

T: 03 548 5822

E: stay@holidaynelson.co.nz

W: holidaynelson.co.nz



Kiwi Beverages founder David Thexton introduced the sugar-free brands into the marketplace in April 2019. There are 25 franchisees around New Zealand, covering all the regions. Mandie and Malcolm McCafferty bought the local franchise of Kiwi Beverages in June 2019. At present, they are establishing the brands in the region and making good progress as most people are interested in the new beverages on the market. Kiwi Beverages currently has 51 products spread over 9 brands and plan to increase the range in the future to include iced tea, flavoured milk, protein drinks, and more. All their drinks are sugar-free beverages, are New Zealand made, and New Zealand owned and operated.

With a large number of schools already banning sugary drinks and talk of a sugar tax, stocking Kiwi Beverages may put retailers ahead of the game and will appeal to consumers looking for healthier options.

A: 25 Harcourt Place, Wakefield

T: 022 682 3208

E: mandie@kiwibeverages.co.nz

W: kiwibeverages.co.nz



Careerforce supports employers in delivering workplace-based training across the health and wellbeing, social and community services, cleaning and urban pest management sectors.

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For more information, visit the Careerforce website or contact your local Careerforce advisors.

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