

NELSON TASMAN
CHAMBER OF
COMMERCE

COMMERCE COMMENT

MARCH 2020



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From the CEO




Ali Boswijk
Chief Executive
Chamber of Commerce

As we go to print with this edition of Commerce Comment, there is one confirmed case of Covid-19 (thought to self: does this mean there are 18 others?!) in New Zealand, and an expectation that this will increase. A number of export industries are being immediately hit and supply chains from China are severely disrupted. Global financial markets are also feeling the impact with all predictions that this will last for some months. Having said that, I believe that we are all far more informed and better-prepared to help slow down the spread of the virus. The best advice that will remain true throughout this time is very basic: wash your hands regularly and thoroughly, reduce personal contact, and stay at home if you feel unwell. I think that last point is vital to heed, and we are all guilty of going to work even if we are a bit “under the weather.” But please, for the sake of everyone around you, stay away.

As we plan for Aspire 2020 under the shadow of Covid-19, it is impossible not to reflect on last year's theme, “Be Ready to PIVOT.” Back then, we put the programme together with the intention of making people aware of the need to be responsive and have plans in place to deal with disruptive forces if and when they hit. Little did we think that within

less than a year something with such a far-reaching global impact would come along to emphasise the point. This year the theme for Aspire will build on 2019. “Keep Calm and Act Now” will take the need for preparation a step further and showcase practical ways in which businesses can take informed, purposeful action to deal with some of the issues we face. Matters such as moving towards a carbon-zero economy, the impact of new technology, and the changing face of a typical workforce. A full programme will be released this month. In the meantime, save the date — Friday, June 12th — and watch out for the release of early bird tickets from April 1st.

As we move towards the end of the first quarter (I know!), we will soon be opening applications for this year's Chamber of Commerce Business Awards. Last year we had a fantastic response and it was great for me to get a glimpse into some of the amazing businesses and not-for-profit organisations who work to make Nelson Tasman the region we love.

Don't forget: we have our AGM on Wednesday, March 25th at the Rutherford Hotel. This will be immediately followed by a BAS hosted by General Manager Alexander Sienbentritt. Hope to see you there! 

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Key Chamber Activities 2019



63
EVENTS HELD



20+
TOPICS COVERED



3,500
TOTAL EVENT ATTENDEES

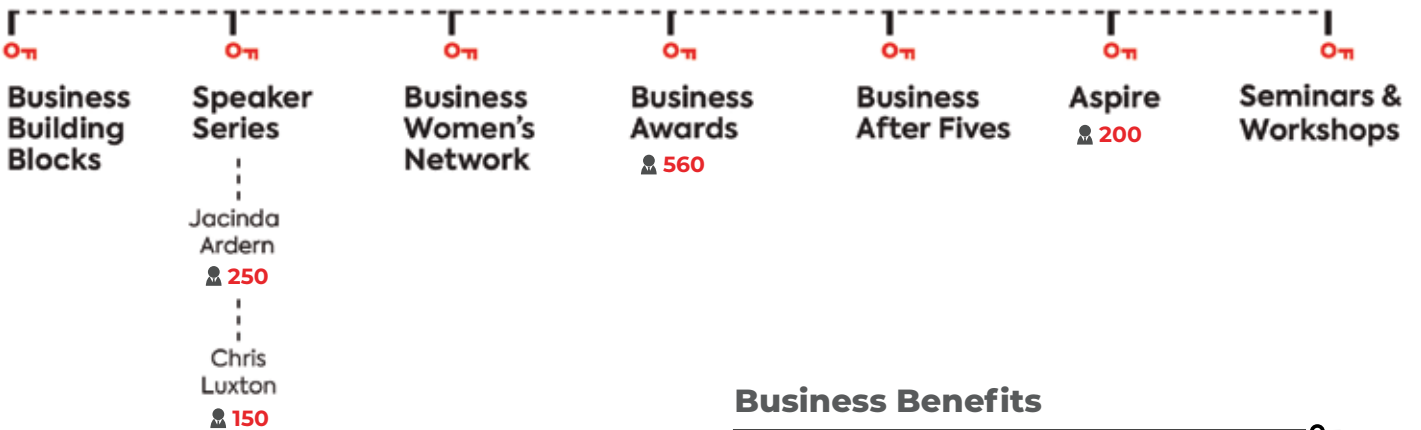


1,588
TRADE CERTS. ISSUED

Membership by Sectors



Chamber-Delivered Events



Business Benefits

Business Building Blocks & Seminar benefits

- Increased capability
- Upskilling
- Added value to your business

NTCC Business Awards benefits

- Celebrating achievements
- Clarifying future plans
- Expert advice and mentoring
- Working on your business not in your business
- Increase business profile

Aspire benefits

- Developing leadership teams
- Attracting our workforce
- Retaining & developing staff
- Networking opportunities



Port Nelson's New CEO: Hugh Morrison

After two years fixing fences and battling blackberry bushes on his Hawkes Bay lifestyle block, Hugh Morrison was happy to put down the tools and head back into the business world. So here we find him, CEO of the Port Nelson colossus, living in our region for the first time and loving it. His previous business work experience provided him with plenty of options, so why choose views of the Nelson dockside?

All my life, I've really been in that infrastructure, property, construction space and while I had a period in the job prior to this in the development and operations area, I was really interested to get into a large infrastructure organisation and get more experience on the operations side. So the port job really appealed to me."

It's a good job if you like a challenge. The size of the business alone requires the ability to sleep with one eye open. Add to the mix the consequence of health and safety for wharf employees, the importance of risk minimisation where revenue loss is substantial for even temporary, unexpected closures, and the sizeable costs of budget overruns on infrastructure upgrades. It's a \$20 million investment alone for the replacement currently underway on the Northern End Wharf.

"Most of the port's assets are quite old so we do have that future problem of how and

when do you replace them and what is the economic life of the replacement because costs are getting higher and higher."

"We're currently doing a strategic plan which includes an infrastructure master plan looking out twenty-ish years at what is happening in the world, how that will impact on what the port of the future looks like, and then what we do with our infrastructure to respond to that. So that's quite the major piece of work. Related to that, we're looking at how the port will respond to a major earthquake and the extent of potential liquefaction. In addition, we have a responsibility to provide lifeline support. Out of that, we will look at what work we need to ensure we can serve the community in such an event. So that's another major piece of work that is coming through."

Challenges beyond infrastructure costs includes ways to pay for those

infrastructure costs.

"How do we grow, and how do we better serve our other customers and are there some new customers, mainly in Marlborough, who we can provide a service to that is better than their current supply chains? This is what the Port has already done very successfully with Quay Connect (wine storage facility), so the strategy is well underway."

The success of the QuayConnect model that Hugh refers to is, in part, the reduction of empty trucks on the road, and less truck movements in general.

"Over 95% of our trucks are always full, so you can imagine the huge improvement on our environmental footprint as a result of that."

With that ticked off, they are now exploring other supply chains to find other efficiencies that can improve the value of the supply chain.



Port Nelson's Purpose

The port's overriding purpose is to provide prosperity to the region (it is 100% owned by Nelson and Tasman councils).

It's quite a noble aspiration for a business to provide prosperity to the region. A desire for greater good is not so hard to find today amongst socially-conscious businesses, but perhaps was a less common mantra when first uttered by the port's management in 1947. However, Port Nelson's community ownership does require a purposefulness that extends beyond the satisfying but self-limited reward of profit for the sake of personal success.

"I think it's got a lovely historic connection to it and so what we've done in more recent times is say, 'Look, that really makes sense to us but what are the key strategic drivers you use to do that?' The

first one we have to do is operate a port at a world-class level. Secondly, we've got to make a fair return for our shareholders into the future. You can't just make a return now, or next year — you've got to make investment decisions so that in future it is still giving a good dividend to the community. Those dividends are important for keeping rates down. The third one is explore supply chains to drive efficiency. And the fourth is about improving the environment and community that we live in....That drives a lot of our sponsorship decisions. The fifth is about building a great team because a great team allows the previous four to happen."

The port's triennial open day provides the community with a peek behind the scenes and an opportunity to feel connected to this large regional investment we all own.

The next three-year open day happens to be rolling around at the end of the month.

Hugh's Overall Impression

"The port is a well-run business. The underlying cultures are very, very strong. There's a real service culture, and health and safety culture. The opportunity now is to engage with the changes that are coming through. The pressures on infrastructure, the environmental pressures, the expectation of the community that businesses need to do more, and the need as a business to grow and prosper. Overlying that is the belief that you can always get better." ◻

The Port Nelson Open Day is Saturday, 21st of March, 2020.



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We teamed up with NBS in 2004, just after starting The Copier Company. We started with just the two of us and now have 17 staff. It's been a great journey and NBS have been with us all the way. They've been a great supporter.

We like the fact that they're local, like us, with local authority. With NBS, you talk to them and you get a decision straight away.

Back in the day our systems were all manual, it was very paper intensive. There was a lot of labour on NBS's part to deal with our paperwork. Now our systems are much more automated, and so are theirs. They've invested in modern banking systems and processes, and they're right up there. We're always talking with other business owners and we talk about the fact that NBS is as good as the big boys.

Trevor Allan and Mike Brady – The Copier Company owners

**www.nbs.co.nz
0800 101 700**

NBS
Banking for life

Don't propose to your customers on the first date



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

Your future spouse needs to get to know you before they are ready to spend the rest of their lives with you. It's the same with your customers. Many businesses ask for the sale before they've built a relationship and wonder why they get rejected.

There's a whole journey that customers take as they move towards buying a product or service. The buying journey framework is an effective way to plan your communication activity and understand your customers' needs. Successful businesses master the art of engaging with their audience and potential customers during every stage of their buying journey.

Awareness

The first stage in your customers' journey is awareness. Your customers start out with no idea that you exist. You need to let them know who you are, what you offer, and why they should choose you. Optimising your website for search engines, creating valuable content, and running digital ad campaigns can all help you create awareness.

Interest

Once your customers know that you exist, help them engage further with you. Be interesting! Have a beautiful brand and stellar photography to tell your story. Talk to them in their language, using words and phrases that they can relate to.

Create "high-value content" that helps them solve a problem in their decision-making, and give it away for free. If you're selling mountain bikes, write a comprehensive guide titled "What to look for when buying a new mountain bike." You'll immediately gain credibility with your potential customers because you've offered them something valuable. You don't want to focus on promoting and selling your product at this stage because your customer hasn't progressed to the decision stage in their journey. This could be in the form of a post on your website, video on social media or a PDF that customers can download. It's a good idea to get the customer's email address in exchange for the "high-value



content" so you can begin to build an ongoing dialogue with them via email.

Desire

Now that you've established a rapport and begun to build a relationship, you'll need to create the desire in your customer's mind to choose you and your product or service over your competitors. At this stage, your customer might have questions like, "What do I like about this business that would make me choose them over and above everyone else?" "Will I receive good value from this business?"

By the way, value doesn't mean offering the lowest price. Value means providing the best customer experience, solving problems, and having great communication.

Action

When a customer decides to buy from you, it's because you've communicated effectively that the whole experience your brand offers is the best choice for them. Now it's time to ask them to buy. Give them obvious and easy ways to purchase.

Delivery

Getting a customer to buy isn't the end of the process. How you deliver your product or service will determine how your customer feels about their experience. Great communication is essential at this stage — particularly for big ticket items or service-

based business. It's important for customers to feel like their expectations have been met and for you to address anything that wasn't quite right.

Support

If there is an issue with your service delivery or product, you have the opportunity to turn customers around from what could be a negative experience into a positive experience. This can only happen if you can communicate well and effectively resolve the problem.

Advocacy

If you've delivered well and supported your customer through their buying journey, you can expect to build a genuine fan! They'll tell their friends, engage on social media, and share their positive experiences. They can even begin to lead other customers through the purchasing journey.

Remember that not everyone is ready to buy right away. Make sure you continue to build communication tools that help your customers move along their journey towards becoming an advocate and loyal fan of your business, at their pace. ◀

Downing
CREATIVE MARKETING

COULD YOU BE OUR NEXT BUSINESS MENTOR?

The vision of the Young Enterprise Scheme is to inspire the next generation of business leaders, disruptors, and changemakers, and help craft business savvy and financially competent Kiwis.

Students have the opportunity to set up and run their own business, with our biggest enablers being volunteers from the business community just like you. We can always use your help, and there are plenty of ways to get involved.

To be a mentor, you just need to have the ability to:

- advise, support, and guide your delegated young enterprise company as they navigate the programme, and
- regularly meet with them over the course of three terms.

“For everything I put into mentoring a team, I truly get significantly more back. Just being exposed to the vivacity and enthusiasm of young students is incredibly uplifting...and it’s FUN!”

Ken Williamson, Crombie Lockwood

Businesses by YES alumni include:



If you are interested in becoming a mentor or would like more information, please contact **Trina Zimmerman**.

(03) 548 1363
trina@commerce.org.nz



Nick Mason
Partner
Pitt & Moore
www.pittandmoore.co.nz

Employer Assisted Work Visas Changing How We Hire

All businesses who employ migrant workers will have read about upcoming changes in the immigration space. Communication from Immigration New Zealand hasn't been entirely clear however, so this article will try to shed some light on what employers can expect over the next year.

Currently the skill level of a position is assessed by skill bands using the Australia New Zealand Standard Classification of Occupations (ANZSCO), along with remuneration. Immigration New Zealand has finally recognised that the ANZSCO is not fit for purpose, and so from mid-2020, that assessment will be removed for Essential Skills Work Visas. Instead, there will be a simple income threshold based on median incomes at the time. Essentially, if an employee is paid above the median income (currently \$25.50 per hour), their employment will be assessed as skilled no matter what position they hold, and they will be eligible for a renewable three-year visa.

Nelson has been designated as a "higher supply" region. That means that for applications for employees being paid above the median wage from early 2021, there will no longer be a labour market test — so there would be no need to advertise the position or work with Work and Income. This will be

coupled with a requirement for employers to have some sort of accreditation before they can sponsor a migrant worker (for details on this, please see our article in the October 2019 edition of Commerce Comment). Please note that this is subject to the current government being re-elected — election year has a way of throwing up surprises in the immigration field.

Conversely, however, for employees paid below the median wage, the labour market test will be much more stringent than the one presently in place. These employees will also only be granted 12-month visas, and can stay for a maximum of 36 months before they have to leave New Zealand for a minimum of 12 months (assuming they do not get a position which might mean they are eligible for a three-year visa).

The ability to sponsor partners and dependent children has also been reinstated for this category of employee, but the rather perverse condition has been put in place that they can only receive visitor or student visas, and they will not be able to work. It was put to Immigration New Zealand that this approach will lead to migrants living in poverty — as only one person in the family can work, by Immigration New Zealand's own definition they are relatively low paid, and the families will not have access to any

government support including healthcare — but they appear to be determined to push ahead with it.

Regional Skill Shortage Lists will also be introduced. This is a welcome change provided that it is done in consultation with local employers. It means that the different labour requirements of different regions will be recognised and catered for.

From early 2021, a new pathway to residency will be opened for employees paid 200% of the median income, no matter what position they hold.

Finally, "sector agreements" are being negotiated in certain industries. These are designed to allow access to migrant workers for employers in a sector, with the trade-off being progress towards improvements in terms and conditions over time.

So, for some employers, employing migrants will become significantly easier, while others may struggle in the new regime. If you have any questions about the changes, or how you might prepare for them now, please get in touch. ☎

PITT & MOORE
LAWYERS AND NOTARIES PUBLIC

Our experts are back for 2020 with eight more workshops. To register, please visit www.commerce.org.nz/events/category/business-building-blocks.

Business Building Block Workshops

INTELLECTUAL PROPERTY



Presented by: Ashlin Redpath, Ipiphany Intellectual Property

Intellectual Property: The Basics

This workshop will provide you with an understanding of the different types of intellectual property, how it adds value to a business, and the mistakes to avoid.

1 April, 9:30am -11:30am
Mahitahi Colab
322 Hardy Street, Nelson

IP: Strategy, Patents, & Designs

This workshop will provide you with an understanding of intellectual property strategy and will offer an in-depth look specifically at patents and designs. Identify the intellectual property in your business, formulate a strategy, and understand how to obtain patents and designs.

13 May, 9:30am -11:30am
Crombie Lockwood Boardroom
9 McGlashen Avenue, Richmond

DIGITAL MARKETING



Presented by: Leon Jay & Jeremy Stead, EthicallyMAD

The power and potential of analytics

With proper tracking and analytics, you can take much of the guesswork out of advertising and marketing. Focus your time and budget on strategies that are working and remove those that just lose you money.

18 March, 5:30pm - 7:30pm
Motueka Top 10 Holiday Park
10 Fearon Street, Motueka

Digital Marketing 101

In this workshop, you will learn why digital marketing is revolutionising the way businesses get customers, and how you can leverage its potential to decrease the cost of acquiring new customers, make more sales, and automate much of the selling process.

9 April, 9:30am -11:30am
Crombie Lockwood Boardroom
9 McGlashen Avenue, Richmond

HEALTH & SAFETY



Presented by: Gemma Newburn & Dr Scott Newburn, Hemisphere Health

The Real Cost of Workplace Injuries

Time lost through sick or injured employees can equate to increased ACC levies, reduced productivity, and lost profit. This interactive workshop will give managers and supervisors the confidence to build processes to minimise the time, money, and stress that accidents cost both to the injured worker and your business.

10 March, 9:30am - 11:30am
Mahitahi Colab Boardroom
322 Hardy Street, Nelson

Understanding the “health” in Health & Safety

It is a legal requirement that business owners and managers understand their responsibility to manage employee health and wellbeing in the workplace. This practical workshop will equip you with knowledge and skills to create a safe and healthy work environment to improve employee health and business profitability.

9 June, 5:30pm - 7:30pm
Motueka Top 10 Holiday Park
10 Fearon Street, Motueka

ACCOUNTING & FINANCE



Presented by: Manoli Aerakis, Malloch McClean

Accounting & Finance: 10 Hats of Business

In this workshop, Manoli will help you understand a functional organisation chart which visually defines departments, key functions, roles, and responsibilities. We will show you what a good structure looks like for your business so that it can become more sustainable, scalable, and ultimately, sellable.

19 May, 5:30pm - 7:30pm
Motueka Top 10 Holiday Park
10 Fearon Street, Motueka

Cashflow Freedom

This one is out-of-the-box — and one of the most successful training courses Manoli has delivered. You will use something called the Business 101 cycle to identify blockages in your business that stop the generation of cash, and then with the use of a calculator tool, can see how to remove those blockages in order to free up that cash.

17 June, 5:30pm - 7:30pm
Mahitahi Colab
322 Hardy Street, Nelson

New Format for Business Building Block Workshops 2020-2021 Seeking New Presenters/Sponsors

Business Building Blocks (BBB) are a cornerstone and valued programme of workshops delivered by Nelson Tasman Chamber of Commerce. Expressions of interest are now open to members who would like to sponsor and deliver BBB workshop(s) in the year commencing July 2020. These micro-learning sessions are intended to deliver essential business management skills, updates on industry changes, compliance requirements and other speciality business areas. They also provide an effective way to profile your business and service.

- Demonstrate your services and expertise
- Grow your client reach
- Support businesses in Nelson Tasman

If you have expertise in a specific area that is useful to business owners or managers, contact me now to secure a spot in our event calendar. trina@commerce.org.nz. Applications close 29 May 2020.



According to business.govt.nz, most Kiwi businesses are underinsured. We talked to Chris and Dawn from Findex Nelson about what's happening in the insurance market in 2020 so that you can be properly prepared for the worst.

Minimising risk with the right insurance

Chris Hall and Dawn Toughy are the Risk Insurance team at Findex for the Nelson region. Sure, no one wants to talk shop at a barbecue, but they've seen first-hand how insurance is a pretty good thing to have when you need it.

What trends are you seeing in businesses within the insurance market?

Chris: I'm having more conversations with medium-to-large businesses around providing benefits to employees through a group insurance scheme. It's about helping to attract and retain good talent, showing employees that they value them, and in many cases, employees are able to get back to work quicker.

Dawn: People often ask, how can we retain staff with insurance? Well, they're more likely to stay with you if they are covered and they get unwell.

Chris: Another trend is that owners are now realising that personal insurance is a necessity, not a luxury. If they can't work, then in many instances they have no business or it is severely affected.

Dawn: There is an assumption that insurance is more expensive than it is, but what we can do is create a budget so that the client can afford it. At the end of the day, it's better that you have some insurance than none at all.

What's the advantage for Chamber members to see you?

Dawn: We're not affiliated to a particular insurance provider so Chris and I don't have to give a certain amount of business every year to a company. We can go to the entire market and give business owners and their staff the best recommendation available. We are salaried employees and not incentivised by commissions.

Chris: We operate under an initiative called the "family office." That is, we work as a team across all our services to discuss how we help our customers across the areas where Findex provides expertise. We don't push it, we just ask, "Are there other ways that we can help you succeed in your business?"

We are the largest holistic financial services provider in New Zealand and Australia. We do everything from accountancy to wealth management, consulting, insurance, personal lending, corporate finance, HR, health and safety, and so much more. I sound like a commercial!


Any useful insurance tips?

Chris: Always get your policy reviewed regularly. It's free to review and your circumstances are always changing. Ask for a *proper* review. A yearly phone call from your adviser is not enough. I did a review with a new client last year who had

a medical event five years ago and, even though they had regular reviews with their adviser, they were never advised that they could claim for this event. I asked if I could look into it for him and as a result, he got a \$30,000 claim paid — even though it was five years later.

Dawn: That's the reason why we do our jobs, to help people.

Chris: It doesn't cost to have the conversation. But it can cost you a lot if you *don't* have the conversation. The worst that can happen is you get peace of mind that your current insurance is fit for purpose and the best is we can save you money for better cover — makes sense right?

Dawn: Whatever adviser you choose, there are two things that are important: you need to trust that they're going to provide the right structure for you and your circumstance, and they're going to have the right support at claim time. 

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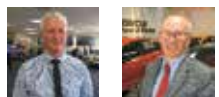
Bowater Honda. Powering the Dreams of our community.

Bowater Honda has been a strong supporter of many different community groups over the many decades we have been servicing the motoring needs of the Nelson Tasman region. We would like to think that our support has greatly benefited many groups and individuals to embrace excellence and live fuller lives.

Our support reaches into many sectors of the region currently, with Community Partnerships established with the likes of the Richmond Aquatic Centre; United, Wakefield and Stoke Bowling Clubs; Walking Football; and of course the Nelson Tasman Chamber of Commerce. We are also big supporters of the Nelson Golf Club, and the Total Golf Pro Shop. Bowater's have been long time supporters of Golf for generations, with Bowater Honda picking up the baton to carry this on.

Our work with the Honda Treefund recently at Kelly's Bush in Enner Glen saw the team, and some customers, plant over 500 native trees as a part of the Honda New Zealand 30th Anniversary celebrations that included planting 30,000 trees nationally.

This support also translates into direct financial benefits to these community groups, so please let us know if you are aligned to any of these groups when you are buying a vehicle so that we can give these organisations even more financial support! Collectively we can power dreams.



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Te Whare Wānanga o Te Tau Ihu o Te Waka a Maui

Cyber Security in 2020

The new year brings new technology and new risks to our increasingly digital world. Making sure you're aware of what's out there is key to staying protected against the cyber threats of the new decade.

Data is a valuable asset to any company, large or small. Therefore, it is attractive to cyber criminals who are constantly finding new ways to gain access and abuse data records to make money.

This article reviews 2019's most notable security threats and incidents, as well as presenting a futuristic overview of cyber trends that may arise in the upcoming year.

Ransomware

Threats not only focused on SMEs but also placed more effort into hitting larger organisations. The goal shifted towards scoring a huge payday by encrypting whole networks, not just a few PCs. Ransomware attacks are now capable of penetrating even the most advanced email security solutions with increased sophistication and automation.

Phishing

The number of email-based malware campaigns impersonating companies soared in terms of both complexity and authenticity. Phishing kits available on the dark web, together with email addresses from breached databases, serve as the main reason for the notable upsurge. Large organisations such as Netflix, Thomas Cook, Amazon, and HSBC have been spoofed by criminals during the last year. In the year to come, it is especially important to know how to recognise a phishing scam.

2020: What to Expect in the Year Ahead

Artificial Intelligence (AI) Used in Phishing

More sophisticated phishing techniques are expected to continue this year.

Cyber criminals are shifting away from the scatter-gun phishing approach to specific, well-researched, bespoke emails, intelligently personalised to appear as genuine as possible.

Experts believe AI will slowly be introduced in the phishing process to develop highly targeted attacks by searching and collecting a vast amount of data in a short space of time. The information can then be used to predict online behaviours and spoof legitimate organisations in a convincing way, tricking customers into revealing sensitive information.

Small Medium Enterprises (SME): Prime Targets

Verizon's 2019 Data Breach Investigation Report revealed that 43% of 2019's cyber attacks focused on SMEs, and this number is expected to grow.


Small businesses are less likely to have dedicated security; therefore, as new hacking technologies emerge, it will be difficult to stay on top of cyber security risks without investing in in-house defence solutions.

Connectivity Risky in the Future

5G is set to grow in the next year, taking connectivity to the next level. Although 5G comes with opportunities for growth in many sectors, it brings new challenges for businesses in the cyber security space. The increase in the number of connected devices across the world will make it difficult to detect all of the vulnerabilities.

As collaboration platforms such as cloud devices and instant messengers help professionals to integrate their work, cyber specialists agree that these tools will also be increasingly leveraged by attackers.

How to Protect yourself against 2020's Cyber Threats

Education will continue to be a crucial factor in protecting your business, supported by tools that go beyond antivirus and having the appropriate level of cyber insurance. 

For more information on what you can do to protect your business, please don't hesitate to contact one of the BlueBerry bunch today.

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At TNL, we always say: our team has a CAN DO attitude! Nothing is too small or too big for us to handle.

We have the technology and knowledge to make your global logistics chain seamless - from small time-critical items to large turnkey projects with 250+ overseas partners specialising in their own geographical areas. Our tailor-made solutions come with customised reporting, online tracking and order management, and secure quoting and booking systems.

The best part is: we are Australasian owned and operated, and service all continents!

- Industry experts in import and export documentation, customs regulations, and shipping procedures
- Dedicated customer service — controlling your shipment from start to finish
- One person, one contact — understanding your business, making it happen
- Monitoring of every stage of the freight journey, with total visibility through our 'Web Tracker' online tracking system
- Online portal for bookings, documentation and account information
- Electronic messaging with customs, shipping lines, port authorities, and airlines





The key to a thriving organisation? Diversity.



Prof. Charles Eason
Chief Executive
Cawthron Institute
www.cawthron.org.nz

At Cawthron Institute, we employ more than 280 people from 26 different countries. Add into the mix an extra 20-30 guest workers and interns at any one time, and we've got more than 300 people bringing their diverse backgrounds and cultures to work each day.


The differences we all bring to work help to create an innovative environment. The way we individually think and the unique experiences we've had help us to look at things from various perspectives and try new ways of thinking. At Cawthron, we encourage a culture where people can be themselves, are valued for their contribution, and feel like they belong.

We're proud of the positive difference our science makes to protecting our environment and supporting the sustainable development of primary industries, and it's our people and inclusive culture that underpins our success.

We are leaders in science in many respects, and we also want to be leaders in the creation

of a better future for our people. That's why we are very proud to join the small group of organisations in Nelson Tasman who have gained Living Wage accreditation, as well as being the first scientific organisation in New Zealand to achieve this.

As an active member of the Nelson Tasman Innovation Neighbourhood, a group of local organisations who came together in 2018 to tackle common business issues, the issue of attracting and retaining talent in our region has been identified as a common challenge. Our move last year to paying the Living Wage is not only the right thing to do for our staff, but we also hope this contributes to lifting overall wages in Nelson Tasman to help attract more talent to our extraordinary region.

Our hope is that it's not just Cawthron benefitting from the diversity of our people, but also Nelson Tasman. By hiring people from different backgrounds with different personalities, different ages, and at varied stages in their career, it can help to foster creativity and offer a range of perspectives and ideas. 



Diversity & Excellence at Cawthron:

- 280 employees from 26 countries
- 50% female, 50% male
- 50 new staff members welcomed in last financial year
- 84% staff highly engaged, substantially higher than global standard
- \$16 million in wages for Nelson Tasman economy
- Scientific excellence recognised in 115 publications in 2018/19

Meet our members

Introducing some of our newest members to our business community.



T: 021 167 0707

E: admin@chia.co.nz

W: chia.co.nz

Chia Sisters is a juice company known for nutrition and sustainability. Chia Sisters range includes Bottled by the Sun fresh pressed juices, Chia, Sparkling and Hemp Smoothies.

The company is proud to be Nelson's first Living Wage accredited employer and this year to have become Zero Carbon and Climate Positive, meaning 120% of the businesses' carbon emissions are offset in the local and sustainable Rameka Forest. Chia Sisters bottled by solar power, in recycled glass, in Nelson.



T: 0211 544 782

E: info@lawnrescue.co.nz

W: lawnrescue.co.nz

BE GREEN WITH ENVY!

We love lawns. Always have. Always will. We believe there isn't a lawn that can't be rescued. They provide a place to play, to relax, to connect. Big or small, they play a huge part in our quality of life outdoors.

After assessing what your lawn specifically needs, Lawn Rescue can dethatch, core aerate, and fertilise. Their main package is less than \$1 per square metre! Lawn Rescue will make sure that you get the right seed for your lawn depending on what you're using it for. They also offer soil tests, residential and commercial mowing, new lawns, over-seeding, hydroseeding, top dressing, weed spraying, lawn levelling, lawn edging and irrigation installation.

Visit them on Facebook to view their results!



T: 03 547 3163

E: sean@citiheat.co.nz

W: citiheat.co.nz

Citi Heat & Cool Ltd (CHC) provides expertise in the selection, sales and service of all facets of refrigeration, air conditioning, electrical installation and ventilation equipment. Having had a Daikin distributorship and service agency, CHC has access to all manufacturers and suppliers nationwide with relationships as old as their brand.

Their workshop and office facilities are strategically placed in Richmond. Each tradesperson or engineer has their own areas of expertise and is called on by the other associated company tradespeople when required. Labour pools can also be sourced when necessary. CHC's focus is on providing service teams to meet clients' individual needs. They are committed to providing excellent service to their customers in every aspect of their industry, doing whatever is needed for the successful completion of a project.



T: 03 544 7786

E: admin@innerstrength.co.nz

W: innerstrength.co.nz

A locally owned and operated company, Inner Strength Health & Performance was founded by Hayden Brown and Zane Lawrence in 2015. From 10+ years working as personal trainers, one thing became clear to them: the same approach to achieving real health, energy and vitality does not work for everybody. A complete and tailored approach is required.

At Inner Strength, their centre represents a paradigm shift from the conventional idea that health is simply an absence of illness or disease. Instead, they believe real health is not only achievable, but the fundamental building block of living a productive and empowered life.

Meeting you at your own unique starting point, their services and health solutions are tailored to your goals, not theirs. Offering the best in nutrition, personal training, health coaching, and chiropractic care. Inner Strength means you at your best!



T: 022 403 0257

E: ekos@ekos.org.nz

W: ekos.org.nz

Ekos supplies carbon management services to NZ businesses. This includes carbon footprint measurement, measurement certification, offsetting and zero carbon certification for business operations and products. They also supply carbon offsets from restorative forest carbon projects that focus on delivering sustainable land management, water quality, biodiversity and community co-benefits.

Why Ekos? They are a social enterprise focused on removing and reducing barriers to Zero Carbon and Climate Positive certification. Services tailored for individuals, SMEs as well as corporates. They develop bespoke offsetting projects for corporates who can then own or co-own a carbon credit supply chain with associated control over provenance, security of supply and reduced exposure to medium and long-term carbon market prices. They also work with impact investors to create opportunities for investing in sustainable land management and climate resilience at scale. They have projects in New Zealand and the Pacific Islands.



T: 021 203 0242

E: david@davidjcairns.com

W: www.davidjcairns.com

As a business coach, David differs from most. He believes that business owners know their business the best; what works and what doesn't work for them. His role is to assist business owners to look critically at their business from all perspectives, opening up new opportunities to learn and develop and not dictate what a business must do. He believes for a business to develop and grow, the owner must also develop and grow.

David works with owners in groups or as individuals. He presents the Quantum Leap Business Accelerator programme. This programme is designed to increase business profits by 50% using low cost or no cost methodologies inherent in all businesses. For those wanting to implement projects and develop their leadership teams, the Quantum Leap Platinum programme focuses on staff engagement, business strategy and results. David presents an affordable option for businesses want to develop and grow.

David's programmes are available through the Chamber's Regional Business Partner programme (Capability Development Voucher).

2020 Upcoming Events

Mark your diaries and go to www.commerce.org.nz/events to register your spot!

Noel Leeming Members Evening — 17 March, 5:00pm

BBB Workshop: The Power And Potential Of Analytics — 18 March, 5:30pm

Hamish Fletcher Lawyers Luncheon — 21 March, 12:15pm

BBB Workshop: The Real Cost of Workplace Injuries — 31 March, 9:30am

BBB Workshop: Intellectual Property, The Basics — 1 April, 9:30am

BBB Workshop: Grow Your Business With Digital Marketing — 9 April, 9:30am

Findex BA5: The Food Factory — 29 April, 5:15pm

BBB Workshop: Intellectual Property Strategy, Patents & Designs — 13 May, 9:30am

Aspire

Friday, 12 June 2020

8:30am- 4:30pm

Registration opens 1 April 2020

NTCC Business Awards

Friday, 6 November 2020

5:30pm – late

Applications open in May

ARE YOU MAKING THE MOST OF YOUR MEMBERSHIP?

Your staff can access big savings with our national partners, including Noel Leeming, OfficeMax, Vodafone, Caltex, Z Energy, and Hertz.



There are plenty of special member-to-member offers from local businesses too!

